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**Only Kprc-TV?**

Yes, only KPRC-TV. Because only KPRC-TV has CH-2, most effective selling agent put in television. Thousands rely on KPRC-TV and only KPRC-TV to stimulate sales.

_Are you glad you use Kprc-TV!_
track records in Indianapolis!

*The COLUMBIA features on WTTV and Rodger Ward at the Speedway!

The COLUMBIA features can be currently seen in more than 140 markets

Distributed exclusively by SCREEN GEMS
Buying a pig in a poke is no way to live high on the hog.

In some parts of the country, you can buy the two biggest TV markets in sight, and you've got most of the TV homes in the bag. Do the same thing in North Carolina, and you may be buying a pig in a poke. Down here, the two largest markets overlap like crazy. This makes it tough to tell what kind of coverage you've really bought. The logical way to cover North Carolina with TV is by combining Charlotte with Raleigh. The Raleigh-Charlotte combination gives you unduplicated coverage of more people than any other two-station buy. And coverage of the counties that rack up 85% of all retail sales. Who to buy in Raleigh? We'd say WRAL-TV. But don't take our word for it. Call up that guy from H-R. He'll show you plenty of proof that WRAL-TV really brings home the bacon for advertisers.
KRLD-TV could well be the keystone of your advertising expenditure budget. For not only can we tailor a schedule to your specific requirements, but we can also get your message to Texas' most informed, best entertained — most discriminating — television audience. Find out for yourself. See your ADVERTISING TIME SALES representative.

KRLD-TV represented nationally by Advertising Time Sales, Inc.

THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

MAXIMUM POWER TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts
Choosy buyers

Television program producers and network executives who are now deep in next year's planning are concerned over attitude of major cigarette advertisers. Reason: Not only are cigarette sponsors generally seeking later time slots (CLOSED CIRCUIT, Nov. 4) but are also said to be shying away from programs with controversial or "depressing" themes. It's enough to make three-pack-a-day smokers out of all who are involved.

Where it hurts

Echo of comment in House hearing that FCC Chairman E. William Henry may be "getting too big for his britches" (story page 42) was expressed in closed-door discussion of Senate appropriations subcommittee Friday (Nov. 8). Senate unit voted to slice $400,000 off FCC's fiscal 1964 budget and criticized commission for straying into areas not intended by Congress. FCC's rulemaking to set commercial standards was one specific instance that irritated senators. House voted $15.8 million for agency; Senate cut still would give FCC increase over current budget.

Elsewhere in Senate there's also concern about growing argument over broadcast commercial practices. Senator John O. Pastore (D-R.I.), chairman of Senate Communications Subcommittee, in letter to LeRoy Collins, NAB president, has pointedly asked what broadcasters are doing to reinforce their codes and thus relieve pressure for government control of advertising volume. Indications are that Mr. Pastore may be thinking of moving into situation, perhaps informally, if he doesn't get assurances that progress in self-regulation is being made.

Code compliance

Most TV code subscribers called on carpet by National Association of Broadcasters' code authority for repeated violations of commercial time standards (CLOSED CIRCUIT, Oct. 7) have voluntarily ceased use of "excessive" spots. Of nearly 20 stations that were told they were not operating according to standards, only four have either resigned or are facing expulsion. Crackdown was authorized by TV code board early last month.

Impact survey

Where do TV commercials get best attention: mid-program, in "clutter" positions, daytime, nighttime? How well does spot TV do? Is suburban housewife more attentive than her city sister? Needham, Louis & Brody is quietly making major study with own money to find answers to those and other questions, hopes it will have significant results by April.

NL&B's big project involves in-depth telephone interviews with 12,000 housewives in six-county greater Chicago area; 19,000 calls are being made to assure base sample. Preliminary returns indicate daytime attention levels equal those of nighttime.

Another hobble?

FCC Chairman E. William Henry has been handed request from solicitor general's office that could involve commission in hot new controversy over programming control. Request is that commission ask broadcasters to avoid interviews with persons who have been arrested but not yet brought to trial. Justice Department is concerned about effect of such interviews because of Supreme Court action in sending back for new trial case of man who had been convicted of bank robbery and murder in Lake Charles, La. Television in area had covered sheriff's interrogation of prisoner, during which defendant admitted guilt. Supreme Court said this had made fair trial in Lake Charles impossible and that lower court should grant defendant's plea for change of venue. Matter is now under study by commission's general counsel.

Tune in next week

FCC continues to maintain suspense in VHF drop-in case. Commission had hoped to act on matter last week, but didn't, putting it over for second week in row. Moment of truth in case is now scheduled for Nov. 15, in special meeting set to begin at 3:30 p.m. Betting on whether commission will reverse itself and drop short-spaced V's into seven markets is still 6-5 and take your pick.

Commission last May rejected, by 4-3 vote, proposal to drop V's into Johnstown, Pa. (channel 8); Baton Rouge (channel 11); Dayton, Ohio (channel 11); Jacksonville, Fla. (channel 10); Birmingham, Ala. (channel 5); Knoxville, Tenn. (channel 8); Charlotte, N. C. (channel 6). Last month, commission heard oral argument on petitions for reconsideration.

Robinson package

ABC-TV is seriously considering new hour show that Hubbell Robinson, former senior vice president for program at CBS-TV, would develop for 1964-65 season. Tom Moore, ABC-TV president, and other network program experts reportedly were impressed with projected series that has tentative title of Homicide.

Warming up

Chairman Oren Harris (D-Ark.) of House Commerce Committee may have some pointed observations to make on FCC's arrogation of power and disregard of congressional intent in major address to be delivered Nov. 14 before Association of Broadcasting Executives of Texas, in Dallas. Legislator, who has become one of most influential members of House, usually takes calm approach but is represented as feeling that FCC is going beyond reasonable limits in its regulatory processes in relation to broadcasting. He gave strong indication of those feelings last week in comments during hearings on House bill to prohibit FCC from imposing commercial limitations on radio and TV (see story page 42).

Flip flop

CBS-TV will transpose positions of two of its programs on Saturday nights. Thinking is to move Phil Silvers Show from 8:30-9 to 9:30-10 and Defenders from 9-10 to 8:30-9:30, allowing latter program to take advantage of Jackie Gleason Show lead-in. It's believed such move may reverse recent decline in Defenders ratings. Silvers has not retained ratings level presented it by Gleason. If move is made, it may be made effective as early as Nov. 16 (next show date).

Toward utility concept

Action of Britain's Independent Television Authority in revising downward agreements with independent program contractors (equivalent to our commercial networks) is causing concern in U. S. and in other areas in which commercial TV operates. Effort appears to be toward reducing return to "reasonable percentage" on investment rather than what traffic will bear. Observers see in this possible harbinger of what could happen elsewhere.
Which X is lighter?

Yours is—when the X stands for your marketing task in Washington. Just turn it over to WMAL's John Wilcox.

Late afternoon listeners like his good music, easy-going conversation, unpredictable comments and the up-to-the-minute news from ABC and WMAL newsmen. And the mobile masses heading home know their best traffic tips come direct from WMAL's "Trafficcopter" on the John Wilcox show. Put your commercials in the proper surroundings and accomplish your Washington task without illusion.

WMAL RADIO WASHINGTON, D.C.

630 KC • 5,000 POWERFUL WATTS • WASHINGTON'S BEST FULLTIME RADIO SIGNAL

Represented Nationally by McGavren-Guild Co., Inc.
The Evening Star Broadcasting Company

BROADCASTING, November 11, 1963
WEEK IN BRIEF

Ratings hysteria on Madison Avenue rises to new heights on eve of second national Nielsons. Factor fomenting mania: report that some major advertisers are readying 1964-65 commitments. See . . .

MAD OVER RATINGS . . . 35

Broadcasters pour it on FCC at congressional hearing. Charge commission has no power to define overcommercialization. Support for broadcasters voiced by Harris and Rogers but Henry stands firm. See . . .

ASSAULT AND BATTERY ON HILL . . . 42

Advertising needs new creative talent, and it may come from Negroes, scholars or even "kooks." Concern over costs and effectiveness spurs search for better writers and thinkers. See . . .

4As COVER AD SPECTRUM . . . 50

Collins and executive committee have meeting of minds on code director; job given to Howard Bell, NAB vice president and assistant to NAB president, subject to board approval. See . . .

BELL IS CODE DIRECTOR . . . 58

Educators turn to computer for UHF allocations and show how 600 more assignments can be made in FCC's proposed table. Provides also for 900 ETV reservations, does not disturb existing stations or grants. See . . .

NAEB HAS ITS OWN TABLE . . . 66

Television and newspapers supplement each other, they don't replace one another, Michaels tells Canadian broadcasters. Experience in newspaper strikes shows newspapers fulfill one need, TV other. See . . .

TO EACH HIS OWN . . . 90

Two stations say "no" to requests under fairness doctrine, submit views to FCC. WMAL-TV cites Rev. McIntire complaint as "reckless and unsubstantiated," and KBAT tells citizens group it is fishing. See . . .

FEARLESS FAIRNESS FOES . . . 75

Wide area broadcasting of radio and TV from satellites is discussed at Geneva space conference. Topic raised by Soviets and all agree CCIR should hurry its considerations of the technicalities. See . . .

FROM SPACE TO HOMES . . . 86

Tower becomes chairman of TV music licensing negotiating committee, succeeding Shea who steps down to vice chairman. Committee is awaiting hearing in appeals court as ordered by Supreme Court. See . . .

SHEA-TOWER SWAP PLACES . . . 78

Elman, Reilly get routine hearing at Senate committee on nomination to be FTC commissioners. Expected questions on wiretapping for Reilly don't eventuate; Elman who is already member excused without questioning. See . . .

NO OPPOSITION SEEN—YET . . . 54

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when you think
NEW YORK
RADIO

think
wmca
570

REPRESENTED BY ROBERT E. EASTMAN & CO., INC.

BROADCASTING, November 11, 1963
CBS-TV extends its lead in 30-city Nielsen

CBS-TV took first place over ABC-TV by more than 2 average rating points and over NBC-TV by more than 2.5 in Nielsen 30-market report for week ended Nov. 3, issued Friday (Nov. 8). Estimates are based on analyses by two networks. CBS also was shown in first place six nights of week, with ABC first on Tuesday. These reports show marked change from preceding week's 30-market figures, which showed CBS nose-d NBC by about two-tenths of point.

Network analyses Friday showed following top 10 programs for week ended Nov. 3:
1. Miss Teen-Age America (CBS)       2. Beverly Hillsbillies (CBS)
3. Candid Camera (CBS)                 4. Bonanza (NBC)
5. Dick Van Dyke (CBS)                6. Jackie Gleason (CBS)

FCC lashing goes on at Hill sessions

Broadcasters resumed pummeling FCC for commercial standards proposals Friday (Nov. 8) as 15 witnesses testified in favor of legislation to prohibit commission from taking restrictive action on commercials.

National Association of Broadcasters President LeRoy Collins said question is whether present free enterprise system of broadcasting will be continued or government-operated arrangement will be installed. He told House Communications Subcommittee windup session (story page 42) that FCC no longer is taking "retaliatory attitude" in dealings with industry.

Representative Oren Harris (D-Ark.) said Commerce Committee which he heads has leaned over backward to let industry regulate itself: "I am not altogether satisfied that the industry has accepted its responsibility," he said in reference to problems in ratings. "Our patience can run out."

Former FCC Chairman John C. Doerfer said there has been "pattern of encroachments" into broadcasting by FCC dating back to my time (he was chairman last 2½ years of his 1953-60 term on FCC).

Mr. Doerfer spoke for Maryland-D. C.-Delaware Broadcasters Association and said FCC proposal is utility type of regulation never contemplated by Congress.

Surprise witness at end of hearing was Rev. Dr. Carl McIntire, who complained that stations' fear of time limit rule is keeping some from accepting his radio program, Twentieth Century Reformation Hour, time which he usually buys himself with listener help.

Witnesses who appeared for their respective state broadcaster associations:

Also appearing: Mark Evans, vice president, Metromedia Inc., and John J. Ryan, general counsel, Advertising Federation of America.

RED HUNT AT PACIFICA

FCC asks about Communists; wants answers under oath

FCC has asked directors and other officials of Pacifica Foundation to answer under oath questions about possible Communist affiliations.

Pacifica spokesman said Friday (Nov. 8) that commission questionnaires were received by Foundation's directors, executive vice president and by managers of three Pacifica stations.

Each was asked to reply under oath whether he is or has been Communist Party member.

Pacifica attorneys believe questionnaire is first of its kind ever sent to operator of broadcast station.

Pacifica directors were to meet in San Francisco Saturday (Nov. 9) to consider their response.

Pacifica operates KPFA(FM) Berkeley, KPJK(FM) Los Angeles and WBAI (FM) New York. All are supported by listener contributions.

Commission queries are result of Senate Internal Security Subcommittee hearing last winter on whether Communists had infiltrated Pacifica's stations (Broadcasting, Jan. 14, et seq.).

Pacifica officials said their response to commission will depend on their view of constitutionality of request.

Commission has been upheld by courts in submitting similar questions to applicants for operator licenses. However, Pacifica spokesman said, commission's right to ask question of station licensee has never been determined.

Pacifica officials received commission questionnaires Oct. 7 but delayed disclosure on advice of counsel until request has been studied.

Original deadline for returning sworn statement to commission was Thursday (Nov. 7), but deadline was extended to Dec. 16.

AFTRA set to strike, but negotiations go on

Armed with strike authorization, American Federation of Television & Radio Artists continued negotiations with networks over weekend on contract that is scheduled to expire Friday (Nov. 15).

AFTRA's negotiators received power to strike, if necessary, against networks by members voting last week in New York, Chicago and Los Angeles. Union considers proposals made by networks for new radio-TV program codes "unsatisfactory."

AFTRA also is continuing its joint negotiations with Screen Actors Guild on TV and radio commercial contracts, which also expire Friday. Expectation is that strike deadline for both network and commercial contracts will be extended, though course of negotiations this week will be factor in decision.

4A panelists urge greater Negro use

NAACP's Roy Wilkins issued plea Friday (Nov. 8) for increased use of Negroes in natural situations in advertising campaigns.

Executive secretary of National Association for the Advancement of
**WEEK'S HEADLINERS**

Cy Kaplan, national sales manager of Independent Television Corp., New York, elected VP and general sales manager. Mr. Kaplan joined ITIC in 1959 as sales executive and was placed in charge of national sales in December 1962. Earlier he had served as national sales manager of National Telfilm Associates and in sales executive capacities with Television Programs of America and with wons Hartford, Conn.

Robert W. Castle, senior VP and board member at Ted Bates & Co., New York, placed in charge of all Colgate-Palmolive operations at agency. Dwayne L. Moore, VP and account supervisor, assumes responsibility for household products division of Colgate account. Rudolph Montgolas, agency's president, remains management representative on Colgate.

Howard Bell, vice president for planning and development of National Association of Broadcasters, named director of NAB code authority effective Dec. 1 (see page 58). Mr. Bell, whose appointment is subject to ratification by NAB board, succeeds Robert D. Sweezy, who announced his resignation last summer (Broadcasting, Aug. 19).

Theodore F. (Ted) Koop, Washington VP for CBS Inc., elected national president of Sigma Delta Chi at professional journalism society's annual convention Nov. 9. Mr. Koop moved up from first vice presidency of society. Veteran CBS news executive before transferring to corporate vice presidency two years ago, Mr. Koop has long been active in journalism affairs. In 1953 he became first broadcast newsmen to be chosen as president of Washington's National Press Club. Succeeding Mr. Koop as first VP of Sigma Delta Chi and on escalator for presidency next year was Ralph Sewell, assistant managing editor of the Daily Oklahoman and Times (WKKV-AM-FM-TV Oklahoma City). Both elections took place at society's annual convention in Norfolk, Va. (also see story, page 61).

For other personnel changes of the week see FATES & FORTUNES

Colored People reminded American Association of Advertising Agencies meeting in New York (story page 50) that selective buying weapon held by Negroes could be used in fight to eradicate stereotype image of Negro.

Robert Liddel, vice president and associate media director, Compton Advertising, another speaker on Negro marketing panel, stressed importance of integrated advertising using Negroes in "natural situations." He referred to project of Center for Research in Marketing, Pekskill, N. Y., which showed "Negroes and whites exhibit far more similarities than differences in relationship to TV ownership and TV viewing than might be expected."

William Grayson, vice president of Johnson Publications (Ebony, Jet, Tan, Negro Digest) noted "willingness" of agency business and other industries to correct employment inequities.

**IBA members called on to oppose managed news**

Illinois Broadcasters Association at annual meeting in Chicago Friday (Nov. 8) gave support to "managed news" protest voiced by Sigma Delta Chi Freedom of Information Committee report and urged IBA members to individually register concern with their congressmen.

Robert W. Frudeger, WIRL Peoria, retiring IBA president, called for "increased activity ... particularly in the area of freedom of news."

Joseph M. Baisch, WREX-TV Rockford, was elected president of IBA.

**Newsman finds Thurmond less than cooperative**

One of harshest critics of broadcast news programing tangled with medium again Friday (Nov. 8), according to Associated Press. Senator Strom Thurmond (D-S.C.), during speech at University of Wisconsin, Madison, said students should report teachers they suspect of being subversive. Robert Beringer, newsmen at WISN Madison, repeatedly asked legislator to name one teacher convicted of such offense, but senator demurred.

After Mr. Beringer left, unsatisfied, Senator Thurmond complained of TV camera trained on him "while strange questions were being asked."

Speaking to another wism staffer, senator, member of Senate Communications Subcommittee, said "I will be interested in how the balance of your show is presented on the radio." Senator Thurmond earlier in week threatened government regulation of networks (see story, page 78).

**Space radio traffic given 2,000 mc**

Two thousand mc of radio spectrum, allocated to space communications at Geneva, are wide enough to handle 10 TV channels or 3,000 telephone calls, it was reported Friday (Nov. 8).

Information was released by government and Communications Satellite Corp. officials at news conference in Washington. Voice of Joseph H. McConnell, chief of U. S. delegation in Geneva, was relayed by Syncom via 55,000-mile radiophone circuit.

Frequencies assigned for communications satellite traffic comprise four bands, each 500 mc wide. They are: 3700-4200 mc, satellite to earth: 5925-6425 mc, earth to satellite: 7250-7750, satellite to earth, and 7900-8400, earth to satellite.

Other highlights of Mr. McConnell's report:

- All western countries except Cuba agreed to reserve for 10 years 608-614 mc (UHF channel 37) for radio astronomy. This already has been done by FCC for U. S.

- Overall, 2,800 mc of space were allocated for satellite communications —of which 2,000 mc were included in original U. S. proposals.

- Band 144-146 mc was allocated for amateurs in space communications.

- Exclusive allocations were made for navigational satellites.

**FCC adopts new rules for emergency broadcasts**

FCC has adopted new rules governing operation of AM, FM and TV stations during times of local emergency.

New rules, which become effective Nov. 18, will permit daytime-only and other restricted-hours AM stations to operate outside of normal hours if service is not available from unlimited-time station in emergency area.

New rules will also permit unlimited-time AM stations to operate at night with daytime facilities if no other AM emergency service is available.

Stations engaged in emergency operation may not carry commercials under new rules, although they may broadcast music when not carrying information.

Stations may also transmit information intended for specific individuals.

Commission order states that decision to engage in emergency operation is left to licensee, not to local or other officials.

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Stations engaged in emergency operation may not carry commercials under new rules, although they may broadcast music when not carrying information.

Stations may also transmit information intended for specific individuals.

Commission order states that decision to engage in emergency operation is left to licensee, not to local or other officials.
Channel 8 delivers it! Your advertising message telecast on WGAL-TV does an outstanding job at winning dealer enthusiasm for you, because of its potential capacity to stimulate consumers to buy. Whatever your product, WGAL-TV increases dealer-support, sales, and profits.

**WGAL-TV**

**Channel 8**

**Lancaster, Pa.**

STEINMAN STATION - Clair McCollough, Pres.

*Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco*
What makes a great salesman?

Folks around Sharpsburg, Pennsylvania, used to shake their heads in wonder at the enterprise of young Henry J. Heinz. From the age of eight he marketed spare vegetables from his family's garden, and it came as no surprise to the townspeople that by the time he was twelve his thriving retail business' assets included a horse and wagon. This auspicious beginning heralded the sales career of a man who succeeded for one very important reason: he wanted the consumer to get the worth of every penny paid—because he knew the worth of a satisfied customer.

The H. J. Heinz Company grew by leaps and bounds, spurred by Heinz' integrity and creative ingenuity. He insisted that every Heinz product be displayed in clear glass bottles rather than the green glass in common use at the time. He originated the trade slogan which made "57 Varieties" famous throughout the world. As a promotional gimmick he developed the highly successful Heinz pickle pin. (Over 80,000,000 have been given away to date.) And when he crusaded for pure food and drug legislation he spoke not only for his business, but for the entire industry.

Henry J. Heinz was a great salesman because he kept aware of the needs of his consumers. So, too, for over 36 years, Storer has made it a practice to give its listeners and viewers what they ask for...its advertisers what they pay for. Responsible management and progressive programming have paid off for Storer...will pay off for you! In Los Angeles, Storer's great salesman is KGBS, an important station in an important market.
**ROCHESTER IS A “MUST-BUY” IN NEW YORK STATE**

**PER HOUSEHOLD INCOME**

- **ROCHESTER:** $8356. National Rank, 16; New York State, 2.
- Buffalo: $7668. National Rank, 40; New York State, 5.

**PER HOUSEHOLD RETAIL SALES**

- **ROCHESTER:** $4860. National Rank, 44; New York State, 2.

**WHEC-TV (CHANNEL 10) IS A “MUST-BUY” IN ROCHESTER**

The ARB estimates for Feb-Mar. and May-June, 1963, award us most "total homes" average, from 9:00 a.m. to midnight, Monday through Sunday." Our strong CBS schedule, outstanding local news coverage and programming, and heavy station promotion are responsible for this excellent position in the rich Rochester market.

In New York State—you need ROCHESTER

In ROCHESTER—you need WHEC-TV

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**DATEBOOK**

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

- Nov. 11—Detroit chapter of Station Representatives Association holds its second annual reception and luncheon for advertising agents in the Cleveland, Ohio, area. Guest speaker will be FCC Commissioner Robert T. Bartley.
- Nov. 11-12—Radio Advertising Bureau board of directors meeting, Sheraton Park hotel, Washington, D. C.
- Nov. 11-12—Fall radio meeting, sponsored by Electronic Industries Association Engineering Department. Speakers will be Charles F. Horne, EIA president, and Rear Admiral B. F. Roeder, assistant chief of naval operations in charge of communications. Manager hotel, Rochester, N. Y.
- Nov. 12—Sixth annual National Press Photographers Association cross country seminars in photojournalism, Omaha, Neb.
- Nov. 12—Group W (Westinghouse Broadcasting Co.) fifth public service programming conference, Cleveland. FCC Chairman E. William Henry will be principal luncheon speaker. Other speakers include Secretary of State Dean Rusk, and Francis Keppel, U. S. Commissioner of Education.
- Nov. 13—International Advertising and Publicity Seminar, sponsored by the International Advertising Association and the world trade department of Los Angeles Chamber of Commerce, Ambassador hotel, Los Angeles. Keynote luncheon speaker will be Will C. Grant, board chairman of Grant Advertising ("The World Is Your Market").
- Nov. 14—Sixth annual National Press Photographers Association cross country seminars in photojournalism, Memphis, Tenn.
- Nov. 15—Advertising Career Conference, sponsored by the Advertising Women of New York Foundation Inc., Commodore hotel. Speakers include Chet Posey, senior vice president at McCann-Erickson, and Jean Rindlaub, vice president of BBDO.
- Nov. 16—Sixth annual National Press Photographers Association cross country seminars in photojournalism, Hartford, Conn.
- Nov. 16—Annual meeting of UPI Broadcasters of Pennsylvania, Governor's Room, Penn-Harris hotel, Harrisburg.
- Nov. 16—Second annual Wyoming Associated Press Broadcast News Clinic, Gladstone hotel, Casper, Wyo.
- Nov. 16—Institute of Social Ethics, Georgetown University, discussion on ethics, advertising and responsibility. Participants to in...
Tucked away in the southwest tip of Georgia . . . and stretching southward into Florida to include Tallahassee, there's a $842 Million Trading Area some time buyers miss! It's not a glamorous hard-packed market like Fresno or Youngstown, but a look at page 100 of your ARB Television Market Analysis for 1962 will show you that it's bigger in tv homes!

The New South is Here! An industrial revolution has taken place in Dixie, and here's where it shows up best! Fields that once produced tobacco, cotton and peanuts now serve as plant sites for America's best known industrial firms. New payrolls and new people have swelled the population to over 880,000. Ex-farmers have moved to town to stay . . . while down the road, farms are bigger, better, producing more, paying off more than ever before! Sleepy country towns have come alive. Traffic lights now stand next to courthouse square statues, and inside the stores . . . there's a happy cash register jingle that can be heard all the way from Unadilla to Tallahassee!

Only WALB-TV sells it all! If you want to reach into the 49 county market surrounding Albany, Georgia, named by Forbes Magazine as one of the top ten trade cities . . . want to sell the area that Sales Management has listed as a "preferred" market . . . put your schedules on WALB-TV . . . the only television station that effectively sells it all with a 1,000 foot tower and 316,000 big watts!

The BIG Surprise! WALB-TV has more equipment, including video tape . . . is better equipped for remotes with permanent inter-city micro-wave installations, has more seasoned air salesmen and directors than most top metro market stations. Call now for avail. You'll look good on Channel Ten! Represented nationally by Vernard, Torbert & McConnell, Inc., and in the South by James S. Ayers Company.
IMAGINAT
Turning on the creative light in programming is something that happens regularly at WPIX-11. The presentation of our unique Documentary Specials is a good example.

Since WPIX-11 started producing its own provocative specials, other producers have been attracted by this climate of imaginative programming and have brought some of their most noteworthy productions to New York's Prestige Independent.

Twelve more Documentary Specials have just been added to the current season, including six new David L. Wolper hour specials.

When you're looking for the bright light of imaginative, attention-getting programming for your product, look to WPIX-11, New York's one-station network.

WPIX TV/11
THE ONE STATION NETWORK
NEW YORK

Left to Right:
Benito Mussolini "Death of a Dictator"
Greta Garbo "Hollywood-The Golden Years"
Prince Phillip "The New Ark"
General Douglas MacArthur "Day of Infamy"
Jacqueline Kennedy "The American Woman in the Twentieth Century"

represented by
Peters, Griffin, Woodward, Inc.
© 1963, WPIX-11
Nov. 17-19—Annual meeting of French-Language Radio and Television Broadcasters Association, Chateau Fromenac hotel, Quebec City.


Nov. 17—Baltimores Broadcasters Promotion Association annual convention, Jack Tar hotel, San Francisco, Joseph F. Constantino, KTUU(TV) Oakland-San Francisco, is convention general chairman.

Nov. 18—Western States Advertising Agencies Association dinner meeting at Sheraton-West hotel, Los Angeles, 7 p.m. Saul Bass, graphic designer, and Norm Owen, vice president for marketing services, McCullough Corp., will discuss creative graphic communications and product marketing.


Nov. 18—Screen Actors Guild annual membership meeting, 8 p.m., Beverly Hilton, Beverly Hills, Calif.

Nov. 18—Eighth annual Edward Petry & Co. seminar for promotion managers of Petry-represented radio and TV stations. Talks by Frank W. Chester on executive and promotion case histories by Petry stations. Jack Tar hotel, San Francisco, at 5-7 p.m.


Nov. 19—Broadcasting Executives Club luncheon, Sheraton Plaza hotel, Boston.

Nov. 20-21—Television Bureau of Advertising hosts annual membership meeting, Sheraton-Blackstone hotel, Chicago.

Nov. 20—American Association of Advertising Agencies (AAAA) east-central region meeting, Holiday Inn, Cleveland.


Nov. 22-23—Combined meeting of Wisconsin Associated Press newspaper and broadcasting members, Milwaukee.


Nov. 26—Annual stockholders meeting, Screen Gems Inc., New York.

Nov. 29-Dec. 1—Annual convention of the National Association of Radio and TV Farm Directors, Chicago.

DECEMBER


Dec. 3-5—Winter conference of Electronic Industries Association, Statler-Hilton hotel, Los Angeles.

Dec. 5—Board of directors meeting of the Association of Maximum Service Telecasters, Riviera hotel, Palm Springs, Calif.

Dec. 5—Association of National Advertisers will hold a workshop on "New and Practical Ways to Evaluate the Effectiveness of Your Advertising," Plaza hotel, New York. Alfred Whittaker, vice president for marketing, Bristol-Myers Products Co., is program committee chairman. Speakers include: Gail Smith, General Motors Corp.; William Leiblich, C. J. LaRoe; Wallace Drew, Coty Inc.; and William Gilliland, Ketchum, McLeod & Grove.

Dec. 5-6—Fourteenth conference of the Professional Technical Group on Broadcast Communications, Adolphus hotel, Dallas.

Dec. 6—Association of National Advertisers workshop on planning and evaluation, Plaza hotel, New York.

Dec. 6—Arizona Broadcasters Association annual fall meeting, Paradise Valley, Phoenix. FCC Commissioner Frederick W. Ford will be principal speaker.

Dec. 9—FCC hearing on commercial time limitations, Washington, D. C.

JANUARY 1964

Jan. 3—Comments due on proposal to authorize on regular basis operation of Midwest Program for Airborne Television Instruction Inc. (MAPTI) and to allocate six UHF channels for the purpose.

Jan. 3—Comments due on proposed expansion of UHF table of assignments.


Jan. 21-23—Nineteenth annual Georgia Radio-TV Institute, co-sponsored by the Georgia Association of Broadcasters and the Henry Grady School of Journalism, University of Georgia, Athens.

Jan. 24-26—Midwinter convention of the Advertising Association of the West, Bakersfield, Calif.


FEBRUARY

Feb. 3-5—Second annual Electronic Marketing Conference of the Electronic Sales-Marketing Association (ESMA), Barbiton Plaza hotel, New York.

Feb. 5—Newsmaker luncheon, International Radio & Television Society, Grand Ballroom of Waldorf Astoria, New York. Na-
November

March is another rating month.

This could be regarded as the time to orbit a whole string of razzle-dazzle promotions, gimmicks, vest-pocket spectacerals and clusters of blockbusters.

It is not so regarded by WSJS Television!

We believe that programming is a year 'round responsibility, and not just something to which we pay special attention only when a rating period comes around. "Hypoed" programming helps no one. It serves only to create artificial ratings and to undermine the selling integrity of an industry which has enough problems already.

That's why, during rating month, we're programming - and promoting - as usual.

Harold Essex

Represented by Peters, Griffin, Woodward, Inc.
Keep This Under Your Hood
This is the fifth straight year NBC Television has led the field in automobile advertising. But we really wouldn't like that to get around. First thing you know, some conclusion-jumpers will assume our television network is strictly a vehicle for vehicles.

The plain, non- gingerbread truth is that the types of sponsors on NBC are as varied as our program schedule—a schedule whose versatility attracts more advertisers than any other network.

Sponsors have their special ways of making friends. Kraft chooses the tension-filled suspense play and the tension-less Perry Como. Du Pont favors both fictional drama and real-life specials. Hallmark is equally at home with classical and contemporary theatre.

In the news area, the Gulf Oil Corporation backs the famed “Instant Specials” while the “Huntley-Brinkley Report” is sponsored by companies as diverse as the Aluminum Company of America and the American Home Products Corporation.

Even the aforementioned auto-makers (who, after all, have a common goal of selling cars) use a variety of NBC shows for displaying their wares.

Chevrolet’s television stage is the action-filled Ponderosa of “Bonanza,” while Ford’s setting is the hardly-more-serene suburbia of “Hazel.” Chrysler’s television messages are brought home through a full-hour drama series and the comedy-variety of Bob Hope.

Buick is represented on such diverse offerings as “Sing Along With Mitch,” Eleventh Hour,” “Mr. Novak” and “Saturday Night at the Movies.” And, for the day of October 1, the entire “Johnny Carson” and “Today” shows were purchased by Pontiac for the television unveiling of its 1964 models.

And it’s not merely the giants of American business and industry who choose to use NBC. We also serve many, many medium-sized and small companies—firms selling everything from cough-drops to potatoes.

In fact, there’s only one type of small company we’d advise not to advertise on NBC: the one that wants to stay that way.

**THIS IS NBC**

...serving 410,000,000 people all over the world
Easy? Not really, but he makes it look that way—the sure sign of a professional who has mastered his art... So, too, with a BALANCED RADIO STATION such as WHEC, for 36 years a headliner in the Big Time. No fuss, no gimmicks, no pushing and pulling this way and that in frantic pursuit of "numbers." Just a continuous refinement of BALANCED programming and service, guided by the sure touch of professional skill... Rochesterians like it and depend on it. So do our many advertisers.

**WHEC RADIO**

**ROCHESTER, NEW YORK**

**SUBSCRIPTION APPLICATION**

**BROADCASTING** The Businessweekly of Television and Radio
1735 DeSales Street, N.W., Washington, D. C., 20036

Please start my subscription immediately for—

- 82 weekly issues $8.50
- 104 weekly issues $14.00
- Payment attached
- 82 issues & 1964 Yearbook $13.50
- Please bill
- 1963 Yearbook $5.00 (so long as supply lasts)

*Occupation Required*

- **name**
- **title/position**
- **address**
  - Business
  - Home
- **city**
- **state**
- **zip code**

**JANUARY**

- Jan. 11—International broadcasting awards banquet, 8 p.m., Hollywood Palladium. Presentation of trophies for best commercials on radio and television in any part of the world for 1962.

**MARCH**

- March 11-12—Annual meeting of Southeast Council of American Association of Advertising Agencies at Riviera motel, Atlanta.

**APRIL**

- April 5-8—Annual convention of the National Association of Broadcasters, Conrad Hilton hotel, Chicago.
- April 6-9—Thirty-first annual National Premium Buyers Exposition, under auspices of National Premium Sales Executives, the Premium Advertising Association of America and the Trading Stamp Institute of America. More than 600 manufacturers expected to participate in exhibits, McCormick Place, Chicago.
- April 7—Premium Advertising Conference of the Premium Advertising Association of America, McCormick Place, Chicago.
- April 21-24—Alpha Epsilon Phi, honorary radio-TV fraternity, annual national convention in Los Angeles at the Hollywood Roosevelt hotel.
- April 30-May 3—Thirteenth annual convention of the American Women in Radio and Television, Mayo hotel, Tulsa, Okla.

**MAY**

- May 11—International Convention of Broadcasters, Atlanta, Ga.
- May 13—Broadcasting at the Midway Gardens.
music is used every day on every TV network...112 out of 163 regularly scheduled shows every week

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<th>DAY</th>
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<td>The Fugitive...ABC</td>
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<td>WEDNESDAY</td>
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<td>Who Do You Trust?...ABC</td>
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<td>Trailmaster...ABC</td>
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*B (as of November 1, 1963)
**WHAT'S IN IT FOR US?**

We get ten minutes of your time and attention. In that time, we can alert you to the unique marketing opportunities for you in PARADE. Your own answers to this contest will tell why PARADE makes your dollars work harder —where you sell goods.

**WHAT'S IN IT FOR YOU?**

A luxurious 12-day trip to Europe for 2—or 1 of 150 U.S. Savings Bonds worth up to $100! More important, you discover how Parade Target-Marketing cuts fat from media budgets—concentrates dollars where market-size concentrates your customers.

**THE ANSWERS!**

Lean, powerful Parade Target-Marketing gives you cannonball coverage in the kind of markets in which your customers are concentrated. By targeting your markets, you cut the fat you get in overweighted, over-rated media big on figures, but light on coverage where your goods are sold.

You have 7 ways to buy Parade—but an infinite number of ways to use Parade. The total Parade 73-market network, "Jumbo", hits 12 million homes. Studies show 2 adults read every copy. Of these 24 million readers, an average of 75% reach each page, say independent surveys. Thus, the Parade Jumbo Network brings 18 million people to your message.

Big-city marketers can buy the 20-city Big-Top Network, sell 6,650,000 families, 80% in Nielsen "A" counties. In 53 other key markets, Parade Bandwagon Network brings your message to 5,400,000 homes, 2 out of 3 in Nielsen "B".

Parade Western Network covers 2 million homes in 14 West Coast markets. You can combine Western with Big-Top or with Bandwagon—or buy Jumbo without Western. Just choose the Parade network or combination that concentrates your dollars—targets the markets where you sell goods.

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**THE RULES**

1. Anyone may submit an entry if employed by an advertiser or advertising agency using national advertising media, and who is in a position involving the marketing or advertising of goods or services. Employees of Parade Publications, Inc., its advertising agency, and other media are not eligible, nor are members of their families.

2. Entrants must fill out correctly and mail an official entry blank from a Parade advertisement or one secured from a Parade representative.


4. Correct entries will participate in a drawing conducted by D. L. Blair Corporation, an independent judging organization. Judges' decisions will be final on all matters relating to this offer. Winners will be notified in person or by mail within 30 days of the close of the offer.

5. Travel prize must be taken on date specified. Trip is scheduled to start on March 27, 1964, and return 12 days thereafter.

6. All entries become the property of Parade Publications, Inc., and none will be returned. This offer is subject to all federal, state and local regulations.
HERE ARE ALL THE ANSWERS!

FOR 2!

ENTER

PARADE

"Target® Marketing"

SWEEPSTAKES

155 PRIZES!

5 FIRST PRIZES!

TRIP TO EUROPE FOR 2—ENTIRELY FREE
Including transportation from your home to New York and back!
Fly TWA Starstream Intercontinental Jet to Milan, Italy. Then enjoy any 12-day tour you arrange, for which Parade provides $30 per person per day. Return to Rome for flight home.

