Fur may fly when TV cod... what to do about piggyback... FTC may act soon on smoking and health; NAB also ponders problem... Record of LeRoy Collins to be prime topic at NAB board meeting... 15 of the most Xtraordinary and Xciting first-run science-fiction and exploitation features!
LOCAL-LIVE—In Sioux City the tops in local-live programming is on KVTV, Channel 9. Over 50 quarter hours per week are devoted to local-live programming on every phase of community activity. In Siouxland viewers find the "local touch" on KVTV, Channel 9.

PERSONALITIES—To go with the top CBS personalities, KVTV has assembled top selling local personalities. News, sports, children's and women's programs are all hosted by popular, local personalities with loyal followings built through years of exposure.

PUBLIC SERVICE—Penetrating public service programming devoted to serving the public needs attracts the crowds to KVTV. This service to the people has earned KVTV the reputation as a leader in Siouxland.

CIVIC LEADERSHIP—For over 10 years KVTV has been providing television to the 750,000 people in the Sioux City market. During this same period devoted attention to the public's needs by the station and its employees individually has made the call letters KVTV synonymous with leadership to a market on the move... Sioux City, Iowa.
We “wrote the book” on this subject!

Because here at WCBM Radio we have been programming for—and selling to—the adult radio audience in Baltimore for years!

Adults know—and like—our music . . . show tunes, popular, classical and semi-classical selections. They appreciate our news in-depth . . . delivered in an authoritative manner! Our local and regional news—gathered by our experienced legmen—is supplemented by international news services . . . and CBS news and commentators to give WCBM listeners a total of 32 hours of news every week!

WCBM on-air personalities are intelligent, likeable people who conduct their programs in the interesting manner preferred by adults.

Sell your products and services to the “buying” audience through WCBM Radio—the station most adult Baltimoreans prefer!
If you are interested in buying TV time in the Dallas-Fort Worth market, we suggest that you read the October-November, 1963, ARB Market Report. If, after reading the report, you don't buy KRLD-TV, we BOTH lose money.

See your ADVERTISING TIME SALES representative.

KRLD-TV
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
Smash opener
It's possible that NBC-TV will premiere its whole 1964-65 schedule in one week next fall, as ABC-TV introduced its 1963-64 schedule in week of Sept. 15-21, 1963. Key NBC-TV executives have been impressed by big audiences that ABC-TV commanded during its introductory week last September. Their thinking is that although ABC's average audiences later declined as other networks brought in their new program seasons, ABC at least attracted, at outset, exceptionally heavy sampling of its new shows. Theory is that if schedule is strong, samplers in first week will stick instead of searching to establish viewing habits elsewhere.

Taylor tapped
Archer S. Taylor, Missoula, Mont., consulting engineer and owner of community antenna system at Kalispell, Mont., may be new president of National Community Television Association. Selection committee, it's understood, will recommend appointment to full board of directors at its meeting next month in Dallas after concluding that top public figure should not be retainer. Mr. Taylor is national vice-chairman of NCTA and would succeed Bill Dalton, who resigned last summer to establish consulting firm in Washington.

Heat on debates
Republicans on Senate and House Commerce Committees won't let President Johnson get off easily on President Kennedy's widely publicized commitment to meet GOP opponent in joint broadcast campaign appearances. Kennedy promises plus free time offer by CBS, added to House and Senate passage of equal time suspension resolution, HJ Res 247, give GOP strong arguments for their public urgings that new President follow through on predecessor's pledge. GOP Chairman William E. Miller turned spotlight on LBJ in Face the Nation appearance; broadcasters are trying to keep it focused. Next likely step—open letters from key Republicans to Dr. Frank Stanton, CBS president, warmly praising his free time offer.

One reason heard last week for delay of final HJ Res passage is that President and Democratic leaders are seeking free time commitments from networks that would be good whether major candidates appear jointly or, as LBJ reportedly wants—separately.

Too many cooks?
Important television station group has cancelled its support of Television Information Office. Reason: Group thinks public relations functions now performed by TIO ought to be performed by National Association of Broadcasters. Group's chief executive says he has no criticism of TIO operations or its staff, but prudent business judgment leads him to conviction that NAB, with budget of more than $2 million, ought to be able to do organized broadcasters' government relations and public relations jobs.

Memorialists
Heads of three networks are among trustees of Kennedy Library to be built in Cambridge, Mass., to house late President's papers and memorabilia, including tapes of TV and radio appearances. Already accepting invitations to join board are Leonard H. Goldenson, ABC; William S. Paley, CBS, and Robert Sarnoff, NBC. Eugene Black, former head of World Bank, is chairman of library board.

Not the only one
Example of how repetition of false statement can get acceptance as fact is being cited in regard to Lyndon B. Johnson family ownership of KTBC-TV Austin. At outset of Mr. Johnson's assumption of Presidency last November, early reports stated Austin was largest single station TV market (KTBC-TV is on ch. 7). Subsequent stories of transfer of LBJ Co. stock to trustees, change of name to Texas Broadcasting Corp. and related matters pertaining to CATV in market perpetuated distortion.

According to list of official standard metropolitan statistical areas approved by Bureau of Budget (Broadcasting, Oct. 28, 1963) there are 45 cities larger than Austin which either have no VHF service or only one, although most have UHF outlets. Austin, with population of 212,000, is ranked 25th by Bureau in standard metropolitan areas. Among cities in tabulation with one VHF are Hartford, Utica, New Haven, Binghamton, Johnstown, Lancaster, Erie, Evansville and Madison. Major communities with no VHF stations (although they have UHFs) include Akron, Harrisburg, Bridgeport and Worcester.

Webb leaving SRA?
Lawrence Webb, managing director of Station Representatives Association, reportedly is being considered for job of operating head of KRLA Pasadena—Los Angeles Group. FCC approves proposal submitted by station last month (Broadcasting, Dec. 23, 1963). Mr. Webb also would become member of board of Broadcast Foundation of California Inc., which would acquire stock of KRLA and would devote income to help establish ETV on channel 28 in Los Angeles and support other educational, scientific and charitable purposes. Commission refused to renew license of KRLA under ownership of Donald Cooke on charges of fraudulent contests, falsification of program logs and failure to live up to program proposals.

Slow burn
Congressional committees with smoking legislation pending aren't in hurry to do anything about it. There'll be calls for action from advocates of smoking curbs (story page 30), but committees, whose leadership includes many tobacco state lawmakers and their close legislative friends, will be charting very cautious course. Enormous factor of public has to be considered-

Dodd in February
Plans to update Senate hearing on violence on television, revealed late last year (Closed Circuit, Dec. 23, 1963), have been outlined by Senator Thomas J. Dodd (D-Conn.), chairman of Juvenile Delinquency Subcommittee, in letter to Senator James O. Eastland (D-Miss.), chairman of Senate Judiciary Committee.

Before issuing report on 1961-62 hearings, Senator Dodd said, it will be necessary to review present programing "to see if violence and brutality have been removed from nation's television screens as broadcasters promised they would do during the hearings . . . " Expected date for new round: mid-February.

Lying in wait
Some FCC members are worrying out loud that order terminating commercial time standards rulemaking (story page 34) may be taken as sign by broadcasters to load their schedules with commercials. That's reason order contains warning that commission will pay attention to promissory performance on commercialization policy. And that's reason commission can be expected to give long, hard look at applications referred by staff because of question of overcommercialization.
...now sold nationally by

No. 1 in
the nation's 34th market
WAKY, Louisville
a subsidiary of

proudly appoints
H-R Representatives, Inc. as
exclusive national representative
effective immediately

*HOOPER OCTOBER-DECEMBER 1963
AUDIENCE MEASUREMENT DATA ARE ESTIMATES ONLY, SUBJECT TO DEFECTS
AND LIMITATIONS OF SOURCE MATERIAL AND METHODS. HENCE, THEY MAY
NOT BE ACCURATE MEASURES OF THE TRUE AUDIENCE.
Broadcasters are finding themselves in middle of internal fight among advertisers on piggyback situation. Helene Curtis accuses NAB of "knuckling under" to P&G which is leading campaign to reduce clutter. See . . .

**RISING FUROR OVER PIGGYBACKS . . . 27**

Next step in cigarette smoking health hazard is smoky. Manufacturers, agencies and media await clarification, but subject is uppermost as NAB TV Code Board meets this week. Move by FTC expected. See . . .

**MOVE ON CIGARETTES SEEN SOON . . . 30**

FCC buries proposed overcommercialization regulation. Unanimously closes out rule-making, but warns situation is still regarded as serious and staff has been instructed to keep eye peeled. See . . .

**FCC BURES AD LIMITS RULE . . . 34**

Radio is seen as valuable for retail merchants because of its flexibility and low cost. New study shows smaller retailers use radio proportionally more than larger establishments. See . . .

**RADIO AND RETAILERS . . . 40**

NAB joint board has Collins's statements and activities as number one on agenda. Question is whether he's free agent or should he be constrained in view of his industry position. See . . .

**COLLINS RECORD: A REVIEW . . . 52**

Pauley lashes at Nielsen for dropping radio audience measurements. Claims it's an injustice. Criticizes statement that radio audiences have declined substantially under impact of TV. See . . .

**PAULEY FIRES AT NIELSEN . . . 46**

Nationwide strike by radio-TV performers looms unless agreement is reached between AFTRA and networks. Key meeting is today. Also related are AFTRA and SAG contracts with advertisers and agencies. See . . .

**UNIONS THREATEN STRIKE . . . 60**

Pat Weaver insists pay TV will expand programs for public, but panel discussion pro and con leaves unanswered concrete plans by STV which is scheduled to serve Los Angeles and San Francisco by wire. See . . .

**MUCH SAID, LITTLE LEARNED . . . 61**

When Internal Revenue Service failed to appeal, ruling by federal judge permitting amortization of costs of securing license stands. WDEF Chattanooga is beneficiary of first helpful court case. See . . .

**WDEF WINS AMORTIZATION CASE . . . 72**

Flying TV gets lift from Bureau of Standards. Study made by Boulder laboratory and submitted to FCC indicates airborne TV is superior to ground-based counterparts and saves spectrum space. See . . .

**IS AIRBORNE TV BEST? . . . 68**

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**BROADCASTING**

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OMAHA — Jan. 5 — The speaker was Merrill Mueller, NBC News. The occasion was KMTV's Sixth Annual Television Awards. We honor Omahans who do the best job of using television in the public interest. Civic, business and military leaders and a television audience witnessed the presentation. One winner built a boy's club and used KMTV public service programs to build understanding and support. The other winner pioneered Omaha's Junior Achievement Program and one of the nation's best-known JA projects is TeeVee III Productions, KMTV's all-student company.

OMAHA — Jan. 5 — The speakers were NBC correspondents from around the world. Each year they tour ten American cities giving first hand reports on the countries they cover. In Omaha, they talked to one of the largest crowds in the history of the NBC tour, a capacity audience at Omaha's Civic Auditorium. The event was sponsored by Omaha University and promoted, of course, by KMTV.

It was a busy Sunday in Omaha. When it was over, a lot of people were reminded of what they had known before: KMTV is a vital force in the Omaha market. See Petry.
Cigarette ad losses can be offset by CBS

If surgeon general's report on smoking leads to decline in cigarette advertising on radio and TV, CBS will be able to more than offset such losses by acquisition of new advertising business, according to President Frank Stanton.

He made this statement in speech to St. Louis financial analysts Thursday night (Jan. 16), but also said he felt that (1) it's too early to tell whether cigarette advertising volume will be affected, and (2) obvious ramifications of report mean there'll be no precipitous action to curtail such advertising.

Dr. Stanton's reference to CBS ability to overcome any cigarette losses was interpreted as allusion to high volume discounts earned by cigarette advertisers. If same amount of time were divided among number of smaller-budget advertisers, their discounts would be lower and CBS's revenues therefore higher.

CBS president also renewed his question about public willingness to pay sums necessary to support pay television and reiterated that CBS is waiting for more extensive color TV set circulation before pushing heavily into color broadcasting.

General Thoughts - His belief in ability to weather any tobacco losses appeared to apply to radio-TV generally. He said television is expected to continue healthy growth rate both in dollars and in share of total advertising dollar, that radio revenues are enjoying substantial improvement and that new products are turning to TV and radio in continually increasing numbers. In case of CBS-TV network, he said, competition among sponsors and new products seeking time is now keener than ever before—even though selling for 1964-65 season hasn't really started yet.

In addition, he said, any changes that may occur in 1964 will be against background of vigorous national economy and rapidly increasing national advertising expenditures.

Harris, Roberts get briefing from Terry

Chairman of House Commerce Committee, legislative unit that has jurisdiction on both advertising and health aspects of smoking situation, was given full briefing on Public Health Service report on smoking and health Friday (Jan. 17).

Representative Oren Harris (D-Ala.), his chairman of Public Health and Safety Subcommittee, got complete fill-in on report from Surgeon General Luther L. Terry. Panel that made report worked directly under Dr. Terry. Representative Roberts said he plans to hold early hearings.

Staley starch stocks shuffled to Maxon Inc.

A. E. Staley Manufacturing Co., Decatur, Ill., has moved five of its starch lines, representing billings of approximately $3.5 million, from Erwin Wasey, Ruthrauff & Ryan, Chicago, to Maxon Inc., Detroit.

Move prompted report that switch was result of product conflict. EWR&R is Interpublic Inc. affiliate. Another Interpublic agency, McCann-Erickson, handles starch lines of Corn Products Co. Spokesman for Staley denied report, stating switch was made solely for convenience in consolidation of accounts at Maxon, which already had several Staley products.

Of $3.5 million involved in switch, about $2.1 million is in broadcast, great majority in TV. In another switch Bulova Watch Co. moved its Accutron and Caravelle lines, worth $2 million in billings, from Sullivan, Stauffer, Colwill & Bayles, New York, to Doyle Dane Bernbach, that city. Account currently bills $100,000 in broadcast.

Humble buys NBC-TV special

Humble Oil and Refining Co., through McCann-Erickson, New York, has purchased sponsorship in The Thousand-Mile Campus, one-hour color special to be broadcast March 15 (10-11 p.m. EST) by NBC-TV. Program, narrated by Chet Huntley, will deal with California's tuition-free public institution system.

ETV groups ask delay on UHF allocation plan

Two groups of educators—one earthbound, one airborne—have asked FCC for extension of deadline for comments in two rulemakings involving UHF allocations.

National Association for Educational Broadcasters and Midwest Program on Airborne Television Instruction Inc., in joint pleading, asked that deadline for comments in related rulemakings be postponed from Feb. 3 to April 3, and for replies, from April 3 to June 3.

One rulemaking proposes expanding UHF table of assignments. Other involves MPATI request for assignment of six UHF channels for airborne ETV. Georgia Board of Education has also asked for 60-day extension of deadline for comments (see story page 46).

NAEB and MPATI said they are working together on computer studies in effort to determine most efficient allocation of UHF channels. MPATI, in addition, is preparing engineering and economic studies for submission to commission.

AFM votes for contract

Members of American Federation of Musicians have overwhelmingly ratified five-year contract with phonograph record industry which calls for 20% increase in wages and fringe benefits.

New terms, replacing contract which expired Dec. 31, 1963, were negotiated three weeks ago (Broadcasting, Jan. 6). Of 1,285 musicians voting, 1,150 favored agreement which is retroactive to Jan. 1.

NCTA and FCC to meet again on legislation

FCC and National Community Television Association resume talks Jan. 27 in effort to reach agreement on legislation that would authorize commission to regulate community antenna television systems.

FCC will be represented by Commissioners Robert T. Bartley, Frederick W. Ford and Kenneth Cox. NCTA group is composed of A. J. Malin, Rochester, N. H.; Martin Malarkey, Washington; Bruce Merrill, Phoenix, and Eugene Schneider, Casper, Wyo.

In addition to legislation, meeting is expected to cover FCC proposed rule-making to condition microwave grants for CATV on systems' agreement to protect television stations in their area. NCTA says proposal that system not duplicate station for 15 days before and after it carries program would impose unfair burden, put many CATV operators out of business.

In another NCTA development, it was expected that organization's board meeting, set for mid-February in Dallas, probably would be postponed until March to make best use of extra time granted association for its comments on FCC rulemakings on microwave systems serving community antennas (Broadcasting, Jan. 13).

Hartford pay TV to expand

RKO General Phonevision Co. has been authorized by FCC to expand its pay-TV test in Hartford, Conn., to include hotels, motels and other establish-
WEEK'S HEADLINERS

**John H. DeWitt Jr.**, president of WSM Inc. (WSM - AM - TV Nashville), who helped develop radar, was first man to bounce radio signal off moon in 1946 while working for Signal Corps and is now engaged in designing transistorized equipment for TV stations, has been selected by National Association of Broadcasters as recipient of its 1964 Engineering Achievement award. Presentation will be made April 8 in Chicago at final luncheon of Broadcast Engineering Conference to be held at Conrad Hilton hotel as part of NAB's 42d annual convention.

Carleton F. Loucks, VP and manager of New York operations at Spot Time Sales, national radio-TV sales representative organization, elected executive VP and treasurer. Mr. Loucks will continue to direct New York operations for STS. John J. Cook and John Papas were elected VP's. Mr. Cook, member of New York sales staff, will be in charge of sales operations in that city. Mr. Papas is with STS's Chicago sales office and will be in charge of all Midwest sales.


**Edwin J. Stevens** has been appointed general manager of KFAC-AM-FM Los Angeles, effective immediately. He succeeds **Calvin J. Smith**, who has resigned to look after personal business affairs but who remains as consultant to KFAC through February. Mr. Stevens has been West Coast VP of Cleveland Broadcasting Co. since April 1963, when CBC acquired ownership of KFAC. Previously, he had been VP in charge of programming and promotion at CBC's WERE-AM-FM Cleveland.

**Maurice H. Needham**, founder-board chairman of Needham, Louis & Broby, Chicago, announced his retirement yesterday (Sunday) on his 75th birthday. He becomes chairman emeritus of agency he founded in 1925 and which now bills $55 million. Mr. Needham first joined Chicago agency of Nichols, Finn & Co. in 1910 as copywriter.

**For other personnel changes of the week see FATES & FORTUNES**

Agencies heads get LBJ budget preview

Chiefs of regulatory agencies heard President Johnson preview his economic message and reiterate his views on job ceilings and frugality in government at White House meeting Friday (Jan. 17).

