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Advertising must benefit consumers' may be new FTC antitrust standard .... 30

Clutter question bandied about by buyers, broadcasters, but to little avail ... 24

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HOOSIER FAVORITE

Wife

(Formerly WISH Radio)

The "Better Half" of Indianapolis Radio

THE STAR STATIONS

DON W. BURDEN, PRESIDENT

WIFE - AM-FM - INDIANAPOLIS
KOIL - AM-FM - OMAHA
KISN - PORTLAND

SOLD NATIONALLY BY H-Radio
In 1939, before BMI, three companies produced all of the hit records of all of the top popular songs.

TODAY, Billboard listings for the past year indicate that 75 record companies have contributed their talents to the production of 237 hit records which are available to broadcasters, and of which 179 (or 75.5%) are licensed through BMI.
DIMENSIONS : TIME

Time is best measured, not by the chronometer nor the sun that seems to move—nor by the station's daily logs accumulating the increments of seconds into recorded years of service. Rather for the public and for the station, time is best measured by the substance with which it is endowed—each minute being as important as the other in the continuing dialogue between a broadcaster and his community. In Houston, DIMENSION: TIME is KTRK TV.
The October, 1963, ARB Television Market Report shows that KRLD-TV's share of audience, sign-on to sign-off, Monday through Sunday, is 50% greater than that of Station "B," 62.5% greater than that of Station "C," and 200% greater than that of Station "D," continuing Channel 4's longtime dominant position in the Dallas-Fort Worth television market. Take advantage of this market leadership. See your ADVERTISING TIME SALES representative.

*M Market Report contains statistical variation chart, measuring method, and sampling.

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

Clyde W. Rembert, President

BROADCASTING, December 23, 1963
Talk without action

Despite trial balloons sent up on possible candidacy of National Association of Broadcasters President Lee Roy Collins for U. S. Senate seat held by incumbent Senator Spessard Holland, odds-on betting in responsible circles last week was that he would not become candidate but won't show his hand until NAB joint board meeting in Florida late next month. Most indications from Florida are that Mr. Collins, former governor of state, wouldn't have much chance against veteran incumbent, who is expected to declare his candidacy next month.

Should this eventuate, outlook is that Governor Collins, whose contract with NAB has two years to go, will resist efforts at board meeting to inhibit his speaking out on political or other subjects not germane to his job as NAB spokesman. Unless things cool off in interim, outlook is for clash between Collins and certain board elements at Sarasota meeting, Jan. 27-31. News note: As of last week eight AM stations had resigned NAB membership because of Collins speech on civil rights in Columbia, S. C.

On the mark

Federal Trade Commission will be ready to move against cigarette advertising immediately after surgeon general's report on smoking and health is made public. FTC currently has staff of "several" persons, including two doctors, working fulltime in deciding possible courses of action. FTC itself is still undecided on what direction to follow if report is adverse, as expected, to cigarette smoking. In any case, FTC will be prepared to move to forestall any criticism from Congress for inaction.

Channel One, West

BBDO, which has been successful in its operation of "Channel One" on-air testing of TV commercials on East Coast for past three years, has plans for counterpart "Channel One, West." This project, set up along similar lines of Eastern project, would be operated out of BBDO's San Francisco office. Plans currently are to seek suitable station in West for testing. In East, BBDO sponsors half-hour syndicated show in which agency places three minutes of commercial time used for testing copy, impact and media principles as part of research program and for clients.

Search for sex

Now that some of mystery surrounding Senate Juvenile Delinquency Subcommittee activities relating to violence and sex on TV has been dispelled by chairman (story page 54), it can be revealed that staff has just completed week's monitoring of programming in Washington. Ammunition for forthcoming hearing was taken from broadcasts shown Dec. 9-15. One show was said by staffer to be worse than anything previously viewed for 1961 or 1962 hearings. It's still not too late for program chiefs to screen out episodes that might be worrisome—word is that staff will monitor again week of Jan. 20-26.

Tidbit that may come out in next hearing is detailed information called by subcommittee about network financial interests in syndicated programs. Some of them: The Untouchables; Target: The Corruptors; The Detectives and 87th Precinct.

Longer licenses

Now receiving FCC staff study is proposal quietly made by Commissioner Robert E. Esmond for five-year licenses for broadcast stations as against present three-year limit permissible under law. Lee proposal would entail amendment of Communications Act. His plan, roughly, would be to license all older stations for five years but new stations or new owners would receive only one-year licenses at outset and then possibly three-year licenses and, at end of that tenure, regular five-year licenses if everything proved in order.

Mr. Lee's proposal also would grant open-end (permanent) licenses for other than broadcast users whereas law now specifies limit of five years. These, along with broadcast licenses, would be subject to proceedings on basis of complaints by providing for calls for renewals at any stage. His contention: Expense and paperwork would be saved both for applicant and for government. Little enthusiasm was shown either by FCC members or by staff when proposal was made fortnight ago but it nevertheless was referred to staff for study.

Music merger

Agreement was reached last week for acquisition and merging of World Broadcasting System, pioneer transcription firm, and Commercial Recording Corp. of Dallas, also in music production business. Transaction, which involves cash outlay of $1 million, will merge two mid-sized firms as subsidiary. Under terms, Oil & Mineral Co., controlled by John Coyle, owner of KVIL Dallas and principal in Commercial Recording. Transaction was agreed to last Thursday by Mr. Coyle and Paul F. Harron, of Philadelphia, principal owner of World, and is subject to approval of American Stock Exchange (for World) and Toronto Stock Exchange (for Peruvian). (CLOSED CIRCUIT, Dec. 16).

Policy on pay

Whether pay TV? Answer may come, as far as broadcasters' philosophy is concerned, from NAB's Future of Television in America Committee which will report to NAB joint board meeting in Sarasota, Jan. 27-31. Committee, chaired by Dwight W. Martin (WAFB-TV Baton Rouge; WDSU-TV New Orleans) meets Jan. 6 in New Orleans.

"Paramount question is whether "live" broadcasters (as opposed to wire service) should foster pay TV on their facilities on ground that public could be short-changed by wire service which inevitably would become competitive, both in programing and in service, in major population centers. Ability of wire TV to outbid free TV for sporting events and other special features poses primary threat. Other facet, that of community antenna service, isn't expected to pose major problem with attitude developing that broadcasters can and perhaps should live with proposed new FCC rules (BROADCASTING, Dec. 16).

Avery in race

Representative William H. Avery (R-Kans.), who was one of GOP stalwarts on House Commerce Committee until his elevation to Rules Committee last session, has announced his candidacy for Republican nomination for governor. Mr. Avery, who acquired considerable expertise in broadcast legislation during his committee assignment, is likely to have backing of most of state's broadcasting fraternity. Thad Sandstrom, vice president-general manager, WHB-AM-FM-TV Topeka, is understood to be working closely with him in his campaign.

Mum's the word

Reporter panel sitting down to record half-hour interview with FCC Chairman E. William Henry for Radio Press International last week was dismayed when chairman announced he wouldn't discuss commercial controversy—subject in which he once was vocable. Chairman apologized for upsetting program plans, but said matter was before commission and he felt he couldn't discuss it. He said he's been telling this to other reporters and expects to reserve comment on issue until it's resolved by FCC.
WE'VE GOT A WAY WITH WOMEN

... as we've been telling you all year

This affair between WJBK-TV and the big spending Detroit area gals is no off-again, on-again romance! Summer, winter, spring and fall, they love Channel 2's stimulating entertainment, like our full hour of dinnertime news, our great syndicated shows and top-flight movies and the best of CBS. They watch, then they BUY... and how! Moral: Your best buy in the booming 5th Market is the station that really reaches women viewers. Call your STS man for avails.

WJBK-TV
DETROIT 2
WEEK IN BRIEF

Radio has had successful year, with many stations reporting increases, others maintaining last year's totals. Rate of growth spotty, but at least on par with 1962, BROADCASTING survey shows. See . . .

RADIO CURVES KEEP RISING . . . 21

Broadcasters, agencies, advertisers meet on TV clutter, exchange ideas, recess "encouraged." Piggybacking of commercials is one element which is discussed generally. More meetings to follow. See . . .

FACE TO FACE ON CLUTTER . . . 24

Federal Trade Commission hits brand name advertising in P&G-Clorex merger decision. Rules merger is anti-monopoly violation, contends that P&G's advertising power overwhelms other bleaches. See . . .

BLEACHES SAME IN WASH . . . 30

New program form for FCC applications released at last. Issued as rulemaking document, form would require in-depth study on local needs, detailed analysis of programming and commercial practices. See . . .

REPORTING FORM FOR STUDY? . . . 42

John Meagher resignation officially confirmed as speculation arises whether an NAB radio vice president will continue in table of organization. Resignation effective Feb. 1, 1964. See . . .

MEAGHER QUITS NAB POST . . . 48

Permanent emergency broadcast system established with all broadcast stations eligible on voluntary basis. Criteria listed for becoming part of broadcast voice during war emergency. See . . .

RELEASES PERMANENT EBS . . . 49


NCAA STRIKES IT RICHER . . . 52

House Commerce Committee majority absolutely certain FCC doesn't have power to regulate commercials, but substantial minority fears that bind on commission will create vacuum. See . . .

HILL DEAF TO FCC CLAIM . . . 30

Burton to lead BMI effective Jan. 1, 1964. Retirement of Carl Haverlin reminds oldsters of era when "Jeannie with the Light Brown Hair" was top of Hit Parade and BMI was born. See . . .

SEGUE FROM HAVERLIN TO BURTON . . . 58

Dodd committee plans further hearings on sex and violence and their effect on children. Witnesses will be recalled to tell what they've done since they first appeared in 1961 and 1962. See . . .

MORE S-X AND V-L-CE HEARINGS . . . 54

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BROADCASTING, December 23, 1963
IMPETUS IMPACT IMAGE

IMAGE IS A LOOKING GLASS WORD

Webster says “... a mental representation ... a symbol.”

It's our representation of ourselves to loyal and responsive viewers as an informative and entertaining neighbor. It is WOC-TV's constant aim to be a respected member of a fine community by always providing responsible programming.

WOC-TV coverage area is the largest between Chicago and Omaha ... St. Louis and Minneapolis. Effective Buying Income exceeds 2 billion dollars. There are almost 350,000 TV homes. Need more convincing? See your PGW Colonel today.
NAB OFFERS ITS RATING STANDARDS

Rating firms need audit to get NAB seal of approval

Proposed general criteria and standards of National Association of Broadcasters’ Ratings Council were in hands of rating services Friday (Dec. 20). In covering letter, Donald McGannon of Westinghouse Broadcasting Co. (Group W) and council chairman, said they were product of several revisions and redrafts.

Specific standards tailored to individual services will be provided in future, he said. Rating firms will be required to subscribe to standards as condition for NAB seal of approval based on independent audits of each service.

There are 14 points under NAB’s general “ethical and operational” standards and 14 so-called “disclosure” standards. Under ethical and operational standards, rating services would:

Seek to control all forms of bias in all phases of research; open entire operation to audit service; provide names of respondents to clients except those on permanent sample; “rigorous control” of sample; maintain for 12 months records on all those who refused to keep diary and complete records on where placed; “strict quality control procedures shall be exercised on all external and internal operations before, during and after survey;” verify field work, including spot checks of respondents; require interviews to certify that field work actually has been performed, and encourage field men to report unusual cases of extreme data, such as TV set turned on for 24 straight hours or more, and keep records on disposition of such reports.

Disclosure standards would require concise description in report of precise methodology used, including definition of sample, technique, areas surveyed, periods when data obtained, known shortcomings and weighting and adjustment factors; disclose to users omissions, errors or biases which are unavoidable; clearly point out in each report deviations from standard operating procedure.

Also, publish total number of attempted and usable interviews; clearly define geographical areas of each report; include in report explanation of use of sample error with examples from report itself; clearly state all weighting or adjustment procedures in permanent records and make available to all users, along with reasons for adjustments; indicate minimum number of sample returns required for valid report and sample return for each survey, and when report sample is below normal but not below minimum.

Each service would be charged with determining if stations being surveyed engaged in “hypoing” or unusual promotional activities during rating period. This would include asking rating firms for notarized statement as “to whether it is or is not employing abnormal promotion devices” and disclosure of replies. Each service would be required to publish “distorting influences” on normal programs during survey period.

Interpublic may add FRC&H to its empire

Interpublic officials confirmed Friday (Dec. 20) that agency was “close to a merger agreement” with Fletcher Richards, Calkins & Holden, New York, which would bring latter into Interpublic advertising complex.

FRC&H has lost estimated $17 million in billings through year consisting in main of $10 million Eastern Air Lines account to Benton & Bowles and $7 million with relinquishment of West Coast operation to Campbell-Ewald.

Interpublic became largest advertising organization in world in October when it acquired Erwin Wasey, Ruthrauff & Ryan (BROADCASTING, Oct. 14), bringing Interpublic’s radio-TV billings to nearly $130 million (BROADCASTING, Nov. 18).

Comsat may have its own Syncom for TV by 1965

Possibility that Communications Satellite Corp. will be operating experimental-operational Syncom satellite in 1965, capable of carrying television, was expressed Friday (Dec. 20) by satellite corporation.

Comsat referred to possibility it may put own Syncom up which would be able to handle one TV channel or facsimile or data or teleype or 240, two-way voice circuits.

ETV comments now due Feb. 3

FCC has extended from Jan. 3 to Feb. 3 deadline for comments in rulemaking to authorize six UHF channels for airborne ETV in six midwestern states. Deadline for replies was extended from Feb. 3 to April 3.

New dates coincide with revised filing dates in rulemaking to adopt new UHF allocations table. Commission said correlation is desirable since adoption of airborne plan might have effect on whatever UHF table is ultimately approved.

Philco challenges Cunningham decision

Philco Broadcasting Co. told FCC it should not grant renewal of NBC’s license for WRCV-TV (ch. 3) Philadelphia simply because of network’s “experience.”

To do so, Philco said, would take from renewal process “any sanction against misconduct.”

Philco made comment in statement filed Friday (Dec. 20) asking commission to reverse initial decision of Chief Hearing Examiner James D. Cunningham in Philco’s fight with NBC for channel 3. Examiner recommended renewal of NBC’s license and rejection of Philco’s competing application for new station, largely because of NBC’s experience as broadcaster (BROADCASTING, Nov. 25).

Examiner also recommended approval of applications for approval for WRCV-AM and transfer of NBC’s Philadelphia stations for RKO General Inc. stations in Boston, WNAC-AM-TV and WRKO-FM.

NBC filed statement supporting decision but taking exception to some points.

What’s in a name?

LBJ Co., licensee of KTBC-AM-FM-TV Austin, Tex., has asked FCC for permission to change its name to Texas Broadcasting Corp. Mrs. Lyndon B. Johnson, wife of President, and their two daughters own more than 90% of LBJ Co. Their holdings have been placed in trust (BROADCASTING, Dec. 2).

No vote yet on ad limits

FCC has not voted to abandon its proposed rulemaking on commercial limits, Chairman E. William Henry said Friday (Dec. 20).

Report of House Commerce Committee issued earlier in week (story page 30) said vote had been taken, but chairman said while issue has been discussed since oral argument two weeks ago, matter is not closed and no vote has been taken. Where commission will go from here he would not speculate.

Tom Harrison, VP in charge of Blair Radio's Chicago office, succeeds Mr. McCoy as president of radio division. Messrs. Blair and McCoy will work closely on matters affecting corporate image of Blair & Co. In addition, Mr. McCoy will be engaged in direction of radio division and will work with David Lundy, president of Blair Television, on high-level matters involving station administration in TV area.

Clyde W. Rembert, president of KRDL-AM-FM-TV Dallas - Fort Worth, Tex., elected senior vice president and chairman of executive committee of Times-Herald Printing Co., licensee of KRDL stations and publisher of Dallas Times-Herald. Felix R. McKnight, vice president and executive editor of Times-Herald, elected executive VP and will continue to supervise all news operations.

William Dozier, senior VP in charge of production and member of board of directors of Screen Gems, New York, has resigned over "policy differences" but will remain with TV production organization until mid-January when pilots for 1964-65 season are expected to be completed. He plans to reanimate his independent company, Greenway Productions, and has entered into non-exclusive agreement with Screen Gems for joint development of TV productions for 9G distribution. Mr. Dozier, former VP in charge of network programs for CBS-TV in Hollywood, joined Screen Gems four years ago.

Judge Robert Jay Burton, executive VP of Broadcast Music Inc., New York, elected president, succeeding Carl Haverman, BMI president since 1947, who upon reaching retirement age informed board of directors that he no longer wished to continue in office but would serve company in consulting capacity (see story, page 58).

Robert S. Osburn, VP and supervisor on Bristol-Myers account at Young & Rubicam, New York, elected president and chief executive officer of Grove Laboratories Inc. (manufacturer of cold tablets, Fitch shampoo, NoDoz etc.), St. Louis, subsidiary of Bristol-Myers Co., New York. Action of appointing advertising man in manufacturing executive position has been described as unique for B-M.

James H. Grove, outgoing president, was appointed board chairman. Mr. Osburn, 10-year veteran of Y&R, previously served as advertising staffs of The Toni Co. and Lever Brothers.

Paul E. J. Gerhold, VP of Foote, Cone & Belding, New York, and vice chairman of agency's plans board, resigns to join J. Walter Thompson Co., that city, as director of research, effective Jan. 1. At FC&B he is succeeded by Frank J. Gromer Jr., VP and director of media, who now becomes director of marketing in charge of all media and research. At JWT, Mr. Gerhold fills vacancy created by move of Dr. Donald Longman to Schering Corp., Bloomfield, N. J., pharmaceutical company, as VP. Dr. Longman had directed research at Thompson. Mr. Gerhold had been manager of market research at Dancer-Fitzgerald-Sample before joining FC&B in 1952 as director of research. He was elected VP and head of media and research in 1954, and appointed national director of media and research in 1959. Mr. Gromer has been with FC&B for 17 years, nine in research. He was elected VP and director of media in 1959.

Arthur Mortensen, general manager of KERO-TV Bakersfield, Calif., has resigned that post to become head of newly created television division of Golden West Broadcasters, San Francisco. GWB operates radio stations KMPC Los Angeles, KSFO San Francisco, KEX Portland, Ore., KVT Seattle and is awaiting FCC approval on purchase of KTLA(TV) Los Angeles. Mr. Mortensen has been in broadcasting for 19 years, starting as staff announcer at KLO Ogden, Utah. When Wrather Corp. interests acquired KERO-TV in 1953, Mr. Mortensen was made general manager.

For other personnel changes of the week see FATES & FORTUNES
Presenting
WARNER BROS. ONE

The latest and greatest selection of feature motion pictures for first-run television

CASH McCALL, STARRING JAMES GARNER AND NATALIE WOOD
THE CROWDED SKY, DANA ANDREWS AND RHONDA FLEMING
THE DARK AT THE TOP OF THE STAIRS, ROBERT PRESTON AND
DOROTHY McGUIRE
THE DESERT SONG, KATHRYN GRAYSON
AND GORDON MacRAE
THE FBI STORY, JAMES STEWART AND
VERA MILES
THE HANGING TREE, GARY COOPER AND MARIA SCHELL
ICE PALACE, RICHARD BURTON AND ROBERT RYAN
LOOK BACK IN ANGER, RICHARD BURTON AND CLAIRE BLOOM
MANHUNT IN THE JUNGLE, ROBIN HUGHES AND LUIS ALVAREZ
THE MIRACLE, CARROLL BAKER AND ROGER MOORE
THE NUN'S STORY, AUDREY HEPBURN AND PETER FINCH
BLACK PATCH, GEORGE MONTGOMERY AND DIANE BREWSTER
PETE KELLY'S BLUES, JACK WEBB AND JANET LEIGH
RIO BRAVO, JOHN WAYNE AND DEAN MARTIN
THE RISE AND FALL OF "LEGS" DIAMOND, RAY DANTON AND KAREN STEELE
THE RISING OF THE MOON, NOEL PURCELL AND DENIS O'DEA
SERGEANT RUTLEDGE, JEFFREY HUNTER AND CONSTANCE TOWERS
SO BIG, JANE WYMAN AND STERLING HAYDEN
THE SUNDOWNERS, DEBORAH KERR AND ROBERT MITCHUM
TALL STORY, ANTHONY PERKINS AND JANE FONDA
—30—, JACK WEBB AND WILLIAM CONRAD
UP PERISCOPE, JAMES GARNER AND EDMOND O'BRIEN
WESTBOUND, RANDOLPH SCOTT AND VIRGINIA MAYO
YELLOSTONE KELLY, CLINT WALKER AND EDWARD BYRNEs
THE YOUNG PHILADELPHIANS, PAUL NEWMAN AND BARBARA RUSH.
RCA announces three (3)

High-performance quadruplex equipments.

Compact Recorder

A complete fully transistorized, budget-priced quadruplex equipment that's compatible with all standard quadruplex recorders. Uses standard modules (like those used in RCA's de luxe TR-22 Recorder). Has space for color modules. Complete in 33" x 22" x 66" unit.

Important

These new machines provide the same kind of tapes (quadruplex) and the same proven superior quality recordings as RCA's de luxe TR-22 Recorder. They use many of the same modules and components. There is no compromise on either quality or compatibility.
brand-new TV tape recorders!
compact, fully transistorized, standard modules

Playback Special
A simple low-cost high-quality quadruplex machine for playback of all standard tapes. Ideal for on-air playback, for editing, for checking tapes for client-agency previews, etc. Allows present recorders to be used full time for recording. Space for color modules. All in one 22" x 22" x 66" unit.

Mobile Recorder
Transistorized high-quality quadruplex recorder with limited playback feature for checking purposes. Small size (28" x 22" x 32" with casters). Can be transported in a station wagon. Makes tapes in the field that you can play back on your standard recorders. Records color and black and white.

The Most Trusted Name in Television
A calendar of important meetings and events in the field of communications.

- Indicates first or revised listing.

DECEMBER
- Dec. 27-28—Annual winter conference of the American Marketing Association, Somerset hotel, Boston.

JANUARY 1964
Jan. 1—New FCC engineering rules requiring that third-class radio-telephone operator be present for routine transmitter operation if first-class operator is employed part-time.

- Jan. 1—Effective date for the FCC’s licensing fee schedule.

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

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

- Jan. 4-5—Democratic National Committee meets at Sheraton-Park hotel, Washington. Plans for national convention Aug. 4-6 in Atlanta City, N. J., to be discussed.

Jan. 6—North Carolina AP Broadcasters Association, High Point, N. C.

Jan. 6—Hollywood Ad Club luncheon meeting, 12 noon, at Hollywood Roosevelt. James Nelson, creative vice president of Hoefer, Dieterich & Brown, San Francisco, will speak on “My Son, the Creative Director.”

- Jan. 8—Board of directors meeting of the Kentucky Broadcasters Association, 11 A.M., Louisville Sheraton hotel.


Jan. 10-11—Arizona Community Television Association meeting, Ramada Inn, Scottsdale, Ariz. Anyone interested in CATV and allied fields is welcome to attend. For additional information contact Arlo Wootery, KSUN Bisbee, Ariz. ACTA president.

- Jan. 11-12—Twelfth annual Retail Advertising Conference, The Palmer House, Chicago. Among the subjects to be discussed are “How To Live With The Federal Trade Commission” and “How To Produce Effective TV Commercials At A Satisfactory Cost.”

Jan. 13—Annual winter meeting of the Rhode Island Association of Broadcasters. Place to be announced.

Jan. 14—Meeting of Hollywood chapter of National Academy of Television Arts and Sciences to discuss subject of pay TV. Place to be announced.


Jan. 17—Board of directors meeting of the Association of Maximum Service Telecasters (AMST), Diplomat, Hollywood, Fla. (postponed from Jan. 11).

Jan. 17—New York chapter of National Academy of Television Arts and Sciences honors Jackie Gleason at its annual “close-up” dinner and show, Americas hotel, New York. Alan King is master of ceremonies.

Jan. 17-18—Midwinter meeting of Oklahoma Broadcasters Association, Enid. Paul Comstock, National Association of Broadcasters vice president for government affairs, will be featured speaker.

Jan. 20—Hollywood Ad Club luncheon meeting, 12 noon, at Hollywood Roosevelt. Richard Dinsmore, vice president and general manager of Desilu Sales, will speak on “A View of the foreign market for American TV programs.”


- Jan. 21-23—Nineteenth annual Radio-TV Institute, co-sponsored by the Georgia Association of Broadcasters and the Henry Grady School of Journalism, University of Georgia, Athens. Program includes day-long debate with FCC Commissioners Kenneth Cox and Lee Loewing, and hour and two-hour workshops on sales, sales promotions, rates and rates for FM and stereo news and editorials; and a special copywriting clinic. Speakers include William McAndrew, executive vice president in charge of NBC News, and Dr. Frank Stanton, president of CBS Inc.

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


Jan. 27-31—Annual winter meetings of National Association of Broadcasters’ radio, television and combined boards, Fair Horizons hotel, Sarasota, Fla.

Jan. 31-Feb. 1—Seventeenth annual convention of the South Carolina Broadcasters Association, Jack Tar Poinsett hotel, Greenville, S. C.

FEBRUARY
Feb. 3—Hollywood Ad Club luncheon meeting, 12 noon, at the Gaslight Club, Burton Brown, Gaslight president, will speak on the role of advertising in promoting his chain of clubs.

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

Feb. 4-5—Annual Advertising Federation of America government conference in Washington. Highlight will be breakfast session during which top industry officials will present advertising’s side to congressmen. U. S. Chamber of Commerce will be host Feb. 4-5 at public affairs conference.


Feb. 5-6—Third annual Association Public Affairs Conference of U. S. Chamber of Commerce, Sheraton-Park hotel, New York. Governor Nelson Rockefeller will speak at the Feb. 6 luncheon. Other conference speakers include Senators Everett Dirksen (R-Ill.), Philip Hart (D-Mich.), and Roman Biliacs (R-Neb.); William Miller, chairman of the Republican National Committee, and Paul Rand Dixon, chairman of the Federal Communications Commission.

Feb. 5-6—Legislative dinner and mid-winter convention of the Michigan Association of Broadcasters, Jack Tar hotel, Lansing.

Feb. 5-7—National Winter Convention on Military Electronics, Ambassador hotel, Los Angeles. C. D. Perrine, executive vice president of General Dynamics/Pomona, is convention chairman.
OPEN MIKE®

A story well told

EDITOR: Thank you for permission to reproduce your editorial "In days of anguish a lesson learned" (Broadcasting, Dec. 2) for distribution to 1,000 leading civic officials, businessmen and educators in the Nashville area.

I thought this a fitting way for television to gain additional recognition, in particular since [you] told the story so well.—Roy A. Smith, operations manager, WLAC-TV Nashville.

EDITOR: Well said. It makes me proud to be one of your subscribers.—Bob McKenna, Ampex Data Products Company, Redwood City, Calif.

(Reprints of the editorial are available.)

Attention agency people

EDITOR: Milton J. Beckman's MONDAY MEMO (Broadcasting, Nov. 25) is, without question, one of the finest articles I have ever had the pleasure of reading in a long time.

I would only hope that all agency people will read his opening sentence, "Today more than ever, local radio is playing a major role in the advertising budget."

In my opinion, the low cost and high return in local radio advertising should be more consistently emphasized.—Charles L. Riley, general manager, WMBR Big Rapids, Mich.

Thanks noted

EDITOR: May I express my personal appreciation and that of the National Tuberculosis Association for your more than gracious response to our request for space. . . .

The page offered on behalf of our Christmas Seal campaign will, we know, reflect an added interest and response to our traditional appeal to the broadcasters and to members of the communications fraternity.—Milton Robertson, director, radio-TV-film, National Tuberculosis Association, 1790 Broadway, New York 19.

From the 'Wilderness'

EDITOR: Would you care to hear "A Voice in the Wilderness?"

It's amusing to us country folks, watchin' all the hullabaloo about them ratin's. All we have to go by is our steady increase in business and our contrac renewals year after year, some as far back as 1957. More things like mail response and phone calls by far than ever before, many accounts usin' us exclusively for the kind of results we've taught them to expect.

Wanta know how we do it? We keep up with what's going on. We know about
every dern thing that happens. Every time a crowd assembles they's some of us there. We stay in touch with the schools, churches, PTA, NAACP, DAR, American Nazi Party, Republicans, Democrats, fire hall, city hall, courthouse, cattle auction and farmer's market and we tell our listeners right then and there.

It all boils down to this: If you small market boys will get off your tails and go to work (and some expense) we are still the best means of selling merchandise and service in the daddled country. Now I've said it and I'm dang glad of it.—John B. Gravitt, program and commercial manager, WZON Fort Payne, Ala.

Enough is enough

EDITOR: Congratulations on your editorial, “Thank you, Mr. Henry.” (BROADCASTING, Nov. 25.) Enough is enough. Let's hope the broadcasters will really get in there and pitch.—Carol R. Layman, vice president, George Ray Hudson Advertising Co., Chicago.

Leave programming to us

EDITOR: I have read the item “How Henry would broaden educational television” (BROADCASTING, Nov. 25) with incredulity. You may recall that... myself and the Georgia Association of Broadcasters made news copy when we questioned the advisability of educational television stations running purely entertainment type programming.

... It has always been completely beyond my understanding that anyone could even suggest government intervention in programming, and I have watched with alarm the recent attitudes of the FCC to institute actions which would have this result. ... Mr. Henry is now switching his attention to educational television, perhaps feeling that this presents a greater opportunity than does the commercial field for him to exercise what can only be considered as uneducated opinions.

... If educational stations are encouraged and required to compete with commercial stations, the results would be disastrous to many broadcasters. ... It would be in fact, a government competition with private industry.

... It is indeed possible that, if this trend continues, we will have not only a fourth network as suggested by you, but indeed one that derives its ideology from the government.

May I express the wish that it will not be in the far too distant future that sound broadcasters and businessmen be relieved of the constant irritation of the uneducated opinions of Mr. E. William Henry.—Raymond E. Carow, president, Georgia Association of Broadcasters, Atlanta.
holiday greetings from all of us to all of you

BROADCASTING
Earl Abrams
Rose Adragna
Claudette Artini
Jerry Belges
Dave Berkyn
Frances Bonovitch
Sid Booth
Sherm Brodey
Sonya Brockstein
Gary Campbell
Joan Chang
Larry Christopher
John Cosgrove
Joanne Cowan
Rufe Crater
Barry Cristmer
William Criger
Carol Cunningham
George Dann
George Darlington
Jim deBettencourt
Rocco Famighetti
Bob Fennimore
Fred Fitzgerald
John Gardiner
Dave Glickman
Gladys Hall
Sid Hix
Ed James
Christie Jonson
Charles Karp
Doris Kelly
Art King
Dave Lambert
Gail Leeman
Richard LePere
Wo Levi
Edith Liu
Maury Long
Natalie Lucanko
Eleanor Manning
Ellen McCormick
Bill Merritt
Larry Michie
Warren Middleton
Irv Miller
James Montagnes
Tack Nail
Tani Oman
Bruce Robertson
German Rojas
Bob Sandor
Aubrey Servis
Ed Sellers
Beryl Stern
Harry Stevens
Larry Taishoff
Betty Taishoff
Sol Taishoff
Hy Tash
Eunice Weston
James Williams
Milton Wolf
Len Zeidenberg

TELEVISION
Jack Blas
Frank Chizzini
Ken Cowan
Morris Gelman
Debbie Haber
Francine Hand
Al Kroeger
Barbara Landsberg
Carol Ann Meola
Eileen Monroe
Harriet Weinberg
Don West
Stan White
MONDAY MEMO from GENE DUCKWALL, Foote, Cone & Belding, Los Angeles

Orange county — separate from or part of Los Angeles?

On Oct. 17, 1963, Orange county, Calif., was officially designated by the federal government as a separate metropolitan area. It is now divorced from the Los Angeles-Long Beach metro area and titled the Anaheim-Santa Ana-Garden Grove metro area. Its estimated population rank is 29th in the U.S.