150 MORE PRIZES!

10 SECOND PRIZES $100 Savings Bond to each
30 THIRD PRIZES $ 50 Savings Bond to each
110 FOURTH PRIZES $ 25 Savings Bond to each

1. How many million homes does the Parade Jumbo Network reach? □ 2 □ 6 □ 12
2. What percentage of Big-Top Network lies in Nielsen "A" areas? □ 20% □ 40% □ 55% □ 80%
3. How many million homes does Bandwagon Network cover? □ 2.2 □ 3.6 □ 5.4 □ 8.0
5. The only readers who pay off are those who reach your ad. How many millions reach your ad in Parade Jumbo Network? □ 8 □ 12 □ 18
6. How many different ways can you now buy Parade? □ 3 □ 5 □ 7
7. What is Parade's great exclusive difference from other media? □ regional breakdowns □ city-size only
   □ choice of Nielsen "A" or "B" concentration

MAIL THIS ENTRY BLANK TO: Parade Target-Marketing Sweepstakes, Box 145, New York, N.Y. 10046
YOUR MAN IN THE TWIN CITIES!

Your sales story never sounded so good, as it does spoken by—or supported by—WLOL’s Big 5 personalities! Give your product an airwise salesman like this!

Against commercial limits
Editor: A controversial issue here in Washington is a bill which would prevent the FCC from putting regulations into effect which would interfere with the free choice by consumers and radio and television stations in the matter of advertising.

While I feel that the quality of advertising should not be directed to the seventh grader, and that it should improve, I believe that it will improve through the free choice by all of us as will also the matter of length of time given to commercials.

Our increasing level of education will, I believe, compel advertisers, their agencies and stations to improve their standards without any need for government intervention.—Representative Sherman P. Lloyd (R-Utah), Washington.

Public information tool
Editor: Broadcasting is an excellent magazine that we refer to constantly in our daily public information projects. The YEARBOOK issue has been invaluable to our activities.—Jeffrey W. Gain, Ensign, U. S. Coast Guard Reserve, district public information officer, St. Louis.

(Some copies of the 1960 YEARBOOK are still available. The 1961 YEARBOOK will be published in December.)

TV in the theaters
Editor: We would appreciate receiving tear sheets of each of the following articles:

“Color TV system for theaters revealed” (GE projection equipment will find closed-circuit use) (BROADCASTING, Feb. 25, 1963).

“Is pay TV’s place in the theaters?” (BROADCASTING, March 4, 1963).

“Theater TV network to have 100 outlets” (BROADCASTING, March 11, 1963).—J. H. Keller, manager of marketing research and planning, Curtis-Wright Corporation, Wood-Ridge, N. J.

Spot TV and new products
Editor: You are to be commended on the way in which you handled the latest Petry study on behalf of the spot television industry (BROADCASTING, Oct. 28). You took our topic, the extensive use of spot TV to launch new products, and gave it an even greater depth. The additional research, combined with our study, resulted in a wealth of material on the subject.

We were delighted, not only with the nice exposure which our study received, but also with the editorial enterprise and further substance which you added to the subject.—Robert L. Hutton Jr., Edward Petry & Co., New York.
Our hospitable National Sales Representative, Bob Whiteley, (try him the next time you’re in the Washington area) was driving Jim Parsons of Harrington, Righter and Parsons, Inc. out to the club for a couple of rounds and a round of golf.

As they traveled along a well-billboarded back-county route, Jim, who had nothing else on his mind at the moment, noted that the signs seemed to be regularly spaced and decided to try and figure out how far apart they were. Whipping out his trusty stopwatch, he counted the number of billboards they passed in one minute.

“That’s odd,” he said, “if you multiply the number of signs we pass in a minute by 10, it equals the car’s speed in miles per hour.” Assuming that the car’s speed is constant, that the signs are equally spaced and that Jim’s minute began and ended between two signs, how far is it from one sign to the next?

Correct answers rate awards.

You can’t hardly find any billboards in the D. C. area any more (They’re prohibited in D. C. and on new highways), which is one more reason for putting your client’s product on WMAL-TV. For maximum exposure with maximum effectiveness, try NEWS 7—our popular hour-long evening newscast.

Call Jim Parsons, or anyone else up at HR&P, for current availabilities.

Puzzle adaption courtesy Dover Publications, New York, New York 10014
Address Answers to: Puzzle #91, WMAL-TV, Washington, D.C. 20008

wmal-tv

Evening Star Broadcasting Company
WASHINGTON, D. C.

Represented by: HARRINGTON, RIGHTER & PARSONS, Inc.
A giant step toward control

EDITOR: A member of the American Bar Association who "performs" in an unethical manner will have disarmament proceedings started against him, and, more than likely, he will no longer be a practicing lawyer.

This is not a condemnation of the practice, rather it is a comment on the lack of such force in the National Association of Broadcasters. For years the NAB has had a radio code committee and a TV code committee. As with the lawyers in the ABA, broadcasters are regulating broadcasters. Only problem is, where is the regulation?

A station may belong to the NAB but it does not have to subscribe to the code. Thus a station may gain the benefits of belonging to this professional organization but it does not have to follow its "Canons of Ethics."

What kind of organization is this?

Even the simplest neighborhood kids' club has rules and if you don't follow them you get kicked out. In the NAB...they just shrug their shoulders and go blissfully on their way reworking a code that doesn't have to be adhered to.

Unfortunately, this haphazard way of viewing their own codes has resulted in the "vast wasteland" of Newton Minow and now, what's even worse, E. William Henry's proposal to adopt and adapt these same codes into FCC regulations. What can be done?

It may be too late, but perhaps some immediate action by the NAB and its legal staff can forestall any action of this type. The action to be suggested might result in the NAB being called a bunch of "finks" but they should be big enough to stand up to this if it results in the FCC going back to what it was created for: the regulation of channels, frequencies, powers, etc.

The NAB can act as an arm of the FCC through the "public interest, necessity and convenience" clause of the Communications Act.

The NAB's legal staff can bring stations who do not comply with the codes to the attention of the FCC. The charges would be "failure to comply with the public interest, necessity, and convenience clause." Such charges would be filed as a complaint against the station by the NAB.

Sound drastic? Possibly it is. But it may mean the difference between self-regulation and complete governmental regulation. If the FCC's plan goes into effect, it will be the first "giant step" toward complete program control.

Donald W. Hansen, director of radio KMUX(FM), University of Wichita.

Permission for 'Hornet'

EDITOR: I have noticed that an article stating that The Green Hornet will be handled by Charles Michelson Inc. says that he had received permission from the Tredle-Campbell Broadcasting Co., owner of the series (Broadcasting, Oct. 28).

This is not correct. The Green Hornet is owned by The Green Hornet Inc., and this is an entirely separate organization in which H. Allen Campbell and I are financially interested, along with Raymond J. Meurer.—George W. Tredle, president, The Green Hornet Inc., Detroit.

Right man, wrong job


(A news release on Mr. Griffin was in error.)

ANOTHER FILM LINE FIRST!

The REVOLUTIONARY R-36

DEVELOPS 16MM FILM AT 2160 FT. PER HR.
NEGATIVE FILM AT 3000 FT. PER HR.
POSITIVE FILM AT 3600 FT. PER HR.

Super Speed—Super Quality, The R-36 is the answer to the film industry's exacting requirements for increased speed and quality in reversal processing. It is ideal for military, industrial and commercial use. The Filmline R-36 gives you performance that never existed before. You must see it in action...see its results to believe it. Write or phone today.

- EXCLUSIVE OVERDRIVE TRANSPORT SYSTEM eliminates film breakage, automatically compensates for elongation—tank footage stays constant.
- OPERATES at 83°F at better than 60 ft. per min.
- EASY TO OPERATE...needs no attention.
- COMPLETE DAYLIGHT OPERATION on all emulsions —no darkroom necessary.
- FEED IN AND DRY BOX ELEVATOR, plus 1200' magazine permits continuous processing.
- TEMPERATURE CONTROL SYSTEM controls heating and cooling of all chemical solutions.
- VARIABLE SPEED DRIVE, development times from 1½ to 15 minutes.

Milford, Connecticut

Dept. BY-64

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<thead>
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Milford, Connecticut

Dept. BY-64
THE BEST DOCUMENTARY STUDY OF NARCOTICS ADDICTION I HAVE EVER SEEN WAS PRESENTED ON WMAR-TV LAST WEDNESDAY. IT ALSO SET A NEW HIGH IN EVERY PHASE OF PRODUCTION FOR THE STATION, WHICH HAS MADE SOME GOOD ONES IN THE PAST YEAR.

The first of a three-part series, it dealt with the problem from the point-of-view of one victim. The second will be on the relationship between the addicts and the law and what is being done by the authorities. The final one will discuss efforts to find a cure, and more satisfactory ways of providing help for those who need it.

The staff responsible for it scored an achievement which is extremely rare in television; indeed, I can think of only a very few factual programs in which it was noted. That is, they found a way to build the opening film around a real-life person, willing to brave the stigma which is the heroin user’s lot. She talked freely about herself and a period of misery which began sixteen years ago, when she was 12 years old.

Tremendous Impact
This gave the story a human quality and an impact which go beyond the power of words to describe. But this was only one of many assets. Technically, it was brilliant, an adjective which may be used only once in a while in reference to locally produced documentaries.

Everything meshed — the production by Bob Cochrane, the script by George Gipe, the photography by Charles Purcell, the direction by Janet Covington, the narration by Don Bruchey.

Part Of Pattern
They were fortunate as well as enterprising in their discovery of a young woman who was able to tell her own story, largely in her own words, in an articulate but simple, sincere manner. She didn’t learn to talk this way in school; she was a high school drop-out. She was taught mostly during periods of confinement in the Maryland Institute For Women. She has three children, not shown, of course, in the film. She displayed, without coaching or rehearsing, a surprisingly thorough comprehension of the nature of the drug habit and its consequences.

Her story was set off by concise statements of facts about the problem as it affects Baltimore, and the whole pattern, of which she is an individual part. Also, there was a most remarkable kind of counterpoint in Mr. Purcell’s photography, which deserves special mention.

His camera, with liberal use of close-ups of inanimate objects as well as faces, told a complementary story about the various environments in which the young woman has lived—home, jail, the streets and alleys, stores. One of the most remarkable things about the film is that the sound track alone would be absorbing on radio, and the pictorial background, would be fascinating, if shown by itself with a few subtitles.

Both would profit from a fine musical score by Glenn Bunch, which stressed the changing moods without being obtrusive.

If Parts II and III, to follow on dates not yet announced, maintain this standard, Drug Addiction will be in strong contention for whatever prizes are offered in the documentary field this season.

"The Octopus . . . and the Addict"
Another in a series of documentary programs produced in the public interest by the WMAR-TV editorial projects team.

In Maryland Most People Watch
WMAR-TV
TELEVISION PARK, BALTIMORE 12, MD.
Represented Nationally by THE KATZ AGENCY, INC.
Stop!
Accidents will happen! New DUROL Base provides extremely high tensile and yield strength, yet should equipment failure take place, the tape will break clean without stretch. As a result, splices are made easily, quickly—with minimum program loss.

Look!
New “Lifetime Coding!”...Your assurance of highest quality! A permanently printed legend continuously repeated on the back of all new EASTMAN Magnetic Sound Recording Tapes (1) identifies Eastman Kodak Company as the manufacturer; (2) provides a convenient means of indexing tapes.
Three important new developments give you sound recording at its best!

Listen!
The new "R-type" binder, a super-smooth, tougher homogeneous oxide layer suppresses tape noise and distortion... prevents oxide build-up on the head; at the same time, chemical stability extends longevity. Even more important are the superb magnetic characteristics of the new "R-type" binder dispersions. These make possible two superlative tapes of widely different performance characteristics... an extra-low print-through and a high-output low-noise tape.

Remember: It's Eastman for superb sound recording tapes.

Ask for them at leading electronic supply houses: Type A303, a vastly superior low-print tape with output comparable to a fine general-purpose tape... Type A304, a high-output tape with remarkably low print-through.

For fast loading—extra convenience... the unique ultra-handy Thread-Easy Reel with indexing scale and built-in splicing jig.

For information, see your electronic supplier or write
Magnetic Product Sales
EASTMAN KODAK COMPANY, Rochester 4, N.Y.
Pretesting: when it should be done

The most important function of today's advertising agency—what it must do in order to profit and progress in the vast, hotly competitive and often fuzzy marketing picture—is for the agency to improve the effectiveness of the client's dollar.

A tired old bromide? Or is it? Consider this against a basic agency-client fact of life that in any medium (whether TV, radio or print), it costs more to do the same job and to reach the same people today than it did 10 years ago. It behooves the agency to look further and deeper into the speediest possible ways and means of pinpointing a client's needs and consumer wants.

We rely on basic research to determine who the customer is, where he is, what he wants and to what appeals he will respond. We have access to all kinds of measuring devices, rating systems and market surveys. These help clarify a multitude of needs, wants and preferences.

And yet a confusing picture often emerges. A reason is the unprecedented traffic jam between the flow of new products and the buying consumer; the jam created as products proliferate and their distribution becomes hazy.

More New Products • There are now more new products, more improved "old" products, more direct selling, more chains, cooperatives and new kinds of discount operations than ever before.

American industry is better than ever at "finding needs," and fantastically better at filling them, too. In this new situation, the thundering junction of products and sellers and buyers, the advantage lies with the agency that's the innovator and the diversifier.

I do not mean to mourn for the "good old days" of advertising when the agency head was of necessity often a jack-of-all-trades (and frequently master of some). The services that can be rendered clients today are more widespread, more diversified and more challenging—a situation that is good and that is healthy.

But the crying need is for the agency to concentrate more on isolating, determining and delivering the single selling difference of a product. This is where the effectiveness of the client's dollar enters, and also where there's a necessity for speedier research techniques.

Efforts to improve the efficiency of marketing and research methods have been focused on consumer interviewing and analytical approaches, and on the use of computers in simulation studies. But little has been done to reduce the "time gap" between management's need for answers and the ability of marketing and research to provide the answers.

Marketing elements in today's business operate at a wide range of speeds. Often research and development produce a finished item in a short period, only to find market pretests requiring months of planning.

Again, advertising and promotion efforts at times involve deadlines for finished creative approaches that can't wait for the results of slow-moving consumer "concept" studies or market pretests, and sales personnel often find it impossible to "sell in" a product according to established timetables. These "clocks running at different speeds" often upset consumer test market plans, or even entire market introductions, and in addition to causing delays give competitors time to observe strategies and tactics.

Emphasis On Speed • We need faster reporting methods, faster data processing and informational retrieval, new and more imaginative ways of getting reliable research results to the right people at the right time.

At FSR, for example, we have invested considerable effort and money in developing research techniques that help reduce the time gaps. We do much of our broadcast pretesting on our own premises, using closed-circuit facilities. With this means, findings can be tailored to the requirements and interests of our creative people but in time to do some good. So often, research has been accessory after the fact when it should have been accessory before the fact.

With the magic of electronics, we frequently conduct what we call "Focused Group Interviews" which pretest creative "concepts" among consumer groups representing audiences of interest.

Groups of from seven to 10 respondents, selected and screened from a larger group on the basis of responsiveness, are interviewed on two-way closed-circuit TV. Clients, creative people and other interested parties can observe and take part in the discussion while observing the panel from another room.

We find this to be one of our most valuable tools to appraise rapidly firsthand what consumers like or dislike about packaged foods, drugs or detergents before the products are marketed.

The pretesting of a product to determine the format and theme of a TV commercial without doubt can save the client considerable money and certainly improve dollar effectiveness.

The instant and spontaneous reaction thus obtained can provide the agency with a microscopic view. In the way that fine precision machinery is calibrated to hair-breadth degrees, research techniques are being "calibrated" in progressively finer degrees to mirror more precisely the wants and opinions of the consumers—the men and women who can make or break a product.

Specifically, in the case of Lestoil, one of our clients, focused group interviewing proved a definite aid in developing certain creative approaches and marketing concepts. It also contributed substantially to the preparation and direction of Lestoil's TV commercials by showing us clearly and quickly what was important about the product to the consumer.

With the accent on time-saving research methods, the effectiveness of the client's dollar can't fail to be improved if an agency is willing and able to make the necessary investment in time, money and ingenuity.
A dramatic change to emphasize new programming, new research, new influence in Dynamic Detroit.

In the weeks to come we'll be revealing to you the WKNR Index of Detroit, an exciting collection of new facts about the lives, habits and availability of the people who make up the nation's fifth major market.

The new data have provided the basis for every minute of WKNR's new sound. It will also be the basis for new buying patterns to extend your reach in Detroit.

Mrs. Fred Knorr, President  Walter Patterson, Executive Vice President & General Manager

KNORR BROADCASTING CORPORATION
REPRESENTED NATIONALLY BY THE PAUL H. RAYMER COMPANY
MIDGETS, MERMAIDS AND ELEPHANTS P.T. BARNUM

An American legend in his own lifetime, Phineas Taylor Barnum styled himself "The Prince of Humbugs". His advertising copy surpassed anything in the subsequent history of publicity in intensity and selling power. Here was a salesman of gigantic stature, who sold the world such exotic oddities as Tom Thumb, the Fiji Mermaid and Jumbo. Today, their very names are imbedded in the language we speak. Barnum was a showman but above all, Old P.T. was a salesman! Showmanship and effective selling keynote the Balaban policy. Original programming and dominant personalities make KBOX a powerful voice to sell your products and services with maximum effect under the Big Top in Big D. KBOX is a showman—but above all, KBOX is a salesman!

THE BALABAN STATIONS

in tempo with the times

John F. Box, Jr., Managing Director
Sold Nationally by Robert E. Eastman
MADISON AVE. MAD OVER RATINGS?

- Nielsens stir more excitement this year than ever before
- Narrowing margins between networks make competition fiercer
- Big money advertisers wait in the wings for best program buys

The ratings mania that has gripped the television advertising business this fall continued to foment last week, building toward a new peak that will come tomorrow (Tuesday) with delivery of the new season's second Nielsen national report.

The excitement, which by most evaluations has reached unprecedented intensity this year, has been generally attributed to several agitating factors, some of which have been largely deactivated, at least temporarily.

But some of which appeared to have been largely deactivated, at least temporarily.

- Reports that several major advertisers were preparing to make multi-million-dollar commitments for 1964-65, using this year's early season ratings as a guide. Most attention focused on General Foods, which for years has concentrated most of its network money on CBS-TV and most of that on Monday nights. But the word from General Foods representatives and others close to the negotiations indicated late last week that, although the CBS business may have been shaky earlier in the season, GF probably would retain most if not all of its CBS commitments next year—but might also expand, with all three networks apparently still in contention for the extra business if not a share of CBS’s. Other advertisers appeared to be waiting for the most part, for GF to act first.

- The wide variations in network positions in Nielsen's weekly 30-market ratings and its one national report to date. All three networks have had their ups and downs. Factors most frequently singled out as contributors are the almost one-two-three order in which the networks rotated their new-season premiere periods this year, and the NBC schedule's earmarking of four hours or almost 20% of its prime-time programming for motion pictures, whose appeal historically can range from very high to very low, depending on what movie is being shown.

- The so-called “gamble” by ABC in reprogramming big chunks of its schedule this year and at the same time introducing several innovations as part of what was widely believed to be an effort that could either put ABC back into serious contention or, at the other extreme, leave it seriously lagging.

- The government's overriding preoccupation with ratings during much of the past year, particularly including the protracted congressional investigations challenging the validity of ratings. These hearings and the headlines accompanying them made the public widely aware of ratings and, in the opinion of observers, have led newspapers to report this fall’s measurements in far greater depth and detail than ever before. One observer suggested that the hearings had reflected "a Fanny Hill syndrome," in that "they made an essentially dull occupation seem spectacular.”

- A seemingly overpowering compulsion of at least two of the three networks—probably due to a combination of highly developed competitive instincts and the attraction of big chunks of advertiser money reportedly about to be committed for 1964-65—to present

---

**Ratings: How to get 'em while they're hot**

The two telephones pictured at right turned into hot lines the night of Oct. 28 when the first national Nielsen ratings for the new television season were put into the mails.

The phones are the only two pay stations in the Evanston, Ill., post office where the A. C. Nielsen Co. regularly mails its ratings reports that are destined for delivery in Chicago. (Evanston, a Chicago suburb, is about two miles from the Nielsen plant.) By careful timing, Nielsen drops its Chicago mailing in the Evanston post office at the same time it drops its air mail reports for other points at a post office at Chicago's O'Hare airport.

In anticipation of the posting of the first Nielsen nationals (which were presented in detail in Broadcasting Nov. 4), all three television networks rented private boxes in the Evanston post office. The Nielsen delivery was made at about 8 p.m. Within minutes copies of the new reports were in the network boxes.

ABC's New York headquarters got the word first. Two ABC representatives were at the Evanston station. They split the ABC copy and began dictating its parts to New York over the two pay phones.

NBC got the word next. Its Chicago man lives near the Evanston post office and placed his New York call from his home.

CBS, which had been comfortably leading in the earlier 30-city Nielsens, was more leisurely. Its man returned to his Chicago office before telephoning New York.

CBS reportedly follows the same routine regularly. NBC does so occasionally. ABC, as far as could be learned, set up its system of expedited reporting for the first time this season on Oct. 28.
their own positions in the best possible light, and their competitors’ in the worst. This competitive drive, evident also among some agency executives, contributed to the widest leakage of copytighted and ostensibly confidential ratings that consumer and business papers have ever enjoyed. It appeared unlikely that leakage would be anywhere near so rampant again, however, at least in the immediate future, because the A.C. Nielsen Co. was preparing to put up new and firmer warnings against unauthorized subscriber-disclosure, effective with the 30-market reports that were due last Friday.

Although observers felt that all these factors figured prominently in this season’s rising excitement over the ratings, the one that seemed to add the ultimate flourish was the report that General Foods in particular, and probably other leading network users, were on the verge of major 1964-65 commitments. If so, it was felt, every extra rating point in the current, early-season reports could hold out the prospect of millions of dollars in business.

Program Changes - The General Foods situation was spotlighted more than usual because one of its CBS programs The Jack Benny Program, is moving to NBC next year and another, the Danny Thomas Show, appears set for abandonment by its star after this season (Broadcasting, Nov. 4).

But GF representatives and other insiders and close observers late last week appeared to scotch speculation that there might be wholesale moves by General Foods away from CBS next year. An executive in a position to speak for GF scoffed at reports that a move was contemplated, at least at this time. He also denied that GF would sponsor the Benny program on NBC.

Other sources close to or in on the negotiations indicated that the fate of GF’s commitments was much more up in the air a few weeks ago than now. It was reported that GF had earlier asked all three networks to submit proposals; that NBC proposed to shift Dr. Kildare and make room for a GF block, that CBS proposed retention of the block and addition of another hour later in the week, and that ABC proposed to spread the GF programming over several nights.

The GF lineup on CBS currently consists of pandemonium all over I’ve Got a Secret, The Lucy Show, the Andy Griffith Show consecutively on Monday nights, Jack Benny on Tuesdays and the Phil Silvers Show on Saturdays. Because of the big chunks of time involved, insiders thought most other major network advertisers would wait until GF had made a final decision before undertaking major decisions of their own. Once General Foods is set, however, it was believed that other top advertisers like Procter & Gamble, Colgate-Palmolive and the tobacco companies would start sifting availabilities and begin 1964-65 plans.

Even some competitors speculated that General Foods probably would stay put, at least on its big Monday-night sequence. But until the contracts are signed, and so long as there seemed to be a prospect that GF might take on another hour — as some sources appeared to think — then none of the networks was abandoning hope of getting more business out of whatever the final decision may be.

The importance in which ratings are held has been manifest in many ways throughout the season. One involved “the Evanston post office episode,” (see story page 35).

In another, NBC, having detected signs of a trend which it thinks will push it within overhauling distance of front-running CBS, took the unprecedented step of releasing its projections of what the second national Nielsen will show tomorrow, not only in network averages but program by program (story and list below).

**NBC confident of big gains tomorrow**

PREDICTS NIELSENS WILL SHOW IT LESS THAN POINT BEHIND CBS

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*NBC estimates based on MNA report of the week.

Here’s how the three TV networks have been faring week by week in the national Nielsen ratings, plus NBC’s projections of what the national report due out tomorrow will show. The chart is based on one provided by NBC research department. For formula see text of the story.
hours and ABC one program of one half-hour. The programs total 11 because of a predicted three-way tie for ninth place (see list).

Declines in Share • In a corollary study the NBC researchers said they found that over half of CBS's nighttime programs (17 of 32) and more than 42% of ABC's (11 of 26) had declined two points or more in share of audience between the first and second 30-market reports for October, as against less than 20% (5 of 26) on NBC.

In the same period, the study continued, 14 NBC shows gained two points or more, as against seven on CBS and six on ABC. NBC had seven, CBS eight and ABC nine whose shares in the second October report were within two points of their shares in the first October report.

The changing shares, according to the NBC research report, "illustrates the movement of the TV audience in the early season." It continued:

"Out of 84 programs on the air, 33 have gone down (22 or more share points), only 24 stayed even and 27 are going up. As far as half-hour segments are concerned, 56 are down, 39 even and 51 up. Any preoccupation with the first October Nielsen national report therefore will be misleading and premature."

Programs listed as having declined two or more share points between the first and second 30-market reports for October were these:

CBS—The Nurses, Lucy Show, My Favorite Martian, Twilight Zone, Perry Mason, Garry Moore Show, I've Got a Secret, Danny Thomas, Andy Griffith, Red Skelton Show, Gunsmoke, Password, Glynis, Route 66, Great Adventure, Phil Silvers and Rawhide.

NBC—Jack Paar Show, Dinsey, The Lieutenant, Mr. Novak and Bell Telephone Hour.

ABC—Patty Duke Show, Fugitive, Ozzie and Harriet, Breaking Point, Ben Casey, Greatest Show on Earth, Lawrence Welk, Channing, Wagon Train, Arrest and Trial and ABC News.

On the Upgrade • Programs listed as having gained two or more share points in the same span were:


ABC—Flintstones, Combat, Outer Limits, 77 Sunset Strip, Jimmy Dean Show and Fight of the Week.

This night-by-night layout shows how the NBC research department estimates that network prime-time programs will fare in relation to their competition in the new Nielsen national report. The figures are the average ratings for each program as projected by the NBC researchers on the basis of past performance in the two 30-market reports for October and the first national report of the new season, issued a fortnight ago (BROADCASTING, Nov. 4). From these figures were drawn the predictions of top 10 programs and night-by-night wins as shown in other tables on page 38.

The study stressed that "program popularity, particularly at the beginning of the season, is constantly shifting" (also see chart), and that the 30-market reports, showing the networks' competitive positions in areas where they program head to head, provide "trends" while the national reports provide "circulation figures." The 30-market reports, the study asserted, "forecast the future nationalss."
 applied this to the second October 30-market rating, making "slight" adjustments as necessary for lineup, delayed broadcasts etc.

The basic formula was this: first October national rating over the first October 30-city rating multiplied by the second October 30-city rating, equals the projected second October national radio rating.

CBS and ABC authorities declined to release their own projections of what this week's Nielsens will show.

The Nielsen report is scheduled to go into the mails tonight (Monday) in Chicago. If experience with the first national report of this season repeats, the networks will be busy analyzing its contents by midnight.

NEW SEASON ABOUT PAR
That's the opinion of public, according to TVQ polling of 1,000 scientifically selected families

Audiences score the overall appeal of the new television season at about par, but rate the season's new shows slightly subpar.

This conclusion, emerged last week from a special five-year analysis prepared by the TV division of Home Testing Institute, market research firm based at Manhasset, L. L. TVQ, now in its sixth year, undertakes to measure the "basic appeal" of TV shows by polling different but matched and nationally distributed panels of 1,000 families 12 times a year.

The study showed that the average TVQ score for all nighttime programs this season is within one point, up or down, of the averages recorded at approximately the same time in each prior season from 1959 through 1962. But the average for the new shows is down three points or about 11% from last year's new-show average and, in the five-year span, has been exceeded by one to four points in every year since 1959 (see tables).

The TVQ is the proportion of people who, having said they are familiar with a program, also rate it as "one of my favorites." On this basis, considering all 91 programs logged in the networks' nighttime schedule, four program categories are equaling or exceeding their last year's scores, while five have suffered losses in appeal. Among the 35 new programs covered, five categories have gained or held even and two have lost.

Average Off - The average TVQ for all evening programs this year was put at 28, compared to 29 a year ago, while the average for new shows was 25, as against 28 a year ago.

Westerns scored highest in both the new and the full-schedule evaluations. The average for all westerns, old and

<table>
<thead>
<tr>
<th>TOP TEN</th>
<th>WINS BY NIGHT OF THE WEEK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beverly Hillbillies</td>
<td>39.5</td>
</tr>
<tr>
<td>Bonanza</td>
<td>35.0</td>
</tr>
<tr>
<td>Dick Van Dyke</td>
<td>30.4</td>
</tr>
<tr>
<td>Bob Hope</td>
<td>27.5</td>
</tr>
<tr>
<td>Petticoat Junction</td>
<td>27.5</td>
</tr>
<tr>
<td>Andy Griffith</td>
<td>25.5</td>
</tr>
<tr>
<td>Dr. Kildare</td>
<td>25.5</td>
</tr>
<tr>
<td>Hazel</td>
<td>24.2</td>
</tr>
<tr>
<td>Donna Reed</td>
<td>24.0</td>
</tr>
<tr>
<td>Red Skelton</td>
<td>24.0</td>
</tr>
<tr>
<td>Candice Camera</td>
<td>24.0</td>
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</tbody>
</table>

These 11 programs will form the top 10, thanks to a three-way tie for ninth, if the NBC research department projection of this week's new national Nielsen report proves correct. It amounts to six programs for CBS, four programs for NBC, and one half-hour program for ABC.

The NBC research department's forecast in terms of average ratings, night by night and network by network, is shown above. It what comes down to is a prediction that CBS will win Monday, Tuesday, Wednesday and Saturday nights, and NBC Thursday, Friday and Sunday nights.

new, was 37—the highest at this time of year since 1958 for new westerns alone the average was 31, equalled in two prior years but exceeded only by last year's 32 average.

In the full-schedule evaluation, comedy (31 score) and adventure (29) also exceeded the all-program average of 28, while drama hit 28 on the nose. Falling below average in the full-schedule study were suspense-mystery (27), quiz and panel (25), musical (24), news and documentary (24) and variety (also 24).

In the new-show study, suspense-mystery (30), drama (29), and adventure (28) joined westerns in exceeding the new-program average of 25, while comedy scored 25. Falling below the average for all new shows were variety (19) and musical and musical variety (14).

By age groups, the new shows—as a whole—seemed to be holding their appeal at about the 1962 levels. Dramatic programs showed gains in all age groups, suspense-mystery gained in all but one and fell back in none, and westerns gained slightly in all but the youngest.

Adventure dropped off except among the oldest group, where it held even. New musical variety and comedy programs as categories, showed declines in all age groups.

Double Measurement - The TV service has gained considerable acceptance as a measurement of what its executives call the "hard core" audience. Actually there are two measurements in addition to the TVQ score: (1) "familiarity" or "have seen," and (2) "favorites," or the proportion of the total sample who rate a show as "one of my favorites" (as opposed to "poor," "fair," "good" or "very good").

TVQ officials see their service as a complement to ratings, not a competitor. Aside from forecasting future audiences, they say, it can be used to isolate basic appeal from other factors—time period, weak lead-in, etc.—in-
For any Carolinas kick-off, your sales drive should start from Charlotte. Center of thickly urbanized 75-mile radius market with largest population in the Southeast. For a better return on your spot buying, let WSOC-TV carry the ball for you. Nearly 3 million viewers are served by this great area station. Ask us to tell you more about this market and the support we will give you. **Charlotte's WSOC-TV**

NBC and ABC. Represented by H.R. WSOC-TV is associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton; WIOD, Miami.
volved in low ratings, and as a product sales tool can help advertisers select the "right" programs for the audiences they want to reach.

As an example of its usefulness to advertisers, they cite a June-July TVQ study last year that showed, they say, that Ben Casey and Andy Griffith scored equally among total users of aluminum foil. But if heavy users of aluminum foil were the advertiser's primary target, they report, the study gave the edge to Casey, showing a higher percentage of heavy users favored the medical program.

Started by Home Testing Institute in June 1958, TVQ now has a client list that includes all three TV networks, 14 advertising agencies, four leading production companies and two of the country's biggest advertisers — Procter & Gamble and General Motors.

International* It recently went international, signing an agreement in August with TAM, the British rating service. TAM will use the TVQ name and methodology in England, and expansion into some of the western European countries is reported to be a good possibility.

In addition, TVQ is considering going local. Its officials report that a number of station groups are currently considering launching TVQ studies in selected markets.

As a service of Home Testing Institute, TVQ is headed by Henry Brenner, who was an agency (Benton & Bowles), independent and advertiser (Standard Brands, where he was research director) researcher before he founded HTI in 1953.

Mr. Brenner is president of HTI-TVQ; Herbert Altman is director of client services and Robert Schultz is senior account executive.

### Top Six New Shows

<table>
<thead>
<tr>
<th>Program</th>
<th>TVQ Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Outer Limits (ABC)</td>
<td>41</td>
</tr>
<tr>
<td>2. Petticoat Junction (CBS)</td>
<td>36</td>
</tr>
<tr>
<td>3. The Lieutenant (NBC)</td>
<td>35</td>
</tr>
<tr>
<td>4. Mr. Novak (NBC)</td>
<td>34</td>
</tr>
<tr>
<td>5. Burke's Law (ABC)</td>
<td>33</td>
</tr>
<tr>
<td>6. Patty Duke Show (ABC)</td>
<td>33</td>
</tr>
</tbody>
</table>

### Bottom Six New Shows

<table>
<thead>
<tr>
<th>Program</th>
<th>TVQ Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Judy Garland Show (CBS)</td>
<td>8</td>
</tr>
<tr>
<td>2. Sid Caesar Show (ABC)</td>
<td>9</td>
</tr>
<tr>
<td>3. Edie Adams Show (ABC)</td>
<td>10</td>
</tr>
<tr>
<td>4. Phil Silvers Show (CBS)</td>
<td>14</td>
</tr>
<tr>
<td>5. Harry's Girls (NBC)</td>
<td>16</td>
</tr>
<tr>
<td>6. Channing (ABC)</td>
<td>16</td>
</tr>
</tbody>
</table>

### Mumick & Musical Variety

<table>
<thead>
<tr>
<th>Program</th>
<th>TVQ Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Gunsmoke (CBS)</td>
<td>49</td>
</tr>
<tr>
<td>2. Bachelor Father (ABC)</td>
<td>45</td>
</tr>
<tr>
<td>3. The Beverly Hillbillies (CBS)</td>
<td>43</td>
</tr>
<tr>
<td>4. The Andy Griffith Show (CBS)</td>
<td>42</td>
</tr>
<tr>
<td>5. The Dick Van Dyke Show (CBS)</td>
<td>41</td>
</tr>
<tr>
<td>6. She'll Get By (CBS)</td>
<td>40</td>
</tr>
</tbody>
</table>

### Western

<table>
<thead>
<tr>
<th>Program</th>
<th>TVQ Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Bachelor Father (ABC)</td>
<td>45</td>
</tr>
<tr>
<td>2. The Rifleman (ABC)</td>
<td>43</td>
</tr>
<tr>
<td>3. The Green Hornet (CBS)</td>
<td>41</td>
</tr>
<tr>
<td>4. The Lone Ranger (ABC)</td>
<td>40</td>
</tr>
<tr>
<td>5. The Andy Griffith Show (CBS)</td>
<td>39</td>
</tr>
<tr>
<td>6. The Beverly Hillbillies (CBS)</td>
<td>38</td>
</tr>
</tbody>
</table>

*Percentage of those familiar with program and say it is one of their favorites.

Highest ranking network television shows in TVQ's second October report are shown here, plus the six highest and lowest scoring new shows. Scores are for the 10-day period that started Oct. 11. They compare with an average of 28 for all nighttime network programs, 25 for all new nighttime shows (see page 38) all material is copyright by the Home Testing Institute Inc., 1963.
VOLUME 8-
"FILMS OF THE 50's"
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FELICIA FARR
NICK ADAMS
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For list of TV stations programming Seven Arts' "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data) Individual feature prices upon request.
Assault and battery on Capitol Hill

BROADCASTERS AND CONGRESSMEN GANG UP ON FCC TIME LIMIT PLAN

Broadcasters and members of Congress combined forces at a House Communications Subcommittee hearing last week and launched a joint assault on the FCC's proposal to set standards for the length and frequency of radio-TV commercials.

But the FCC — the Congress and broadcasting notwithstanding — stood firm. Chairman E. William Henry declared that the commission's "primary motivation" is to clarify its long-standing but admittedly undefined policy against overcommercialization.

Under attack almost from the moment he and his fellow commissioners sat down at the congressional hearing Wednesday (Nov. 6), Chairman Henry nonetheless defended the commission's claim that it has all the power it needs to make such a rule under the "public interest" provision of its licensing authority.

And that, contended the congressmen and the broadcasters almost in one voice, is where the commission is out of clear that his fire was not aimed at the FCC alone; he said his concern extended to all the regulatory agencies.

Representative Walter Rogers (D-Tex.), subcommittee chairman and author of legislation to prohibit the FCC from making rules on commercials, said that if anybody had such power it was the Congress—not the FCC. He and his subcommittee, except for the lone dissenter of Representative John E. Moss (D-Calif.), charged the commission to show (1) that it had the authority to make rules on commercials and (2) that overcommercialization was problem enough to require government action.

Broadcasters streamed in from all over the country to present their views, and impressed the subcommittee with the "quality and reasoning of their statements," as Representative Rogers put it. Many of them referred to the extensive comments they had previously presented to the commission on its proposed rulemaking (Broadcasting, May 20, et seq).

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Yet they defended the commission's proposal that the enterprise which makes up the FCC would have the authority to make rules on commercials and that overcommercialization was a problem enough to require government action.

And so it was put by his fellow commissioner, Representative Glenn Cunningham (R-Neb.), a congressman from Omaha who has been blasting Chairman Henry since the local television program hearing in his city last January (Broadcasting, Oct. 28), poured it on again last week. Labeling the chairman a "mischievous young man," Representative Cunningham said it was "time somebody's wings were clipped," and he left no doubt whose he meant.

The FCC split 4-3 this spring when it officially announced a proposed rulemaking on the length and frequency of commercials (Broadcasting, May 20). Changes in the membership of the commission since then and second thoughts by some of the members who voted leave some question that another ballot would produce a majority favoring adoption of a rule. The May vote:

- For: Commissioners Henry, Kenneth A. Cox, Robert E. Lee and former Chairman Newton N. Minow, no longer with the FCC.