This is second session President has had with heads of independent administrative agencies. He met them first time last month.

Among those present at 90-minute meeting were FCC Chairman E. William Henry and Federal Trade Commission Chairman Paul Rand Dixon.

President's economic message goes to Congress today (Jan. 20). His proposed budget for fiscal 1965 goes up to Congress Tuesday (Jan. 21).

More homes, viewers

NBC research department report Friday (Jan. 17) showed substantial increase in homes-per-minute reached by prime time television signals in fourth quarter of 1963. NBC report, based on A. C. Nielsen data, shows 6% rise to 30,470,000 homes-per-minute from 28,730,000 in fourth quarter of 1962. Network's research division also noted daily viewing time had reached five hours 52 minutes, "an all-time high for any quarter."

RADIO POOL POSSIBLE

Networks may develop fund to aid in national ratings

Whether anything will come of it isn't clear, but radio networks have been studying possibility of pooling funds—say $750,000 in all—to augment, surveys or measure to determine whether or not Nielsen is dropping radio service (Broadcasting, Jan. 13, also see page 46, this issue). If it works out, funds might be used either to underwrite additions to service currently offered by Sindlinger—only firm now in network radio measurement, other than Nielsen—or perhaps to attract newcomer into this field.

With American Research Bureau and others considering entry, one suggestion with significant support is to invite bids, then let tripartite Advertising Research Foundation pick one that seems to offer most acceptable research procedures.

These discussions, centering on one meeting already held and at least one more set for early February, have been under leadership of Radio Advertising Bureau, but RAB says it merely arranged meetings on request and is limiting its role to that of providing forum and moderating. If anything concrete develops, it'll probably be temporary measure to span gap from Nielsen's radio retirement in mid-April until radio research methodology project now being conducted by RAB and National Association of Broadcasters has been completed and its findings activated.

Sponsors named

R. J. Reynolds Tobacco, through William Esty, and Goodyear Tire and Rubber, through Young & Rubicam, will sponsor telecast on final round of Phoenix Open Golf Tournament Feb. 9 (6-7 p.m.) over Sports Network Inc.

A dynasty goes on

Nelson family will continue The Adventures of Ozzie and Harriet for another five years. Noncancellable contract with ABC, succeeding one expiring in September, calls for payments to Ozzie, Harriet, David and Rick totaling $3 million over five-year period. Network can order minimum of 26 new programs and maximum of 35 each year. Series, starting in radio 20 years ago, is in 12th season on TV, with American Diary and American Gas associations as sponsors.
Presenting
WARNER BROS. ONE

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

DATEBOOK

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

Indicates first or revised listing.

JANUARY

Jan. 19—Western States Advertising Agencies Association meeting, 7 p.m., Sheraton-West hotel, Los Angeles. Karl Jorgensen of Hixson & Jorgensen and Ted Factor of Doyle Dane Bernbach will discuss agency growth and the creative contributions of account executives.


Jan. 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 Loewinger, and hour and two-hour workshops on sales, sales promotions, rates and rates cards: FM and stereo news and editorials; and a special copy-writing clinic. Speakers include William McAndrew, executive vice president in charge of NBC News: Dr. Frank Stanton, president of CBS Inc.; Sam J. Slate, executive vice president of ZKO Broadcasting; Harold L. Neal Jr., president of ABC Owned Radio Stations; Jack G. Thayer, vice president and general manager of WXYZ, Cleveland, and David R. Kliem, promotion director of WXYZ-AM-FM Detroit.

Jan. 22—Deadline for comments on FCC rulemaking to govern grants in microwave services to systems supplying community antenna systems.

Jan. 23—Television Code Board of National Association of Broadcasters, meeting, Miami, Fla.

Jan. 23—Joint session of the Radio Sales Bureau of Toronto and the Radio Advertising Bureau of New York is being held for Canadian Association of Broadcasters member stations at the Royal York hotel, Toronto. Sales seminar has been arranged by Charles C. Hoffman, HS general manager, to answer questions and tell how the two sales organizations can help radio stations develop new business, make more sales and larger profits.


Jan. 24—26—Annual mid-winter convention of the Advertising Association of the West, Hacienda motel, Bakersfield, Calif.


Jan. 26—Workshop meeting of the Iowa Associated Press Radio-TV News Association, Des Moines. William F. Sueppel, Iowa public safety commissioner, will discuss in-training school planned by highway patrolmen to include dealings with news media personnel.

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


Jan. 28—Radio Corporation of America holds special meeting at 3 p.m. of shareholders to vote on a proposed three-for-one split of common stock: RCA Building 30, Rockefeller Plaza, New York City.

Jan. 30-Feb. 1—Seventeenth annual convention of the South Carolina Broadcasters Association, Jack Tar Princeton hotel, Greenville, S. C. Speakers include William A. Leslie, Leslie Advertising; Judge Robert J. Burton, BMI; Dr. Thomas J. McKeown, president of University of South Carolina; Ben McKinnon, WSGN Birmingham, Ala.; James Hultvet, NAB, and Frank Blair of NBC-TV's Today show.

FEBRUARY

Feb. 1—Deadline for entries for the Overseas Press Club of America annual awards for newspaper, wire service, radio, television, magazine, book and photographic reporting for 1964—printed or broadcast in the U. S.

Feb. 2—Thirteenth annual Convention Breakfast for Catholics in Television and Motion Pictures, 11 a.m. at the Beverly Hilton hotel, following 9 a.m. High Mass at the Church of the Blessed Sacrament in Hollywood.

Feb. 3—Deadline for comments on rulemaking to authorize six UHF channels for airborne ETV in six Midwestern states.

Feb. 3—Deadline for comments on UHF allocations tables proposed by FCC and National Association of Educational Broadcasters.

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

Feb. 4—Annual stockholders meeting of Walt Disney Productions, Burbank, Calif., to elect board of directors and to consider and take action on other matters.

Feb. 4—Sixth annual Conference on Advertising/Government Relations, co-sponsored by the Advertising Federation of America and the Advertising Association of the West, Statler Hilton hotel, Washington. Highlight will be a breakfast session during which top industry and government advertising side to congressmen. U. S. Chamber of Commerce will be held Feb 5-6 at public affairs conference.

Feb. 5—Television Bureau of Advertising's presentation—"Your Association: Secret Society or Pipeline to the Public?" breakfast meeting, 8 a.m., Cotillion room, Sheraton-Park hotel, Washington, D. C. Invitations available on request: TVB, One Rockefeller Plaza, New York 20.

Feb. 5—Annual stockholders meeting of Warner Brothers Pictures Inc., Wilmington, Del., to elect three directors, to consider and vote on restricted stock option incentive plan and other business.


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

Feb. 6—Wisconsin Broadcasters Association annual meeting, Inn, Milwaukee. Banquet speaker is Sol Talmoff, editor-publisher of Broadcast Magazine.

Feb. 6—Minnesota Associated Press Broadcasters Association meeting, Minneapolis.

Feb. 8—International TV and Equipment Market, Lyons, France.

Feb. 9—15—Advertising Recognition Week. MacManus, John & Adams, Detroit, has prepared material for distribution to advertisers, agencies and media through Advertising Federation of America in the East and Advertising Association of the West in the states west of the Rockies.

Feb. 10—1964 Mike Awards Banquet of the Broadcasters' Foundation in honor of KDKA.
PBULING POWER

and SELLING POWER

you get both on WLlB

The buying power of the greater New York Negro Community is an enormous $2.25-billion.

As for "selling power" the facts here, too, speak for themselves. WLlB has more national advertisers than any other Negro-programmed station in the market. Often — more than all the rest combined. It's been that way year after year for almost a decade. There's just no other Negro station in the same league.

More — WLlB is the ONLY station in New York City that programs to the Negro Community 7 days a week, 365 days a year. Today it is almost standard practice to include it as one of the "must-buy" stations in the market.

WLlB

Harlem Radio Center

Pittsburgh, Hotel Pierre, New York.

Feb. 14—Annual Valentine’s Day Ball of Hollywood chapter of National Academy of Television Arts and Sciences. Place to be announced.


■ Feb. 21—Ad Forum ’64 seminar sponsored by the Houston Advertising Club, Shamrock Hilton hotel. Theme of the advertising event is “The Creative Surge.” Speakers include Jack Farg, advertising manager of the Chevrolet Motor division of General Motors Corp.; Arthur H. Molley, president and publisher of Parade magazine, and Arthur Tatham, board chairman of Tatham-Laird Inc., Chicago.

■ Feb. 21—Western States Advertising Agencies Association "Man of the Year" luncheon honoring Charles W. Collier, executive vice president of Advertising Association of the West, 12 noon, Ambassador hotel, Los Angeles.

Feb. 22—Directors Guild of America annual awards dinner, Waldorf Astoria hotel, New York (originally scheduled for Feb. 8 to avoid conflict with 40th Anniversary of IATSE Local 52 in New York).

Feb. 25—International Broadcasting Awards banquet, 8 p.m., Hollywood Palladium. Presentation of trophies for best commercials on radio and television in any part of the world for 1963.


Feb. 28-March 1—Newsfilm Standards Conference and Directors Association, auditorium of the Time & Life Building, New York City. HTNDA board of directors will meet Friday, Feb. 28.

MARCH

March 2-4—National conference on the Improvement of Teaching by Television and Radio, Memorial Student Union, University of Missouri, Columbia, co-sponsored by the National Association of Educational Broadcasters and the University of Missouri, the conference will stress quality of instruction through programs; also includes teachers, administrators, and producers-directors; and also programs on the application of research, the use of graphics and devices, and the inter-institutional exchange of broadcast materials.


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

March 12—FCC will hold an oral proceeding on its proposed television program reporting form.


APRIL

April 3—Twenty-sixth annual White House News Photographers Association photo contest dinner, Washington. All photos, black and white, must have been made by WINPA members between Jan. 1, 1963, and Dec. 31, 1963. All color must have been made or approved for the first time between the same dates. Each member may submit up to, and including, 10 prints for judging. The contest deadline is Jan. 31, 1964.

April 3—Deadline for reply comments on UHF allocations tables proposed by FCC and National Association of Educational Broadcasters.

April 3—Deadline for reply comments on rulemaking to authorize six UHF channels for airborne ETV in six Midwestern states.

April 5—Annual convention of the National Association of Broadcasters, Conrad Hilton hotel, Chicago.

April 5-8—West Coast meeting of the Association of National Advertisers, Delmonte Lodge, Pebble Beach, Calif.

April 6-9—Thirty-first annual National Premium Buyers Exposition, under auspices of National Premium Sales Executives, the Premium Advertising Association of America, and the Trading Stamp Institute of America. More than 800 manufacturers are expected to participate in exhibits. McCormick Place, Chicago.

April 12-17—Ninety-fifth Technical Conference of the Society of Motion Picture and Television Engineers (SMpte), Ambassador hotel, Los Angeles. John M. Waner, of Eastman Kodak Co., Hollywood, is program chairman. Papers committee chairman is Loren Graham, of Kodak Color Technology Department, Rochester, N. Y. Topics and topic chairs for papers to be presented at the semiannual conference and Education. Howard Stucker, Los Angeles State College, Los Angeles; Television Engineering Developments, Henry Ball, RCA, Burbank, Calif.; and Television Production. Edward F. Ancona Jr., NBC, Burbank, Calif.

April 13—Annual stockholders meeting of Wometco Enterprises Inc., Miami, Fla.


April 13-15—Third annual Microelectronics Symposium, sponsored by the St. Louis section of the Institute of Electrical and Electronics Engineers, Chase Park Plaza hotel, St. Louis. Under the theme “The Development of Microelectronics Through Materials Integration,” this year's program will consider the evolution of thin film, hybrid, and integrated circuit systems. Program chairman is Thomas F. Murtha, P.O. Box 4104, St. Louis, Mo. 63136.

Indicates first or revised listing.
"NEVER BEFORE ON TV!" . . .  

**THE FUGITIVE KIND** is one major feature film that can make this claim . . .  

Your viewers are looking for *new* shows—and they're looking for the emotional wallop that's inevitable when a Marlon Brando, an Anna Magnani and a Joanne Woodward clash in a story by Tennessee Williams (all notable, promotable names).  

Here's a sharp-edged variation on the popular love-triangle theme: two hours of magnificent action played in a haunting back-country locale, scene of Tennessee Williams' many outstanding hits.  

UNITED ARTISTS SHOWCASE 2 delivers numerous tensely dramatic features of the distinction of **THE FUGITIVE KIND** . . .  

new to TV.  **RUNNING TIME: 119 MINUTES**
NICE GIRLS FINISH FIRST

The story behind the runaway success of The Patty Duke Show on the new ABC—and how this incredibly talented youngster holds the fascinated attention of viewers in 12,700,000 homes every week.

Eight years ago, Patty Duke was an 8-year-old girl on the way to her first acting lesson. When she spoke, she said, “dese, dem and dose;” with all the gusto of a native New Yorker.

One year ago, Patty Duke won an Academy Award. When she spoke, it was with the grace and charm of a favorite granddaughter.

Patty Duke was a girl with talent and the will to work. Patty Duke was also a girl with a delightful personality. Patty Duke, in short, was exactly the kind of girl ABC was looking for to build a show around for its 1963-64 season. It was to be a new ABC, firmly based on wholesome entertainment. And Patty fitted in perfectly.

Would she like to do a television program of her own? She would.

What kind of program? Obviously, Patty had to be a teen-ager. But how could you take advantage of her tremendous ability when most teenage roles had become stereotyped long ago?

The answer was to un stereotype the role. Instead of giving Patty only one part, give her two parts—identical cousins with diametrically opposed personalities.

With those two decisions—the obvious one of making Patty Duke a teen-ager, and the not so obvious one of giving her twin acting assignments—The Patty Duke Show was born.

Breck, General Mills and Sterling Drug became the sponsors. The American public saw the show for the first time on Wednesday night, September 18, 1963. And the darndest things began to happen.

The Patty Duke Show instantly became one of the top new hits on television. Over 12,700,000 homes tune in every week. Patty’s devoted followers include over 15,500,000 grownups, many of them young adults with children of their own.

Patty has become a heroine—and an example—to her own generation. High school girls from Maine to California are sporting Patty’s hairdo. More important, they are copying her gentle manners.

The ABC Television Network is tickled pink about The Patty Duke Show. It demonstrates clearly and forcibly that wholesome, quality entertainment can lead to commercial success and to better television.

ABC Television Network

Based on an average of Nov. 1-Dec. 11 NTI Reports, Total Audience, and Nov. 1963 Nielsen Audience Composition Report estimates, subject to qualifications which are available on request.
Lansing 21st

Why Lansing likes Radio WILS

Lansing likes Radio WILS, according to its newest research. The results, released by the Lansing-based firm of Lansing Surveys, Inc., show that WILS has a loyal audience among the city's residents.

The survey, conducted in January and February, found that 85% of WILS listeners rate the station as "excellent" or "good." This is a dramatic increase from the 55% found in a similar survey conducted in 1962.

"Our findings confirm what we've always known," said WILS General Manager Robert Young. "Lansingites love WILS, and they're proud to be heard on it."
The RESULTS Are In...
OVERWHELMING!

WBEN-TV Buffalo
"For two years we've attempted to find a successful transitional program prior to the 'Five O'Clock Show.' We're all delighted with the results of 'Beaver' and are confident of its continued Buffalo growth."
--Arthur C. Elliott
Vice-Pres. Harrington. Richter & Parsons

WALL-TV Atlanta
"'Beaver' has given us a high metro rating and has delivered more homes than any other book according to ARB in the history of the modern type of rating."
--Joseph M. Higgins
Vice-Pres. & General Manager

WJBK-TV Detroit
"When one considers the competition, it is easy to understand our elation with its success. We're looking forward to continued high audiences with 'Beaver.'"
--Lawrence M. Carino
General Manager

KTLA Los Angeles
"'Beaver' must easily be the top rated off-network show in Los Angeles. We knew it would do well but this is beyond our expectations."
--Dalton Danon
Director of Programming

KMSP-TV Minneapolis
"We are now in the Number One position in Minneapolis with a 40% share of the audience. We are most happy with the results."
--Donald Swartz
General Manager

KONO-TV San Antonio
"In our opinion here in San Antonio 'Beaver' is as good an investment as it is possible to make."
--W. Perry Dickey
Program Manager

SEE FOR YOURSELF! SEE NEXT TWO PAGES!

234 HALF-HOURS

LEAVE IT TO BEAVER
Hugh Beaumont
Barbara Billingsley
Tony Dow and
Jerry Mathers as
'Beaver'
NOVEMBER ARB REPORTS

R=Rating/S=Share

ALBANY—WTEN—TUES. 7:30PM
Replaced—Golf Show—1r/2s
Lead-In—CBS News—13r/26s
BEAVER—17 rating/27 share (vs. Feature & Combat)

ATLANTA—WALL—6PM STRIP
Replaced—Maverick—5r/19s
Lead-In—Robin Hood—3r/11s
BEAVER—12 rating/29 share (vs. WSB News 20r/47s—WAGA News 10r/24s)

BOSTON—WBZ—SAT. 7PM AND 9AM STRIP
Replaced—Highway Patrol—9r/29s
Lead-In—CBS News—17r/43s
BEAVER—14 rating/41 share (Lawbreaker, Rebel) Beats all!

BUFFALO—WBEN—4:30 STRIP
Replaced—Edge of Night—6r/31s
Lead-In—Secret Storm—10r/32s
BEAVER—10 rating/32 share—up from last month's 6r/27s. Building!

CHICAGO—WBBM—3:30 STRIP
Replaced—Burns & Allen—3r/24s
Lead-In—Secret Storm—5r/28s
BEAVER—6 rating/33 share (Daddy, Trailmaster, Stooges) Beats all!

DALLAS—KRLD—3:30 STRIP
Replaced—Edge of Night—8r/33s
Lead-In—Secret Storm—6r/50s
BEAVER—4 rating/37 share (vs. Daddy 2r/18s—Trailmaster 3r/27s—Popeye 2r/18s) Beats all!