This announcement came on the heels of the fact that on Oct. 1, 1963, Orange county passed the 1 million population mark, having climbed steadily upward from the comparative handful of 216,225 in 1950. The new population figure made the county the third largest in the state and 18th in the nation. It presents the county as a favorable labor market for incoming industry.

Really Divorced? * This prompts a question. Can Orange county be considered totally separate and “divorced” from the Los Angeles-Long Beach area? (The tongue-breaker designation as the Anaheim-Santa Ana-Garden Grove Standard Metropolitan Statistical Area is initially discouraging. It has been facetiously suggested that it be termed the Disneyland Metro Area, because the recreation area is well-known and very near the population center of Orange county. For purposes of simplification, we will refer to this area as the Orange County Metro Area.)

The county had its origin when 782 square miles of Los Angeles county was set apart in 1889 and named for the vast citrus groves which were the dominant characteristic of this agricultural area. It took until 1948 to reach a population of 200,000. Then, during the decade of 1950 to 1960, the overflow of the already swollen population of Los Angeles spread into Orange county. In addition, 18 out of every 100 people coming to Southern California settled in Orange county. Within 10 years 13 cities became 23 (the 24th city was incorporated last year); 216,225 people became 703,925; and Orange county became the fastest growing county in the state. Today, it is larger by another 296,000.

False Fear * This new metropolitan area designation points the spotlight on Orange county as a market which is too large to be overlooked by advertisers who are considering the Southern California region. And it is this fear of being overlooked which has prompted the people concerned to advocate the designation of a separate market.

But was Orange county being overlooked? Let us examine the major media which reach the people of the county: radio, television, magazines and newspapers. Orange county has two AM radio stations; Los Angeles has 26, which, with few exceptions, include Orange county within their primary coverage areas. Television coverage for the county (with the exception of southern coastal areas which have additional reception from San Diego stations) comes entirely from the seven Los Angeles stations; Orange county has no TV stations.

National magazines which have regional editions include the majority of the Southern California counties in a single edition, if not the entire state. There are five ABC daily newspapers in Orange county with a combined gross household coverage of 60%, the Santa Ana Register being dominant with 30%. There are three Los Angeles county dailies which provide Orange county with a combined gross household coverage of slightly less than 50%, the Los Angeles Times being dominant with 28% (only 2% less than the Santa Ana Register). This leads to the conclusion that, while Orange county media cannot be discounted, from a media point of view, the area is not divorced from the Los Angeles metro area.

Looking at this “divorce” from a geographic viewpoint provides additional clarification. Twenty-one of the 24 incorporated cities (representing roughly 85% of the total population) occupy an area which is only one-third of the total county area. This area is all within 15 miles of the Los Angeles county line and within 36 miles of the city hall in the center of Los Angeles. Drawing a circle with a radius of only 35 miles around the Los Angeles city hall, about 98% of the population of Los Angeles county is included, and 85% of the population of Orange county is also included! In fact, the center of population in Orange county is no farther from Los Angeles City Hall than the northern end of San Fernando Valley in the northwestern corner of Los Angeles county.

Reason Why * There are two factors which keep the present population concentrated in the northern third of the Orange county area, which is immediately adjacent to Los Angeles county: the first is in the mountains which dominate the eastern portion of the county; the second is the fact that 56% of the county land area belongs to major landholders of property in excess of 1,000 acres. In spite of long range plans to sub-divide these large landholdings, it is expected that a larger part of these properties will remain virtually undeveloped in the foreseeable future.

In addition to these factors, the populous areas of the two counties are presently joined by two major freeways, with four more either under construction or proposed. Realization of present construction plans will bring the two counties even closer together in terms of automobile driving time.

What It Means * The new designation means a variety of things to Orange county. Specifically, it means that all population, employment, income and other statistical information which was previously included with the Los Angeles-Long Beach figures will now be available for Orange county separately.

In summary, the recent designation of Orange county as a separate metro market is good in the sense that it focuses attention on the county and throws a spotlight on its significance in the Southern California region. But as far as Orange county itself is concerned, and the advertising media which reach it, it must still be considered as an integral and significant part of the greater Los Angeles area.

Gene Duckwall, vice president and media director for the Los Angeles office of Foote, Cone & Belding, was born in Ohio. He was graduated from the University of Southern California, school of merchandising, in 1933. After spending a year in a department store's executive training program, he joined Lord & Thomas, predecessor of FC&B. He was chairman of the American Association of Advertising Agencies' Southern California council and board member of its Pacifc council.
More than diapers have been changed on NBC's "Joey Bishop Show" this season. Granting that Joey, Jr., is the biggest little difference, fast and frequent changes of pace have followed his arrival.

For instance, like most new fathers, Joey, Sr., has been terribly busy. He gets out in the clubs a lot, and talks funny. (Joey Bishop's stand-up comedy routines have long been a source of legend among the night-people, and now everyone's enjoying them.)

Then there's the matter of guest stars. Seems as if they all want to meet the new baby—Milton Berle, Danny Thomas, Jack Carter, and the like keep dropping in. They tickle Joey, Jr., and the audience too. And Abby Dalton (the baby's mother in real life as well as on the screen) is, if possible, more beautiful than ever. Especially in color.

All in all, NBC's Saturday night schedule has a new sparkle. Ever-growing audiences are discovering happily that "The Joey Bishop Show" is the most inventive two-and-a-half-year-old in television.

Look to NBC for the best combination of news, information and entertainment.
WBEN-TV serves a great community with a great public service effort

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

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

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

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

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

■ Local sales increase even higher than year ago, survey shows
■ Spot business spotty with some stations off, others strong
■ But total money in the till will exceed last year, 76% report

Radio stations are winding up a year frequently marked by business ups and downs, but for most of them it's a year of gains in total billings.

Coming on top of one of the best years in radio history, this means that many stations have set new revenue records in 1963. For many others it is a close "second best" year.

The gains appear to be almost as widespread as those recorded in banner 1962. But the average rate of gain seemed to taper off slightly. This was attributed in part to a somewhat spotty performance in national spot billings, which on the whole seemed to follow 1961 patterns more closely than 1962's.

Local sales continued to move ahead on an even wider front than in 1962, with the average rate of increase holding close to the 1962 level, to take up slack left by the easing of national spot traffic in some markets.

The market-by-market variations which are characteristic of both radio and television business were most evident in national spot. While many stations said their spot revenues were down, many others reported dramatic increases.

**Differences Noted** - They also differed as to periods of greatest spot activity, with most indicating that the first half of the year was somewhat heavier than the second, but with many reporting sharp and apparently continuing increases in the closing months.

These findings and conclusions come from Broadcasting's third annual year-end survey of radio station business. Here are the key results as compiled from station estimates (also see chart for three-year comparisons):

- More than three out of four respondents (76.7%) said their 1963 total billings would exceed 1962's. This compares with 78% who reported 1962 billings ahead of 1961's, and with 55% who reported 1961 totals ahead of 1960's.
- The average rate of gain this year was put at about 12%, as against 16% last year.
- The number of stations reporting total billings below 1962 levels was about the same this year as last—15% versus 14% in 1962—but was well below the 41% who experienced drop-offs in 1961. The number whose business held even with the preceding year's was...
'63 RADIO UP-BUT LESS THAN '62 continued

8%, the same as in 1962 but up from the 4% recorded in 1961.

- The average rate of decline was less this year than last—about 6% as against 10% among those reporting declines in 1962.
- In terms of local billings, eight out of ten reporting stations (80.3%) indicated gains this year, as compared to 78% with gains in 1962 and 65% in 1961. The average gain per station was 13%, as against 14% last year.
- Local business declines were reported by 14.1%—no significant change from the 14% in this category a year ago but substantially under the 25% who reported drops in 1961. The average decline was about 10% both this year and last. Those with no appreciable changes in local sales totals represented 56.6% of this year's respondents, as compared to 8% in 1962 and

Auto products local radio's No.1 advertiser

The leading sources of local radio advertising revenues did not change materially in 1963, but automotive products tightened their hold on the No. 1 position.

In Broadcasting's annual year-end radio station business survey (see page 21), 61% of the respondents named automotive products as one of their three leading local revenue sources. Last year automotive was voted into first place by 53% of the respondents.

Food products, named by 41% this year and 48% last, ranked second place last year with a 36% vote, moved up to third this year with 37%. Household furnishings, third last year with 38%, slipped to fourth this year with 36%.

Other leading local-sales categories this year were banking and financial institutions (named by 20%), beets and wines (17%), agricultural products and household equipment (12% each), consumer services (11%) and gasoline and lubricants (9%).

10% in 1961.

In national and regional spot, more than six out of ten stations said business was equal to or better than in 1962: 42.9% said it was better (by an average of 15%) while 10% said it had held even. These figures compare with 56% who reported 1962 gains (average gain: 30%) and with 18% who showed 1962 spot business as unchanged. In 1961, 46% reported spot gains while 10% reported no change.

- Stations reporting declines in national and regional advertising revenues increased somewhat, from 26% of the respondents in 1962 to 37.1% this year, but did not reach the 44% figure recorded in 1961. The average rate of decline was not quite as sharp this year—about 9% as against 11% in 1962.

The survey did not solicit dollar figures, and the percentages are not directly applicable to the official FCC figures for 1962, which showed total revenues of non-network-owned stations amounted to $562.7 million. Both the FCC figures had accounted for most of the difference.

A few said their local sales were off because of a scarcity of aggressive local salesmen.

A number attributed local business gains to a growing recognition—by both audiences and advertisers—of station efforts to maintain and expand local service. One typical comment noted that as this occurs, "more and more local firms are putting bigger and bigger shares of their budgets into radio."

Some said their business was benefiting from the costs of local television.

Stations reporting drops in national and regional spot business found a number of factors contributing to the slowdown.

Local economic downturns in some markets were believed to have led national advertisers to spend less than usual. Some stations speculated that network radio's current business resurgence was being made at least partly at the expense of national spot. A few Southern stations felt that the radical situation in their markets had been exaggerated in the newspapers and that this had cut into their national spot billings.

The "ratings mess," the volume of paperwork involved in buying national spot, fragmentation of audiences as a result of the "overpopulation" of radio stations, and problems relating to the National Association of Broadcasters' commercial code were also cited as deterrent influences on national spot business.

Salesmanship Need • Need for more aggressive salesmanship at all levels was underscored in several reports. "I think perhaps we in radio have been guilty of not hustling as we did in 1959-60 when this [dropoff] occurred before," one broadcaster observed.

Many of the declines, in both local and national spot, seemed unaccountable to those who reported them. One station said its national business was up significantly—for no concrete reason. Another broadcaster said his was down "and we wish we knew why—the drop is slight, but we feel it should be up."

Even so, he added, local sales gains have made his business "the best in five years."

Broadcasters in some of the smaller markets said they are not accustomed to so much national business—and not too much concerned with the lack. "If we had to depend on national business," one said, "we'd starve to death."

The chief sources of local business, the survey showed, haven't changed much. They're automotive accounts, food products, apparel and footwear products, and household furnishings—in that order (see story this page).

An examination of the individual returns indicated that most stations reporting record or near-record revenues in 1962 had fallen into "down" category in 1963 by only one or two percent. One-fourth of all the stations reporting overall declines fell short of their last year's totals by less than 5%.

RAB's 'college plan' will teach educators

Citing a definite lack of understanding in the workings of radio advertising by those teaching the subject, Edmund Bunker, president of the Radio Advertising Bureau, has announced the institution of a "college plan" by which weekly RAB sales material and a complete backlog of its information would be mailed to colleges and universities.

Under the plan the RAB information will be made available at handling costs to colleges having advertising curricula that includes the study of radio.
MORE: American Oil expects more mileage and gets it from WSB's domination (35.3% tune-in share*) of Metro Atlanta, where $115,879,000** is spent at service stations.

MORE: And American Oil gets additional mileage in the 132 counties* WSB reaches, where motorists pump $620,480,000** into service station tills.

Buy the one that gives you two...

WSB RADIO

Georgia's 50,000 watt clear channel station

Represented by

NBC affiliate. Associated with WSOC-AM-FM-TV, Charlotte; WHIO-AM-FM-TV, Dayton; WIOD-AM-FM, Miami.
A face-to-face meeting on TV clutter

Clutter and commercial practices on television, what might be done to improve them and who has the responsibility for doing it—these questions appeared to dominate last week's long-awaited meeting of broadcasting, agency and advertiser representatives.

If any firm answers were agreed upon, there was no sign of it.

Further sessions are expected, although none is scheduled.

The meeting, set up by LeRoy Collins, president of the National Association of Broadcasters, was closed, and the nearest thing to official word out of it was that all participants agreed that no word should be given out.

But the best consensus available, although unofficial and not for attribution, was that nothing that was startling and little that was positive had developed but that the exchange of views on common problems had seemed to go well and that some participants, if not all, came away "encouraged."

There was room for encouragement on all sides. The broadcasters, for example, were said to have expressed concern about the seemingly increasing use of "piggyback" commercials by advertisers and agencies, while advertisers and agencies renewed their long-standing protest against the clutter—promos, credits, billboards, etc.—that many of them feel is a severe deterrent to the effectiveness of television advertising.

Doubling Up • In preparing for the meeting NAB officials are known to have armed themselves with a study made by the Station Representatives Association showing that in one week in October some 85 network television advertisers used shared commercials—piggyback or integrated—for approximately 295 different products or services.

The NAB code stipulates that a commercial for two or more products must be counted as two or more commercials unless it is integrated and executed in such a way that the entire presentation is actually a single announcement. Even so, the advertised products must be related in character or purpose or must be offered by the same company in order to qualify as a single rather than multiple commercial.

SRA sent no one to the meeting.

The agenda included research and ratings, audience considerations and opportunities for advertisers and agencies to report on any projects of their own, in addition to code problems.

It was expected that the meeting would be reviewed at the NAB TV code board meeting scheduled for Miami Jan. 22-23 and that in addition Governor Collins would probably give a report to Senator John O. Pastore (D-R.I.). Senator Pastore has been pushing for a solution to what he calls "mounting criticism" of TV commercial practices, and had invited the participants to meet with him after their own session.

Second Try • Governor Collins first tried to set up a meeting with the networks last summer, but they declined on the ground that antitrust problems might ensue and that the NAB code authority provided a better framework anyway. Their representative at last week's meeting was an actual representative on the television code board.

The meeting was held Wednesday at the Waldorf-Astoria in New York, starting in the morning and continuing through luncheon and into the afternoon.

In declining to discuss developments

Collins takes off again on cigarette ad restraints

Broadcasters should amend their voluntary codes to prohibit tobacco commercials designed to appeal to minors, LeRoy Collins, president of the National Association of Broadcasters, said in an interview filmed by the National Educational Television Network.

He also repeated his criticism of Lucky Strike cigarette commercials that feature the theme: "Luckies separate the men from the boys" (BROADCASTING, Dec. 2). Portions of the interview were telecast last week by NET stations on the program At Issue. The original interview lasted about 20 minutes, but less than five minutes were actually telecast. However, other portions of his remarks were quoted in publicity statements by NET.

The NET information service, in a release on the program, quoted Governor Collins as saying that the broadcaster can, through his own code, "simply provide that commercial advertising of tobacco which is designed and has a special appeal to minors should be forbidden. When an advertisement gives [a boy] the impression that in order to get the beautiful girl . . . or to be a successful sports figure, or any aspect of success, that smoking will advance his chances, then I think that's an unfair and a wrong appeal to young people and that should be eliminated."

What He Would Do • The same release quoted the NAB president: "The most important thing is the fact that there is a relationship, when people smoke their health is impaired, and that a higher percentage of them do die. I dare say if I had a radio station or if I had a television station, I would not hesitate to take a very firm, positive position about this. And I would feel that in doing so I was serving well the public interest."

In that part of the interview that was telecast, Governor Collins said that one particular advertisement for Lucky Strike is "most offensive. . . . I think this is a brazen, cynical flouting of the concern that millions of parents and others have for the youth of America and I think I should say so and everyone else should say so because here the theme of the commercial is to equate smoking with manliness."

The NAB president also said the whole nation has to face up to the smoking question "as a very serious responsibility and set in motion procedures to remedy it." However, he said on the NET program, "I don't think that the people should expect the broadcaster to carry the whole load of this or the newspapers or the advertising media because this responsibility starts, really, long before you get to the advertising media."

Other Views • George V. Allen, chairman of the Tobacco Institute, also appeared on the NET program that dealt with various aspects of cigarette smoking. The show was telecast on nearly 80 affiliated stations last week.

Mr. Allen stressed that the tobacco industry agrees that the advertis-
at the meeting, a top NAB official said that since NAB was the host, any word should come from the guests. Agency and advertiser representatives said that since they were guests, word would have to come from the host. All sides agreed that the desire for secrecy had been impressed on all participants.

Although the embargo extended officially to the number as well as the names of the participants, it was reported authoritatively that they included the following:

From the NAB—Governor Collins, executive vice president Vincent Wasielowski, code director Howard Bell and public relations director John Courie, all from Washington headquarters, and Stockton Helffrich, head of the NAB code office in New York, and Mel Goldberg, NAB research vice president, also from New York.

From the American Association of Advertising Agencies—president John Crichton with Ed Marshall and Larry Reedy of the AAAA staff.

From the Association of National Advertisers—president Peter Allport with Bill Kistler of the ANA staff.

Advertisers (chosen wholly or partly through the ANA)—John Burgard of Brown & Williamson, head of the ANA broadcast committee; E. W. Ebel of General Foods, Edouard Genock of Eastman-Kodak, and Harry Schroeder of National Biscuit.

Agencies (chosen partly or entirely

leading appeal should be directed to adults, and pointed out that last July most of the tobacco companies decided to discontinue advertising in college publications. Mr. Allen mentioned several research projects undertaken by the tobacco industry on the subject of cigarette smoking and lung cancer, and said its researchers had not been able to induce “human-type lung cancer in the lungs of laboratory animals.” He claimed these “negative results” were not “headline-making” news in the newspapers.

Senator Maurine Neuberger (D-Ore.) suggested legislation be enacted requiring “accurate labeling of cigarette packages as to their content of tars, nicotine and phenols,” and recommended the government also undertake an antismoking educational program.

She added that regulation of advertising is needed, but did not develop this point further.

Others on the program included Senator Thruston Morton (R-Ky.), who emphasized the vital role tobacco plays in the economy of his home state and the country, and representatives of the medical profession.

Leading agencymen, advertisers and broadcasters were in attendance at the long-awaited tripartite meeting called by LeRoy Collins, president of the National Association of Broadcasters, to discuss TV commercial practices. Among NAB representatives at the meeting was Howard Bell, recently named director of the association’s code authority. The delegation from the ranks of advertisers included Brown & Williamson’s John Burgard, head of the Association of National Advertisers’ broadcast committee, and Peter Allport, ANA president. Mr. Burgard has been campaigning for the past year against TV clutter. Arthur Tatham, chairman of the Association of American Advertising Agencies and board chairman of Tatham-Laird, Chicago, was among the agency men in attendance. Four prominent broadcasters participated: Clair McCollough, ex-chairman of the combined NAB boards; William Quarton, incumbent NAB joint board chairman; Donald McGannon, chairman of the NAB research committee and rating council, and Robert W. Ferguson, a member of the NAB TV code board.
In its award-winning color production, The River Nile, past and present merged in the tracing of the river's 4,000-mile journey.

IT'S ALL NEWS TO US

At NBC, news isn't simply a category.
It's the past as well as the present.
It's the planned as well as the unexpected.
It's talk as well as action.
It's the serious as well as the light.
In short, it’s the stuff of which living is made.
It takes a global viewpoint to cover news this way.
It takes broadcasting's biggest news staff to do it.
But doing it—and doing it well—has made NBC News the most influential and the most popular force in all of broadcast journalism.

THIS IS NBC NEWS
Bank uses ancient instruments in TV spots

Christmas history in various nations and the music of ancient instruments have been combined by the Pittsburgh office of Fuller & Smith & Ross to help the Mellon National Bank in that city gain new members for its Christmas Club.

Using both radio and TV, the spots utilize the music of the Antiqua Players, a University of Pittsburgh faculty group which features a psaltery, viola da gamba, virginal and recorder. The radio spots open with a carol, then a description of the origin of an old Christmas custom. The story is followed by the pitch: “Today, there’s another Christmas custom you should know about—the Mellon Bank Christmas Club.”

The TV spots open with the ancient music and a story illustrated by woodcut-type pictures, such as the one shown here depicting the medieval Yule Log celebration. F&S&R and the Mellon Bank report excellent results from the series.

through the AAAA)—Art Tatham of Tatham-Laird, chairman of the AAAA; Richard A. R. Pinkham of Ted Bates & Co.

Networks—vice presidents Alfred R. Schneider of ABC-TV, Joseph Ream of CBS-TV, and Ernest Lee Jahncke Jr., NBC.

Television Bureau of Advertising—George Huntington, vice president and general manager.

Broadcasters—Clair McCollough of the Steinman stations; Donald H. McGannon of Westinghouse Broadcasting, chairman of the NAB research committee and Rating Council; Robert W. Ferguson, wtrf-TV Wheeling, W. Va.; William Quarton, wmtv-TV Cedar Rapids, Iowa, chairman of the NAB board.

New Katz TV cost summary

The Katz Agency, New York station representative has issued its “Spot Television Advertising Cost Summary,” a guide to calculation of spot budgets in 256 TV markets.

The summary, available to advertisers and agencies, is revised by Katz semi-annually. It gives a market-by-market and cumulative cost estimation for half-hour sponsorships and 20-second announcements in prime time and minutes in three other day parts. Also offered are formulas for calculation of frequency discounts and estimation of costs for announcements of other lengths.

3 California agencies announce merger

Three Southern California advertising agencies will merge Jan. 1 into a new agency: Anderson, Morgan, DeSantis and Ball. Headquarters will be at 1717 Highland Ave., where one of the component agencies, Anderson, Arthur and Morgan, is currently located. The other two parties to the merger are Ball Advertising, Los Angeles and Palm Springs, and DeSantis Advertising Agency, Glendale.

Robert P. Anderson will head the new agency as president. Raymond R. Morgan Jr. will be executive vice president and marketing director. V. James DeSantis will serve as vice president and production head. Everett L. Ball becomes vice president and creative di-
rector. Audrey Fraser, copy chief at Anderson, Arthur and Morgan, continues in that capacity with Anderson, Morgan, DeSantis and Ball.

Mr. Anderson will continue as account executive for First Federal Savings and Loan Association of Hollywood; the Whamo Co., toy manufacturer; Brookside Vineyard Co. and Roy Brown Automotive, maker of Impact seat belts. Mr. Morgan will continue as account supervisor for the corporate division of the Schick Safety Razor Co.

Mr. Ball’s advertising and public relations accounts include Palm Springs Aerial Tramway, Palm Springs Chamber of Commerce, Brookside Dairy and Kirkeby Center, new Los Angeles office building. Miss Fraser will serve as account executive on Bill Parry Sportswear and Robbins Construction Co. accounts.

McCann gets more Westinghouse billing

The Westinghouse TV-radio division in Metuchen, N. J., which plans a new campaign featuring heavy use of network TV, is switching agencies—from Grey Advertising, New York, to McCann-Erickson, that city. Westinghouse says the shift, effective March 12, is designed to consolidate the radio-TV division’s advertising in one agency. McCann already handles Westinghouse’s corporate-wide TV promotional activity, a $6 million, 52-week package of sponsorships on CBS-TV (Broadcasting, Oct. 21).

Billings involved in the agency shift are said to total more than $1 million, about 60% of which will go into network TV. McCann reports there will be some spot TV activity but no figures are available now.

Westinghouse’s Metuchen division reports that first quarter advertising stress will be placed on the company’s new “Instant-on TV,” an improvement in its TV sets which enable viewers to receive a picture as soon as the set is turned on.

Grey Advertising will continue to handle Westinghouse’s portable appliances division in Mansfield, Ohio and Westinghouse Broadcasting Co., neither of which will be affected by the shift.

Rep appointments...

- WMIN St. Paul-Minneapolis: Midwest Time Sales, Kansas City, Mo., as regional representative.
- WJW Cleveland, Ohio: Promotion, Inc., New York, as national representative.

BROADCASTING, December 23, 1963
THE LIEUTENANT WORE SKIRTS
TOM EWELL
SHEREE NORTH
RITA MORENO

WOMAN OBSESSED
SUSAN HAYWARD
STEPHEN BOYD
BARBARA NICHOLS

THE LAST WAGON
RICHARD WIDMARK
FELICIA FARR
NICK ADAMS
SUSAN KOHNER

Top stars, top directors, top-notch stories all in these forty-two excellent feature films guaranteed to please audiences and advertisers alike.

"FILMS OF THE 50's"

THE REMARKABLE MR. PENNYPACKER
CLIFTON WEBB
DOROTHY MCGUIRE
CHARLES COBURN
JILL ST. JOHN
DAVID NELSON
DOROTHY STICKNEY

Contact your nearest Seven Arts' salesman at the office listed below for a complete listing of the Volume 8 "Money Makers of the 60's".

FROM SEVEN ARTS

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CLAUDETTE COLBERT
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GLORY BRIGADE
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DALLAS: 5641 Charleston Drive
Atlanta 9-2855
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif.
State 8-2976
TORONTO, ONTARIO: 11 Adelaide St. West
Elgin 4-7193
LONDON W1, ENGLAND: 24 Berkeley Sq.
Hyde Park 7671

Distributed outside of the United States and Canada
Cable: NORTILM London

For list of TV stations programming Seven Arts' "Films of the 50's" see Third Cover SRDS (East TV Rates and Data) Individual feature prices upon request.
Must advertising benefit consumer?

FTC INDICATES THAT MAY BE NEW STANDARD IN ANTITRUST CASES

The advertising business was taking a hard, second look last week at a Federal Trade Commission order directing Procter & Gamble to get rid of its subsidiary, Clorox Chemical Co., largest U.S. producer of liquid bleach.

In the decision, a government agency for the first time expressed the philosophy that brand name advertising in a field such as liquid bleaches is detrimental to the public interest. Advertising should stimulate competition and lower the unit cost to the consumer, the trade commission said, but this process does not work in the liquid bleach field where all products are of equal quality and produced under conditions of oligopoly (control by a few of the amount and price of a given product to a large number of buyers).

Procter & Gamble, the nation's largest TV advertiser and producer of household cleaning products, acquired Clorox in 1957 in a $30 million deal. In its decision, announced Dec. 15, the FTC ruled that the acquisition was illegal under antimerger provisions of the Clayton Antitrust Act.

P&G President Howard Morgens immediately announced that the decision would be appealed to the courts. "The decision represents an attempt [by the FTC] to make new law," he said. "It goes beyond any previous interpretation of existing antitrust legislation."

Others in the advertising fraternity made the same charge, with the industry showing great concern over that portion of the decision dealing with brand-name promotion. Individual advertisers spoke out on the subject, and Albert H. Messer, president of Brand Names Foundation Inc., said the implications of the decision "seem to be overwhelming."

P&G refused to comment specifically on that part of the divestiture order dealing with advertising, primarily TV spot, for Clorox. Clorox spent $3.85 million in spot television in 1962 and for the first nine months of 1963 the figure has risen to $4.2 million. Honig-Cooper & Harrington, San Francisco, handles the Oakland, Calif., firm's advertising with a total 1963 budget estimated at $6 million.

Upsetting Words • "The kind of efficiency and 'economy' produced by this merger is precisely the kind that . . . hurts, not helps, a competitive economy and burdens, not benefits, the consuming public," the FTC said. "Advertising should stimulate competition and, by increasing the sales of the advertised product, lower the unit cost of that product. But this process is distorted in the case of a homogeneous product, such as household liquid bleach, produced under conditions of oligopoly."

The FTC said that there is no difference in quality among different brands of liquid bleach and therefore there is no real need for the various manufacturers to incur the heavy advertising expenses they do. "Thus we have a situation in which heavy advertising benefits the consumer, who pays for such advertising in the form of a higher price for the product, not at all," the agency said.

Competitive advertising by sellers of products to create a consumer preference can be laudable competition in many fields, the FTC continued. "On the other hand, such sellers may [as in the case of bleaches] be engaged in brand competition to the end only of

HILL IS DEAF TO FCC CLAIM

Contention of power to regulate commercials is disputed by semantically embroiled committee

Broadcasters fighting an FCC proposal to regulate commercials were backed to the hilt last week by a majority of the House Commerce Committee which said in strong terms that the commission hasn't got the power it claims to have.

But about 25% of the members signed a minority report saying that overcommercialization is a problem that requires constructive attention by Congress and that legislation limiting the FCC's power would create "a vacuum in an area important to the public interest."

The majority, however, pointed out that the committee has not considered the question of overcommercialization itself, but only the FCC's claimed legal authority to regulate advertising. On these grounds, the majority said, it is absolutely convinced that the FCC not only hasn't got a legal leg on which to stand, but it must be put in its place for "arrogating to itself the right to legislate."

The commission's threat to impose rules on advertising must be stopped to prevent a future commission from regulating programming, the majority stated. These views were released by the committee Tuesday (Dec. 17) in the publication of its report on HR 8316, a bill the committee approved the week before that would prohibit the FCC from making rules regulating the length and frequency of commercials (Broadcasting, Dec. 16).

The House report states that the commission "has voted to abandon the proposed rules," but the commission, although such action seemed likely (story page 24), had made no announcement as of Thursday (Dec. 19).

The FCC conducted oral arguments on its proposal two weeks ago and the committee conducted its own hearing early last month when more than 30 broadcasters testified for the bill to limit the FCC's powers (Broadcasting, Nov. 11). They were powerful members of the committee. Representative Oren Harris (D-Ark.), chairman of the parent Commerce Committee, and Representative Walter Rogers (D-Tex.), chairman of the communications subcommittee and author of the adopted bill, led the fight.

The minority was headed by Representative John E. Moss (D-Calif.), subcommittee member and author of
maintaining high prices, discouraging new entry [into the market] and, in general, impairing, not promoting, socially useful competition.

"In sum, the undue emphasis on advertising which characterizes the liquid bleach industry is itself a symptom of and a contributing cause to the sickness of competition in that industry. Price competition, beneficial to the consumer, has given way to brand competition in a form beneficial only to the seller. In such an industry, cost advantages [as P & G-Clorox allegedly enjoy] that enable still more intensive advertising only impair price competition further; they do not benefit the consumer."

**TV Benefits** - The FTC decision, written by Commissioner Philip Elman, declared the merger illegal because it gave P & G-Clorox an unfair advantage in competing with other liquid bleaches because of the size of P & G's total advertising budget. The acquisition gave Clorox important advantages in TV advertising, not available to competitors selling identical chemical products. P & G receives the maximum volume discounts available in television, Commissioner Elman said, and with Clorox part of the P & G product line, Clorox can now obtain at least 33 1/3% more television time for the same expenditure required before the merger. Procter & Gamble's television billings in 1962 totaled $112 million, with $60 million in spot, for all its products including Clorox.

"When we reflect that Purex Corp. [Clorox's major competitor], with total sales of almost $50 million in 1957 . . . was evidently unable to obtain any but the minimum volume discounts available to large television advertisers, we can only conclude that the large-scale advertising 'economies' involved in this case represent price concession available only to giant firms," the FTC said.

Before P & G took over the company in 1957, Clorox was not eligible for any TV discounts since it placed only about $1 million annually, the FTC said. During this same period, Purex received a 15% discount from one network on $2.4 million annual billing and 6% from a second network on a billing of $1.4 million.

The point has been reached in the

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Mr. Morgens
An appeal to courts

the minority views. Signers included Representatives Abner W. Sibal (R-Conn.), the only Republican; Harley O. Staggers (D-W. Va.), Torbert H. Macdonald (D-Mass.), John D. Dingell (D-Mich.), Robert W. Hempill (D-S.C.) and Lionel Van Deerlin (D-Calif.).