- Against: Commissioners Rosel H. Hyde, Robert T. Bartley and Frederick W. Ford.

Commissioner Lee Loewinger, appointed since that vote, has not publicly taken a position on the merits of the proposal.

Henry Unrattled • Through it all, Chairman Henry stuck by his guns and said the entire commission supported his contention that the FCC has the authority to make rules on commercials if it chooses. Even those commissioners who disagreed on the wisdom of a rulemaking said the commission was on sound legal footing, he said.

Speaking for the commission, Chairman Henry urged the subcommittee to hold off its consideration of the commercial question until the commission makes up its mind. The FCC has been taking written comments on the subject since May and plans to hear oral

BROADCASTING, November 11, 1963

42 (Broadcast Advertising)
arguments next month, he said (Broadcasting, Nov. 4). When all the facts are in the commission may reject a rulemaking, he said, but if it went ahead with one, that would be the proper time for Congress or the courts to review its action.

Representative Rogers would have none of that. He said privately that he plans to call an executive session of the subcommittee as soon as possible and move toward reporting the bill to the full committee. "In all fairness to the commission... I think it's Congress's duty to act in this matter," he said.

Waiting for an appeal to go through the courts could see some stations go bankrupt, he said. And stations might have a difficult time persuading the courts to overrule the FCC unless they could show the agency acted capriciously, the congressman said.

Chairman Henry said the commission would not make a ruling that would be economically harmful to broadcasters. "I believe we can come up with a clarification, possibly a rule, that 95% of our licensees could come up to right away."

The licensees who came to Washington last week couldn't have disagreed with the chairman more. They said government regulation would amount to rate setting and would be impracticable and unworkable.

The chairman argued that the commission has said all along that it did not believe one standard could apply to all stations, as some broadcasters said the commission intended. The commission is quite aware that exceptions and waivers may be necessary, he said.

Broadcasters countered that so many exceptions would be needed that a ruling would be impossibly complicated to administer—and excessively costly, too—a point that made some of the economy-minded congressmen shudder. Representative J. Arthur Younger (R-Calif.) said the agency had enough trouble trying to keep up with its present work load.

To the argument that adoption of the NAB commercial codes would be a mistake, Chairman Henry said the commission has referred to the codes only as "a realistic point of departure for our study." But it is quite obvious that even the commercial standards in these codes, worked out over many years by broadcasters themselves, are insufficient, for they are regularly exceeded by many subscribers, the FCC chairman said.

"I don't see how we can continue to tell the industry and the public that overcommercialization is bad, but that we don't know what it is," Chairman Henry continued. Those opposing a rulemaking "do not quarrel with the commission's general policy on overcommercialization as a matter of principle." Their objection, he said, "is solely to the commission's proposal that its policy be made more specific and embodied in a rule."

Representative James T. Broyhill (R-N.C.), sponsor of a bill identical to Representative Rogers's, asked what the FCC's present standards on commercials are for license renewal.

"I don't know," Chairman Henry replied. They have never been set down, but an unwritten standard has been passed down through the years and it has been continually relaxed, just as the NAB codes have relaxed, Chairman Henry said.

He reported that the FCC's own analysis of station logs showed that 40% of 134 stations recently before the commission for renewal violated the NAB radio code limit of 18 minutes of commercial time in one or more hours. Of these, 64% were full time stations, 16% were daytimers. There were also examples of "highly profitable metropolitan stations which have broadcast 21 to 26 minutes of commercials in prime listening hours," the chairman said.

The concern shown by the congressmen and Governor Collins about the FCC seeking to change the face of American broadcasting was amplified by Richard D. Smiley, owner of KXXI, Bozeman, Mont., and president of the Montana Broadcasters Association.

Mr. Smiley charged that the commission is "by design" taking over legislative duties from Congress and said some FCC officials "seem to be enamored by the idea of controlling the mass broadcast medium. When I say control, I mean absolute control."

Representative Harris addressed this subject in a quiet, emotion-filled voice. "There have been efforts made by the commission, different commissioners, I know for the last 20 years, to change things, to devise new ways to use a certain authority they have interpreted as given [to them]. But the Congress is not provoked to take action except under strained circumstances. But I recall that these circumstances developed and we came up with the McFarland acts..." which were "bitterly opposed" by commissioners because "it interfered and put some limitation on some of the actions taken by the commission."

The acts "went too far," Representative Harris continued. "But that was because the Congress was provoked to take some action in view of what was being imposed on the industry itself." Similarly, he recalled, the commission tried to assume legislative authority by okaying a pay TV experiment in the 108 largest markets, but Congress resisted.

He warned the commission, six of whose members were present at the congressional hearing (Commissioner Rosel H. Hyde was delivering a speech in Florida), that "in my judgment I think the commission should be exceedingly careful..." and should seek changes through "the regular, estab-
an FCC rulemaking would open the door to regulation of programming, but broadcasters said such action would do that and more—it would also open the way toward federal rate setting. Broadcasting, they chorused, is not a common carrier.

Governor Collins stressed broadcasters' concern that control of commercials "could well mean control of the broadcaster himself, and hence of what he broadcasts."

NAB Codes Defended • Broadcasters recognize that there is a need for advertising improvements," the NAB president continued. But the way toward betterment is through competition and self-regulation, he said.

Taking issue with Chairman Henry's contention that the codes have been progressively relaxed, Governor Collins said that they "have been materially strengthened in all respects." He cited the establishment of code offices in Hollywood (1959) and New York (1960) and said the codes "go far beyond any provision that the Congress could constitutionally enact into law, and certainly beyond any rule that the FCC or the Federal Trade Commission could actually enforce or lawfully administer."

Neither the codes nor their enforcement are perfect, Governor Collins said, but they "are the strongest voluntary self-regulatory effort being made in the whole of American private business." They are under constant review, he said.

The congressmen showed particular interest in the presentations of individual broadcasters, especially those from smaller communities. Kenneth E. Duke, KDDD-AM-FM Dumas, Tex., spoke for the smaller market broadcaster whose "future is in the broadcasting business, good or bad." The FCC proposal would not only limit his income but his right "to choose how I can operate my station, so long as I operate in the public interest. . . . The proposed rule will choke off my future potential earning power," he said.

Leo Hackney, president and general manager KGTK Greenville, Tex., noted his market's dependence on the cotton crop and said his station runs almost as much advertising in October as in January and February combined, and almost as much on Thursday and Friday as the rest of the week combined. Similar problems apply to many broadcasters, he and other witnesses pointed out.

Network support for Representative Roger's bill was supplied by ABC, CBS and NBC in comments which largely repeated their earlier FCC filings (Broadcasting, Oct. 7).

ABC argued that FCC limitations would be both a breach of the right of free speech and "too hard and fast" to be "sound public policy." The network appealed to the subcommittee to forbid FCC interference with commercial time by amending the no-censorship provision of the Communications Act instead of that portion which deals with the general powers of the FCC, as the Rogers bill would do.

Peter B. Kenney, NBC Washington vice president, supported the proposed House legislation as a needed slap on the FCC's hand. Mr. Kenney also noted that "less than 1%" of the network's mail complains about commercials. "Each individual licensee," he said, must make its own determination on number and frequency of commercials. The FCC's proposed rulemaking, Mr. Kenney charged, would "supersede" the NAB codes and "make self-regulation academic in the field of time standards for broadcast commercials."

Mr. Kenney denied Chairman Hen-
Choose the troupe that set an all-time record for mail response on The Ed Sullivan Show... Podrecca’s Piccoli Theatre. After an entire show was devoted to these magnificent marionettes from Italy, Sullivan wrote: “The appearance of your puppets... on our program still holds the all-time record of 130,000 pieces of mail from delighted viewers... I think you should stress this to all possible sponsors...” A refreshingly new show, available for the first time in a superb one-hour color film with Dick Clark as host. See for yourself. Write or phone now for an audition print.

Other audience-building films available from Triangle include “Frontiers of Knowledge,” and in color, “This is America” and great motor racing films such as Sebring, Riverside, Road America 500 and others.

TRIANGLE PROGRAM SALES • 320 PARK AVENUE • NEW YORK 22, N.Y. • 212-HA-1-2770
For the commercial.

Payson Hall, president of Meredith Broadcasting Co., pointed out Congress's repeated reluctance to give the FCC power to limit commercials, going back to 1928. The commission's excursion into regulation, as its proposal on advertising would be, "is in fact legislating," Mr. Hall said. This "trend of thought at the commission is all the more disturbing" because of the Omaha inquiry led by Chairman Henry.

That inquiry, "like the attempt to regulate commercials, is an attack on profits, a penalty placed on success and an attempt by government to influence competition," he said. Meredith Broadcasting is licensee of, among other stations, WOW-AM-FM-TV Omaha.

Representative Cunningham said something should be done about Chairman Henry, "that mischievous young man... We should take him by the hand and keep him out of mischief," he said.

If Congress doesn't stop the FCC, enactment of its commercial proposal "would open a Pandora's box" of trouble, warned W. M. Jones, WCHJ Brookhaven, Miss., and president of the Mississippi Broadcasters Association.

John Coyle, president, KVIL-AM-FM Highland Park (Dallas), pointed out the importance of broadcasters, acquainted as they are with the day-to-day needs of their communities, deciding such questions as commercial length and frequency on their own stations. "You can't really know what's going on locally unless you live there," he said. He also referred to response to a KVIL editorial on the issue (see above).

Marshall H. Pengra, part owner and general manager, KTV(TV) Tyler, Tex., said the essence of his objection to the proposed rulemaking could be expressed in the line from a familiar commercial message: "Mother, please, I'd rather do it myself."

Georgia was represented by the president and past president of the Georgia Association of Broadcasters Raymond E. Carow, GAB president and general manager of WALB-TV Albany and WJHG-TV Panama City, Fla., iterated the contention that broadcast regulation...
BLAIR TELEVISION

Unbeatable Research Department

Unbeatable Salesmen

Unbeatable Sales Service

Unbeatable Promotion and Marketing

Unbeatable Market Research Service

Unbeatable Special Projects

Try us and see.
should be "by the market place and not by the federal government."

H. Randolph Holder, president and general manager of WGAU-AM-FM Athens, Ga., and a past president of GAB, restated the theme that the ad limits would probably put many small stations out of business.

E. L. Byrd, president of the Michigan Association of Broadcasters and general manager of WILS Lansing, said the extremely varied conditions under which stations operate would mean that "each case would have to be considered and evaluated separately."

John Hopkins, president and general manager of the Association of Maximum Service Telecasters, said the FCC's proposal would "impose restrictions on broadcasters" that "would not only be unfair, but could eventually strangle the broadcast industry." By the time the FCC could "react to changing conditions," he warned, "there might only be time to attend the burial of some of the patients."

Mr. Harris ridiculed the FCC's reference to 2,500 complaints on commercials. "Stated another way, it is one complaint for each 270,000 broadcast receivers in the hands of the public," an "infinitesimal sample." He recalled Commissioner Robert T. Bartley's opposition to the commission proposal—"an irritating act of futility." The Texan also suggested that the subcommittee examine the language of the Rogers bill to close "possible loopholes" for means left to the FCC to carry out its purpose through routes other than rulemaking.

Other broadcasters who appeared included Morton H. Henkin, KS00-AM-TV Sioux Falls, S.D., and president of the
YOU MAY NEVER YAWN FOR 35 DAYS*

BUT... WKZO-TV Keeps 'Em Awake
in Greater Western Michigan!

More people sit up nights with WKZO-TV than with any other Michigan station outside Detroit. See NSI (March '63). It credits WKZO-TV with delivering 39% more homes than Station “B,” 7:30-11 p.m., Sunday through Saturday, and with 48% more from 11 p.m. to 1 a.m.

We have the day people, too. ARB (March '63) shows 75% more bright-eyed ones watching WKZO-TV than Station “B” from 9 a.m. to noon weekdays.

Let Avery-Knodel give you the whole dreamy story of this wide-awake outlet! And if you want all the rest of upstate Michigan worth having, add WWTV/WWUP-TV, Cadillac-Sault Ste. Marie, to your WKZO-TV schedule.

* A 15-year-old girl yawned continuously for five weeks in 1888.
South Dakota Broadcasters Association; and William S. Morgan, knob Norman, Okla., and president of the Oklahoma Broadcasters Association.

Congressmen who made separate statements included Representative Kenneth A. Roberts (D-Ala.), who said the commission "is reaching . . . to make the broadcaster more amenable to its dictates"; Representative Graham Purcell (D-Tex.), a sponsor of a bill identical to the Rogers bill; Representative W. Henry Harrison (R-Wyo.), who delivered a statement for the Wyoming Broadcasters Association that stressed the danger of the FCC proposal to broadcasters, serving widespread areas that rely almost entirely on broadcasting for news and other vital information, and Representative John O. Marsh Jr. (D-Va.).

4A'S COVER AD SPECTRUM
'Top students, qualified Negroes, outcasts'
considered best sources of young creative talent

Concern over costs and advertising effectiveness, the search for creative talent and the emergence of the expanding Negro market dominated discussions at the three-day annual eastern conference of the American Association of Advertising Agencies in New York last Wednesday through Friday (Nov. 7-9).

Thirty-seven speakers and panelists participated in 10 events during the conference. During a special keynote session for all member agency personnel, a panel of scholars, consultants to industry and spokesmen for consumer interests discussed ways in which psychology, economics and sociology could play roles in advertising.

The Negro Area • One of the most significant aspects of the conference was the attention devoted to the Negro market. An entire session was devoted to this subject last Friday and during an earlier panel, one speaker, David B. McCall, vice chairman and creative director, C. J. LaRoche, said the Negro group represents one of three major areas in which "advertising may find its most able and brave leaders for tomorrow."

Stressing that there is a need for young creative talent, Mr. McCall suggested that the void can be filled by qualified Negroes, by top-flight students in colleges and graduate schools, and by the "outcasts of civilized school life— the dropouts, the dreamers, the rational kooks."

"I often think what a matchless copywriter James Baldwin would have made," Mr. McCall observed, "Brilliant. Lucid. Impassioned. Unfair. Committed. Arrogant. Baldwin is almost the sum total of the good copywriters I have observed. He would have been hell to get along with, but my, oh my, what campaigns he would have turned out."

Mr. McCall also urged that agencies seek out the brilliant students from law schools, the classics scholar and winner of scholarships in painting. He stressed, too, that agencies should not overlook the "outcast" group, consisting of school dropouts and "dreamers." He pointed out that many from this group already have made their mark in advertising, and mentioned the following as not having completed college—consultant James Webb Young, Rosser Reeves of Ted Bates, Emerson Foote, of McCann Erickson, Norman Stouge, of J. Walter Thompson, and Raymond Rubicam, one of the founders of Young & Rubicam.

The Negro market was explored by Michael J. Donovan, vice president and media manager of BBDO, at a session scheduled for last Friday. He paid particular attention to media considerations and concluded that, at present, only Negro radio can compete efficiently with the non-Negro media.

Mr. Donovan reported that the Negro obviously is represented in the audiences of all general media. With respect to television and radio, Mr. Donovan said they both are powerful media to reach the Negro, but indicated research is needed to ascertain more about the Negro programing taste.

Profit Or Pandemonium • In a panel discussion of new product development titled "Profit or Pandemonium," Donald Armstrong, senior vice president, J. Walter Thompson, called for delegation of authority in new product decisions to
If you're conducting a radio campaign in Los Angeles ... be sure to play to all of the audience!

KFAC's huge audience is unique!
It's a mature, intellectual audience which clearly enjoys the finer things in life. It's an audience which is better educated, earns more, and occupies higher positions in the business and professional world.
There's one good place to talk to this audience. Just one. KFAC.*
*And if you must buy cost-per-thousand... check the latest Pulse!

Radio 1330/fm 92.3 KFAC THE MUSIC STATION FOR LOS ANGELES

5773 WILSHIRE BOULEVARD, LOS ANGELES 36, CALIFORNIA • WEBster 8-0161
Represented nationally by G. P. Hollingbery Co.
COMMERCIAL PREVIEW: Eastern's push for winter tans

Eastern Air Lines, New York, starts a new TV spot campaign today (Nov. 11) in prime and fringe time on more than 15 stations in five major markets. Its theme points up the "wonders" of Florida for a winter vacation, and of course, air travel.

For the campaign—which will involve an estimated $800,000 in the initial two-month thrust—Eastern will use two "names," humorist Sam Levenson and sports announcer Bud Palmer. Fletcher Richards, Calkins & Holden, New York, is EAL's agency.

Eastern will run (six one-minute and six 20-second commercials were taped) several spots weekly in prime and fringe time in New York, Boston, Philadelphia, Washington and Chicago. In New York alone, for example, the schedule will have spots running at the weekly frequency of about eight spots on WOR-TV, four or six on WABC-TV, several on WNBC-TV and WCBS-TV, five or six on WNEW-TV. Also included in the campaign are announcements on the Tonight and Today shows on NBC-TV.

Three one-minute commercials feature Mr. Levenson as a "spectator sportsman" who gets his exercise watching porpoises being fed at Miami's Seaworld or Indians wrestling alligators. Mr. Levenson portrays the person who gets most pleasure out of just soaking up the Florida sun. Mr. Palmer taped three commercials, one each on golfing, water skiing and fishing. Themed in all the commercials: "Be the man with the Florida tan," and of course by flying to Florida with Eastern.

Location Taping • Portions of the commercials were taped over a four-day period on location in Miami and interior scenes at Videotape Center in New York—Videotape handled the commercials, while Sy Frolick, the agency's director of radio and television, was producer. Tom Mullen, assistant advertising director at Eastern, represented the client on location.

Eastern's push is to expand its Florida "market" and also will feature Sam Levenson and Bud Palmer in its print and radio advertising. In addition to its "Flite Facts" (announcements every hour on the hour on 10 stations in the major Eastern Air Lines cities), Eastern has a lineup of about 60 stations carrying the radio spots.

advertising agencies.

As "custodian of the consumer," he said, the agency is apt to be a better judge of psychological factors which affect the marketing success of a new product than is the client who originates the new product idea.

Mr. Armstrong suggested a decision-making role for the agency in the new product area before such products reach the test marketing stage. He noted that new product ideas which are presented to agencies for further development are often not carried through to the point of practical application by those who conceive them.

He said that a check on new product activities made at one point this year showed 80 such projects either in the planning or test marketing stage at JWT. Mr. Armstrong also pointed out that agencies seldom, if ever, receive compensation as such for their new product services.

In discussing key financial problems in the advertiser agency relationship, Philip H. Schaff Jr., chairman of the executive committee, Leo Burnett Co., noted there has been a general trend upward for agency operating expenses since 1950. In that year, operating expenses (exclusive of U.S. income taxes) were 91.6% of agency gross income; they rose to a peak in 1958 of slightly more than 95%. In 1962, they amounted to a little over 94%, according to Mr. Schaff. (The basis of his figures was the annual studies of advertising agencies' costs and profits conducted by the 4A's.)

Mr. Schaff also reported on a study made recently by Burnett on the cost to the agency of helping clients develop new products. This was the cost borne by Burnett from the time it received the assignment until the first ad or commercial ran in test markets.

In this study, he said, the lowest total cost for a single product was $40,000. The highest was slightly over $200,000. "How long did it take the agency to get back its investment before it started earning money?" Mr. Schaff asked.

"The shortest time among the products studied was 24 months from the start of the assignment to the break-even point. Most of them paid out by 36 months." One of them took over five years.

Dr. George Katona, program director, Institute for Social Research, University of Michigan, stressed that in the current mass consumption society with a multiplicity of brands and makes, repetition in advertising plays a role. But he warned that "persuasion without explanation" may backfire.
Listen. There's been a towering change in the Spokane picture. KREM-TV this season delivers every TV-living room in the rich Inland Empire market. To do it, we invested three quarters of a million dollars in new facilities; a soaring 940 foot tower, mounted on top of Power Peak, six miles south of Spokane. Now, the KREM-TV signal reaches it all. North of the Canadian line to Oregon in the South. East to the mountains of Montana, West to the Cascade range. Over a quarter of a million families... many thousands of them receiving KREM-TV for the first time. The situation demands a fresh look this season at your Spokane television buys.

ABC came up with the programs.

We came up with the tower.

The Blair man will come up with the avails.

KREM-TV
SPOKANE, WASHINGTON
A CROWN STATION
KREM-TV Spokane - KING-TV Seattle - KGW-TV Portland
No opposition seen to Elman, Reilly—yet

FTC NOMINEES HAVE ROUTINE SESSION AT HEARING

The Senate Commerce Committee conducted a brief hearing on the qualifications of nominees for the Federal Trade Commission Tuesday (Nov. 5), but held off final action. Nominees often are confirmed at executive sessions held immediately after hearings, but none was held Tuesday. It was expected the committee would meet soon, probably this week.

Except for some pointed questions on wiretapping, John R. Reilly, 35-year-old Justice Department official and a Democrat, enjoyed a routine session.

Commissioner Philip Elman, a Republican named to the FTC by President Kennedy in 1961, was renominated last month for a full seven-year term and merely went through the formality of being present. Endorsed by both the Republican and Democratic senators from Maryland, his home state, Commissioner Elman was excused without questioning. He has made a reputation as a frequent dissenter on the FTC, and for a while this fall there was speculation President Kennedy would not re-appoint him.

Senators Howard Cannon (D-Nev.) and Strom Thurmond (D-S.C.) asked Mr. Reilly about his understanding of wiretapping policies of the Justice Department. He heads the executive office for US. attorneys and is assistant to the deputy attorney general.

Senator Cannon said after the hearing that it was obvious that Mr. Reilly was not familiar with laws governing wiretapping and that he had instructed the committee staff to write the attorney general to determine Justice’s policy.

Mr. Reilly had testified that he had no personal knowledge of wiretapping in the department, but said he understood wiretapping was legal as long as information thereby obtained was not divulged.

Senator Cannon cited an instance where taps on telephones in Las Vegas hotels had been traced to an office leased by the Justice Department. “If wiretapping is illegal for an individual,” Senator Cannon said, “it certainly is illegal for the Justice Department.”

Business briefly . . .

The Miller Brewing Co., Milwaukee, through Mathisson & Associates, that city, has purchased sponsorship in NBC-TV’s Espionage, starting Jan. 15. The program is broadcast Wednesdays (9-10 p.m. EST).

Beech-Nut Baby Foods, through Benton & Bowles, New York, has purchased sponsorship of the special ABC News Reports program on the Fischer quintuplets—scheduled for Nov. 17 (10:30-11 p.m. EST).

John Hancock Mutual Life Insurance, Boston, through McCann-Erickson, New York, has purchased an alternate-week quarter hour in NBC-TV’s Huntley-Brinkley Report beginning in January.

Schick Inc., Milford, Conn., through Norman, Craig & Kummel, New York, has purchased sponsorship in NBC-TV’s Today through mid-December.


ABC-TV rings up $8 million in sales

ABC-TV last week announced new and renewed prime-time sponsorship business representing over $8 million—most of the orders for programs during the first quarter of 1964.

The network’s continuing clients include: the American Tobacco Co. in The Jimmy Dean Show, Brown & Williamson Tobacco in Channing, Kaiser Jeep Corp. in The Greatest Show on Earth, Procter & Gamble in Burke’s Law and the Block Drug Co. in The Price Is Right. Block Drug also purchased new sponsorship in Wagon Train, The Fugitive and Burke’s Law.

Norwich Pharmacal increased its already scheduled sponsorship in The Jerry Lewis Show, Breaking Point, Wagon Train, The Fugitive and The Outer Limits and signed for new sponsorship in Channing and Arrest and Trial. Other new sponsors are: Schick Safety Razor in Combat and The Outer Limits; Beecham Products in The Outer Limits and Wagon Train; and Gillette in Arrest and Trial, Outer Limits, Wagon Train and Burke’s Law.

Rep appointments . . .

- WORC Hartford, Conn.: Metro Radio Sales named national representative, effective Dec. 1.
- KLUB Salt Lake City: Savalli/Gates Inc. named national representative.

Champion Oil buys ‘Line’

Champion Oil and Refining Co., Fort Worth, has signed to buy one-minute participations in Official Films Inc.’s Battle Line series in 15 markets in Oklahoma, Nebraska, Kansas, Minnesota, Iowa and North and South Dakota, it was announced last week by Charles
The Western New York market has over 1.3 million families who spend almost 6.5 billion dollars at the retail level.

This is worth looking into if you’ve got a product to sell. While you’re looking, look at this new line-up of family programming on WBEN-TV. Low cost participation and spot rates make it a bargain buy.

How good? Ask Harrington, Righter and Parsons, our national reps. They’ll fill you in on our “focus-on-the-family” TV fare.
King, vice president in charge of sales for Official. The agency is Tracy-Locke Co., Dallas.

The stations have not been designated since time has not been cleared in all markets. Mr. King indicated that Official expects to have full clearance within the next few weeks. Official recently completed another regional transaction on Battle Line with Pacific Gas and Electric Co. for full sponsorship in seven California markets.

**Alexander Film Co. sale is revealed**

The sale of Alexander Film Co., Colorado Springs commercial producer, to a four-man group headed by Alexander's president, Keith Munroe, was announced last week. Sale price of the 45-year-old firm was reported between $2 million and $3 million.

The buyers, in addition to Mr. Munroe, are Cortland S. Dietler, Denver oil man; F. M. Late, San Angelo, Tex., Chevrolet dealer, and J. A. Oleson, Sterling, Colo., oil man and rancher.

The sellers were not identified. J. Don Alexander Sr., who co-founded the company, died in 1955. His brother, Don M., and two sons, J. Don Jr. and John H. were affiliated with the firm.

Mr. Munroe, who will remain president of the new corporation, was also announced the election of three new directors, certain new officers, and the formation of Alexander Film of Canada Ltd., a wholly owned subsidiary. Elected directors were Messrs. Dietler, Late and Oleson. Mr. Dietler is chairman of the board and chief executive officer; Mr. Oleson, executive vice president; Mr. Late, vice president, and F. W. Marting, vice president and controller.

Mr. Munroe, who joined the firm in 1957, was named president six months later.

Alexander employs about 200 at its 26-acre Colorado Springs studio and has sales offices in New York, Chicago, Detroit, St. Louis and San Juan, P. R.

**Pulse to syndicate QPD based on pilot study**

The results of a Cleveland pilot study conducted by The Pulse Inc. with a new qualitative, personally placed diary have encouraged the audience measurement firm to syndicate the research method.

The "highly gratifying" Cleveland experiment found a return of 86% of the data sheets placed and 75% of all attempted placements. The QPD—an acronym for its description; qualitative, personally placed diary—also was collected personally in the Cleveland test, but The Pulse will in the future discard the personal collection as unnecessary. The data sheet is broken down to show, in addition to TV audience quantity, viewer's age, sex, family size, family income, age groups of children and viewer consumer trends.

**Chicago Dodge dealers join in all-media push**

Dodge dealers of the greater Chicago area last week announced the formation of new metropolitan advertising committee to place a record local dealer budget of $150,000 for advertising in a special five-week campaign to support the national Dodge factory-placed advertising. About 40% will go for TV and radio. Two even larger flights are planned later.

The Chicago Dodge dealers have never before joined for such a large local promotion. But the venture was precipitated by the recent record breaking sales drive of the Detroit Dodge dealers who also used heavy broadcast schedules. The Chicago dealers additionally cited the current high sales momentum in Detroit, which last year broke all previous totals. Dodge's national agency, BBDO, is representing the Chicago dealers.

**Agency appointments**

- Sea Breeze, Pittsburgh manufacturer of multi-purpose antiseptics and toiletries, has named Ketchum, MacLeod & Grove, Pittsburgh.
- Air France, without an agency since BBDO resigned the account in mid-August, has appointed Fuller & Smith & Ross to handle the American market.

Air France's announcement that creative work would be done in Paris rather than in the U. S., reportedly prompted BBDO's resignation. Bills are estimated at $1 million-$1.5 million.

**TvB to introduce film at membership meeting**

"Heart Beat," the Television Bureau of Advertising's new half-hour color film presentation, will be shown for the first time at the bureau's membership meeting in Chicago Nov. 19-21. The film is a qualitative rather than statistical study of television commercials.

Motion, image, time, space and sound are examined in the presentation as aspects which lead to emotional involvement in a viewer's perception of a TV commercial. The film documents production techniques.

On Nov. 20, TvB also will hold its third annual sales managers meeting, also in Chicago. Among the speakers scheduled are Dr. Seymour Banks, Leo Burnett vice president, and Dr. Kenneth McFarland, consultant to General Motors.

**Toro '64 model mowers will get TV spot push**

The Toro Manufacturing Corp. has planned an extensive television spot campaign in the U. S. and Canada to promote its 1964 line of power lawn mowers.

The advertising program, through Campbell-Mithun, Minneapolis, is scheduled to begin with the first sign of spring grass. A spot campaign is being used to direct the advertising dollar to where it will do the most for local dealers. The spots will be shown on more than 115 stations on week nights and weekends, with an eye to capturing the male audience.

The spots will demonstrate the various models and features of the Toro line of mowers, and will tie in with display models to be used by local dealers.

**St. Louis agency merger**

Two St. Louis advertising agencies—Ridgway, Hirsch & French and Hart & Johnson—have merged retaining the name of the former agency.

Jack Hart and Soulard Johnson, H&J president and vice president respectively, have been named vice presidents of RH&F, and their staff has moved into the Ridgway office: at 8012 Carondelet Avenue.
"WHAT IS NBC REALLY AFTER?"

Some observations by TV and radio editor Richard K. Doan, excerpted from the Sunday Herald Tribune of November 3, 1963

"Television’s rage for ratings is possibly more feverish this fall than ever before. People in the business feel it, and can’t particularly account for it. . . ."

"The upshot has been a general blurring of any programming standards other than the gauge of mass appeal as reflected in ratings of individual shows; the 'shares' of audience they pull against other shows on the air at the same time; and the competitive standings of the networks in terms of total homes reached . . ."

"The picture is distorted . . ."

"This (NBC) is the network that is currently making a solid effort to determine whether original anthology drama (dramatic series without continuing characterization) can win enough audience to survive Madison Avenue’s scalps.

"Five weekly hours—The Richard Boone Show, 'Suspense Theatre,' Espionage, 'Bob Hope Presents' and 'Show of the Week'—represent an immense gamble (by some sponsors as well as NBC) to restore TV’s so-called ‘golden age’ of original dramas—if indeed it can be revived. Nobody yet knows, including NBC’s decision-makers. But everybody knows that such dramas hardly ever pull Top 10 ratings.

"What is NBC really after, then? An NBC spokesman put it this way the other day: ‘As the critics know, or should know, a network can’t pursue quality and diversity in its schedule and expect blockbuster ratings week after week.

"NBC, believing that ‘it all begins at the typewriter,’ has enrolled the finest dramatic writers in the business this season for its original series. Among them are Robert Dozier, Rod Serling, Dale Wasserman, Ernest Kinoj, Carson McCullers, Michael Dyne, Eugene Burdick, Howard Rodman, Paul Brickhill and Budd Schulberg. And we have freed these writers from the limitations of creating for continuing series and their stars. Dramatic license in good taste, we feel, is giving these writers new horizons of creativity. Many stars and agents have told us they feel NBC’s renaissance of original drama has ‘given the medium back to the adults.’"

"Is NBC, aside from this, really a second-place network?"

"Well, it is the network whose news and public affairs programming occupies more than one-quarter of its total time. (No rival can say the same.)"

"It is the network that threw off all its money-making commercials for one night to air an unprecedented three-hour civil rights special."

"It was NBC that sparked last season’s unusual excitement with the remarkable 'The Tunnel' and the color-filmed tour of the Kremlin.

"It is NBC that presents the distinguished 'Hall of Fame' dramas; that supports an opera company, five of whose productions will be seen this season; and that brings us the 'Telephone Hour' muscials which, for all their excellence, drag down the network’s rating average.

"It is NBC that has single-handedly pioneered color TV, to the annoyance of its competitors . . ."

"The point is that we are in danger of being engulfed altogether by the myth that what the Nielsen rater likes best is all that really counts. Last year, for example, NBC could claim close to 150 major awards for its programming—more than any other broadcast organization received. No awards, in case it needs to be pointed out, are made for Top 10 ratings."

NBC Postscript: Of course we are not displeased at the findings of the Nielsen MNA report for the week ending October 27. The nighttime average audience figures for all network programs, 7:30-11:00 pm., were: CBS 18.7, NBC 18.5, ABC 16.1. These are estimates provided by the A. C. Nielsen Co. subject to the qualifications issued by this rating service.
New code director is Howard Bell

COLLINS NAMES TRUSTED AIDE TO JOB THAT SWEZEY IS LEAVING

Roy Collins dipped into the National Association of Broadcasters staff last week to pick a new director of the NAB code authority.

The NAB president chose Howard H. Bell, who has been vice president for planning and development and a frequent companion of Governor Collins on trips and in Washington conferences.

The selection of Mr. Bell as code director was approved by the association’s executive committee. Mr. Bell will assume the new duties Dec. 1, but the appointment still is subject to the approval of the full NAB board which next meets in January.

Governor Collins appeared before the executive committee Thursday (Nov. 7) with his intention to advance Mr. Bell to the job being vacated by Robert D. Swezey, and the appointment was announced that afternoon. The meeting had been called by Chairman William Quar- ton, WMT-TV Cedar Rapids, Iowa, to explore the future direction of the codes and the relative responsibilities of the new director and the respective radio and TV code boards.

The terms were worked out by negotiations between the negotiating teams headed by Messrs. Bunker and McCannon, Both RAB and NAB are to put up $75,000 for the study with RAB to raise the remaining $50,000 from outside sources. The research will be done in phases relating to the ultimate objective and would be re-assessed at the end of each phase. Either party has an option to drop out before the agreement is signed.

Future direction of the NAB radio and TV codes—and a new director to administer them—were the principal subjects of conversation in Washington last week as the NAB executive committee met with President LeRoy Collins. The committee approved, subject to confirmation by the full NAB board, the selection of Vice President Howard Bell (far r) as code authority director.

At the executive committee meeting were (l to r) President Collins; William Quar- ton, WMT-AM-TV Cedar Rapids, Iowa, chairman; James D. Russell, KKT(TV) Colorado Springs; Ben Strouse, WWDC Washington, and Glenn Marshall Jr., WJXT(TV) Jacksonville, Fla. Richard Chapin, KFOR Lincoln, Neb., a committee member, was not present.

NAB AND RAB FINALLY GET TOGETHER

Will jointly make study to define ratings methodology

It’s now official.

The National Association of Broadcasters and the Radio Advertising Bureau will conduct a joint study of methodology used in measurements of radio audiences. Final approval of the $200,000 endeavor was given last week by the NAB board, ending six months of negotiations between the two organizations.

Approval for a joint study already had been given by the RAB board, which will meet in Washington tomorrow (Nov. 12) for a report on the progress made to date in the study of radio audiences. RAB already has taken several steps toward the project before it was certain the NAB would participate.

In announcing the agreement last week, the NAB released terms as sent to its board members the previous week (BROADCASTING, Nov. 4). The terms were listed in the form of a letter to RAB President Edmund Bunker and signed by Howard Bell, NAB vice president for planning and development, on behalf of Donald McGannon, president of Westinghouse Broadcasting and chairman of NAB’s Research Committee.

The terms were worked out by negotiating teams headed by Messrs. Bunker and McCannon. Both RAB and NAB are to put up $75,000 for the study with RAB to raise the remaining $50,000 from outside sources. The research will be done in phases relating to the ultimate objective and would be re-assessed at the end of each phase. Either party has an option to drop out before the agreement is signed.
Collins, in his presentation to the code boards, had expressed the view that the code authority director has "vast powers to develop and initiate concepts far more dynamic than the cautious trails of the past."

Grounds for Dispute • Mr. Quar ton, in a letter to Governor Collins calling last week's meeting, said that "our code board members, backed by the NAB directors, are not going to give up their policy making authority to anyone. Whoever is appointed code director should know that."

None of the NAB staff attended the executive committee meeting at which the NAB president made his command appearance. Later, however, Mr. Bell and the NAB executive vice president, Vincent Wastle ski, met with Mr. Quarton. Other members of the committee include James Russell, KKTV (TV) Colorado Springs (TV board chairman); Ben Stroupe, WWOC (radio board chairman); Glenn Marshall Jr., WJXT (TV) Jacksonville, Fla. (TV vice chairman), and Richard Chapin, KFOR Lincoln, Neb. (radio vice chairman), who was not present for last week's meeting. Mr. Quarton is chairman of the combined boards.

Mr. Bell will be only the second code authority director. The position was created by the NAB board in 1961 and Mr. Swezey was signed to a two-year contract at $40,000 per year. His resignation, announced last summer (BROADCASTING, Aug. 17), was to have been effective with the expiration of his contract Oct. 15, but he has stayed on at the request of the NAB president. Mr. Swezey and Governor Collins disagreed several times on specific code activities and their concepts of the duties of the director were at variance.

In announcing Mr. Bell's appointment, Governor Collins said that salary and other aspects of the new job will be worked out "with board collaboration and approval." A spokesman said that Mr. Bell would not be offered a contract and the salary would be less than that paid Mr. Swezey.

Praise From Collins • Governor Collins praised Mr. Bell as "a man of high idealism and intelligence. He has the courage of his convictions... and has vast experience in working with both radio and television and I feel confident he will serve in this new position with conspicuous competence."

"I look forward to undertaking this challenging assignment and shall strive in every way to merit this trust," Mr. Bell said of his appointment. He joined the NAB in 1951 as assistant to the vice president for TV and became assistant to the president in 1954. He was made a vice president in May 1960.

A native of New York, Mr. Bell is a graduate of the University of Missouri School of Journalism and holds a law degree from Catholic University, Washington, D. C. Before joining the NAB, Mr. Bell worked at KFRO Columbia, Mo., and was sales promotion manager for WMAL-TV Washington.

When the NAB board established the post of code authority director, the duties were specified in the code regulations as: to maintain a continuing review of all radio and TV programing and advertising, particularly that of subscribers; to act on complaints; to define and interpret the codes; to maintain liaison with government and private organizations; to review and monitor; to reach conclusions and make recommendations to the boards concerning violations of the codes; to recommend code amendments to the code boards.