DENVER—KBTV—5PM STRIP
Replaced—Lawman—5r/20s
Lead-In—Mouse—5r/28s
BEAVER—9 rating/28 share (vs. Maverick 24s—Yogi 19s—News 31s)

DETROIT—WJBK—THURS. 7PM AND SUNDAY 7PM
Replaced—Peter Gunn—1r/11s
Lead-In—CBS News—5r/12s
BEAVER—17 rating/35 share Beats all! (Pierrot, Michigan Outdoors, Tombstone Territory) Top show in WJBK’s Mon.-Fri. 7PM slot.

GREENVILLE—ASHEVILLE—SPARTANBURG—WFBC—5:30PM STRIP
Replaced—Kellogg/Paradise—6r/27s
Lead-In—Kellogg Strip—11r/38s
BEAVER—14 rating/43 share (vs. Feature 4r/13s—Fea/Wea 14r/42s) Beats all!

HARTFORD—NEW HAVEN—WTIC—9:30AM STRIP
Replaced—Millionaire—4r/50s
Lead-In—Deputy Dawg—12r/71s
BEAVER—13 rating/76 share (vs. Groucho 2r/13s—Romper Room 1r/6s). Captures two-thirds of All Women Viewers. Dominates Hartford and New Haven!

LOS ANGELES—KTLA—IND—7PM STRIP
Replaced—Whirlybirds—4r/10s
Lead-In—News—3r/6s
BEAVER—9 rating/17 share. KTLA's top rated weekly show—10 AM to 11 PM M-F Beats 5 stations!
ALL-'ROUND SHOW SYNDICATION IN YEARS!

MEMPHIS—WMCT—3:30PM STRIP
  Replaced—Make Room For Daddy—8r/38s
  Lead-In—Match Game/News—8r/42s
  BEAVER—6 rating/36 share (vs. Trailmaster 6r/36s—Local/Fea 5r/29s)
  Tops in Homes! Ties for First!

MILWAUKEE—WISN—6PM STRIP...... AND SATURDAY 6PM
  Replaced—CBS News—5r/20s
  Lead-In—CBS News—7r/21s
  BEAVER—14 rating/34 share (vs. Kids
                  12r/32s—News/Wea 13r/33a) Tops!

MINNEAPOLIS—KMSP—5:30 STRIP
  Replaced—Feature—3r/13s
  Lead-In—Ron Cochran News—2r/8s
  BEAVER—14 rating/36 share (vs. CBS News 6r/17s—
                     Huntley-Brinkley 10r/27s—Lone Ranger 6r/17s). Beats all!

ORLANDO—DAYTONA—WDBO—5:30PM STRIP
  Replaced—Kellogg Strip—9r/52s
  Lead-In—Kellogg Strip—9r/39s
  BEAVER—11 rating/41 share (vs. News 10r/37s Action Hours 6r/22s). Beats all!

PHILADELPHIA—WCAU—4:30 STRIP
  Replaced—Love That Bob—4r/21s
  Lead-In—Secret Storm—5r/24s
  BEAVER—9 rating/34 share (vs. Daddy 8r/31s—Popeye/Kellogg 9r/36s)

PITTSBURGH—WTAE—SAT. 6PM
  Replaced—Major Adams—2r/9s
  Lead-In—Bowling—9r/30s
  BEAVER—10 rating/25 share—five times its rating of a month ago.

RICHMOND—WTVR—6PM STRIP
  Replaced—Kellogg strip—11r/45s
  Lead-In—Kellogg strip—15r/47s
  BEAVER—23 rating/63 share (vs. WRVA News 6r/15s—WXEX News 8r/22s). Beats all!

SEATTLE—KOMO—TUES. 7PM
  Replaced—Expedition—12r/31s
  Lead-In—Bold Journey—16r/30s
  BEAVER—19 rating/37 share—KOMO’s top 7PM show.

SOUTH BEND—WSBT—MON. 5:30PM
  Replaced—Zoomar—11r/28s
  Lead-In—Kid Show—7r/30s
  BEAVER—8 rating/36 share (vs. Robin Hood 5r/22s—Mouse
                  9r/41s) BEAVER tops in homes and adults!

TULSA—KVOO—4:30PM STRIP
  Replaced—Kids show—6r/28s
  Lead-In—Lone Ranger—8r/36s
  BEAVER—10 rating/41 share—Top Rating, Share, Homes, Adults. Beats All!

234 HALF-HOURS

LEAVE IT TO BEAVER

Hugh Beaumont
Barbara Billingsley
Tony Dow and
Jerry Mathers as
"BEAVER"

TV FILM SYNDICATION
$56,900,000 REWARD

(Payable March 17, 1964)

That’s the “wage dividend” the Eastman Kodak Co., headquarters in Rochester, N. Y., will pay out March 17 to 50,000 employees as a “reward” for work well done in 1963.

$39,700,000 of this goes to 33,000 employees right here in the Rochester area, in one day, as an addition to regular wages.

The prosperity of Kodak employees is one of the reasons why ROCHESTER ranks FIRST in Upstate New York in “Per Household Income” ($8356)*; and FIRST in “Per Household Retail Sales” ($4860)*; and why ROCHESTER belongs on your list of MUST-BUY markets.

To tap this flow of extra millions into the Rochester economy, advertise your product on WHEC-TV, Channel 10, the strong, high-rated CBS outlet with equally strong local programming, audience acceptance, and prestige!

*Copyright 1963 Sales Management Survey of Buying Power. Further reproduction is forbidden.

WHEC-TV ROCHESTER, N.Y.

Channel 10 • Basic CBS • Represented by H-R

United Press International news produces!

were the voices that we used in the spot. Chris Jenkyns and Dick Elliott were responsible for the production.


To tell even more

EDITOR: Please send 300 copies of your editorial “In days of anguish a lesson learned” commenting on radio-TV’s role following the Kennedy assassination (BROADCASTING, Dec. 2, 1963). It will be included with the next issue of our newsletter, Videogram, which is now in its sixth year of weekly contact with local advertisers and civic leaders.

We can never begin to tell you how important your publication is to our industry.—Bob Walton, local sales manager, WRBL-TV Columbus, Ga.

Thank you, but ...

EDITOR: We want to thank you for the article on National General Corp.’s subsidiary company, Williamsport Cable Co., Williamsport, Pa. (BROADCASTING, Jan. 13).

However, the part of the article which stated that Warren Maus was the new manager of Williamsport Cable Co. is incorrect. Henry E. Lockard has been the manager since Dec. 1, 1961, and will continue in that capacity. Mr. Maus recently was added to the staff as director of sales.—Frank W. Jones, assistant to the president, National General Corp., Beverly Hills, Calif.

Vote for Collins

EDITOR: When history is written on the current status of the broadcast industry, Governor LeRoy Collins will stand 10 feet tall.

It is true that his thinking may be somewhat advanced for many to comprehend and appreciate. That goes for us in the broadcast industry as well as our critics. . . . As a Floridian who managed this station when Roy Collins was governor of Florida, I know him to be a man of such perspicacity that I, for one, rely on his judgment in leading broadcasting through these very difficult times. While he is examining today’s careful step, he has an eye cocked for the next mile down the road.

Count me in with those broadcasters — and I feel it’s a majority—who support Governor Collins. I like the way his courage is fastened quite permanently to his integrity.—Lee Ruwitch, executive vice president and general manager, WTVJ(TV) Miami.

Sensible fire

EDITOR: Broadcasting is doing one magnificent reporting and crusading job. Never lose that fire and sense of responsibility.—Daniel C. Libeg, general manager, KNNN Pocatello, Idaho.

BROADCASTING, January 20, 1964
KOVR is now first in Sacramento-Stockton and it's easy to see why, with 5 of the top 10, and 10 of the top 20 shows on channel 13.
Become a leader, not a follower

We’re a nation of groups...the group, the lively group, the know group, the in group. Everyone wants to get on the team, join the gang. We’re adults, but we play kids’ games like following the leader. We besiege people to like to play games too. Like ring-around-the-rosie. Think about the commercials you saw on television last evening or heard on your car radio this morning. How many were just warmed-over rehashes of something already said about a competing product?

One company talks about low calories. And competition, not to be left behind, jumps on the same low calorie bandwagon. Another advertiser emphasizes nutrition and the leader attracts the followers. The what-you-say-I-say addicts believe that silence is an admission of guilt: “The public might think that since we don’t say it, we don’t have it.” Or, “Our preference will slip if we don’t counteract their claims by stressing the same benefit.”

Consumer Confusion • This competitive retaliation is used primarily to maintain equality rather than stress a superior benefit. When this conformity is practiced throughout the country, you can see the results: communication breaks down, the consumer becomes confused, purchasing action gets sluggish and advertising dollars are wasted.

How do we escape this bland trap of me-tooism in advertising? Part of the answer is through more effective use of research—to sharply define the unique product benefits and differences, to determine what people really want in a product, to find out what makes the consumer buy what he buys.

This doesn’t mean that we are going to stop playing games, but it does mean that the companies that build their advertising campaigns around a carefully planned research program will be a step ahead of competition.

We must also have better dramatization of the product’s unique sales theme. The researcher, writer and producer must work closer together than ever before. It has become a fad for creative people to belittle research, saying that it puts them in a straitjacket. This is absurd. Without the facts, without knowledge of a product’s primary purchase attributes, the creative man is dead.

Research Key • Researchers must determine the product’s unique distinctions—if the product is to sell. This competitive margin is not always found in the product itself. The difference may be in the product’s price structure, packaging, sales policies or field service. The job of the researcher is to determine all of the purchase attributes of the product and then to isolate the single most important benefit or a combination of these benefits that will quickly motivate preference.

Thompson Designs Inc., pioneer manufacturer of electric mancuring sets, was concentrating on a theme based on practicality, advertising that the product would “trim, file and buff nails faster and more efficiently.” In interviews with women on a specially selected consumer panel, we found that such words as “luxury,” “beauty,” “feminine” and “glamourous” were used in describing the benefits of the unit—with no mention of the practical aspects of the product.

As a result, the broadcast and print campaigns were immediately changed to emphasize the glamour appeal. Accordingly, sales have shown a tremendous upswing.

Sausage Success • Papa David Sausage Manufacturing Co. masculinized its advertising theme and stressed the “extra flavor difference” after a study found that men were a major factor in influencing the buying decisions for breakfast meats and that men were attracted by a flavor appeal theme. Sales jumped with the new “Do yourself a flavor” campaign.

Once the product appeals have been defined, the creative man has the consumer in his sights. His job next is to translate the research into meaningful communications that will stimulate action.

This is easier said than done because there is no magic formula for creativity. But out of the encyclopedia of purchase attributes that research has helped produce, we will uncover ideas...ideas by the handful, the basketful; little ideas that can be expanded, big ideas that can be refined.

The TV writer cannot think only of the script. He must also offer a solid visual concept with sight and sound blending hand in hand.

The TV producer must open up new vistas, using more showmanship to excite and hold the interest of the viewer. Let’s play to our audience with humor, suspense and change-of-pace drama. Think of how you can make more effective use of background music. Look for better editing and stop-motion techniques, new uses of symbolism when product benefits are not clearly demonstrable and new ideas in animation.

Change Of Scene • Get away from the tiresome, well-worn locales for product-in-use demonstrations. Try new camera techniques, not to be effect-happy but to arouse interest in the viewer. Must a commercial always signify a distinct break in audience attention, a psychological let-down?

Let’s also take advantage of the resurgence of radio with a “let’s try and see” attitude. Experiment more to find the distinctive, bold and fresh approach and not settle for the expected or commonplace. Instead of merely writing for radio, take a page from the past and produce for radio...with special music background and bridges, sound effects and copy that stimulate visualization.

Look for the really new idea, and when you find it, nourish it, develop it, polish it to perfection. Then run it for all it’s worth to push the product out in the open, ahead of the crowd, clearly demonstrating brand superiority over competition. If the idea is strong enough and the creative approach distinctive enough, you will establish a franchise with the public that cannot be destroyed by competitive retaliation.

John R. Price is vice president and director of marketing and research for Sander Rodkin Advertising, Chicago. He was formerly director of advertising and merchandising for the Gates Radio Co. Before his association with Gates he was an account supervisor for Ted Roggen Advertising, a TV director for KUHT and on the production staff of KPRC-TV, all in Houston. In 1956 he was presented the Joseph S. Cullinan Award by the University of Houston for his outstanding work in television.

BROADCASTING, January 20, 1964
Recently we learned some amazing facts about Detroit's car radio audience. For example, 88% of all autos in the metro area are equipped with a radio*. This, then, means that there are 1,325,300 radio equipped private vehicles in the three-county area.

And sets-in-use are 47.5% — or twice that credited by the major rating services for home sets-in-use.

Since there are more cars than homes in metropolitan Detroit, the WKNR INDEX bears out the fact that "All Times Are Drive Times In Detroit." Drive your message home with WKNR — the Station that knows Detroit.

*If you'd like a copy of this study from the WKNR INDEX of Detroit, drop a note to Walter Patterson, WKNR, Box 1300, Detroit 31, Michigan.
Down-To-Earth Programming

Twice each week WREC-TV, Memphis, presents its own well-known gardening expert and staff member, Ott Roush, with the latest on plant care plus advice and tips to home gardeners. The popularity of these "down-to-earth" community service programs can be best judged by the volume of mail received from throughout the entire Mid-South, and from the honor bestowed on Ott when he was chosen by the Memphis Council of Garden Clubs to make their monthly "Gardener of the Month" award a regular part of his shows. Here again is another example of the many public service features that continually produce enthusiastic public acceptance for WREC-TV and its advertisers.
TV code board: on the hot seat

Money—lots of it—will be at issue this week when the television code board of the National Association of Broadcasters is asked to make decisions on two of the toughest questions ever to confront it or any predecessor.

The questions:
* Whether to prohibit piggyback announcements—single commercials containing messages for two or more unrelated products or services.
* Whether to impose restraints on cigarette advertising.

The showdown on piggybacks was precipitated a month ago when Procter & Gamble, the biggest TV advertiser, warned that it would refuse to pay for any of its commercials that were placed next to a piggyback. Other major advertisers violently defend their use of piggybacks or, as they prefer to call them, integrated spots. Last week one of them threatened legal action and accused P&G and broadcasters of collaborating on a proposal that would help P&G and hurt smaller competitors. (Full report begins below.)

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The tobacco issue was precipitated by the U. S. surgeon general’s report that found cigarette smoking to be a principal cause of lung cancer and a factor in other diseases. Now the code board must decide what to do about cigarette advertising that accounts for $112 million a year in television billings. (Story begins page 30.)

The rising furor over piggybacks

AS ADVERTISERS CLASH, BROADCASTERS ARE CAUGHT IN THE MIDDLE

There were signs last week that a lively scrap may ensue when the television code board of the National Association of Broadcasters sits down this week to consider a proposed clampdown on piggyback commercials.

The rules tightening advocated by Howard Bell, the NAB code director, (Broadcasting, Jan. 6) has been supported as a means of curtailing the appearance of overcommercialization, but opposed as a move that would force small advertisers out of television or into different uses of the medium without, in many cases, making TV look any less commercial.

The code board members must face the issue in the knowledge that no matter how they act they run the strong risk of antagonizing important customers.

Rival Views * Procter & Gamble which billed an estimated $123 million in television in 1963 has thrown its great weight behind the campaign to eliminate piggybacks.

Last week Helene Curtis Industries which bills about $8 million a year in TV accused broadcasters of knocking under to P&G and threatened legal action. Curtis said that code action restricting the use of integrated commercials would accentuate P&G’s dominance and said that P&G, in its support of piggyback restrictions, was “attempting to strangle the companies of a lesser size.”

The code board, which meets Wednesday and Thursday (Jan. 22-23) at Miami, has already received Mr. Bell’s proposal for code amendments that would outlaw piggybacks. Any code amendments voted by the code board will be subject to action by the parent NAB television board which meets Jan. 27-31 in Sarasota, Fla.

Bell’s Amendment * With multiple-product commercials mounting, Mr. Bell proposed to require that they be counted as separate messages unless the products or services involved are (1) clearly related in nature and (2) produced by the same company. Even then, product messages would have to be integrated in such a way as to give the appearance of a single commercial.

Under present code interpretations, unrelated products of the same advertiser—or related products of different advertisers—may be integrated into what counts as a single commercial. These would in effect become piggybacks under Mr. Bell’s amendment, and hence could not be positioned alongside any other commercial without creating a violation of the code’s ban on triple-spotting.

The Bell proposal gained new support last week in unanimous endorsement by the managers of the five Time-Life television stations. After a managers meeting held Monday (Jan. 13) in New York for the specific purpose of considering the piggyback question, Frederick S. Gilbert, vice president and general manager of Time-Life Broadcast Inc., wired Mr. Bell:

“Individually and collectively, we heartily endorse your published statement because as licensees we firmly believe this to be in the best interest of our respective audiences. To stop accusations of overcommercialization complicated by clutter, we think it is imperative that your definitions, which help to eliminate many gray areas, be adopted by the code board in its upcoming meeting.”

Mr. Bell wired back his thanks and assurances that “I’ll certainly present your views at the meeting.” The Time-Life TV stations are KGO-TV San Diego, KLZ-TV Denver, WTCL-TV Minneapolis, WFMV-TV Indianapolis and WOOD-TV Grand Rapids, Mich.

Dissent * Within the code board, however, some opposition to the proposal was clearly discernible. Some members were known to regard it as an “anti-network proposal”—a view not shared by all networks, incidentally.

Those who did hold this view reasoned that Mr. Bell’s plan would make it difficult, if not impossible, for many small advertisers to team up in multiple-product commercials for use on networks, forcing them to move into spot advertising or to leave television altogether.

They felt that this would discriminate (1) against the networks by curtailing their revenues and prospects and (2) against such small advertisers by depriving them of identification with net-
work-caliber programs.

Middle Road • There was also another view that it would be better to try to tighten the code's present multi-product policies enough to keep financially able advertisers from taking advantage of them—but not enough to exclude small advertisers who can't afford anything more.

Just how this might be accomplished was not clear, but its objective was to keep big advertisers or well-heeled but unrelated products from teaming up in dual-product commercials simply to save money, and yet somehow leave the way clear for small, low-budget advertisers to do just that.

"There is some justification for piggybacks," one broadcaster said in developing this approach. "But they shouldn't be abused. They're great for the small brand and the new product that otherwise cannot afford television on a substantial scale, but unfortunately that's not the way they're being used most of the time."