**Power Is There** - These members argued that the FCC had the power it needed to proceed with a rulemaking on commercials and that such action "could clarify its policy in this important area." FCC Chairman E. William Henry had testified to the committee that "the commission did not know what its commercial policy was.

"Without any question," the majority said, the commission's power to properly review station commercial performance would not be diminished by enactment of the legislation. The proper occasion for review was on a periodic basis at renewal time, it said.

"It must be admitted candidly that

with mass advertising merely entrenching market leaders, the decision concluded.

Clorox, through P & G's large TV expenditures, has gained the additional advantage of program identification which its competitors cannot afford, Commissioner Elman said. A commercial during a program break is "substantially more effective in promoting a product than one during the between-program station break," he said. Clorox, before its acquisition by P & G, could not afford this identification with programs. P & G, "however, can and does buy the sponsorship of such programs in behalf of several of its products . . . and Clorox can realize the advantages of network program advertising at a fraction of the cost that would have been required prior to the merger."

**Sectional Spots** - Another unfair advantage for Clorox is that P & G can run commercials for different products in different sections of the country during a single commercial break, the FTC said. "Clorox thereby gains the advantage of association with network television while actually limiting its advertising expenditures to selected regional markets."

At the time of the merger, Clorox commanded 50% of all liquid bleach sales with Purex claiming 15%, according to the FTC decision.

The decision, which is already being called a landmark case, is the culmination of nearly seven years of litigation. The trade commission first issued its complaint shortly after the 1957 merger. A long series of hearings and two initial decisions preceded last week's final order.
Chicago's O'Hare International Airport serves 84,000 passengers every day—the world's busiest air terminal. Chicago's WGN Radio serves 910,000 homes every day—reaching the largest audience of any broadcast property west of the Hudson.* Chicago's O'Hare and WGN are both dedicated to Service.

WGN IS CHICAGO
the most respected call letters in broadcasting
this threat."

The minority cited figures for the dollar volume in sales of broadcasting properties between 1954 and 1960 ($285,504,060 for radio alone, $723,592,401 for radio-TV), and said "surely these figures raise a danger signal which is pertinent to our inquiry. What is the effect of such skyrocketing sales prices on the purchaser's commercial policies?"

**Agency appointments...**

- Kal Kan Foods appoints Anderson-McConnell Advertising Agency, Los Angeles, to handle advertising for its 32 pet foods and Lang's clinical formula, sold to the veterinary profession. Appropriation for fiscal 1963-64 is $500,000, with Sunday supplements, newspapers and radio the major media. Kal Kan's former agency, MacManus, John & Adams, Los Angeles, was forced to resign the account because of a product conflict.

- Heublein Inc., Hartford, Conn., has appointed Benton & Bowles, New York, to handle advertising for Byrrh cocktail wine and Irish Mist liqueur.

- Redfern Sausage Co., Atlanta, has named Liller Neal Battle & Lindsey Inc. of that city as advertising agency.

- Westgate-California Products, San Diego, has appointed Geyer, Morey, Ballard, Los Angeles, as agency for a group of its new products.


**FCC to give up on commercials**

The FCC has put off until early next month a final decision on how to bury its proposed commercial rulemaking.

The commission, faced with a split within its own ranks, with solid industry opposition and with hostility in Congress, is ready to terminate the rulemaking that proposed adoption of the National Association of Broadcasters' Codes as an agency rule.

But the commission lacked sufficient time at its meeting last week to decide on how the order ending the rulemaking should be drafted. As a result, final action was put off until after the holiday period.

Basically, the commission is expected to reassert, in its order, that it does have authority to regulate commercials. It is also expected to state, as indicated earlier (Broadcasting, Dec. 16), that the commission will exercise this authority on a case-by-case basis and that it will be able to do this more strictly than it has in the past with the additional information to be provided by the new program reporting forms now being prepared for both television and radio.

Whether the commission will go beyond this position—which some members regard as relatively mild—was uncertain last week. Commissioners said it would be "hazardous" to attempt to predict the position ultimately adopted.

Chairman E. William Henry is said to have favored including in the order

**First nine months top $1.2 billion**

**NETWORK BILLINGS UP 5.5%; 3D QUARTER UP 4.4%**

The combined gross time billings of spot TV (national and regional spot) and network TV for the first nine months of 1963 totaled more than $1.2 billion.

A report released last week by Television Bureau of Advertising said network gross time billings for the nine months came to $612 million, an increase of 5.5% over a like period the year before. A nine-month spot TV gross time billings total was estimated at $628.1 million (Broadcasting, Dec. 16).

TVB also reported that the gross time billings of network TV for the third quarter only totaled almost $201 million, a 4.4% increase over last year. Adding spot TV's $185.3 million figure for that period, the combined total in the third quarter is $386.2 million.

Far and away the advertising leader in both network and spot during the third quarter was Proctor & Gamble with combined total of $33.8 million. P&G's third quarter gross time billing figure breaks down into $16.8 million for network TV and $17 million for spot TV (Broadcasting, Dec. 16). Second ranking advertiser in network for the third quarter was American Home Products Corp. with billings of $8.4 million. Third place went to Bristol-Myers with network billings of $7.7 million.

According to TVB, Anacin Tablets (American Home Products) was the leading advertiser brand in network for the third quarter with $2.9 million. In second place was Alka Seltzer (Miles Laboratories) with billings of $2.6 million, and third ranking brand was Salem cigarettes (R. J. Reynolds Tobacco Co.) with billings of $2.3 million.

**ESTIMATED EXPENDITURES OF NETWORK TELEVISION ADVERTISERS BY PRODUCT CLASSIFICATIONS**

<table>
<thead>
<tr>
<th>Source: TVB/LNA-BAR</th>
<th>January-September 1963</th>
<th>January-September 1962</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; farming</td>
<td>$24,400</td>
<td>$102,900</td>
<td>-76.3</td>
</tr>
<tr>
<td>Apparel, footwear &amp; accessories</td>
<td>6,870,700</td>
<td>5,839,700</td>
<td>+17.7</td>
</tr>
<tr>
<td>Automotive, automotive accessories &amp; equipment</td>
<td>41,884,200</td>
<td>34,514,000</td>
<td>+21.6</td>
</tr>
<tr>
<td>Beer, wine</td>
<td>6,214,000</td>
<td>7,048,300</td>
<td>-11.8</td>
</tr>
<tr>
<td>Building materials, equipment &amp; fixtures</td>
<td>6,669,300</td>
<td>3,666,200</td>
<td>+81.9</td>
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<tr>
<td>Confectionery &amp; soft drinks</td>
<td>13,864,700</td>
<td>18,735,800</td>
<td>-26.3</td>
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<tr>
<td>Consumer services</td>
<td>2,703,900</td>
<td>4,338,800</td>
<td>-37.7</td>
</tr>
<tr>
<td>Drugs &amp; remedies</td>
<td>86,298,600</td>
<td>73,402,900</td>
<td>+17.6</td>
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<tr>
<td>Entertainment &amp; amusement</td>
<td>1,050,300</td>
<td>679,400</td>
<td>+54.6</td>
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<tr>
<td>Food &amp; food products</td>
<td>102,522,800</td>
<td>100,547,100</td>
<td>+2.0</td>
</tr>
<tr>
<td>Freight, industrial &amp; agricultural development</td>
<td>68,700</td>
<td>76,600</td>
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<tr>
<td>Gasoline, lubricants &amp; other fuels</td>
<td>6,931,900</td>
<td>13,663,000</td>
<td>-49.3</td>
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<tr>
<td>Horticulture</td>
<td>569,200</td>
<td>304,300</td>
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<tr>
<td>Household equipment &amp; supplies</td>
<td>23,876,800</td>
<td>23,533,700</td>
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<tr>
<td>Household furnishings</td>
<td>2,249,000</td>
<td>2,584,800</td>
<td>-13.0</td>
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<tr>
<td>Industrial materials</td>
<td>12,258,600</td>
<td>14,625,400</td>
<td>-16.2</td>
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<tr>
<td>Insurance</td>
<td>12,081,500</td>
<td>11,025,500</td>
<td>+9.6</td>
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<tr>
<td>Jewelry, optical goods &amp; cameras</td>
<td>6,635,500</td>
<td>8,095,300</td>
<td>-18.0</td>
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<tr>
<td>Office equipment, stationary &amp; writing supplies</td>
<td>3,007,100</td>
<td>2,645,800</td>
<td>+13.7</td>
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<tr>
<td>Pets &amp; pet supplies</td>
<td>9,142,000</td>
<td>6,494,100</td>
<td>+40.8</td>
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<tr>
<td>Political</td>
<td>6,900</td>
<td>100.0</td>
<td>-99.0</td>
</tr>
<tr>
<td>Publishing &amp; media</td>
<td>655,700</td>
<td>881,700</td>
<td>-25.6</td>
</tr>
<tr>
<td>Radio, TV sets, phonographs, musical instruments, accessories</td>
<td>3,071,500</td>
<td>3,604,300</td>
<td>-14.8</td>
</tr>
<tr>
<td>Retail &amp; direct by mail</td>
<td>33,400</td>
<td>137,600</td>
<td>-75.7</td>
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<tr>
<td>Smoking materials</td>
<td>70,895,100</td>
<td>65,151,200</td>
<td>+8.8</td>
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<tr>
<td>Soaps, cleansers &amp; polishes</td>
<td>65,828,000</td>
<td>64,889,900</td>
<td>+1.4</td>
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<tr>
<td>Sporting goods &amp; toys</td>
<td>4,934,600</td>
<td>4,405,700</td>
<td>+12.0</td>
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<tr>
<td>Toiletries &amp; toilet goods</td>
<td>119,666,800</td>
<td>107,985,400</td>
<td>+10.8</td>
</tr>
<tr>
<td>Travel hotels &amp; resorts</td>
<td>1,826,200</td>
<td>691,500</td>
<td>+164.1</td>
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<tr>
<td>Miscellaneous</td>
<td>180,100</td>
<td>159,900</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td>$612,054,600</td>
<td>$580,137,700</td>
<td>+5.5</td>
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**LEADING COMPANIES IN NETWORK TELEVISION ADVERTISING**

<table>
<thead>
<tr>
<th>Name</th>
<th>Dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Procter &amp; Gamble</td>
<td>$16,780,900</td>
</tr>
<tr>
<td>American Home Products</td>
<td>$8,396,100</td>
</tr>
<tr>
<td>Bristol-Myers</td>
<td>$7,571,000</td>
</tr>
<tr>
<td>General Motors</td>
<td>$6,737,500</td>
</tr>
<tr>
<td>Lever Bros.</td>
<td>$6,533,900</td>
</tr>
<tr>
<td>Colgate-Palmolive</td>
<td>$6,240,200</td>
</tr>
<tr>
<td>R. J. Reynolds</td>
<td>$5,183,300</td>
</tr>
<tr>
<td>General Foods</td>
<td>$5,229,300</td>
</tr>
<tr>
<td>Gillette</td>
<td>$5,032,400</td>
</tr>
<tr>
<td>Alberto-Culver</td>
<td>$4,259,100</td>
</tr>
<tr>
<td>Miles Labs</td>
<td>$4,216,900</td>
</tr>
<tr>
<td>American Tobacco</td>
<td>$3,789,700</td>
</tr>
<tr>
<td>Philip Morris</td>
<td>$3,688,500</td>
</tr>
<tr>
<td>General Mills</td>
<td>$3,552,800</td>
</tr>
<tr>
<td>Brown &amp; Williamson</td>
<td>$3,444,800</td>
</tr>
<tr>
<td>P. Lorillard</td>
<td>$3,299,100</td>
</tr>
<tr>
<td>Sterling Drug</td>
<td>$3,297,900</td>
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<tr>
<td>Kellogg</td>
<td>$3,081,000</td>
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<tr>
<td>Liggett &amp; Myers</td>
<td>$2,833,300</td>
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<tr>
<td>Distillers Corp., Seagrams</td>
<td>$2,555,200</td>
</tr>
<tr>
<td>Du Pont</td>
<td>$2,548,900</td>
</tr>
<tr>
<td>J. B. Williams</td>
<td>$2,533,800</td>
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<tr>
<td>National Biscuit</td>
<td>$2,531,900</td>
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<tr>
<td>Block Drug</td>
<td>$2,454,100</td>
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<tr>
<td>Coca-Cola</td>
<td>$2,377,600</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$119,186,600</strong></td>
</tr>
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</table>

**LEADING BRANDS IN NETWORK TELEVISION ADVERTISING**

<table>
<thead>
<tr>
<th>Name</th>
<th>Dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anacin</td>
<td>$2,937,200</td>
</tr>
<tr>
<td>Akna-Seiter</td>
<td>$2,807,700</td>
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<tr>
<td>Salem cigarettes</td>
<td>$2,287,900</td>
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<tr>
<td>Crest Toothpaste</td>
<td>$2,181,100</td>
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<tr>
<td>Winston cigarettes</td>
<td>$2,105,000</td>
</tr>
<tr>
<td>Bufferin</td>
<td>$2,031,000</td>
</tr>
<tr>
<td>Chevrolet cars</td>
<td>$1,796,500</td>
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<tr>
<td>Jexedrin</td>
<td>$1,761,600</td>
</tr>
<tr>
<td>Bayer Aspirin</td>
<td>$1,602,500</td>
</tr>
<tr>
<td>Camel cigarettes</td>
<td>$1,578,600</td>
</tr>
<tr>
<td>Allenic Tablets</td>
<td>$1,575,100</td>
</tr>
<tr>
<td>Nabisco cookies</td>
<td>$1,493,800</td>
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<tr>
<td>Tide</td>
<td>$1,454,000</td>
</tr>
<tr>
<td>Pall Mall cigarettes</td>
<td>$1,399,200</td>
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<tr>
<td>Paxton cigarettes</td>
<td>$1,398,300</td>
</tr>
<tr>
<td>Kent cigarettes</td>
<td>$1,381,000</td>
</tr>
<tr>
<td>L&amp;M cigarettes</td>
<td>$1,356,600</td>
</tr>
<tr>
<td>Falstaff beer</td>
<td>$1,292,800</td>
</tr>
<tr>
<td>Nestea instant tea</td>
<td>$1,190,500</td>
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<tr>
<td>Colgate dental cream</td>
<td>$1,177,800</td>
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<tr>
<td>Marlboro cigarettes</td>
<td>$1,144,400</td>
</tr>
<tr>
<td>Mattel toys</td>
<td>$1,133,200</td>
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<tr>
<td>One-A-Day vitamins</td>
<td>$1,123,400</td>
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<tr>
<td>Prell shampoo</td>
<td>$1,079,600</td>
</tr>
<tr>
<td>Campbell’s soups</td>
<td>$1,076,200</td>
</tr>
</tbody>
</table>

**ESTIMATED EXPENDITURES OF NETWORK TELEVISION ADVERTISERS BY PRODUCT CLASSIFICATIONS**

Source: TVB/LNA-BAR

<table>
<thead>
<tr>
<th>Product Classification</th>
<th>Third Quarter 1963</th>
<th>Third Quarter 1962</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; farming</td>
<td>$1,725,300</td>
<td>$1,419,100</td>
<td>-25.0</td>
</tr>
<tr>
<td>Apparel, footwear &amp; accessories</td>
<td>$2,140,200</td>
<td>$1,173,800</td>
<td>+ 82.3</td>
</tr>
<tr>
<td>Automotive, automotive accessories &amp; equipment</td>
<td>$13,212,100</td>
<td>$9,608,900</td>
<td>+ 37.5</td>
</tr>
<tr>
<td>Beer, wine</td>
<td>$2,558,400</td>
<td>$2,598,900</td>
<td>-14.4</td>
</tr>
<tr>
<td>Building materials, equipment &amp; fixtures</td>
<td>$1,811,300</td>
<td>$641,100</td>
<td>+182.5</td>
</tr>
<tr>
<td>Confectionery &amp; soft drinks</td>
<td>$3,251,600</td>
<td>$4,736,100</td>
<td>-31.3</td>
</tr>
<tr>
<td>Consumer services</td>
<td>$525,300</td>
<td>$693,500</td>
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</tr>
<tr>
<td>Drugs &amp; remedies</td>
<td>$27,517,900</td>
<td>$24,615,800</td>
<td>+ 11.8</td>
</tr>
<tr>
<td>Entertainment &amp; amusement</td>
<td>$454,200</td>
<td>$193,300</td>
<td>+135.0</td>
</tr>
<tr>
<td>Freight, industrial &amp; agricultural development</td>
<td>$1,725,300</td>
<td>$1,419,100</td>
<td>-25.0</td>
</tr>
<tr>
<td>Gasoline, lubricants &amp; other fuels</td>
<td>$22,100</td>
<td>$12,600</td>
<td>+ 75.0</td>
</tr>
<tr>
<td>Horticulture</td>
<td>$7,799,500</td>
<td>$8,895,000</td>
<td>-13.3</td>
</tr>
<tr>
<td>Household equipment &amp; supplies</td>
<td>$737,200</td>
<td>$852,100</td>
<td>-13.3</td>
</tr>
<tr>
<td>Household furnishings</td>
<td>$2,930,500</td>
<td>$4,709,500</td>
<td>-37.8</td>
</tr>
<tr>
<td>Insurance</td>
<td>$3,224,800</td>
<td>$3,569,100</td>
<td>-10.2</td>
</tr>
<tr>
<td>Jewelry, optical goods &amp; cameras</td>
<td>$2,010,500</td>
<td>$1,966,900</td>
<td>+ 1.7</td>
</tr>
<tr>
<td>Office equipment, stationery &amp; writing supplies</td>
<td>$908,600</td>
<td>$1,217,600</td>
<td>-25.4</td>
</tr>
<tr>
<td>Pets &amp; pet supplies</td>
<td>$2,950,900</td>
<td>$1,986,500</td>
<td>+ 34.3</td>
</tr>
<tr>
<td>Political</td>
<td>$3,000</td>
<td>$1,000</td>
<td>+ 300.0</td>
</tr>
<tr>
<td>Publishing &amp; media</td>
<td>$195,800</td>
<td>$254,100</td>
<td>-22.9</td>
</tr>
<tr>
<td>Radio, TV sets, phonographs, musical instruments, accessories</td>
<td>$1,306,500</td>
<td>$1,212,200</td>
<td>+ 8.0</td>
</tr>
<tr>
<td>Retail &amp; direct mail</td>
<td>$10,600</td>
<td>$137,600</td>
<td>-92.3</td>
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<tr>
<td>Smoking materials</td>
<td>$24,620,400</td>
<td>$21,568,100</td>
<td>+ 14.2</td>
</tr>
<tr>
<td>Soaps, cleansers &amp; polishes</td>
<td>$22,579,300</td>
<td>$24,935,100</td>
<td>-10.6</td>
</tr>
<tr>
<td>Sporting goods &amp; toys</td>
<td>$1,880,400</td>
<td>$1,389,900</td>
<td>+ 30.2</td>
</tr>
<tr>
<td>Tootletries &amp; toilet goods</td>
<td>$40,271,500</td>
<td>$37,978,100</td>
<td>+ 6.0</td>
</tr>
<tr>
<td>Travel hotels &amp; resorts</td>
<td>$575,900</td>
<td>$87,600</td>
<td>-85.7</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>$11,300</td>
<td>$4,900</td>
<td>+130.6</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$200,906,300</strong></td>
<td><strong>$192,365,100</strong></td>
<td>+ 4.4</td>
</tr>
</tbody>
</table>

**Mutual’s time sales up 16% over 1962**

An increase in time sales for 1963 of 16% over last year was reported last week by Robert F. Hurleigh, MBS president, in a year-end statement of network activity.

Although no dollar figures were revealed, Mr. Hurleigh disclosed last year the network’s volume in 1962 would approach $6 million (BROADCASTING, Nov. 19, 1962). On this basis, a 16% increase would raise 1963 sales to $6.960,000.

This will be the second consecutive year in which Mutual showed a profit, a spokesman said, pointing out that 1962 was the first profitable year since TV became a major medium.

Mr. Hurleigh attributed the rise in business to large acceptance of Mutual programs by its affiliates, with more than 480 stations taking up to 95% of the MBS newscasts; the adding of affiliates in nine major markets, giving the network representation in 95 of the top 100 markets; improved operating efficiency, and the finding of recent studies which show that network radio’s total audience was being underestimated.

During the year 57 advertisers used Mutual, Mr. Hurleigh said, and the top spenders included Mennen, Philip Morris, Kraft Foods, Texaco, Reynolds Tobacco and Bristol-Myers.

Mutual bolstered its sales force in 1963, adding two account executives in New York and one in Chicago, he reported.

**Broadcasting**, December 23, 1963

The question, they feel, is how, not whether, to proceed.

Some commissioners also feel that if they walk away from the issue after having raised it, they might actually encourage broadcasters to overcommercialize. They are afraid some broadcasters would be tempted to throw off all self-restraint.

On the other hand, the commissioners are aiming for a unanimous or near-unanimous vote on the final order. With the spectrum of opinion ranging from Chairman Henry, who favors a “strong” statement, to some commissioners who would like to wash out the entire proceeding, that won’t be easy.

There is also the feeling that Chairman Walter Rogers (D-Tex.) of the House Communications Subcommittee is looking over the commission’s shoulder. The commission would not want to take a position that would induce the Congressman to push his bill to prohibit the commission from adopting rules limiting commercials.

Considering all of these problems, one commissioner noted, the commission faces a difficult “writing job.”
FTC rules toy makers' claims deceptive

Three toy manufacturers and their officers were accused by the Federal Trade Commission last week of making deceptive claims in television commercials. Formal complaints were issued against all three companies—American Doll & Toy Corp., Brooklyn; Rainbow Crafts Inc., Cincinnati, and Emenee Industries Inc., Flushing, N. Y.

The complaints are based on 1962 commercials, none of which are on the air during the present Christmas season.

Emenee also was charged by the Trade Commission with misrepresenting the "suggested retail" price of its "electronic rifle range" toy. Emenee's rifle, the FTC alleged, does not have an adjustable, telescope-like sight as claimed, but the sight actually consists of a piece of plastic with a hole that moves within a slot. Also, the agency charged, the rifle's battery-powered "ammunition" will be depleted and have to be replaced and that the toy is not complete and ready for operation as claimed.

Herbert L. Merin, president of Emenee, said all the matters complained about were settled with the FTC a year ago and that the questioned claims have not been repeated.

The FTC questioned claims for American's "Dick Tracy 2-Way Wrist Radio" that it will receive amateur signals; emergency distress calls; ship-to-shore communications, and that it is sold ready for operation without additional accessories (since it needs a battery which is not included). The toy radio, the FTC pointed out, operates on the citizens band and none of the cited services use this frequency.

Herbert Brock, American president, said the complaint shows a "lack of understanding" by the FTC of the toy radio. "We have recorded all types of communications picked up by these sets," he said.

The Rainbow toy under attack is a "Forge Press" set which, the FTC charged, does not always include six molds for making human figures and four cans of "Play Doh" as indicated in the commercials, and a "Magnajector" unit to flash educational cards on a screen.

Joseph McVicker, Rainbow president, said the company no longer produces the toys under question.

The toy companies have 30 days to answer the FTC charges.

Commercials in production . . .

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

Klein/Bazerman, 706 North La Cienega Boulevard, Los Angeles 69.

Metromedia Inc. (KLAC Los Angeles); unlimited number of all-length spots; for TV, live on tape; for radio, humorous. Placed direct. Approximate cost: $250,000 (BROADCASTING, Dec. 9).

Mirsch Co-United Artists ("The Pink Panther"); eight 60's, 30's, 10's for TV, live on film. Placed direct.

PAMS, 4114 Office Parkway, Dallas 4.

Dr. Pepper, one 60, one 30, one 20, one 10 for radio-TV (Christmas instrumental version of jingle). Bob Farrar, production manager. Agency: Grant Advertising, Dallas. Joe Hughes, account executive and agency producer.


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


Petry doubles number in stock participation

Edward Petry & Co., which started a stock participating plan last August allowing 26 company employees to take part in ownership of the company, last week expanded the plan, bringing 26 additional employees into it.

Under the arrangement, thought to be unprecedented for a station representative, the company had bought the combined 100% interest of Edward Petry, board chairman, and Edward Vojnov, president, for a "substantial down payment" and an agreement to pay the balance "over a number of years" (BROADCASTING, Sept. 2). Total purchase price had been estimated to fall between $2 million and $4 million.

The intent of the plan was said to be to allow top officials of the com-
Seasons Greetings From Collins

Ken Blake
Los Angeles, California

Blair Dobbins
Boulder, Colorado

Ray Evans
Jackson, Mississippi

Jerrell Henry
Roanoke, Indiana

Lin Leggett
New York, New York

Jim Littlejohn
Hopkins, Minnesota

Gene Randolph
Cedar Rapids, Iowa

Carl Rollart
Dallas, Texas

Theil Sharpe
Dallas, Texas

Jim Speck
Dallas, Texas

John Stanbery
Gatlinburg, Tennessee

Prose Walker
Dallas, Texas

Charlie Walters
Jacksonville, Florida

Phil Wharton
Toronto, Ontario, Canada

COLLINS RADIO COMPANY
73% accept make-goods on major independent

An independent TV station in one of the top 15 markets reported last week that 73% of its national spot advertisers have accepted make-goods on advertising pre-empted during the Nov. 22-25 coverage of the events surrounding the assassination of President Kennedy. Advertisers insisting upon credits totaled 22% and 5% are pending.

An earlier survey (Broadcasting, Dec. 16) had shown that about 70% of the pre-empted commercials would be recouped through the make-good route.

Advertisers accepting make goods according to the station:


NBC-TV background programs preceding the National Football League championship and Rose Bowl football games. Lindsey Nelson will be host for the 15-minute NFL Championship Scouting Report, Sunday, Dec. 29 (12:30 p.m.) and the five-minute Rose Bowl Preview, Wednesday, Jan. 1 (4:40 p.m.).

Toro Manufacturing Corp., Minneapolis, maker of lawn mowers and other power tools, plans a heavy TV spot campaign in more than 100 markets beginning in March. Agency: Campbell-Mithun, Minneapolis.

Also in advertising...

Busch in Chicago • Anheuser-Busch Inc., St. Louis, began testing its new all-aluminum Budweiser beer can in metropolitan Chicago, with heavy radio-TV schedules representing new money in addition to normal broadcast budgets. If Chicago proves out, Budweiser is expected to move in additional markets on the same basis. Agency: D’Arcy Advertising, St. Louis.

Sixth office for Group • Group Productions, commercial production company, has announced the opening of a new office in Rome at 30 Via Donna Olimpia. Head of the Italian office will be Duilio Giovagnario, with credits in feature film direction. Other offices are in New York, Detroit, Hollywood, Toronto and Windsor, Ont.

Bonus audience • Television advertisers in Jacksonville, Fla., reach many more potential buyers than they may realize, according to a survey conducted last summer by WJXT (TV) in that city. Motels and hotels within the station’s coverage area add more than 20,000 sets to the TV home count, WJXT said, and represent a potent selling force considering the 13 million plus tourists who visit Florida yearly, many of whom pass through Jacksonville.

Pulse signs D-F-S • The Pulse Inc. has announced that Dancer-Fitzgerald-Sample, New York, has signed for the research firm’s complete radio service. The Pulse reported that the addition of D-F-S brought its list of agency subscribers to 170, and marked the sixth major agency subscription to its services in recent months.

‘Huntley-Brinkley’ sold through September

NBC-TV’s Huntley-Brinkley Report has reached a sold out status up to September 1964. An order for alternate week quarter hour placed by Bauer & Black, Toronto, through Tatham-Laird, Chicago, has moved the weeknight news show to an SRO position.

Also reported at NBC-TV: Humble, through McCan-Erickson, has extended its lineup for 13 news specials it will sponsor starting Jan. 7 in prime time.

Humble has added nine stations on the West Coast, reportedly anticipating formal acquisition of Tidewater Oil Co. in the territory it hadn’t covered before.

A prodigal returns

Turnabout seems to be fair play for W. F. Young’s Absorbine Jr. account. J. Walter Thompson relinquished the account billing $1 million yearly (about $900,000 in broadcast) March 1 to Ted Gottshel Associates, New York. Eight months later, Gottshel announced it would resign as agency on Dec. 31 (Broadcasting, Oct. 21).

Last week a successor to Gottshel was expected to be announced: Absorbine Jr. moves back to JWT Jan. 1.
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.
**Desilu's gains:**
gross 23%, net 11%  

With gross income for the first half of its fiscal year up 23% over a year ago and the net up 11%, Desilu Productions should have a profitable year, Lucille Ball, president, said Wednesday (Dec. 18). Completion of five half-hour pilots for the 1964-65 season, plus a special TV show and the provision of facilities for a theatrical motion picture add to the optimistic outlook, Miss Ball stated. She noted that the losses of the previous fiscal year which resulted in a net loss of 54 cents a share ended the company's "extraordinary cost adjustments [and] we believe that Desilu's currently profitable operations will continue and will be reflected favorably at the close of the current fiscal year" at the end of April 1964.

Miss Ball reported that NBC-TV has purchased a live show, You Don't Say, for once-a-week broadcast in prime evening time, starting Jan. 7, in addition to the present five-a-week daytime broadcasts.

Six months ended Oct. 26:

<table>
<thead>
<tr>
<th></th>
<th>1963</th>
<th>1962</th>
</tr>
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<tr>
<td>Earnings per share</td>
<td>$0.23</td>
<td>$0.31</td>
</tr>
<tr>
<td>Gross income</td>
<td>11,196,926</td>
<td>9,089,236</td>
</tr>
<tr>
<td>Net income</td>
<td>400,008</td>
<td>361,661</td>
</tr>
</tbody>
</table>

**TV grosses boost**

**Chris Craft revenue**

Television properties of Chris Craft Industries Inc. brought in 10% of the total revenues of over $50 million for the nine months of 1963. Revenues from its two TV stations (KPTV Portland, Ore., and KCOP Los Angeles) amounted to $5,295,684 at the three-quarter mark, on total revenues of $52,684,402. TV revenues for the same period in 1962 were $5,285,101.

This information is contained in a registration with the Securities & Exchange Commission by the company of 96,988 shares of capital stock to be sold by stockholders at a maximum of $134% per share. Chris Craft closed Thursday at 13.

The registration reported that KPTV had earnings before federal income tax in 1962 of $430,290, compared to $369,701 in 1961. Chris Craft, the former Naft Corp., bought KPTV in 1959 for over $1 million. It is scheduled to become a nonnetwork station in March 1, 1964, after having been affiliated with ABC since it was established in 1957.

KCOP, bought in 1960, has been in the red, the report states, but is now profitable.

**Columbia announces dividend**

Columbia Pictures Corp. last week announced a first-quarter dividend of 44 cents a share on net earnings of $791,000. The company also declared a stock dividend of 2 1/2% outstanding shares of stock to be paid Feb. 17 to holders of record Dec. 30.

**Ownership limit: will mutual funds create a problem?**

The FCC was warned last week that strict enforcement of its multiple ownership rules where they involve mutual investment funds which hold interests in more than one broadcast group may cause an upheaval in broadcasting.

The caution was voiced by Metromedia in its response to the commission's action last month approving Metromedia's purchase of WCBM-AM-FM Baltimore for $2 million, but conditioning the grant on compliance with the multiple ownership rules. The condition related to several mutual funds which have 1% or more common stock ownership in Metromedia and other broadcast groups.

If the cross-ownership is counted, Metromedia would have more than the legal limit of TV and radio stations. The FCC's rules prohibit any one company from owning more than seven AM, FM or TV stations (in TV the limitation is that not more than five of the seven may be in the VHF band).

The Metromedia letter, sent Dec. 17 by Robert A. Dreyer, vice president and general counsel of the company, points out that Keystone Funds Inc. owns at least 1% of 91 broadcast stations (CLOSED CIRCUIT, Dec. 16).