The duties of the two code boards include recommending amendments to the parent radio and TV boards; to consider appeals from decisions of the director and others.

A spokesman said last week that actual field work probably will not begin before the first of the year. Three markets of various sizes are to be selected for extensive testing of methodology. RAB already has done some testing in New York City, which is expected to be used for the large market study.

Audits & Surveys Co. has done the preliminary work for RAB and is expected to play a role in the future studies. RAB expects to raise the additional $50,000 from advertising agencies and stations in the markets where the tests will be conducted, in return for the right to use the results.

The NAB-RAB project will be separate from the extensive grading of research companies planned by the NAB's Research Committee and the affiliated Ratings Council.

Part two of NAB fall meets to begin

Broadcasters from the South and Midwest will gather in Nashville, Tenn., Thursday and Friday (Nov. 14-15) as the National Association of Broadcasters starts on the second half of its annual fall conferences.

Just as at the previous four conferences, the threat of federal intrusion into the daily operation of radio and television stations will be the main topic of conversation both in formal panels and question and answer sessions. The Nashville conference will be held in the Dinkler-Andrew Jackson hotel.

The formal agenda calls for broad participation by individual broadcasters with most sessions set up as panel discussions designed to encourage questions from the floor. A major change in the program from the previous four conferences is the substitution of a new problem at the Thursday afternoon TV session.

For the first four conferences, delegates discussed an unidentified TV station in a four-station market which was having trouble with its network and a local advertiser. Objections were raised by the TV networks (CLOSED CIRCUIT, Oct. 28) and as a consequence the NAB substituted a new situation.

NAB President LeRoy Collins will open the Nashville session with an informal talk, as he will at the conferences to follow in Fort Worth (Nov. 18-19), Denver (Nov. 21-22) and San Francisco (Nov. 25-26). NAB board member who will participate in Nashville include Lester G. Spencer, president-general manager of WAKV Richmond, Ind.; John F. Box Jr., executive vice president, WIL St. Louis; Robert T. Mason, president, WMAR Marion, Ohio; Henry B. Clay, executive vice president, KTIV (TV) Little Rock, Ark., and Robert

at the completion of each specific step without further obligation to contribute financially.

With Vigor • "The object to be achieved would be to vigorously attack, in the most progressive way available to us, a solution to the problem of measuring individual radio listenership," according to the NAB letter to Mr. Bunker. "The overall effort would be approached by undertaking sequential projects, all of which would properly relate to the above objectives and advance the project in that direction."

The study will be directed and controlled by a steering committee consisting of not less than five members representing each sponsoring organization. The steering committee in turn will select a chairman, not included in the 10 members "but involved in the field of broadcasting" and with a research background.

Subcommittees of the steering group will be named to (1) handle the professional and technical aspects of audience measurement, methodology and statistical research and (2) formulate overall policy for the study.

Target for completion of the project has not been set. However, either party may withdraw if the study "is permitted to become static or fails to progress...."
Wright, president of WTOK-TV Meridian, Miss.

Mr. Mason, chairman of the all-industry radio committee to negotiate music licensing contracts, is the only broadcaster who will participate in all eight conferences. Mr. Mason will report on the activities of his committee which last week began negotiations with the American Society of Composers, Authors & Publishers (ASCAP) for new radio music performance contracts (see page 77).

Rufus Jarman, radio-TV personality and author of A Bed for the Night, will address the Thursday luncheon. Mr. Jarman is currently a regular on the Arthur Godfrey CBS Radio program.

Certain to be discussed in Nashville is the appointment of Howard Bell as director of the NAB code authority, announced last week (see page 58). Mr. Bell currently is NAB vice president for planning and development and will moderate a Friday morning panel on controversy.

BPA announces seminar program schedule

SAN FRANCISCO MEETING BEGINS NOV. 18

The Broadcasters' Promotion Association last week released its program to date for the eighth annual BPA Seminar, which starts next week (Nov. 18) in San Francisco.


Monday afternoon activities will also include a discussion on presentations made to agencies on behalf of stations. Participating in this event will be Dean Linger, Corinthian Broadcasting Corp.; Lon King of Peters, Griffin, Woodward Inc., New York; Rod McDonald & Guild, Bascom and Bonfigli, San Francisco, and John Vrba, Fourth Network.

Also on Monday afternoon will be a discussion of merchandising campaigns including Dick Paul, WAVY-AM-TV Norfolk, Va.; Robert Werden, U. S. Borax, Los Angeles; Art Garland, General Electric Stations, Schenectady, N. Y., and Leo Gutman, Four Star Distribution, New York. This discussion will be followed by a panel on promotion of special and sports programs including Steve Libby, Infopian, New York; Alex Kennedy, CBS-TV; John Mileham, KTVH-Wichita, Kan., and Paul Shel- don, Gulf Oil Corp., Pittsburgh. Monday’s program will be completed with a discussion on graphic arts featuring Paul Woodland, WAGL-TV Lancaster, Pa.; Edwin L. Jay, WAG-A-TV Atlanta; R. O. Trautwein, Multiliith- Addressograph, San Francisco, and Dean Smith, a designer from San Francisco.

Tuesday Plans - Tuesday (Nov. 19) activities will feature three discussions on humor in broadcasting with Stan Cohen, WDSU-TV New Orleans; Alan Alich, Alan Alich Inc., Los Angeles; Paul Lindsay, WIND Chicago; John Asher, Golden West Broadcasters, Hollywood; Norman S. Ginsburg, CBS Radio Spot Sales, New York; Carl Hixon, Leo Burnett, Chicago; George Stantis, KFMB-TV San Diego; Don Garrett, Screen Gems; Steve Fox, KOA-TV Denver, and Charles Cash, WSBS-TV Atlanta.

David Klemm, WXYZ Detroit, will present BPA “On-the-Air” promotion awards at a luncheon Tuesday—an event to be followed by a discussion on radio station publicity problems featuring J. W. Axtell, KRLD Dallas; Robert Blake, Westinghouse Broadcasting Co., New York; Dwight Newton, San Francisco Examiner, and Bruce Wallace, WTMJ-AM-TV Milwaukee. This discussion will be followed by a panel on TV movies including Donald Peacock, WBAL-TV Baltimore; Gerald Rowe, NBC, New York; Robert Nelson, KNXT-TV Los Angeles, and Keith Nicholson, KOKO-TV San Diego. Other activities Tuesday will include a BPA member-
Full head of steam for Calif. pay TV

Its stock sale approved and its stock sold out, Subscription Television Inc. is moving ahead full speed to meet its committed deadline of 20,000 homes connected for closed circuit pay TV service in San Francisco and the same number in Los Angeles by July 1, 1964.

Initial service areas in both cities will soon be selected on the basis of population density and economics, plus practical engineering considerations. Contracts with both Pacific Telephone & Telegraph and General Telephone Co. will be submitted to California's public utilities commission for rate approval in the near future.

Plans for signing up subscribers (at a $10 installation cost and weekly service charges of $1, plus whatever is spent for programs) are virtually complete. Reuben H. Donnelley Corp., which will handle all sales and sales promotion, is developing plans, subject to STV approval, for an initial three-pronged attack designed (a) to educate the public about pay TV, (b) to sell the concept of this new in-home program service and (c) to sell STV installations. The second phase will be the continuing job of selling specific programs to be offered on the system's three channels.

To be announced this week is acquisition of a Hollywood studio building capable of providing full color "live" programming, and another building to house STV-assigned personnel of Donnelley and Lear Siegler Service Inc., which will install and maintain STV equipment in subscribers' homes. The company headquarters will remain in the Los Angeles area, although probably not for long in present quarters in Santa Monica.

The problem of obtaining sufficient programming for three-channel service day-in and day-out does not worry STV executives, who point out that unlike other experimental pay TV operations, STV's will be a full-fledged commercial enterprise from the outset, able to develop many programs for itself and to buy others (such as theatrical motion pictures) on a competitive basis, in addition to color coverage of all home baseball games of the San Francisco Giants and the Los Angeles Dodgers for the next five years.

EACH TO HIS OWN JOB
Cronkite cites government 'hobbies' on broadcasting

Walter Cronkite, CBS News correspondent, called for "competitive co-existence" between newspapers and broadcasting in an address last Thursday (Nov. 7) to Sigma Delta Chi, national professional journalism society.

Mr. Cronkite addressed a dinner meeting at the society's annual convention in Norfolk, Va.

Neither newspapers nor broadcasting can do the whole news job that needs to be done in contemporary America, Mr. Cronkite said. Both media are needed.

"Broadcasting is powerful," he said. "It can grab the headline readers, but it cannot do the depth job."

In its journalistic mission, broadcasting suffers from what Mr. Cronkite described as "the well-founded fear of trouble in Washington." He said it was "perfectly ridiculous that a major communications medium should be hobbed by government controls."

Broadcasting, in Mr. Cronkite's personal opinion (he said he was not speaking for CBS), is "not half free and half slave but all slave."

Press and Local Interest * In a keynote address to the Sigma Delta Chi convention on Thursday, Barry Bingham, editor and publisher of the Louisville Courier-Journal and Times (WHAS-AM-TV), advocated the formation of voluntary "press council" in individual communities to establish a "dialogue" between newspapers and the public. These councils would be especially useful in cities with newspaper monopolies, he said.

"I would ask such a council to make periodic reports to the public," Mr. Bingham said. "To reach a wide audience, I would put a council session on local television at least four times a year. I would urge that responsible newspaper executives appear on that program, not only to defend but to explain their positions."

He suggested that a local press council consist of three to five prominent citizens who would command respect. Members would read the local papers thoroughly and analytically and would undertake to read at least three other
newspapers from other cities for comparison. Anyone active in politics would be disqualified because he would be unable to appraise a newspaper's performance objectively. People of retirement age, whose intellectual interests are still lively, would seem best qualified, he said, although younger persons would not necessarily be excluded.

Mr. Bingham said the creation of public trust "is the only permanent protection against censorship, against governmental control, against any of the other outside influences we dread."

The annual convention, the biggest in Sigma Delta Chi's history, had an attendance of 650 professional and undergraduate members.

Theodore F. Koop, CBS Washington vice president was elected president of the society (see Week's Headliners, page 10).

**AM-FM Duplication**

Supporters argue it actually helps in growth of medium

Owners of AM-FM stations continue to defend the desirability of having FM stations duplicate the programing of the AM outlet, using the argument of the National Association of FM Broadcasters, the arch opponent of duplication, for support of their own views.

This latest exchange on the duplication question came in reply comments to the FCC's proposed rulemaking to revise its AM allocations policy and provide for a future integrated AM-FM service. The latter provision contains a clause that would restrict FM duplication of AM programing to 50% if the stations are located in cities with a population of 100,000 or more. There was also projected as a long-range goal for separation of the common ownership of AM-FM stations in the same market.

When comments were originally filed last September and support for the rulemaking was small—comments argued the population principle proposed by the commission for AM allocations was too inflexible and that the facets involving FM would be unjust to the AM broadcasters who have supported the development of FM (Broadcasting, Sept. 16, 23).

Storer Broadcasting Co. last week turned its argument on the comments of NAFMB. Storer attacked the FM association's comments on the ground that they refused themselves. NAFMB claims that duplication of AM programing has deterred the development of FM and cited the situation in New York as an example. NAFMB said that because of duplication New York has only four independent FM stations. Storer turned the gauntlet by saying that although there are few independents, there is the highest percent of FM receiver ownership in New York. If anything, Storer claimed, this shows duplication has promoted FM growth.

**Begging To Differ**

Storer also challenged NAFMB's comparison of Chicago FM with that of New York. Storer said NAFMB put the average revenue of the four independent New York FM stations at $48,084 in 1961, while 15 independent stations in Chicago earned an average of $50,805 (NAFMB's reply comments placed the figures at $51,905 and $77,870, respectively).

Storer said these figures, presumably the ones it quoted, don't justify NAFMB's conclusion that the greater number of Chicago independents has led to corresponding increases in revenue.

"It is submitted that the real problem facing the FM service is to retain audience support with programing that is a suitable vehicle for advertising."

Storer concluded. Storer suggested that nonduplication is not the answer, but did not suggest an answer.

In its reply the NAFMB said that broadcaster claims (notably the National Association of Broadcasters) that FM provides an indispensable support to AM coverage merely show FM as a superior service, and separate programing is the way to demonstrate its superiority. The association said the sharp increase in receiver sales over the last three years can be attributed to partial separation of programing of some AM-FM stations. Stereo broadcasting is another reason, it said, and AM cannot provide this service.

The NAFMB said that if separate programing becomes a reality the increased revenues would be taken from television, not from AM.

**The Real Matter**

The Association on Broadcasting Standards, criticized the majority of comments on the rule-making with concerning themselves too much with the FM problem and failing to grasp the real intent of this rulemaking—that is to work out a new allocations standards for AM.

ABS said the problem of adjacent channel and co-channel interference with AM would be "perhaps the most crucial one facing" the industry. However, ABS noted that its "review of the comments of other parties indicates little, if any, attention has been given to the realities of interference phenomena."

The ABS urged the FCC to hold an en banc hearing on the allocations matter. The association said that it is made necessary by the weight of the commission's proposed abandonment of its policy of acting on applications according to new rules of establishing definite population criteria.

ABS would also like to see formed a
KMID-TV moves into futuristic home Dec. 1

The modernistic structure shown above comes from an architect's drawing board, not just his dreams. Designed to house the offices and studios of KMID-TV Midland-Odessa, Tex., the $165,000 building is now nearing completion.

To form the roof, 10,000 tons of concrete were poured in a single day, and its four corners droop to touch the ground and support the building. The walls, which offer no support to the roof, form a perfect octagon, the shape of the building's interior, in which offices surround a large central studio. The structure contains 14,000 square feet of floor space, and an adjacent tower will beam KMID-TV programs to the station's transmitter some 10 miles away.

Designer of the building, scheduled to open Dec. 1, was Crain & Cannon of Odessa. Special structural engineering was handled by Terry & Rosenlund, Dallas, and construction was done by the King & King company of Odessa.

joint industry-government committee to study allocations problems. ABS said that it had arrived at four approaches to the study that it believes are useful:

- Sun rise and sunset propagation transitions are different.
- A simplified skywave propagation measurement program that will be directed towards demonstrating the above.
- Program will consider representative frequencies as well as various path lengths.
- Analyze the data as the study progresses adding necessary revisions and further data.

ABS also joined the opposition to the proposed rules governing AM-FM operations. It is a well known fact, the association said, that "duplication of AM and FM programming has brought about substantial benefits to the public."

President Kennedy had lunch last week with 20 Ohio publishers and editors, nine of them connected in ownership with radio-TV stations.

Those present who are affiliated with broadcast stations: Paul Block Jr., Toledo Times and Blade (Block family also is principal owner of the Pittsburgh Post Gazette which owns WWSW-AM-FM and 50% of WVEC[TV] that city). James E. Fain, Dayton Daily News and Glenn Thompson, Dayton Journal-Herald (the Dayton newspapers are part of the chain owned by James M. Cox Jr. (Cox Stations).


CBS gaining 2 stations

Two currently unaffiliated stations will join CBS Radio Dec. 1, it was announced last week by the network. They are WJSV-Ishpeming, Mich., operating with 5 kw on 970 kc daytime, and WOOL-Lake City, Fla., on 1340 kc with 1 kw-D, 250 w-N.
COMMISSION MOVES TO CUT RED TAPE

Staff given wider discretion in station transfers

The FCC last week launched its long-awaited campaign to reduce its backlog of pending cases.

Its primary target: 150 pending station transfers. And the method of attack is to give the staff wider authority, at least temporarily, to operate under its delegations of authority.

FCC Chairman E. William Henry is expected to discuss this development in letters to key members of Senate and House who have often complained about the commission’s mounting backlogs. Details of the procedural change were not immediately available last week. Commission officials, however, said basic delegations of authority were not changed.

A major complaint by some commissioners has been that the staff has too often brought cases to the commission for decision that the staff had the authority, under delegations of authority, to handle.

Petty Problems • However, in many instances, the formal delegations have been limited by detailed instructions, with the result that the staff has brought comparatively minor problems to the commission’s attention.

It’s understood that the commission in effect told the staff to ignore the limiting instructions and not let “minor” details hold up action on pending transfers.

One commissioner said the action, in a sense, amounts to a vote of confidence. “We told the staff to exercise their authority with the assurance that we would back them up.”

He added that there will undoubtedly be cases that are “so close” the staff will want to get a decision from the commission. But in the vast majority of cases, he said, the staff should be able to act on its own.

The staff is expected to operate under its basic delegations, unfettered by special instructions, for up to 90 days. In the meantime the commission hopes to devise new instructions which will express the agency’s aims without leading to new delays and backlogs.

One kind of case on which the staff will be able to act with greater dispatch involves the three-year rule. This rule, which prohibits the sale of stations held less than three years, provides for some exceptions. However, the staff normally brings all three-year cases to the commission for a decision on waiving the rule. The staff was instructed last week to act on all cases clearly coming under the exceptions.

Move On Radio • In another development in the FCC’s effort to reduce its backlog, the commissioners were reported planning to discuss this week a revised program reporting form for radio stations. There were even some indications the commission might be prepared to take definite action on a new form, on which some work has been done (Broadcasting, Nov. 4).

Officials say this project is a much simpler one that involving television. It was not certain, however, whether the commission would simply adopt a new form for radio, as a conclusion to the outstanding rulemaking proceeding on program reporting forms, or put the proposed document out for further comments.

The commissioners feel that a new reporting form for radio which would provide more meaningful information than that which applicants now can provide would help speed the renewal application processing.

There were no developments last week on other aspects of the commission’s antibacklog campaign.

• Work on revising the TV program reporting form was at a standstill.
• No action was taken on proposals to liberalize guidelines followed by the staff in considering renewal applications.
• And the proposed procedural change that would require licensees to apply for renewal six months ahead of their renewal date instead of three (Broadcasting, Nov. 4), was not even on last week’s agenda.

GIVE ’EM WHAT FOR

Swafford charges industry created its fearful plight

If broadcasters had more vigor, confidence and maturity “we wouldn’t right at this moment be standing around, wringing our hands, while the FCC proceeds to kick hell out of us,” Thomas Swafford, president of KDEF-AM-FM Albuquerque, N. M., told the Oregon Broadcasters Association Nov. 1.

The industry, he said, is gripped in “fear—galloping, growing, withering fear. Fear of competitors, fear of creditors, fear of cancellations, fear of failure, . . . And most of all, fear of government.”

A former CBS vice president and general manager of the network’s WCAU Philadelphia for 11 years, Mr. Swafford said broadcasting is being governed by the “very whims of a very small group of very willful men.” But, he said, the industry is responsible for permitting this condition to exist. “As a group, we are forever forced into the unhappy role of defending the weakest, shabbi-
est, most unscrupulous member in our midst. . . . And, constantly on the defensive, we're operating at half strength," he said.

"We as broadcasters, particularly in radio, present a picture of disunity and disorganization." State associations adopt resolutions often completely counter to a position taken by the National Association of Broadcasters, Mr. Swafford said. He pointed out that only half the radio stations belong to the NAB and less than 40% to the NAB radio code. "The rest are content to stand outside, making faces through the window," he told the Oregon broadcasters. "You don't build strength that way. Divided, we'll never fight off the continuing intrusions and incursions by the federal government."

Mr. Swafford said that he is disturbed by a lot of things about the NAB. "But, if I'm going to change any of the things I disagree with, I'll have to do it from within the organization," he said.

He termed FCC Chairman E. William Henry's recommendations in the Omaha report on local TV programing (Broadcasting, Oct. 28) a "condescending, paternalistic, Hamiltonian philosophy."

The FCC should be more concerned over the growing number of stations "wallowing in red ink" than an alleged overcommercialization in broadcasting, Mr. Swafford said. Stations with heavy commercial schedules are the successful stations financially able to offer better programing to the public, he said. Chairman Henry's position on commercial practices is "not only built on a wobbly and woefully inadequate base, but on a completely fallacious conception of how broadcasting works in this country," he said.

Addressing the same Oregon convention, NAB Vice President Howard Bell said the time has come for the industry to get off the defensive and "accentuate the positive."

**FTC is a little slow in answering its mail**

A station that failed in three efforts to get official Federal Trade Commission word on its policy toward broadcasters' promotion of ratings has now made a fourth effort—also unavailing as of last Thursday.

The efforts came to light last week when WMCA New York released a copy of a letter—the most recent epistle in the series—sent by Stephen B. Labunski, WMCA vice president and general manager, to FTC Chairman Paul Rand Dixon. Mr. Labunski's letter recapitulated WMCA's series of requests, gave up on those, and posed a new one.

It all started, the letter said, after the FCC's June 13 public notice on the use of ratings called attention to a "public notice issued this day" by the FTC. Here's the chronology as given by Mr. Labunski:

On Sept. 16 WMCA wrote to the FTC asking for two copies of the public notice, giving the date and the subject matter. No answer. On Oct. 4 another request was sent. On Oct. 10 a letter arrived in which the FTC said it may have sent the wrong material the first time—material that was never received—but that new material was enclosed. The new material was something else.

In a third letter, on Oct. 14, WMCA tried again, and a week later it got back, not the public notice it had asked for, but a news release on the subject.

"This press release," Mr. Labunski told Chairman Dixon, "reiterated the very admonition which has concerned us all along, to wit: 'If a broadcaster claims that a survey proves that he has a certain percentage of the listening audience in his territory, and investigation discloses that the claim is false and deceptive, the commission will take vigorous action to prohibit the claim.'"

Mr. Labunski's letter continued:

"Since we are unable to obtain a copy of the FTC's 'public notice' on the subject of ratings, let us pose a specific question which is of prime importance to us at the moment."

Mr. Labunski then listed "the latest overall ratings for New York radio," from Pulse and Hooper reports. He noted that both services put WMCA in first position, but that Pulse gave WMCA a 20% advantage over the No. 2 station and 42% over No. 3, while Hooper put WMCA 4% ahead of a different No. 2 and 62% ahead of a different No. 3. He continued:

"While we have always recognized that ratings are not the only criteria for programing or sales, we must still face the reality that most advertisers continue to seek some sort of objective—that is, statistical—standards in arriving at their decisions."

"Do you see any reason why WMCA cannot, in the light of the above ratings, claim to be the station with the largest radio audience in New York?"

The letter, with copies to all FCC members was sent to Chairman Dixon Oct. 31. As of last Thursday afternoon—no answer.
NAEB HAS ITS OWN TABLE

UHF allocations plan, produced by computer, is offered in place of 'hand made' FCC table

The National Association of Educational Broadcasters, using a computer, has designed a UHF table of assignments containing some 600 more allocations than the UHF plan recently proposed by the FCC.

NAEB President William G. Harley unveiled the table at a news conference last week as a rival to the proposed FCC table, on which industry comments were invited two weeks ago (Broadcasting, Oct. 28).

The NAEB is urging the commission to adopt the computer-drawn plan as "a new basic table" of allocations. It also says the FCC should use computer methods in the solution of future allocations problems. The association feels its pioneer computer study has proved the computer superior to conventional methods of making allocations.

The NAEB table (which is reprinted in full beginning on page 102), contains some 2,600 assignments, 900 of which would be reserved to meet "minimum" ETV needs. None of the 2,363 new assignments would affect the 202 commercial and educational UHF stations now operating or holding construction permits. Also untouched are the 584 VHF assignments.

The FCC's proposed table provides for 1,975 UHF assignments. Of these, 600 would be reserved for education. The existing allocations table contains about 1,600 UHF assignments, including 230 set aside for ETV. These latter are in addition to the 100 VHF channels reserved for education.

All 'Taboos' Considered — Unlike the experimental table the NAEB designed by computer last winter, the current proposal is said to embody all constraints and "taboos," including those resulting from international agreements with Canada and Mexico. The association's so-called feasibility study resulted in a saturated table of 3,298 assignments (Broadcasting, Jan. 21).

The NAEB has informally asked the commission to issue the computer-drawn plan as an alternative to the one fashioned manually by the FCC staff. If this request is turned down, the association will submit the plan in the form of a comment in the rulemaking proceeding involving the UHF table.

Mr. Harley said the NAEB feels the FCC plan falls short of meeting the future needs of ETV. He also said the association believes the computer-drawn table does a better job than the commission's in solving allocations problems of commercial stations. "Although there is a considerable amount of time necessary to prepare basic input information and computer programs, the actual assignment procedure was conducted in a matter of hours," the NAEB said in an accompanying report.

Mr. Harley said the NAEB plan contains more channels than the FCC's because of the capacity of the computer to work faster and more efficiently than engineers using conventional techniques.

Recommendations — The report recommends that the commission adopt NAEB's table and that it use computer techniques in conducting periodic re-examination and possible reallocation of unoccupied UHF channels. The association noted that the data used to program its study is available to the commission.

The data, stored on magnetic tape, includes information on 1,596 separate locations, covering virtually all of the inhabited areas of the country, indicating population, relative sizes of communities, shared uses by contiguous political subdivisions, and FCC engineering rules and regulations.

NAEB also recommends that the ETV reservations contained in the table be considered only as meeting the "minimum educational needs." The report said the unreserved channels should be held available for either commercial or educational applicants "without a prejudgment that a number of educational reservations fixed at this time can serve all future educational needs."

In this connection, the NAEB rejected an FCC contention that the 2,500 me band, recently made available to educa-

New NBC grant to ETV

NBC Board Chairman Robert W. Sarnoff last week announced a $250,000 contribution from NBC to Community Television of Southern California. The money will go toward construction of an educational UHF in Los Angeles.

Mr. Sarnoff said: "NBC has always given strong support to the proper development of educational television, both as an urgently needed instrument of instruction and as a resource for intellectual and cultural stimulation."

It was reported last August that CBS had contributed a total of $250,000 to CTSC for assistance with educational television (Broadcasting, Aug. 26).
tors for point-to-point service, would relieve some of the pressure for new ETV channels. NAEB said that although the band would be used, the demand for broadcast television to serve prime educational needs would continue to increase.

FCC Studying Plan • FCC officials, who were fully informed of the work being done by the NAEB, said the commission decided to issue its own table without waiting for the computer-drawn plan because of “pressure” to put out an expanded table. The FCC table had been in preparation for 2¹/₂ years.

Commission engineers are now making a detailed comparison of the two tables. When this job is completed, officials said, the FCC will decide what action is warranted. This could include issuing the NAEB table as an alternative proposal or making revisions in the FCC plan.

The NAEB, in selecting reserved allocations, considered statewide television plans developed for ETV, NAEB surveys of educational need and other data indicating needs for educational needs. A number of communities were provided with at least two ETV channels; some were allocated as many as four.

The association said that in selecting 1,596 locations for UHF channels, it used as a basic list all locations with a population of at least 10,000. However, communities with smaller populations were included if they had demonstrated an interest in ETV or if they were located in sparsely populated centers not likely to be covered by other facilities.

In addition, some communities of more than 10,000 were deleted if they were considered suburbs of large cities. In some cases, a number of communities were lumped together in market areas, such as Minneapolis-St. Paul.

General Plan • In general, the computer was directed to provide 3 channels for communities of up to 50,000; 5 for communities of from 50,000 to 150,000; 7 for communities of from 150,000 to 500,000; 9 for communities of from 500,000 to 2 million; 11 for communities of from 2 million to 5 million; and 13 for communities of over 5 million. In each case, existing VHF and UHF licenses and construction permits were considered in determining the number of new assignments to be made.

The NAEB study was conducted by a staff headed by Vernon Bronson, in cooperation with the Jansky and Bailey Broadcast-Television Division of Atlantic Research Corp. The project was financed by a $40,000 grant under the National Defense Education Act, through the U.S. Office of Education. The same source made a $55,000 grant for the NAEB feasibility study last year.

NAEB delegates will find ‘government’ on agenda

The 39th annual convention of the National Association of Educational Broadcasters will be held in Milwaukee’s Hotel Schroeder next week (Nov. 17-20). And, like commercial broadcasters, NAEB members plan to devote a lot of time to government matters.

Featured speakers closing day will be FCC Chairman E. William Henry (at the annual banquet) and Arthur Sylvester, assistant secretary of defense for public affairs. Other government officials on the program include John Bystrom, undersecretary of the Department of Health, Education and Welfare for ETV; Harold Kassens and Lawrence Frymire of the FCC, and Thomas Clemens and John Brugger of the U. S. Office of Education.

NAEB President William Harley will speak on the opening day of the convention and all phases of educational radio and TV will be covered in various panels and group meetings. An NAEB official said that advance registrations are three times higher than for the 1962 convention. Approximately 700 delegates are expected in Milwaukee.

Rogers wants delay on FCC license fees

BUT COMMISSION DOESN’T GIVE HIM YES OR NO

Representative Walter Rogers (D-Tex.), chairman of the House Communications Subcommittee, has asked the FCC to suspend the effective date of its plan to assess licensing fees until “further action” on the issue by Congress.

The effective date of the license-fee rule is Jan. 1. Pending before Representative Rogers’s subcommittee is a bill (HR 6697) he introduced that would prohibit the commission from levying fees unless specifically authorized by Congress.

Representative Rogers made his request in a letter to FCC Chairman E. William Henry. It’s understood that the commission, at its meeting last week, decided against a flat yes or no answer.

Instead, Chairman Henry was delegated to inform Representative Rogers of the “difficulties” that would be encountered in delaying the effective date. Commission officials noted that a considerable amount of work has been done preparing for implementation of the license-fee rule—all of it geared to a Jan. 1 starting date.

Hearings Expected In 1964 • In his letter to Chairman Henry, Representative Rogers said the subcommittee expects to schedule hearings on his bill.
“at the earliest possible time, which conceivably could be in the early part of 1964.”

He added that “it would be advisable for the effective date . . . to be suspended until public hearings can be held before the subcommittee. . . .”

He said that the licensing-fee matter is “highly controversial” and added that “there is serious doubt as to whether or not the Federal Communications Commission has the authority to exact the proposed charges . . .

“Under the circumstances, I would respectfully request that the commission suspend the effective date of the order . . . and that no license fees be fixed or charged until further action by the Congress of the United States.”

The license-fee order, which affects virtually all nonbroadcast licensees as well as broadcasters, was adopted by the commission on a 5-2 vote in May (Broadcasting, May 13). It provides for a top fee of $100 which would be charged for television applications for new stations, major changes, renewals assignments of license and transfers of control. The charge for AM and FM applications in these categories will be $50. In all, the schedule is designed to provide a return to the U. S. Treasury of an estimated $3,843,000 yearly.

Changing hands

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

• KSO Des Moines, Iowa: Sold by Larry Bentson, Joseph L. Floyd and Edmund R. Ruben to Whitehall Stations Inc. for $435,000. Whitehall Stations is the licensee of WTAC Flint, Mich., and is principally owned by Gene Milner with the balance held by Philadelphia interests. Mr. Milner, a native of Des Moines, is former sports announcer with KRNT and KCBK Des Moines and WIP Philadelphia. Paul Evans, formerly general manager of WHCT-TV Hartford, Conn., and before that sales manager of WIP, will be manager of KSO, succeeding Frank McGivern who will remain with the BFR group in an executive capacity. BFR stations in addition to KSO are KELO-TV Sioux Falls, KDKO-TV Florence, KPLO-TV Reliance, all South Dakota; WLLO-AM-FM Minneapolis and WKO-W-AM-TV Madison, Wis. KSO, founded in 1921, operates on 1460 kc with 5 kw fulltime. Broker: Hamilton-Landsis & Associates.

• KWRE Warren, Mo.: Sold by Harry H. Coon to Vernon J. Kaspar for $105,000. Mr. Kaspar owns Willo-
Butte, Mont., and KuTV (TV)

Donohue in agreement not

Agreed

No

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No en banc hearing for WDKD

The U. S. Court of Appeals has de-
nied the motion for a full, nine-judge
en banc hearing requested by WDKD
Kingstree, S. C., in its appeal from an

FCC decision denying renewal of its
license (Broadcasting, Sept. 9, Aug.
26, July 15). The court has also au-
thorized the American Civil Liberties
Union to participate in the argument,
scheduled for Nov. 19 in Washington.
The ACLU ruling was made by Cir-
cuit Judges David L. Bazelon and
George T. Washington; Judge Wilbur
K. Miller dissented to the action.

Hartke introduces
presunrise radio bill

Legislation to permit daytime stations
to conduct presunrise operations was
introduced Wednesday (Nov. 6) by
Senator Vance Hartke (D-Ind.). Se-
tor Hartke said the bill, $2290, “apply-
ing only to the morning hours, is thus
not in conflict with the thinking of the
FCC currently.”
The commission announced a pro-
posed rulemaking last year that would
“make daytime operations available un-
der certain circumstances between 6
a.m. and sunrise,” Senator Hartke ex-
plained. The agency previously opposed
authorizing 5 a.m. to 7 p.m. and 6
a.m. to 6 p.m. hours, he said.
The House in 1962 passed the same
bill Senator Hartke introduced last
week, he pointed out.

“Presunrise restrictions prevent pu-
KWTV (TV) plans studio expansion

A six-month, $450,000 studio expansion program has been announced by KWTW(TV) Oklahoma City.

A 72 by 76 foot studio will be added, complete with transistorized broadcasting and recording equipment. A separate control room and facilities will also be incorporated, according to Edgar T. Bell, executive vice president and general manager of the CBS affiliate. KWTW, on channel 9, is licensed to Oklahoma Television Corp.

Seattle conferees hear Hurley speak on ETV aid

Educational TV interests from five Northwestern states met in Seattle last Friday (Nov. 8) with the subject of federal aid for ETV the primary topic of consideration. John Hurley, deputy assistant to the undersecretary of the Department of Health, Education & Welfare for ETV, explained the government program and how the various states could apply for financial aid.

Hew has granted five applications for federal funds and 33 others currently are pending. The money, granted on a matching basis, may be used either for the construction of a new station or improvement of an existing outlet. Participating in the Seattle conference were representatives from Washington, Idaho, Montana, Oregon and Alaska.

Mr. Hurley is a former broadcaster and Washington attorney for NBC.

Broadcaster litigation may go to local courts

A bill that would permit broadcasters to appeal FCC actions to U. S. courts of appeal located where they reside or do business instead of in Washington was introduced by Representative Robert T. Ashmore (D-S.C.) last week.

Representative Ashmore said “the right of the appellant to make his appeal within the area in which he resides or maintains his business is fundamental. . . . The right should not be denied because an agency is involved.”

A broadcaster who has fought an extensive FCC appeal battle through the courts and the commission for many years, and who has sought this change in the law, was in Washington last week and, as a constituent of Representative
Ashmore, was believed to have been behind the legislation. Walter J. Brown, principal owner of WSFA-TV Spartanburg, S. C., recently began operations from a new transmitter on Hogback Mountain, where he had wanted it since he applied for a construction permit in 1953 (Broadcasting, Oct. 28).

Related legislation has been offered in the past, but it is believed that this bill, HR 9031, is the first proposal to specify appellate actions from the FCC. Senator Strom Thurmond (D-S.C.), for example, sponsored S 2398 in 1961, a bill that would apply to all agencies, and introduce it again Thursday (Nov. 7) in broadened form as S 2294.

Representative Ashmore’s bill was referred to the House Commerce Committee last week. The congressman said he would request hearings on it “in the near future.”

Media reports...

New studios = WNLC New London, Conn., has moved into new studios on Foster Road in the Waterford industrial triangle, but will maintain its business office in the Mohican hotel.

Move to tower = WCKY Cincinnati, in the Sheraton-Gibson hotel since 1939, is moving studios and offices to the fifth floor of the Carew Tower. A long-term lease for the new space has been signed and the station will move in early 1964.

Satellite exchanges = ABC-owned WBKB(Tv) Chicago has participated with the BBC in London in two-way exchanges of medical programs via both the Telstar and Relay satellites Nov. 4 and 6.

Extra color = KHJ-TV Los Angeles stepped up its colorcasting activities last week from the usual 25 hours to more than twice that much time in the station’s second “Colorbration Week” of the fall. The weeks, with all of the motion pictures and some other programs broadcast in color, are tied in with special color promotions of RCA, which sponsors a six-hour colorcast session on KHJ-TV on Saturday afternoons of the special weeks.

Goldenson named ’64 Gold Medal recipient

Leonard H. Goldenson, president of American Broadcasting - Paramount Theaters Inc., will receive the 1964 Gold Medal bestowed annually by the International Radio and Television Society in recognition of outstanding contribution to broadcasting and broadcast advertising.

The medal will be presented at the society’s anniversary banquet on March 4, 1964, at the Waldorf-Astoria in New York, Sam Cook Digges, IRTS’s president, announced last week. (Mr. Digges is administrative vice president, CBS Films).

The gold medal award, begun in 1960, has been given to: Brigadier General David Sarnoff, RCA board chairman, 1960; President Kennedy and Richard M. Nixon, 1961, for their readiness to participate in the now historic TV Great Debates; Dr. Frank Stanton, CBS Inc. president, 1962, Bob Hope, 1963.

Agency surveys farmers’ reliance on radio

The higher-powered regional stations continue to dominate the farm radio audience, according to a study by W. D. Lyon Co., agency in Cedar Rapids, Iowa. The mail study was conducted last June by Dr. J. Robert Miller, marketing director of the agency, and was based on usable returns from 555 farmers within a 100-mile radius of Des Moines.

The reliance of farmers on radio is claimed with 99% of the respondents with an added 504 noncommercial announcements. The commission said the TVue failed to demonstrate that it had adequately determined Houston’s need for this unusual approach to programming, which TVue calls this application, “Day-Vue.”

The commission also wishes to “look behind the corporate veil” of UAB and consider the character of the parent company United Artists Corp. United Artists is currently involved in a number of antitrust suits and has in the past been found guilty on such charges, the FCC said.
WBT chief's gift in 'living color'

The faithful employee or persevering boss usually earns a watch or a plaque for long service. This, in turn, breeds another presentation publicity picture for the already high stack on the editor's desk. But Jefferson Standard Broadcasting Co. came up with an eye-opener when it marked the 30th anniversary of its president, Charles H. Crutchfield. There was the oversized birthday cake and the warbling of "We Love You, Charlie" by the entire complement of Jefferson Standard officers.