Others held that Mr. Bell's plan was unrealistic in that a piggyback alongside a regular commercial within a program would be considered triple-spotting and therefore forbidden, whereas the same number of commercials may be permitted between programs in the familiar 20-20-ID sequence.

On the theory that a viewer doesn't know a piggyback from two separate commercials back to back, these and other sources suggested that the sensible approach would be to quit worrying about nomenclature and concentrate on the number of different calls for viewer action—including public service announcements as well as sales messages—within a given length of time.

All these conflicting views among code board members were expressed before Helene Curtis Industries issued its accusations.

The Curtis Charges • The Chicago-based Curtis company dispatched last Thursday night a strong letter to P&G, the NAB and "members and affiliates" of the NAB. Copies also were sent to FCC Chairman E. William Henry, officers and directors of the NAB and members of the Television Code Review Board. The letter was signed by Allen D. Choka, Helene Curtis chief counsel.

In the letter Curtis warned P&G and the NAB: "We intend to hold and will hold all of you responsible for increased advertising expenses, loss of competitive position or damages resulting from your collaborative efforts to:

1. Dictate to broadcasters the terms upon which advertising may be placed or accepted.
2. Abolish multi-product commercials to the detriment of the small advertiser and the enhancement of the giant.
3. Redefine terms in an arbitrary manner to favor some advertisers to the prejudice of others.
4. Increase advertising costs to the advertiser under the false guise of public service."

Threat To Competition • Mr. Choka said Helene Curtis Industries regrets "that you have made it necessary for us to write a letter of this nature."

But, he said, "in less than a month's time events have taken such a turn that the ability of the great majority of advertisers to compete on a reasonably fair basis is being threatened. As a competitor of Procter & Gamble in a few of its many fields we much oppose it and you as its collaborators in this."

The Helene Curtis attorney pointed out that his firm is a "continuing user" of TV and is also "a frequent user of integrated commercials." For this reason, he said, the company is "vitaly concerned with the concerted activities" of the NAB, the broadcasters individually and P&G.

"We are, of course, referring to the

Facing what have been termed the most important decisions in the history of the Television Code Review Board, these members will meet with their newly appointed code director, Howard Bell, in Miami Beach this week. Members who are expected to attend in addition to Director Bell are William D. Pabst, executive vice president and general manager, KTVU Oakland-San Francisco, chairman, Roger W. Clipp, vice president and general manager, Triangle Publications, Philadelphia; Robert W. Ferguson, executive vice president and general manager, WTRF-TV Wheeling, W. Va.; Douglas L. Manship, president and general manager, WBRZ Baton Rouge; Lawrence H. Rogers II, executive vice president, Taft Broadcasting Co., Cincinnati; George B. Storer Sr., chairman of the board, Storer Broadcasting Co., Miami Beach, Fla.; Ernest Lee Jahncke Jr., vice president, standards and practices, NBC, New York; Joseph H. Ream, vice president, program practices, CBS, New York; and Alfred R. Schneider, vice president, administration, ABC-TV, New York. Tobacco advertising and piggybacks are high on the board's agenda.

28 (BROADCAST ADVERTISING)  

BROADCASTING, January 20, 1964
That helicopter Daytonians see windmilling around overhead during morning and evening drive times carries WHIO's friendly, relaxed traffic reporter, Lieutenant Russ Guerra of the Dayton Police Department. Use of a whirlybird is another milestone in WHIO local traffic coverage which so many thousands of Daytonians have come to rely upon. First it was a car (which we still use occasionally during non-flying weather), then a small plane, and now a helicopter which enables Lieutenant Guerra to fly lower and keep closer tab on the estimated total of 250,000 cars that crowd the roads during drive times. No other radio station in Dayton matches the quality of WHIO local news coverage...no other station is so much a part of the life of the adult Daytonian. Local program power plus CBS make WHIO the top buy in Southwestern Ohio. Ask your Hollingbery man for WHIO.

**NOW**
**THE AIR SCOUT IS A WHIRLYBIRD**
chain of events that commenced with the ultimatum by Procter & Gamble to the broadcasters regarding multi-product commercials," Mr. Choka wrote.

Five weeks ago P&G announced it would refuse to pay for any of its commercials that were placed alongside any piggyback (Broadcasting, Dec. 16, 1963). In P&G's view this constitutes a triple-spotting situation.

"Following close upon this ultimatum [by P&G]," Mr. Choka wrote, "was the report that the code board director of the NAB would recommend that the NAB code be altered to comply with the net effect of the Procter & Gamble rules. This was followed by individual members of the NAB board announcing their individual acquiescence to the net effect of the Procter & Gamble rules."

Although much of this has been accompanied by references to "the public good," the Curtis lawyer said, "action was taken with respect to this position only after Procter & Gamble's decree to the industry that it would insist on being compensated for proximity of its commercials to multi-product commercials. We can view this in no other way than a concerted action by Procter & Gamble, the NAB and its members. As a colossus of advertising, Procter & Gamble is unique in its ability to write its own rules and insist that an entire industry abide by them."

Discount Advantage - Helene Curtis believes that the abolishing of multi-product commercials will have one certain major effect: "the penalization of the smaller television advertiser," Mr. Choka said. "As a large advertiser, Procter & Gamble is able to enjoy the privilege of luxurianting in television time," he continued, "a luxury which is denied to the majority of its competitors. Its maximum discount position in network and local television gives Procter & Gamble a basic advantage over every competitive advertiser in this field."

Mr. Choka contended that even with its lower cost for TV spots P&G "wishes to deny advertisers like us the right to use the time we can afford in our own best interest. The growth of multi-product commercials has been caused by the dominant competitive position of the giants. Foreclosing the ability of smaller competitors to reach the television audience through the use of multi-product commercials can only make Procter & Gamble's position stronger and even more dominant."

Even now, Mr. Choka asserted, P&G is able "to dictate terms to the industry." He charged that "by attempting to strangle the companies of lesser size" through its TV ultimatum, P&G "can only further improve its own competitive position, cripple competition and ultimately harm the public."

Collaboration Charged - The letter continued: "If the broadcasters cater to Procter & Gamble's dominance by revising their rules to enforce Procter & Gamble's censorship decree, we must view this as improper collaboration."

**FTC move on cigarettes expected soon**

FOR MOST PART TRADE COMMISSION AND CODE BOARD SEE EYE TO EYE

Confused, bothered and bewildered. That was the situation for the public, federal government, tobacco companies, and advertising media—especially radio and television—nine days after the U.S. report that cigarettes are a chief cause of cancer of the lung and a major contributor to other diseases.

Cigarette smoking is such a health menace that "appropriate remedial action" by the federal government is warranted, according to U.S. Surgeon General Luther L. Terry, to whom the report by 10 scientists was directed.

What Next? - But just what course the remedial action will take—by government, industry, or both—was clouded by confusion and indecision last week. The Public Health Service will recommend a course of action to the White House, but this still is several weeks away and it is expected the Federal Trade Commission will make the first government move.

Also drawing attention, including that of the FTC, is the Wednesday-Thursday (Jan. 22-23) meeting of the TV Code Review Board of the National Association of Broadcasters. The eyes of the cigarette manufacturers and the industry already were on the code board, which attracted attention by its invitation to the tobacco companies to attend its meeting and because of the widely published views of NAB President LeRoy Collins on cigarette advertising.

The TV board will have before it a proposal to restrict cigarette advertising and waiting in the wings is a special subcommittee of the radio code board. The radio code board, meeting in Washington 10 days ago (Broadcasting, Jan. 13), appointed a three-man tobacco advertising subcommittee and asked the TV code board to do the same for a joint study of what action should be taken. A member of the TV board, however, said that body planned to act independently of the radio code.

Congressional calls for curbs, restrictions and warnings within cigarette advertising were heard. Antismoking clinics are springing up across the country; smoking is being banned in a few public and private buildings, and campaigns to warn teenagers against the dangers of smoking are underway.

**FTC, NAB Codes Spotlighted** - The Federal Trade Commission has primary jurisdiction over advertising which is misleading or harmful. It has had a staff of nearly a dozen studying the problem for more than a month (Closed Circuit, Dec. 23, 1963) under the direction of Charles Sweeney, chief of the division on food and drug advertising. Nearly every day last week, members of the commission met to discuss their first move against cigarette advertising with several courses of action open to them.

Receiving consideration is the immediate publication of guidelines for cigarette advertising. While these would not have the force of law behind them, advertisers could be expected to follow them fairly closely. If the commission adopts this course, it then is likely to institute formal proceedings looking toward the adoption of official rules.

The prime goal of the Trade Commission, it is understood, is to prohibit cigarette commercials which glamourize smoking, infer the habit builds social standing, prevent the use of testimonials by public figures such as athletes in promoting cigarettes. The FTC also is considering moves against such claims as extra mildness, soothing qualities, comparisons, filter qualities, etc.

The NAB code authority is thinking along these same lines and will present an amendment to the TV code board at this week's meeting. Governor Collins, who has had several private and public clashes with broadcasters because of his views on cigarette advertising first expressed 14 months ago, will attend the meeting.

No New Proposals - "I am not going down there with recommendations in my pocket," Governor Collins said. He said the surgeon general's report "speaks for itself" and that his recommendation for an amendment to the code still is before the board. At the NAB board meetings a year ago, Governor Collins pushed for a code amendment banning cigarette advertising with special appeal to minors. The board, however, refused to act pending release of the government report. At that time, the surgeon general's study was targeted for spring release but final publication was delayed.

Both Governor Collins and Code Au-
authority Director Howard Bell said they would expect the TV board to initiate its own recommendation on the cigarette problem. Any action taken in Miami Beach this week will be subject to confirmation by the parent TV board, meeting in Sarasota next week.

The NAB president said that he did not feel his earlier recommendation would fully meet the responsibility faced by the broadcasting industry as a result of the firm conclusions of the government.

"The surgeon general's report merits the most careful attention and consideration and is a matter of the highest priority on the agenda for the TV code meeting," Mr. Bell said.

The nine members of the TV code board (see page 28) were keeping their own council last week pending the Florida meetings. A day before the release of the surgeon general's report, code board chairman William Pabst, KTVU(TV) Oakland-San Francisco, invited the six largest cigarette companies to the Miami Beach meeting (Broadcasting, Jan. 13). He also invited George Allen, president of the Tobacco Institute.

However, none of the companies nor Mr. Allen are expected to appear for the TV code discussions. By last Thursday (Jan. 16), the American Tobacco Co. and R. J. Reynolds Co. had informed Mr. Bell that they would not participate. The others invited—Liggett & Myers, P. Lorillard, Philip Morris and Brown & Williamson—are expected to follow suit.

Another Possibility • At week's end, officials at the FTC were considering sending an observer to the NATO TV code meeting—providing the code board would permit the government to attend. Such a request depends largely, it is understood, on what previous action, if any, the Trade Commission takes.

The FCC last week lined up behind the FTC and asked to be kept officially informed of the latter's actions on broadcast advertising. The Communications Commission offered its good offices to the Trade Commission as a consultant. FCC Chairman E. William Henry said his agency did not expect to get involved in regulating cigarette advertising "except on a coordinated basis" with the FTC, which, he pointed out, has the primary jurisdiction.

Senator Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee, wrote the FCC in anticipation of the surgeon general's report, "deriving the commission's authority in the area. The FCC replied that it had some jurisdiction under the "public interest" phrase of the Communications Act, but would want a broader congressional authorization before moving into the area.

The FTC accepted jurisdiction minutes after the report was made public. Chairman Paul Rand Dixon said the agency will "move promptly, within the scope of its statutory jurisdiction and responsibility to determine the remedial action..." necessary to protect the public. Last Tuesday (Jan. 14), Chairman Dixon denied published reports that the FTC had already decided on its method of attack and said that no "major decision" had been made.

"Our job is to curtail unfair, deceptive or misleading advertising—and that's what we'll do," he said. "I might point out that deceptive advertising may include something you don't say, as well as something you do say... We are not a censor but we do have a responsibility."

The Trade Commission has asked the cigarette companies to submit samples of all their current advertising and labeling.

More Research • The Tobacco Institute's Allen said the government document points out the need for further research on the subject of smoking and health. He said the tobacco industry is ready to increase its support of the considerable research already underway. This includes, he said, cooperation with the government and other groups "on any project which offers possibilities for filling the gaps in knowledge which still exist in the broad field of scientific concern."

A spokesman for the National Federation of Independent Business, Washington, said that based on the past track record of the FTC, "the tobacco industry... could rest at ease for many years to come, if ever, before any concluding action is taken by the Federal Trade Commission." Saying that he was speaking for 194,589 independent busi-
ness and professional men, NFIB Vice President George Burger said the FTC has more important business to consider "to keep the free enterprise system functioning."

Pointing to precedents set in England and other countries (Broadcasting, Jan. 13), both government and private spokesmen said that the report would have only a temporary depressing effect on cigarette consumption.

Congressional Activity • Reaction from Capitol Hill was predictable: advocates of restrictions on smoking advertising stepped up their pleas for remedial legislation and immediate action from appropriate government agencies; lawmakers representing tobacco states proposed legislation to protect the tobacco industry and sought federal funds to establish research projects back home.

Senator Maurine B. Neuberger (D-Ore.), champion of curbs on smoking advertising for several years, called for swift FTC action. The report, she said, "is a massive, unequivocal and unimpeachable indictment of cigarette smoking."

In introducing legislation Thursday (Jan. 16), she asked what would happen after news on smoking hazards diminished. "The advertisements, she said, "will still be with us.$312 million [on radio-TV] reassuring the troubled smoker: They're so mild, so friendly to your taste. After all, what modern government would permit the use of the public airways to lure customers to a recognized, lethal habit?"

Just in case the trade commission should run into "the amply demonstrated facility of the tobacco industry for prolonging litigation," Senator Neuberger offered the FTC more legal muscle—S 2429—a bill that would "grant to the FTC the same authority to regulate cigarette advertising and labeling as it has now to regulate food, drug and cosmetic advertising, including the power to obtain injunctive relief against the dissemination of prescribed advertisements or packages."

Senator Neuberger also introduced S 2430, which would empower the Public Health Service to conduct research on how cigarettes harm health and what can be done to help people "control the smoking habit." Co-sponsors included Senators Wallace F. Bennett (R-Utah), Joseph S. Clark (D-Pa.), Ernest Gruening (D-Alaska), Wayne Morse (D-Ore.), Jennings W. Randolph (D-W.Va.) and Stephen D. Young (D-Ohio).

More Bills • Senator Frank E. Moss (D-Utah) and Representative Morris K. Udall (D-Ariz.), supporters of legislation that would give the Food and Drug Administration authority to regulate late smoking products, called for hearings on their bills. Representative John Blatnik (D-Minn.), who according to Senator Neuberger, conducted the only hearings on smoking curbs in 1957 (and these were on false and misleading filter tip advertising only), was prepared to introduce legislation today (Jan. 20) that would require hazardous substance labeling and amounts of nicotine and tar in cigarette contents.

Meanwhile Senator Lister Hill (D-Ala.), chairman of the Senate Labor and Public Welfare Committee, to which several smoking bills have been referred, said he plans to meet soon with the surgeon general to find out whether legislation is needed. Representative Oren Harris (D-Ark.), whose House Commerce Committee has jurisdiction in both health and advertising legislation, said that he had set up a meeting with the surgeon general for Friday (Jan. 17).

Representative Harold D. Cooley (D-N.C.), chairman of the House Agriculture Committee, called for a $5 million federal "crash research program to accomplish maximum assurances of health in the smoking and enjoyment of tobacco. His proposal was incorporated in legislation he introduced, HJ Res 885, that would establish a federal laboratory in North Carolina, producer of two-thirds of the nation's cigarette tobacco. Representative Horance R. Kor- negay (D-N.C.), member of the commerce committee, introduced H.J. Res 891, a companion bill similar to Representative Colley's.

Representative J. Edward Roush (D-Ind.) said in a House speech Monday (Jan. 13) that law enforcement agencies should "enforce those laws prohibiting the sale of tobacco products to minors."

Reluctant Networks • Networks officially are maintaining silence beyond their statements, immediately following release of the surgeon general's report, that they would review their respective policies in light of its findings.

- If there is a consensus—and there is by no means a clear one yet—it is along the lines that, basically, legal products have a right to be advertised tastefully and in line with applicable laws and regulations, and that although more discretion may be needed or desired or undertaken, tobacco products are no exception to this basic approach.

There was some feeling that, even without government action, tobacco advertisers and agencies will exercise greater caution in copy themes, in selection of programs for sponsorship and possibly in the hours in which their commercials are aired. It is known that some tobacco companies for several months have been hoping to ease gradually into hours after 8:30 p.m. EST.

Tobacco agencies and advertisers were almost as noncommittal as the networks, but in general they reiterated what they have been saying all along: that they have no plans for significant changes in their current advertising patterns. There was speculation that they might step up their advertising in an effort to speed recovery from any sales lags that may come in the wake of the surgeon general's findings. But these reports were not confirmed, and in some cases were denied.

If budgets should be increased, the big gainers probably would be spot television, possibly radio—and print media. Television networks have relatively little room for additional advertising, and if a post-8:30 movement became general, some of them would have trouble accommodating all the tobacco business they have now.

There were signs of an increase in advertising of cigars, which, with pipes, smoking, came off relatively well in the surgeon general's report. The signs pre-dated the report by about a week, however, although they did not become generally known until last week.

These consisted of orders by General Cigar Co. and Consolidated Cigar Co. for participations in NBC-TV shows. The orders were said to have been placed about a week before the Jan. 11 publication of the report. General Cigar, through Young & Rubicam, ordered participations in seven evening shows through March 31, while Consolidated Cigar through Compton Adv., bought participations in five nighttime shows on a January-September basis.

CBS-TV authorities said they had received no new cigar business and had not made available NBC-TV spokesmen said they received new cigar business some time ago, but not recently.

Goodyear's greens drive

Goodyear Tire & Rubber Co. is expanding its sponsorship of major golf tournaments on television. The company will sponsor nine major tournaments this year, compared to five last year and one in 1962.