Keystone holds 4.86% of Metromedia with 17 stations; 5.655% of Capital Cities Corp., with 11 stations; 2.5% in Taft Broadcasting with 10 stations; 2.25% in Crosley Broadcasting with 5 stations; 1.1% in Storer Broadcasting, with 17 stations; 1.93% of ABC, with 16 stations, and 1.67% of Time-Life, with 15 stations.

Fidelity Trend Fund, Mr. Dreyer says, owns 2.23% of the voting stock of Metromedia and 1.4% of the voting stock of Taft Broadcasting. This is a total of 27 stations.

United Funds owns 4.5% of ABC, 3.6% of CBS and 2.5% of RKO General, it is pointed out as another example of the cross-ownership of broadcast companies whose securities are listed on the exchanges. This involves 51 stations, it is pointed out.

Chaos To Come * If the FCC actually strictly enforces the multiple ownership rules down to the letter, Metromedia says, it would mean the broadcasters in which Keystone Funds has interests (Metromedia, Crosley, Capital Cities, Taft, Storer, ABC and Time-Life) would have to divest themselves of 70 stations.

"We do not comment on the concurrent disruption of the commission's processes if the United States broadcasting structure had to be immediately realigned to accomplish that result," Mr. Dreyer comments. Not only has the commission over-looked these cross-ownerships before, Metromedia claims, but as for itself neither of the two funds involved (Keystone and Fidelity) have any "control." Metromedia, it says, has 7,000 stockholders. Only two stockholders own more than 10%—Keystone and Fidelity—the Axe-Houghton funds, 19 1/17%; John W. Kluge, directly or through wholly-owned corporations, 8.3%.

If the commission maintains its position, Metromedia says, it is opening publicly held broadcast companies to the threat of extortion.

Anyone can buy 1% of two broadcast companies and then hold one or the other up in bargaining for disposal of the stock in order to take the company out of the clutch of conflict with the multiple ownership rules.

In any event, Metromedia concludes, the commission can and should waive the alleged conflict so that there is no condition on Metromedia's purchase of WCBM stations.

The question of cross ownership between two broadcast entities by mutual funds was brought up also in the grant to Polaris Inc. to buy KOME Tulsa. Polaris, which is a public company, has one mutual stockholder which also has an interest in another broadcast company (BROADCASTING, Dec. 9).

(Also see story page 43.)
ORDERED YOUR COPY YET?
Publication Scheduled for January

1964
BROADCASTING
YEARBOOK

50 directories indexing the
business world of tv and radio

SIX reference
works in ONE

"One-book library of television and radio information"

FACILITIES OF TELEVISION: Station profiles, call letters, channels, allocations, applications pending, catv, translators, group and newspaper ownership, station sales.

FACILITIES OF AM/FM RADIO: Station directory includes executive personnel, specialty programs, reps, call letters, frequencies, Canada, Mexico-Caribbean stations.

BROADCAST EQUIPMENT/FCC RULES: Manufacturers & services, new Product Guide; awards and citations, television network map.

CODES/PROGRAM SERVICES: TV and radio codes; program producers, distributors, production services, news services, talent agents, foreign language and negro programming by stations; broadcast audience data.

REPRESENTATIVES, NETWORKS, TRADE GROUPS including regional reps and networks; attorneys, consultants, engineers, associations; U.S. gov't agencies; news and farm directors.

AGENCIES, ADVERTISERS, BILLINGS: Leading advertisers, agencies and their billings; books and reference works; schools, major trends, events, agency financial profile 1952-62.

Designed for your specialized "must know" references, the 1964 BROADCASTING Yearbook will be the most complete encyclopedia-type book ever published for the business of radio-tv broadcasting and the associated arts and services. It includes 50 separate directories of basic economic technical and business facts indispensable to all working in or contacting the worlds of radio and television.

Compiled, written and edited by the same staff that produces BROADCASTING—The Businessweekly of Television and Radio—serving the business of broadcasting since 1931.

Please order now to avoid disappointment.

LIMITED EDITION
$5.00 copy
Applicants for television facilities would have to do an exhaustive reporting job to meet the requirements of the TV station reporting form proposed for rulemaking by the FCC last week.

The form would require applicants to make extensive studies of the programming needs and interests of their communities and to report their plans for meeting those needs.

The form also would require applicants to provide a detailed analysis of their broadcasting, including a comprehensive review and forecast of their commercialization practices.

FCC rules require applicants to file the form—Section IV of the Broadcast Application Form—annually, instead of every three years, as at present. The filing date would be Nov. 15.

In another departure from present practices, the form would omit the composite and typical weeks as a means for reporting actual and proposed programming. Instead of the percentages of various types of programming, this device requires the applicant be asked to list programs actually carried or proposed to meet needs. However, the composite and typical weeks would be retained for reporting commercial practices.

**Third Try** • The proposed form represents the commission's third effort to revise the program form so that it would implement the FCC's 1960 program policy statement. The prior versions were put out for comments in February and July 1961.

As indicated earlier, the commission will hear oral comments on the new proposal rather than follow the customary rulemaking route and request written comments (Broadcasting, Dec. 16). The oral proceeding will be held Feb. 13. It will be open to station managers as well as communications attorneys.

The seven commissioners are said to have disagreed widely on a number of aspects of the form. However, they were unanimous in their vote to issue it in view of their determination to "put something out" on which the industry could comment. Various commissioners have been promising action "soon" on a reporting form for almost two years.

A separate form for AM and FM licensees is under preparation. The commission is scheduled to consider a revised form for radio at a special meeting Jan. 6.

The TV form would be completed by applicants for new stations, license renewals, assignment or transfer of control, and major changes in facilities.

Among the features of the form are requirements that the applicant:

- Canvas civic leaders and the public to determine programming needs and interests.
- Evaluate programming needs.
- List program proposals for the coming year in chart form.
- Show time breakdown, and source, of programs.
- List distribution of commercials.
- Show number of program interruptions by length of programs.
- Describe station policies.

**Supplemental Statement** • The licensee would also be required to file a supplemental statement if he made any significant changes in his operations.

The section concerned with community program service—dealing with the survey, evaluation and program proposals—would give licensees the most research to do.

It would require a narrative statement in "reasonable detail" describing the work done by the applicant to determine the community's programming needs and interests and report of complaints about programming received. It also asks that the licensee report on "channels of communication" with the public, "such as announcements inviting the public to comment on programs and a description of any programs developed in this manner." (This latter suggestion appears to be a watered-down version of a proposal by Chairman E. William Henry that broadcasters be required to make such announcements.)

Besides the narrative, the applicant would be required to give the names and positions of persons in each of 11 categories with whom a representative of the station conferred on programming services and "from whom significant suggestions were received." The applicant is also asked to list the general types of services which were suggested to meet programming needs.

**Categories** • The 11 categories include: publishing public, public officials, educators, religious groups, entertainment media, agricultural organizations, business organizations, labor organizations, charitable groups, professional associations and others.

In his evaluation of programming needs, the applicant would be required to list the "elements of program service" he considers necessary to serve the needs of the public. He would also be asked for an evaluation of the relative importance to be accorded each element in making programming decisions.

The program proposals, based on the evaluation, would be broken down according to the 14 categories listed in the 1960 programming policy statement as being "usually necessary to meet the public interest, needs and desires." These include agriculture, editorialization, education, entertainment, news, politics, public affairs, religion, sports, weather and market reports, children's shows, opportunities for local self-expression.
use of local talent, service to minority groups.

The programs, in addition, would be listed by title, source, time-slot, and frequency, the evaluated need it is intended to meet and the public groups who expressed a need for that type of programming.

Special Programs • The applicant is also asked to submit a statement on any special or irregularly scheduled programs he intends to carry to meet expressed needs. And if the licensee's performance has varied from the proposals he made previously, he is asked to explain the differences.

The applicant is also asked to report, in chart form similar to the one used in relating proposed programing, the regularly scheduled programs that were carried in the preceding 12-month period. This would give the FCC a means of checking promise versus performance. He would also be asked to list special programs that were broadcast and to describe his policy on discussion programs. In connection with the latter requirement, he would be asked to list programs carried on five issues of importance to his community.

The section on commercial operation is designed to provide information not only on the amount of commercials carried but on their relation to the licensee's noncommercial programing.

Some commissioners feel this data would enable the play of the market place to govern commercialization and thus eliminate the need for government regulation. Commissioner Frederick W. Ford, who takes this position, feels competition will require broadcasters to keep the amount and frequency of their commercials within reasonable limits.

The applicant would fill out composite and typical weeks for program and non-program matter (which includes commercial time and public service announcements, listed separately). The commercials would be given both in minutes and in percentage of total broadcast time.

Program Distribution • The form also would require the applicant to report, in composite and typical weeks, on how local, network and exchange programs are distributed through his daily program schedule.

In addition, he would be asked to report, in composite and typical weeks, the number of 60-minute segments containing commercial matter ranging in length up to more than 16.1 minutes.

Information is also required on the number of "interruptions" broadcast, within programs ranging from 15 to 90 minutes in length. Interruptions are defined as including commercial continuity, commercial announcements and public service announcements broadcast within programs.

However, the form appears to omit any reference to the largest single source of television interruptions — network promos. The November issue of TELEVISION magazine reports that ABC, CBS and NBC will use an estimated total of $600 million in air time to publicize their programs this year. Yet none of the definitions given for interruptions cover such advertising.

An FCC official who helped prepare the form indicated the omission of reference to promos was an oversight.

Local Responsibility • A section of the form dealing with station policies and practices is designed to elicit information on the control the applicant exerts over the material broadcast by his station. It asks whether the station has programming and advertising standards (whether developed by itself or contained in a broadcasting code).

Loevinger worries about diversification

Group broadcasters have heard that FCC Commissioner Lee Loevinger has some definite ideas about diversification of ownership, but they ought to read his latest on the subject.

In a pointed dissent to the FCC's action last month authorizing the purchase of WMCM-AM-FM Baltimore by Metromedia Inc. (BROADCASTING, Dec. 2) and made available last week, the former antitrust chief of the Department of Justice takes his FCC colleagues for permitting the transaction "with casual, cavalier and perfunctory formalities."

Commissioner Loevinger did not comment on the cross-ownership question, which was the basis for the condition the commission attached to the sale (see story page 40).

Rather, his concern was with concentration of ownership. He noted that with the acquisition of the Baltimore stations, Metromedia will have 19 stations under its control (seven TV, six AM and six FM). Only CBS holds that many licenses, he pointed out. Another licensee has 18 licenses, one has 17, and two have 16. No other licensee has more than 14, he added.

Another element of "more significance," Mr. Loevinger said, is that Metromedia's stations are in large concentrations of population—almost 30 million altogether. Metromedia has stations in New York, Philadelphia, Cleveland, Los Angeles, Washington, Kansas City, Mo., Decatur and Peoria, both Illinois, and Stockton, Calif.

Sardonically, Mr. Loevinger recalled that the commission recently made an "extended inquiry including a formal hearing into an overlap of two millivolt contours in a small area lying wholly in a sparsely settled part of the midwestern plains of two small AM stations."

Referring to the FCC's multiple ownership rules, Mr. Loevinger noted that the intent was to insure diversity and dispersion of control and that the maximum number was a limitation, not the rule. In its 1953 order adopting rules on television ownership, the commission stated, Mr. Loevinger said, "that it would examine each case on the basis of this criterion [not to grant even one additional station to a broadcaster where this would result in a concentration of control . . .] rather than on the basis of mechanical application of the provision of the rule containing the numerical limitation to be applied as a maximum 'in any event.'"

He continued: "The promise to look at the facts and circumstances of each individual case in terms of the public interest in avoiding any trend toward concentration in this vital field becomes a mockery when the very largest licensees are permitted to extend their scope without even being subjected to public inquiry or a pause for reflection. . . ."

In conclusion, Commissioner Loevinger disserted "from the summary disposition of this matter and the refusal to perform what I regard as the plain duty of the commission to give plenary consideration to this important and controversial transaction."

It also asks for a statement of the practices established by the applicant to bring his responsibility for serving his community "to bear upon networks and others who provide programs exhibited by the station."

Multiple-station owners are singled out for questions about the amount of local autonomy given station managers to plan programing to meet local needs.

Applicants are also asked what procedures they follow in dealing with complaints and in providing regular supervision of the station's operations.

In addition, information is requested on the facilities, staff and equipment available for developing programs.

And, as is true of the present form, applicants are given an opportunity to submit any additional information which, in his judgment "is necessary adequately to describe" his operations in the public interest.

BROADCASTING, December 23, 1983 43
Rating council asks for nonprofit status

AAA A RECONSIDERS: JOINS AS FULL-FLEDGED MEMBER

Articles of incorporation for the Broadcast Rating Council Inc., as a nonprofit organization, were filed last week in Delaware.

Donald H. McGannon of Westinghouse Broadcasting, chairman of the National Association of Broadcasters research committee which led in the formation of the council—which he has also headed—announced the incorporation move Thursday (Dec. 19).

The list of organizations from which the council's board of directors will be drawn also disclosed that the American Association of Advertising Agencies, which in the past has insisted on a liaison role rather than full participation in council affairs, has reconsidered and become a full-fledged member.

In a letter released by the AAAA on Friday (Dec. 20) President John Crichton said the agency association had concluded that its misgivings about the structure of the council ought to be subordinated by its desire to support the broadcasters, its belief in the purposes of the council and the benefits that will ensue from it.

Mr. Crichton's letter, sent to Mr. McGannon, also made clear that AAAA was joining with the understanding that its membership would be contingent on the council's proceeding promptly "beyond the auditing of existing rating services toward the improvement of methods of audience measurement"; that summary findings of the audit procedure will be made available to AAAA agencies "so that they may be informed of any discrepancies" indicated in rating services' performance; that "satisfactory assurance of legality is received by the rating council from appropriate governmental departments," and that in its pursuit of better research methodology the council will "make full use of existing facilities" including those of the Advertising Research Council.

Mr. Crichton said the AAAA was ready to assist the council and that funds not to exceed $10,000 for two directors seats were "available whenever required." The AAAA will review its position after a year.

The Association of National Advertisers at last report was adhering to its original decision that it should not be a full member of the council, but would cooperate in every way possible in a "liaison" capacity—the stand originally taken by the AAAA.

Organizations from which the newly incorporated council's board of directors will be drawn, in addition to the NAB and the AAAA, are the Radio Advertising Bureau, Television Bureau of Advertising, Station Representatives Association, FM Broadcasters Association, ABC, CBS and NBC.

FCC pace slackens

Little activity is expected out of the FCC over the next two holiday weeks. The commission's meeting this week, which would normally fall Wednesday—Christmas day—has been pushed back to Friday, and no controversial items are expected to be on the agenda. There will be no meeting next week.

More time for allocation comments

The FCC is interested in getting the broadcast industry's opinion of the TV allocations plan submitted to the commission by the National Association of Educational Broadcasters as an alternative to an assignment table recently offered up for comment by the agency.

The commission last week extended the deadline for comments on the allocation proposals from Jan. 3 to Feb. 3, 1963, to give interested parties ample time to evaluate the NAEB counter proposal. Reply comments are due April 3.

The NAEB table, calculated by a computer, offers the possibility of 2,600 UHF assignments and approximately 600 more than does the allocation plan of the commission (Broadcasting, Nov. 11). The association planned that

Construction begins on new KRLD-AM-FM-TV studios

An architect's drawing of a new three-level building for KRLD-AM-FM-TV Dallas was shown last week by Clyde W. Rembert, KRLD stations president, and John W. Runyon, chairman of the board of the Dallas Times Herald, licensee of stations.

The building, which will cost more than $1.5 million, is due for completion in early 1965. Total area for the building and parking area is about 100,000 square feet. Sheathed in white marble, corrugated limestone and anodized aluminum, the building's ground floor will include three TV studios, executive offices and all the radio facilities.

The upper level will contain sales and administrative offices and a sub-level will house the newsroom, photographic lab and art studio.
**ALCOA REPORTS**

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DECEMBER 23
on the latest advances
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***WATCH***

"THE HUNTLEY-BRINKLEY REPORT"

NBC-TV. Check your TV listing for time and station.

**ALCOA**
NAB AM membership tops 2,000 for first time

AM station membership in the National Association of Broadcasters passed 2,000 for the first time in history last week with memberships in all classes at a record high of 3,266, according to Bill Carlisle, NAB vice president for station services.

Twenty new AM stations' applications for membership were processed last week for a total of 2,005. This figure was after the resignation of five additional radio stations as a result of a speech by Governor LeRoy Collins on civil rights to the Columbia, S. C. Chamber of Commerce (Broadcasting, Dec. 16, 9).

These resignations brought the total to seven stations, all radio, which have resigned in protest to the governor's speech. Earlier, two South Carolina stations quit the NAB and of the five last week, two were from South Carolina, two from Texas and one from Florida.

The NAB now has 691 FM and 430 TV members, both also record numbers, 133 associate members and seven radio and TV networks. Mr. Carlisle said the 2,005 AM members represents a 7.5% increase during 1963.

900 of these 2,600 UHF assignments would be reserved for noncommercial educational use. The suggested table left untouched all UHF, commercial as well as educational, assignments now licensed or granted, and all VHF assignments.

The commission's plan calls for a total of 1,979 assignments, or 411 more than now exist in the UHF spectrum. Of this 411 increase, 374 would be reserved for educational television.

FCC Comment: The commission, in extending time for broadcasters to study the alternative NAEB table, made a couple of brief observations of its own. The commission said the NAEB table "would provide somewhat less flexibility in the choice of transmitter sites due to the fact that it proposes many assignments close to the minimum separation requirements and would make assignments in many areas of low population density raising a question whether demand will materialize for use of such channels."

The commission added that its proposed assignment table avoided making additional assignments to small communities, "although such additional assignments are available should demand arise."

The NAEB, claims that the commission proposal failed to take into account the future needs of educational television. The association said that its use of computer techniques made possible its saturated table—techniques which it urged the commission use in making all allocation proposals.

WHAS-TV a step nearer to getting taller tower

After almost a decade of trying, WHAS-TV Louisville is going to have a new, taller TV antenna. The Louisville Courier-Journal station is going to build a new 95-foot tower, more than half again as high as its present structure, at Floyds Knobs, across the Ohio River in Indiana. But it'll be a far cry from the 1,849-foot tower it first proposed.

The proposal has been approved by the Federal Aviation Agency. An application for FCC approval will be filed shortly.

The site is in the vicinity of the WAVE-TV Louisville tower.

In 1954 WHAS-TV officials began looking for a new site for a TV tower. They studied more than 50 sites and were rejected by the FAA and its predecessor CAA five times. The station even went through a four-year hearing before the FCC attempting to persuade the commission to overrule the FAA on a 1,849-foot tower at Brownsboro, about 25 miles northeast of Louisville. The commission in 1961 denied the Brownsboro site on the ground that WHAS-TV's signal would impinge on the UHF stations in Lexington, Ky. In more recent years, WHAS-TV has asked for FAA approval of a 1,649-foot tower and later a 1,329-foot tower at Shawnee, a shopping center within the city limits of Louisville. It even went through an FAA hearing on the latter proposal, but could not convince the aeronautical agency to agree.

The present tower must be moved to make way for a new Federal Office Building to be erected on the site.

Changing hands

APPROVED: The following transfers of station interests were among those approved by the FCC last week (for other commission activities see for The Record, page 66).

- KIRO-AM-FM-TV Seattle: 50.215% interest sold by Saul Haas to Wasatch Radio & TV Co. for $3,095,500. Wasatch is a subsidiary of the Corporation of the President, Church of Jesus Christ of Latter Day Saints (Mormon). It already owns 42% which it has been acquiring since last April. The Mormon Church owns or controls KSU-AM-FM-TV

SEASON'S GREETINGS
and best wishes
for the New Year

BLACKBURN & Company, Inc.
RADIO • TV • CATV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS

WASH., D. C.
James W. Blackburn
Jack V. Harvey
Joseph M. Steinhilcher

ChICAGO
N. W. Castell
William B. Ryan
Hub Jackson
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Chicago, Illinois
Financial 6-6400

ATLANTA
Clifford B. Marshall
Stanley Whitaker
John C. Williams
Gerald F. Husley
1102 Heasley Bldg.
Jackson 5-1376

BEVERLY HILLS
Melvin M. Selph
G. Bennett Lemon
Bank of America Bldg.
9455 Wilshire Blvd.
Beverly Hills, Calif.
Crestview 4-8131

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Salt Lake City, KID-AM-TV Idaho Falls and KBOI-AM-TV Boise, both Idaho and shortwave WRUL Scituate, Mass. Transaction includes a 10-year employment contract for Mr. Haas, with a provision that for at least four years he will be chairman of the board at $25,000 yearly. KBOI, founded in 1927, operates on 710 kc with 50 kw. KBOI-FM began in 1946 and operates on 100.7 mc with 16.5 kw. KBOI-TV went on the air in 1958 on channel 7. All are CBS affiliated.

- WWOM New Orleans: Sold by Franklin Broadcasting Co. to David W. Wagenboord, 66½%., and Fred P. and Myrtle Westenberger, 33½% for $450,000 including $75,000 for agreement not to compete and assumption of $45,000 in obligations. Buyers control KWMN New Orleans, La. Franklin Broadcasting is controlled by Alvin Koenig and William F. Johns Jr. WWOM is a 1 kw daytime only station with 600 kw. Commissioner Robert T. Bartley dissented.

- WDZ Decatur, Ill.: Sold by Frank C. Schroeder Jr. to Stephen P. Bellinger, Morris E. Kemper, Joel W. Townsend and T. Keith Coleman for $325,000. Buyers own WIZZ Streator and WRM Monmouth, both Illinois. WDZ is 1 kw daytime only on 1050 kc.

- KEVE-KADM(FM) Golden Valley, Minn.: 50% sold by James A. McKenna Jr. to John Poole Radio Properties Inc. for $200,000. Poole owns KGLO Los Angeles and has minor interest in KRAK Sacramento, all California. KEVE is fulltime on 1440 kc with 5 kw day and 500 w night. KADM, a construction permit, is on 92.5 mc with 2.8 kw.

FCC refuses to reconsider drop-ins

Another step has been taken by the FCC in making final its decision to deny short-spaced VHF drop-ins in seven markets now having only two commercial VHF TV stations. Last week's action affirmed the commission's Nov. 15 denial of petitions by ABC and 13 others to reconsider the agency's original denial made last May (Broadcasting, Nov. 18).

Denial of the reconsideration petition was made by a 4-3 vote with Commissioners Rosel H. Hyde, Frederick W. Ford and Kenneth A. Cox voting for the drop-ins. Commissioner Cox plans to issue a statement, as does Commissioner Lee Loegler, who voted for denial, but neither statement has been released.

In a separate decision last week the commission denied requests by ABC, Storer Broadcasting Co., Rivoli Realty Co. and Penn Traffic Co. that the commission reconsider assignment of ETV channel 3 to Clearfield, Pa. The petitioners had claimed that if a drop-in were to be granted to Johnstown, channel 3 would be more functional than would the proposed channel 8. The commission said that the drop-ins decision obviated any reason for reconsideration of the channel 3 matter.

TAME begins attack against CATV growth

Concrete plans for the "fight against the indiscriminate franchising of community antenna television systems cropping up in all parts of the country" have been formalized by TAME Inc., a recently formed group of TV antenna and accessory manufacturers.

Following a meeting in New York, TAME said a "substantial sum" was approved to finance immediate campaigns against CATV franchises in Georgia, Connecticut, Ohio and Texas. Mort Leslie, JFD Electronics Corp. and acting chairman of TAME, said a Georgia campaign will begin on or about Jan. 20 with a meeting in Atlanta.

The organization, formed for the express purpose of opposing CATV franchises across the country, also is participating in hearings before the Connecticut Public Utilities Commission on community antennas. The commission has been given the authority to grant franchises in Connecticut cities, and TAME said it is "playing an important behind-the-scenes role in seeing that many necessary regulations take place." The organization also is active in Houston and Dayton and Lima, both Ohio, where CATV operations are planned.

Among the companies which belong to the organization are JFD Electronics Corp., Brooklyn; Alliance Corp., Alliance, Ohio; AntennaCraft Co. and Antenna Designs Inc., both Burlington, Iowa; Channel Master Corp., Ellenville, N.Y.; Clear Beam Antenna Corp., Canoga Park, Calif.; Cornell Dubilier Electronics Division, Fuyqua Springs, N. C.; The Finney Co., Bedford, Ohio; Kay-Townes Antenna Co., Rome, Ga.; S&A Electronics Inc., Toledo, Ohio; Spaulding Products Co., Frankfort, Ind., and Winegard Corp., Burlington, Iowa.

Mutual adds three stations

MBS has announced the addition of three new affiliated stations, effective New Year's Day.

They are WSNJ Solvay (Syracuse), N. Y., operating on 1320 kc with 500 w daytime; KSOM St. Genevieve, Mo., on 980 kc with 500 w, and KQPC Muscatine, Iowa, on 680 kc with 250 w daytime.
MEAGHER QUITS NAB POST

Will radio vice presidency be retained?

The resignation of John F. Meagher as vice president for radio of the National Association of Broadcasters (CLOSING CIRCUIT, Dec. 16) was officially announced last week with the release of an exchange of letters between Mr. Meagher and NAB President LeRoy Collins.

Mr. Meagher's resignation becomes effective Feb. 1, 1964, to permit him to help prepare for the NAB radio, TV and combined board meetings in Sarasota, Fla., Jan. 27-31. He has been with the NAB since 1945 and has held the title vice president for radio from that time.

In his letter to Governor Collins, dated Dec. 10, Mr. Meagher said that "for some time now, I have harbored a growing desire to return to a more 'private' form of endeavor. Accordingly, I respectfully request that I be relieved of my NAB staff assignments at your pleasure, but by the end of January."

Governor Collins replied last Tuesday (Dec. 17). "Your resignation from our NAB staff has given all of us here a heavy sense of personal loss," he told Mr. Meagher. "The fact that you have delayed its effective date until Feb. 1 is most considerate and appreciated. This will enable you to help in our preparations for the board meetings in late January and personally attend... ."

Future Consultant Governor Collins suggested that the NAB would like to work out an arrangement for Mr. Meagher to be available for "special assignments or consultative services" after he leaves the association.

There is some speculation as to whether the NAB would retain the position of vice president for radio following Mr. Meagher's resignation. Shortly after he became president in 1961, Governor Collins submitted a reorganization plan to the NAB board which recommended the abolishment of staff vice presidencies for radio and TV. The vice president for TV position was abolished with the resignation of Charles H. Tower in the spring of 1961 but the NAB radio board rebelled and the vice president for radio post was retained.

Ben Strouse, WWDC-AM-FM, Washington and chairman of the NAB radio board, said that he wants to get the sentiment of other members of the radio board before making a recommendation on continuation of the job. Perhaps, he said, such a title is not needed now but that "I fear anything that represents a downgrading of radio."

NEW PROPOSAL FROM KRLA

Would assign revoked license to nonprofit group

KRLA Pasadena-Los Angeles, which the FCC had ordered off the air as of Friday, Dec. 27, has proposed a plan whereby the station would continue operating but under a new, nonprofit ownership.

Eleven Ten Broadcasting Corp., the licensee, has offered to transfer its facilities to Broadcast Foundation of California Inc., which has been established for that specific purpose.

The proposed owner would use profits from the station to aid the development of an ETV station on channel 28 in Los Angeles.

The commission last week granted KRLA a 45-day extension of its termination date to study the proposal. It also asked the station to supply additional details and a legal memorandum. This information is due in 30 days.

KRLA's proposal was made after the station had exhausted all legal steps to reverse the FCC's refusal to renew its license. Renewal was denied on grounds that Donald Cooke, sole owner of Eleven Ten, had not lived up to program proposals; that the station had falsified its logs and that it had engaged in fraudulent contests.

The KRLA nonrenewal was affirmed over a month ago when the U. S. Supreme Court refused to review a unanimous District of Columbia Court of Appeals decision supporting the action (BROADCASTING, Nov. 18).

Under the proposal submitted to the FCC, the new corporation would assume a $360,000 debt Eleven Ten owes Jack Cooke, Donald's brother. In addition an arrangement under which a firm controlled by Jack Cooke leases equipment to the station for $90,000 a year. This lease has 5 1/2 years to run. According to the proposal, income received by the Broadcast Foundation would "be devoted exclusively to educational, scientific, literary, or charitable purposes... particularly the proposed operation of UHF channel 28, as requested by Community Television of Southern California."

The following men have agreed to serve as trustees of the Broadcast Foundation: Dr. Frank C. Baxter, professor emeritus of the University of Southern California; Dr. Kenneth Harwood, chairman of the department of telecommunications, USC; John P. Pollock, attorney; John Bowles, president of Rexall Drug Co.; Robert S. Sprague, president of Pioneer Savings and Loan Association, Los Angeles, and Stephen W. Royce, attorney.

NAB to intervene in court case on FCC fees

The National Association of Broadcasters plans to intervene in a court test of the FCC's power to require the payment of fees by broadcast applicants as well as others licensed by the commission (BROADCASTING, Dec. 16).

Douglas Anello, NAB general counsel, advised the U. S. Court of Appeals of the Seventh District, Chicago, that radio and TV stations would be "adversely affected" if the fee schedule is placed in operation Jan. 1 as planned. He said the NAB will intervene because the commission needs specific authority from Congress to charge applicants for services it renders.

WISN-AM-FM, Madison, Wis., joined several aviation interests in filing the court case. Under the fee schedule, applications for a new station, major change in existing station, renewal or assignment of license would have to pay $50 (radio) and $100 (television).

Two stations join CBS Radio


WTNN operates on 1340 kc with 1 kw during the day and 250 w at night. It is owned by Twin States Broadcasters. WlKE, owned by Memphremagog Broadcasting Co., operates on 1490 kc with 1 kw day and 250 w night.

BROADCASTING, December 23, 1963
FINAL WORD ON EMERGENCY PLAN

New defense-broadcast system is made permanent

The official, permanent Emergency Broadcast System to be used in a war emergency becomes effective Jan. 6, 1964, the FCC announced last week. The EBS is primarily an AM system; FM and TV aural channels will be used mainly for relaying and as a backup for networking—although both services' broadcasts would be receivable by the general public.

The EBS is a successor to the Conelrad system which was inaugurated in 1951 and found unnecessary in 1962. An interim emergency broadcasting system was established last July (Broadcasting, July 8). The permanent system is generally similar to the system now in effect under temporary orders.

There are about 1,500 AM stations and 80-odd FM stations now holding National Defense Emergency Authorizations (NDEA). Although these authorizations expire Dec. 31, they have been extended to June 30, 1964 by the FCC.

Only stations holding NDEAs will be permitted to remain on the air during a war emergency.

Last week's notice puts all stations on notice that they may become part of the EBS if they meet specified criteria.

No station operating under war emergency conditions will be able to identify itself, except for the area in which it is operating. This is to delete any competitive advantage to those stations not holding NDEAs. NDEA stations must also participate in weekly tests.

The complete EBS is designed to permit the President and the federal government to communicate with the general public before, during and after an enemy attack.

Following this first priority, the system is planned to provide state, regional and local civil defense programs to advise, instruct and inform their publics.

The plan has been approved by the White House Office of Emergency Planning, the Office of Civil Defense in the Department of Defense, and the FCC. The commission authorized the system Dec. 4.

All Stations Advisory • A complete package of documents listing all the needed information is being mailed to all NDEA holders this week, all licensees will receive them next month.

Included in the file is an official list of civil defense "operational areas" for each county in the United States. Stations requesting NDEAs must be able to be connected to these points for local messages which have second priority after Presidential messages.

Priority three is for state programming: priority four, national programing and news (including regional).

In order to be eligible for NDEAs, stations must meet the following criteria:

"a. It must be capable of being interconnected to the presidential, national, state and common local operational area programs. Arrangements for interconnection must be approved by the FCC prior to implementation.

"b. The station must conform to FCC engineering requirements for the EBS.