Then, as a gift from the entire staff, a huge carton was wheeled in. Smiling in anticipation as he noted the stamp "RCA Victor Living Color Television," Mr. Crutchfield ripped away the packing tape. Out stepped a "set," as perfectly carved as any cabinet maker would want, and clad in a fetching sunsuit. Mr. Crutchfield (right) was assisted in the uncrating by Personnel Director Bill Melson.


reporting radios in their homes, 78% with car radios; 18% with radios in trucks; 18% with radios in barns; 23% with transistors for use away from homes and barns; 3% with radios on tractors, and 8% with radios in other places such as shops.

Peak times for farm radio listening in the surveyed area are 12 noon to 12:30 p.m. and from 6:30 a.m. to 7:30 a.m.

Ocean City to get CATV

The construction of a $250,000 community antenna TV system at Ocean City, N. J., for H&B American Corp., Beverly Hills, Calif., was announced last week by Jerrold Electronics Corp., Philadelphia CATV manufacturer. The 12-channel system is expected to begin operations in March, with full operations by May 1964. It will receive all four Philadelphia channels and four from New York. H&B American is principally owned by RKO General and is the owner and operator of a group of CATV systems throughout the U. S.

Comment sought on maps

The publication of an AM frequency allocation map book is being considered by Smith Electronics Inc., Brecksville, Ohio. Aiming to take up the slack left by the discontinuance of the allocation map series put out by the Cleveland Institute of Electronics, SEI will

Questions on legality and ethics of merchandising

The legality and the ethics of station-financed merchandising aids to advertisers was questioned last week by Robert F. Hurleigh, president of MBS, in the November issue of the network's newsletter, Of Mutual Interest.

Referring to ethical considerations, Mr. Hurleigh observed: "Is it fair, ask the dissenters, that one advertiser should receive merchandising aids while another does not and yet pay an equal amount for their time? Or is it that the medium itself is so timid that it cannot sustain its own price structure and crumbles at the sight of money?"

On the legality of merchandising aids, Mr. Hurleigh said he had "heard the thought expressed that the concept could well be a violation of some antitrust provision or of the Robinson-Patman Act and that a test case (if one had the courage to bring the matter into court) might well end the practice once and for all."
put out similar publications for FM and TV if the AM version meets with success.

SEI is now trying to determine broadcaster demand for the updated AM allocation maps. Response should be directed to SEI at 8200 Snowville Road, Brecksville.

In need of donations

Paul Fisher, executive secretary of the Freedom of Information Center at the University of Missouri, has issued a call to preserve all aspects of news freedom and access in the mass media. The center is almost out of money, he said.

Mr. Fisher told the Missouri Broadcasters Association earlier this month that although the center serves broadcasters as much as other media, its chief media support has come from publish-ers. He said the center is separate from the university and receives no funds from that source.

Quick on the trigger

KLOC, a new daytimer in Ceres, Calif., claims to have set a new speed record for getting on the air. The FCC sent a telegram granting KLOC program authorization, and from the time Western Union called, the station said, only two seconds elapsed until the country-and-western outlet was broadcasting a pre-recorded inaugural program.

KLOC is licensed to Redchester Broadcasters, a firm owned by Chester Smith and Corbett "Red" Pierce. The 500 watter is on 920 kc and is represented nationally by Ewing Radio.

FINANCIAL REPORTS

SCREEN GEMS HITS NEW PROFIT HIGH

Earnings are $3.8 million on income of $64.3 million

New highs in sales and earnings were attained by Screen Gems Inc. during the fiscal year ended June 29, it was announced last week. At the same time proxy statements were mailed out for the annual meeting of stockholders Nov. 26 in New York.

Highlights of the year include formation of Screen Gems-Columbia Music Inc. (BMI) and Colgems Music Corp. (ASCAP) in the music publishing and record manufacturing fields; the agreement with former President Harry S. Truman for a series of 26 half hours for TV on historic decisions made by him during his years in the White House; 16 programs on national TV, and a new Hanna-Barbera cartoon series for national spot.

Screen Gems, which is 89% owned by Columbia Pictures Inc., owns KCPIX-AM-FM-TV Salt Lake City and WAPA-TV San Juan and WOLE-TV Aguadilla, both Puerto Rico.

The stockholders meeting will be asked to reelect 10 directors, ratify and approve employees' retirement program, ratify and approve option granted to Harry Ackerman, vice president, for 1,500 shares of common stock, elect independent public accountant and auditor, and conduct other business.

In the proxy statement, aggregate remuneration for top executives for fiscal 1963 is given as follows:

A. Schneider, president $52,000; Leo Jaffe, chairman, finance committee and first vice president, $30,333.16; Jerome Hyams, executive vice president and general manager, $52,000; William Dozier, vice president, $62,400; John H. Mitchell, vice president, $51,550; Harry Ackerman, vice president, $70,200. Messrs. Schneider and Jaffe are Columbia Pictures executives and the amounts shown constitute the one-third remuneration charged to Screen Gems. Other officers also have deferred benefits payable after termination of active employment.

12 months ended June 29:

<table>
<thead>
<tr>
<th>Earned per share</th>
<th>1963</th>
<th>1962</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television film rentals, commercial sales and other income</td>
<td>64,376,983</td>
<td>52,188,900</td>
</tr>
<tr>
<td>Amortization of film costs and independent producers' and participants' shares</td>
<td>42,301,536</td>
<td>34,915,567</td>
</tr>
<tr>
<td>Shares to Columbia Pictures Corp. and affiliated companies</td>
<td>8,812,172</td>
<td>5,961,808</td>
</tr>
<tr>
<td>General, administrative and selling expenses</td>
<td>5,503,564</td>
<td>4,235,016</td>
</tr>
<tr>
<td>Interest expense</td>
<td>197,057</td>
<td>13,430</td>
</tr>
<tr>
<td>Income before taxes</td>
<td>7,062,654</td>
<td>7,063,189</td>
</tr>
<tr>
<td>Provision for federal, state and foreign taxes</td>
<td>3,762,386</td>
<td>3,596,885</td>
</tr>
<tr>
<td>Net income</td>
<td>3,300,268</td>
<td>3,466,304</td>
</tr>
</tbody>
</table>

*Based on 2,938,400 shares outstanding as of June 29.

3M shows earnings increase

A 9% increase in sales for the nine months of 1963 over the same period in 1962 has been reported by Minnesota Mining & Manufacturing Co. 3M President Bert S. Cross expressed confidence that another record sales and
earning year for the company will result from operations during the fourth quarter. The 3M Co. owns Mutual Broadcasting System.

Nine months ended Sept. 30:

<table>
<thead>
<tr>
<th>1963</th>
<th>1962</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>$64,900,008</td>
</tr>
<tr>
<td>Net income</td>
<td>$111,000</td>
</tr>
<tr>
<td>per share</td>
<td>$1.13</td>
</tr>
</tbody>
</table>

Reeves earnings up $111,000 in nine months

The Reeves Broadcasting Corp., New York, reports that its earnings for the nine-month period ended Sept. 30 exceeded net profits for the same period last year by approximately $111,000. The firm last week released figures showing that earnings for the past three quarters came to $146,000, as opposed to $34,900 for 1962.

Reeves owns WUSN (TV) Charleston, S. C.; WPBR (TV) Bakersfield, Calif.; and WHNT (TV) Huntington, W. Va. It also furnishes sound recording and video-tape services and facilities through its studio division in New York.

Nine months ended Sept. 30:

<table>
<thead>
<tr>
<th>1963</th>
<th>1962</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.914</td>
</tr>
<tr>
<td>Gross revenues</td>
<td>1,013,000</td>
</tr>
<tr>
<td>Pre-tax income</td>
<td>263,000</td>
</tr>
<tr>
<td>Net profit</td>
<td>148,000</td>
</tr>
<tr>
<td>Cash flow</td>
<td>510,000</td>
</tr>
</tbody>
</table>

Macfadden-Bartell has 12% increase in net

Macfadden-Bartell Corp., New York, last week reported that net sales for the past three quarters were up 12%—an increase attributed, in part, to a 208% rise in cash flow from the organization's broadcast operations.

Macfadden-Bartell, primarily a publishing group, owns WADO New York, WOKY Milwaukee and KCBQ San Diego. It also holds a franchise to try out the Telglobe pay TV system in Denver.

Nine months ended Sept. 30:

<table>
<thead>
<tr>
<th>1963</th>
<th>1962</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share*</td>
<td>$0.77</td>
</tr>
<tr>
<td>Net sales and revenues</td>
<td>$19,158,715</td>
</tr>
<tr>
<td>Expenses</td>
<td>17,765,437</td>
</tr>
<tr>
<td>Operating profit or (loss) before depreciation</td>
<td>1,391,278</td>
</tr>
<tr>
<td>Depreciation</td>
<td>154,115</td>
</tr>
<tr>
<td>Net income or (loss) after taxes**</td>
<td>1,237,163</td>
</tr>
<tr>
<td>Cash flow generated from operations</td>
<td>1,391,278</td>
</tr>
<tr>
<td>Number of shares outstanding</td>
<td>1,945,598</td>
</tr>
</tbody>
</table>

*Based on 1,591,472 shares outstanding, compared to 1,945,598 same period last year. **No provision for federal and state income taxes necessary because of tax loss carried forward.

Standard Kollman has drop in sales and net

A decrease in sales and earnings by Standard Kollman Industries Inc., Melrose Park, Ill., for the nine months of 1963 ended Sept. 30 was attributed by Raymond F. Ryan, treasurer, to cutbacks in government orders for navigation equipment and losses by the company's electric blanket division.

Nine months ended Sept. 30:

<table>
<thead>
<tr>
<th>1963</th>
<th>1962</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share*</td>
<td>$0.16</td>
</tr>
<tr>
<td>Net sales</td>
<td>55,087,907</td>
</tr>
<tr>
<td>Net Income before tax</td>
<td>738,388</td>
</tr>
<tr>
<td>Net income after tax</td>
<td>350,356</td>
</tr>
</tbody>
</table>

*Based on 2,254,596 shares outstanding at end of each period.

Transcontinent TV's income up, net down

Transcontinent Television Corp. revenues were up but net income was down for the nine months of 1963 which ended Sept. 30. In a $38.5 million transaction, TTC is selling all its stations except WOKD-AM-FM Cleveland. Buyers are Taft Broadcasting, purchasing Buffalo, Kansas City and Scranton, Pa., radio and TV outlets; Midwest Television, Bakersfield, Calif., and Time-Life, San Diego (BROADCASTING, Sept. 23). The sale awaits FCC approval.

Nine months ended Sept. 30:

<table>
<thead>
<tr>
<th>1963</th>
<th>1962</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share*</td>
<td>$0.68</td>
</tr>
<tr>
<td>Broadcasting and other revenues</td>
<td>$11,609,941</td>
</tr>
<tr>
<td>Total expenses</td>
<td>9,737,971</td>
</tr>
<tr>
<td>Income before taxes</td>
<td>1,872,966</td>
</tr>
<tr>
<td>Income taxes</td>
<td>1,067,000</td>
</tr>
<tr>
<td>Net income</td>
<td>805,966</td>
</tr>
</tbody>
</table>

*Before loss of $87,451 on sale of land.

Zenith sales, earnings reach 45-year heights

Forty-five year records in sales and earnings for both the third quarter and nine months were reported last week by Zenith Radio Corp. The Chicago firm also announced that sales volume in September was the highest of any month in Zenith history with the fourth quarter expected to hit still another all-time high.

Zenith said 1963 will be the fifth consecutive year in which it has sold over a million black-and-white TV sets. Color set sales are running double for those of last year. Zenith subsidiary Rauland Corp. is now producing color TV tubes but the yields have not reached expected levels, Zenith noted.

Nine months ended Sept. 30:

<table>
<thead>
<tr>
<th>1963</th>
<th>1962</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$1.37</td>
</tr>
<tr>
<td>Total sales</td>
<td>257,900,000</td>
</tr>
<tr>
<td>Net earnings*</td>
<td>11,611,000</td>
</tr>
</tbody>
</table>

*After federal income taxes of $14,840,000.

Teleprompter earnings near $4 million mark

Teleprompter Corp. last week reported earnings of $77,065 on revenues of $3,919,070 for the nine months ending Sept. 30. This earning figure, which includes operation of businesses to be disposed of and special gain from property sales, represents 10 cents a share. Comparable figures for the first
nine months of 1962 are unavailable because of changes in depreciation tax rates.

The company has negotiated the sale of three divisions in Cherry Hill, N. J., and the transaction hinged upon stockholders' approval at an annual meeting Nov. 8 in New York.

Capital Cities shows 41% increase in income

Capital Cities Broadcasting Corp. had net income for the first nine months of 1963 that was 41% higher than the same period in 1962. In addition to its broadcasting stations, Capital Cities has a 40% interest in New York Subways Advertising Co.

Nine months ended Sept. 30:

<table>
<thead>
<tr>
<th></th>
<th>1963</th>
<th>1962</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$1.06</td>
<td>$.75</td>
</tr>
<tr>
<td>Net broadcasting income</td>
<td>12,068,594</td>
<td>10,948,057</td>
</tr>
<tr>
<td>Broadcasting expense</td>
<td>7,392,377</td>
<td>6,945,879</td>
</tr>
<tr>
<td>Depreciation</td>
<td>864,058</td>
<td>933,645</td>
</tr>
<tr>
<td>Interest and</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Financing expense</td>
<td>878,592</td>
<td>1,011,988</td>
</tr>
<tr>
<td>Total special charges*</td>
<td>116,406</td>
<td></td>
</tr>
<tr>
<td>Income before taxes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Income taxes</td>
<td>2,815,165</td>
<td>1,905,445</td>
</tr>
<tr>
<td>Net income</td>
<td>1,460,369</td>
<td>1,056,248</td>
</tr>
<tr>
<td>Net income*</td>
<td>1,312,796</td>
<td>939,197</td>
</tr>
</tbody>
</table>

*Includes fees re acquisition of Buffalo stations of $62,780, and expenses re issuance of shares on exercise of warrants of $53,716.

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**PROGRAMING**

**STATIONS TALK BACK**

WMAL-TV, KBAT tell commission 'equal time' seekers are going too far in their requests

Two stations in different parts of the country have demonstrated that some broadcasters won’t be bullied on questions of their fairness in airing controversial issues.

In Washington last week, WMAL-TV made the point in replying to a letter from the FCC passing on a complaint about the station’s alleged unfairness in its coverage on the Aug. 28 civil rights march on Washington.

The station not only said that the complaint, made by the Rev. Dr. Carl McIntire, was baseless; it said the commission should not even require licensees to respond to such “reckless and unsubstantiated” charges.

In Texas, KBAT San Antonio, rejected a request from a citizens group for transcripts of “all” programs dealing with controversial subjects in which the group is interested as well as for a blank check for “free and equal time” to reply. The group had cited the commission’s July 26 statement on the fairness doctrine in making the request.

K BAT, in a letter that won official FCC endorsement, said commission policy does not require compliance. KBAT sent copies of its correspondence with the group—the Citizens Association of San Antonio—to the commission for comment on the station’s interpretation of the fairness doctrine.

**Dr. McIntire’s Complaint**

The FCC, in its letter to WMAL-TV, said Dr. McIntire complained that the station, in its coverage of the Aug. 28 march, broadcast views on controversial subjects but did not “present any views opposed to those expressed in said broadcasts.”

Dr. McIntire is president of the International Council of Christian Churches as well as of the American Council of Christian Churches. His complaint about WMAL-TV was apparently a follow-up to a letter he wrote to the FCC two months ago. At that time he said that the ACCC’s opposition to the march on Washington had been virtually ignored by all but two Washington area stations (Broadcasting, Sept. 30). He said this was a violation of the commission’s fairness doctrine and asked for an investigation.

Fred S. Houwink, vice president and general manager of WMAL-TV, in his reply to the commission’s letter, declared: “The Evening Star Broadcasting Co. (licensee of the station) does not feel that it is in the public interest to require licensees to respond to complaints as reckless and unsubstantiated as the one here involved.”

He said Dr. McIntire has apparently made “the astonishing charge that none of the stations complained against” has carried views opposed to those expressed in the speeches at the time of the march. “To the best of our knowledge,” he added, Dr. McIntire hasn’t substantiated that charge.

**Complainants Should Have Facts**

He said that “just as a licensee should explain his conduct when a factually substantial complaint has been lodged so a complainant should be required to furnish plausible grounds for an alleged grievance as a condition to requiring a licensee’s response.”

Mr. Houwink said that if Dr. McIntire had attempted “to determine the facts,” he would have discovered that in WMAL-TV’s coverage of the march, as well as in numerous local and network shows carried before and after the event, the station presented “the points of view of those basically op-
posed to the positions expressed during the civil rights march."

The problem posed for KBAT did not involve a specific program. Rather, the citizens association ticked off a number of issues in which it is "vitaly interested," such as United Nations, status of civil rights, and federal aid, then made its request for transcripts of "all proposed programs dealing with such subjects and an opportunity for free and equal time to answer."

W. R. McKinsey, general manager of the station, in his reply, said that compliance with such a request would not only be "utterly impracticable, but I do not feel this was the intent of the Communications Act, nor subsequent interpretations of that Act by the commission."

Quotes Commission - Mr. McKinsey recalled that the commission, in discussing fairness doctrine questions, told two Alabama stations (BROADCASTING, Sept. 23) that licensees have 'considerable discretion as to the techniques or formats to be employed and the spokesmen for each point of view. . . .

"Thus, with the exception of the broadcast of personal attack," Mr. McKinsey said, quoting the commission, 'there is no single group or person entitled as a matter of right to present a viewpoint differing from that previously expressed on the station.'

"Where the licensee has achieved a balanced presentation of contrasting views, either by affording time to a particular group or person of its own choice or through its own programming, the licensee's obligations under the fairness doctrine—to inform the public—will have been met.'"

Mr. McKinsey went on to note that the commission's July 26 statement on the fairness doctrine has been modified to indicate that stations carrying controversial programs need not provide time for reply to "all" groups. As it now reads, the statement requires that time must be offered spokesmen for "other" groups for the expression of "contrast viewpoints."

And KBAT, Mr. McKinsey said, has "always presented . . . what it feels to be a fair and unbiased reporting of public affairs. We feel this responsibility to our listeners, not only as a mandate set down by Section 315 of the Communications Act but as responsible broadcasters in the free enterprise system."

Commission's Reply - The commission late last week assured KBAT its interpretation of the fairness doctrine was correct. In a letter to Mr. McKinsey, it said, "the commission has carefully reviewed the correspondence you have furnished and it appears that your understanding of the discretion and judgment properly to be exercised by the licensee as recognized and affirmed by the fairness doctrine is correct."

Mr. McKinsey's letter hasn't answered all questions that have been raised by the fairness doctrine and the July 26 statement "clarifying" it.

Lee Ruwitch, past president of the Florida Association of Broadcasters, for instance, complained last week that the statement is discouraging broadcasters from editorializing. Mr. Ruwitch, in a letter to the FCC, specifically mentioned the requirement that stations commenting on an issue in a political campaign send copies of the pertinent continuity to all candidates with an offer of time for reply. He said this requirement would frighten broadcasters into taking the easy way out—that is, abstain from all comment during an election.

FCC officials said this is one of a number of questions concerning the fairness doctrine that will be covered in a primer now being prepared. Officials hope the primer, which would attempt to "clarify" the doctrine, will be released by January, before the 1964 political campaigns get into full swing.

3 Southern stations bypass 'East Side'

A dramatic offering on CBS-TV's new series, East Side/West Side (Monday 10-11 p.m. EST), that dealt with a Negro couple's problems in a Harlem slum and featured Negro stars (except for cast regular George C. Scott who plays a social worker) was cleared for telecast on Nov. 4 by about 132 stations, but was not shown by three other affiliates.

Ironically, CBS-TV officials acknowledged last week, the program series of late has been subject of a concentrated and successful effort to obtain additional station clearances in key markets across the country.

It was reported that three stations in the South did not clear the program, entitled "Who Do You Kill?" that was previewed for affiliates on Oct. 31. The stations: WTKR-TV Meridian, Miss; WAGA-TV Atlanta, and KSLS-TV Shreveport, La.

WTKR-TV later explained that the Monday night time was utilized for election eve broadcasts that had been ordered a month before. It pointed out the pre-emptions also blacked out such other Monday regulars as Danny Thomas, Andy Griffith and To Tell The Truth.

WAGA-TV said that its decision was made after careful consideration, and it was determined that the telecast would "impor the excellent progress" already made in the area of race relations.

KSLA-TV explained that its decision
was based on the need to clear time for political broadcasts in connection with the then pending state elections.

CBS station clearance officials say the series will be expected to increase its station lineup. When it first went on the network this fall, the program was not fully sponsored and though Mr. Scott, a dramatic actor, was known he was not immediately recognizable as "a Danny Kaye, for example."

PAM seeks court order against USDA service

A private news service has asked a federal court for an injunction against the Department of Agriculture, AT&T and Secretary of Agriculture Orville Freeman to prevent the Agriculture Department from furnishing its farm marketing service to private users.

The action was initiated by the Private Agricultural Marketing News Corp. (PAM) which operates such a service out of New York. PAM claims that Agriculture's service, which was opened to all customers Aug. 1, puts the federal government into competition with private business, violates some of the provisions of the Communications Act, and is operating illegally.

The Agriculture Department has been operating a private marketing service to its field offices for many years and it was offered to private users last summer at no charge except that the customer must pay line charges. These connections are made through AT&T.

Protests to the FCC were filed by the American Newspaper Publishers Association and some individual newspapers. The commission held that it could not act since this involved another federal agency.

PAM claims that AT&T has not filed a tariff with the FCC on this service, and that the exclusive arrangement with AT&T is illegal; that while it must collect an 8% federal excise-tax from its customers, subscribers to Agriculture's service pay no such tax, and that a federal agency is using tax money to compete with a commercial service.

ASCAP, radio group start negotiations

The first negotiations for new ASCAP radio music licenses to replace those expiring Dec. 31 were held last week. They consisted of an exchange of views and an agreement to meet again in December for a resumption of negotiations.

Although no details were given, it was assumed that the "exchange of views" was sufficiently explicit to give both sides a basis on which to prepare in the next few weeks for more detailed bargaining when the December meeting is called.

The All-Industry Radio Music License Committee, representing radio stations, has made clear through its chairman, Robert T. Mason of WMMN Marion, Ohio, that it intends to press for substantial reductions in current rates for radio station use of music licensed by the American Society of Composers, Authors and Publishers (ASCAP). ASCAP has been expected to push for higher rates.

All-industry committee men at the session, held Wednesday in New York, were Chairman Mason; George W. Armstrong, Storz Stations; Robert D. Enoehe, WXLW Indianapolis; Herbert E. Evans, Peoples Broadcasting Stations; John J. Heywood, WLW Cincinnati; J. Allen Jensen, KSL Salt Lake City; William S. Morgan Jr., McLendon Stations; Elliott M. Sanger, WQXR New York, and Calvin J. Smith, KFAC Los Angeles. They were assisted by Emanuel Dannett and William W. Golub of McColdrick, Dannett, Horowitz & Golub, counsel to the committee.

The ASCAP delegation included Jack Bregman, treasurer of the society, and Herman Finkelstein and Bernard Korman, counsel to ASCAP.

Swapping setup approved

A reciprocal agreement providing for the swapping of personnel and facilities has been signed by Robert Lawrence Productions Ltd., Toronto, and Video Pictures Inc., New York.

The two production firms will be expanded by the agreement, with VPI representing RLP in the U. S. for its Canadian work and the Toronto company reciprocating for VPI in Canada.
SHEA AND TOWER SWAP POSITIONS

TV music license committee changes leaders

Hamilton Shea, chairman of the All-Industry Television Station Music License Committee, and Charles Tower, vice chairman, traded places last week.

Mr. Tower, who is executive vice president of Corinthian Broadcasting, was elected chairman of the all-industry group and Mr. Shea, who is president and general manager of WSV-TV Harrisonburg, Va., was elected vice chairman.

The new chairman was named at Mr. Shea's request at a committee meeting Wednesday (Nov. 6) in New York. Mr. Shea noted that he already had served almost three years as chairman and said his station is in an expansion program that will require more of his attention in the immediate future.

He pointed out that Mr. Tower has been closely associated with him in leadership of the committee's affairs and that Mr. Tower's office is in New York, "where most of the committee's legal, court and research activity" takes place.

The change came as the committee awaited a hearing, ordered by the U.S. Supreme Court, of the committee's appeal from an adverse lower-court ruling in its rate litigation with the American Society of Composers, Authors and Publishers (Broadcasting, Oct. 28).

The committee is seeking a new form of ASCAP music license that will not require TV stations to pay ASCAP directly for its music when used in future syndicated programs and feature films. The U.S. southern district court in New York ruled that ASCAP could not be required to issue this type of license, and the second circuit court of appeals refused to hear the appeal—until overruled by the Supreme Court last month.

A Strain • In explaining his decision to step down, Mr. Shea said that "although I have a fine staff at WSV-TV there were times during the past three years when committee business put "a strain on my responsibilities" at the station. Now, he said, WSV-TV "has embarked on some expansion plans which will make it wise for me to stick closer to home for some time to come."

He said he had "not begrudged a minute of this [committee] service because I am firmly convinced that this is the negotiation where we must exert every legal means, no matter how long they take, to bring our payments for the use of music on local television stations to a fair and reasonable amount."

Mr. Shea said the new chairman is "completely up to date on our activities" and "starts his chairmanship right on top of our latest positions on objectives and strategy for the future." He also stressed Mr. Tower's "wide industry experience and acquaintance, and his present responsible operating position," as adding to "his fine qualifications as the spearhead of the industry efforts in the future."

"Personally," Mr. Shea continued,

Thurmond swings again at fairness doctrine

Senator Strom Thurmond (D-S.C.) last week raised the spectre of network regulation in his continued attacks on the FCC and "left wing broadcasters" over the commission's public notice on fairness (Broadcasting, July 29, et seq.).

In an insertion in the Congressional Record Tuesday (Nov. 5) Senator Thurmond said, "The public is already subjected to a constant barrage of left wing broadcasts by the three major radio and television networks. If this so-called fairness doctrine is to be applied by the FCC with fairness, it would be well to begin applying the doctrine with the broadcasts of the networks because of the monopoly which the networks have on national broadcasting."

Senator Thurmond, a member of the Senate Communications Subcommittee, has been one of the sternest congressional critics of the fairness statement. Even before it was issued, he confronted CBS President Dr. Frank Stanton at a hearing on equal time with charges that his network, among others, was slanting racial news (Broadcasting, July 1).

The senator came to the defense of The Manhattan Forum, which broadcast a vigorous criticism of the fairness statement Oct. 27, and said the program "is one ... which has already felt adverse effects from FCC intimidation of local radio stations. ..."

The broadcast said the FCC notice requires "every broadcaster who wishes to be fair, either to expose himself to unbearable sanctions by the commission or to cease expressing or broadcasting news on controversial subjects." What this added up to, the Forum continued, is "that a cease and desist order has been made against all local programs which criticize the policies of the federal government."
“I am very grateful for the many letters and words of encouragement I have received from television station operators over the past three years and for the unstinting help and cooperation of every member of the committee on every occasion. I look forward to my continued participating in committee activities as time permits.”

Republican complains about ABC’s ‘Crisis’

A charge that the ABC-TV broadcast Crisis: Behind a Presidential Commitment was not a true documentary but “in fact, partly a staged performance,” was made last week by Charles J. Conrad, minority floor leader of the California state assembly. Mr. Conrad, a Republican from Sherman Oaks, made the charge in a letter to William E. Miller, Republican national chairman, urging him to demand an FCC investigation of the program.

“I have worked in the motion picture and television industry for many years,” Mr. Conrad wrote, “and am confident that anyone familiar with broadcasting techniques will concur in my opinion . . . On the other hand, millions of viewers must have taken it to be a completely factual and spontaneous presentation. The administration which calls for ‘truth in advertising’ for shaving soap and beer commercials apparently has no such scruples when it involves prominent members of the Democratic party . . .

“The situation should be cleared before the presidential campaign,” Mr. Conrad concluded. “Otherwise we may witness the staged recreation of a conversation over the hot line to Moscow a few days before the November election giving the impression that Mr. Kennedy single-handedly averted nuclear war.”

Westinghouse conference draws 300 to Cleveland

More than 300 leaders in broadcasting, government, education and entertainment are in Cleveland this week for the fifth Westinghouse Broadcasting Co. Conference on Public Service Programming to be held since 1957.

The theme of the three-day conference, which begins today (Nov. 11) is Communications and Communities. Activities include panel sessions, seminars and “shirt sleeve” working sessions.

Among the top government officials scheduled to address the conference are FCC Chairman E. William Henry, Secretary of State Dean Rusk, who will give a background briefing on world affairs, and Francis Keppel, U. S. Commissioner of Education.

TIO shoots holes in ‘violence’ test

Television Information Office has mounted a counterattack against a Look magazine article “What TV violence can do to your child.”

The Oct. 22 article by Albert Bandura, PhD, a Stanford University psychologist, described an experiment which purported to show that children will copy aggressive behavior patterns seen on TV.

The experiment involved 96 children, divided into four groups. Three groups witnessed aggressive behavior against a “Bobo” doll—one group saw real-life adults, another saw a motion picture of an adult attacking the doll, and the third saw a motion picture, projected through a TV set, in which an adult disguised as a comic cat attacked the doll. The fourth group saw no aggressive action.

According to Dr. Bandura, the three groups which witnessed aggressive behavior were “twice” as aggressive as the fourth group.

TIO, in its rebuttal of the article, which has been sent to TIO sponsor stations for “appropriate local use,” criticized it on several points including:

“A Bobo doll is made to be struck.”

The toy “is made precisely for the purpose of being knocked around by children.” The experiment was “direct instruction in violence,” TIO continues and asks “Wouldn’t a similar demonstration on how to hit a punching bag or how to kick a football have similar results?”

The article states that the three groups exhibited “twice as much aggression” as the control group but does not say how much or what kind of aggression the control group exhibited. TIO observes in calling the experiment a “highly artificial situation.”

TIO further criticizes the experiment because no parents were present. The article states that “most parents quickly suppress any learning that conflicts with what they consider desirable conduct.” TV’s impact, it continues, can only be isolated and measured “when parental influences are removed.” TIO counters that “what a child will do under normal conditions cannot be projected from his behavior when he is so carefully isolated from normal conditions and influences of society.”

Harold Mendelsohn, PhD, director of research at the University of Denver’s School of Communication Arts, in a letter to Look said the fourth control group should have included the presence of a parent of each child in the TV situation “in order to measure the countervailing influence of Bandura’s very own point about parental
supervision and discipline. It is quite
appropriate to expect that parental
presence would have reduced the ob-
served aggressiveness significantly."

Dr. Mendelsohn concludes his letter,
"... it is difficult to see what purpose
was served by publication of [the] arti-
cle—other than a play for sensational-
ism by one medium of mass communi-
cation in its competitive battle against
another considered to be an arch foe."

Dr. Mendelsohn submitted a re-
search plan to TVB in 1960 which was
selected for publication in *Television
and Human Behavior*, published this
year by Appleton-Century-Crofts.

**Jefferson Productions
expands its operations**

In its first outside program assign-
ment, Jefferson Productions Inc., Char-
lotte, N. C., has assumed production of the
Gospel Singing Caravan hour series,
which was announced last week by John P.
Dillon, sales manager of JP.

The program, which is owned and
distributed by Sing Recording Co., At-
anta, has been sold in more than 40
markets, according to A. O. Stinson,
sales manager of Sing Recording. The
series spotlights four singing groups.

Jefferson Productions is owned by the
Jefferson Standard Broadcasting Co.,
which owns and operates WBT-
WBTW(TV) Charlotte and WBTW(TV)
Florence, S. C. It produces and syndi-
cates The Arthur Smith Show and JP
facilities are available for outside pro-
gram productions and for the making
of TV commercials.

**'Bingo' in 57 markets**

TV Bingo, a live program (by Idea
Research and Development Corp., San-
ta Rosa, Calif.), has been sold to KTLA
(TV) Los Angeles; WLAC-TV Nashville,
Tenn.; KTUL-TV Tulsa, Okla.; CJOH-TV
Ottawa; KGNS-TV Laredo, Tex.; WLTW
(TV) Bowling Green, Ky.; WZZM-TV
Grand Rapids, Mich.; WIMA-TV Lima,
Ohio; WDSU-TV New Orleans; WHO-TV
Des Moines, Iowa; WKRG-TV Mobile,
Ala.; KOAT-TV Albuquerque, N. M.;
Kpac-TV Port Arthur, Tex.; WTVY(TV)
Dothan, Ala.; KFBB-TV Great Falls,
Mont. Show is now in 57 markets.

**Film sales...**

15 Feature Films (Westhampton Film
Corp.): Sold to WABC-TV New York.

Debbie Drake (Banner Films): Sold
to WDAU-TV Scranton, Pa.; WJST-
Winston-Salem-Greensboro, N. C., and
WEHT(TV) Evansville, Ind.

Bold Journey (Banner Films): Sold
to WSIU-TV Carbondale, III.; KIMA-TV
Yakima, Wash., and WSUN-TV St.
Petersburg, Fla.

Tarzan Features (Banner Films):

Sold to WGAN-TV Portland, Me.; WSBT-
TV South Bend, Ind.; WFGA-TV Jackson-
ville, Fla.; WDSU-TV New Orleans;
WTMJ(TV) Miami; WSM-TV Nashville;
KLZ-TV Denver; WANE-TV Fort Wayne,
Ind.; KCRA-TV Sacramento, Calif.; WTCI-
TV Hartford, Conn.; WTCN-TV Min-
neapolis-St. Paul; WBAI-TV Baltimore;
KUTV(TV) Salt Lake City; WDAF-TV
Kansas City, Mo., and KTVK(TV)
Phoenix, Ariz.

Detectives (Four Star): Sold to
WCGC-TV Charleston, S. C.; KTTV-TV
Springfield, Mo.; KCFC-TV Salt Lake
City and KS2W-TV Salinas, Calif. Now
in 90 markets.

Cimarron City (MCA TV): Sold to
WCNY-TV Carthage-Watertown, N. Y.
and KAIT-TV Jonesboro, Ark.

Crusader (MCA TV): Sold to KTTV-
TV Springfield, Mo.

**NBC-TV cancels football
because of segregation**

The Blue-Gray game, a football fix-
ture on NBC-TV since 1954, will not be
telecast nationally this year.

The network said it was advised by
the Blue-Gray Association of Montgom-
ery, Ala., the sponsoring organization,
that Negro players would not be eligible
to participate in the game. No Negro
player has played in the charity game
in the nine years it has been on NBC.

As a result of the association position,
NBC said it decided not to televise the
Dec. 28 contest. The decision, accord-
ing to the network, was made with
knowledge of the sponsors, Gillette
through Maxon, and Chrysler Corp.
through Young & Rubicam.

Gillette and Chrysler also co-sponsor
the Rose Bowl game on NBC-TV, and
Gillette is a participating sponsor on
ABC-TV's American Football League
games.

**Mostel signs for series
with Screen Gems in '65**

Screen Gems has signed Broadway
star Zero Mostel to a three-year ex-
clusive contract calling for a weekly
half-hour series for the 1965-66 season
and for specials, it was announced last
week by Jerome Hyams, vice president
and general manager of Screen Gems.

My Hyams said that a series starring
Mr. Mostel originally planned for 1964-
65 (*BROADCASTING*, Aug. 26) had to be
shelved because of his commitment to
the long-running Broadway show, "A
Funny Thing Happened on the Way to
the Forum." Meetings now are under-
way discussing the possibility of two
90-minute specials, which could be
filmed or taped in New York while the
comedian continues his Broadway
performances.
TWENTY THREE

Twenty-three specialists mean more business. They dig, search, calculate, tabulate, analyze, compute, create, recommend, project, produce.

Twenty-three specialists oriented to the dollars-and-sense values of research, new business development, promotion, and sales promotion, who know what they're doing and do it as a team. Average experience: Five years per specialist. Performance: Unsurpassed.

Twenty-three specialists

plus
our
newest
trainee

(Electronic Data Processing—capable of producing 20 pages of sales ammunition every minute).

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CHANGES FOR THIS SEASON AND NEXT changes in current season

The TV networks continue to look to their programing, not only for this season, but for the one that's far ahead—the 1964-65 season that starts in the fall of 1964.

Next season: CBS-TV announced it has selected the “first new series of the 1964-65 season.” The program is *The Jones Boy,* a half-hour comedy series, created by Arne Sultan and Marvin Worth and which has a fix-it shop as the backdrop (Broadcasting, Aug. 26).

The network said that a rough cut of the pilot had been viewed by James T. Aubrey Jr., president of CBS-TV; Michael Dann (vice president-programs), Roger F. Lewis (vice president-programs), Hollywood), and Hunt Stromberg (vice president-program development, Hollywood) after which the decision to go into production with the series was made.

CBS Movie? • Mr. Aubrey indicated that CBS-TV has begun discussions on adapting the series for a “full-length theatrical film.” The CBS-TV president said that on the basis of what he'd seen in Hollywood of the pilot, the series “looks like a sure-fire television hit.”

The network said that Messrs. Sultan and Worth—represented in negotiations by NRB Associates—would undertake no further network writing assignments on the * Judy Garland Show.* Production has begun on *The Jones Boys.* CBS-TV said flatly that the decision was to place the series on the network schedule next year. Mickey Shaughnessy is said to have a starring role.

This season: NBC-TV announced officially its replacement for *Redigo* (Screen Gems) that will be dropped after Dec. 31 in the Thursday, 8:30-9 p.m. period. The new show will be a nighttime version of a game program now seen in the daytime hours (Monday-Friday 3:30-4 p.m.)—You Don’t Say! It is co-produced by Bill Yagemann and Ralph Andrews in association with Desilu Productions, and originates in Burbank, Calif.

Brown & Williamson Tobacco Corp., now the advertiser on *Redigo,* will sponsor the game show. The tobacco firm's agency is Post-Keyes-Gardner.

Also at NBC-TV, it’s now firm that Colgate-Palmolive has decided to drop *Harry’s Girls* (produced by MGM-TV) a week or two after the first 13-week cycle. It was reported that the *Jack Paar Show* may be extended to a 90-minute format with Colgate the sponsor of the first 30 minutes (*Harry's Girls* now is seen Friday, 9:30-10 and is followed by Jack Paar). D'Arcy is the agency.