First to be telecast will be the Palm Springs Classic on Feb. 1 and 2 on the Fourth Network. Goodyear also will sponsor the telecast of the U. S. Open and the Tournament of Champions on NBC, the PGA on CBS, and the Phoenix Open, the New Orleans Open, the Doral Open, the Cleveland Open and the Western Open on the Sports Network.
**FIRST RATINGS**

**ALL NEW FIRST RUN SERIES PROVES SUCCESSFUL**

**INITIAL RATINGS - FALL 1963**

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>RATING</th>
<th>METRO SHARE</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLEVELAND — 6:30-7:00 Sunday*&lt;sup&gt;c&lt;/sup&gt;</td>
<td>WJW LITTLEST HOBO 18</td>
<td>46</td>
</tr>
<tr>
<td>STA. A</td>
<td>One Step Beyond 7</td>
<td>18</td>
</tr>
<tr>
<td>STA. B</td>
<td>Cheyenne 14</td>
<td>36</td>
</tr>
<tr>
<td>LITTLEST HOBO’s the only local film program in Cleveland to attract over 200,000 homes.</td>
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<td></td>
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<tr>
<td>BOSTON — 7:00-7:30 Wednesday**&lt;sup&gt;**&lt;/sup&gt;</td>
<td>WNAC LITTLEST HOBO 23.8</td>
<td>50</td>
</tr>
<tr>
<td>STA. A</td>
<td>Huntley-Brinkley 13.4</td>
<td>28</td>
</tr>
<tr>
<td>STA. B</td>
<td>News-Weather 8.6</td>
<td>18</td>
</tr>
<tr>
<td>LITTLEST HOBO attracts 100,000 more homes on WNAC than its preceding program, “Dobie Gillis.”</td>
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<td></td>
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<tr>
<td>PORTLAND-MT. WASHINGTON — 7:00-7:30 Wed.*</td>
<td>WCSH LITTLEST HOBO 29</td>
<td>63</td>
</tr>
<tr>
<td>STA. A</td>
<td>Yogi Bear 9</td>
<td>20</td>
</tr>
<tr>
<td>STA. B</td>
<td>News/Weather 8</td>
<td>17</td>
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<tr>
<td>LITTLEST HOBO has highest rating, highest metro share of all programs on all stations 7:00-7:30 PM, Monday-Sunday.</td>
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<tr>
<td>COLORADO SPRINGS-PUEBLO — 6:00-6:30 Wed.*</td>
<td>KKTV LITTLEST HOBO 17</td>
<td>37</td>
</tr>
<tr>
<td>STA. A</td>
<td>News Report 12.5</td>
<td>27</td>
</tr>
<tr>
<td>STA. B</td>
<td>Leave It To Beaver 16.5</td>
<td>36</td>
</tr>
<tr>
<td>LITTLEST HOBO has almost double the rating and more than double the metro share of the program immediately following.</td>
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<tr>
<td>HARTFORD — 7:00-7:30 Wednesday*&lt;sup&gt;*&lt;/sup&gt;</td>
<td>WTIC LITTLEST HOBO 19</td>
<td>55</td>
</tr>
<tr>
<td>STA. A</td>
<td>87th Prec. 8</td>
<td>24</td>
</tr>
<tr>
<td>STA. B</td>
<td>Sports 6</td>
<td>19</td>
</tr>
<tr>
<td>LITTLEST HOBO attracts double the homes, almost double the rating and almost triple the share of the program immediately following.</td>
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<td></td>
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<tr>
<td>LANCASTER-HARRISBURG — 7:00-7:30 Saturday*&lt;sup&gt;*&lt;/sup&gt;</td>
<td>Wgal LITTLEST HOBO 20</td>
<td>49</td>
</tr>
<tr>
<td>STA. A</td>
<td>Beetle Bailey 4</td>
<td>10</td>
</tr>
<tr>
<td>STA. B</td>
<td>Casper the Ghost 5</td>
<td>12</td>
</tr>
<tr>
<td>THE LITTLEST HOBO attracts almost 40% more homes and over 40% in rating increase over program immediately preceding it.</td>
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*1963 Oct.-Nov. ARB  **1963 Oct. Nielsen -- Ratings and shares subject to the limitations as listed in the reports used.
FCC kills and buries ad limits rule
BUT STAFF WILL STILL CONSIDER COMMERCIALS ON CASE-BY-CASE BASIS

The FCC has finally laid to rest its much-debated proposal to limit by rule the amount of time radio and television stations may devote to commercials. And it did it unanimously.

All seven commissioners voted last week to terminate the rulemaking which had attracted the opposition of not only the broadcasting industry but a House committee.

The commission—which had considered adopting as an agency rule the commercial codes of the National Association of Broadcasters—said it lacks the information on which to base standards applicable to all broadcasters.

The commission emphasized, however, that it continues to regard over-commercialization as a serious problem and that it will consider it on a case-by-case basis.

The FCC said its staff will be instructed to bring to its attention for consideration and action applications showing "the greatest amount of commercialism."

Over-All Performance = "Thus we will continue to require station applicants to state their policies with regard to the number and frequency of commercial spot announcements as well as their past performance in these areas," the order said. "These will be considered in our over-all evaluation of station performance." The order also said the commission will watch "situations where performance varies substantially from the standards previously set forth."

The commission, however, decided against revising and publishing standards used by the staff in determining whether to grant applications routinely or refer them to the FCC for action.

Such proposals had been advanced by the staff two weeks ago (Broadcasting, Jan. 13). It was thrashed out at considerable length last week before the commission voted it down.

Officials indicated, however, that this issue could be revived. One argument against the proposal was that a published standard would have the same effect as a rule. However, the principal argument was that the present program reporting form for radio and television doesn't provide the information needed for changing the guidelines. The reporting form is now undergoing revision with a view toward adopting separate forms for radio and TV.

Present Form Inadequate = The commission cited the inadequacy of the present form in stating it lacked the information on which to base a rule.

The order added, however, that the revision of the form, for both TV and radio, would yield information which would be useful in dealing with the problem.

The existing form gives only the number of spot announcements carried. It provides neither information on time consumed nor data on network commercial continuity—held by some at the FCC to be a particularly serious lack in the case of TV stations.

"As a result," the order said, "the information required . . . is not available for adequate scope and depth." It also noted that the problem of commercial interruption has not been subjected to extensive study.

The order further noted that the NAB code board has launched a study into public acceptance of commercials, including time consumed, program interruptions and the feasibility of qualitative standards. "We believe that studies of this kind are greatly needed," the report added.

Henry Comment = FCC Chairman E. William Henry, the FCC's most vocal advocate of regulation of the amount of commercials, does not consider the commission action a final defeat.

In fact, last week he called the order "a sound beginning." He said "it points the way and commits us to action"—that is, to instruct the staff to take a tougher approach in considering commercial practices.

Theoretically at least, the staff has always had instructions for screening out applications showing an inordinate number of commercial spots. Few if any applications, however, have been brought to the commission because of over-commercialization alone.

Chairman Henry praised his fellow commissioners for adjusting their individual views in order to make a unanimous vote possible. The FCC has been split on the issue ever since the proposal was instituted last spring on a 4-3 vote (Broadcasting, May 20, 1963).

He noted that some commissioners had compromised their views in order to reach a unanimous vote. The chairman himself was among those taking less than he would have liked. He and Commissioners Kenneth A. Cox and Robert E. Lee were reportedly those favoring the proposal to revise and publish the guidelines.

Significant Points = In addition to the announcement that the commission will issue instructions to the staff to bring up for review those applications showing the heaviest amounts of commercialization, the chairman felt these points in the order were significant.

= The commission, despite assertions by members of Congress and many broadcasters to the contrary, has authority to adopt a rule regulating the

An offer with everything but taste

A per inquiry that combines religion and the macabre has been offered to radio stations and a dozen have accepted, according to the business manager of the Reverend Gene Ewing, a Fort Worth evangelist.

The offer: a "historical picture album of John F. Kennedy's last 24 hours," a cross to put on the wall with daily prayers, a "miracle," face of Christ ("look at it and count 30, Jesus' face will appear on a wall.")., an 8 x 10-inch picture of the Reverend Ewing, a marker on how to use the Bible and a year's subscription to the Reverend Ewing's Crusades magazine. All this for a $1 contribution "for religious work," of which the station may keep 50 cents.

The National Association of Broadcasters' radio code board staff, when apprised of the per inquiry, immediately asked for the tapes of the offer. It is awaiting receipt of the package before determining whether the offer violates the code.

Ray McElrath, business manager for the Reverend Ewing, acknowledged his disappointment in the response so far. "We got in a little late because there was so much already written about the assassination," he said last week. The offer was made to 500 radio stations, he said.

The Reverend Ewing's broadcasts are carried on a Mexican station across the border from Del Rio, Tex., and on four U. S. stations, all in Texas.

This is the second religious PI offer being investigated by the radio code staff. Last month it began studying an offer sent out to radio stations by the Lockland (Ohio) Baptist Church which permits stations to keep all of the donations requested except a 15% commission to the advertising agency (Broadcasting, Jan. 6, Dec. 30, 1963).
Last September, before a high-level audience of broadcasters in New York, FCC Chairman E. William Henry identified himself in the public mind with the FCC proposal to set commercial time standards. The chairman, in his first major speech after taking over the leadership of the commission from Newton N. Minow in June, was addressing the International Radio and Television Society at the Waldorf-Astoria. The commercialization rule-making, under attack in Congress and throughout the broadcasting industry, was thought to be a fading issue at the time. But the new chairman revived it. "It is time, and past time," he said, "to get specific" on what the commission means by "overcommercialization." But the FCC last week by a unanimous vote decided to abandon the effort "to get specific." Some FCC members, Mr. Henry noted, compromised their views for the sake of unanimity.

amount of time radio and television stations may devote to commercials.
- The commission considers overcommercialization a serious problem and will "continue to take whatever steps are necessary to prevent its occurrence."
- The present rulemaking proceeding "has indicated there is a continuing basis for concern." The order noted that many radio stations don't subscribe to the NAB commercial code and that some that do don't comply with its limitations.
- It's important for broadcasters to determine listener and viewer needs and interests "in the area of commercial content and practices, as well as with respect to programming." Chairman Henry said that the commission had never made this point before.

Congressional Comment - The proposal to limit commercials was attacked severely in Congress by Representative Walter Rogers (D-Tex.), chairman of the House Communications Subcommittee. He wrote and pushed through his subcommittee and the parent Commerce Committee a bill to prohibit the commission from limiting commercials by rule.

That measure is before the House Rules Committee, and Mr. Rogers said he would continue to urge that action be taken to get the bill enacted. That "would settle the question once and for all," he said.

Commenting on the FCC's action, Representative Rogers said, "They sure are trying to get their foot out of that trap." Then he added: "It's the right course for them to follow because they don't have the authority in the first place."

Dissent to that view was voiced by Representative John E. Moss (D-Calif.), a member of the Rogers subcommittee who led support for the FCC's position and advocates government action on overcommercialization. "I think that the industry, if it wants to be regulated on an ad hoc basis, is not following the best policy. It would be better off if the FCC were to have set standards."

RIGHT DIRECTION, NOT FAR ENOUGH
Behavior of viewers in sample concerns congressmen

The television networks are showing good faith and making constructive strides toward improving ratings, but unless they conduct new research on the behavior of viewers selected for their representative samples, they may never get to the core of the ratings problem.

That view was expressed by senior members of the House Special Subcommittee on Investigations last week after they spent two hours listening to presentations by key executives of ABC, CBS and NBC in a private session in Washington.

Representative Oren Harris (D-Ark.), chairman, characterized the meeting as "very profitable, beneficial and worthwhile." Broadcasters, ratings services and agencies "are all cooperating well and this is what we've been after," he said. "I don't think we ought to nitpick," Representative Harris added. He
also said he thought this "is not the time for publicity" on work being done on ratings.

However, Representatives John E. Moss (D-Calif.) and William L. Springer (R-Ill.), like their chairman, advocates of broadcasters doing their own housecleaning, said that judging from what they heard from the networks Wednesday (Jan. 15), the broadcasters' present procedures would not achieve the results the broadcasters sought.

Representative Moss said it has not been shown whether the "type of person who becomes a cooperator in an audience survey [be it A. C. Nielsen's meter method or American Research Bureau's diary] is a typical television viewer." Is it not just possible, he asked, "that the type of person who becomes a cooperator is the type who enjoys the kind of programs that are consistently top rated?"

Representative Springer was concerned about the manner in which research companies put their surveys into viewer homes. He called it "hit or miss." The congressman said that the Gallup and Harris opinion polls, shown during election years to be sometimes "amazingly accurate," may use methods preferable to audience researchers. "I asked the networks if they used the same methods [Dr. George} Gallup uses, and they said 'no,' but they didn't seem to know what Gallup is doing."

**No Comment From Networks** The network representatives declined comment on the session other than to say it "went well." Attending were Julius Barnathan, vice president and general manager, ABC-TV; Hugh M. Beville, NBC-TV research vice president; Jay Eliasberg, CBS-TV research director, and Melvin Goldberg, research director of the National Association of Broadcasters.

This group, known as the Committee on National Television Audience Measurement (Contam), an off-shoot of the NAB's full research committee, met privately a week earlier with Representative Harris, who suggested they present their information to the full investigations subcommittee (Broadcasting, Jan. 13). At week's end they were informed by the subcommittee that their entire poor session was not secret and that they were free to discuss it as they pleased.

During the meeting each network took about 30 minutes to make its presentation; the remaining time was limited to questions. Representative Springer said he would like the Contam group to return so that others on the nine-member subcommittee might question the network executives. "All they did," Representative Springer said, "was to justify what Nielsen and ARB have been doing all along. . . . There was no explanation of how homes are selected."

Representative Moss said he saw "no evidence of the type of research that is fundamental to a re-examination of ratings. . . . I think they are proceeding with good faith and deliberate speed toward improvement. I am not certain I would agree at this point that the present procedures of Contam would achieve the results they hope for. Certain basic behavioral research must be done before other steps can be taken."

The Broadcast Ratings Council Inc., a newly incorporated organization that succeeded a committee set up by broadcasters to improve ratings research (Broadcasting, Jan. 13), probably will make a presentation of its own to the subcommittee on all aspects of ratings—local radio and TV and national radio and TV—but work it has underway may not be completed before the end of the first quarter of the year.

**Regimen diets itself into seizure order**

The Food and Drug Administration has dealt the final blow to Regimen Tablets, once a national television advertiser.

The FDA launched a multiple seizure campaign against the reducing pills in an attempt to remove them from the nationwide market. The arm of the Department of Health, Education and Welfare said that people giving TV testimonials to the effectiveness of Regimen had in reality been on starvation diets to shed weight. Regimen pills, FDA charged, were "labeled and nationally advertised as effective for appetite control and weight reduction without drastic diet changes."

Regimen, distributed by Drug Research Corp., New York, in 1959 spent $1,971,729 in network TV and $1,773,400 in spot, according to the Television Bureau of Advertising. In 1960, Regimen's last year of television advertising, the firm spent $418,360 in spot and none on network, TVB records indicate.
Billion Dollar Spender

... that's North Carolina's Golden Triangle Market. Over $1 Billion in annual retail sales — and it's yours to tap when you buy the strong, 33-county coverage of WSJS Television.
Why do more people watch The Huntley-Brinkley Report than any other television news program?

On the surface, there's no ready answer.

True, Chet Huntley is a careful, articulate reporter. He's unusually well-informed, a sound analyst of issues and events, and he brings a depth of experience to his job. But other networks have qualified newsmen, too.

True, David Brinkley has a perceptive eye and a searching mind. He also has an engaging writing style and delivery that bring each day's happenings into sharp focus. But other newsmen have some of these characteristics.

Huntley and Brinkley are only a partial answer.

Nor is the whole answer in the scope and resources of NBC News, the largest of all broadcast news organizations. After all, the other network companies have competent staffs, well-placed bureaus and reliable sources, too.

Yet, one fact is clear. By every available yardstick of national audience measurement, more people do watch the five-night-a-week Huntley-Brinkley Report than any other network news program. What, then, is the reason for its consistent leadership?

We believe it to be a singular determination to report the news and its significance fully and fairly—not merely so that it be understood, but so that it cannot be misunderstood.

It begins with broadcasting's most news-minded administration. It flows through all levels of the NBC Television Network and NBC News.

It characterizes the enterprising teams that support the on-the-air efforts of Huntley and Brinkley and such frequently contributing NBC correspondents as John Chancellor from Europe, Elie Abel from Washington, and James Robinson from Southeast Asia.

And this determination is reflected in performance on the Huntley-Brinkley Report, performance which conveys to the viewer more information, a greater depth of analysis, and a keener sense of the world around him. As one viewer put it, "I just feel that when I watch Huntley and Brinkley, I've got a better idea of what's going on."

Resolution and resources, purpose and people create a news program that uniquely serves the needs and interests of television viewers across the nation.

THE HUNTLEY-BRINKLEY REPORT
Executive Producer — Reuven Frank. Supported regularly by news reports from national NBC News bureaus in Chicago, Los Angeles, Miami, Washington; foreign bureaus in Beirut, Berlin, Bonn, Brussels, Hong Kong, London, Nairobi, New Delhi, Ottawa, Paris, Rio De Janeiro, Rome, Tokyo; and, when the occasion demands, by a staff of 800 around the world.
RADIO AND THE RETAILERS

Smaller stores are bigger users proportionately

The advantages of radio as a flexible and low-cost medium make it a strong supplementary medium in the eyes of retail merchandisers. This basic evaluation of radio emerges from a study of 191 retailers made by the sales promotion division of the National Retail Merchants Association.

How do the nation's retailers use radio in their advertising efforts and how do they appraise its effectiveness? Answering these questions in the aggregate is no easier than obtaining such information from the individual, and retailers have been traditionally as tight-lipped about their media allocation as members of other industries.

The NRMA survey provides qualitative, if not quantitative, answers based on responses from a cross section of American retailers broken down into six categories according to annual sales volume. These volumes range from $2 million and under to more than $50 million, with the plurality of respondents falling beneath the $2 million mark in accordance with a representative sample requisite.

NRMA indicated its research, conducted during the fall of 1963, had been motivated by an information vacuum in retailer radio usage. A summary of the survey's results includes comment that a radical revision in the status of radio since the Joske report of 1946 warranted "a new look at this important medium."