"c. It must be a member of LIAC [Local Industry Advisory Committee] in its designated operational area, and must cooperate with other LIAC stations in the origination and broadcasting of the common local program.

"d. It must participate in public education in connection with the EBS.

"e. The station's hours of operation will be taken into consideration.

"f. Adequacy of staff and physical facilities will be considered.

"g. The station participates in the OCD [Office of Civil Defense] Radiological Fallout monitoring program, using facilities provided by OCD."

The OCD is proposing to furnish stations with a radiological monitoring kit to measure radiation in the air. It will require only that the station notify OCD when radiation levels reach a certain point.

If a station is turned down for an NDEA, it may appeal to the FCC for review.

The packet going to all broadcasters contains (1) the EBS plan, (2) criteria for eligibility, (3) procedure for activation, termination and authentication, (4) Presidential Executive Order 11092, assigning emergency preparedness functions to the FCC, (5) White House and OCD requirements, (6) FCC rules and regulations relating to EBS, (7) FCC field liaison offices, and (8) a map of the regional boundaries and field installations of the OCD.

Other documents—relating to technical program channels, programing and operating instructions, stand-by script, and the organization and responsibilities of the national, regional, state and local industry advisory committees—will be furnished licensees holding defense authorizations.

Alerting Stands • The system for

Stations DO Have Personality

ENTHUSIASM -- That's the keynote of OUR Les Biederman, up to his neck in an eager, very vocal push for civic improvements and growth of Northern Michigan.

Les starts campaigning and the public (most of it) joyfully joins in.

The enthusiasm boiling out of this man reflects in his stations. It is an enthusiasm that sells YOUR product.
Set sales and production for first 10 months

Television sales and production for the first 10 months of the year were up over the same period last year, but radio sales and production lagged, Electronic Industries Association reported last week.

<table>
<thead>
<tr>
<th>Period</th>
<th>TV</th>
<th>Radio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan-Oct. 1963</td>
<td>5,428,031</td>
<td>7,698,114</td>
</tr>
<tr>
<td>Jan-Oct. 1962</td>
<td>5,034,880</td>
<td>8,888,904</td>
</tr>
</tbody>
</table>

Also moving upward to almost double was the production of all-channel TV receivers—833,637 for the first 10 months of the year, compared to 485,025 for the same period in 1962. EIA figures are as follows:

<table>
<thead>
<tr>
<th>Period</th>
<th>TV (with UHF)</th>
<th>Radio (with FM)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan-Oct. 1963</td>
<td>(833,637)</td>
<td>14,894,292</td>
</tr>
<tr>
<td>Jan-Oct. 1962</td>
<td>(485,025)</td>
<td>15,684,733</td>
</tr>
</tbody>
</table>

*Excludes auto radios. **Includes 6,420,501 auto radios, compared to 5,665,954 in same period last year.

alerting stations in a war emergency will remain the same as it was for Conelrad and the interim EBS: the federal government will issue its alert to the Associated Press and United Press International. They in turn will flash the alert, including authentication phrases, to stations subscribing to their teletype service.

Upon receipt of a national alert, all AM, FM and TV stations will continue regular program transmissions and make prescribed announcements. Those stations without NDEA’s will advise listeners and viewers to tune to EBS stations and go silent. Stations holding defense authorizations will then commence operation under EBS procedures, with all stations in an area carrying the same program.

The EBS will be available as an emergency warning network in cases of hurricanes, tornadoes or other physical catastrophes through the United States Weather Bureau. This remains the same as it is now.

DO IT YOURSELF SHOWS

Home TV recorder to be on market in 4 to 6 months

Recording and playing TV tapes over home equipment, once considered beyond the realm of consumer-price possibility, last week seemed a step closer to reality.

Demonstrations of a prototype of Cinerama Telcan’s new home TV tape recorder left observers favorably impressed with technical progress made in development of the instrument though some were skeptical of the production schedule planned for it. Fidelity of the recorder’s reproduction was said to be below commercial TV standards but high enough to excite consumer interest.

The “Telcan” recorder, developed by Nottingham Electronic Valve Co. (NEV) in England is ready for distribution in that country at a price close to $180.

Cinerama holds controlling interest in Cinerama Telcan, a company formed by Rutherford Engineering Partnership (Bermuda-based affiliate of NEV) and Cinerama Inc. Cinerama Telcan has distribution rights for Telcan in this country and has been adapting it for the American market (BROADCASTING, Sept. 9). A major problem has been in conversion of the equipment for the 525-line system used here from its original design based on the British 625-line system. Michael Turner, director of NEV and one of the inventors of Telcan, said this problem had been essentially overcome though further refinements are still possible.

The prototype model, shown first to stockholders of Cinerama Inc. at a special meeting Dec. 13, is expected to undergo several operating refinements which may put its consumer price tag close to $300.

The equipment is capable of recording off-the-air (regular TV programing) or pictures made with a home TV camera. The recorder works in tandem with a regular television set. Installation of the recorder would require the assistance of a serviceman.

Cinerama expects to have Telcan ready for the U. S. market in four to six months. The company said last week that negotiations were under way with a number of manufacturers but that none had yet been signed to produce the recorder.

Cinerama Telcan also hopes to market a camera which, when connected to the recorder, could be used to make home TV tapes. A prototype of such a camera weighing about 12 lbs. was also demonstrated. It would be priced around $200.

Crux of Telcan and the factor which is said to be keeping it in the consumer price range is the recording head design. Telcan uses a stationery recording head and a tape speed of 120 i.p.s. It has an 11 1/4-inch tape reel which will give a recording time of 22 minutes or 44 minutes using both sides of the tape.

Fairchild Camera & Instrument Corp., another company intending to enter the consumer TV recorder market, reportedly hopes to demonstrate a model of its recorder by mid-January (CLOSED CIRCUIT, Oct. 21). The Fairchild model is expected to be priced close to $300.

New TV apparatus

in latest Tiros

A new Tiros meteorological satellite, due to be launched at the end of last week, contains a variation on TV which is expected to permit higher definition of cloud formations with transmission almost instantaneously.

The new camera system, labeled experimental by the National Aeronautics & Space Administration, is called Automatic Picture Transmission (APT).

The APT system contains a camera, vidicon and vidicon electronics, a video electronics module consisting of a video detector and timing and switching circuitry, power converters and an FM transmitter.

The camera uses a 108-degree lens (5.7 mm f/1.8 Tegea Kinoptik) which can photograph an area approximately 820 miles on a side when the satellite is looking directly at the earth. A 3-millisecond exposure produces an 800-scant line picture on the photo-sensitive surface of a special one-inch diameter vidicon (to which has been added a polystyrene layer to provide extended image storage capability).

A timer in the APT system programs the equipment for continuous cycles of prepare, expose, develop and direct readout for approximately 30 minutes of each orbit. In eight seconds, the camera takes the picture and develops it; the readout takes 200 seconds at a scan rate of four lines per second.

On the ground the picture is received on an FM facsimile machine. As in seven previous successful Tiros launches, the new Tiros will contain a TV camera and circuitry for recording on tape; with transmission to ground stations on command.

Technical topics ...

Three from Ampex • Ampex Corp., Redwood City, Calif., has announced the production of a new line of professional microphones, two models of which are low and one high impedance. The latter is Model 801, and the former, 802 and 803. Their costs range from $45 to $75.

New Uher mike • Martel Electronic Sales Inc., Hollywood, has announced that a new microphone, the M-512, will be supplied with the Uher 4000-S

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portable transistorized tape recorder. Martel is the exclusive U.S. importer of Uher recorders. The new model mike is specially designed to meet professional requirements, Martel said with a frequency range of 70 to 14,000 cycles per second.

Philco car radio • Philco Corp., Philadelphia, will begin producing car radios at its Lansdale, Pa., division in the late spring of 1964. Philco of Canada has been supplying car radios to Ford of Canada since last spring.

New transistors • RCA Electronic Components and Devices, Somerville, N.J., announced production of two new high-performance silicon planar transistors: the RCA-2N3119 fast turn-on, high-voltage switch and the RCA-2N3118 high-voltage VHF amplifier. The transistors may be used as video amplifiers in deflection circuits and as high-voltage core drivers.

Converter • Terado Corp., St. Paul, has announced the production of the Terado Dual Continental, which converts the low voltage of any car or truck to 110 volts, 60 cycles A.C., 600 w. The device will run all types of sound equipment and cameras.

Olympic activity • The Olympic Radio & Television division of Lear Siegler Inc., Long Island City, N.Y., has opened a new branch in Dallas. Olympic Television of Texas, the branch's name, is at 9001 Diplomacy Row. Olympic has also named a new distributor, Merchandising Distributors Inc. of Denver, for Colorado, western Nebraska and southern Wyoming.

Radio-TV manufacture value tops $3 billion

"Value added by manufacture" of radio-television equipment in the U.S. in 1962 was $3.013 billion, a 26% increase over 1961, the U.S. Census Bureau reported last week. The figures were obtained in the department's annual survey of manufacturers, being released this year in 14 separate reports by industries.

The "value added by manufacture" is computed by subtracting the cost of materials, fuels, electricity and contract work from the total value of shipments and other receipts, the bureau said. The Census Bureau said that this method is one of the best measures available for comparing the relative economic importance of manufacturing among industries and different years. The 1962 radio-TV figures show an increase of 132% in value added by manufacture since 1958, according to the bureau.

In 1963, the bureau plans its once-every-five-years census of manufacturers and questionnaires already have been sent out for this survey.
NCAA STRIKES IT EVEN RICHER

NBC-TV gets football rights for 1964-1965 for record $13,044,000; next question: how will bidding go for NFL pro rights next month?

NCAA football, which went nationwide on television over NBC in 1951, returns to that network next year for the first time since 1959. NBC's $13,044,000 bid for rights to the 1964-65 contests overshadowed ABC's $12,405,000; CBS's $12,304,000 and Sports Network's $10,602,000.

The National Collegiate Athletic Association now goes back to the network where it all began 13 years ago. In 1951 Westinghouse Electric Co. purchased the NCAA national rights for the first time on a "controlled" basis for $700,000; bought time on NBC and sponsored 19 games on a 48-station network.

In succeeding years, the collegiate contests went to ABC, back to NBC, then to ABC again and then to CBS, picking up increasing amounts of money as they rolled from network to network (see table).

All Sold - On Thursday (Dec. 19), two days after it signed the contract for the games, NBC announced the 1964 schedule was off the sustaining list. Four sponsors, each picking up a quarter of the 14 dates, are: Texaco (Benton & Bowles), General Cigar (Young & Rubicam), Gillette (Maxon) and Chrysler Corp. (Y&R).

The network did not divulge figures, but the estimated 1964 sales price to the four was about $9.4 million.

General Cigar and Texaco were participating sponsors in this season's NCAA games on CBS-TV (Broadcasting, Aug. 19).

The announcement of the contract was made jointly by Paul W. Brechler, chairman of the NCAA TV committee, and Carl Lindemann Jr., vice president NBC Sports.

Most of the national games and some of the regional contests will be telecast in color, Mr. Lindemann said.

The 1964 lineup calls for 13 Saturdays and Thanksgiving Day for collegiate games, ending with the Army-Navy contest on Dec. 5. Nine of the 14 dates will have nationally televised games and the other five will have regional coverage of four games on each date, one more than in recent seasons.

NFL Next - NBC's victory for the record figure focuses attention on bids to the National Football League games for which bids are expected next month. The exact date may be made known by

15 years of buying & selling NCAA football

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<th>Year</th>
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STV GOES TO COURT

Charges theater owners violated antitrust laws

The Crusade for Free TV and its theater-operator backers were hit last week with a $117 million damage suit filed in the U. S. District Court in Los Angeles by Subcription Television Inc., pay-TV organization whose proposed service the crusade is attempting to block.

The complaint, filed for STV and Tolvision by the Beverly Hills, Calif., law firm of Bautzer, Irwin, Schutzbank and Schwab, accuses the defendants of conspiring to restrict competition in violation of the federal and California antitrust laws. STV asked the court to dissolve the "combination and conspiracy" and to enjoin the defendants from continuing their illegal anti-STV activities. The pay-TV organization also asks for triple damages of estimated actual and potential damages of $33,680,000 sustained by STV as "a direct and proximate result of defendants' acts" and $5,500,000 estimated damages sustained by Tolvision, assignor of the license for the STV system and of contracts with the Los Angeles Dodgers and the San Francisco Giants baseball teams for exclusive pay TV rights to their games. The damages asked for total $117,541,500, three times the estimated actual damages of $39,180,500.

Named as defendants are: the California Crusade for Free TV, Southern California Theater Owners Association, Northern California Theater Owners Inc., Theater Owners of America, Allied States National Exhibitors Organizations and 12 motion picture theater organizations: Amusement Corp. of America, United California Theaters, United Artists Theater Circuit, Pacific Drive-in Theater Corp., Fox West Coast Theater Corp., American Broadcasting- Paramount Theaters, National General Corp., Sero Amusement Co., RKO Theaters, Stanley Warner Corp., Stanley Warner Management Corp., Warner Theaters. Three individuals are also named: Graham Kisslingbury, public relations advisor to the crusade; Roy C. Cooper, president, Northern California Theater Owners, and Arnold C. Childhouse, crusade president.

SEC Petition - The STV complaint states that it filed a petition with the Security and Exchange Commission on Aug. 22 (Broadcasting, Aug. 26) and on Oct. 3, having secured SEC approval, the STV underwriters offered and sold to the public 1,300,000 shares of capital stock, plus $90,000 shares to certain stockholders, making $19,024,500 available to STV at that time (Broadcasting, Nov. 4). But, the complaint charges, between the filing of the application and its approval, during a peri-
Arrangements for NBC-TV's rights to NCAA football for two years are completed by (l to r): Asa S. Bushnell, TV program director for NCAA sports; Carl Lindemann, vice president in charge of NBC Sports, and Paul W. Brechler, chairman of the NCAA TV committee.

do when STV was restrained from taking any action that could be construed as promoting the sale of its stock, the defendants took steps to discourage the investing public from devoting any of its money to the purchase of STV shares.

Specifically, STV charges the defendants with publishing ads in the financial pages of the Los Angeles Times for Sunday, Oct. 6 and in the eastern, midwest and southwest editions of the Wall Street Journal on Oct. 8 and Oct. 11 "intended to deter potential purchasers of capital stock which STV was offering," with the result that the offer was reduced from the planned 1,900,000 shares to 1,310,000.

Mr. Cooper, the complaint states, appeared on KEMB and KGO, both San Francisco, and advised the public against buying stock. In addition to depressing the stock sale, these activities also had a bad effect on STV's ability to obtain transmission and viewing rights to entertainment features and events and for making them available for viewers to enjoy at home for less cost than in theaters, the complaint alleges. Furthermore, it states, as a direct result of the defendants' activities, "STV was deprived of an opportunity to secure $6,460,000 of additional operating capital for the purposes of making STV available to the public in California and other states." The defendants are charged with activities that "have hindered and obstructed the plaintiff in a prompt development of its business and of securing actual and potential profits therefrom." These complained of activities "may make it difficult for the plaintiffs to comply with contractual obligations imposed on them and this failure to comply would result in the imposition of penalties and would result in the loss of anticipated revenue and future profits." They also "made it necessary for plaintiffs to engage in advertising and publicity to correct present to the public the business and purposes of the plaintiffs."

The California Crusade for Free TV issued the following statement: "We have examined the action filed by Subscription TV and believe it to be entirely without legal merit or substance. It appears to be simply an effort to discourage the people of the state of California from exercising their rights at the ballot box next November. We are confident that in the free TV initiative being placed on the ballot at the next November election, the people of this state overwhelmingly will support free TV and reject pay TV in their home."

**STV still aiming for July 1 start**

Subscription Television Inc., Los Angeles, which is under contract to commence feecasting to at least 20,000 subscribers each in Los Angeles and San Francisco by July 1, is still aiming for that target date.

The Los Angeles Dodgers and San Francisco Giants which play 18 games together are original stockholders of STV, and intend to televise their home-and-home games over the pay system (BROADCASTING, Aug. 26).

However 10 of the 18 games are to be played prior to the STV target date, and a spokesman for the Dodgers told BROADCASTING last week that it is "assumed" that the 10 games will be televised as they had in past years, over free TV.

STV last week also announced the ordering of more than $1.2 million worth of studio telecasting equipment from RCA.

Delivery of the equipment, which will be capable of transmitting live, tape or film programing to STV studios in Los Angeles and San Francisco will begin next month.

The contract calls for RCA to deliver four TR-22 transistorized television tape recorders; six TK-26 Vidicon color-film camera chains, 12 35mm and two 16mm projectors and two TS-40, 3-channel audio and audio master control switching consoles. All the equipment is capable of transmitting in color.

**Charlie Walker gets 5 years on probation**

Charlie Walker, former WOKO Kings- tree, S. C., disc jockey, was sentenced to five years probation by a federal court Monday (Dec. 16) for using obscene and indecent language on the air April 25, 1960.

U. S. District Judge J. Robert Martin Jr. said, "I did not feel that the mat-
More sex-and-violence hearings in '64

YES, BROADCASTERS, THERE WILL BE A DODD REPORT, EVENTUALLY

The Senate Juvenile Delinquency Subcommittee, which conducted public hearings in 1961 and 1962 on the effects TV violence and sex have on children, is planning another public session in 1964. Key broadcaster witnesses who testified at the earlier hearings will be asked to explain what they've done about their programming since.

Senator Thomas J. Dodd (D-Conn.), subcommittee chairman, said in an interview Wednesday (Dec. 18) that the hearing probably will be held next month. It is likely that the subcommittee staff will monitor television programming sometime between now and the hearing, Senator Dodd added.

The subcommittee has made no report of its earlier proceedings, although a staff report was turned over to Senator Dodd a year ago (CLOSED CIRCUIT, Dec. 24, 1962).

The senator said last week that his subcommittee's report has been held up "to see what the industry has done" to improve children's programming since the hearing. He recalled that the subcommittee conducted an earlier study of violence and sex on TV in 1955 (then under the chairmanship of the late Senator Estes Kefauver and before Senator Dodd was a member), but that a year after it reported its findings, the problem was in his opinion as bad as ever.

No Encore = He wants no repetition this time. "I am very concerned that this not be just another flareup" of public interest in violence on television —"and then nothing," he said. The report has been purposely delayed, he explained. "The more I thought about it, the more I thought we should continue to wait." Asked whether these were the only reasons for the delay, Senator Dodd said, "This problem hasn't been neglected, nor has there been any struggle in the committee [disagreement among members] that has held this up." Most of the subcommittee's time this year has been spent on narcotics problems and mail-order guns, he pointed out. New congressional interest in his legislation to curb mail-order gun traffic has been generated by the slaying of President Kennedy with such a weapon.

"I think this country has awakened to the fact that our society is badly influenced by excesses of violence. I'm sure that this assassination will have an impact on the gun bill and on the TV report," Senator Dodd commented.

The subcommittee's TV hearings were held June 8-19 and July 27 and 28, 1961, and Jan. 24, May 11 and 14, 1962. It has been estimated that the cost of the hearings, investigation and salaries for this work has been $225,000 to date.

Committee Consensus = Senator Dodd remarked that he felt he had to avoid direct answers to questions about what the subcommittee's report will say because he did not want to create the impression that he spoke for other members. He indicated that he places great importance on reaching a consensus with his subcommittee. It includes these senators: Sam J. Ervin Jr. (D-N.C.), Philip A. Hart (D-Mich.), Birch Bayh (D-Ind.), Quentin N. Burdick (D-N.D.), Hiram L. Fong (R-Hawaii), Roman L. Hruska (R-Neb.) and Kenneth B. Keating (R-N.Y.).

The subcommittee, Senator Dodd said, intends to maintain "a continuing interest" in programming beyond its issuance of a report.

The report has so far been understood to contain a legislative package that includes an omnibus bill to open up competition among program sources for television stations. One device could be to limit the amount of time in a broadcast day that stations could take programs from one source. The bill, however, was a staff proposal, and it is not known whether it could obtain the subcommittee's approval.

The report submitted to him in December 1962 was just a draft, Senator Dodd said. It has had considerable revision since, he added, some by him.

Program Controls = Subcommittee questioning during the hearings already held showed great concern with the extent of ownership TV networks have in programs.

This situation also has interested the
er Moscow correspondent for that newspaper, and Constantin Boldyreff, an anti-Communist underground leader. The fifth expert will be announced shortly.

The series will be on Triangle stations later this winter and will be syndicated by Triangle Program Sales.

**New 'Fury' series**

Independent Television Corp. plans to begin production soon on a new *Fury* series, it was announced last week by Abe Mandell, executive vice president. This series has been running on NBC-TV since 1955 and currently is scheduled on Saturday, 11-11:30 a.m.

Mr. Mandell said the new series is aiming for an evening network time period and will have a "new look," including the addition of a teen-age daughter and "modern, more mature story treatments."

The original *Fury* series has 124 episodes and is now in its fifth and sixth rerun on NBC-TV.

**FCC's Office of Network Study**

made several proposals in a report submitted to the commission at about the time Senator Dodd received his report from the subcommittee staff (BROADCASTING, Dec. 3, 1962).

Among the FCC report recommendations: (1) prohibit TV networks from engaging in program syndication in the U.S. and from participating financially in the syndication operations of others; (2) limit network ownership of first-run rights to 50% of entertainment shows in their prime time schedules; (3) direct regulation of the networks; (4) require broadcasters to belong to a self-policing industry association.

When asked whether the FCC now has the legislative authority to make improvements in programing and ownership which he might consider necessary, Senator Dodd said, "I am doubtful it has."

"I've always hoped," he continued, "that improvements could be accomplished "without compulsion, by cooperation instead—and I still hope so."

He recalled, however, that broadcasters promised improvements in programing after the 1955 hearing.

"At that time this committee took heed of the fact that TV was young and we were sensitive to the concern of broadcasters about premature government action aimed at reducing the broadcaster's control over programing," Senator Dodd said in opening the hearing on June 8, 1961. Despite broadcaster promises to study effects of TV on children, to police themselves and enlarge the staff of the National Association of Broadcasters code authority, the senator said in 1961, "We find that the number of shows containing violence has dramatically increased."

**Government Study**

Studies and changes also were promised during the 1961 and 1962 hearings, Senator Dodd noted last week. A government-industry study he recommended was undertaken by the NAB and the Department of Health, Education and Welfare last year (BROADCASTING, July 9, 1962). Two weeks ago the Joint Committee for Research on Television and Children announced that it had awarded 25 grants of $250 each to social scientists to prepare presentations seeking funds for studies of the effects television has on children (BROADCASTING, Dec. 16). The 25 were selected from several hundred proposals.

Senator Dodd says that his subcommittee has "no control" over the joint committee, but will comment on it in the forthcoming Senate report.

Asked when his staff would begin to monitor programing, Senator Dodd remarked that the holiday period might not be typical of television programing year round, and so monitoring probably would begin in January.

The subcommittee staff has been monitoring informally since the hearings ended. Members have a list of programs which could be a source of discussion when broadcasters come before the subcommittee. On occasion copies of programs have been requested for special staff screening.

Senator Thomas J. Dodd (D-Conn.), planning a reprise hearing on the effects of so-called TV violence and sex on youth, is shown (r) consulting with Carl L. Perian (c), staff director of the Senate Juvenile Delinquency Subcommittee, during the opening session of the hearing in June 1961. Dr. Ralph J. Garry, professor of educational psychology at Boston University and consultant to the subcommittee, is at left.

**BREAKTHROUGH ON VIDEO TAPE FRONT**

Film-limited union, producers no longer restricted

Hollywood TV program and commercial producers and members of the International Alliance of Theatrical Stage Employees whose activities have heretofore been confined to film, can now utilize TV tape as well, under an agreement negotiated by Richard Walsh, international president of the IATSE; Charles Boren, executive vice president, Association of Motion Picture Producers, and Richard Jencks, president, Alliance of Television Film Producers.

The new pact was hailed by one industry observer as "a genuine act of statesmanship" on the part of Mr. Walsh in overriding objections of some of the IATSE branches to enable his union to get into the tape field heretofore monopolized by the International Brotherhood of Electrical Workers and the National Association of Broadcast Employees & Technicians. For the producers, the agreement permits their invasion of an area of production heretofore maintained exclusively by the TV networks and a handful of video tape studios.

The video tape agreement is limited to the type of programing for which the process is commonly employed, that is, variety, panel and audience participation shows; sports, news shows, documentaries and commercials. The producers and the union will continue to produce dramatic programs on film.

Terms of the contract have not been made public, but it is understood that they differ from the standard IATSE film contract in a number of important respects.

**Equals Out**

The weekly pay scale is generally lower in the new tape agreement than in the film pact for similar work, but the tape week is a...
That most famous Virginia on WSYR-TV program

A diligent search by WSYR-TV Syracuse, N.Y., for the original Virginia of "Yes, Virginia, there is a Santa Claus" fame has resulted in a special Christmas show for the station.

The seven-year-old Virginia O'Hanlon who wrote the puzzled letter to the New York Sun in 1897 has through the years ripened into the 74-year-old Dr. Laura Virginia Douglas shown here. Standing beside her is E. R. Vadeboncoeur, president of WSYR-TV, who visited her home in an Albany suburb to film the Christmas special.

Both her original letter and the editorial it prompted will be featured on the show, and Dr. Douglas, a retired public school educator, will discuss the effect the editorial has had on her life. The title of the WSYR-TV program? Yes, There is a Virginia.

Radio-TV barred from Ruby trial

There'll be no TV coverage of the trial of Jack Ruby, accused slayer of Lee H. Oswald, it was announced by Judge Joe B. Brown last week.

Judge Brown, of Criminal District Court No. 3 in Dallas, in a statement issued through a press spokesman, said:

"Throughout the trial of Jack Ruby, due process of law will prevail in my court, and decorum will be maintained at all times by those participating in the trial, by the press, and by the public witnessing the trial.

"No television equipment, no radio recording equipment and no cameras for still photographs will be permitted in the courtroom while the court is in session."

Texas permits each judge to determine whether or not to allow cameras and recordings of trials in their courts. Judge Brown has conducted trials which were covered by television and still photographic media. It was believed he would have no objections to such coverage of the Ruby trial.

Although there was no confirmation, it is understood in Dallas that Judge Brown has been under heavy pressure by the American Bar Association to ban TV and still photo cameras from his courtroom in the Ruby trial. ABA's Canon 35 prohibits the taking of pictures in a courtroom during a trial. This is not followed explicitly in Texas and Colorado.

The fact that Judge Brown used a public relations firm to issue the announcement has been criticized by some Dallas lawyers. Judge Brown is due to run for re-election next year.

Lerner's Forecast • In New York last week attorney Max Lerner predicted that television coverage of criminal and civil court trials will eventually be accepted in the U.S.

Mr. Lerner, former chairman of the copyright committee of the American Bar Association, appeared on the Dec. 20 Barry Gray Show on WMCA New York. He asserted during the program that if a judge allows people into the courtroom to see a trial, there is no reason why the television camera should be excluded.

Another panelist, Herman B. Glasser, president of the New York State Association of Trial Lawyers, voiced views which in effect upheld the general practice of prohibiting TV camera access to courtroom trials.

No magic formula for local live programs

WWL-TV New Orleans last week told the FCC that there is no "slide rule accuracy" available to a station in its efforts to determine what percentage of its programming should be local live. With this in mind the commission should reject the petition by Local 74 of the American Federation of Musi-
Heat's on networks to help UHF

FCC IS PUSHING THEM TO PROVIDE PROGRAMING FOR NEW STATIONS

FCC officials met with network representatives in an all-day session Monday (Dec. 16) in a search for ways in which network programing could be made available to stations that don't normally receive it—particularly UHF outlets.

No conclusions were reached, and further meetings are expected before any policy decisions, by the networks or the commission, are reached, according to those who attended.

Commission officials have asked the networks for additional information on their affiliation policies, on their practices in making programing available to stations other than affiliates, and on their procedures in making per-program arrangements.

One of the principal concerns underlying the commission's interest in the problem is the fate of the UHF stations that are expected to open in the seven markets where the agency rejected the drop-in of short-spaced VHF channels (BROADCASTING, Nov. 18). Each of these now has two VHF stations.

The commission has said UHF stations can provide the service the markets need. However, UHF stations won't be able to survive, let alone provide competitive service, the commission feels, unless they are assured of network programing.

**ABC's Problem**—The problem of aiding UHF stations also became entangled with ABC's effort to achieve parity with the other two networks. ABC's hopes in this connection received a bitter blow when the commission rejected the drop-in proposal.

ABC officials reportedly suggested that the commission seek to put the network on an equal footing with CBS and NBC in 18 of the top 100 markets that have only two VHF stations. These include the seven that had been proposed for the drop-ins.

In all but one of the markets, CBS and NBC have the primary affiliates. ABC suggested that the two networks be required to share VHF affiliates with it and to take UHF affiliates for the VHF stations they would be obliged to give up. The aim would be to divide the VHF and prospective UHF outlets equally among the three networks.

Commissioner Robert E. Lee, who attended the meeting along with Commissioner Kenneth A. Cox, said later that the FCC is concerned about the 18 markets. But he expressed doubt the agency has the authority to force the kind of sharing envisaged in the ABC suggestion.

Some network representatives feel that the commission, in order to help UHF as well as overshadowed-VHF outlets, might attempt to require the networks, by rule, to make programing available. However, no one was prepared to say what shape such a rule might take.

Commissioner Lee said he hopes the networks would "find ways to affiliate with UHF stations." But he didn't sound optimistic.

**Other Courses**—Affiliation isn't the only possible solution, however. Commission officials feel special arrangements might be possible whereby network programs rejected by affiliates would be made available to stations in the same or nearby communities.

Under consideration, also, is the possibility of adapting special plans devised in the late 1950's for making network programs available to small-market VHF stations that advertisers didn't normally purchase.

Network officials, however, noted that such plans might not be legally feasible if an advertiser chose not to buy a UHF station and the network didn't own the rights to a program. If the network did own the rights, presumably, it could pipe the program in without advertising.

**All-Channel Answer**—Some network officials feel the only practicable solution to the UHF dilemma is the one instituted by the FCC—the all-channel receiver law, which is designed to provide UHF stations with the kind of set circulation that advertisers find meaningful.

And last week, commission officials were pressing a campaign to make the
The segue from Haverlin to Burton

BMI CHANGES PRESIDENTS FOR FIRST TIME IN 16 YEARS

There'll be a changing of the guard at Broadcast Music Inc. on Jan. 1, and if the personalities of the principal figures set the tone, it ought to be colorful.

Carl Haverlin, who has been president of the music-licensing organization for more than 16 years, has reached retirement age and asked that he not be considered for re-election. He will serve as a consultant instead. Judge Robert Jay Burton, executive vice president, was elected to succeed him as president.

The changes were announced last week by Sydney M. Kaye, New York attorney and BMI board chairman, who was one of the few men in the BMI shop before Messrs. Haverlin and Burton got there. Mr. Kaye helped draw the blueprint that established BMI in 1939 and then opened it for business in February 1940.

Those were the days that led to the era of "Jeannie with the Light Brown Hair." The American Society of Composers, Authors and Publishers—then the only major music licensor—had refused to give an inkling of the fees it wanted for new ASCAP licenses, provoking broadcasters to set up BMI as "an independent source of music." Then ASCAP disclosed its demands—approximately a 100% increase over broadcasters' payments in 1939—and broadcasters rejected them.

The Origins • When the old contracts expired Dec. 31, 1940, broadcasters made do with "Jeannie" and other public-domain music, plus such new music as the scrambling young BMI officials had been able to get rights to, until the so-called "strike" was finally settled in new ASCAP contracts in the fall of 1941.

ASCAP refused to recognize BMI at first, but has never since overlooked it—or let up, seriously, in its efforts to put BMI out of business or, at least, get it divested from broadcast ownership.