At CBS-TV, it appeared that Glynis will be replaced by a new Allen Funt program that has the working title of *People and Places* (Closed Circuit, Nov. 4). The new program is expected to go on the air around the first of the year. The time period is Wednesday, 8:30-9 p.m.

Affiliates contribute to ABC Radio’s *Flair*

ABC Radio’s *Flair* reports daily feature series of current events is moving toward wider coverage of local events throughout the country by using vignettes contributed by the news staffs of the network’s affiliated stations.

Co-producers Frank Maguire and Ivan Ladizinsky have announced that in response to their request for cooperation from affiliated stations, the program has “averaged from 20 to 30 phone calls a week from affiliate news directors.” They added that many of the leads provided by the affiliates have resulted in stories, and, in some instances, locally use originated actuality broadcasts have been carried on *Flair* Reports.

Starting late this month, *Flair Reports* will attempt to complete total integration of local and network staffs by broadcasting closed circuit information at regular intervals to ABC Radio’s affiliate news directors. This will include specific requests for affiliate contributions for use the following week.

Sinatra golf coverage on special TV hookup

First annual Frank Sinatra invitational golf tournament from the Canyon Club in Palm Springs, Calif., on Nov. 10-11, is being covered by KJH-TV Los Angeles for two hours each day and fed to a special network including the other RKO General TV stations, WOR-TV New York and CKLW-TV Detroit-Windsor; KPLR-TV St. Louis; KCTO-TV Denver; KPIX-TV, San Francisco and KOGO-TV San Diego.

The telecasts were offered for sponsorship, with all proceeds from the tourney to go to the Frank Sinatra Charities Foundation, which supports youth clubs throughout the world.

The pro finals were held Nov. 10, with pro-celebrity day today. Gene Littler, Sammy Snead, Jim Demaret and Julius Boros are among the pros competing. Bing Crosby, Phil Harris and other stars have joined their host, Frank Sinatra, in the celebrity contest part of the two-day meet.

Music publisher formed

Walter Reade-Sterling Inc., a film entertainment company, and the Frank Music Corp., both in New York, have announced plans to form a jointly owned music publishing subsidiary, Walter Reade-Sterling Music Corp. The new firm will deal with international music rights obtained primarily from motion picture sources.

Frank will have complete management control over the new firm, while Walter Reade-Sterling will supply copyrights to its film scores and sound tracks. Frank has been active in the Broadway musical and publishing fields, and Walter Reade-Sterling produces and distributes films for theatrical, TV and educational use.

New Triangle radio series

Triangle Program Sales, syndication arm of the Triangle radio and TV division, has announced national distribution of *Window on Washington,* a daily radio news series.

The segments—five-minute programs daily and a fifteen minute special for weekends—of spot news coverage

Networks to bid on NCAA rights Dec. 17


The NCAA announced details last Thursday (Nov. 7) of a two-year plan, beginning in 1964, to telecast 29 major college football games annually. The major change over the plan now in effect is that small colleges will be permitted to telecast their games on as many outlets as they can arrange. In the past, they were restricted to only two stations.

The NCAA plan calls for telecasts of major college games on 13 Saturdays and on Thanksgiving Day each year. Nine of the 14 dates will consist of a single game carried nationally. On the remaining dates four games will be telecast on a regional basis only. One Saturday in December, at completion of the regular season, also is reserved by NCAA for possible telecast of a college division playoff.
State court refuses to act on radio spot

A Pennsylvania court has told protesting Democrats in Allegheny county that the state court has no jurisdiction over "allegedly objectionable matter" which is broadcast since "it appears" radio and television have been "pre-empted" by the federal government.

Ed Boyle, Democrat incumbent for county district attorney, testified a radio spot run for Republican Robert Duggan, which allegedly depicted Pittsburgh as a corrupt city. The spot was based on an Aug. 5 story in the Pittsburgh Press, which reportedly quoted mobster Joseph Valachi, according to GOP testimony. The Republicans said the statement had not been part of Valachi's testimony before a Senate hearing.

A voice which sounded like Senator Joseph S. Clark (D-Pa.), was also used on the spot, describing "sleazy law enforcement" in Allegheny county.

On Nov. 1 the Democrats sought to enjoin the GOP from running the spot on WYWB and WYRT, calling it "malicious, false propaganda."

Friedman, Susman & Baime, Pittsburgh agency for Mr. Duggan, reported that the spot was being used on seven stations while the case was being argued.

According to the agency, it fashioned a statement from newspaper articles on Valachi's testimony before the Justice Department. "We fashioned a statement uttered by a voice that was designed to sound like a precise quote. We admit that for dramatic effect we used dramatic license and this voice and statement became part of a one-minute spot."

On election eve, Nov. 4, Judge David Albin, of the State Court of Common Pleas said, "In reaching our conclusion, it is not necessary for us to discuss the question whether this court has the power to enjoin the broadcast of allegedly objectionable material by a radio broadcasting station which is licensed by an agency of the U. S. government, and is subject in its operation to the rules and regulations promulgated by the FCC. It might appear that the entire field of radio and television broadcasting has been pre-empted by the federal government."

On Tuesday (Nov. 5), Mr. Duggan was elected.

and interviews also will be heard on the five Triangle AM stations: WPIF Philadelphia, WNBC New Haven, Conn.; KFRE Fresno, Calif.; WNBC Binghamton, N. Y., and WFBG Altoona, Pa.

Program notes...

New NBC daytimer • NBC-TV plans on Dec. 30 to start Let's Make a Deal, an audience-participation game show that will replace People Will Talk. The new prize show will be broadcast Monday through Friday at 2-2:25 p.m. EST and will feature Monty Hall as host.

Christmas show • Seven Arts Associated Corp., New York, plans to put into distribution for the holiday season a half-hour TV special, Mahalia Jackson Sings the Story of Christmas. The program will feature Miss Jackson singing seven Christmas carols.

Christmas sounds • SESAC announced last week the new "Sounds of Christmas" package consisting of five LP albums with more than 60 Christmas selections. The package, which includes music and scripts for 13 five-minute programs, is now available to broadcasters at $19.95.

Pilot show • A pilot for a new half-hour comedy series, Take Me To Your Leader, will go into production next Monday (Nov. 18) at MGM-TV. Bert Gordon, who created the series with Robin Estridge, will produce the pilot, with Will Hutchins as star. The series is aimed for the 1964-65 season on ABC-TV.

Wolper agreement • Wolper Productions will be able to use footage of Deutsche Wochenschau Productions in its TV programs under an agreement made by David L. Wolper, president of the Hollywood documentary production organization, with Manfred Purzer, chief editor and managing director of the German newsreel company. The German company will be able to draw on the Wolper archives for its own use. First Wolper production to use the German company's material will be Berlin, Kaiser to Khruschev, an hour program being produced for UA-TV.

Radio today • Woodgate Associates, Buffalo, N. Y., is offering a new radio transcription library service called "Radio Today." Among the library's offerings are identification jingles, thematic logo beds, sound effects and comedy vignettes. Woodgate has branch offices in Miami, Kansas City, Mo., and Chicago.

Comming up roses • A series of nine five-minute radio shows called Rose Bowl Report is being packaged by National News Service, Hollywood. The series—which will be aired Dec. 23 through Jan. 1—will feature interviews with coaches, players and others involved in the football classic.

New free offer • Records with 10 short interviews with authors and "other interesting people" are being distributed free by Ted White Productions, 345 W. 86th Street, New York. At least one Assignment: People record will be mailed out to printer stations each month, but only one station a market will qualify for the radio series.

Crime special • 20th Century-Fox TV has produced an hour special on the history of organized crime in the U. S., Anatomy of Crime, and has begun syndication of the program for television. Drawing from Fox Movietone newsreel and TV news film footage, the special follows crime in this country from pre-prohibition to the current Cosa Nostra investigations.

French pact • Seven Arts Associated Corp., New York, has a publishing arrangement with Libraire Hachette in France to produce a reference library of practice materials for home study in conjunction with the TV series, En France, 26 half-hour French language instruction-entertainment programs now on 60 stations. The series is being presented by Seven Arts Associated Corp. and Time-Life Broadcast Inc. The books and records—a home-study course kit—is being offered on TV at the price of $24.95.

TV series • TV producer Robert Herdige plans to produce a series of six full-hour TV dramas for presentation on Metropolitan Broadcasting stations. Production of the taped series, to be called Stages Seven, is expected to start this month with a premiere anticipated in December.

Cliff hangers • Embassy Pictures is releasing to TV a new Sons of Hercules series of 13 color feature films. E. Jonny Graff, vice president in charge of TV, has announced. The features may be programmed in full-length or as one-hour versions for "cliff-hanger" showing, Mr. Graff said.

Comedy to pay TV • RKO General Phonevision announces that its subscription TV system in Hartford shortly will present a taped program of "Tchin-Tchin," a comedy that played on Broadway last season. The play was taped
Newsmen turn answermen at KNX

An innovation in the Southern California radio news scene was introduced Nov. 4 when KNX Los Angeles started its Noon Hour News, a 60-minute mid-day news program which includes not only hard news and in-depth news analysis, but also 30 minutes of audience participation.

Listeners may telephone questions to the newsmen about the news KNX has just reported.

Four KNX reporters cover the local scene each morning, reporting from the county board of supervisors; the mayor's office; the city council chambers and on news conferences and stories outside the city's civic center. Each of the quartet contributes taped phone or shortwave reports each day. Al Downs, KNX day news supervisor, is editor of Noon Hour News, supervising the editing and compilation of local news plus integrating it with national and international reports from CBS correspondents (KNX is a CBS-owned station).

At noon in Los Angeles, it is 3 p.m. on the East Coast (the stock market has closed for the day and most business news has been made) and evening in Europe. This means that the Noon Hour News can give Los Angeles listeners a wrap-up on much of the day's final news from the rest of the world.

But the real innovation is the second half-hour, during which the newsmen are on the spot, trying to answer whatever questions their listeners phone in to them.

during an actual performance on Oct. 25 at the Cocoanut Grove Playhouse near Miami. The production was by VHF Inc.

'Lux Radio Theater' revival? • Gotham Recording Corp., New York, reports it hopes to bring Lux Radio Theater, a dramatic radio series that began in the late '30s, back to the airwaves. Herbert Moss, Gotham president, said he is attempting to obtain needed clearances preparatory to distribution to stations.

Science show • ABC-TV will schedule Science All-Stars, a program showcasing the scientific achievements of children, in its Sunday 4:30-5 p.m. slot beginning Jan. 12. The show, to be hosted by Don Morrow, is a production of MGM-TV. Minneapolis’ Honeywell Regulator Co., through BBDO, will be the sponsor.

Rogers show • Radio receivers were placed in public school classrooms throughout Oklahoma to pick up a special broadcast last week from the Will Rogers Memorial Commission in Claremore, Okla. The 30-minute program, co-sponsored by the Memorial Commission, Oklahoma Broadcasters Association and the Oklahoma Education Association, highlights the career of the humorist and his impact on the American public. Will Rogers Jr. and Governor Henry Bellmon were on the show and Glenn Condon, KRMI Tulsa, was mc.

New Seven Arts series • Seven Arts Associated will distribute the Out of the Inkwell series of 100 five-minute cartoons to U.S. television stations. Seven Arts which has distributed the series in international markets acquired domestic distribution rights last week from Video House Inc., New York, producer of the show. Seven Arts said syndication of the series to U. S. stations began last week.

Vinton series • Bobby Vinton, popular recording artist, has been signed by Rolling Productions, subsidiary of Nathan, Johns and Dunlap, to star in 26 half-hour musical variety TV shows. The pilot show is now being screened for advertising agencies and sponsors. Mr. Vinton records for Epic Records.

Preparing for Christmas • NBC-TV has scheduled two previously-broadcast color programs for presentation during the Christmas season. The Project 20 production of “The Coming of Christ” is slated for Dec. 22 (7-7:30 p.m. EST). This will be NBC-TV's third presentation of the program. It will be sponsored by the Union Central Life Insurance Co. through Meldrum and Fewsmith, Cleveland. The show will be produced and directed by Donald B. Hyatt. A new production of Gian Carlo Menotti's opera "Amahl and the Night Visitors" has been taped by the NBC Opera Company for NBC-TV presentation on Christmas Night Dec. 25 (9-10 p.m. EST). The opera was first presented by NBC in 1951, and it has been broadcast every Christmas season since.

TAC adds affiliate • Television Affiliates Corp. has announced the signing of KEYT(TV) Santa Barbara, Calif. and WCYB-TV Bristol, Va. as subscribers. TAC also announced two new shows in the TAC lineup: Ballad of Chicago, produced by WGN-TV Chicago and Split Image, produced by KTLA(TV) Los Angeles.

Mutual commentary • MBS has reported that its military affairs consultant, retired Marine Corps Brigadier General James D. Hittle, is appearing every Sunday on a 10-minute program which is devoted to commentary on worldwide military activity. The weekly broadcasts, MBS said, are available to affiliates for sale to local and regional advertisers.

UA-TV deal set • United Artists Television has entered into an agreement for the production of a new hour dramatic series aimed for presentation on CBS-TV in the 1964-65 season. The series, created and written by N. Richard Nash, will star Robert Horton in the role of a young adventurer. Robert Alan Aurthur will be executive producer. Production is expected to begin in New York soon.

Libraries on radio • Literary appraisal sections of CBS Radio's Invitation to Learning will be highlighted this fall and winter by a nationwide program of library displays and book discussions. The planned program sections, expected to involve some 1,500 libraries in 50 cities, will be a joint undertaking of CBS Radio, its affiliated stations and the American Library Association.

MGM pilot • The pilot film of a new half-hour comedy TV series, tentatively titled The John McGiver Show, will go into production today at MGM-TV. A Lindabob production starring John McGiver, the series was created by Parke Levy, who wrote the pilot script with Normal Paul. Mr. Levy is creator-writer of December Bride and Pete and Gladys.

Four Star shows in prime time

Four Star Distribution Corp. reported last week that 10 stations have scheduled Zane Grey Theater, The Detectives and Stagecoach West in prime time hours. Len Firestone, vice president and general manager, commented that "some stations prefer using a quality off-network series with a proven record of success rather than take a chance on a new network series." In most cases cited by Four Star Distribution, its off-network series were slotted instead of a new network series.

Telesynd gets 'Car 54' •

The U.S. and overseas distribution rights to Car 54, Where Are You? have been acquired by Telesynd from Eupolis Productions, it was announced last week by Hardie Frierieb, Telesynd president. The series, of 60 half-hour episodes, was on NBC-TV for two seasons.

Telesynd, a division of the Wrather Corp., recently established its overseas sales force with offices in London and Toronto. It also syndicates Lazie, Sergeant Preston of the Yukon and The Lone Ranger.
"ALCOA REPORTS"

A NEW CONCEPT IN TELEVISION COMMERCIALS

EQUIPMENT & ENGINEERING

Broadcasts from space to homes seen
USSR SURPRISES GENEVA TALKS BY REQUEST FOR SPEEDIER STUDIES

An unplanned item momentarily came to the fore at the Geneva conference on space frequency allocations, but it was for the time being "put in the refrigerator," as one participant put it. It is likely, however, to become a major item at the 1966 radio conference, also to be held in Geneva.

The topic? Direct radio and television broadcasting from satellites to home receivers.

The subject was brought up by the USSR. In a relatively innocuous proposal, the Soviets recommended that the International Radio Consultative Committee (CCIR) be asked to speed up its study of direct broadcasting from space. The conference acceded to this request, although there was puzzlement over the purpose of the Russian suggestion in light of the USSR's traditional jamming of international broadcasts that enter its territory.

Although France had proposed in its pre-conference recommendations that a ban be placed on direct broadcasting, that nation did not object to the adoption of the Russian proposal.

The CCIR early this year at its meeting in Geneva adopted a tentative report on direct broadcasting from space submitted by its Study Group 4 (Space) and concurred in by Study Groups 10, 11 and 12 (broadcasting). The CCIR report is only concerned with technical aspects of the subject (power, propagation, receiving antennas, etc.).

Some of the participants at the Geneva conference last week said that the action taken by the group should not be considered too significant since the CCIR work is along experimental lines only. They also pointed out that under the 1959 Radio Convention, pirate broadcasting from ships or airplanes in or over international waters is banned. The wording of this prohibition, they point out, could be considered to cover satellites.

The Soviet recommendation, which could be inferred to mean the Russians are thinking seriously of satellite-to-home broadcasting, is the latest in a series of comment, observation and proposals for a system of spray-broadcasting from communications spacecraft.

Not Considered • Even when the whole idea of communications via satellite relay was first broached a scant 10 years ago, reference was made to this possibility. It was only a year ago, however, that the idea occasioned more than casual talk.

Leonard Jaffe, chief of communications research for the National Aeronautics & Space Administration, has talked about direct broadcasting from satellites twice. The first time was at a UN conference in Geneva last year and the second at an international law conference in Athens last July. Primarily, he spoke of the technical barriers that must be hurdled to make it possible to broadcast directly, but he did say that this type of broadcast system might become a reality in 10 to 20 years (Broadcasting, July 8).

Robert P. Haviland, satellite and space engineer with General Electric Co., delivered a technical description of a feasible system at Montreux, Switzerland, in the summer of 1962. Mr. Haviland contended that a 500-pound, Syncom-type satellite, using 10 kw radiated power, could cover one entire continent with direct broadcasts to home receivers. He estimated the cost at about $35 million to encompass broadcasts to one continent using one Syncom, or from $200 to $300 million for three Syncoms to have a worldwide system (Broadcasting, Nov. 12, 1962).

RCA engineers have also made a study of direct broadcasting from space for NASA. And Brigadier General David Sarnoff, RCA chairman in a comment earlier this year, said he thought it was technically possible. Opposing opinions on the feasibility

FM taking the dual road to reach automobile radios

"Giving 'em the old one-two," is how FM broadcasters are describing a new technique which promises to permit them to reach the increasing number of FM receivers in automobiles.

The one-two consists of doubling the transmitter power of the station and dividing the power between two antennas—one radiating in the horizontal plane and the other vertically. It's all perfectly legitimate and approved by the FCC. Already, according to commission sources, about 25 FM stations are utilizing dual polarization. Most of them are on the West Coast where, apparently, there has been the heaviest concentration of car FM installations.

Although there are no statistics on FM auto radios, a few brave estimates have been published. These range from 65,000 to 80,000 for such sales in 1962 to about 100,000 altogether. A large number of these sets, it is presumed, are imports, particularly from West Germany and Japan. In 1962, factory sales of all auto radios were 7.25 million units. Up to August of this year, auto radios totaled over 4.5 million.

A by-product asset for stations using dual antenna-dual polarization techniques is that the combination horizontal-vertical signal tends to fill in holes in the station's service area. This is due to the fact that horizontally polarized signals don't remain horizontal as they travel away from the station. Because of terrain conditions, these signals soon become vertical or in some situations, circular.

Thus a homeowner with a horizontally polarized receiving antenna finds he is receiving a weak signal since by the time it reaches him it is vertically polarized or circular.

By sending out both a horizontal and a vertical signal, these "shadow" areas are being reached.

More Range Yet • Another improvement, not yet measurable, is an extension of the range of the FM station. As one engineer put it: "It hasn't been measured, but it stands to reason when you double your power it should reach farther, even when you divide it at the antenna." This he explained would also be true because of the fill-in action by the two modes of polarization.

One of the known facts about FM, engineers observe, is that vertical antennas are more sensitive to signals from all directions, whereas horizontal antennas are more directional.

Several years ago Robert M. Silliman and Raymond E. Rohrer, Washington consulting engineers, conducted measurements on polarization in the Washington area. They found, Mr. Silliman said, that even at high signal strength horizontally polarized signals were not being received at some locations with horizontal antennas. They also found,
of direct broadcasts have been expressed by Dr. John Pierce of Bell Telephone Laboratories and former FCC Commissioner T.A.M. Craven.

**High Powers** • For direct broadcasting from satellites to home sets, a basic requirement is high powers from the transmitting spacecraft, and more sensitive receiving antennas for home use. Involved in these considerations are transmitter circuit designs, satellite stabilization, power supplies and directional transmitting antennas. Since all this would require a satellite weighing 500 to 1,000 pounds, more powerful rockets would be needed. This requirement may be answered in the Saturn rocket under development by NASA.

American communications satellites have up to now weighed less than 200 pounds and have radiated not more than 10 w.

**Conference Closes** • Signatures to the final documents agreeing to international allocations for space communications were affixed Friday afternoon by the representatives of the more than 70 nations which had over 400 delegates to the Geneva space conference. Chairman of the United States delegation was Joseph H. McConnell, president of Reynolds Metals Co., and former president of NBC. The conference was one of the most harmonious in recent years, observers stressed. For the first time, it was pointed out, the United States, USSR, United Kingdom and France cooperated closely in order to insure that space communications will become a reality.

The only problems, it's understood, however, that weak vertically polarized signals were well received by vertical antennas. These conditions increased with distance from the two FM stations being measured: WMAJ-FM and WGMS-FM, both Washington.

So impressed was WGMS-FM with the possibilities that it gave Mr. Silliman the go ahead to transform its facilities into a dual operation. Its new vertical antenna is due to become operational early next month.

WGMS-FM is authorized to operate with 10 kw. It is putting in a new Collins transmitter that will permit it to radiate that amount from both its horizontal and its new vertical antenna.

Mr. Silliman has also personally invested in what he believes is the future transmission system for FM; he is the controlling stockholder and president of Electronics Research Inc., Evansville, Ind., which is supplying vertical dipoles antennas to Collins and other radio manufacturers. Radio in their horizontal-vertical FM installations.

came from some of the smaller and newer nations who seemed to fear that the space allocations would deprive them of frequencies for home use.

Although the details of the agreements were lacking at this writing, it is believed that an amicable compromise was effected between the United States's proposal to use 2,725 mc for space communications activities, distributed between 3,700 mc and 8,400 mc in the radio spectrum, and the USSR recommendation that the total amount be not more than 1,600 mc. The UK had suggested that 3,000 mc be used for this purpose. Bandwidths are wide enough to carry TV, it was understood.

Other items at which agreement was reached at Geneva were: identification of satellites, bands for radio astronomy, bands for amateur radio operators and time delay limits for telephone circuits.

**Comsat Ready** • With the conclusion of the conference and the assignment of frequencies for space satellites to use in communications, the wheels of the Communications Satellite Corp. in Washington began to turn.

Although there is much technical data to be worked out, the private space communications company, established by Congress early this year, is getting ready to issue its first stock offering, reported to be about $200 million. This is expected to be placed on the market early next year.

Technically, Comsat has not yet determined exactly what sort of a system its circuits will be. Although now assured of proper frequencies, and with some degree of assurance that the nations of the world will cooperate in the venture, no decision has been reached as to whether the satellite communications system should be medium altitude (6,000 miles, requiring 30-40 satellites in random orbit) or a synchronous system whereby three Syncoms at 22,300 miles above the earth would be sufficient to cover 98% of the planet.

Under the terms of its congressional charter, Comsat will be owned jointly by public investors and common carriers. Neither may own more than 50% of the company, and there are restrictions on the amount a single person or entity may earn in either category. Each group of joint owners will elect six directors. Three additional directors will be appointed by the President.

**RCA's TK-60, TR-22 set production records**

**STUDIO EQUIPMENT SALES SINK DOLDRUMS THEORY**

Although there is a general impression that broadcast equipment makers are in the doldrums (the AM freeze, the FM freeze, no major rush for UHF television), this isn't completely true. There is still a significant market for studio equipment. Take RCA for example.

In October, RCA's broadcast and communications products division established an all-time high production record in a single month for two items of studio broadcast gear: the TR-22, transistorized TV tape recorder, and the TK-60 4½-inch image orthicon camera. The company turned out 25 of the TR-22 recorders last month. This brings to 150 units RCA's total production since first shipments began in October 1962.

The division also turned out 40 TK-60's last month. Since commercial deliveries began in May 1961, more than 250 of these 4½-inch IO cameras have been produced and shipped.

In many cases, it is pointed out, the tape recorder and camera were purchased as a package since the two items were designed to operate together.

Although the bulk of TR-22 sales has been to networks and stations in this country, a large number has gone to England, France, Italy, West Germany, Australia and other countries. The recorder is available in two "switchable" models: one with 525-625 and 405 lines and the other with 525-625 and 819 lines.

RCA's 4½-inch IO camera was first demonstrated at the 1960 NAB convention in Chicago. Users include stations and networks (ABC has purchased 26 of them), and production studios, the Navy and Air Force and broadcasters in Japan, Nigeria and Thailand. The camera is also being used for closed circuit educational work in Los Angeles public school system and at Brooklyn College, N. Y.

**Radio group against super power stations**

The Association on Broadcasting Standards last week urged the FCC to hold an en banc hearing on the "crucial technical problems of standard broadcasting." Meeting in Washington last week, the ABS board also adopted a resolution urging the commission not to approve "super power" operations for Class 1-A clear channel stations above 50 kw.

The board reaffirmed its "action" program to oppose all proposals that would "destroy or degrade optimum radio service" in the U. S.

Joe Hartenbower, vice president-general manager of KOMO-AM-TV Kansas City, Mo., and ABS president, said the board made a careful analysis of the
posture of aural broadcasting at last week’s meeting. As a result, he said, the request for an FCC hearing was made to examine the problems of AM in "closest detail." The proceeding was formally requested in the association’s reply comments in the FCC inquiry on AM allocations and the relationship between AM and FM (see story page 62).

In opposing AM powers in excess of 50 kw, ABS said that it is convinced such operations will have an adverse effect on the radio service now enjoyed by millions of Americans and seriously endanger the future sound development of aural broadcasting. "Any attempts to destroy or degrade the present fine radio service must be vigorously protested," ABS said. "ABS firmly believes that the interests of the public will not be served by granting such 'super power' and will vigorously oppose all such proposals and requests."

Five Class 1-A stations have asked the FCC for powers of 500 kw on an experimental basis. The commission has not as yet accepted these applications.

At last week’s meeting, the ABS board established a technical committee to make actual field research on aural signals. Jay Wright, engineering director of the Crown Stations, is chairman while Phil Laeser, WTMJ Milwaukee, will head a subcommittee to conduct the actual field work.

ABS was formed last spring with the first membership meeting held in conjunction with the Chicago convention of the National Association of Broadcasters (BROADCASTING, April 8). All AM stations are eligible for membership, according to Charles Bevis, executive director.

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**FANFARE**

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**Boy Scouts tour WLW’s modern farm**

City-bred Boy Scouts were treated to a weekend in the country last month by WLW Cincinnati, which opened its Everybody’s Farm in Southwestern Ohio to the youngsters.

A part of the station’s regular farm department public service program, the outing drew 900 scouts, a new record for attendance in a single day, although the farm draws approximately 15,000 persons a year. The farm is the site of WLW’s transmitting tower.

The Mound Builders’ Area Council Boy Scouts were given guided tours of the modern, well-equipped farm by the station’s farm department.

**Drumbeats...**

What about the salesman? • ABC-TV will run a contest in the Nielsen 30-city markets to find "Miss Farmer’s Daughter USA ’64." The promotion, which ties into the network’s Farmer’s Daughter series, will give the winner a role in an episode of the series.

Akron’s Doll • Judy Doll, winner of the Miss Teen-age America contest, was the second representative of WAKR-AM-FM-TV to reach national prominence in this year’s beauty pageants. Peggy Emerson, who represented Ohio in an earlier Miss Teen-age contest, was in this year’s Miss America contest.

**Deadline set** • Feb. 15, 1964 is the deadline for entries in the third annual "on-the-air" awards of the Broadcasters Promotion Association. All radio and TV stations are eligible to enter on-air promotions used between Oct. 1, 1962 and Dec. 31, 1963. Information and entry blanks are available from BPA, 215 East 49th Street, New York 17.

**Friendly foe** • KTTV(TV) Los Angeles last week issued a new program schedule which, in addition to the KTTV program list, includes those of the other six Los Angeles VHF stations, with a full page devoted to each.

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**Eagle soars to heights in 'cantest'**

For the best of nearly 6,300 entries in a Butter-Nut Coffee “cantest” promotion by WTMJ-TV Milwaukee, Dr. and Mrs. Richard L. Rech received a symbolic key to their new prize home during Butter-Nut commercial on the station’s Oct. 24 weather-news program sponsored by Butter-Nut for the past 12 years.

Bill Carlsten WTMJ-TV weatherman (above) holds the red, white and blue eagle made out of Butter-Nut cans. There were a total of 130 prize-winning entries in the contest, ranging from artistic decorations to toys and other intricate objects. On weekend display at the WTMJ-TV studios, nearly 7,000 people viewed them. Butter-Nut agency: Tatham-Laird, Chicago.

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**KSON pushes C&W format with $25,000 campaign**

A $25,000 promotion campaign for its country and western programing has been started by KSON San Diego.

The all-media push includes spots on KPMB-TV and KETV(TV), both San Diego; ads in nine area papers; billboards; transit posters; airplane banners; roving bands; and taxi posters.

Additional promotional material includes: hospitality hostesses greetings to newcomers to the community; distribution of 25,000 imprinted paper dry cleaning bags through four outlets; and distribution of 300,000 leaflets through the 10 DeFalco Food Giant super markets in the San Diego area.

The C&W format, which has also received extensive on-air promotion on KSON, began Sept. 29. Wilson and Stodelle Advertising, San Diego, is handling the campaign.

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BROADCASTING, November 11, 1963
When reliability really counts—as it does in broadcasting—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.

This extra effort has paid off. “Excellent results,” says an airline official. “No failures,” reports a highway patrol department. “Hundreds of dollars saved in program interruptions,” reports a TV station. “Less costly in the long run,” discovered a county government. Similar results can be yours with a truly reliable, genuinely interchangeable GB Gold Brand Tube.

Electronic Tubes Division, Sylvania Electric Products Inc., 1100 Main St., Buffalo 9, N.Y.

AVAILABLE FROM YOUR SYLVANIA INDUSTRIAL TUBE DISTRIBUTOR

SYLVANIA

SUBSIDIARY OF GENERAL TELEPHONE & ELECTRONICS

BROADCASTING, November 11, 1963
INTERNATIONAL

NEWSPAPERS VS. TV: TO EACH HIS OWN

Canadians told they fill different needs of public.

Television is television and newspapers are newspapers. To the public "reading, including newspapers, fills one requirement in their lives. Television viewing fills another, and as far as the public is concerned, they supplement one another. They don't replace one another."

The separation of media was noted by Bill Michaels, Storer Broadcasting Co. vice president, television division, Tuesday (Nov. 5) at the Central Canada Broadcasters Association convention in Toronto.

Speaking on "What Broadcasting Learned from the Newspaper Strikes," Mr. Michaels told the broadcasters that Storer learned through the Detroit and Cleveland strikes not "to improvise overnight into something you are not—namely an electronic newspaper. Similarly, don't make the mistake of believing that number and volume of newscasts...are, in themselves, going to better serve or please the public. It's not that simple, for there is definitely a saturation point for the viewer."

Mr. Michaels emphasized that he was not advocating a TV station to "go blandly about its affairs with a 'business as usual' attitude. You do have an opportunity to strengthen your ties with the public in helping fill the temporary void with additional news and related features. You should respond to this opportunity."

But, he warned, disillusionment is in store for the broadcaster who thinks that "overwhelming the public with volume at the expense of overall program structure is going to prove to them that they don't want or need newspapers."

Mr. Michaels cited the reaction Storer's WJBK-TV Detroit received during that city's last strike when the station preempted prime time entertainment programs and replaced them with "30 minutes of news which we literally broke our backs putting together and producing."

Only Protests * For their efforts, he said, the station "received absolutely nothing but protests by the hundreds, many of them unbelievably bitter. Nor did we get any favorable reaction to short news inserts in prime time which posed production problems with adjacent programing during a previous strike."

The Storer vice president pointed out that viewers don't want their TV lives knocked into a cocked hat because there is a newspaper strike any more than they want their newspapers completely transformed if there were a citywide television strike.

The viewers, he said, "simply didn't understand why there was such a big rush in putting on the news at 8:30, or 9, or 9:30, nor did they accept our contention of additional 'public service.' Why wouldn't it wait until 11 when they were used to getting their news? And then let it go on as long as we liked?"

Turning to the commercial aspects of a strike, Mr. Michaels warned the broadcasters not to "take the short-sighted view and let the lure of the easy, quick buck trap you into either overcrowding or improvising your schedule to accommodate more commercials than you know that you should."

He cited two reasons on the "philosophical" side to illustrate this point: "There is not much satisfaction or gratification of achievement in taking advantage of someone else's misfortune, even if it is an economic competitor."

- "On a truly selfish basis, much of the short term business you inherit will desert you overnight the minute newspapers get back into publication and you find that you have jeopardized long term business which could have been more productive over the long haul anyway."

Great Potential * In another talk at the two-day convention, Sam Cook Digges, administrative vice president at CBS Films, said the projected growth of the Canadian economy through 1970 will provide excellent opportunities in radio and TV for the "creative" salesman.

He noted that the gross national product in Canada will be approximately
$43 billion this year and will be near $60 billion by 1970. "Assuming that radio and television advertising grow at the same rate, the $90 million now invested annually [in Canadian broadcast advertising] should grow to $125 million by 1970."

CBS to buy part of Canadian CATV

CBS has acquired an option to purchase an interest in a community antenna TV system serving 17,000 subscribers in Vancouver, B.C., Canada, it was announced last week. In a joint statement, Merle Jones, president of the CBS Television Stations Div., and Sydney Welsh, president of Vancouver Cablevision Ltd., said that the Canadian firm would retain control. The American network will make a loan to Cablevision which will enable the CATV system to expand its services to a potential 70,000 subscribers, Mr. Welsh said. Mr. Jones said CBS has made recent investments outside the U. S. and the Canadian option is in line with the network's foreign expansion. Mr. Welsh also owns a system in Victoria, B. C., which was not included in the option.

Venezuela TV network to compete with itself

The six-station Venenis network in Venezuela has formed a subsidiary "local" network, Tele-Trece, which will compete with the parent company's stations in the Valencia-Caracas market. ABC International, which has a minority interest in and represents Venenis, says local advertiser demand for more media time in the heavily populated areas of Venezuela had prompted the move. The new channel 13 signal will originate in Valencia with satellites in Caracas and Maracay. ABC International supplies approximately 75% of Venenis's programming, and also acts as the network's sales representative. It now buys for stations in 21 countries. Last week ABC International reported $750,000 worth of purchases of program product for its foreign affiliates during the week of Oct. 18.

TTI forms new company for Gibralter radio

Thomson Television (International) Ltd., owned by Canadian millionaire Roy Thomson, which for the past year has run Gibralter's commercial TV station is expanding its operations into commercial radio in the British colony. A new government-controlled broadcasting corporation has been set up which will take over the TV station, but TTI(1) Ltd. will continue to run it on a contractual basis. In addition, it will begin a commercial radio station. For this purpose a new company, Thomson Radio and Television (Gibraltar) Ltd., has been formed with James O'Donovan, managing director of the Thomson Organization, as its managing director. Other members of the board are Hugh Begg, Desmond O'Donovan and Gordon Currie.

Abroad in brief...

Grey in Japan • Grey Advertising Inc., New York, has joined Daiko Advertising Inc., third largest agency in Japan, to form Grey-Daiko Advertising Inc. in Tokyo. Daiko says its annual billings come to more than $46 million, one-third of which is in TV. Grey reports that its annual billings have risen to more than $80 million. A continuing exchange of agency personnel between the U. S. and Japan is planned.

Foreign offices • Wrather Corp.'s Telesynd Division is appointing sales representatives in London, Rome, Berlin, Mexico City, Sao Paulo, Brazil, Sydney, Australia, Tokyo and Nigeria to distribute its TV shows.

Fee increase • Television licenses will go up in Norway next year, along with gasoline and liquor taxes, under a budget submitted to the Norwegian legislature. A television license, which is an annual tax on all households using a TV set, is up by 25% to $17.50.

Telesynd rep named • Orient Television of Tokyo has been appointed Far East sales representative of Telesynd, which has distribution rights to Lassie, The Lone Ranger and Sergeant Preston. Orient will handle sales of these shows in Japan, Okinawa, Hong Kong, the Philippines, Australia and other Far Eastern markets.

Heinz in Canada • H. J. Heinz Co. of Canada Ltd., Leamington, Ont., has signed for a half-hour afternoon program for 32 weeks on the CBC's French-language radio network. The programs deal with preventive medicine and child care. Agency is MacLaren Advertising Ltd., Toronto.

"THE TRUTH ABOUT COMMUNISM"
Ronald Reagan, Host and Narrator

"Many thanks for the film which I have had an opportunity to present to the FBI . . . I am told that THE EXPERTS THERE CONSIDER IT REALLY ONE OF THE BEST THEY HAVE SEEN."

AND THESE EXPERTS AGREE:

"Your film, with Ronald Reagan's commentary, is as good or BETTER THAN ANYTHING OF THIS NATURE THAT HAS COME TO OUR ATTENTION."
Charles J. Arnold, Director National Public Service Division
The American Legion

"... A REMARKABLE ACHIEVEMENT. It seems to me that every responsible citizen of the United States should see this film . . . DESERVES THE WIDEST POSSIBLE DISTRIBUTION."

"THIS IS A VERY SPLENDID FILM AND ONE WHICH SHOULD BE SHOWN WIDELY TO MATURE AUDIENCES."
Felix B. Stump, Admiral
USN (Ret.)
Freedoms Foundation at Valley Forge

"IT SHOULD BE SEEN BY EVERYONE."
Arnold Finch, Director
In-Service Training Department
L.A. City Schools Districts

"Your fine production, "The Truth About Communism, is SUPERB AND EXTREMELY WELL RECEIVED . . . The proof of the enthusiasm of the community is the fact that WE ARE REPEATING IT OVER KTVU."
Richard H. Amberg, Publisher
St. Louis Globe-Democrat

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BROADCASTING, November 11, 1963
BROADCASTING

GEORGE C. OSWALD, elected executive VP of Geyer, Morey, Baldard, New York. Mr. Oswald, joined GMB in 1961 as senior VP with responsibility for creation and coordination of agency’s new regional offices. In first year with agency he was made board member and elected to executive committee. Before joining GMB Mr. Oswald was VP and account supervisor at Kenyon & Eckhardt where he served for nine years. Mr. Oswald takes executive vice presidency vacated by Richard J. Farricker, who became agency’s president last January.