(In 1946 Joske's of Texas, one of the largest department stores in the nation, conducted a test, isolating the effects of a radio schedule, indicating that that medium belonged in the department store budget [Broadcasting, Oct. 7, 1946].)

Perhaps the most significant NRMA findings was evidence of widely divergent radio usage patterns between small and large volume stores as well as a variance in their attitudes on the medium's effectiveness.

Edward Engle, manager of the sales promotion division of NRMA, who conducted the study, stressed a response which he said was characteristic of the feeling of smaller volume stores: "In newspapers we can't possibly compete with the large advertiser."

How Much For Spot Radio • Of those stores responding in the $2 million and under group, 30% said they put between 20 and 30% of their advertising budgets in radio, while in the $50 million and over category the highest allocation to radio is 5% of the advertising budget. Stores with volumes ranging between $10 million and $20 million indicated radio allocations between 1 and 4% of ad budgets with the exception of one which reported a 20% expenditure in the medium.

Spot frequency for 35% of the stores whose annual volume is under $2 million was between 30 and 50 spots per week. Smaller stores appear to employ heavy schedules on only one or two stations attempting high exposure for a segmented audience. Larger volume stores—those with an annual business over $50 million—may be expected to use three to 10 stations.

The analysis also shows a correlation between store size and day part used for ad messages. Results show that larger stores will present spot announcements throughout the day, concentrating in the afternoon, but also using evening hours. Medium-size and smaller retailers generally confine their announcements to morning periods.

Of 53 respondents who indicated they carry full or partial program sponsorships, 42 were stores with business volumes under $5 million. Approximately two-thirds of the retailers reached in the survey provided no answer to the program sponsorship question.

The great majority of retailer-sponsored programs appear daily. Heaviest concentration of these, by program type, falls into the "live" show category with heavy use of local personalities. Reliance of smaller stores on local personalities is pointed up in a summary of the study. Larger stores tend to sponsor news or musical programs.

Of 61 responses to a question on audience appeal only two stores indicated use of programs directed at teen-agers, with a fairly even distribution among shows intended to reach 'women,' 'family,' 'housewife,' etc.

A large segment of the NRMA survey was directed at determination of the relative prevalence of "item" selling and "institutional" selling. Medium to large stores were found to prefer promotion of one item at a time, but the smallest stores more frequently use single messages for multiple product mentions.

Results • In a four-point evaluation scale, by far the greatest number of respondents—102—rated their radio advertising in the second highest position characterized as "moderately successful." Only five reported "unsuccessful" campaigns, while 27 called their use of radio "highly successful."

One section of the survey invited opinion on the importance of radio as a sales promotion medium. The vast majority of these subjective evaluations were enthusiastic or favorable. Only two of these responses were clearly negative.

Extensive comment by one smaller store, emphasized in the NRMA report, deals with radio as a prime medium for promoting special services provided by stores. According to this user, radio "made a personality out of any announcer no matter how good or poor he was" and "could sell a service to the community be it civic or otherwise."

Copies of the radio report are available from NRMA, 100 West 31st Street, New York, at $4 to nonmembers and $1.50 to members.

Effective uses of broadcasting put before retailers

How television and radio are being used effectively in retailing was explored in Chicago last week before the 12th annual meeting of the Retail Advertising Conference. About one-third of the more than 100 retailers attending the meeting said they are using TV now.

Reed Pasternak, former midwest broadcaster who is partner in the Flint, Mich., advertising agency of Jenkins, Pasternak, Rossano Inc., told the RAC of ways to cut costs in making local TV commercials. He said local retailers are finding video tape commercials the most effective and pointed out that the same tape spot can be used up to 30 times.

The factor of motion is the most exciting use of TV for most retailers, Mr. Pasternak indicated. After video tape, he said, slides are next favored by local stores with voice-over-film also considered suitable. He noted that stores require longer spots than most consumer product advertisers, hence he recommended the one-minute format.

TV is not a magic worker, Mr. Pasternak cautioned, explaining "it will not automatically rid your stock of old slow-sellers." He also advised against attempting to test TV over only a single weekend because "any such test requires more time."

Roger Kiley, general sales manager of WNDY Indianapolis and formerly with WHUT Anderson, Ind., told the RAC how the Banner store of Anderson used radio as part of its recent remodeling and upgrading project. The store averaged 30 spots weekly during the first year of its new image, he recalled, with the spot frequency ranging from a minimum of 10 weekly to a peak of 70 weekly. Radio received 18% of the store's media budget, he said.
COMMERCIAL PREVIEW: Kem-Tone goes out of this world

"Take me to your Super Kem-Tone dealer" may be the salutation of spacemen who land on Earth. However, Sherwin-Williams Co. of Cleveland and Hal Kirk Film Productions of New York aren't waiting for the arrival of the spacemen. They've put the words in the mouths of animated spacemen who are selling Super Kem-Tone in 11 Latin-American nations.

The 60-second spot shows the spacecraft coming to earth, the spacemen entering the paint store and commenting on the Super Kem-Tone display in space language with "Sherwin-Williams Super Kem-Tone paints" distinguishable among the sounds.

After the dealer (a live earthman) demonstrates the available colors, the spacemen purchase a can of Super Kem-Tone, roll it to their spacecraft and roar off. The Sherwin-Williams logo then comes on with an off-camera narration.

The voice-over says: "Sherwin-Williams Super Kem-Tone paints, as modern as the year 2,000. Sherwin-Williams Super Kem-Tone paints—known the world over as the symbol of quality."

The commercial, placed direct through the paint company's export division, was directed by Joseph Gaudier, produced by Hal Kirk, visual effects by Filmtronics, audio effects by Magno Sound and the cameraman was Ross Warner.

menting on the NRMA findings, pointed to a clear trend toward greater use of the medium by big retailers. RAB called attention to a similar NRMA survey conducted in 1946 which had reported that no stores with an annual volume over $10 million used radio. In the current survey, 41 stores responding do a business in excess of $10 million and buy the medium.

HOW TO HANDLE RADIO-TV?
That's No. 1 question facing print executives

Suggestions on how to meet the competition of television and radio were profusely sprinkled last week among the discussions and literature of the National Newspaper Advertising Executives Association's annual convention in Chicago.

The Bureau of Advertising of the American Newspaper Publishers Association announced it is stepping up its national sales effort considerably this year, including a major emphasis on the top 40 agencies, which place 70% of all advertising. The bureau also has announced a new presentation, "A Change in Value," which it is promoting through a folder with a cover showing a TV set in a hand's palm, reading "an intriguing new way to handle your television competition."

Dr. Leo Bogart, the Bureau of Advertising's vice president for marketing, planning and research, told the meeting that in the current controversies on media readership and cost comparisons "the traditional cost-per-thousand yardstick should be replaced." He proposed a new term, "yield-per-dollar," which would define a new approach whereby the advertiser first would figure cost and then evaluate "the communications impact" as represented by sales results.

Dr. Bogart, noting that more and more agencies are using computers and that the importance of realistic data is greatly enhanced, said that major new research will be completed by the bureau before summer. This "significant" new data promises "to clarify the present picture of audience claims," he said.

Dr. Bogart also reported that from the bureau's "inter-city study" it has been learned "that where people can read a number of newspapers from surrounding communities, they buy in the market of the newspaper they read. The television channels they watch have no relationship to their buying actions. Thus, newspapers define the market."

A list of publications offered by the bureau's retail department shows that for $1 you can obtain 30 copies of "Why newspaper advertising reaches and sells your customers better than radio." Postage is extra.

The Print Advertising Association, Chicago, reminded delegates through a pamphlet that the need for its promotion program "is brought about by the ever-increasing portion of the advertising dollar being allotted to nonprint media."

PAA said that "while it is true that advertising in print media increases almost yearly, both in dollar and lineage volume, this increase is relatively small when compared to the rapid growth of the electronic media. It is the purpose of the PAA to bring about a more equitable balance."

The pamphlet said magazine and newspaper publishers, all the related print media service firms and their various associations "spend significant sums of money for promoting themselves. This is certainly the exercise of healthy competition, but it does not recognize the common threat to all print media—television and radio."

PAA said it recognizes this threat and "it is only by presenting a combined solid front of all print media interests that this threat can be met." PAA's monthly newsletter also reports the TV and print advertising shifts by major accounts.

The fourth anniversary special edition of the house organ of Million Market Newspapers Inc. included a front page feature reporting how "cost of creating customers rises sharply when competing brands concentrate on TV." It was based on a recent MMN-Politz study.
Commercials in production...

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

Charles Fuller Productions Inc., 3015 Granada Street, Tampa 3, Fla.
National Concrete Manufacturer's Association (0-Block); three 60's for radio, jingles. Charles Fuller, production manager, Agency: Roche, Rickerd, Henri, Hurst Inc., Chicago. Richard S. Perry, agency producer.

Roland Reed Productions Inc., 650 North Bronson, Los Angeles 4.

Union Carbide, C-P buy football programs

NBC-TV announced last week that Union Carbide Corp. and Colgate-Palmolive Co. have signed to sponsor 15-minute programs before and after each of the 14 National Collegiate Athletic Association football games the network will telecast next season.

Union Carbide, through William Esty Co., will sponsor the pre-game program. C-P, through Ted Bates, has signed for Football Scoreboard following the games.

NBC-TV last December outbid the other networks for the NCAA games, agreeing to pay $13,044,000 for the two-year contract. It quickly sold out available sponsorship to Texco, General Cigar, Gillette and Chrysler (Broadcasting, Dec. 23, 1963).

Business briefly...

The Ralston Purina Co., St. Louis, has increased its CBS-TV sponsorships with new purchases in five shows and continuations in The Danny Kaye Show and The Jackie Gleason Show. New sponsorships are in: Mr. Ed, Rawhide, Perry Mason, Great Adventure and Alfred Hitchcock. Products to be advertise on the five shows and agencies involved are: Purina Dog Chow and Purina Cat Chow, Gardner Advertising, St. Louis; Wheat Chex, Rice Chex, Corn Chex and Cheh-Mates, Guild, Basmco & Bonfigli Inc., San Francisco; and Chicken-of-the-Sea Tuna, Erwin Wasey, Ruthrauff & Ryan, New York.

Agency appointments...

- W. R. Grace & Co. Nitrogen Products Division, Memphis, appoints Tatham-Laird, Chicago. The firm has used farm radio.
- Milwaukee County Rambler Dealers Association appoints Geyer, Morey, Ballard, Racine, Wis.
- The Trans-Lux Corp., New York, appoints Donahue & Coe, that city.

Magazines told: 'face up to' TV

The magazine industry was advised last week by Stephen Dietz, executive vice president of Kenyon & Eckhardt, to "face up to" direct comparisons with television as a means of encouraging growth in magazine advertising.

He told a meeting of the Magazine Advertising Sales Club that magazine studies have managed to avoid "direct comparison" with TV and added: "Most media planners, with advertising efficiency in mind, believe that television sells their clients better than magazines."

He indicated that magazines collectively should undertake research to ascertain the effectiveness of magazine advertising, as compared with TV advertising, with respect to "increased brand acceptance."

Rep appointments...

- ABC Radio West: Mid-West Time Sales, St. Louis, as regional representative.
- WAVY(WFM) Indianapolis: Frederick W. Smith, New York, as national representative.
- WGR Manchester, WHEB Portsmouth, WTSI Hanover-Lebanon, WTSV Clare-
YOU WANT
ACTION
DRAMA
SUSPENSE
ROMANCE?

YOU’VE
GOT
IT!

Here’s the last word in first run features for TV. 72 great motion pictures in all (Al Capone, Angel Baby, Friendly Persuasion, Pay or Die, Dondi, Big Circus, Hell to Eternity, Love In The Afternoon, Armored Command, King Of The Roaring 20’s, The Bridge, and many more) — all jam-packed with big name stars (Gary Cooper, David Wayne, Audrey Hepburn, Vincent Edwards, Rod Steiger, Chuck Connors, David Janssen, Sal Mineo, Rita Moreno, Ernest Borgnine, Gina Lollobrigida, Tony Perkins, Maurice Chevalier, Vic Damone, Mickey Rooney and many more)

We call it CAVALCADE OF THE SIXTIES — GROUPS 1 & 2. You’ll call it the most exciting package in years.

For more information, rates and promotional material, contact your AATV Sales Representative at any one of these locations.

ALLIED ARTISTS TV
Sherwin Williams Company

Mr. Albert H. Khair
Manager

"Sherwin Williams uses WFBR to advertise and promote its highest quality paint line, because WFBR is high quality radio with a high quality audience."

Sherwin Williams is a longtime advertiser on WFBR, Baltimore, which carried more local advertising volume during the entire twelve months of 1963 than during any corresponding period in the station’s 41 year history.

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

RADIO WITH REASON

 mr Albert H. khair
Manager

Sherwin Williams Company

"Sherwin Williams uses WFBR to advertise and promote its highest quality paint line, because WFBR is high quality radio with a high quality audience."

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RADIO WITH REASON

Spot to break Calm

Alberto-Culver Co., Melrose Park, III., which spends over $30 million annually in TV, today (Jan. 20) introduces a new spray-on powder deodorant product, Calm, described as the first of its type. The product has been under development five years. With billing to be placed through BBDO, Chicago, Calm will be launched with a "multimillion dollar" spot and network TV campaign to break in late February.

Bigger bedding budget

Sealy Inc., Chicago, will boost its advertising budget by 10% to a record $5.5 million this year, according to Howard G. Haas, vice president, marketing, but most of the increase will go to magazines and newspapers. Sealy, however, continues to be the home furnishing industry's largest user of spot TV, and new TV commercials are in preparation, he said. Sealy also uses radio.

Also in advertising...

U.S. campaign = Guild, Bascom & Bonfigli Inc., Los Angeles, has won the $210,000 advertising account of U.S. Suzuki Motor Corp. for the Japanese-manufactured Suzuki motorcycles. Media plans have not been determined.

Data deal = RKO General Broadcasting National Sales reported in its December newsletter that it will provide advertisers shortly with demographic data for TV stations in four of the five RKO General TV markets. Through an agreement with the American Research Bureau for use of its IBM 1401 computer, RKO General will produce data from the November ARB "sweep" surveys of Memphis, Boston, Los Angeles and Detroit. The demographic data will be available for each of 13 day parts.

Merged into Zakin = The Zakin Co., New York advertising agency, reports that Dennis Howard Associates, an agency specializing in direct mail and publication promotion, has merged with the Zakin firm. Dennis Howard, head of the former agency, has been named a vice president of Zakin.
now...a TV Tape Player!

a simple low-cost, high quality quadruplex machine for playback of all standard tapes...

In the same way you use projectors to "screen" film, you can use this low-cost "playback-only" machine for top quality "screening" of television tapes. For agencies and broadcasters it's a means for playback, editing, and previewing tape-recorded commercials and programs, or for putting them on-air. Completely compatible with all standard (quadruplex) recorders, the TR-3 assures professional broadcast quality. Fully transistorized for compactness and dependability. Standardized and modularized for ease of installation and simplicity of operation, all in one 22" x 22" x 66" unit. Has space for color modules. Can be converted to a recording unit. You can double the effectiveness of your present recorder by adding the TR-3 for playback use.

RCA Broadcast & Television Equipment, Building 15-5, Camden, N. J.
PAULEY FIRES AT NIELSEN

ABC Radio president challenges reasons given by ratings firm for dropping radio measurements

Robert Pauley, president of ABC Radio, lashed out last week at the A. C. Nielsen Co.'s explanation of its withdrawal from radio network audience measurement (Broadcasting, Jan. 13), calling it "a tremendous injustice against a great medium."

He protested particularly against chairman A. C. Nielsen's assertion that radio audiences had declined "substantially" under the impact of TV, and challenged his statement that Nielsen had developed two new network radio measurement techniques but that networks had rejected them as too costly.

If Nielsen found diminishing radio audiences, Mr. Pauley said, "it is because of slavish devotion to a meter system that cannot possibly measure anything like the true size of the audience."

If Nielsen had developed new techniques capable of reliable measurement of network radio audiences, he continued, "they were the best kept secret in radio research."

He said a Nielsen representative had spoken to him several months ago about ways to improve radio measurements but had said they would cost a lot— without saying how much. He said he later wrote to Nielsen and asked for details but that his letter was never answered.

No Response • Nielsen spokesmen declined to comment on Mr. Pauley's statements except to indicate that offers regarding the new techniques were made, as Mr. Nielsen had said, to "clients." Mr. Pauley is not one.

Mr. Pauley cancelled ABC Radio's subscription many months ago on grounds that the Nielsen service amounted to a disservice by seriously understimating the size of the total radio audience. ABC Radio switched from Nielsen to the Sindlinger service.

The ABC Radio president has been the most outspoken Nielsen critic among the radio network executives, and he continued to be last week.

Other Networks • NBC Radio in effect gave cancellation notice last June, to have become effective about mid-1964 (Nielsen's abandonment of the service becomes effective mid-April).

William K. McDaniel, executive vice president in charge of NBC Radio, noted last week that his network's notice had been predicated on the belief that Nielsen was not adequately measuring the total network radio audience. He pointed out that NBC Radio has been using the Sindlinger service in addition to Nielsen's and indicated it will continue to do so.

Mutual gave cancellation notice to Nielsen Dec. 20 and signed with Sindlinger effective Jan. 15. President Robert Hurleigh said he "never questioned the integrity of Nielsen" but had felt that "the size of the sample was not showing the true picture of radio strength and certainly was not showing the out-of-home audience."

CBS Radio had not cancelled Nielsen but president Arthur Hull Hayes said last week that he and his associates had been among those pushing both for improvements in it and in total-radio measurement techniques generally, as in the methodology project currently being conducted by the Radio Advertising Bureau and the National Association of Broadcasters.

Sindlinger currently is the only other national service actively measuring network radio audiences, but American Research Bureau has been conducting tests looking toward an expansion into this field.

The list of subscribers to the Nielsen network radio service included, in addition to the three networks, 11 agencies, according to Nielsen officials.

More time requested for comments on table

The FCC last week received a request for another extension of the deadline for comments on the proposed rule-making to expand the UHF table of assignments. It also received a comment critical of the proposed tables.

The request for additional time came from the Georgia Board of Education, which is developing a statewide ETV plan employing UHF channels. The board has asked the commission to extend the deadline for comments from Feb. 3 to April 3, and the deadline for replies, from April 3 to June 3.