BMI in the meantime has grown from zero compositions, zero writers, and publishers and zero licensees to totals that included, as of last July 31, hundreds of thousands of compositions including the music for more than half of all the million-sales records ever sold; 6,871 writers and composers, 5,603 publishers, 5,689 station licensees and 14,188 non-broadcast licensees in the U. S. and Canada.

The Pioneers • Both Mr. Haverlin and Mr. Burton, along with Mr. Kaye, figured prominently in that growth.

Mr. Haverlin arrived at BMI in April 1940, the beneficiary of (1) a violent attack on BMI by his boss, and (2) the long memory of Sydney Kaye.

Mr. Haverlin was then representing a firm whose chief executive had made what Mr. Kaye regarded as a singularly offensive attack on the young licensing organization. When Mr. Haverlin appeared at Mr. Kaye's office, Mr. Kaye admitted him for the purpose, he said later, of punching him in the nose.

But Mr. Haverlin is an exceptionally disarming man, and before he left he had so engrossed Mr. Kaye's interest that, months later, when BMI needed a salesman, the Haverlin name came first and foremost to the Kaye mind. When broadcasters spontaneously supported him for the job, Mr. Haverlin teamed up with BMI as its first station representative.

He left in 1943—but not completely. He took the job of vice president in charge of station relations for Mutual, but the network agreed that he could remain "on call" to BMI. When he went back to BMI in 1947 it was as its first paid president.

Man of Parts • Mr. Haverlin's success in quieting the hostility of that first meeting with Mr. Kaye demonstrated a diplomatic talent that friends of both men agree is formidable. But they agree, too, that this is only one of an almost endless list of talents.

Some have called Mr. Haverlin the last Renaissance Man.

He was born in Globe, Ariz., in 1899,
the son of a mining engineer. He spent his boyhood in mining camps throughout the Southwest and in Mexico, and got his formal education mainly at the New Mexico Military Institute and, later, a Los Angeles high school. But he was—and is—a prolific reader and a wide-ranging collector of books.

He is a student of American history and an acknowledged expert on Lincoln and the Civil War. Professional Lincolnians seek his help in dating letters and other material of that period. He was the first president of the Civil War Round Table of New York and is an honorary Civil War Centennial commissioner, a trustee of Lincoln College, a widely known collector of Civil War documents, and a contributor to Lincoln for the Ages, based on a public service radio series conceived by him and produced by BMI.

But his interests extend far beyond history. At one time, for example, he had what was said to be the best known collection of Barclay, an obscure 17th century English philosopher. An old friend summarized his interests and accomplishments this way:

"To mention any subject, no matter how disparate or unrelated, in an evening’s conversation, is to get from Carl at least one penetrating observation. He comes pretty close to the complete man intellectually, and what’s better, without benefit of any specialized training."

Actions Plus Words • Mr. Haverlin’s activities have been equally diverse. In high school his flair for dramatics led to a bid from Ted Shawn and Ruth St. Denis, the eminent modern dancer. But in high school he also set a Southern California record for the javelin throw, placed high in the broad jump and was a member of the world’s champion relay team.

After high school he was a principal pantomimist in a ballet that toured the Orpheum Circuit for years. He also wrote and sold short stories, and collaborated with the late Schmed Abduljah on a play called “Savage.”

When “Savage” closed before it got to Broadway, Mr. Haverlin went back to Los Angeles and got a job as an announcer—and salesman and sportscaster and actor and occasional elevator operator—with KFI. With the late Graham MacNamee he did the first Rose Bowl broadcast.

At KFI he also met and married Virginia Flohri, who sang on the station. They have three children and have maintained homes at Bronxville, N. Y. (which they have just sold) and at 8619 Louise Ave., Northridge, Calif., which will be their retirement headquarters.

Mr. Haverlin was sales manager of KFI and KECA then a joint operation, when he moved to a music transcription job, en route eventually, to BMI.

Burton’s Beginning • Judge Burton, who becomes BMI’s second paid president, also joined BMI in 1940, starting as resident attorney.

He is an expert on copyright law and for years has addressed broadcasters at meetings, BMI clinics and other gatherings on the importance of this subject. He is equally well known as an MC and after-dinner speaker of comedic talent.

Born in New York City in 1914, he attended the public schools of suburban Larchmont and a private school in France. After graduating from Columbia University in 1935 and the Columbia Law School in 1937 he joined the law firm of the noted attorney, Arthur Garfield Hays.

After three years as BMI’s resident attorney, Judge Burton was named director of publisher and writer relations. In 1953 he was elected a vice president, in 1956 was named vice president in charge of domestic performing rights administration, and earlier this year was advanced to executive vice president.

The “judge” in his title is real, not honorary. He was named acting city judge of New Rochelle, N. Y., in 1960 and served in that post until he resigned a short time ago to spend full time on his expanding responsibilities at BMI.

He is chairman of the copyright committee of the American Patent Law Association and a trustee of the Copyright Society of the U. S. A. He has been chairman of the committee on copyright office affairs of the American Bar Association and of the radio and television committee of the Federal Bar Association of New York, New Jersey and Connecticut, and has lectured on copyright law at the Columbia and New York University Law Schools.

Judge Burton was twice president of the Radio Executives Society, (now the International Radio and Television Society)—which Mr. Haverlin also headed.

Judge Burton is married to the former Linda Patterman. They have three children and live at New Rochelle.

Cox’s comments on local live programming

TREND AWAY FROM PRIME TIME IS CAUSE FOR CONCERN

FCC Commissioner Kenneth A. Cox has again expressed concern with what he regards as a growing national trend on the part of television stations to eliminate local live programming from prime time.

He said most stations—particularly network affiliates—seem to be shifting into a pattern of limiting local live programming in prime time to 15 or 30 minutes of news, weather and sports.

The commissioner expressed his views in a dissent to the commission’s action in renewing the licenses of WCSC-TV Charleston and WBRC-TV Greenville, both South Carolina, and WSOE-TV Charlotte, N. C. (CLOSED CIRCUIT, Dec. 9).

Ford Dissents Also • The vote for renewal was 4-2, with Commissioner Frederick W. Ford joining Commissioner Cox in dissent. Voting for renewal were Commissioners Rosel H. Hyde, Robert T. Bartley, Robert E. Lee and Lee Loewinger. Chairman E. William Henry was absent.

Commissioner Cox said that news, weather and sports programs were the only local live shows regularly scheduled in prime time by the three stations. Before granting the renewals, he said, the commission should have inquired further into their programming policies.

He said the additional information might have allayed his fears. But in
any event, he said, he does not believe the commission had sufficient information on which to base a renewal.

He said "station after station" is squeezing local live programming out of prime time into less convenient viewing hours and is filling the more desirable time with programs supplied by networks and syndicators.

He said this should be a matter of concern to the commission in view of its TV allocation and programming policies which "place a high premium on local stations—as opposed to high-powered facilities—" in order to provide outlets for local self-expression.

The lack of complaints against the stations and the backlog of pending renewal applications were both cited by members of the commission majority as grounds for granting renewal of the three Carolina stations.

But, Commissioner Cox said, these reasons are not sufficient to assure renewal without further effort by the commission to obtain additional information "which I believe important to the commission, to the communities served by these stations and perhaps to the future of American television."

HIGH COURT BACKS FCC
Refusal to review Carter Mountain case supports commission claim to protect local stations

The FCC's right to protect local TV stations from the inroads of community antenna systems—through its power over microwave relay licensing—was affirmed last week when the U. S. Supreme Court refused to review the Carter Mountain case.

As usual, the court gave no reason for its denial of the petition for certiorari.

Carter Mountain Transmission Corp. brings TV signals from Denver, Salt Lake City and Billings, Mont., to a CATV system in north central Wyoming. It sought additional facilities to improve the service. Objections were filed by KWBR-TV Riverton-Lander-Thermopolis-Worland, Wyo., serving the same area. After a hearing, the commission upheld the station's contention that the additional CATV signals would force it out of business.

Last May, the U. S. Court of Appeals in Washington upheld the FCC's authority to consider the impact of CATV systems on local TV stations (BROADCASTING, May 27).

The commission had offered to grant the Carter Mountain application if it promised not to duplicate the programs carried by KWBR-TV.

In recent months, the FCC has issued conditioned grants to various relay systems serving CATV. It has also issued a rulemaking proposal providing that licenses will be granted for microwave relays in both the common carrier and business radio services if CATV systems do not duplicate the local TV station's programming for at least 15 days (BROADCASTING, Dec. 9).

Supreme Court won't review two TV cases

The U. S. Supreme Court last week refused to review two criminal cases carrying the death penalty in which the broadcasting of asserted confessions was an issue.

As is usual no reason was given for denying the petitions.

One case involved two youths convicted of the slaying of an elderly man. James Douglas Latham and George Ronald York were sentenced to death for the killing of Otto Ziegler in 1961 in Kansas. Their attorney claimed that the telecasting of their alleged confessions in the area in which they were tried prevented them from securing a fair jury trial.

The second case involves Edward Otto Hagans who, with his wife, was convicted of killing two elderly women in 1961 in Texas. The defendant claimed his "confession" was carried over two local radio stations (KSFA and KEKE, both Nacogdoches).

In both cases defendants' lawyers relied heavily on the Supreme Court's decision in the Rideau case. This involved a telecast before trial of the police interrogation of a bank robber in Louisiana who killed a guard in the course of the holdup. The Supreme Court said that his request for a change of venue should have been granted since the telecasts made it difficult if not impossible to find unprejudiced jurors (BROADCASTING, June 10).

LBJ meets with TV network heads

President Johnson met last week with the heads of the three major television networks for what was described by White House spokesmen as a "get acquainted session." The luncheon meetings were held on three consecutive days (Wednesday, Thursday and Friday) with each network's group of top news executives.

Among the subjects discussed, it was learned, was the question of televised news coverage of the presidential news conferences. Also discussed, it is presumed, is the possibility of a presidential news conference with only three reporters representing the TV networks present. This would be similar to President Kennedy's televised Conversation with the President in December 1962.

A second such interview had been planned by the late President. No decisions were made. There was no discussion of Section 315 of the Communications Act or TV debates between the presidential candidates of the major parties at next year's election.

Broadcasters who attended the lunches:


FATES & FORTUNES

BROADCAST ADVERTISING

Fred L. Nettere, for past year Eastern sales manager of ABC-TV Spot Sales, New York, and with organization since its inception in 1961, promoted to new position of general sales manager. Arthur J. Decoster named sales manager of ABC-TV Spot Sales, Chicago. Mr. Decoster joined ABC in 1961, was formerly account executive at The Katz Agency, that city. Mr. Nettere's previous associations include CBS-TV Spot Sales, NBC-TV Spot Sales, and The Katz Agency, New York. ABC-TV Spot Sales is national sales representative for ABC-owned TV stations—WABC-TV New York, KSDK-TV San Francisco, WWYV-TV Detroit, KABC-TV Los Angeles, and WKBW-TV Chicago.

Campbell-Mithun Inc., Minneapolis-based advertising agency, last week announced election of four new vice presidents. They are Stanhope E. Blunt and Thomas Casey, account directors at agency's Minneapolis and Chicago offices, respectively; Hugh C. Fowler, account director and office manager, C-M Denver; and Joseph C. Franklin, research director, C-M Chicago. Mr. Blunt joined Campbell-Mithun as account executive in 1957. Messrs. Casey and Fowler came to C-M this year. Mr. Franklin, formerly of Kenyon & Eckhardt, joined C-M in 1961 as research director.

Henry J. Opperman, since 1955 manager of New York office of Wade Adv., elected VP. Other new Wade VP's: Frank Ryblick, creative director, Los Angeles; Andrew K. Quale, Chicago account executive, and Harold Christiansen, who joins Chicago office Jan. 1. Mr. Christiansen headed his own agency.

Marrie R. Yohai, president of Old London Foods Inc., New York, elected VP and member of board of directors of The Borden Co., that city. Old London Foods is processor of snack foods and was recently acquired by Borden.

Ted E. Snyder, group supervisor at Fuller & Smith & Ross, Pittsburgh, on industrial products program of Alcoa and also administrative officer for entire Alcoa group, elected vice president of agency. Mr. Snyder joined FSR in 1957 as executive on Alcoa account and assumed his supervisory responsibilities on that account in 1962.

C. Milton Gossett, VP and assistant creative director of Compton Adv., New York, promoted to VP-creative director. Mr. Gossett joined Compton in 1949, was elected VP earlier this year.

Donald H. Arvold, management representative at Foote, Cone & Belding, Los Angeles, on Purex and Sunkist accounts, joins Purex Corp., Lakewood, Calif., as divisional VP-marketing, with responsibility for brand management.

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This 8-transistor, 2-band (MW & SW), all-wave radio has a large (12cm) speaker and a 10mm by 180mm ferrite core antenna that gives you clear, staticfree reception from those distant as well as local stations. These are some of the outstanding features that have made Mitsubishi table model transistor radio so popular. Why not drop in at your nearest electrical appliance dealer and see for yourself.

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G. Frank Johnson, former advertising consultant to General Development Corp., Miami, and VP of Ogilvy, Benson & Mather, New York, joins Grant Adv., Miami, as account executive.


Harvey Glor, sales manager of Detroit office of McGavren-Guild, national radio-TV sales representative, appointed sales research director of company's New York office. Mr. Glor joined McGavren-Guild more than three years ago after working in sales research at Adam Young Inc., New York.

Murray Flynn, advertising manager and associate editor of Northern Automotive Journal, joins Weaver-Gardner Inc., St. Paul, Minn., advertising agency, as VP and new business manager.

Jack Spillman, supervisor on Purex account at Foote, Cone & Belding, Los Angeles, elected VP. Mr. Spillman joined FC&B in 1959, was formerly with Max Factor International and Purex Corp. Ltd.


Herbert Gruber, director of broadcast media at Parkinson Adv. Agency, New York, elected VP. Mr. Gruber has been associated with Parkinson since 1954.

John C. Butler, manager of Dallas office of Peters, Griffin, Woodward, national radio-TV sales representative, appointed Eastern sales manager for organization, with headquarters in New York. He is succeeded by Allen Van Horn Hundy, who joins PGW from John E. Pearson Co., Dallas, where he was manager.

John Collins, formerly of Calvert division of Joseph E. Seagram & Sons, and Louis Sage, of BBDO, both New York, join Cunningham & Walsh, New York, as account executives. Mr. Collins will service "21" brands at C&W, with Mr. Sage on American Home Products Corp. account.

Frank J. Morelli, account executive at WTRY Troy, N. Y., since 1962, named general sales manager.

T. Carter (Ted) Gleysteen, formerly senior VP and director at Compton Adv., New York, joins Leo Burnett Co., Chicago, as marketing supervisor.

Rita McNamara, formerly account executive at The Wesley Associates, New York-based advertising agency, joins Grant Adv., New York, as VP, responsible for creative planning and account servicing.

Jerry M. Caplin, previously radio-TV producer at W. B. Doner & Co., Baltimore advertising agency, appointed creative director of Lewis, Dobrow & Lamb Inc., Washington advertising and public relations firm. Mr. Caplin reigned as advertising and promotion director of Fair Lanes Inc., Baltimore-based bowling chain, to join LD&L.


Eugene S. Mahany elected VP and director of merchandising department of Needham, Louis & Brophy, Chicago. Mr. Mahany joined NL&B last February and before that for 14 years had been with The Kroger Co., Cincinnati.

Edward A. Gresk, a principal in Donald L. Arends Inc., Hinsdale, Ill., advertising and sales promotion agency, appointed general manager. Mr. Gresk joined Arends in 1962. John J. Kendrick named account executive, James Farquharson, production assistant.

Lynn E. Knox, local sales manager of WISH Indianapolis, joins WISH-TV as account executive. Charles Golling, TV-radio director of Caldwell, Larkin & Sidener Van Riper Adv. there, named WISH-TV sales development director.

Monroe J. Rathbone, board chairman and chief executive officer of Standard Oil Co. of New Jersey, New York, named national chairman of American Heart Association's 1964 Heart Fund campaign (Feb. 1-29).

Henry P. Hayes elected assistant secretary-treasurer of Television Bureau of Advertising, New York.


Robert Sowers, account supervisor at BBDO, New York, joins Ogilvy, Benson & Mather, that city, as account supervisor on General Foods assignments.

Fred Gordon, former account executive at Young & Rubicam, Los Angeles, returns to agency in same capacity. During interim since leaving Y&R earlier this year, Mr. Gordon has served as VP and associate publisher of Home Buyer's Magazine and VP of Harlan, Raub Adv. of Fullerton, Calif.

Dan Goodrich appointed manager of newly formed petroleum division of Tracy-Locke Co., Dallas-based advertising and public relations agency.

THE MEDIA

Gene Winters named station manager of KFIF Tucson, Ariz.

Bob Williams, formerly with KKAF-TV Bakersfield, Calif., named operations manager of KCOC-TV Santa Maria, Calif.

Morris J. Levin, former staff counsel to Senate Commerce Committee, joins Washington law firm of Roberts & McInnis at 600 Continental Bldg.

John H. Pennybacker, of Louisiana State University, appointed executive secretary of Louisiana Association of Broadcasters, replacing Rolfe McCol- lard, who has resigned.

John Quigley, production manager of KXKBC-TV Kansas City since October 1962, appointed to newly created post of operations manager.

Greg M. Mason, operations-program manager of WMD Atlanta City, N. J., joins staff of WTRY Troy, N. Y., as operations manager.

John Tiernan, formerly of wson New York, appointed station manager of WSOU(FM) (educational) South Orange, N. J., licensed to Seton Hall College. Other staff appointments at WSOU(FM):

BROADCASTING, December 23, 1963
Bob Considine, assistant station manager; Dave Murphy, public relations director; Emil Ubersax, program director; John Kelly, chief engineer; Charles Palino, news director; and Michael Luzzi, sports director.

FANFARE

Robert J. Stone, formerly in public relations executive capacities with International Telephone & Telegraph in New York, Canada and Alaska and with Ford Motor Co. in New York, joins Monroe B. Scharff & Co., New York public relations firm, as vice president in charge of operations and member of executive committee. When at Ford, Mr. Stone served as radio-TV coordinator.

David M. Johnstone, formerly director of development for Britannia Schools division of Encyclopaedia Britannica Press Inc., joins Herbert M. Kraus & Co., Chicago public relations firm, as VP and member of board.

Richard Carter has replaced McFadden-Eddy as Hollywood representative for Joe Wolhandler Public Relations, New York PR firm. The Wolhandler office continues to handle national publicity for network TV programs under name, Audience Building Counselors. Mr. Carter has offices at 7805 Sunset Blvd., telephone is 876-1160.

Robert E. Demme, 20-year veteran in public relations who has headed his own agency in Miami for past two years, joins Woody Kepner Associates, Miami public relations and publicity organization, as account executive.

Barry Abel joins Julian F. Myers Inc., Beverly Hills, Calif., public relations firm, as account executive.

J. Wendell Sether, former public relations manager of National Board of Fire Underwriters, New York, joins public relations staff of General Foods Corp., White Plains, N. Y.

PROGRAMING

John G. McCarthy re-elected president of Television Program Export Association, New York. Other officers elected are Merle Jones, CBS, and George Elber, Four Star Television, VP's; Harold Klein, ABC Films, treasurer, and George Muchnic, secretary.

John Thayer, formerly director of sales promotion and advertising for toy division of Eldon Industries, Hawthorne, Calif., joins Mel Blanc Associates, producer of humorous radio-TV commercials, Hollywood, as vice president in charge of sales.

Collier Young, veteran motion picture and TV producer, will serve in that capacity for The Rogues, hour-long adventure series which Four Star Television will produce for broadcast on NBC-TV in 1964-65 season. David Niven, Charles Boyer and Gig Young will be starred on rotating basis. Tom McDermott, Four Star president, produced first installment of series, shooting of which was completed last week. Mr. Young will put second episode into production shortly, and there will be layoff until May when full production will get underway.

James W. Case, program director of KRNA-TV (educational ch. 6) Denver, Colo., joins staff of new Los Angeles educational outlet now under construction, KCET(TV), effective Jan. 1.

Frederic Baum, formerly with Solters, O'Rourke & Sabinson, New York public relations agency, joins publicity staff of Paramount Pictures, that city, as radio-TV and music contact.

James O. Baier appointed director of commercial film department of BBDO, Hollywood. He had been assistant to late Harry Grey, who headed department until his death on Oct. 18 this year. Mr. Baier joined BBDO in 1959 from Hayden Productions, Hollywood, where he was associate producer.

Michael Mindlin Jr. joins Filmways Inc., New York-based TV production firm, as advertising and publicity director, effective Jan. 13. Mr. Mindlin is currently special publicity consultant on Paramount Picture's "Becket."

Michael Abbott, former producer at Talent Associates-Paramount Ltd. and executive assistant to David Suskind, has formed Michael Abbott Productions as an independent company with offices at 9046 Sunset Blvd., Hollywood, and 535 Fifth Ave., New York. Plans include production of stage plays and theatrical movies as well as TV series and programs for pay TV.

Richard Dunlap, producer-director of ABC telecasts of Academy of Motion Pictures Arts and Sciences annual Oscar awards show for past three seasons, has been signed again to serve in this capacity for live broadcast of 36th annual awards show Monday, April 13 (7 p.m. PST). Jack Lemmon will be master of ceremonies.

Richard Durrance, producer of documentary and public relations films at Aspen, Colo., joins Pelican Motion Pictures, New York, as VP and producer. Mr. Durrance, who will continue his production activities in Aspen, will work closely with Ted Lowry, Pelican's VP and executive producer of industrial and public relations films.

James S. Gates, executive producer at KTTV(TV) Los Angeles for past four years, promoted to program director, replacing Nordstrom Whited, who resigned. Al Bowen, KTTV production manager, to assistant program director.

Russell Stoneham, for past three years director of program development for NBC-TV, Hollywood, appointed director of live programs, New York, for CBS-TV network, responsible for supervision of regular live nighttime programs and specials. Previously, Mr. Stoneham was on program staff of CBS-TV network, Hollywood, where he directed such series as The Ken Murray Show, From Row Center, Climax! and Studio One in Hollywood.

Stanley Prager, director of The Patty Duke Show (Wednesdays, 8-8:30 p.m., ABC-TV) for United Artists Television, New York, signs new producer-director contract with company. Mr. Prager will devote much of his time to development of future pilot series, has recently completed producing and

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BROADCASTING, December 23, 1963
directing UA-TV pilot of Neil Simon's half-hour comedy, Kilbree Hates Fitch, for 1964-65 season on CBS-TV.

Bobby Hammack has been signed to write original score for Mickey Rooney series being produced by Selmur Productions, Hollywood and New York, for ABC-TV for 1964-65 season.

Terry Wood joins staff of WFLA-AM-FM Tampa-St. Petersburg, Fla., as production manager.

Reno Bailey, production assistant at WBT-AM-FM Charlotte, N. C., promoted to WBT-FM production supervisor.

Jeffrey A. Winter joins music staff of WHL-AM-FM Hempstead, L. I., N. Y.

Jerry Lee, formerly with KQEO Albuquerque, N. M., joins WAKY Louisville, Ky., as air personality.

Paul Heinecke, president of SESAC, music licensing company, New York, named to board of directors of Music for the Blind. Mr. Heinecke last spring was awarded citation by Music for the Blind for outstanding services in aiding that organization's program.

Bruce Hayward, newscaster and news director at KTVI(TV) St. Louis, appointed director of public affairs. He will continue temporarily in former post until replacement has been secured.

Six BBG vacancies filled

Six vacancies on 15-member Canadian regulatory Board of Broadcast Governors were filled Dec. 9. There were no changes in terms of three full-time members of BBG, Dr. Andrew Stewart, Carlyle Allison and Bernard Goulet. The six appointees are part-time governors, attending meetings about 30 days annually at $100 a day, plus travelling expenses. Joseph F. Brown, Vancouver florist, was reappointed for five-year term. Other five members, also appointed for five-year terms, from various parts of Canada are new to BBG. They are Fred G. Holmes, businessman of Windsor, Ont.; Jean Paul Lefebvre, Montreal labor official; Rev. T. J. Watson, a Roman Catholic priest of Frederickton, N. B.; William J. Woodfine, a professor of economics at St. Francis Xavier University at Antigonish, N. S.; and Mrs. Lorraine Sweatman, a Winnipeg housewife.

connection with CBS News and Public Affairs programs.

Martin Sullivan, formerly of WJR-AM-FM Detroit, joins WGR-AM-FM Cleveland as reporter-newscaster.


Chuck Lord joins news department of WQTE Monroe, Mich.

John Justin Smith, feature columnist and reporter with Chicago Daily News since 1937, joins news staff of WBEM-TV Chicago as writer, reporter and on-air newscaster, effective Jan. 1.

Art White, executive assistant to Los Angeles Mayor Samuel W. Yorty for past two years and formerly with Los Angeles Mirror, joins staff of KABC-TV Los Angeles as editorial director.

Meredith Babeaux named news assignment editor, KTLA(TV) Los Angeles.

Kenneth E. Doll, newsmen at WSAW Huntington W. Va., joins WTRF-TV Wheeling, W. Va., as newscaster.

Jim Ruppert, formerly with WTHS-TV (educational ch. 2) Miami, joins news staff of WIOD, that city.

EQUIPMENT & ENGINEERING

Benjamin Adler, president of Adler Electronics Inc., New Rochelle, N. Y., elected vice president of Litton Industries, Beverly Hills, Calif., which recently acquired Adler Electronics.

Glenn E. Webster, sales manager of Vapor Corp., Chicago, and previously for many years district sales manager of broadcast equipment for General Electric Co., has formed Webster Engineering Co., electronic sales representative organization, with offices at 823 S. Greenwood Ave., Park Ridge, Ill. Telephone: (312) 823-8206. New organization will specialize in sales and consultation services to broadcasters, distributors, educational institutions and government agencies.

George R. Walker, formerly of KERO-TV Bakersfield, Calif., appointed chief engineer of KCOY-TV Santa Maria, Calif.

Warren R. Wilson, chief engineer of WFLN-AM-FM Philadelphia, joins WTEM (FM) Lake Success, N. Y., in same capacity. Thomas D. Moyer, assistant chief engineer at WFLN, promoted to chief engineer, succeeding Mr. Wilson.

Frank S. Mistry, manager of patent services for RCA, New York, elected staff VP-patent operations, responsible for RCA domestic and foreign patent
operations and for RCA trademark activity. Mr. Misterly joined RCA in 1927 as patent attorney, was appointed manager of patent services in 1958.

E. Eugene Uecker, Eastern regional sales manager for semiconductor division of Hoffman Electronics Corp., Los Angeles, appointed regional sales manager and director of new sales engineering office of Eitel-McCullough Inc. at Suite 200, First Bank & Trust Bldg., Richardson, Tex. Mr. Uecker formerly served as district sales manager for semiconductors at Texas Instruments Inc.

Guy E. Warner, formerly with General Electric Supply, joins TRW computer division of Thompson Ramo Woolridge, Canoga Park, Calif., as western operations sales manager.

Harold B. Avery, formerly with General Electric Supply Co., joins consumer products division of Philco Corp., Philadelphia, as radio and portable phonograph sales manager, replacing Bruce Lambert, now general manager of PDI-Philadelphia.

Colonel Clarence F. Sills (Army-Rel.) named systems planning representative of Interstate Electronics Corp., Anaheim, Calif., subsidiary of Interstate Engineering Corp. Mr. Sills will work in company's Eastern regional office at Washington, specializing in communications systems. W. Keith Smith appointed senior applications engineer for Interstate Electronics, with headquarters at Anaheim.

Dr. Elmer W. Engstrom, president of RCA, New York, appointed member of U. S. industrial payroll savings committee for U. S. Savings Bonds, representing electronics industry on 26-member volunteer group. Mr. Engstrom succeeds Harold S. Geneen, president of International Telephone & Telegraph Corp., New York, who will remain on committee as member-at-large.

Canadians elect Ferris

Gordon Ferris, president of Radio & Television Representation Ltd., Toronto, elected president of Station Representatives Association of Canada, succeeding Andy McDermott of Radio & Television Sales Inc., Toronto. Paul Mulvihill, president of company of same name, elected first vice president; John Malloy, sales manager of Canadian Broadcasting Corp., as second vice president; Gaston Belanger of Paul L'Anglais Inc., treasurer, and Lorrie Potts, president of his own company, secretary.

joined company in January 1963 after establishing TV in Ireland as director general of Telefis Eireann. No reason for his resignation was given.

Herman Burkart, sales manager of Kvos-tv (British Columbia) Ltd., Vancouver, elected chairman of advertising and sales bureau of Vancouver Board of Trade. John Ansell, program director at CKWX Vancouver, elected to VBT board of directors.

Luke Moore, director of TV time sales for All-Canada Radio and Television Ltd., Toronto radio-TV sales representative, named assistant manager of company's Montreal office.

Joseph J. Engelhart, field sales manager for The Andrew Jergens Co. (toilettries and cosmetics manufacturer), Cincinnati, appointed to newly created position of marketing director for international division, responsible for sales and promotion of company's products in world market. Bill Johnson, Jergens' western regional manager, succeeds Mr. Engelhart as field sales manager.

Keith Belben, for past three years manager of media research and statistics at Colman, Prentis & Varley Ltd., London-based advertising agency, promoted to media controller. Mr. Belben joined company in 1957.

Robert Smith, senior producer at CJCH Halifax, N. S., to Scottish Television Ltd., Glasgow, as program director.

DEATHS

Sprague Mullikin, 47, executive VP and account executive at Perry-Brown Inc., Cincinnati advertising agency, died Dec. 5 at Deaconness Hospital there. He joined agency in 1939.

Roger Ludgin, 31, account executive at Leo Burnett Co., Chicago, and son of Earle Ludgin, board chairman of Earl Ludgin & Co., Chicago-based advertising agency, died Dec. 12 of heart attack at Evanston (Ill.) hospital.

George G. Barker, 55, manager of technical news section of Raytheon Co., Lexington, Mass., died Dec. 9 at his home in Cambridge, Mass. Mr. Barker had been with Raytheon for 21 years.

Kenneth Fickett, 60, associate director of radio shows for CBS, New York, died Dec. 12 of heart attack at bus terminal in Worcester, Mass. Mr. Fickett, whose wife, Ann, died Dec. 5, had been visiting relatives in Worcester and was on his way back to New York. Before joining CBS several years ago he was staff announcer for NBC.

Stan Jones, 49, writer of "Ghost Riders in the Sky" and other western songs, and TV actor who portrayed deputy in Sheriff of Cochise, died Dec. 13 in Queen of Angels Hospital, Los Angeles, after short illness.

INTERNATIONAL

Nat V. Donato, for past five years director of national sales for Screen Gems of Canada Ltd., Toronto, appointed general manager of United Artists Television of Canada Ltd., that city.

Peter Cookman elected to board of directors of International Television (Pvt.) Ltd., Salisbury, Rhodesia.

Bill Brennan, director of sales at CFFR-AM-FM and CKFM, both Toronto, elected chairman of sales advisory committee of Canadian Association of Broadcasters.

Edward J. Roth, 41, first American to get key post in British commercial television, resigns his position as deputy managing director of Associated TeleVision Ltd., London. Mr. Roth

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BROADCASTING, December 23, 1963
FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting Dec. 12 through Dec. 18 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, hearings 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. ant.—antenna. aur.—auroral. vis.—visual. kw—kilowatts. mc—megacycles. d.—day. n.—night. LS—local sunset. mdt.—modification. trans.—transmitter. uni.—unlimited. ks—kilometers. SCA—subcommunity announcements. SSA—special service authorization. STV—special temporary authorization. SH—specified hours. education. Ann.—announced.