ROSS R. MILLHISER, VP and director, marketing, and RAY JONES, VP-sales for Philip Morris Inc., New York, elected to cigarette manufacturer’s board of directors. Mr. Millhiser joined company in 1941; Mr. Jones in 1927.

EMMETT C. McGAUGHEY, executive VP and Western division manager of Erwin Wasey, Ruthrauff & Ryan, with headquarters in Los Angeles, resigns. To replace him, David B. Williams, EWR&R president, has appointed executive management board to run division. Members are: HOWARD D. WILLIAMS, former chairman of finance committee, now executive chairman; MEL SMITH, executive VP in charge of operations and client services; ROBERT L. REDD, executive VP in charge of creative services, media and broadcast.

Robert E. L. Richardson, former chief congressional investigator on broadcast audience measurement firms, has announced his candidacy for Congress from 6th district of Oklahoma. Mr. Richardson resigned last summer as associate counsel of House Subcommittee on Investigations after two-year investigation of rating services. Since returning to native Oklahoma, Mr. Richardson has practiced law and is consultant on ratings to Gordon McLendon stations (Broadcasting, Sept. 16). He will oppose incumbent Representative Victor Wickersham (D-Okl.) in Democratic primary next spring.

Richard L. Lysaker, for past four years research director of Hunt Foods Industries, Fullerton, Calif., elected VP of Audits & Surveys Inc., New York, and director of test audit division.

Benson B. Bieley, supervisor on Duncan Hines Mixes account at Compton Adv., New York, elected VP.

DONALD H. ARNOLD, management representative for Foote, Cone & Belding, Los Angeles, on Sunkist and Purex accounts since 1960, elected marketing VP for grocery products division of Purex Corp. Ltd., with headquarters at Lakewood, Calif.

Robert J. Kizer, VP in charge of TV sales at Avery-Knodel Inc., national radio-TV sales representatives, New York, elected senior VP. JOHN S. STEWART, director of radio sales in New York for rep firm, elected VP. F. ROBERT KALTHOFF, manager of Avery-Knodel’s Midwest TV sales, with headquarters in Chicago, also elected VP.

Samuel C. Zurich, supervisor of radio and live television production for N. W. Ayer & Son, New York, elected VP and managing director of commercial production for agency, succeeding WILLIAM J. RATCLIFF, who resigned. Mr. Zurich joined Ayer in 1955 as commercial producer. Earlier he had been announcer and production executive with various radio and TV stations, including WLS Columbia, S. C., and WBTW(TV) Charlotte, N. C.

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• Saves your time in selecting background music by categories, not titles—a must push-button selection.
• Offers you a wide choice of classifications, from “News & Metro” to “Fashion Show Melodic”.
• Costs nothing extra—you pay only once for unlimited use of all material. Can be licensed for videotape or film scoring upon request and at a nominal cost.
• Provides the assurance that goes with Capitol’s High Fidelity Recording. This is music especially created & recorded by experts for your needs.

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S. J. (Sy) Radzwiller, VP and account supervisor at Ted Bates & Co., New York, elected senior VP. Mr. Radzwiller, formerly with Grey Adv., joined Bates in 1955 as account executive. He was elected vice president in 1960.

ROBERT DUŠEK, LEONARD B. GARBIN and THOMAS G. HAGAN elected VP’s of Maxon Inc., New York advertising agency. Mr. Dušek is director of art department; Mr. Garbin, account executive, and Mr. Hagan heads agency’s copy department.

AL MUNN and MARVIN PRIDGEN appointed regional sales manager and local sales manager, respectively, at WSOC-TV Charlotte, N. C. Formerly local sales executive, Mr. Munn has been with WSOC-TV sales department for past six years. Mr. Pridgen, also with sta-
Ohioans elect Campbell

Mrs. Marianne Campbell, general manager of WJEH-AM-FM Gallipolis, elected president of the Ohio Association of Broadcasters, succeeding James Hanrahan, general manager of WEEH-AM-FM Youngstown; and Sandy Dresbach, general manager of WPAV-AM-FM Portsmouth.

Robert E. Swanson, formerly sales executive with Crosley Broadcasting Corp., joins Peters, Griffin, Woodward, Chicago, as TV account executive.

Charles A. Stewart, for past four years with WRFD Columbus-Worthington, Ohio, joins radio-TV department of Kircher, Helton & Collett, Dayton and Cincinnati advertising agency.

Michael (Mickey) Sillerman, formerly VP of John D. Boyle Inc. and The Biow Co., both New York, and founder and former president of Keystone Broadcasting System, elected VP of Leon Shaffer Golnick Adv., Baltimore. Mr. Sillerman will make his headquarters in offices soon to be opened in New York City where he will organize national sales staff for agency.


Cyril Wagner, manager of central sales at NBC, appointed director of central sales. Mr. Wagner has been with NBC for 10 years, was named manager of central sales in 1960. Prior to joining NBC, he served as account executive for ABC in Chicago.

John T. King, previously manager of TV division of The Katz Agency's Boston office, joins Metro Radio Sales division of Metromedia Inc. as manager of rep firm's newly established Boston office at the Statler Office Building. Before joining Katz, Mr. King held sales and sales management posts with Peters, Griffin, Woodward in New York and Boston.

Lee Wilder, former sales manager of KCOM Houston, joins McLendon Broadcasting Co. as VP of sales. McLendon operates wyou Tampa, Fla.; wnn Birmingham, Ala.; wokj Jackson, Miss.; koky Little Rock, Ark.; koka Shreveport, and wkgm Richmond, Va.

Donald C. Bowen, sales representative with ABC-TV Spot Sales, New York, appointed sales director of ABC-owned wabs (tv) Chicago, succeeding Robert Adams, who resigned.

Walter J. Farrell, head of sales service department in New York office of Blair Television, named account executive for firm's BTA division in Chicago, effective today (Nov. 11). Mr. Farrell joined TV sales representative firm in 1961.

Durwood (Woody) Powell, previously assistant manager and program director of wcva Culpepper, Va., joins woaj Roanoke, Va., as sales representative.

William K. Northrup, for past 10 years VP and account supervisor at Meldrum and Fenswift, Cleveland advertising agency, has established his own advertising and marketing firm, William Kelly Northrup Inc., with offices at Hotel Westlake, 19030 Lake Rd., Cleveland. New agency will provide complete advertising services, sales promotions and marketing plans.

Joseph E. Mertens appointed account executive.
Officers of the Association on Broadcasting Standards and other broadcasters who met in Washington last week (see story, page 87) are (seated l-r) Frederick S. Gilbert, VP of Time-Life Stations; Jimmie Schiavone, general manager of WWJ-TV Detroit; George Comte, VP and general manager of WMJ-TV Milwaukee (ABS VP); E. K. Hartenbergower, VP and general manager of KCMA-AM-FM-TV Kansas City (ABS president); Fred Houwink, VP and general manager of WMAL-AM-FM-TV Washington (ABS treasurer); Alex Buchan, VP of Air Trails Stations; John E. McCoy, VP of Storer Broadcasting Co.; and Andrew Haley, of Washington communications law firm of Haley, Bader & Potts (ABS general counsel).

Standing (l-r) are John Cross, engineer consultant; Ben Strouse, president of WWDG-AM-FM Washington; Charles Bevis Jr., ABS executive director; William B. Quarton, president of WMAT-AM-TV Cedar Rapids, Iowa; Jay W. Wright, engineering director for Crown Stations.

Attending the meeting, but not available when the photograph was taken, are R. M. Fairbanks, president of WIBC-AM-FM Indianapolis; George C. Hatch, president of KALL Salt Lake City; Allen M. Woodhall, general manager of WDAK Columbus, Ga.; and Lester M. Smith, general manager of KJKR Seattle.

THE MEDIA

Charles M. Phillips, for past four years program manager of WEMP-AM-FM Milwaukee, elected executive VP and general manager of WYLO Jackson, Wis. Licensed to Suburban Broadcasting Co., WYLO has proposed on-air target date of early 1964. Station will operate on 540 kc, daytime hours only, with 250 w power.

Thad M. Sandstrom, VP and general manager of WBBW-AM-FM-TV Topeka, elected president of Kansas Council of Economic Education. Organization, comprised of educational, business and labor leaders, seeks to improve understanding of American economic system.

Everett N. Case, president of Alfred P. Sloan Foundation and former president of Colgate University (1942-62), elected board chairman of National Educational Television (NET), New York, for 1964. Mr. Case succeeds George D. Stoddard, chancellor and executive VP of New York University, who will continue to serve on seventeen-member NET board. Edwin R. Bayley, director of information staff of State Department’s Agency for International Development, appointed editor of public affairs programing for NET.

Warren A. Kraetz, since 1959 chief development officer of National Educational Television (NET), New York, elected executive VP and general manager of WHY Inc., licensee of non-commercial educational Philadelphia stations WUHY-FM and WHYN-TV (ch. 25) and Wilmington, Del., non-commercial educational WHYN-TV (ch. 12). Before joining NET, Mr. Kraetz was director of office of radio-television at New York University.

John J. McPartlin, formerly with WBBM and WBBR (TV) Chicago and one-time VP of WTVW (TV) Milwaukee (now WSN-TV), elected executive vice president of WBUU (TV) Chicago. New UHF channel 26 outlet expects to be on air next month.

Edward W. Wood Jr., former general sales manager of cellomatic division of Screen Gems Industrial Productions, elected president and general manager of Island Broadcasting System, licensee of WALK-AM-FM Patchogue and WRIV Riverhead, both Long Island, N. Y.

A. J. (Blondy) Stahmer, general manager of KCMS-FM, elected president of Greater Seattle FM Association. Other officers elected are Jim Wilke, operations manager of KING-FM, secretary; Doug Setterburg, sales manager of KETO-FM, treasurer; Courland Clark, general manager of KLKN-FM, director.

PROGRAMING

Rev. Richard R. Gilbert, of Princeton, N. J., appointed executive director of The United Presbyterian Church in the U. S. A., Radio and Television Div., succeeding Rev. Lawrence W. McMaster Jr., who was named to new post of secretary in office of general secretary of Board of National Missions last July. Since January 1963 Rev. Gilbert has been on leave of absence as director of communications for denomination’s division of Evangelism and serving as director of continuing education at Princeton Theological Seminary.

David Bunim, New York City business consultant, and James H. Wiborg, president of United Pacific Corp., Seattle, elected to board of directors of Official Films Inc., New York. Allen Ash, for past two years Chicago repre-
sentative for Official Films, appointed Midwest sales manager.

Frank Browne, who recently resigned as director of special projects for Metro TV Sales, subsidiary of Metromedia Inc., joins Four Star Distribution Corp., New York, as sales representative.

Bill Bryan, formerly of whry Ann Arbor, Mich., appointed program director-air personality at wbrw Bradenton, Fla.

Wellington O. (Bud) Sawyer, morning announcer at wgan Portland, Me., assumes added duties as program director. He has served as assistant program director and morning personality at wgan since October 1962.

Jack Davis, VP in charge of radio-TV commercial production at Grey Adv., New York, since 1958, joins Eastern Motion Pictures Ltd., that city, as executive VP and executive producer. Before joining Grey, Mr. Davis was VP in charge of production at Transfilm Inc.

Ross Miller appointed program manager of wtic-am-fm Hartford, Conn., replacing Bernard L. Mullins, VP in charge of radio programs, who retired Oct. 31 (Broadcasting, Nov. 4).

John Bennewitz, sales executive with industrial division of Robert Lawrence Productions of New York, joins Norwood Studios, Washington, as director of special projects.

Bill McKeen and Ray Rand join staff of Olmsted Sound Studios, New York. Mr. McKeen, formerly with Bell Studios and Mirasound, joins Olmsted as engineer. Mr. Rand will serve on sales staff, assisting Arthur Shear, VP in charge of sales.

Johnny Nicolas signed by mgm-tv as director of photography for The Travels of Jaimie McPheeters series.


Bill Colleran signed as producer-director for Theatre Color-Vision Corp., Beverly Hills, Calif., National General Corp. subsidiary now developing closed circuit color TV network for theaters, with first of series of public presentations set for Nov. 19.

Arthur N. Nadel and Charles Russell signed as regular producers on Revue's Arrest and Trial series (ABC-TV).

Gig Young will make his TV debut in Four Star's The Rogues, hour-long series. He will participate in ownership of series, in which he will star in 15 episodes, alternating in 15 others with David Niven and Charles Boyer as stars. Pilot, written by Ivan Goff and Ben Roberts, is scheduled to go into production next June.

Stan Schwimmer, assistant production supervisor at Screen Gems, signed to new contract as executive production assistant for TV production company.

Bill Adams, formerly program director of KOMA Oklahoma City, joins radio production division of Mars Broadcasting Co., Stamford, Conn.

Dave Michaels, formerly of waga-tv Atlanta, joins wmal-am-fm-tv Washington as staff performer.

Robert R. Randall, formerly with Kile Galveston, Tex., joins krys Corpus Christi, Tex., as air personality.

Bob Dayton, weekend air personality at wabc New York, replaces Sam Holman, who resigned, in 1-3 p.m. weekday and noon-3 p.m. Saturday program slots at station. Mr. Dayton assumes his new duties in addition to continuing his noon-5 p.m. Sunday program.

Harriet Adams joins continuity department of klac-am-fm Los Angeles.

Ray Wilkinson named farm director of Capitol Broadcasting Co., effective Dec. 1, with headquarters at wral-tv Raleigh, N. C.

Ed Edwards joins wcau-am-fm Philadelphia as sports announcer and newscaster.

Quincy Jones signed to compose original music score for Olympiad, 1964, 90-minute TV special to be produced by Geoffrey Selden Associates. Mr. Jones also will arrange and conduct show's musical background, to be written and narrated by author-journalist, Quentin Reynolds. Olympiad, 1964
will present personal interviews with athletes in Europe and U.S. Program is slated for airing just prior to opening of Olympic games in Tokyo next year.

Bob Stambler and Don Leonard named associate producer and assistant producer, respectively, by MGM-TV on Mr. Novak series (NBC-TV).

Pamela Coe joins WITN-TV Washington, N. C., as director of continuity and production assistant.

Ralph W. Miller, formerly of WGBF Evansville, Ind., joins announcing staff of WKQV Sullivan, Ind.

Dr. Robert Atkinson, nationally known consultant on gardening and horticulture, joins KNX-AM-FM Los Angeles, to present farm and gardening information to listeners and contribute to Story-Line each day with appearance on 3:15 p.m. segment of program.

Marty McNeely, host of Morning Countdown show at WRCV Philadelphia, resigns to return to Detroit.

Maurye Dugger joins WJJS-TV Winston-Salem, N. C., as member of station’s afternoon show, This Afternoon.

Mort Crowley, formerly of WLS Chicago; Gary Stevens, WIL St. Louis, and Bob Green, formerly of WQAM Miami, join WKRN Detroit (formerly WKMH) as air personalities.

Tom Looney, formerly of WOIO Miami, joins WBT-AM-FM Charlotte, N. C., as host of Nightwatch show (Monday-Saturday, 10 p.m.-midnight). He replaces Don Robertson, who will devote more time as WBT sports director.

Wayne Marsh, formerly of WVAM Altoona, Pa., joins WFGM-AM-FM, that city, as air personality-newscaster.

Bob Hardwick, air personality at KVI Seattle, joins KMPC Los Angeles in same capacity. He is succeeded on 6-9 a.m. morning show at KVI by Al Cummings. Both stations are owned by Golden West Broadcasters.

NEWS

H. Meade Alcorn Jr., former chairman of Republican National Committee (1957-59), rejoins CBS News as political consultant to news division’s election unit. Mr. Alcorn, partner of Hartford, Conn., law firm of Alcorn, Bakewell & Smith, served in same capacity with CBS News during 1962 campaigns and elections.

Rod Gelatt, former instructor in radio and television at University of Iowa, named news director of KOMU-TV Columbia, Mo., and assistant professor of journalism at University of Missouri. Mr. Gelatt fills vacancy left by death of Phil Bark last year. Eric Engberg appointed news director of KFRU Columbia, Mo., replacing Richard Cottam, now with Associated Press in New York. Mr. Engberg also is part-time instructor at Missouri University School of Journalism where he teaches radio newscasting.

Larry Mackey, former disc jockey at KDOK Tyler, Tex., joins KEYS Corpus Christi, Tex., as news director.

George Lord appointed morning news editor at WCAU-AM-FM Philadelphia.

Jack Delaney, for past year staff newsman at WTEV(TV) New Bedford, Mass., and before that director of news, sports and special events at WBMB-AM-FM, that city, appointed WTEV news director.

John Armstrong, formerly of WCTR New Brunswick, N. J., joins WJZ Newark, N. J., as night news reporter. Vince Lindner appointed WJZ night news editor.

Jesse Zousmer, former radio and TV news producer with CBS, joins ABC News as director of television news. Mr. Zousmer, for past three years independent film producer, was affiliated with CBS between 1941 and 1960, first in radio news in New York and later as writer on CBS Radio’s Edward R. Murrow and the News. Mr. Zousmer was co-producer of CBS-TV’s Person to Person from 1953 to 1960 and since then has co-produced two NBC-TV Show of the Week specials.

Gerald Trapp, newcomer at Salt Lake City bureau of Associated Press, named AP regional membership executive for Utah, Colorado, Wyoming and Montana, with headquarters at Salt Lake City. He succeeds David Shurman, who is being transferred to San Francisco as regional membership executive for Northern California and Northern Nevada. Change is effective Nov 24.

Dolores M. Finlay resigns as supervisor of KNBC-TV Los Angeles press staff.

EQUIPMENT & ENGINEERING

Carroll R. Miner, since May 1962 in charge of new product development for Sarkes Tarzian Inc., Bloomington, Ind., appointed director of engineering at Chicopee, Mass., plant of F. W. Sickles division of General Instrument Corp. Sickles division manufactures UHF TV tuners as well as other radio-TV components. Before joining Sarkes Tarzian, Mr. Miner was director of technical services for Hoffman Electronics Corp. and was chief engineer of their consumer products division from October 1959.

C. Gus Grant, formerly VP and general manager of video and instrumentation division of Ampex Corp., Redwood City, Calif., appointed to newly created post of VP-operations, with responsibility for three Ampex divisions: consumer and educational products, marketing, and video and instrumentation. Robert Weismann, who has been manager of engineering for video and instrumentation division, succeeds Mr. Grant as its general manager. Mr. Grant joined Ampex in 1962, following 16 years with General Electric Co.

Delbert K. Smith elected VP of Technicolor Corp., and director of corporation’s consumer products division.

James B. Hart, formerly with communications products division of Motorola Inc., appointed chief engineer of Dynasonac Corp. of Chicago. Mr. Hart will be responsible for all engineering activities relating to test instrumentation products of B&K Manufacturing division and antenna and communications equipment of Mark division. He replaces William S. Grossman, who resigned, effective Dec. 31.

INTERNATIONAL

John L. Watson appointed to newly created post of VP and director of creative services for Toronto office of Cockfield, Brown & Co. Ltd. He will be responsible for supervision of all advertising prepared by that office.

Adamson to VOA post

Keith Adamson, career foreign service officer with U. S. Information Agency, appointed deputy director of USIA's broadcasting service, Voice of America, succeeding Arthur W. Hummel Jr., who has been named deputy assistant secretary of state for educational and cultural affairs. Since joining USIA in 1942, Mr. Adamson has served in Cairo, Egypt; Ankara and Istanbul, Turkey; and for past two years as public affairs officer in Bogota, Colombia.

Bryan Vaughan, Vickers & Benson Ltd., Toronto, elected secretary-treasurer.

Derek Lamp joins Halas and Batchelor Ltd., cartoon film producers. He will be attached to television advertising section of company's London studio. Mr. Lamp worked with cartoon unit of National Film Board of Canada for six years as an ideas man, creating story boards and directing animation.

Lord Windlesham appointed chief program executive for Associated-Rediffusion Ltd., London, effective Jan. 1. He is currently head of features and executive producer with company.

George Skinner, technical director of CKOS-TV Yorkton, Sask., appointed assistant general manager of station. J. V. Birt, CKOS-TV sales representative, promoted to sales manager. Geraldine Pepper named program supervisor.

Peter Heneker appointed public relations officer of Television Audience Measurement Ltd., London, new post, responsible for all press and PR work for company. He was formerly with Institution of Electrical Engineers.

Don Harker joins Rank Organization, London, as information controller attached to marketing department. He has been in charge of press and public relations for Granada TV Network Ltd. for past six years.

Harold Hatheway, regional supervisor of public affairs department for Canadian Broadcasting Corp. at Halifax, N. S., named manager of new outlet, CBZ Fredericton, N. B.

Guy Theriault, formerly of Canadian Broadcasting Corp. at Moncton, N. B., named manager of CBAAF and CBAFT (ch. 11), that city.

Richard Martin, public relations executive at Leedex Ltd., joins Southern Television Ltd., London, England, as press officer, succeeding Geoffrey Wrinlington, who resigned. Arthur Murphy, announcer, program host and interviewer with Telefis Eireann, Irish TV network, named continuity announcer at Southern Television Ltd. Ken Seymour, for past three years on staff of Women's Mirror, joins STL as special production assistant.

Harvey Kirck, director of news department at CFTO-TV Toronto, joins CTV Television Network's newscasting team at CJON-TV Ottawa, effective Dec. 1, replacing Baden Langton, who resigned to join Washington news bureau of ABC-TV. Mr. Langton has been with CTV national news since it began in September 1962.

Patricia Coleman joins BBDO, Toronto, as copywriter.

M. L. Thomas, promotion manager of Radio Sales Bureau, Toronto, appointed market research and sales promotion director of All Canada Radio and Television Ltd., that city.

FANFARE

Chet Ettinger, formerly head of his own Cedar Rapids, Iowa, advertising agency, appointed promotion and public relations director of KOB-AM-TV Albuquerque, N. M.

Tom Mahaffey, advertising and promotion director of wjxt(TV) Jacksonville, Fla., elected VP of Jacksonville chapter of Florida Public Relations Association.

Conrad Kaminski to assistant promotion manager of WITI-TV Milwaukee.

DEATHS

George Reynolds, VP-technical director and member of board of directors of WSM Inc. (WSM - AM - TV Nashville, Tenn.), died Nov. 1 of heart attack. Mr. Reynolds joined WSM in 1928 as transmitter and studio operator. He was appointed technical supervisor in 1932, chief engineer in 1942, and elected VP and technical director in 1950.

Charles Lowell Bigelow, 47, VP and San Francisco manager of Marplan, division of Communications Affiliates, and former research director of McCann-Erickson in Los Angeles and San Francisco, died Nov. 1.

George T. Baker, 62, founder of National Airlines, died of heart attack in Vienna, Austria, Nov. 4. He was president of airline when it owned WPSF-TV Miami on channel 10. Station's license was revoked when Mr. Baker and others were charged with making off-the-record contacts with then FCC Commissioner Richard A. Mack.
FOR THE RECORD

FCC STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting Oct. 31 through Nov. 6 and based on filings, authorizations and other actions of the FCC during that period.

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

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. a.m.—amplitude modulation. s.s.—short wave. M—medium wave. a.—aural. vis.—visual. kw—kilowatts. w.—watts. mc—megacycles. d.—day. n.—night. L.—local. P.—p.m. mod.—modulation. trans.—transmitter. unl.—unlimited hours. c.s.—civic service. SAA—substantative communications authorization. STA—special temporary authorization. SH—specified hours. *educational. Ann.—Announced.

New TV stations

APPLICATIONS


New AM station

ACTION BY FCC

John Day, Ore.—John Day Valley Broadcaster, Inc.; Granted CP for new AM on 1400 kc. Smith, Box 278, Pendleton, Ore. Estimated construction cost $60,000; first year operating cost $10,000. Additional information same as Bowling Green application (see above). Ann. No. 1.


Existing AM stations

APPLICATIONS

WNEI Caguas, P. E.—Granted increased daytime power on 990 mc to 5 kw, continued nighttime operation with 500 watts. Conditions include payment by any applicant to any action commission may deem necessary as final determination with respect to bid of Madisonville, Ky. Radio Sales Service Inc. for renewal of license of WRKX, Caguas for renewal of service with daytime facilities pending. Action Oct. 30.


CALL LETTERS ASSIGNED

* WKAC Athens, Ala.—Limestone Broadcasting Co.

* KCAM Glennallen, Alaska—Central Communications, Inc.

* WINE Brookfield, Conn.—Eastern Broadcasting Co.

* KGBA Santa Clara, Calif.—George B. Barioy, Changed from KRGB.

* WZAP Zephyrhills, Fla.—Paul LaSobli. Changed from WZRH.

* WNZZ Port Chester, N. Y.—Port Chester Broadcasting Co.


* WILE Smithville, Tenn.—Center Hill Broadcasting Inc.

APPLICATION


New FM stations

APPLICATIONS


Hattiesburg, Miss.—Newforte Inc. Granted CP for new FM on 103.7 mc. 70 kw. Ant. height above average terrain 275 feet. P. O. address 362 Hemphill St., Hattiesburg. Estimated construction cost $15,000; first year operating cost $5,000; revenue $3,000. Applicants: John F. Willmott and Paul D. Hill. Action Oct. 30.

BBQF-1, Dickson, Tenn.—Dickson County Broadcasting Inc. Granted new FM on 102.3 mc, channel 272, 2 kw. Ant. height above average terrain 250 feet. Conditions: P. O. address Box 293, Dickson. Estimated construction cost $13,412; first year operating cost $10,000; revenue $15,000. Applicant is licensee of WDKN Dickson. Action Nov. 1.

Bowling Green, Ohio—Portage Valley Broadcasters Inc.; Granted CP for new FM on 88.3 mc, 3 kw. Ant. height above average terrain 175 feet. P. O. address 114 Fifth St., Port Clinton, Ohio. Estimated construction cost $18,600; first year operating cost $2,000; revenue $3,000. Principals: Robert W. Reider (86%), R. C. Linker (36%), and A. Landot (4%). Mr. Reider owns 51%, WKBW-AM Port Clinton and 50% WLBK-FM Norwalk, both Ohio. Mr. Linker owns half of WKBW. Mr. Landot is former general manager of WKBW. Action Oct. 30.

Fort Collins, Colo.—Horsetooth Broadcasting Inc.; Granted CP for new FM on 88.3 mc, 3 kw. Ant. height above average terrain 163 feet. P. O. address Box 227, Fort Collins. Estimated construction cost $25,685; first year operating cost $18,486; revenue $20,000. Applicant owns WFXK Fort Collins. Action Nov. 5.

Applications for new FM station in Madisonville, Ky., are pending final decision in Doc. 1, 1963. Conditions include payment by any applicant to any action commission may deem necessary as final determination with respect to bid of Madisonville, Ky. Radio Sales Service Inc. for renewal of license of WRKX, Caguas, P. E. for renewal of service with daytime facilities pending. Action Oct. 30.

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 Wilshire Ave, Pacific Grove, Calif. • FR 3-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-5531

EDWIN TINORBERG & COMPANY, INC.

BROADCASTING, November 11, 1963
Oakland, Calif. Estimated construction cost $36,987; first year operating cost $1,175; second year $1,175; privilege license is licensee of KIVH Honolulu. Ann. Oct. 31.

Kekomo, Ind.—Fort Knox Broadcasting Co., 92.5 mc, channel 228. 3 kw. Ant. height above average terrain 184 feet. P. O. address c/o J. L. Booth, 2300 Buhl Building, Detroit 28. Estimated construction cost $14,450; first year operating cost $10,000; revenue $10,000. Applicant is licensee of W爱O Kekomo. Ann. Nov. 1.

Fort Knox, Ky.—Fort Knox Broadcasting Corp., 104.3 mc, channel 288. 3 kw. Ant. height above average terrain 184 feet. P. O. address Box 86, Fort Knox, Ky. Estimated construction cost $12,500; first year operating cost $100,000 (AM and FM); revenue $100,000 (AM and FM). Applicant is licensee of WSAC Fort Knox. Ann. Nov. 1.

Frankfort, Ind.—Fort Howard Broadcasting, Inc., 104.9 mc, channel 285, 3 kw. Ant. height above average terrain 393 feet. P. O. address c/o Robert D. Roll, Box 381, Mount Sterling, Ky. Estimated construction cost $12,640; first year operating cost $16,000; revenue $16,000. Applicant is licensee of WKFY Frankfort. Ann. Nov. 1.

Louisville, Ky.—Fort Knox Broadcasting Corp., 104.3 mc, channel 280, 3 kw. Ant. height above average terrain 300 feet. P. O. address c/o E. E. Cowan, Box 86, Fort Knox, Ky. Estimated construction cost $13,500; first year operating cost $28,000; revenue $28,000. Applicant is licensee of WSAC Fort Knox and applicant for new FM there, which see. Ann. Nov. 1.

Pikeville, Ky.—East Kentucky Broadcasting, Inc., 104.9 mc, channel 285, 3 kw. Ant. height above average terrain 91.8 feet. P. O. address Williamion Addition, Peck Orchard Road, Pikeville, Ky. Estimated construction cost $14,688; first year operating cost $7,500; revenue $7,500. Applicant is licensee of WSAC Pikeville. Ann. Nov. 5.

Vincennes, Ind.—IVSPA-FM, 105.5 mc, channel 285, 3 kw. Ant. height above average terrain 300 feet. P. O. address c/o Robert Efret, 420 South Second Street, Vincennes, Ind. Estimated construction cost $9,800; first year operating cost $5,045; revenue $5,045. Applicant is licensee of WIVS 92.3. Ann. Nov. 1.

Kalamazoo, Mich.—Michigan Broadcasting Co., 101.7 mc, channel 289, 3 kw. Ant. height above average terrain 229 feet. P. O. address 420 North Main Street, Kalamazoo, Mich. Estimated construction cost $13,073; first year operating cost $3,050; revenue $3,050. Applicant is licensee of WMMS 93.

CALL LETTERS ASSIGNED
* KEEL-FM El Dorado, Ark.—Radio Enterprises Inc., WBMF-FM Meridian, Miss.—Conferred (1) mod. of license to change designation of station to Hartford-Meriden, and (2) waived Sec. 7337(b) of the Act, pending mainte- 


WSFA-FM Spartanburg, S. C.—Granted CPR license to change calling of station to WPEF from 93 mc to 100 kw; Ant. height from 572 feet to 1,910 feet; change type trans. and trans. site amenities; remote control permit 


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vision Limited, first and paramount rep- 

resentation firm North of the Border in 

broadcast sales.

A-C cops 43 radio, 22 TV stations—in 

all primary, most secondary markets.

Weekly radio reach is 50% of all households for 40% of national retail 

tales. TV: 52% of households for 53% of national retail 

sales. A-C has 12 offices: New York, Detroit, 

Chicago, San Francisco, Los Angeles, 

Dallas, Atlanta and Montreal, Toronto, 

Winnipeg, Calgary, Vancouver.

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All-Canada Radio & Television 

1000 Yonge St., Toronto 5, CANADA

McHugh and Hoffman, Inc. 

Consultants for 

TV—Radio—Networks—Stations 

Advertising Agency 


Area Code 313-644-0200

As near as your mail box: each $1 sent to CARE Food Crusade, 

New York 16, N. Y., delivers a gift package to the hungry overseas.
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**Operating Television Stations**

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**Commercial Station Boxscore**

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- Does not include seven licensed stations off air
- Includes three stations operating on unreserved channels

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- A complete tower erection service that has these special advantages:
  - **DEPENDABILITY**
  - **RELIABILITY**
  - **COMPLETE ENGINEERING**
  - **COAST TO COAST SERVICE**

Be sure to obtain price quotations and engineering estimates for your tower needs from America's foremost tower service.

**Summary of Commercial Broadcasting**

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<th>Lic.</th>
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<td>43</td>
<td>144</td>
<td>299</td>
</tr>
<tr>
<td></td>
<td>FM</td>
<td>1,113</td>
<td>7</td>
<td>67</td>
</tr>
<tr>
<td></td>
<td>TV</td>
<td>2521</td>
<td>55</td>
<td>124</td>
</tr>
</tbody>
</table>

- Does not include seven licensed stations off air
- Includes three stations operating on unreserved channels

**Operating Television Stations**

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Commercial Station Boxscore**

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Does not include seven licensed stations off air
- Includes three stations operating on unreserved channels

For your tower requirements check ROHN SYSTEMS, INC.

- A complete tower erection service that has these special advantages:
  - **DEPENDABILITY**
  - **RELIABILITY**
  - **COMPLETE ENGINEERING**
  - **COAST TO COAST SERVICE**

Be sure to obtain price quotations and engineering estimates for your tower needs from America's foremost tower service.
ville Broadcasting Co. and Ulster County Broadcasting Co. to be addressed at oral argument. The commission's granting merged applications subject to UST to operate as a single entity is pursuant to such merged group pending resolution of issues looking toward determination of character qualifications or feasibility of any applicant method by which interim operation may be brought to UST pending resolution of UST applications. In view of the commission's request for additional views, parties were afforded 30 days for oral argument. Commissioner Hyde abstained from voting. Action Oct. 30.

* By order, commission granted request of Tedesco Inc. to dismiss motion for declaratory ruling as to whether hearing examiner could issue partial initial decision in proceeding on application for new AM station in Bloomington, Ill., and that of Edina Corp., Edina, Minn. Action Oct. 30.

* Commission scheduled further oral argument in proceeding on applications of WORZ Inc. and Mid-Florida Television Corp. for new TV stations on channel 9 in Orlando, Fla. In accordance with July 5 decision of U. S. Court of Appeals, oral argument will be on exceptions to Aug. 12, 1964, decision by hearing examiner to the effect that Florida's qualifications of ex parte communications in proceedings on (a) feasibility of any applicant and (b) principal of company were unaware thereof: to which White and Landis, new character of WORZ's principals: to the holding on WORZ's principals. To the effect that Mid-Florida's and stock subscriber in corporation, and whether, in circumstances, record should be prepared and filed of new applications permitted. (Mid-Florida has been granted WYLO-TV: ch. 9) Orlando since Jan. 31, 1963, (court program test authority.) Action Oct. 30.


* At request of Channel 2 Corp. (formerly Gotham Broadcasting Corp.), commission granted another one-month extension, from Nov. 15 to Dec. 15, 1964, for completion of trial of subscription TV programming over channel 2, formerly KVTV. (ch. 2) Denver, Commissioner Bartley abstained from voting. Action Oct. 30.

Routine roundup

ACTIONS BY REVIEW BOARD

* By memorandum opinion and order, denied petition by Greenwich Broadcasting Corp. to sever application for new AM station in Greenwich, Conn., consolidated proceeding in Docs. 8718 et al., and to issue order finalizing grant of licenses in Docs. 8719 et al., as petition of Member Nelson not participating. Action Oct. 31.


ACTIONS ON MOTIONS

By the Office of Reviews and Appeal

* By memorandum opinion and order, denied motion by Spa Broadcasters Inc. (WQDR and W305B, Saratoga Springs, N. Y., to extend time to Nov. 8 to file exceptions to initial declaratory proceeding on applications involving Martin R. Karg, et al. Action Oct. 29.

By Chief Hearing Examiner

* By memorandum opinion and order, designated Examiner Basil P. Cooper to preside at hearing in proceeding on applications of Capitol Television Inc. for renewal of license of KVUK (ch. 40) Sacramento, Calif., and Camellia City Telecasters for new channel in Sacramento; scheduled prehearing conference for Nov. 28 and hearing for Dec. 18. Action Nov. 6.

By Designated Examiner Sol Schildhause to preside at hearing in proceeding on applications of TVAs Associates Inc. and United Artists Broadcasting Inc. for new TV station on channel 3 in Houston, scheduled prehearing conference for Nov. 20 and hearing for Dec. 17. Action Nov. 5.

By Hearing Examiner Thomas H. Donahue

* Pursuant to agreements reached at Nov. 4 and 5 prehearing conference on applications of Sunbeam Television Corp. for renewal of license of WCHR-TV (ch. 7) Miami and Community Broadcasting Corp. for new station on that channel in Miami, scheduled certain procedural dates, further prehearing conference for Jan. 10, 1964, and continued Dec. 11 hearing to Jan. 13, 1964. Action Nov. 5.

By Hearing Examiner Charles J. Frederick

* In proceeding on applications of Cleveland Broadcasting Inc. and Community Telecasters of Cleveland Inc. for new TV stations on channel 19 in Cleveland, in Dec. 1583-4, granted petition by Community Telecasters to file application to substitute bank loan for individual stockholder loans in financial data. Action Nov. 7.

By Hearing Examiner Millard F. French

* In proceeding on applications of Wellsburg TV Inc. and People's Community Telecasters Inc. of W.Va., for new VHF TV transistor stations in Wellsburg, W. Va., and LeVaile, Md., respectively, in Dec. 1497 et al., granted petition by Wellsburg TV Inc. to extend time to Dec. 16 to file proposed findings and to Dec. 17 for replies. Action Oct. 30.

By Hearing Examiner Isadore A. Honig


By Hearing Examiner Herbert Sharpman

* Issued statement and order after conference on Nov. 4 in proceeding on application of Beacon Advertising Inc. for new AM station in Daingerfield, Tex., and scheduled certain procedural dates and hearing for Jan. 7, 1965. Action Nov. 4.

* By memorandum opinion and order in proceeding on AM applications of Southern Radio and Television Co., Lehigh Acres, Fla., scheduled prehearing conference for Nov. 29 in proceeding on applications of KWDN Broadcasting Co. and Woodland Broadcasting Co. for new AM stations in Port Arthur and Vidor, both Texas, respectively. Action Nov. 4.

By Hearing Examiner H. Gifford Irion

* Scheduled hearing for Dec. 11 in proceeding on applications of KWDN Broadcasting Co. and Woodland Broadcasting Co. for new AM stations in Port Arthur and Vidor, both Texas, respectively. Action Nov. 1.