The criticism came from Meredith Broadcasting Co., which said the commission should limit its proposal for expanding the table to educational assignments. Meredith is licensee of KCMO-AM-FM-TV Kansas City, Mo., and KPHO-AM-TV Phoenix, Ariz., and corporate parent of the licensees of WOW-AM-FM-TV Omaha, and WHEN-AM-TV Syracuse, N. Y.

The commission had originally set Jan. 3 as the deadline for comments on its proposed table, which would contain some 2,000 assignments, or 400 more than the present table. A total of 600 would be reserved for education. In December, the commission postponed the deadline two months when it invited comments on an alternative plan submitted by the National Association of Educational Broadcasters. The NABE proposal, calculated by computer, contemplates a table of 2,600 assignments, 900 of which would be reserved for ETV.

Meredith, in a comment filed last week, said it had no objection to the proposal for increasing ETV assignments. But, it feels that many of the commercial assignments in both plans

New construction in Portland

KGW-AM-TV Portland, Ore., is constructing a new $1 million office and studio building, to be completed by Sept. 1, 1964. Present facilities of the stations at 1139 S.W. 13th Avenue are to be demolished to make way for a new freeway. The announcement was made last week by Walter E. Wagstaff and Patrick A. Crafton, station manager.

BROADCASTING, January 20, 1964
A Question of **Content**...Not Semantics!

Any station can program information... and many do...but does their information mean anything? Breezy conversation on topics of limited interest or chit-chat between personalities can be construed as information. But is it?

At KMOX Radio, talk has a **purpose**... to inform, entertain, educate or amuse... to fill the listener’s continuing need for knowledge of our ever-changing world...to permit him to share intimately in ideas and events of vital interest.

Whatever form the information takes... political debates, a medical forum on cancer, discussions of the world’s religions, broadcast editorials or an analysis of juvenile delinquency... KMOX Radio listeners are assured of thought-provoking, meaningful programming.

**CONTENT**, not semantics, separates information from talk!

KMOX CBS RADIO

“The Voice of St. Louis”

A CBS Owned radio station • Represented nationally by CBS Radio Spot Sales
are proposed without regard to economic factors.

Adding large numbers of commercial UHF assignments in communities "merely on the basis of assumptions as to populations and population densities," Meredith said, is unsound.

Meredith said such an allocations plan would encourage the filing of applications for "ill-conceived television projects" which realistic appraisal would indicate have no chance of success.

Meredith said the commission should "be cautious." It recommended that the scope of the proceeding be limited to the assignment of educational channels "for which a true future need can be predicted." The proceeding should involve commercial channels, Meredith added, only where a "most pressing need" for additional service "clearly exists."

Changing hands...

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

- WEHT (TV) Evansville, Ind., and KGUN-TV Tucson, Ariz.: Sold by Henry S. Hilberg, Edwin G. Richter Jr. and associates to Gilmore Broadcasting Corp. for $4.5 million. Gilmore, which is owned by James S. Gilmore Jr., former mayor of Kalamazoo, Mich., and owner of KODE-AM-TV Joplin, Mo., earlier this month bought KGGM-AM-TV Albuquerque and KVSF-AM-TV Santa Fe, both New Mexico, for $2,750,000 (Broadcasting, Jan. 6).

- WJHL-TV Johnson City-Kingsport, Tenn.-Bristol, Va.: Sold by W. H. Lancaster Sr. and Jr. to Roy H. Park Broadcasting for $2,717,000. Mr. Park owns WUTC-AM-FM and WNCN-TV Greenville, N. C.; KREB Shreveport, La., and last fall agreed to purchase WOEF-AM-TV Chattanooga (Broadcasting, Nov. 4, 1963). The Greenville stations own 30% of WECT (TV) Wilmington, N. C. Mr. Park announced that W. H. Lancaster Jr. will remain as general manager, and that the senior Mr. Lancaster will serve as a consultant. WJHL-TV went on the air in 1953 on channel 11 and is affiliated with CBS and ABC.

- WOKZ-AM-FM Alton, Ill.: Sold by Edward N. Poles to Richard D. Gillespie, former owner of WGHN Grand Haven, Mich., for $210,000. WOKZ operates daytime only on 1570 kc with 1 kw. WOKZ-FM is on 100.3 mc with 3.2 kw. Broker: Hamilton-Landis & Associates.

- WTID Newport News, Va.: Sold by Max Reznick and associates to James Mitchell for $176,000. Sale is part of reorganization of station (see page 56). Mr. Mitchell, of Warrenton, Va., is local businessman. Daytimer, wtid was founded in 1947 and bought by Mr. Reznick and group in 1960 for $130,000. It operates on 1270 kc with 1 kw.

- WGEZ Beloit, Wis.: Sold by Howard Miller to Ray Grandle for $145,000. Mr. Grandle is a Green Bay businessman. WGEZ is on 1490 kc with 1 kw daytime and 250 w night. Broker: Hamilton-Landis & Associates.

APPROVED * The following transfer of station interests was among those approved by the FCC last week (for other commission activities see For The Record, page 84).

- WAFB-TV Baton Rouge: Sold by Edgar Stern and associates to Guaranty Bond & Finance Co. and Guaranty Income Life Insurance Co. for $2,970,000. George A. Foster Jr. is president of the life insurance company; both companies are owned mainly by local businessmen. The Guaranty company already owns 25% of wafb-tv. The sellers own wdsu-AM-FM-TV New Orleans and recently invested in TV Cable of Austin, Tex., a CATV system there (Broadcasting Jan. 6). Founded in 1953, WAFB-TV operates on channel 9 and is affiliated with CBS and ABC.

Community Antenna Systems


February start seen for Arkansas CATV

Cam-Tel Inc., a community antenna television system under construction in Camden, Ark., will begin limited service within 30 days, according to Walter E. Hussman, a broadcaster and president of the CATV firm.

Mr. Hussman, 45% owner, said that Cam-Tel, being built at a cost of $200,000, could serve some subscribers shortly and has a potential of 4,000 homes in the Camden area.

Mr. Hussman is connected to stations and newspapers in the Southwest and has a minority ownership in Midwest Video Corp., a CATV operator in Mississippi, Texas, South Dakota and New Mexico. Camden News Publishing Co., owned by Mr. Hussman with his wife,

BFROACASTING, January 20, 1964
Bill to ban FCC fees may have hearing soon

Representative Walter Rogers (D-Tex.), chairman of the House Communications Subcommittee, moved last week to schedule a hearing on his bill to prohibit the FCC from going ahead with its announced license application fees. The fees, enjoined for 60 days by a court order in Chicago (Broadcasting, Jan. 6), have been challenged by Mr. Rogers, who says the FCC lacks authority to institute them without specific authorizing legislation from the Congress.

"The fee schedule being set up was really out of focus," he said. "If broadcasters are getting a service from the government that is of a great value to them, I don't think they'd object to a reasonable license fee," he continued.

However, he pointed out, the FCC required payments from nonbroadcast licensees who by law must have radios for public safety, and from thousands of amateur operators. Representative Rogers said he hoped hearings could be held early next month.

After fees, he said, interpretations of fairness is the next communications hearing he would like to get into.

CH. 14 ETV SOUGHT IN N.Y. AREA

Would supplement programing of present ch. 13 WNDT

The Educational Broadcasting Corp., which owns and operates educational TV station, WNDT-TV (ch. 13) New- ark-New York, last week asked the FCC for rulemaking changes that would enable EBC to acquire another educational channel—this one a UHF operation designed primarily to reach an adult audience in New York, New Jersey and Connecticut.

EBC President Samuel B. Gould said channel 14 would "supplement the service of channel 13 and permit EBC to meet more fully the educational and cultural needs" of the tri-state area. He added: "What is needed now is a massive, sustained, long-range assault on the entire problem of illiteracy, under- education and technological unemployment."

The new channel would use WNDT's studios but not have channel 13's daytime-in-school programing.

He stressed that channel 14 would broadcast initially only during prime evening time, and it would be aimed primarily at the undereducated, non-English speaking and high school dropouts.

EXCLUSIVE BROADCAST PROPERTIES!

MIDWEST—Modern, well equipped daytime-only radio station serving trading area of 200,000. Some real estate included. Needs owner-operator. Total price of $70,000 with $15,000 down. Contact—Richard A. Shaiken in our Chicago office.

SOUTHEAST—Full time radio station with good real estate. This single station market facility had owner cash flow of approximately $25,000 in 1963. Priced at $175,000 with 29% down and the balance over ten years. Contact—Barry Winton in our Washington office.
IRS take note: It's business, not pleasure

That "plush" six-passenger "luxury" airplane which some newspapers reported last week as having been bought by the Texas Broadcasting Corp. for "pleasure" trips around Texas by President and Mrs. Johnson turns out to be a replacement for an eight-year-old Twin Bonanza used by KTBC-AM-TV Austin for transporting salesmen, program and engineering crews and equipment around the state.

Jesse C. Kellam, president and general manager of the KTBC stations laughed when he was told how some of the papers described the plane's furnishings ("a long couch on the right side, with cushions adjustable to the position of a chaise lounge, upholstered in nylon, striped orange, alabaster and beige").

"Right now," Mr. Kellam said Thursday (Jan. 16), "the plane is in Houston where three of our salesmen flew to see clients. They'll be back this afternoon in time to sign their mail and be home with their families for dinner. Folks don't realize it, but we've got a lot of territory to cover down here."

Mr. Kellam observed that the company plane has been used to transport camera crews and equipment for sports coverage and for news coverage. During the football season, the plane was used in covering the away football games of Texas State Teachers College at San Marcos. It flew cameras and crews to the games, and flew films back to Austin in time to be shown on the evening sportscast.

"We have used a plane frequently and extensively for a number of years in our operations," Mr. Kellam said. "We use it in getting salesmen to visit accounts and clients, to cover sports and news."

The Beechcraft Aero 80 twin-engine plane was ordered last October and delivered just after Christmas. It is fully equipped for instrument flight operation, including radar and dual navigation and communication systems. Dale P. Meeks is the company pilot.

Although the price was not disclosed, the same model, all-weather radar-equipped version costs more than $200,000, the aircraft company said.

Mrs. Johnson and her daughters own more than 80% of Texas Broadcasting Corp. After Mr. Johnson became President Mrs. Johnson's interests were put in trusteeship; the daughters' already were. Mrs. Johnson also resigned as chairman of the company, formerly the LBJ Co.

to the public for funds," he said.

EBC's petition is the fourth filed with the commission since 1961 for assignment of channel 14 to the New York area. Barrtell Broadcasters of New York asked that it be allocated to New York; New Jersey TV Broadcasting Corp. asked that it be assigned to Newark; and Bergen County Federation of Boards of Education petitioned for assignment of the facility to the Paterson-Upper Montclair area and asked that it be reserved for educational purposes.

Another complication is the current rulemaking proposing the adoption of a new table of UHF assignments. FCC officials predicted the four petitions—and any others received for the channel—would be considered together and in connection with proposed table.

Timm cases added to consolidated hearing

The FCC's inquiry into the competitive practices and character qualifications of B. F. J. Timm to be a licensee took a further step last week when the agency consolidated in hearing the license renewal of WMEM Tallahassee, and Mr. Timm's application for a new station on 970 kc, 1 kw, in Jacksonville, both Florida, with the revocation proceeding against WTIF Tifton and the license renewal of WDMG Douglas, both Georgia.

WTIF is also owned by C. N. Todd (51%). Mr. Timm is the sole owner of WMEM and WDMG, and the only principal of the Tallahassee applicant. The consolidated hearing was called to investigate charges that Messrs. Todd and Timm attempted to prevent or eliminate competition from WWSZ Douglas, Ga., which went on the air in 1957.

There are also questions of misrepresentations to the commission, unauthorized transfer of control of WTIF from Mr. Todd to Mr. Timm and whether Mr. Timm has the character qualifications to be a licensee (Broadcasting, Sept. 30, 1965).

Two joining CBS Radio

CBS Radio last week announced two network additions: KATI Casper, Wyo. and WORX Madison, Ind.

KATI, whose affiliation starts Jan. 26, is on 1400 kc with 1 kw day and 250 w night. The currently-unaffiliated station is owned by Casper Family Radio Inc.

WORX, scheduled to join CBS Radio Feb. 14, is owned by Electronic Laboratories Inc. and operates on 1270 kc with 1 kw. The station's current affiliation with MBS is ending.
For the local station that moves fast and first in its market

NANA RADIO—a division of North American Newspaper Alliance offers you the opportunity to ride the crest of the new wave in radio programming with proven programs, newly produced for modern radio (some in stereo), plus all-new programs especially designed for today's radio.

NANA RADIO—Phase I
Half hour programs (in stereo)—
NANA Radio half-hours are modern half-hours—25 minutes in length.

Arch Oboler's Plays—narrated, directed and edited by Mr. Oboler.
The Fat Man—all-new scripts starring Tol Avery in the title role.
Quarter hour serial drama—five per week.
Pepper Young's Family—newly-edited, newly-recorded, newly-cast.

Big Sister—starring Paul McGrath; newly-edited, recorded and cast.
Five minute strips—five per week.
Dear Dorothy Dix—based on the NANA syndicated newspaper feature.
Hollywood Talking—Army Archerd with the biggest names in show business answering letters from listeners.

Program series may be purchased individually or in a block. Special discount given for a block purchase of Phase I—discounts earned for 26 and 52 weeks. Stations have exclusive right to programs in their SRD market area. More coming.

NANA RADIO—Phase II
All-new 25 minute programs in stereo, all-new quarter-hour serials, all-new five-minute features. Now in production—ready for airing March 1 and still more coming.

Block purchasers of Phase I will have first refusal on all new programs.

Available immediately to you, the local station only. When you buy from NANA RADIO you control your own show, your own rates, your own profit.

When you buy from NANA RADIO, you buy the 60-year-old reputation, the resources and solidity of North American Newspaper Alliance—Bell McClure—one of the world's oldest and largest syndicators in the mass communications field.

NANA RADIO—Phase II
Half hour programs (in stereo)—

CALL • WRITE • WIRE • TWX COLLECT
The Collins record: due for review

IT WILL DOMINATE TOPICS ON NAB BOARD AGENDA NEXT WEEK

In the three years since Governor LeRoy Collins became president of the National Association of Broadcasters each NAB board meeting has been faced with decisions about his often-criticized activities.

Over the period he has maintained what he considers his privilege of speaking out, without consultation with broadcasters, on any subject including those involving radio and television.

The board meetings next week in Sarasota, Fla., will be no exception. Fresh from being questioned by the NAB's five-man executive committee at a special meeting in Washington (Broadcasting, Jan. 13), the governor will be called on to repeat explanations of his recent statements on civil rights and cigarette advertising.

- Why does Mr. Collins refuse to discuss "in advance" of their delivery his public statements on controversial issues?

Not all of these questions may be answered next week in Sarasota, but these and others are certain to be raised in formal and informal sessions.

Supporters of the governor, and there are numbers of them, say the "NAB has never been so healthy and vigorous." Many believe that Governor Collins has proved right in his criticism of cigarette advertising directed toward children, his call for reform in television advertising, and on other subjects.

Critics of the governor, and they include some very prominent broadcasters, insist in the belief that he has caused more trouble than he has been able to cure.

Advance Warnings * Governor Collins left the Florida state house in Tallahassee three years and three weeks ago for the executive suite at the NAB headquarters in Washington. Right at the beginning of his NAB administration, he promised to be an aggressive leader who would point out situations where corrective action was needed and lead the way to reform.

He has been controversial from the start. And, as the controversy continues, President Collins is convinced that he has the support of a majority of the NAB members as well as of the board. When he feels he has lost this majority, he will resign, "$75,000 and liberal expenses and all," one of Governor Collins' closest confidants said.

How, when and where has he been controversial? The biggest complaint of most board members is over his often-exercised habit of speaking out, without prior consultation, on tender broadcasting subjects as well as those not related to radio and TV. Just two weeks ago, he told the NAB executive committee that he would continue to do so and that he was convinced he had the support of a majority of broadcasters.

Last month, Governor Collins disturbed a hornets' nest with a speech on civil rights in Columbia, S. C., followed a few days later with a talk on states' rights in Los Angeles.

Started Early * Less than six weeks after he became president in his first appearance before the NAB radio and TV boards, he said broadcasting was in "serious trouble" with "its public favor dangerously low." He warned, if television programming wasn't improved, "we're whipped before we start."

At that same board meeting, he attacked the alleged stranglehold of ratings over programming and criticized the industry for letting this happen.

Broadcasting, he charged, had let "an outsider become master of its house and doesn't even check his health card."

At that same February 1961 board meeting in Palm Springs, Calif., Governor Collins deplored the role of the TV networks as spokesmen for television, a job he believed should belong to the NAB. "When big, important matters develop concerning broadcasting NAB too often is not regarded as the primary contact," he said. "Rather the networks are."

The networks, in turn, were not very receptive to a Collins programming proposal a month later. He suggested the TV networks offer six hours a week of prime-time, blue-ribbon programs. Despite a "not interested" reaction from the networks, he repeated the idea in a speech before the International Radio and Television Executives Society in New York and urged the American Association of Advertising Agencies to adopt the plan, without success.

A new FCC chairman named Newton N. Minow and his characterization of TV as a "vast wasteland" grabbed the headlines at the May 1961 NAB convention in Washington.

Among the questions about their president that board members are expected to discuss are:

* Should the NAB president, a former governor of Florida, make major addresses on nonbroadcast matters that are considered "political" by many?

* Should Governor Collins publicly criticize the industry? Or should such criticism be made only "within the family."

* Is the governor more interested in future political activity than he is in serving broadcasters in his present position?

* Is his leadership of the NAB proving effective?

52 (The Media)
but Governor Collins also used critical expressions in his maiden convention speech. Broadcasting, he said, had a long way to go to reach its capabilities and attain the prestige it should have. He repeated his earlier criticism of programming and ratings services, and, as he has done many times since, he urged a strengthening of the radio and TV code structures.

**Straight Talk** • Governor Collins told the 1961 convention delegates that his job would be a pleasant one if broadcasters would let him talk straight even if they didn’t agree; if they would equate their interests with the public’s and not strive “to make every possible dollar.”