New TV stations

**APPLICATIONS**


- Mayaguez, P. R.—Antilles Broadcasting Corp. Granted CP for new TV on channel 18 (483-488 mc). ERP 5 kw vis. 0.5 kw aur. Ant. height above average terrain 971 feet, above ground 229 feet. P. O. address c/o Clement L. Littauer, Box 967, San Juan, P. R. Estimated construction cost $61,124; first year operating cost $18,300; revenue $23,000. Studio and trans. location both in Mayaguez. Geographic coordinates 18° 12' 20" north latitude, 67° 08' 48" west longitude. Type trans. ITA 1000A; type ant. Mr. Alford 3046F. Legal counsel Frank J. Davie, New York; consulting engineer David Steel & Associates, boise. Principals: Julio M. Orts and Clement L. Littauer (each 50%). Antilles also owns WBSJ San Juan. Also see above Action Dec. 11.

- Ponce, P. R.—Antilles Broadcasting Corp. Granted CP for new TV on channel 14 (481-488 mc). ERP 5 kw vis. 0.5 kw aur. Proposed satellite location 18° 45' 30" north latitude, 66° 31' 10" west longitude. Type trans. 5001A; type ant. Alford 1046F. Legal counsel Frank J. Davie, New York; consulting engineer David Steel & Associates, Boise. Principals: Julio M. Orts and Clement L. Littauer (each 50%). Antilles also owns WBSJ San Juan. Also see above Action Dec. 11.


- Woodburn, Ore.—O. L. Withers. Granted CP for new AM on 940 kc. 250 watt; condition that presurreise operation with daytime facilities is precluded pending final decision. P. O. address 260 Young Street, Woodburn. Estimated construction cost $15,851; first year operating cost $24,000; revenue $30,000. Mr. Withers owns retail lumber and building material firm. Oct. 23 initial decision looked toward grant. Action Dec. 12.

- New Orleans, La.—Central Educational Broadcasting, Inc. Proposed CP for new TV on channel 14 (481-488 mc). ERP 140 kw vis. 115 kw aur. Ant. height above average terrain 797 feet, above ground 233 feet. P. O. address c/o Mr. James H. Davis, Duluth, Minn.; Legal George A. Beck, president, Central High School, Duluth 2. Estimated construction cost $29,000; first year operating cost $37,500; revenue $50,000. Principals: Oscar Hyde (54%), James Devine (25%), Mr. Lang (21%). Mr. Lang is majority owner of WNOP New Orleans. Condition that pre-surreise operation with daytime facilities is precluded pending final decision. P. O. address 7510 Canal Street, New Orleans. Estimated construction cost $24,000; revenue $30,000. Mr. Withers owns retail lumber and building material firm. Oct. 23 initial decision looked toward grant. Action Dec. 12.

- Portland, Ore.—Central Educational Broadcasting, Inc. Proposed CP for new TV on channel 18 (482-488 mc). ERP 140 kw. vis. 115 kw. aur. Ant. height above average terrain 877 feet, above ground 233 feet. P. O. address c/o Mr. James H. Davis, Duluth, Minn.; Legal George A. Beck, president, Central High School, Duluth 2. Estimated construction cost $29,000; first year operating cost $37,500; revenue $50,000. Principals: Oscar Hyde (54%), James Devine (25%), Mr. Lang (21%). Mr. Lang is majority owner of WNOP New Orleans. Condition that pre-surreise operation with daytime facilities is precluded pending final decision. P. O. address 7510 Canal Street, New Orleans. Estimated construction cost $24,000; revenue $30,000. Mr. Withers owns retail lumber and building material firm. Oct. 23 initial decision looked toward grant. Action Dec. 12.
PROFESSIONAL CARDS

JANSKY & BAILEY
Offices and Laboratories
1339 Wisconsin Ave., N.W.
Washington 7, D.C. Federal 3-4800
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg.
Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.
Pilgrim 6-3000
Laboratories, Great Notch, N. J.
Member AFCCE

COMMERCIAL RADIO EQUIPMENT CO.
Everett L. Billard, Gen. Mgr.
Edward F. Lorentz, Chief Eng.
INTERNATIONAL BLDG.
D1 7-1319
WASHINGTON 4, D. C.
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A. D. Ring & Associates
42 Years' Experience in Radio Engineering
1710 H St., N.W. 298-6850
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GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
930 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Lohnes & Culver
Munsey Building, District 7-8215
Washington 4, D. C.
Member AFCCE

JOHNEDWARD SILLIMAN,
WILLIAM JANSKY
WASHINGTON
Consulting Engineers
Washington 345-3429
(Area Code 202)
Member AFCCE

KEAR & KENNEDY
1302 18th St., N.W. Hudson 3-9000
WASHINGTON 6, D. C.
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A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
Member AFCCE

JOHN B. HEFFELFINGER
9208 Wyoming Pl.
Hiland 4-7101
KANSAS CITY 14, MISSOURI

SILLIMAN, MOFFET & KOWALSKI
1405 G St., N.W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

HAMMETT & EDISON
CONSULTING RADIO ENGINEERS
Box 68, International Airport
San Francisco 28, California
Diamond 2-5208
Member AFCCE

JULES COHEN & ASSOCIATES
911 15th St., N.W., 390-4616
WASHINGTON 5, D. C.
Member AFCCE

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Associate
George M. Sklom
19 E. Quincy St. Hickory 7-2403
Riverside, Ill. (A Chicago suburb)
Member AFCCE

HAMMETT & EDISON
CONSULTING RADIO ENGINEERS
Box 68, International Airport
San Francisco 28, California
Diamond 2-5208
Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland 41, Ohio
Phone: 216-256-4386
Member AFCCE

J. G. ROUNTREE
CONSULTING ENGINEER
P.O. Box 944
Austin 56, Texas
Glendale 2-3073

WALTER F. KEAN
CONSULTING ENGINEERS
Washington 345-3429
(Area Code 202)
Member AFCCE

PETE JOHNSON
Consulting am-fm-tv Engineers
Applications—Field Engineering
Suite 601 Kansas Hotel Bldg.
Charleston, W. Va. Dickens 2-6281

GUY C. HUTCHESON
P.O. Box 32
Crestview 4-8721
1100 W. Abram
ARLINGTON, TEXAS

VIR N. JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
245 Colorado Blvd.—6026
Phone: (Area Code 303) 388-5562
DENVER, COLORADO
Member AFCPE

MERL SAXON
CONSULTING RADIO ENGINEER
622 Hoskins Street
Lufkin, Texas
 Neptune 4-4242 Neptune 4-9558

commercial radio monitoring co.
PRECISION FREQUENCY MEASUREMENTS
AM-FM-TV
103 S. Market St.,
Lees Summit, Mo.
Phone Kansas City. Laclede 4-3777

A. E. Towne Assoc., Inc.
TELEVISION AND RADIO ENGINEERING CONSULTANTS
420 Taylor St.
San Francisco 2, Calif.
PR 5-9100

E. HAROLD MUNN, JR.
BROADCAST ENGINEERING CONSULTANT
Box 220
Coldwater, Michigan
Phone: B'Way 8-6733

JOHN H. MULLANEY
and ASSOCIATES
A Division of Multronics, Inc.
Multronics Building
3712 Frederick Ave., Rockville, Md.
(a suburb of Washington)
Phone: 301 327-6666
Member AFCPE

Raymond E. Rohrer
Consulting Radio Engineers
436 Wyatt Blvd.
Washington 5, D. C.
Phone: 347-9061
Member AFCCE

COMMERCIAL RADIO MONITORING CO.
PRECISION FREQUENCY MEASUREMENTS
AM-FM-TV
103 S. Market St.,
Lees Summit, Mo.
Phone Kansas City. Laclede 4-3777

Cambridge Crystals
PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.,
Cambridge 38, Mass.
Phone 3Rowbridge 6-2810

LETTERS TO THE EDITOR

Service Directory

BROADCASTING, December 23, 1963
BOWLING Green, Ky.—Bowling Green Broadcasting Corp. has granted CP for new FM on 97.6 mc, channel 244, 3 kw. Ant. height above terrain 175 feet. P.O. address c/o C. B. Hackett, 1050, Bowling Green, Ky. Estimated construction cost $5,000; first year operating cost $10,000. Applicant is licensee of WLBJ Bowling Green.

PARKER, Minn.—Southern Minnesota Broadcasting Corp. has granted CP for new FM on 95.9 mc, channel 211, 10 kw. Ant. height above average terrain 360 feet. P.O. address c/o John H. Schuh, 251, 1st Ave., Northfield, Minn. Estimated construction cost $8,000; first year operating cost $12,000. Applicant is licensee of WNAB Parkersburg, W. Va., for CP.

ROCHESTER, Minn.—Southern Minnesota Broadcasting Corp. has granted CP for new FM on 91.1 mc, channel 224, 10 kw. Ant. height above average terrain 295 feet. P.O. address c/o Paul Fleury, 1217, Rochester, Minn. Estimated construction cost $5,000; first year operating cost $10,000. Applicant is licensee of WZUL Rochester.

FARMINGTON, Conn.—Yates Broadcasting Co. has granted CP for new AM on 1290 kHz, channel 211. Ant. height above average terrain 125 feet. P.O. address c/o Leon M. Wold, Farmington, Conn. Estimated construction cost $10,000; first year operating cost $20,000. Applicant is licensee of WICY-FM Farmington.

SALINA, Kan.—KSHS-FM has granted CP for new FM on 90.9 mc, channel 242, 5 kw. Ant. height above average terrain 250 feet. P.O. address c/o Bob Scott, 1115, East Main, Salina, Kan. Estimated construction cost $5,000; first year operating cost $10,000. Applicant is licensee of WSHK Salina.

LACONIA, N. H.—WLNI, Inc. has granted CP for new FM on 98.1 mc, 1 kw. Ant. height above average terrain 275 feet. P.O. address c/o William F. Dougherty, 106, Laconia, N. H. Estimated construction cost $4,000; first year operating cost $8,000. Applicant is licensee of WAGM Laconia.

WILLIAMSPORT, Pa.—WJTW, Inc. has granted CP for new FM on 98.1 mc, 1 kw. Ant. height above average terrain 210 feet. P.O. address c/o Paul J. Steiner, Box 606, Wellsville, Pa. Estimated construction cost $6,000; first year operating cost $12,000. Applicant is licensee of WJTW Wellsville.

HOMESTEAD, Fla.—Mr. J. R. Starks has granted CP for new AM on 1490 kHz, channel 323, 5 kw. Ant. height above average terrain 100 feet. P.O. address c/o Edgar B. Starks, Homestead, Fla. Estimated construction cost $5,000; first year operating cost $10,000. Applicant is licensee of WJTW Homestead.

WEST tile, Wis.—Springfield Broadcasting Co., Inc. has granted CP for new FM on 95.1 mc, channel 235, 15 kw. Ant. height above average terrain 125 feet. P.O. address Box 464, Springfield, Ill. Estimated construction cost $8,000; first year operating cost $16,000. Applicant is licensee of WBDL Springfield.

APPLICATIONS

St. Augustine, Fla.—F. Ponce de Leon Broadcasting Co., Inc. has applied for new FM on 97.7 mc, channel 249, 235 kw. Ant. height above terrain 120 feet. P.O. address c/o John F. Burns, Jr., WFOY St. Augustine. Estimated construction cost $6,000; first year operating cost $12,000. Applicant is licensee of WJGW St. Augustine.

Springfield, Ill.—WPFA Radio Inc. 104.5 mc, channel 283, 66.3 kw. Ant. height above average terrain 660 feet. P.O. address c/o Dr. John H. Schneider, 1023, Springfield, Ill. Estimated construction cost $5,000; first year operating cost $8,000. Applicant is licensee of WAGM Springfield.

Earl J. Madray has granted CP for new FM on 92.1 mc, channel 213, 5 kw. Ant. height above average terrain 275 feet. P.O. address c/o John F. Burns, Jr., WPAL 109, South Appleton, Appleton, Wis. Estimated construction cost $5,000; first year operating cost $8,000. Applicant is licensee of WCIN Waukegan.

Beaver, Pa.—Mr. M. C. O'Connor, 246, 1st Ave., Beaver, Pa. has applied for new FM on 97.5 mc, channel 249, 20 kw. Ant. height above average terrain 110 feet. P.O. address c/o WPAL 109, South Appleton, Appleton, Wis. Estimated construction cost $7,500; first year operating cost $10,000. Applicant is licensee of WKGB Beaver.

Mountain Grove, Mo.—Margaret B. Brindley has applied for new FM on 97.7 mc, channel 249, 2 kw. Ant. height above average terrain 210 feet. P.O. address c/o Box 142, Mountain Grove, Mo. Estimated construction cost $2,000; first year operating cost $4,000. Applicant is licensee of WFRM Mountain Grove.

Montgomery Banks and Howell Zbranek have applied for new AM on 1570 kHz, channel 404, 1 kw. Ant. height above average terrain 200 feet. P.O. address c/o Mr. D. F. James, Jr., 401, Austin, Tex. Estimated construction cost $2,000; first year operating cost $2,000. Applicant is licensee of WCBN Austin.

Florence, S. C.—Atlantic Broadcasting Inc. has applied for new FM on 96.9 mc, channel 222, 1 kw. Ant. height above average terrain 140 feet. P.O. address c/o R. W. H. Lindsey, 105, Florence, S. C. Estimated construction cost $2,000; first year operating cost $2,000. Applicant is licensee of WCHI Florence.

Springfield, Tenn.—WGST, Inc. has applied for new AM on 1490 kHz, channel 323, 5 kw. Ant. height above average terrain 250 feet. P.O. address c/o H. W. Brown, 110, West 6th Street, Springfield, Tenn. Estimated construction cost $4,000; first year operating cost $6,000. Applicant is licensee of WGST Springfield.

BEZERMAN, Mont.—Gallatin Empire Broadcasters, Inc. has applied for new FM on 98.3 mc, channel 235, 3 kw. Ant. height above average terrain 350 feet. P.O. address c/o WPAL 109, South Appleton, Appleton, Wis. Estimated construction cost $3,000; first year operating cost $5,000. Applicant is licensee of WMRP Poplarville, Miss.

KETV, Omaha, Neb.—Action Dec. 18—Granted transfer of control of licensee corporation, WBOI, Inc. to WBOI, Inc. Class A stock owned by Mr. W. M. Bland, Jr. (100 shares) and Mr. W. E. Bland, Sr. (100 shares). Mr. W. M. Bland, Jr. is program director.

WJMX, Atlanta, Ga.—Action Dec. 12—Granted transfer of control of licensee corporation, WJMX Broadcasting Inc., to WJMX Broadcasting Inc. Class A stock owned by Mrs. W. M. Bland, Jr. (215 shares) and Mr. W. E. Bland, Sr. (215 shares). Mr. W. E. Bland, Sr. is program director.

WNAV, Albemarle, N. C.—Action Dec. 11— Granted transfer of control of licensee corporation, Albemarle Broadcasting Co., to stockholders of Albemarle Broadcasting Co. in proportion to their ownership.

WAOA, York, Pa.—Action Dec. 17—Granted control of licensee corporation, WAOA, Inc., to WAOA, Inc. Class A stock owned by Mr. A. C. Oldham (100 shares) and Mrs. A. C. Oldham (100 shares).

OKLAHOMA City, Okla.—Action Dec. 15—Granted transfer of control of licensee corporation, KOKO Broadcasting Corp., to KOKO Broadcasting Corp. Class A stock owned by Mr. W. C. Oldham (100 shares) and Mrs. W. C. Oldham (100 shares).

WBAI, New York City—Action Dec. 11—Granted transfer of control of licensee corporation, WBAI, Inc., to WBAI, Inc. Class A stock owned by Mrs. J. F. Oldham (100 shares) and Mr. J. F. Oldham (100 shares).

WFOY, St. Augustine, Fla.—Action Dec. 17—Granted transfer of control of licensee corporation, WFOY Broadcasting Co., Inc., to WFOY Broadcasting Co., Inc. Class A stock owned by Mr. F. F. Oldham (100 shares) and Mrs. F. F. Oldham (100 shares).

KGBI (FM) Los Angeles—Action Dec. 17—Granted transfer of control of licensee corporation, Southern Minnesota Broadcasting Co., to Southern Minnesota Broadcasting Co. Class A stock owned by Mr. J. F. Oldham (100 shares).


KBOO, Portland, Ore.—Action Dec. 16—Granted transfer of control of licensee corporation, KBOO Corp., to KBOO Corp., Class A stock owned by Mrs. M. H. Oldham (100 shares) and Mr. M. H. Oldham (100 shares).
J. Powell Watson and Harry J. Warren (each 20%)…Consideration $63,100. Principal business is local businesses. Action Dec. 11.

Kyg Alphonse Wash.—Granted assignment of license from Angus W. Lehnhoff (50%), trustee in bankruptcy, to Buffalo Bills (100%), trustee in bankruptcy. No financial consideration involved. Also see grant below. Action Dec. 11.

KYG Alphonse Wash.—Granted assignment of license from Archie Baker (100%), trustee in bankruptcy, to Paul A. Goodin (183%), and others, to Island Broadcasting Corp., trustee in bankruptcy, New York, N. Y. Transfer is $20,000. Goodin is attorney; Messrs. McLanen and Williams are brokers. Also see grant above. Action Dec. 11.

KIIO-AM-FM-TV Seattle—Granted transfer of control of licensee corporation, King City Broadcasting Co., from Saul Haas (50% after transfer, 25% before) through a stock sale from Sherrill A. Engel (20% after, 51% before). Consideration is $11,000. Action, Dec. 13.


KCOY Santa Maria, Calif.—Seeks acquisition of control of licensee corporation, Arnez Broadcasting, by James H. Ranegger and Zauchell (each 50% after transfer, 47% before) through sale of stock by Burrey McK (50%) to licensee corporation. Consideration is $15,000. Ann. Dec. 13.


WCME-AM-FM Brunswick, Me.—Seeks assignment of license from Westminster Broadcasting Co., owned by William N. McKeen and Roger H. Strawbridge (each 50%), to Central Maine Broadcasting System Inc., owned by Roland O. Foster and Jack H. Davis (40%), director, and John J. and Gerald R. Pineau (each 20%). Consideration is $1,000,000 in common stock of licensee corporation, Messrs. Foster and Pineau and R. G. Pineau are businessmen. J. J. Pineau is engineer of WGAN-TV Portland. Me. Ann. Dec. 12.


KWTV(TV) Oklahoma City—Seeks assignment of license from Landmark Broadcasting Corp., owned by KATV Inc. (50%) and Luther T. Dunlap and Roy J. Turner (each 25%); license of licensee of KATV Little Rock, Ark. Assignment is made in accordance with requirements of KATV, KTVU and KHOU(TV). Action Dec. 12.

KTUL-Tulsa, Okla.—Seeks assignment of license from Tulsa Broadcasting Co. to

**SUMMARY OF COMMERCIAL BROADCASTING**

Complied by Broadcasting, Dec. 18

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<tr>
<th>Channel</th>
<th>AM</th>
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<td>CP's</td>
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**OPERATING TELEVISION STATIONS**

Complied by Broadcasting, Dec. 18

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**COMMERCIAL STATION BOXSCORE**

Complied by FCC, Nov. 30

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<th>FM</th>
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<tr>
<td>CP's</td>
<td>82</td>
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</table>

**KATV Inc.:** two corporations have approximately same ownership. For other information see KFW(TV) Oklahoma City application.

**WEPF-AM-FM Martinsburg, W. Va.—** Seeks assignment of license from C. M. Zinn and C. Leslie Gollday (each 50%), d/b/a Commercial Broadcasting Co., to Mr. Gollday (100%). Consideration $35,000. Ann. Dec. 17.

**Hearing cases**

**INITIAL DECISIONS**

* Hearing Examiner Thomas H. Donahue issued supplemental initial decision affirming B. K. Kornbluth and Martin V. Griswold's omission to granting application of Radio Voice of Central New York Inc. for new FM station at Southport, N. Y., and giving station a total of 5,000 watts in power, and denying application of Wide Water Broadcasting Stations Inc., owned by Messrs. John J. and Gerald R. Pineau (each 50%), for joining station in same frequency with 1 kw-D, in East Syracuse, N. Y. Action Dec. 18.

* Hearing Examiner Isadore A. Honig issued initial decision looking toward granting application of Brained Broadcasting Co. to change operation of KLIZ Brainerd, Minn., on 1300 kc from 1 kw-D, to 5 kw, unl. D.A.-N. and change trans. site; conditioned that premises operation with daytime facilities is precluded pending final decision in Doc. 1419. Action Dec. 17.

* Hearing Examiner Basil P. Cooper issued initial decision looking toward denying application of Lineville Valley Microwave Inc. for common carrier microwave system to relay programs of WTCN-TV and KYCTA-TV Minneapolis-St. Paul, to interested customers at Winona, Minn., and LaCrosse, Wis. Action Dec. 17.

**DESIGNATED FOR HEARING**

* WLOD, Franklin Broadcasting Co., Pompano Beach, Fla.—Designated for hearing application to transfer broadcast station to William F. Johnston Jr. (88.6%) and William F. Johnston Sr. (11.4%) on issue to determine whether grant would be consistent with commission's policy against "trafficking" in light of previous acquisitions and dispositions of interests in broadcast stations by transferees. Commission Cox not participating. Action Dec. 18.

**OTHER ACTIONS**

The Incorporated Village of Southampton, N. Y., Southampton, N. Y.—Waived Sept. 1, 1961, the action under 85(c) of rules and general transmission for new UFV TV translator on channel 83 to retransmit program of WPVO-TV (ch. 18) Providence, R. I.; condition. Action Dec. 18.

* By memorandum opinion and order, commission denied petition by Chambersburg Broadcasting Co. (WCIA-AM-FM), Chambersburg, Pa., for stay, pending action on petition for reconsideration, of Sept. 25 action which granted application of Reese Broadcasting Corp. for change of operation of WCIA-AM-FM, Chambersburg, Pa., from 2 kw to 5 kw-D, to 2 kw, and on petition for reconsideration of Oct. 25, and on petition by Chambersburg, WBC (America's) motion to dismiss latter petition. Action Dec. 18.

* By memorandum opinion and order, commission denied petition by W. D. Ink, as Jefferson Radio Co. and Jefferson Radio Inc. for reconsideration and stay of previous actions which denied application by Frink for license to cover CP of WIXI Irondale, Ala., and which afforded him time to Jan. 1, 1964, solely to wind up affairs. Application for assignment of CP to Jefferson Radio Inc. had been rendered moot by denial of Frink's license application. Commissioner Cox not participating. Action Dec. 18.

* By memorandum opinion and order, commission denied petition by WHDH Inc. (WHVD-TV) for reconsideration of portion of Boston TV channel 5 hearing order which rejected WHDH request for dismissal of appeal by WKBW Inc. on channel 3, Boston, Mass., and which denied Boston TV Inc. petition. Commissioner Cox absent. Action Dec. 18.

* By memorandum opinion and order, commission affirmed Nov. 13 action in voting to deny petitions for reconsideration of May 29 denial of disposition of VHFP channels with short spacing in seven markets—St. Louis, Mo. (channel 11); Boston Rouge (channel 11); Dayton, Ohio (channel 11); Jacksonville, Fla. (channel 11); Birmingham, Ala. (channel 11); Knoxville, Tenn. (channel 8), and Charlotte, N. C. (channel 6). Commissioners Hyde and Ford dissented in part and concurred in part; Commissioner Cox dissented with statement; Commissioner Loevinger concurred with statement. Action Dec. 18.

* Commission granted request by The Journal Co. for STA for 90 days to experience operation of WTMJ-TV Milwaukee in order to

Continued on page 74
**CLASSIFIED ADVERTISEMENTS**

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- **SITUATIONS WANTED** 20¢ per word—$2.00 minimum  • **HELP WANTED** 25¢ per word—$2.00 minimum.
- **DISPLAY ads** $20.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS & EMPLOYMENT AGENTS.
- **Complete display line.**
- All other classifications, 30¢ per word—$4.00 minimum.
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington, D. C. 20036.

**APPLICANTS** If transcriptions or bulk packages submitted, $1.00 charge for transcription, return separately, payable. All transcriptions, photos etc., sent to box numbers are sent at owner's risk. Broadcasting expressly reserves any liability for responsibility for their custody or return.

---

**RADIO**

### Help Wanted—Management

**Station Mgr., new daytime station Mpls., Minn.**—Strong on sales and capable of complete management. Opportunity for investment. Box P-153, BROADCASTING.

### Sales

Fine opportunity young creative salesman offered by seven station Mich-Wisc group. Our stock-holders needcompeting through our sales department. Rapid advancement to qualified person. Box P-153, BROADCASTING.

Large east coast market. Resumes to include references. Chain operation. Appearance, intelligence, and position combined with. An ABC, and will develop a decent living with an adult programmed station. Capabilities, plus salary, required. Experience, you need right now. Box P-155, BROADCASTING.

**Station manager,** must be heavy on local sales and be able to create local sizable promotions. New England daytimer. Opportunity for investment. Send full resumes combined financial requirements and picture in first letter. Box P-150, BROADCASTING.

**Detroit,** select situation for experienced top salesman, must be capable of management. Good salary plus top location. Multiple chain. Box P-230, BROADCASTING.

**N.Y.S.**—Fine opportunity for experienced salesman—send resume. Box P-244, BROADCASTING.

Sales manager wanted to launch new 5 kw in East that covers 2 large cities. Opportunity for investment. Send full resumes combined financial requirements and picture in first letter. Write Box P-265, BROADCASTING.

**Arizona—salesman/announcer.** E m p h a s i s sales good. High credit rating. Adult radio XAFP, P.O. 1936, Flagstaff.

**Radio salesman—** Mature, experienced, ag. for permanent sales position with No. 1 chain. Well established central states medium market station. Base salary & photo to Box P-229, BROADCASTING.

**Negro announcer experienced for long-established Maryland station 1st phone for details.** No agent. Send resume, references, picture first letter. Hold tapes we advertise. Box P-260, BROADCASTING.

**Need experienced newsman-announcer, good on news, for Southwest.** Tape and resume. Box P-216, BROADCASTING.

**Experienced announcer for middle of road format.** KRRZ, Freeport, Texas.

Opportunity married staff announcer. Outline experience. KFRO, Longview, Texas.

**KNOE** radio, 540 kcs, a swinging, good music-station with all appeal, is looking for stable, reliable, first-ticket announcer. Our signal covers three states and serves one million people. Our format is "top forty" style, without "top forty" music. If you meet the above qualifications, if you are looking for a position with security, write to L. G. Green, GM, Monroe, Louisiana. No maintenance work required. Send tape, resume and references. No calls please.

**Young, single announcer with complete news and commercial delivery. Daytime, independent.** KIVW, Abilene, K.S.

**Anouncer with first phone, no maintenance.** WAND, Aberdeen, Md.

**Need top morning personality immediately.** KSHJ, Kansas City, Mo.

**Metropolitan Detroit station wants experienced dependable air personality.** Send tape and resume to WBDR, Box 2164, Livonia, Mich.

### Announcers—(Cont'd)

**Texas** kilowatt needs mature, experienced dj for adult programming. If you can sell a comment, have a good voice, send sound samples and references. All tapes returned. $100.00 week. Box P-220, BROADCASTING.

**Attention Southwest area first phones.** All night stints at major open soon. Adhere to an unprogrammed music. No maintenance required. Announcing takes priority. Send tape including news and resumes to Box P-227, BROADCASTING.

**1st phone announcer—start at $120.00, prefer men from Iowa, Illinois or Missouri.** Many excellent opportunities in Southwest. Offered established central states medium market station. Send full resume, tape & photo to Box P-229, BROADCASTING.

**Negro announcer experienced for long-established Maryland station 1st phone for details.** No agent. Send resume, references, picture first letter. Hold tapes we advertise. Box P-260, BROADCASTING.

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**Radio salesman—** Mature, experienced, ag. for permanent sales position with No. 1 chain. Well established central states medium market station. Base salary & photo to Box P-229, BROADCASTING.

**Negro announcer experienced for long-established Maryland station 1st phone for details.** No agent. Send resume, references, picture first letter. Hold tapes we advertise. Box P-260, BROADCASTING.

**Need experienced newsman-announcer, good on news, for Southwest.** Tape and resume. Box P-216, BROADCASTING.

**Experienced announcer for middle of road format.** KRRZ, Freeport, Texas.

Opportunity married staff announcer. Outline experience. KFRO, Longview, Texas.

**KNOE** radio, 540 kcs, a swinging, good music-station with all appeal, is looking for stable, reliable, first-ticket announcer. Our signal covers three states and serves one million people. Our format is "top forty" style, without "top forty" music. If you meet the above qualifications, if you are looking for a position with security, write to L. G. Green, GM, Monroe, Louisiana. No maintenance work required. Send tape, resume and references. No calls please.

**Young, single announcer with complete news and commercial delivery. Daytime, independent.** KIVW, Abilene, K.S.

**Anouncer with first phone, no maintenance.** WAND, Aberdeen, Md.

**Need top morning personality immediately.** KSHJ, Kansas City, Mo.

**Metropolitan Detroit station wants experienced dependable air personality.** Send tape and resume to WBDR, Box 2164, Livonia, Mich.

### Announcers—(Cont'd)

**First class ticket required—combo man for 1 kw daytime.** Tell all first letter. General Manager, WBAX, New York.

**Florida number 1 independent calling; Florida major market needs swinging jock with or without first ticket, to handle mid day show in fast paced top 40. Good pay, medical benefits and yes, company sponsored "Top Forty." Contact John Gilbert, Program Director, WBAX, New York.**

It's a fact—First phone announcer earns more money! Secure your future with an FCC First Class License. Five weeks in beautiful, warm Key West, Florida. And now, in addition to R&F's famous five (5) week first time guarantee in plan third phone, plus broadcast endorsement by correspondence. Only $75.00. Same famous guarantees the residence country wide. Write for complete refund. Radio Engineering Institute of Florida, 135 N. Pineapple Avenue, Sarasota, Fla.

**Mississippi daytimer needs two outstanding radio personalities. Must operate tight board. Top 160 format. No drifters, drinkers, ladies men or alike apply. Brand new equipment throughout. Finest offices and studio facilities. Serving trade area of over 200,000. Unusual opportunity for right men. If only you are a good person you can write copy or have a first phone ticket or have management in mind you should look into this. Only men of over 3 years commercial experience will be considered. Send complete resume, picture, training, experience, and references in writing, photo, tape, and salary requirements to Box P-253, BROADCASTING.

**Mississippi daytimer needs two outstanding radio personalities. Must operate tight board. Top 160 format. No drifters, drinkers, ladies men or alike apply. Brand new equipment throughout. Finest offices and studio facilities. Serving trade area of over 200,000. Unusual opportunity for right men. If only you are a good person you can write copy or have a first phone ticket or have management in mind you should look into this. Only men of over 3 years commercial experience will be considered. Send complete resume, picture, training, experience, and references in writing, photo, tape, and salary requirements to Box P-253, BROADCASTING.

**Experienced program director wanted.** Top 40 announcers—_alert. Wonderful opportunity. West Texas. Reference, experience, salary expected. Box P-278, BROADCASTING.

**Chiefs, 5 kw fulltime, New England, at least 7 years exp. construction & maint. Good salary. Box P-243, BROADCASTING.**

**Wanted engineer with or without announcing ability for Massachusetts station. Box P-247, BROADCASTING.**

**Chief engineer—opening January 1964. Midwest 5 kw directional. Good pay and benefits to mature technician willing to assume departmental responsibility. Excellent salary package. Box P-263, BROADCASTING.**

**Experienced chief engineer for thousand watt station. Complete salary info available. Must be able to do about 10 to 15 hours weekly as announcer. Box P-287, BROADCASTING.**

**Wanted:** First phone engineer with experience in Key West and continental EW Send full particulars and general salary requirements at once to Winston Wrinkle, President, KBXU radio, Box 1632, Big Spring, Texas.

**Wanted, chief engineer for station operating directional nighttime, capable of complete maintenance. Some station resume, salary requirements, and photo to KZNN radio, Box K, Farmington, New Mexico.