* Scheduled prehearing conference for Nov. 29, hearing and determination of character, qualifications of any applicant method by which interim operation may be brought to EUT pending resolution of EUT applications. In view of the commission's request for additional views, parties were afforded 30 days for oral argument. Commissioner Hyde abstained from voting. Action Oct. 30.

By Hearing Examiner Jay A. Kyle

* Granted joint motion by Calhao Broadcasting Co. and Dallas Broadcasting Co. for extension of time to file proposed findings and to Nov. 29 for replies in proceeding on application of John Self for new AM in Winfield, Ala. Action Nov. 4.

By Hearing Examiner Sol Schildhause

* Pursuant to agreements reached at Nov. 4 prehearing conference in proceeding on AM application of Central South Dakota Broadcasting Co. (KIZD), Watertown, S. Dak., scheduled certain procedural dates and ordered that hearing will be on Dec. 12 as now scheduled. Action Nov. 4.

By Hearing Examiner Herbert Sharpman

* Issued statement and order after conference on Nov. 4 in proceeding on application of Beacon Advertising Inc. for new AM station in Daingerfield, Tex., and scheduled certain procedural dates and hearing for Jan. 7, 1964. Action Nov. 4.

* By memorandum opinion and order in proceeding on AM applications of Southern Radio and Television Co., Lehigh Acres, Fla., scheduled prehearing conference for Nov. 29 in proceeding on applications of KWDN Broadcasting Co. and Woodland Broadcasting Co. for new AM stations in Port Arthur and Vidor, both Texas, respectively. Action Nov. 4.
PROPOSED TELEVISION ASSIGNMENT TABLE OF NAEB

The proposed proposed table of UHF assignments was designed by the National Association of Educational Broadcasters using an electronic computer. It contains a total of 2,600 assignments, including some 900 reserved for educational television.

Channels not enclosed in parentheses are in operation, or construction permits for operation on them have been issued. Channels in parentheses are the new assignments made by the computer. In both cases an asterisk (*) denotes channels reserved for educational television.

The NAEB is seeking to have the FCC issue the table as an alternative to its own proposed plan of UHF assignments, which was issued two weeks ago. FCC engineers are now comparing the two tables. The NAEB proposal does not change any VHF assignments (also see story this issue).

PROPOSED TELEVISION ASSIGNMENT TABLE OF NAEB

<table>
<thead>
<tr>
<th>Channel</th>
<th>City</th>
<th>Licensee</th>
<th>Frequency</th>
<th>ERP</th>
<th>Polarization</th>
</tr>
</thead>
<tbody>
<tr>
<td>49</td>
<td>Boston</td>
<td>WGBH</td>
<td>532.050 MHz</td>
<td>50 kW</td>
<td>Vertical</td>
</tr>
<tr>
<td>50</td>
<td>Cambridge</td>
<td>WGBN</td>
<td>532.100 MHz</td>
<td>50 kW</td>
<td>Vertical</td>
</tr>
<tr>
<td>51</td>
<td>Lowell</td>
<td>WLIR</td>
<td>532.150 MHz</td>
<td>50 kW</td>
<td>Vertical</td>
</tr>
<tr>
<td>52</td>
<td>New Bedford</td>
<td>WBSR</td>
<td>532.200 MHz</td>
<td>50 kW</td>
<td>Vertical</td>
</tr>
<tr>
<td>53</td>
<td>Fall River</td>
<td>WFRN</td>
<td>532.250 MHz</td>
<td>50 kW</td>
<td>Vertical</td>
</tr>
<tr>
<td>54</td>
<td>Bridgewater</td>
<td>WBRH</td>
<td>532.300 MHz</td>
<td>50 kW</td>
<td>Vertical</td>
</tr>
<tr>
<td>55</td>
<td>Haverhill</td>
<td>WJET</td>
<td>532.350 MHz</td>
<td>50 kW</td>
<td>Vertical</td>
</tr>
<tr>
<td>56</td>
<td>Lawrence</td>
<td>WPLL</td>
<td>532.400 MHz</td>
<td>50 kW</td>
<td>Vertical</td>
</tr>
<tr>
<td>57</td>
<td>Lowell</td>
<td>WLPY</td>
<td>532.450 MHz</td>
<td>50 kW</td>
<td>Vertical</td>
</tr>
<tr>
<td>58</td>
<td>New Bedford</td>
<td>WBEZ</td>
<td>532.500 MHz</td>
<td>50 kW</td>
<td>Vertical</td>
</tr>
<tr>
<td>59</td>
<td>Fall River</td>
<td>WZBN</td>
<td>532.550 MHz</td>
<td>50 kW</td>
<td>Vertical</td>
</tr>
<tr>
<td>60</td>
<td>Bridgewater</td>
<td>WBRU</td>
<td>532.600 MHz</td>
<td>50 kW</td>
<td>Vertical</td>
</tr>
<tr>
<td>61</td>
<td>Haverhill</td>
<td>WJET</td>
<td>532.650 MHz</td>
<td>50 kW</td>
<td>Vertical</td>
</tr>
<tr>
<td>62</td>
<td>Lawrence</td>
<td>WPLL</td>
<td>532.700 MHz</td>
<td>50 kW</td>
<td>Vertical</td>
</tr>
<tr>
<td>63</td>
<td>Lowell</td>
<td>WLPY</td>
<td>532.750 MHz</td>
<td>50 kW</td>
<td>Vertical</td>
</tr>
<tr>
<td>64</td>
<td>New Bedford</td>
<td>WBEZ</td>
<td>532.800 MHz</td>
<td>50 kW</td>
<td>Vertical</td>
</tr>
<tr>
<td>65</td>
<td>Fall River</td>
<td>WZBN</td>
<td>532.850 MHz</td>
<td>50 kW</td>
<td>Vertical</td>
</tr>
<tr>
<td>66</td>
<td>Bridgewater</td>
<td>WBRU</td>
<td>532.900 MHz</td>
<td>50 kW</td>
<td>Vertical</td>
</tr>
<tr>
<td>67</td>
<td>Haverhill</td>
<td>WJET</td>
<td>532.950 MHz</td>
<td>50 kW</td>
<td>Vertical</td>
</tr>
<tr>
<td>68</td>
<td>Lawrence</td>
<td>WPLL</td>
<td>532.100 MHz</td>
<td>50 kW</td>
<td>Vertical</td>
</tr>
<tr>
<td>69</td>
<td>Lowell</td>
<td>WLPY</td>
<td>532.100 MHz</td>
<td>50 kW</td>
<td>Vertical</td>
</tr>
<tr>
<td>70</td>
<td>New Bedford</td>
<td>WBEZ</td>
<td>532.100 MHz</td>
<td>50 kW</td>
<td>Vertical</td>
</tr>
<tr>
<td>71</td>
<td>Fall River</td>
<td>WZBN</td>
<td>532.100 MHz</td>
<td>50 kW</td>
<td>Vertical</td>
</tr>
</tbody>
</table>

BROADCASTING, November 11, 1963
CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20c per word—$2.00 minimum
- HELP WANTED 25c per word—$2.00 minimum.
- DISPLAY ads $20.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS & EMPLOYMENT AGENTS—$20.00 per inch. Display requiring display space.

- All other classifications, 30c per word—$4.00 minimum.
- No charge for blind box number. Send replies to networks.

Arrangements for transcriptions or bulk packages submitted, $15.00 per hour, (Forward resumes, $1.00 per word, separately, please). All transcriptions, photos etc., sent to box numbers are sent at

106

BROADCASTING, November 11, 1963

RADIO

Help Wanted—Management

Immediate need for assistant manager in small North Carolina market. First phone helpful but not essential. Good salary commission arrangement for producer and salesmen. Send resume to Box N-74, BROADCASTING.

Wanted—Station manager, strong on sales and capable of complete management. Young man with room to grow. Daytime radio experience essential. Class one phone desirable but not necessary. Send resume and references to Box N-98, BROADCASTING.

Help Wanted—Sales

Detroit—Immediate opening for solid salesperson, capable of management, top station managing starting salary. Box M-146, BROADCASTING.

Bright, middle of road, Eastern Iowa local station needs salesman who can handle short morning and-in-the-air shift. Sales opportunity for presently employed announcer who has some experience. Send resume and references to Box N-169, BROADCASTING.

Sales manager—First, Lauderale 10,000 watt fulltime needs experienced radio time sales manager. Box M-106, BROADCASTING.

Single market station needs salesman. Excellent income, fulltime sales and part-time salesman, wantingfulltime sales work. Box N-92, BROADCASTING.

Rockford, Ill. daytimer wants solid, experienced salesman, 25% straight commission, half on draw, other half when account pays regular bill. Box N-97, BROADCASTING.


Chicago ... has a new winner! Yes, WYNN is one year old and growing bigger every day. The present sales staff cannot handle the load, especially since the latest pulse ratings show that we are the most ambitious, hard working, and know Chicago radio. For those qualified, we have a liberal commission arrangement. Apply to the McGleenon organization. Call or write sales manager.


Help Wanted—Sales (Cont'd)

Capable young salesmen who can prove their selling ability and advance to assistant manager position. Send resume for a tested and proven radio operation with a real, powerful selling story on Negro radio. Good guaranteed salary to start. Commission plan which will allow you to earn top salesman's pay. We need several men in Gulf coast southern cities. Give full details, resume, photo & references. Send to OK GROUP, 506 Baronne St., New Orleans, La.

Anouncers

Christian announcer needed for quality program and music station in midwest. $150.00 and up for top announcers. Permanent. Send resume with first letter. Box N-147, BROADCASTING.

Announcer for staff work and play-by-play. Position calls for experienced man at solid established, aggressive, well equipped eastern adult station. Good salary for experienced announcer. Paid holidays, vacations and fringe benefits. Box N-103, BROADCASTING.

On your way up? This may be your move. Got gimmicks? Different voices? An insider in show business? You're a top gun? Make it interesting and exciting for teens and young adults and we'll do the same for you. Evening hours are available. If you're the guy—name your price. Top-rated east coast station looking for experienced announcer. Excellent picture, tape, and personal resume. Box N-77, BROADCASTING.

Immediate opening in Rocky Mountain region, experienced morning man, production ability, first ticket, permanent position. Send resume, references and picture first. Box N-105, BROADCASTING.

Eastern Iowa station needs announcer-salesman. Short morning shift, plus sales. Salary and commission. Job opportunity for presently employed announcer who has some selling experience and who wants to increase his income. Need resume, references and picture first. Write Box N-123, BROADCASTING.

1st phone announcer with news background and sales experience wanted. Also includes some dj work. Gather, write and air local news. Need resume. Write Box N-128, BROADCASTING.

An announces needed for AM radio station, Gaithersburg, Maryland. Salary commensurate with experience. Call Nick Chaconas, Code 301-948-6400.


Lou Emerson Reutsh! Where are you? Write Waldo Brazil, 622 M & M Bldg., Houston, Tex.

Technical

Christian chief engineer needed for quality religious program and music station in midwest. Young man, needs experience, engineering experience. Send resume with first letter. Box N-15, BROADCASTING.

Chief Engineer, 5 kw directional station midwestern major market. Must have directional experience and be able to do production and control room operation and maintenance. No announcing. Excellent salary. Box N-17, BROADCASTING.

Chief engineer in deep south 5 kw daytimer excellent starting salary, opportunity for growth, fringe benefits, experienced first phone. Send resume including references. To Box N-84, BROADCASTING.

Immediate opening for chief engineer in western market daytimer. $85.00 weekly. Box N-75, BROADCASTING.

Experienced announcer-engineer, 1st phone. Early morning announcing shift. Good music; good staff; good pay. It's worth your while to contact us, eastern Iowa. Salary open. Box N-84, BROADCASTING.

Florida. Experienced engineer announcer combo. Middle of road format. Excellent personality, Mature voices. Great opportunity for right man. Box N-38, BROADCASTING.
Western Pennsylvania.

Wanted

experience

on gathering

Staff

expected salary

with group - owned middle

Get

Wanted: Boardman - chief engineer.

broadcast equipment,

M - 162

details

Must

in

Wanted skilled engineer,

Waldo

BROADCASTING.

Ideal working

BROADCASTING.

full details and

in

I

have twelve years broadcast management experience and bachelor's degree.

Situations Wanted

I

have fresh

record. Send

at

General manager:

American holding top announcing

Canada's most progressive fm seeking major

market (prefer west coast) am or fm

in good

U. S. and Canada. University

creativity, fully

good. Good weight

quality program, production, news
presentation.

Box N-76, BROADCASTING.

Versatile announcer seeks position. Experienced: dj, news

broadcasting. (Prof. musician;

reliable, sincere. Let's talk.

Box N-88, BROADCASTING.

Clever, creative dj, draft-free, top 40 only.

Box N-90, BROADCASTING.

Audition

team

relocated.

Box N-77, BROADCASTING.

Copywriter-announcer.

Radio station and

advertising agency experience. Tape or copy

available. Presently employed. Box N-103, BROADCASTING.

Superb copy, disk jockey, ideal gal too

hiring, don't wait. Box N-103, BROADCASTING.

Announcer-disc jockey, first phone, presently

employed, and one third years AM

combo experience to fm op-

eration in New York or Philadelphia metro area.

Phone 201-EL 8-8901, morning or

evening, or write, Box N-106, BROADCASTING.

D.J. announcer, authoritative newscaster, AM

broadcasting. (Has

city.

Box N-103, BROADCASTING.

General manager

General manager—top qualifications. Over 20 years experience, all phases. Box N-47, BROADCASTING.

Number one personality in three station

Market in Michigan desires to relocate to a

central

radio in a University

city. Box N-30, BROADCASTING.

General manager

Announcer-DJ bright personality

et. Light creative newscast-

negro, family man. Want to settle, not

Box N-121, BROADCASTING.

BROADCASTING.

Young deejay-newman—had a problem

last place I worked, need another chance. Will work anywhere—top face-per-

BROADCASTING.

Chief engineer

with many years experience.

Institution, operation, experienced in both low and high power transmitters, also
directional arrays. Available on two weeks notice. Box N-59, BROADCASTING.

Chief Engineer position—no announcements—age 37, good technical qualification. $138

week plus relocation. Box N-34, BROADCASTING.

46x700]Western Pennsylvania.

Wanted

experience

on gathering

Staff

expected salary

with group - owned middle

Get

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46x700]Western Pennsylvania.

Wanted

experience

on gathering

Staff

expected salary

with group - owned middle

Get
Production Programming & Others

Versatile, dedicated, young radio and television broadcaster available November 1st. Excellent play-by-play and local and regional sports coverage. College graduate, 35, single, interested in executive assistant, program director and sales. Also interested in promotion, public relations and publicity work. Box N-18, BROADCASTING.

Experienced, authorized, grown-up newscaster can provide delivery and copy that will put some vitamins in those hourly dulls. Larger markets. Excellent unimportant. Box N-18, BROADCASTING.

Sales-writer-announcer. Old pro wants to do morning show and sell middle or major market. Experienced, extensive experience. Will negotiate for potential good card and commission? Box N-8, BROADCASTING.

Artist with 12 years experience in all phases of arts and shows. Seeking permanent position. Prefer deep south. Box N-89, BROADCASTING.

Is your program full? East coast person. When you need a top-notch, elaborate and large program for syndication. Everything tailor made for your station. Biggest names in show business. Information and samples first program. Box N-13, BROADCASTING.

Veteran news-sports caster with attractive authoritative presentation now employed in management and sales as well, wishes to exchange loyalty and guaranteed production with stable radio/TV in medium to large market. Write Box N-100, BROADCASTING.

TELEVISION—Help Wanted—Technical

Help Wanted—Technical

Have immediate opening for experienced CATV engineer in construction and operation of super color and large system. Send full particulars in initial response. Box N-7, BROADCASTING.

Wanted. Engineer trainee. No experience necessary. Must have first phone. Contact: Chief Engineer, WVEN-TV, Columbus, South Carolina. Telephone 705-2255.

Wanted: First phone engineer with TV studio equipment maintenance experience. Write or call WCET, Cincinnati 18, Ohio, phone 937-4032.

TELEVISION—Help Wanted—Technical (Cont’d)

Wanted—Technical

Immediate opportunity for young man with TV construction experience to advance towards maintenance and also an opening for control room and VTR operations. Excellent salary and availability requirements at once to Chief Engineer, WENH-TV, Box Z, Durham, N. C.

Production—Programming, Others

Producer-director needed for community minded, entertainment oriented station. Experience in audio-visual, film, etc. Position open. Send pictures, salary requirements and write or wire: WAIL-TV, Atlantic, Ga.

Production manager for medium west market VHF. Experience necessary must be able to assume responsibility of busy production production. Salary open. Write or wire Jack Berry, WVEN-TV, Saginaw, Michigan.

TELEVISION

Situation Wanted—Management

General manager available for television station. Box M-161, BROADCASTING.

General manager/sales manager with 10 years experience in all phases of Broadcast management wishes to affiliate with progressive company. Proven profit record. Salary based on percentage with option to invest. Resume per request. Box N-83, BROADCASTING.

TV station manager. Available early 1964. Presently employed. 21 years experience broadcasting all phases of television. Fully knowledgeable all phases, sales supervision, operational economy, public relations, etc. Inquiry will bring full details in brochure. Seeking small or medium market or assistant to general manager in major outlet. Age 41, reliable, conscientious. Box N-89, BROADCASTING.

Situation Wanted—Announcers

Successful television announcer. Fourteen years radio and television. Experienced in supervision, play-by-play, anchorman, program director. Good looking, good voice, energetic. Heavy schedule. Personable, some singing, veterans' show, humor, extended shows, audience participation etc. Highly qualified. Send your resume for interview. Box N-269, BROADCASTING.

Announcer 15 yrs. radio. Desires TV. Won't someone give me a chance. Thanks. Contact Carmine Diorio, Peru, N. Y.

Technical

Maintenance or assistant chief—good technical qualifications—$72-$130 week plus relocation. Box N-104, BROADCASTING.

First phone. Transmitter operation, maintenance. Locate anywhere if permanent and solid opportunity. Box N-134, BROADCASTING.

Have you opportunity for engineer with 12 years TV experience including color, planning, construction. Box N-104, BROADCASTING.

Production Programming & Others

Experienced news director: Top rated investigative reporter, excellent airworx, references. Consider exceptional staff job, major market. Box N-89, BROADCASTING.

Production Programming & Others (Cont’d)

Highly qualified television production manager, producer-director and/or director available. Nine years experience including 4 years teaching television production at a major university. 20 years magazine grad. Particularly interested in special events, public service for sports programing to discuss all opportunities. Resume upon request and available for personal interview. Box N-44, BROADCASTING.

Program manager. 12 years radio-television experience. Married, vet, journalism degree, driver's license, capable in news, feature, promotion, sales and general management. Will relocate anywhere. Send details. Box N-91, BROADCASTING.

Producer-director-extensive videotape and remote experience. Degree and draft exempt. Seeking floor manager or directing position in medium to large market or independent videotape production Co. Complete resume available. Salary open. Will relocate anywhere. Box N-92, BROADCASTING.

Public affairs. Mature writer-narrator, has produced many community series for metropolitan TV station. Frequent chairman of events and content for community's major campaigns and civic drives. Three-year member large university faculty, major magazines writing credits. Will give prestige station self-contained, respected public affair, promotion for the station, community relations. $12,000. Box N-96, BROADCASTING.

News director . . professional newspaper . . . college grad. . . . journalism major . . . top-rated, news, sales, promotion, writing, reporting. . . . broadcasting . . . radio & television . . . sincere . . . enthusiastic . . . experienced in authoritative. Box N-99, BROADCASTING.

WANTED TO BUY

Equipment

Used equipment for 250 w, 1400 kc new station. What have you? Box N-8, BROADCASTING.

Wanted to buy: 5 kw AM transmitter. Must be in good shape or excellent working condition. Contact Paul A. Brandt, WCEN, Mt. Pleasant, Mich.


Wanted: 350 feet hard copper 3-1/4 inch transmission line. L. W. Klineberry, Chief Engineer, WISN Radio, 750 N. 19th Street, Milwaukee, Wisconsin.

Need Ampex 600 or Ampex 601 tape recorders. Also cartridge playback unit. Make trade or buy outright. Please specify price. Box N-72, BROADCASTING.

Wanted—Used field intensity meter, either RCA WX-3 or Clark 126. State condition, price, date of last calibration. Box N-101, BROADCASTING.

FOR SALE

Equipment

Television/radio transmitters, cameras, microwave, tubes, audio, monitors, Electrofind, 440 Columbus Ave., N.Y.C.

Xenon Line: Teflon insulated, 1/4 rigid, 1/8 Ohm flanged with bullet and all hardware. New—a used $20 foot length for some quantity discount. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California, Tele- 2-3200.
FOR SALE—Equipment—(Cont'd)

Two (2) Stancil-Hoffman minitape M-9 portable tape recorders, with battery charger case. Less than 6 months old. Write Box L-170, BROADCASTING.

Used UHF 1 kw RCA transmitter excellent condition, complete with delivery. A. C. Watt, WCET, 2222 Chicakaw Street, Cincinnati 18, Ohio.

UHF transmitter for sale: One used RCA TTA-1B UHF transmitter in excellent condition available immediately. A bargain. Includes new master and monitor equipment. Contact Jim Hoke, Chief Engineer, WGGF, 2390 South Main St., Nashville, N. 164. 963 feet Kimcoe Tower, 6-day RCA turning style turntable 6 antennas and 25 kw DuMont transmitter. WTTI-TV, Milwaukee, Wisconsin. Phone: UPTOWN 3-1919.


Limiting amplifiers, guaranteed new, trouble free on sale, new model. Western Electric 112BD, no. 5461, original cost $569. Cash $250, Box N-78, BROADCASTING.

For sale: EMT 146 Reverb unit, excellent—$150-00. Also offer. Presto series 14-3 speed mastering lathe & 1-D head with Van Eps such harmonic comparator and other accessories—hardly used—best offer over $1000. Fairchild 53C-G turntable, operating condition fine. JBL Model F7G mixing amp and demodulator-monitor, excellent condition. Shipping cost included. WDAL, 30 E. 20 St., NYC, 212-0X-72286.

Seebee—selectometric 200 with broadcast control unit, SBCU-1, also RCA GB professional series with microphone complete—make offer. Frank C. Carman, KLUB, Salt Lake City, Utah.

3 brand new, fully guaranteed Kimcoe 4X500A tubes, $106 each, or all 3 for $275.00. Would transmit 5 transmitter tubes we use. Have Gates BPIA FM transmitter for sale. Exciter in good condition, and can be used as master or as final needs conversion. $600 gets transmitter, FOB LaGrange, Ga.

Recording Lathe. Fairchild 199, including head & amplifier with variable equalizers. B-11 Ampex excellent, $595. Box N-347, BROADCASTING.


Two 200 foot Blak Knox self-supporting towers now operating 5 kw directional. 5 kw—RCA transmitter. Excellent condition. WAAH, Worcester, Mass.


Doolittle FM frequency and modulation monitor in excellent condition—$800. Charles W. Brewer, WHIN, Gallatin, Tennessee.

Langevin equipped custom console and rack panel—6 mos. old, priced to sell now! Preamp—levelsine—slide wire and rotary microphone equalizers A.F. meters etc. Also Presto 6N—cutting lathe. Steve Sanders, 566 South, Covina, Calif., phone 714-548-2761.

Gates RCM-12 remote control 150 watt Raytheon transmitter. 250 watt Western Electric stereo amp and antenna turntable. GE limiter. Farisfield street meter, model 31. Box N-130, BROADCASTING.

For Sale: Complete Rust remote series F console and because of peculiar spatial pattern $750. Also 3 Collins cartridge playback head, $40.11 each and one recording amplifier, $313, used one year. KDEY, Boulder, Colorado.

INSTRUCTIONS

FCC first phone license in six weeks. Guaranteed instruction in theory and practical operation. Method of testing by practical paper, G.I. approved. Request free brochure. Einar Deiteren School, 2063 Inwood Road, Dallas, Texas.

Eikins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory. FCC First Class License, 14 East Jackson St., Chicago, Illinois.

Announcing, programming, console operation. New high quality instruction. Finest, most modern equipment available. Finest test, most modern equipment. FCC Daytime Class License, 2803 Inwood Road, Dallas, Texas.

Since 1872, Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 100 stations. Ratio of Jobs to graduates approximately six to one. Day and night classes. Write for information brochure. Imperial Educational School, 130 North Pacific Ave., Sarasota, Florida.


Special accelerated schedule. For the man who must get his 1st phone in a hurry. The doctrines and principles taught in our schools now offers the proven Grantham curriculum in an accelerated form. Next class begins January 13. For free brochure write Grantham Radio Training School, 1500 N. Western Ave., Los Angeles, Calif.

FCC license in six weeks. Total cost $285. Our graduates get their licenses and they know electronics. Houston Institute of Electronics, 625 and S. M Building, Houston, Texas. CA 7-6529.


Pittsburgh, FCC first class “success-proven” accelerated course now in session. Day or evening. Free placement. For brochure, write American Electronics School, 416 Sheldon St., Pittsburgh 23, Pa., Phone 281-5422.


1st ticket class . . . 6 week course resident, or correspondence. First class course in Denver, Colorado. The greatest! Write for bulletin. Next course begins in February. Broadcasting, 431 W. Colfax, Denver, Colorado, 80204. Also announcing station operations course and TV production.
PRODUCTION MANAGER

We need a Production Manager with major market experience. He must be truly creative in both writing and actual production work. He must have minimum of five years experience including major market background. He must have a good air voice and be capable of handling his own show.

We are not interested in "Top 40" Production Manager or an on-the-air screamer.

We are looking for a young adult who can take directions as well as having ability to create on his own.

We are major market 50,000 watt station. If you are interested, answer with air check of actual DJ show; a tape of produced material, and complete resume including references.

This position is open now.

Box N-131, BROADCASTING

Situations Wanted—Management

MANAGEMENT "PRO" AVAILABLE
Seventeen years in Radio; 9 as General Manager; the rest as Sales Manager, P. D., News Director and talent. Presently managing successful AM in competitive medium market. Strength on national and local sales; programing, administration. Top references from present and past employers. Box N-85, BROADCASTING.

An Open Letter To The Program Directors
Of All Quality Radio and TV Stations In
The Twenty Top Markets

Due to a change in station ownership resulting in a conflict of broadcasting philosophy between the new management and me, I am compelled to leave a wonderful position and seek the same, hopefully, with you.

I am in a top metro market conducting the number one afternoon program in the area (plus nine station market survey). It is a Quality personality program with Quality music. I also write and direct a successful bi-monthly series of one-hour specials; music documentaries.

My wish is to do complete job for an organization in which I can believe; one which is dedicated to high broadcasting principles. My background in broadcasting is extensive and accomplished as my record and my references will corroborate.

Box N-130, BROADCASTING

TELEVISION

Help Wanted—Announcers

MUST work. He writing and producing. He is the boss for news and sports director desired. Ad-Rib ability necessary. Send photo, audio tape or SOF with resume. Salary commensurate with experience and potential. Write Jeff Evans, Operations Manager, WPWD-TV, Augusta, Georgia 29841.

Announcers

FOR SALE—Stations

FOR SALE: Complete FM Station (in working order) asking price $2,000.00

General Electric—100 watt transmitter BIA some replacement final tubes

Gates—Exciter, 91.3 mcg.

General Electric—Frequency Monitor BMA

KCA—A Bay Halo Antenna 3.4 gain

Gray—Turntable equalizer

General Electric—Model 48CIA Console with power supply

48 Patch Panel

CONTACT KUOP-FM, UNIVERSITY OF THE PACIFIC, STOCKTON, CALIF.

To buy or sell Radio and/or TV properties contact:

PATT MCDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 56, TEXAS

NEED HELP?

LOOKING FOR A JOB?

SOMETHING TO BUY OR SELL?

To reach everyone in Broadcasting and its allied fields.

You Can’t Top A

CLASSIFIED AD
Need a direct line to your audience?

The nearest thing to a direct line to your television audience is an ARB Overnight Survey . . . audience estimates the very next day on any U. S. television market. This economical survey method gives the quick and useful research information you need on short notice — registering the effects of new competitive programming, revealing differences after facility improvements and providing an up-to-the-minute sales and management aid for new shows.

If you can't afford delays and if you can't bypass sales opportunities, then you can afford ARB Overnight Surveys. When you face a decision requiring immediate audience estimates, join the growing number of other broadcasters, agencies and advertisers who regularly rely on the speed and reliability of ARB Overnight Surveys.

For further information—Washington WE 5-2600 • New York JU 6-7733 • Chicago 467-5750 • Los Angeles RA 3-8536
OUR RESPECTS to Ralph William Beaudin
One of radio's new breed is a veteran fighter for medium

Radio is people talking to people.
Modern radio needn't be frantic, tense or keyed up. It's a relaxed sound, a professional sound, but every second is planned and used efficiently.
Radio is more effective than television when radio is used properly, and is far more effective than newspapers.
Competition makes for better radio. It separates the good management from the bad.
Radio's biggest problem today: people who are in radio and don't believe in it.
This is the way one of radio's strongest boosters today, Ralph W. Beaudin, president of ABC-owned WLS Chicago, feels about his business. Now but a few months away from his 36th birthday, Mr. Beaudin has packed a lifetime of drive and enthusiasm into less than a decade with radio.

Civic Honors • Just a few weeks ago the Chicago Junior Association of Commerce and Industry felt that Mr. Beaudin's drive and enthusiasm in behalf of WLS—and in behalf of WLS's involvement in its community—merited civic recognition. Mr. Beaudin was chosen one of "Chicago's Ten Outstanding Young Men for 1963."

One pioneer Chicago broadcaster made the observation on that occasion that Mr. Beaudin's greatest contribution to Chicago has been to inject a real spark of competition into local radio. He does not deny that, of course, but Mr. Beaudin hastens to point out that now there are three top stations constantly jockeying for first position and each represents an entirely different and distinct program format.

This is a very healthy situation, he feels, and completely refutes the critics who claim all radio sounds alike and is no good. "There is tremendous diversity in radio today," he says, and the medium continues to become more diversified and specialized.

"This is the reason radio will always be so strong; it is so flexible," Mr. Beaudin observes. He sees also a trend of the big advertiser now in TV putting some of his money back into radio.

Dollar Sign • Among the sources for new business in radio today is the TV advertiser who is testing radio, Mr. Beaudin notes, and he thinks this is a good sign for the medium. Radio also can be sold successfully at night even though listening has dropped off and left chiefly a teen-age audience. WLS is 75-90% sold out at night, he notes, mostly with national accounts.

"We have sold nighttime because we have gone out after it," he explains. "The business is there," he adds, and it's not beer, wine, cigarette or adult movie accounts, all of which are turned down after 9 p.m. when the teen-age audience predominates.

The new generation within advertising agencies today grew up with TV and for them TV is the glamour medium, Mr. Beaudin notes. The result is "there are very few people who really know how to use radio."

House Divided • But this problem is not as disturbing to Mr. Beaudin as another which "really makes me mad"—radio's divided house. Too many of the industry's leaders "have no respect for radio at all outside of their own station," he claims. The practice confuses advertisers too, he feels, who come to believe that all radio is bad.

Mr. Beaudin's firm instructions to his sales staff: "Never knock the competition. Sell hard against them, but do it on the qualities you have available in your own operation."

Among his other policies: very few meetings, no memo writing, an open door and clear delegation of authority and responsibility to department heads for details. Decisions are made promptly as problems arise.

Typical of his program policy: Despite intensive support of a broad range of community and public service activities, not a single spot is aired which WLS has not specially produced and which does not feature the voice of some local citizen.

Hard Work • Ralph William Beaudin was born March 9, 1928, in Omaha where his father was a steam fitter in a packing house. Ralph was 10 when his father was killed in an auto accident so most memories of his younger years are filled only with hard work.

He had a parttime job in the display department of Montgomery Ward and then worked full eight-hour shifts after school during his second and third years of high school. One job was in a packing plant and another as riveter on B-25 bombers in a defense plant. In 1945 he joined the Marines and during one home leave earned his high school diploma through passing a special written test to make up for missing credits.

Mr. Beaudin was released from the Marines in 1949 after making private first class "six times" during a time when promotions were rare. But with the Korean outbreak he was called back into service and jumped to corporal. During one winter's fighting in front line trenches with the First Marine Division, he recalls, they "never saw the inside of a building."

Released a second time, Mr. Beaudin again returned to Omaha and joined the classified staff of the World-Herald there.

Radio's Impact • When he had a chance to join KOIL Omaha in 1954, Mr. Beaudin recalls that he quickly learned that radio's impact is greater as a local selling medium. "I learned you could create response immediately with radio even on a small budget," he says.

In 1955 he switched to WWHM Omaha and in June 1957 he was offered the mangership of WNYF Buffalo. His immediate success there drew the attention of ABC officials and later that year he was offered manership of ABC's newly acquired KQV Pittsburgh.

After carefully studying the Pittsburgh market and the radio needs there he accepted the KQV job and began major rebuilding of that property in staff, programming and physical plant. In early 1960 when ABC obtained full ownership of WLS, Mr. Beaudin again was offered the challenge. And again he delayed a decision until after careful study of Chicago and its needs. He was even more thorough in his community surveying and contacts before taking over, noting this is something the successful manager has always done even before the FCC thought of the policy.

Mrs. Ralph Beaudin is the former Darlene Tomjack of Ewing, Neb. They now live in the Chicago suburb of Palatine where he is active in civic affairs. They have four children, Janet 9, Dana 6, David 4 and Kathryn 2. The Beaudins enjoy golf, bowling and cards—his biggest thrill came in a pinochle game: "a triple run of diamonds."
EDITORIALS

Now for the real test

To judge by the response to the offering of stock in Subscription Television Inc., at least some people are eager to gamble on the future of pay TV. A first public issue of nearly $16 million worth of shares was snapped up on the first day.

Although its launching was undeniably auspicious, STV needs a lot of proving before anyone will know whether it can float. It has some conspicuous assets, especially the right to broadcast games of the Los Angeles Dodgers and the San Francisco Giants. It also is beset by unknowns. Nine free television program services are available in Los Angeles and five in San Francisco. Both cities are exceptionally well supplied with other entertainment sources. Can STV offer enough added attractions to create a whole new communications system for which people must pay?

If the answer turns out to be yes, look for wired pay TV to stretch across the country. If that happens, free television on the air is bound to lose programs, audience and revenues. The prospect, remote or real, adds to the already numerous risks of the television business.

Trial by jury

Word that at least two of the four Minneapolis-St. Paul television stations that were fined $500 each for technical violation of the sponsor identification rule intend to litigate is heartening. It could result in the first trial by jury involving an FCC sanction.

The fines assessed by the FCC could be paid by these stations out of petty cash. But the station's have elected to contest the action on principle. The outcome is important to every broadcaster and to every citizen.

Levying of the fines against the stations is another in the virtually unbroken series of penalties and sanctions meted out by the FCC in the three years since it acquired police court authority. And these are the lesser penalties; only 10 days ago it ordered the deletion of kwx St. Louis for running two contests that were admittedly phony, but nevertheless a first offense. If implemented, the kwx order will wipe out an investment of $2.3 million, plus loss of employment of 40 people and loss of service, even if temporary, to the public.

In all these cases, and in others, the FCC has relied upon a tortured definition of "willful and repeated" in describing the violations, as detailed elsewhere in this issue.

Kwx is exercising its right of appeal. This appeal is provided for by law, since the station has exhausted its remedies before the FCC.

In the Twin Cities proceedings a precedent is involved. There is no provision in the law, as amended in 1960, for direct appeal from a forfeiture. The stations, to precipitate action, can refuse to pay the fines. That puts the burden on the FCC which, to sustain its position, must sue through the attorney general. The stations can get a jury trial.

The facts are simple. The four stations broadcast an identical spot announcement twice within the same hour favoring a proposed ordinance to forbid Minneapolis stores from doing business on Sundays. They broadcast the announcements, received the same evening on video tape, without identifying the sponsor as the Downtown Council. The FCC insisted these constituted "willful and repeated violations." The stations said they were inadvertent.

The stations had nothing to gain or lose in identifying the sponsor. There were extenuating circumstances. There was nothing willfully deceptive about the actions and certainly no grammar school pupil would regard a twice-transmitted spot within the same hour as "repeated." Webster's Collegiate defines repeated as "again and again."

We hope all four stations join in the litigation and that the NAB takes up the cudgels too. A trial by jury is the constitutional way. Let 12 private citizens have a hand in judging the veracity and culpability of their home-town stations, rather than seven bureaucrats in Washington.

The easy way out

The door to federal censorship of broadcasting has been opened a little wider by an FCC ruling on political broadcasts in Kentucky. As reported in this publication last week, the FCC, in response to a request from broadcasters, advised Kentucky stations that Republican spots contained a "distortion" of a statement by President Kennedy and were therefore in violation of the commission's 1949 statement of policy on editorializing.

Although the FCC ruling did not forbid the stations to broadcast the spots, it was as effective as an injunction would have been. Stations that had been carrying the broadcasts ceased doing so, and others that had been awaiting word from the FCC rejected the broadcasts after the agency was heard from.

The spots purported to present an extract from a Kennedy news conference. We happen to agree that the quotations were taken out of context, but that is important to the case at hand. What is important is that the FCC was effective in preventing some spots from being aired. As a practical matter the agency applied prior restraint, which is censorship.

It must be said that the FCC was given what amounted to an invitation to do what it did. By asking for a ruling, the Kentucky broadcasters abdicated their own responsibility for making a decision. Anyone who runs to Uncle Sam for help must not be surprised if he is subjected to uncle's advice and uncle's discipline.

The Kentucky incident is another illustration of the erosion of broadcaster responsibility and the acquisition of federal power. If the trend continues, more and more broadcasters will beseech the government to tell them what is acceptable and what is not, and the government will move closer and closer toward the status of an ultimate programing authority. In the long run all those station managers and program directors could be fired and their places taken by anyone who can read a government order.
IKONOGENIC DESIGN

Perfect Launch for Persuasive Commercials

TELEVISION

Fort Worth—Dallas
"SELF PORTRAIT" by VINCENT VAN GOGH

uniquely reveals the artist's character despite its lack of both detail and definition. The intense vitality and intense expression vividly demonstrate Van Gogh's spiritual and emotional hardship, as well as the aberrant sensibility which dogged him all his life.

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