**Immediate opening for chief engineer for top downtown station. Call James Childress, 888-2221, Sylvan, North Carolina.**

State of Nevada—communications specialist $797-$969. B.S. degree in electrical engineering plus 5 plus years planning and or administering two way radio communication systems. Possession of a valid second or first class radio telephone operator's license is also required. Career, higher salary, retirement, social security, and other benefits including military personnel benefits. Immediate opening for chief engineer for top downtown station. Call James Childress, 888-2221, Sylvan, North Carolina.**

**Production—Programming, Others**

Need both experienced news director and dj. Want mature voices. Good pay. Send tape, resume to Box N-185, BROADCASTING.

**Mississippi daytimer needs two outstanding radio personalities. Must operate tight board. Top 160 format. No drifters, drinkers, ladies men or alike apply. Brand new equipment throughout. Finest offices and studio facilities. Serving trade area of over 200,000. Unusual opportunity for right men. If only you are a good person you can write copy or have a first phone ticket or have management in mind you should look into this. Only men of over 3 years commercial experience will be considered. Send complete resume, picture, training, experience, and references in writing, photo, tape, and salary requirements to Box P-253, BROADCASTING.**
**Announcers—(Cont’d)**

Now in nations sixth largest market. Looking for all night or late evening music and talk, Major markets only. My voice will speak for me. Box P-251, BROADCASTING.

Announcer—All type music, news, sports, play-by-play, married, 26, 6 years experience, will relocate from Virginia. Box P-251, BROADCASTING.

Merry Christmas . . . A friendly, mature air person with something to say plus authority. Looking for promoting medium or bigger market opportunity. Have installed 2定向ial. College, 30. Family. Prefer Cleveland area or East coast. Now in California at $150. Box P-254, BROADCASTING.

Top-40 dj, production, news, first phone. voice, combo, college town. Box P-255, BROADCASTING.

Husband-wife team, Production traffic, secretary, first phone. voice, college town. Box P-256, BROADCASTING.

Can any good music station in Florida, use presently employed first one, play by play news and soft sell announcer. Twenty-five years experience in above phases will satisfy, experience and required change. Box P-257, BROADCASTING.

DJ/Announcer, mature, reliable, good voice, work full time, market top 40. Wants middle road station—prefer West coast or any good offer. Box P-258, BROADCASTING.

Cal disc jockey, news, women’s programs, great voice, hard worker. Box P-261, BROADCASTING.

Sports announcer, four years play-by-play experience for New York area college, Worked for commercial FM station. Finest of references. Box P-259, BROADCASTING.

Announcer, dj, experienced attractive newcomer. Vet, current marriage. Hard worker, willing to travel. Box P-264, BROADCASTING.

Announcer, experienced in news, copy, program, presently morning man in large market. Desires to relocate in January. Box P-266, BROADCASTING.

Air personality, dj, first phone, mature, professional, good news delivery, knows music, major market experience, college grad. Available two weeks notice. Box P-271, BROADCASTING.

DJ announcer, Authoritative NC announcer. Rich pleasant voice, dependable, first phone. Box P-274, BROADCASTING.

Major market traffic personality available now. Tell me your story, I’ll tell you mine. Experiences cover KABC Los Angeles, California. P.S. Holiday Greetings to all. 13 years radio and TV. Experienced all phases. Major market experience. Quality family man. Will relocate for the right position. Answer all replies. Burke Mora, P.O.B. 139, Richmond, Va. or Phone 727-5030.

Att’n Calif., Ariz., Nev., for reliable announcer write P.M. 317 N. Heliotrope Dr., Los Angeles, Calif. 90004.

Experienced, versatile, mature young personality desires immediate position as late afternoon announcer or DJ. A tight adult music station. Experienced in news gathering and writing, spot production, and copy. Smooth delivery, bright personality, top ratings in previous market, and excellent references. Single. Service obligation completed recently. Will travel anywhere for the right position. Box P-240, BROADCASTING.

Good music, general announcer. Strongest voice you’ve heard in a while, lives in area, has a place for him yet in radio today. You can gain by calling evenings, area 513-272-3241.

Mature producer, 9 years, single anywhere Southwestern or California. Bob Cohen, 234 Crescent St., New Haven, Conn. UN 6-2472.

Available Jan. 1. Young & capable radio personality. First Phone. DJ or News. Write Mike Wengert, P. O. Box 503, Napes, Fla. or after Christmas at 9725 Cambray Dr. St. Louis Mo.

**Technical**

First phone, 13 years AM, FM direction. experience. Chief engineer, 3 years. Maintenance. Technical experience and production. Box P-228, BROADCASTING.

I’m a technician by nature but I can also pull a smooth air shift or pitch a strong newscast. High family name. Fifteen years of experience, looking for permanent position as chief. Box 435, Box P-228, BROADCASTING.

Chief engineer; fully experienced in equipment contracts, sales design, DA installations, proofs and maintenance. Have reputable Washington experience. Desire personal interview. Box P-246, BROADCASTING.

Female 1st phone operator wants position with TV, Mexico area. Bought 2 years studio experience. Box P-975, BROADCASTING.

**Female chief, AM, FM, TV, audio proofs, first phone nine years. Willing to relocate, C. William Simpson, 815 N. 4th St., Sunbury, Penna., phone 717 AT 6046.**

**Production Programing & Others**

I thrive on tough competition and real challenge. This P.D./Disc jockey. First phone has a consistent record of being number one. Let me program your station into the number one slot. Box P-61, BROADCASTING.

Copy writer—program-promotion ideas. Good ownership with station on January. Excellent references. Straight copy on request. Good music preferred. Anywhere. Box P-244, BROADCASTING.

Quality pace personality, clever, creative, fast, funny, voices, gimmicks. 1st phone. New mornings in major. Box P-230, BROADCASTING.

Experienced, mature program director, disc jockey or sportscaster with excellent background seeks right opportunity in either Florida or California. Available immediately. Box P-241, BROADCASTING.

Experienced, educated young man (A.B. and M.A. on journalism) seeking principal market in Georgia or Florida. News background in radio, TV, Wire service. Would welcome opportunity for eventual expanded responsibilities within organization. Military obligation completed, single, currently employed. Box P-245, BROADCASTING.

Newsreader/interview/talks program. Interested only in permanent position with future. 2 years experience, college degree radio and speech. Box P-61, BROADCASTING.

Experienced, authoritative sportscaster desires relocation, college graduate, complete background (producer, play-by-play), strong on sports knowledge, smooth, lively delivery, extensive radio experience (as sportscaster), tape, etc. Prefer Des- sire Midwest. Box P-256, BROADCASTING.

Creative, efficient, intelligent young man now in seventh year of college, seeks position in management, sales or production. Assistant production manager of KOMU-TV and instructor of television courses. Former position at University of Missouri. Thoroughly familiar with all phases of television. For details write or call Norris Behriel, KOMU-TV, Columbia, Missouri.

**TELEVISION**

**Help Wanted—Announcers**

Top announcer needed. Possibility of some live, some directing, but main emphasis is on ability to interpret experience helpful but not required. If you think you have what it takes send an audio tape, resume and photo to R. H. Anderson, KVOS-TV, Bellingham, Wash.

**Technical**

Have immediate opening for experienced CATV engineer in construction and operations of proposed elaborate and large system. Send full particulars in initial response. Box N-7, BROADCASTING.
Technical—(Cont’d)

WANTED TO BUY

Equipment (Cont’d)

Eight-day Andrew FM, antenna. Box N-284, BROADCASTING.

UhF station going on air needs all equipment—transmitter, cameras, tower, antenna. Box P-221, BROADCASTING.

Self-supporting tower, 200-300 feet, suitable for microwave. WJBF-TV, Augusta, Ga.

Wanted: 2 RCA TP-16 film projectors or equivalents. In excellent condition. Also interested in other professional TV equipment. Send details to Box P-237, BROADCASTING.

Wanted—used TV camera—TK 30 or 31 preferred—used TV projectors and microwaves. State price and condition. Refer to Box P-181, BROADCASTING.

Wanted: Need used 3 cartridge playback machines. 1 cartridge playback recorder, 1 console. Rush all information. Price. Box P-219, BROADCASTING.

WANTED TO BUY

Equipment

GE XT-1A 1 kW AM transmitter, Robinson turntables, Rutland remote control equipment, 4X200F tubes. Wollensack T-1600 tape recorders, turntable condition and price. Box P-50, BROADCASTING.

FOR SALE

Equipment (Cont’d)

UHF 1 kw continental transmitter, modified. Payment in full—$7,000. OB contract in excellent condition—$4,500.00. Contact J. W. Robertson, Chief Engineer. WLEX-TV, Lexington, Kentucky.

Gates STL-1—Spot tape recorder. Remote control, 1 part extra. Tape rolls, assorted parts included. Good condition. $450.00 Sparta Electronic Corporation, 9450 Freeport Boulevard, Sacramento, California, 95822.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical Laugh service featuring deejay comment, laugh reactions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.


168 hours—A complete summary of the week in review, accenting the major stories of the past 168 hours. A perfect 15 minute program, specially prepared to fit actual conditions of the news—Air Mail Special Delivery for weekend broadcasting. Price per minute, exact response—Added depth and prestige—amazingly low cost. Write Box N-125, BROADCASTING.

"Broadcast Comedy" a free publication available to disc jockeys doing radio and TV. Write, including call letters—Show-Biz Comedies Service, P.O. Box 65, Parkway Court, Brooklyn, N. Y. 11235.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes.
Grantsbury School, Box 436, Los Angeles, Seattle, Kansas City and Washington, D.C. for free 44-page brochure write: Dept. 3-K, Grantham Schools, 3125 Gilmour Road, Kansas City, Missouri.


Be prepared, first class FCC license in six weeks—Top quality teaching and laboratory training. Elkins Radio License School, Box 881, Freeport Boulevard, Sacramento, 1125 Spring St., N.W., Atlanta, Georgia.


Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing, programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G.I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas, Texas.

San Francisco's Chris Borden School continues with new placement records! Check out new "voice phone" and "modern" sound. Illustrated brochure. 259 Geary St. Next class January 13.

Save time! Save money! Come to beautiful warm and sunny Florida and get your FCC first class license in just five (5) weeks! Full resident tuition only $2950.00. License or complete refund. Free placement. Radio Engineering Institute of Florida, Inc., 138 N. Pineapple Ave, Sarasota, Florida.
INSTRUCTIONS—(Cont'd)

Since 1946, Original course for FCC first phone operator license in six weeks. Over 135 hour instruction and over 200 hours practical training required. Enrolling now for classes starting January 13, March 16, and May 18. For information, references and reservations, write William B. Ogilvie, Radio Operations Training School, 1150 West Olive Ave., Burbank, California.


Special accelerated first phone preparation available at Los Angeles Division of Grantham Schools. New classes begin January 12, March 16, and May 18. Lab training and advanced electronics available after first phone course to those who wish to continue. For free brochure, write: Dept. S-B, Grantham Schools, 1500 N. Western Ave., Los Angeles, Calif. 90036.


1st ticket class . . . 6 week course resident, or correspondence. Live and study in Denver, Colorado. The greatest! Write for bulletin. New Resident class starts January 13. Signal Broadcasting, 431 W. Colfax, Denver, Colorado, 80204. Also announcing, station operations course and TV, production.

America's pioneer, 1st in broadcasting since 1924. National Academy of Broadcasting, 814 E. 11th St., Washington 1, D. C.

Beginning announcing! Get the groundwork for your radio career at home through a complete tape course. Covers announcing, production and programing, Audio examples, lectures, lesson manuals. The best low cost way to learn the ropes. Free brochure. Capco Broadcasting Instruction, Box 5035, Tulsa, Oklahoma.

FCC License in six weeks. Total cost $300.00, radar endorsement included. Resident class only. Your opportunity in Space City, Houston, Texas. For information, apply to: Allied Technical Schools, 425 S. M and M Building, Houston, Texas. Next class January 12th.


Help Wanted—Announcers

Announcers-Sales
Positions open—coast to coast. 125 offices to serve you. Send tape and resumes to:
CHARLES R. SNELLNG & SELLING
917 Washington St.—Wilmington, Delaware

Let's Hear What You Can Do With Your Voice!
If you're a deep-voiced pop music station, if you'd like to move to a top-rated station in a larger market in the East, if you have talented, versatile voice, let's hear taped examples of what you can do, of the various "voices" you can offer. Tell us, also, how much money you demand.

Box P-276, BROADCASTING

Help Wanted—Salesmen

TOP-DRAWER SALESMAN

for TOP-DRAWER 50 kw

Rush complete resume to:

25TH STREET SATELLITE

KRAK
Sacramento 14, California

RADIO SALESMAN

Modern format network station needs young, aggressive salesman who knows his product. Guaranteed draw and account list. Should be capable of future development. Send complete info, including present salary.

FRED EINSTEIN

KETT, DAVENPORT, IOWA

WANTED TO BUY—Equipment

Independent UHF-TV

Needs FILM for expanded schedules. Needs Free, Bonner, Trade, WHAT? We can't pay much. Clean operation. The President will reply.

Box P-232, BROADCASTING

WANTED TO BUY—Stations

WILL BUY ALL OR PART

Radio Exec. seeks all or part ownership of radio or TV station in Iowa, Illinois, Wis., or Indiana. Have B. S. Degree. Strong background in Operations, Programing, News, Sales. Replies confidential to:

Box N-178, BROADCASTING

INTERESTED IN BUYING

controlling interest in coastal area from Florida up to California. Prefer medium size station. Not interested in whether station currently operating in black. Provide information regarding market and other stations operating, if any. All replies held in strict confidence.

Box P-236, BROADCASTING

WANT TO BUY

FULLTIMER

1 kW to 5 kW Money maker in Texas. Principles only. Box 5096, Lubbock, Texas.

FOR SALE—Stations

RACE STATION

Highly successful non-competitive money making daytimer in operation 8 years in Middle South Metropolitan market of 380,000—new equipment and facilities—selling for personal reasons. Principals with cash resources inquire to:

Box P-268, BROADCASTING

To buy or sell Radio and/or TV properties contact:

PATT MCDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 56, TEXAS

FOR SALE—Stations

VERY BEST WISHES FOR THE HOLIDAY SEASON

JACK L. STOLL & ASSOCIATES

6381 Hollywood Blvd.
Los Angeles 28, California

Conn, single daytime $150M terms
South, medium profile 300-29%
Fla. metro fulltime 240M terms
S. E. metro rate 270M terms
N. E. Top 50 daytime 400M terms

buying and selling, check with

CHAPMAN COMPANY INC

2045 PAECHTREE RD., ATLANTA, GA. 30306

BROADCASTING, December 23, 1963

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By Chief Hearing Examiner James D. Cunningham

Designated Examiner James D. Cunningham to preside at hearing on application for a new AM in Winston-Salem, N. C. Action Dec. 12.

By Hearing Examiner David I. Kraus

By order in proceedings on applications of Salem Television Co. and Salem Channel 3 Telecasters for new AM in channel 3 in Salem, Ore., Dec. 10, 1963, granted to Salem Television Co. to file an amended application to bring up to date financial information and (2) scheduled further prehearing conference for Dec. 16, 1963.

In proceeding on applications of Salem Television Co. and Salem Channel 3 Telecasters for new AM in channel 3 in Salem, Ore., granted by Salem Channel 3 Telecasters to file an amended application to bring up to date financial information. Action Dec. 11.

By Hearing Examiner Jay A. Kyle


By Hearing Examiner Chester F. Naumowicz Jr.

By order in proceeding on applications of Boardman-Wheelersburg Broadcasting Co. for new AM in Boardman, Ohio, and from Wheelersburg, Ohio, to file new applications. Action Dec. 12.

By Hearing Examiner James Cunningham

To proceed at hearing on application for new AM in Winston-Salem, N. C. Action Dec. 12.

In proceeding on applications of Salem Television Co. and Salem Channel 3 Telecasters for new AM in channel 3 in Salem, Ore., granted by Salem Television Co. to file an amended application to bring up to date financial information. Action Dec. 11.

By Hearing Examiner Forest L. McGeenning

Order in proceeding on application of Piedmont Broadcasting Corp. to file an amended application to bring up to date financial information and (2) scheduled further prehearing conference for Dec. 19, 1963, in proceeding on application of Piedmont Broadcasting Corp. to file an amended application to bring up to date financial information. Action Dec. 11.

By Hearing Examiner Morto F. File

On own motion, continued Jan. 15 hearing to Jan. 29, 1964, for hearing on application for new AM in Davenport, Iowa, granted by Board, hearing to be held at Davenport, Iowa, and continued to Jan. 29, 1964.

By Hearing Examiner Thomas H. Donahue

Order in proceeding on applications of Boardman-Wheelersburg Broadcasting Co. for new AM in Boardman and Warren, respectively, both Ohio, continued to Jan. 20, 1964, for hearing on application for new AM in Boardman, Ohio, and continued to Jan. 20, 1964, for hearing on application for new AM in Warren, Ohio. Action Dec. 12.

By Hearing Examiner James D. Cunningham


By Hearing Examiner Charles J. Frederiksen

On own motion, continued Jan. 15, 1964, hearing to Jan. 29, 1964, at place in city to be announced, in matter of revocation of license of WTIF (FM), Tifton, and action of WDMG Inc. for renewal of license of WDMG Inc. for renewal of license of WDMG Inc. granted by Board to hold a hearing on application for new AM in Boardman, Ohio, granted by Board to hold a hearing on application for new AM in Boardman, Ohio, continued to Jan. 20, 1964, for hearing on application for new AM in Boardman, Ohio.

By Hearing Examiner Millard F. French


In proceeding on applications of Wel- lersburg TV Inc. and People's Community Television Inc. for new VHF TV translator stations in Wellsburg, W. Va., and LaValle, Md., granted by Board to hold a hearing on Jan. 12, 1964, to file proposed findings and order for new AM in Wellsburg, W. Va., and granted by Board to hold a hearing on Jan. 12, 1964, to file proposed findings and order for new AM in LaValle, Md., granted by Board to hold a hearing on Jan. 12, 1964, to file proposed findings and order for new AM in LaValle, Md.

By Hearing Examiner Annie Neal Huntingon

In proceeding on application of Beason Advertising Inc. for new AM in Dang- field, Tex., granted by Board to hold a hearing on application for new AM in Dang- field, Tex., granted by Board to hold a hearing on application for new AM in Dang- field, Tex., granted by Board to hold a hearing on application for new AM in Dang- field, Tex.

In proceeding on application on behalf of new AM in Dang- field, Tex., granted by Board to hold a hearing on application for new AM in Dang- field, Tex., granted by Board to hold a hearing on application for new AM in Dang- field, Tex.

By hearing Examiner Herbert Sharrman

In proceeding on application of Beason Advertising Inc. for new AM in Dang- field, Tex., granted by Board to hold a hearing on application for new AM in Dang- field, Tex.

In proceeding on application of Beason Advertising Inc. for new AM in Dang- field, Tex.

In proceeding on application of Beason Advertising Inc. for new AM in Dang- field, Tex.

In proceeding on application of Beason Advertising Inc. for new AM in Dang- field, Tex.
470 feet and make changes in ant. system (increase height).

KBR-FM Great Falls, Mont.—Granted CP to change type trans. and ant. and decrease ant. height to 11 feet.

Revolutions

• Commission ordered Mrs. Elizabeth C. Grimm to show cause why relicensing of WELF (FM) (Citadel Broadcasters of Du Page) Glen Ellyn, Ill., and WELG (FM) (Channel Broadcasting Corporation) Chicago, Ill., should not be revoked, and to appear at a hearing to be held at a time and place to be specified later. Action Dec. 11.

Rulemaking

PETITION FOR RULEMAKING FILED

• WBDO Ischeping, Mich. — Requests amendment of rules so that channels 222 and 223 be reassigned, and channels 261A and 268A be reassigned to Marquette, Mich. Received Dec. 9.

Processing line

• Notice is hereby given, pursuant to Sect. 1.317(c) of commission rules, that on Jan. 1, 1964, standard broadcast applications listed will be considered as ready and available for processing subject to 1.277(b)(1) and Sect. 1.591(c) of commission's rules, application, in order to be considered with any application on an attached list or with any other application on file by close of business on Jan. 9, 1964, which involves conflict necessitating hearing, must be the subject of any rule-making action, or the issue may have been subject of conflicting applications filed in the past. Any party in interest desiring to file pleadings concerning conflict or any inquiry as to the status of application pursuant to Sect. 366(d)(1) of Communication Act of 1934, or as directed by Order of Jan. 2, 1964, must file an inquiry on file, prior to the close of business on Jan. 9, 1964. Any new application must be made in accordance with rules, before the close of business on Jan. 9, 1964.
Business needs every kind of man. But for strategy moves, it counts more and more on the college man. That is because higher education gives executives the mentality and skill, the capability and specialized knowledge so necessary to shoulder the management burden.

Today business is absorbing the largest share of the college product. By this measure, it owes higher education the largest share of debt.

There is no time like the present to face this obligation. The cost of leadership has gone up. Our colleges are in a squeeze. Many need libraries, classrooms and teachers.

These are the needs of a growing society. But automation is adding another demand, namely, that we educate our national manpower to wider usefulness.

College is business' best friend—support the college of your choice.
OUR RESPECTS to James Edson Duffy

His performing ambitions have been forgotten

As James Duffy headed home from a sales trip to Indianapolis in 1954 he knew he had reached the fish-or-cut-bait point in his career. As a 27-year-old account executive for ABC Radio he had just suffered through an agonizing sales presentation and embarrassment that remains vivid in his memory.

The pitch was to a transfer and storage company that was expected to buy three five-minute news segments on the network and it fell to Mr. Duffy to get the advertiser to decide on a "voice" for its shows. He had a recording of five voices, "all resonant and dignified," each of which he preceded with a suitable exposition of individual qualities before playing for the prospective client. Reaching the piece de resistance he described a sound that would "lend dignity to any company's image."

The next voice flubbed its lines, goofed again, launched into profanity and left the assemblage of auditioners silent. The pall was cast and tension reigned. (Note: He made the sale.)

Mr. Duffy never saw himself originally as a salesman. Yet today he maintains "nothing can raise your spirits like a good sale," and he says it with such ebullience that he jumps up from his desk to finish the phrase on his feet.

James Edson Duffy was born in Decatur, Ill., on April 2, 1926. As a copy boy for the Milwaukee Sentinel in 1941 he had demonstrated an interest in journalism, but later events were to show that electronic media had a much stronger magnetism for his aptitudes than the pull of print caused by any printer's ink that might have been running through his system.

His tour of military duty between 1944 and 1946 had not materialized quite as he had imagined it due to the machinations of what was then the Army Air Corps. He had entered an air cadet program for flight training but his whole group was diverted and assigned to the 935th Guard Squadron. "In simple terms," he says, "I was an MP."

After the service and during his second year at Beloit College in Wisconsin he was asked to work for the school's news service, covering college sports for papers in the Midwest. The job was one for an enterprising spirit to capitalize on and he did just that.

The manager of WBNB-FM Beloit asked him to announce the college's basketball games, a job he quickly accepted. In a frenetic afternoon of work he could announce a game for the station, run down to the scorer's table and type out 10 quick stories for wire services and the area's papers and later collect checks from papers, college news service and the station.

In 1948 and 1949 he worked for the same station as a disc jockey, announcer, continuity writer, even as a salesman on occasion. But two AM's had just entered the market and he wasn't too sure of his future. "We had rights to Beloit College basketball games," he says, "and people listened to them, but they went out and rented FM sets to do it."

Jim Duffy still saw himself as a newspaper or disc jockey and he went to Madison to audition for such a job with the ABC affiliate there. But he was swayed by the offer of a job as publicity writer in the ABC office in Chicago and he never got back to the performing side of the medium.

From that point in July of 1949 till today, the itinerary of Mr. Duffy might be likened to the swift execution of one's turn in a hop-scotch game with the organizational charts of ABC-TV and radio as the playing area: 1952, promotion manager for ABC central division; 1953, account executive for ABC Radio in Chicago; 1955, account executive for ABC-TV; 1957, sales manager for ABC Radio central division; 1960, to New York as national director of sales for ABC Radio; 1961, ABC Radio vice president in charge of sales; 1962, executive vice president of ABC Radio.

And now, at the age of 37, Mr. Duffy sits in ABC headquarters at West 66th Street in Manhattan as vice president in charge of TV network sales. He took over the position last June when his predecessor, Ed Scherick, was moved up to programing vice president for the TV network. Coming in when he did, Mr. Duffy was party to one of the biggest network TV gambles in the history of the medium, the introduction of 14 new season shows—all in one week.

Jim Duffy sees selling TV as a challenging, high-stakes business and points without hesitation to factors that make it a tricky profession. "In this job you can't lean on last week's experience. You're dealing with a medium that's constantly changing so you've got to look constantly for new sales concepts. Unlike radio, you have a terrific amount of inventory to work with. While network radio has evolved toward a basically static program format, with nighttime TV, every year's a new ball game."

Mr. Duffy does see room for some stabilization in network TV operations from the sales angle. He forecasts a trend toward more program sponsorship, less scatter buying, a change he would welcome.

He worked with ABC Radio during its readjustment years: from the days when advertisers were coming in and getting out sporadically with their own programing ideas to its present insistence on a more uniform program base.

Between May 1960 when he came to New York as national sales director of the radio network and June of this year when he took over the TV sales job, the sales of ABC Radio rose 120%.

In his present position, Mr. Duffy gets more time at home than in the past—last year he spent 60% of his time on the road on sales and affiliate relations missions—but says sadly he has virtually no time to indulge in activities outside his work any more. He once took singing lessons but now he's all salesman, his onetime ambition as a performer forgotten.

Of all the positions he's held in the ABC organization Mr. Duffy looks back with special respect on his term in Chicago as promotion manager for ABC central. That's where he feels he had a chance to see the big picture. Jumping up through the ranks as he has, with never too much time in one spot, such a background was welcome. With six months logged in his present slot he speaks with a confidence tempered by respect for the complexities of selling a TV network's wares.

Mr. Duffy was married in 1947 to the former Betty Jane Zuehsow. They live in Cos Cob, Conn., with their four children; Jay, 12 years old; Terry, 9; Diane, 6, and Marcia, 5.
EDITORIALS

Rotating chairmanship?

REPRESENTATIVE H. R. Gross (R-Iowa), who is regarded as a conscience of Congress, wants Congress to bar its members and members of the executive branch from holding ownership interest in radio and television stations, presumably on grounds of conflict of interest.

Mr. Gross, when he was first elected to Congress in 1948, had been a prominent newscaster in Iowa for 12 years and perhaps regarded himself as an expert. He was motivated by the ownership since 1940 of station properties by Mrs. Lyndon B. Johnson, the new First Lady. One of Mrs. Johnson’s first acts, upon assumption of the Presidency by her husband, was to place her broadcast properties in a trust revocable only should Mr. Johnson retire from public office.

Mrs. Johnson’s action should be applauded, not criticized. According to the most recent BROADCASTING compilation, there were some 20 members of Congress who held interests, directly or indirectly, in broadcast properties. These interests are on the public records for all to see. There is nothing hidden about them.

If ownership in broadcast stations is to be precluded, what about ownership in newspapers, or communications companies or in companies that may participate in government contracts or subcontracts? Carried to the extreme it might mean that only professional politicians, with no outside holdings, could qualify for either elective or appointive office. Only where there are obvious conflicts of interests should public officers be precluded from holding private business interests.

Mr. Gross does make one point that warrants consideration. Since the President names the chairman of the FCC, the question of subservience to the executive rather than the legislative branch has been raised.

The answer may be found in the law which created the Interstate Commerce Commission—oldest of the independent agencies. There the chairmanship is rotated annually among the 11 members, irrespective of party. The 1964 chairman, for example, will be an Idaho Republican, and the vice chairman a Republican from Virginia. The ICC, incidentally, of all of the major independent agencies, seems to have least difficulty in getting along with Congress and the public.

Not because of the Gross allegations but because it would enhance its status as an independent agency, President Johnson should consider endorsement of legislation providing for rotating chairmanship at the FCC.

Time to quit the kidding

NOW that they have succeeded in heading off an FCC proposal to adopt commercial limitations as government rules, broadcasters will be tempted to forget the subject and turn to other matters that may be on their minds.

The temptation ought to be resisted, because the root problem that led to all the trouble has been totally ignored. The FCC has been persuaded to drop its rulemaking. The House Commerce Committee majority has been persuaded to vote out a bill that would prohibit the commission from taking up the matter again. But the commercial conditions that precipitated the FCC’s interest and the National Association of Broadcasters codes which the FCC had threatened to adopt still are untouched and largely unthought of. As long as these matters go unattended, the possibility of another major dust-up over commercials will always exist.

The real reason that the FCC could not bring itself to adopt the NAB code restrictions on commercials as its own regulations was that nobody could prove that the restrictions could be realistically applied, under either private or government enforcement, to all kinds of stations in all kinds of conditions. The commercial time limits in the NAB codes have been based entirely on subjective judgments. They represent what the code boards have decided is an acceptable compromise between the broadcasters’ potential for private gain and the public’s range of tolerance for commercial quantity and program interruption.

At no time, in all the history of the NAB code operations, has any serious research been conducted to find out whether five minutes of commercials in a half hour make more or less sense than four minutes or 15 minutes. It is little wonder that when defenders of the codes begin to talk about the codes’ significance, their arguments run more to general endorsements of motherhood and flag than to specific assertions of true values.

Yet if serious research were to be conducted into the limits of public tolerance (or into meaningful measurements of commercial effectiveness, which is the same thing), it would be almost certain to prove that standardization is unrealistic. Research would only confirm what thinking broadcasters admit privately: that no fixed rules can successfully be written to cover all kinds of commercials in all kinds of positions in all kinds of programs in all kinds of time periods on all kinds of stations.

Under present circumstances, there would seem to be little reason to continue the pretense that the commercial time standards of the NAB codes are either right or wrong for the broadcaster or for the public. To cling to such a pretense is to postpone the advancement of television and radio.

Broadcasters united in common action to turn aside the threat of an across-the-board rule on commercialization by the FCC. The experience ought to have taught them that across-the-board rules in their own apparatus of self-discipline are equally undesirable and unworkable.

What is needed is first an admission that the time standards of the NAB codes have never been based on objective studies and second an effort to find out more than is now known about the reaction of various audiences to various commercial placements. The pursuit of that course of action would in the long run improve broadcasting’s product and, we must add, broadcasting’s profits.

“Now here’s how they handled a case like mine on The Eleventh Hour!”

Drawn for BROADCASTING by Sid Hix

BROADCASTING, December 23, 1963

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Hungry for flavor?

KPRC-TV's got it!

Flavor you never thought you'd get from any Houston TV set!

You'll never know how satisfying Houston television can be until you try KPRC-TV. Fine, flavor — rich showmanship goes into KPRC-TV. Then, the famous channel two brings out the best taste of the commercials. Sound too good to be true? Buy a pack of KPRC-TV commercials today and see for yourself.

Channel Two makes the difference

HOUSTON'S KPRC-TV

Edward Petry and Company, National Representative
NBC Radio

has monitor on weekends

has news on the hour; and

has emphasis and sports; and

has wonderful affiliates; and that's
The TR-22, with its excellence of design and brilliance of performance, attracts attention wherever it's in operation. Fully transistorized, it does away with problems of power, heat and space, reduces maintenance. It provides highest standards of quality and reliability. Any studio can benefit from this symbol of the finest in TV Tape.

The Most Trusted Name in Television
Washington D.C. is our local beat.

Network news programs from Washington, fine as they are, can't cover all the stories that affect particular states. Our Washington Bureau can. Bill Roberts, Carl Coleman and Norris Brock file radio and TV reports daily to our stations on matters of area importance. They're backed by more than 20 of Washington's top specialized reporters, the bureau men of TIME, LIFE and FORTUNE. Thus we join the world's most important news city to our audiences. We have done so, on a full-time basis, since 1958.

We believe that group operators—a third force in broadcasting—can offer unique services to the communities their stations serve. As a division of Time Incorporated, TIME-LIFE Broadcast is especially gratified to be able to deliver those services in the area of news and public affairs.