Governor Collins submitted a sweeping plan for reorganization of the NAB to the boards at their spring 1961 meeting. Some of his plans were approved; some were not. The discontinuance of NAB backing for the nationwide Voice of Democracy contest for high school orators irked some broadcasters, and dozens of stations still participate in the program under the new sponsor, the Veterans of Foreign Wars.

Many NAB members felt that their president was too lax in his criticism of the regulatory activities of the New Frontier FCC under Chairman Minnow. Governor Collins countered that his criticism would be more effective if used sparingly rather than to fire away at every opportunity.

When the FCC first issued its proposed new program reporting form in 1961 for both radio and TV, broadcasters and attorneys charged interference and censorship, but President Collins said it showed a “net improvement over the old form.” After industry concern became acute, he questioned the mechanical burden placed on stations. The NAB legal department, however, has fought the FCC for three years over the final form and the issue still is in the news (Broadcasting, Jan. 6).

In October 1961 at the NAB fall conferences, Governor Collins denounced published criticism of his position on the program forms. He said there was no “coercion” involved when the FCC holds a hearing in a local market and that broadcasters should not be concerned over this FCC policy.

The NAB president, however, bitterly denounced the FCC’s hearings in Chicago (April 1962) and Omaha (January 1963) on local TV programming on the grounds no station licenses were at issue. He has remained very selective in his criticism of the FCC and has not joined segments of the industry in many attacks on government policy.

**The other problems on the boards’ agenda**

LeRoy Collins will be by no means the only subject on the agenda of the National Association of Broadcasters boards when they meet next week in Sarasota, Fla.

The issue of cigarette advertising may reach the boards, depending on how the television code board handles it at its meeting this week in Miami Beach (see page 28).

Another hope is that the code board will handle may also land in the parent NAB television board’s lap. The code board will consider an amendment to the code prohibiting the use of commercials in which two or more unrelated products or services are advertised (see page 27). Any amendment the code board adopts must go to the parent television board for final action.

A heavy workload confronts the NAB boards in five days of meetings beginning Jan. 27.

**Sessions In The Sun** • The first day-and-a-half are reserved for committee meetings. These include the general fund finance committee (which will bring forth a report of a record estimated NAB income of $2.35 million and expenditures exceeding $2.1 million), membership committee, by-laws committee, program study committee, building committee and the distinguished service award subcommittee.

The award committee has the responsibility of selecting the recipient of the NAB’s 1964 distinguished service award, won last year by NBC personality Bob Hope. The convention committee will present final plans for the 1964 convention.

All members of the combined radio and TV boards will meet Tuesday and Friday with separate TV and radio board meetings scheduled for Wednesday and Thursday. William Quarton, WMT-TV Cedar Rapids, Iowa, is chairman of the combined boards. TV board chairman is James Russell, KKTW-TV Colorado Springs. Ben Strouse, WWDC-AM-FM Washington, is chairman of the radio board.

**Bell Confirmation** • The joint board will be asked to confirm Governor Collins’s appointment of Howard Bell as director of the code administration.

Mr. Bell is receiving $30,000 annually as code director (compared to the $40,000 paid his predecessor, Robert D. Swezey).

Other matters before the joint boards will be a report on the ill-fated literacy project in the Dominican Republic, sidelined because of the overthrow of the government there last fall; reports on activities of the research committee and ratings council; plans for a new NAB headquarters building in Washington, and government relations, including copyright matters.

The TV board has a heavy agenda, including far-reaching recommendations by the Future of TV in America committee.

The TV board will discuss staff reports on the treatment of network affiliation contracts and amortization of feature films.

**Radio Matters** • A question before the radio board will be whether the position of vice president for radio should be retained at the NAB. John Meagher, who has held the post the past nine years, has resigned effective Feb. 1.

The radio board will receive recommended industry standards for the transfer of electronic recordings to tapes.

All 44 NAB board members have made reservations except FM director Fred Rabell, XHTT-FM San Diego.

**Cigarettes, Too** • In November 1962, President Collins started an uproar continuing to this day when he called for code restrictions on cigarette advertising (Broadcasting, Jan. 13). He has consistently maintained this position and a year ago called on the NAB board to act. The board postponed any action until receipt of the surgeon general’s report, which was made public Jan. 11 (see page 31).

Governor Collins has often been criticized for statements on cigarette advertising in general and a Lucky Strike commercial in particular. Now that the NAB president has an official government report linking smoking
with lung cancer and various other diseases he will go into this week's TV code board meeting and next week's board meetings with new demands for restrictive action.

Eleven months ago at the conference of state broadcast association presidents sponsored by the NAB, a spirited floor debate erupted on the kind of leadership NAB and its president are providing for the industry. Governor Collins was roundly criticized from the floor—and just as stoutly defended—for his failure to attack government more often and effectively; for an alleged lack of knowledge of the broadcast industry, and for his alleged lack of effective leadership in general.

Throughout his three-year administration, his critics have attacked his political background and called for a practical broadcaster in the top NAB post.

Advertising Views Attacked • Governor Collins views on advertising have repeatedly brought criticism from advertisers, agencies and broadcasters. He has openly praised the British "magazine" concept which prohibits advertisers from sponsoring individual programs.

He was rebuffed last summer by the TV networks when he requested a summit conference on problems of TV advertising. In spite of this the governor continued to push the plan and through the code authority succeeded in holding the meeting last month. It was attended by representatives of all three networks. Further sessions are planned with a full report to be made this week to the TV code board. He has often attacked "advertiser influence over programing," clutter in advertising, form, content and lack of quality in commercials. He has called for "realistic limitations on program interruptions" as a necessary area of reform.

Governor Collins has opposed the now abandoned FCC attempt to adopt as official rules the NAB codes' restrictions on commercial time. (See page 34.) He often praises both the radio and television codes. "Let us project and enforce our codes, with the strong support of the whole industry, as the prime instruments of service to the people of our land," he said at the 1963 convention in a call for general reforms in several areas of broadcasting.

Veteran broadcaster Robert D. Swezey was named first director of the NAB code authority in October 1961 by Governor Collins. He resigned at the end of his contract after a breakdown of communications between his office and the NAB president. The fact that Governor Collins was unhappy with Mr. Swezey's administration of the codes was a poorly kept secret for several months preceding Mr. Swezey's resignation.

At the TV board meeting last June, Governor Collins successfully opposed an amendment to the TV code time standards favored by Mr. Swezey and the TV code board. The code authority had no advance warning of the governor's opposition, a situation which amazed veteran broadcasters.

Renewal Inquiries • A large segment of the broadcast industry has accused the FCC of program censorship in letters written to stations inquiring on programs by categories. The FCC staff deferred dozens of TV station renewal applications, until the commissioners themselves stepped in, because of their failure to schedule public-service programs regularly in prime time.

Governor Collins, despite repeated requests for him to do so, has said nothing about the program questions from the FCC staff. He did, however, attack the FCC backlog of renewal applications last fall while laying the blame on "administrative incompetence and failure."

Since he became NAB president—
coincidental with the arrival of the New Frontier in Washington—Governor Collins's name has been mentioned in connection with various federal appointments. He was offered an ambassadorship and it was known that he was "available" for a major cabinet vacancy in the summer of 1962.

Last month there was wide speculation that he would run for the U. S. Senate seat in Florida against incumbent Senator Spessard Holland (D-Fla.). The NAB president has refused to say that he will not run but at the same time has said he does not plan to do so. He has discussed the rumors with Senator Holland but has avoided direct questions from broadcasters, board members and newsmen.

His close associates say that Governor Collins has seriously thought about making the Senate race but all agree he will not do so. In any case, he has contributed to broadcasters' criticism through his refusal to give an unqualified no to questioners.

Governor Collins originally was hired in January 1961, with a three-year contract. A year ago, when that agreement still had a year to run, the board gave him a new three-year contract, presently in force and running through December 1965. He is paid $75,000 annually, plus a $12,500 living allowance, expenses and a Cadillac.

A key NAB board member predicted last week that Governor Collins is not in "grave danger" of losing his present contract but that at next week's board meeting "he will never get the necessary two-thirds vote for a new one."

**CHALLENGES FACE TV CODE BOARD**

Problems include cigarette controls, question of piggybacks

A loaded agenda with national implications faces the Television Code Review Board of the National Association of Broadcasters which meets Wednesday and Thursday (Jan. 22-23) in Miami Beach, Fl.

The meeting has been termed the most important in the code's 12-year existence by one of its members. It faces the problem of regulating cigarette advertising, in the face of a 12-day-old government report concluding that smoking causes cancer and other fatal diseases (see page 30), and multiproduct commercials (integrated and piggyback announcements).

The nation will be watching the code board recommendation to the NAB TV board on cigarette advertising. Networks, TV stations and the advertisers are debating what action, if any, the code should take on multiproduct spots (see page 27).

Howard Bell, newly appointed code director will be making his first appearance before the TV code board, which in the past has been somewhat hostile to the policies and pronouncements of NAB President LeRoy Collins, who appointed Mr. Bell. Code board members last fall were critical of the NAB president's broad policy guidelines for the code and his conception of the duties and authority of the director (Broadcasting, Oct. 7, 1963). The code board and the governor also clashed last spring over proposed amendments to the code's time standards, which were rejected at the governor's behest (Broadcasting, July 1, 1963).

**Appointments Due**

It will be a lame duck code board that meets this week, with the terms of seven (including three network representatives) of its members expiring at the NAB convention next April. Among those whose terms expire is Chairman William Pabst (KTVU[TX] Oakland-San Francisco) and
President Collins does not plan to reappoint Mr. Pabst although he is eligible to serve two more years. Others whose terms end this spring include Roger Chaff, a former code board chairman; Triangle Stations; George B. Storer Sr., Storer Broadcasting Co.; Robert Ferguson, WTRF-TV Wheeling, W. Va., and the network members—Alfred Schneider, ABC-TV; Joseph Ream, CBS-TV, and Ernest Lee Jaincke, NBC-TV. All except Mr. Ferguson are eligible for another term.

Members whose terms run until the 1965 convention include Lawrence H. Rockers II, Taft Broadcasting Co., and Douglas Manship, WBBB(BTV) Baton Rouge.

Under NAB regulations, the president appoints code board members (except those from the networks) subject to confirmation by the parent TV board, for two years. Code board members may not serve more than two consecutive terms and may not be members of the TV board.

Also before the code board will be an amendment to the controversial time standards and final disposition of the cases of some 20 subscribers which repeatedly violated the section on commercial limitations (Broadcasting, Oct. 7, 1963).

Change To Minutes • The proposed amendment would delete the 17.2% maximum amount of commercial material per hour in prime time and substitute 10 minutes, 20 seconds, including station break. A prime time station break is limited to 70 seconds.

Changes to be discussed also would change the present non prime time maximum from 6 minutes, plus station break, per half hour, to 16 minutes, 20 seconds, including station breaks, per hour. Nonprime station breaks may consume 2 minutes, 10 seconds under the code. A new and more rigid definition of a station break also will be before the board.

Plans for the next step in the code's evaluation of the problems of TV advertising will be finalized at the code meeting. A full report will be given by Mr. Bell on a session last month in New York with advertisers, agencies and broadcasters and further meetings are planned (Broadcasting, Dec. 23).

The board will be informed that the NAB research committee plans a major research project into various phases of TV advertising and problem areas for this study will be discussed. In addition, Columbia University is analyzing raw research data compiled for the book The People Look at Television, by Dr. Gary Steiner for use by the code authority. Data did not appear in the book.

Governor Collins will attend the Miami Beach meeting but he said last week that "I'm not going down there with recommendations in my pocket." At its last meeting, the TV code board was critical of a lack of liaison with the NAB president and invited Governor Collins to attend future sessions of the board.

NBC-Philco argument set for March 26

The FCC last week set March 26 for oral arguments in the long-contested case involving NBC's license renewals for WRCV-AM-TV Philadelphia, a trade of those facilities for RKO General's WNAC-AM-TV and WREK-FM Boston and Philco Broadcasting Co.'s application for NBC's channel 3 in Philadelphia.

Each party will be given 30 minutes to present its case. Westinghouse Broadcasting is also involved, as well as the commission's Broadcast Bureau.

Chief Hearing Examiner James D. Cunningham issued an initial decision last November which favored renewing the NBC licenses and approving the exchange with RKO. Mr. Cunningham based his recommendation for renewal and denial of Philco's competing application on what he termed "NBC's runaway superiority in experience" as a broadcaster (Broadcasting, Nov. 25, 1963). The commission's Broadcast Bureau has been steadfast in its opposition to the WRCV-AM-TV renewals, but has been noncommittal on Philco's bid for the television channel.

NBC and Philco last week filed their reply briefs to each other's comments on Mr. Cunningham's initial decision.

The network agreed with Mr. Cunningham's recommendations and harshly criticized the contentions made by Philco during the proceeding. Philco failed to make adequate programing studies, presented questionable management proposals and offered no experience in the broadcast field, NBC said.

The network also accused Philco's parent corporation, Ford Motor Co., of being overly profit-oriented and said that the only reason Philco has stayed in the proceeding is because the commission refused to approve a $523,000 reimbursement if Philco withdrew its application for channel 3.

Philco said that though Mr. Cunningham relied on NBC's greater experience, he failed to give true value to Philco's clean record. Philco didn't think that NBC's record was very admirable. The network used doubtful tactics to get channel 3 in the first place, has been involved in the quiz show rigging scandals and failed to air its promised programming, Philco said. The applicant also charged that the programming by NBC during the conditional license period has been "totally deficient."

NBC is under a court order to divest itself of the Philadelphia stations by June 30 as the result of an action brought by the Justice Department in 1956. The department charged the network with violating antitrust laws by pressuring Westinghouse Broadcasting in exchanging the Philadelphia stations, which it then owned, for the network's Cleveland stations.

Court approval sought on WTID reorganization

A reorganization plan for WTID Newport, Va., was made public last week. It involves sale of the daytimer to James Mitchell, Warrenton, Va., businessman for $176,000 (see story on page 48).

The station, which filed for reorganization under bankruptcy laws earlier this year (Broadcasting, Jan. 6), is owned by Max Reznick and group. As of Oct. 29, 1963, the station had total assets of $28,665 plus unamortized goodwill of $71,667. Liabilities included $204,817 plus capital stock and contributed surplus of $20,000 and a deficit of $123,886.

If the sale of the station is approved by the U. S. District Court, Norfolk, at a Jan. 23 hearing, and by the FCC, the proceeds will be used to pay off in full secured and priority creditors as well as general creditors due $50 or less. The remaining general creditors will receive a pro-rated share of the $40,491 available for general creditors of the station.

Media reports...

Reading drive • Two radio station executives have accepted state chairmanships in 1964's National Library Week, a campaign to improve reading habits in the U. S., Puerto Rico and on U. S. military bases throughout the world. The chairmen-broadcasters are F. Parker Hoy, president and general manager of WLM Lewiston, Me., and Elmo Ellis, program manager of WSN Atlanta.

Both men will head committees in their own states during the annual Library Week observance April 12-18. The campaign is sponsored by the National Book Committee in cooperation with the American Library Association.

Presidential parley • Among the presidents of 67 companies who met with President Johnson at the White House on Jan. 16 (subject: equal opportunity in employment) were four of interest to the broadcasting industry. The four: Robert Galvin, Motorola; Joseph Wright, Zenith; Herbert E. Buetow, 3M, and Darryl Zanuck, 20th Century-Fox.

56 (The Media) Broadcasting, January 20, 1964
special handling

Remember the "good old days" when a customer's order was something to be cherished . . . to be treated with tender, loving care?

Here at WOC, we never quite lost the old habits and every order from receipt to billing is given very "special handling".

WOC TV 6
Exclusive National Representative - Peters, Griffin, Woodward, Inc.
SERVING THE QUAD CITIES FROM DAVENPORT, IOWA
DAVENPORT/BETTENDORF • ROCK ISLAND • MOLINE • EAST MOLINE

BROADCASTING, January 20, 1964
UA-TV shows big increases in all programming

The substantial gains made by United Artists Television in all areas of TV program sales were cited last week by John L. Sinn, president, in a yearend report of company activities.

In network sales, UA-TV was represented by four-and-a-half hours of weekly programs, consisting of The Patty Duke Show (ABC), The Fugitive (ABC), East Side/West Side (CBS), The New Phil Silvers Show (CBS), Hollywood and the Stars (NBC) and The Outer Limits (ABC). This represents a 400% increase in programing over 1962 when UA-TV had only one program on the air, Mr. Sinn noted.

A 29% increase in syndication sales over 1962 was achieved by the company last year for its first-run and off-network product. Single out in the report were the one-hour special programs produced by David Wolper, which have been sold in more than 85 markets, and the first-run, half-hour color series, Lee Marvin Presents—Lawbreaker, distributed to 145 markets.

Mr. Sinn pointed out that the company’s newly organized international division completed 1963 with a rise in sales of 100% over 1962. UA-TV modified its system of using subdistributors in various parts of the world during the year, and has organized its own offices in London; Paris; Frankfurt, Germany; Beirut, Lebanon; Mexico City; Sao Paulo, Brazil, and Tokyo. It has established working arrangements for representation in Amsterdam, Netherlands; Rome; Madrid; Baghdad, Iran; Damascus, Syria, and Bogota, Colombia.

During the year, United Artists Associated, the feature film distribution division of the company, was merged into UA-TV. The company distributes to TV the pre-1948 Warner and RKO features as well as United Artists productions released to the medium.

UA-TV’s 1964 plans include seven network pilots totaling five and a half hours; additional feature film packages and new first-run syndicated series. The company is in the process of distributing to television 26 one-hour dramas dealing with psychiatry titled The Human Jungle; at least six more one-hour Wolper specials and two new half-hour series.

In view of UA-TV’s gains in the various areas of TV sales, Mr. Sinn said, he expects 1964 gross sales to range from $43 to $48 million.

Under the reorganization of the UA-TV structure during 1963, the responsibility for various areas was placed under M. J. (Bud) Rifkin, executive vice president in charge of sales (network and syndication), Richard Dorso, executive vice president, programing (network); Erwin H. Ezees, executive vice president (feature film distribution) and Herbert R. Banquer, vice president in charge of foreign operations.

CBS-TV plans tryouts for new young talent

CBS-TV will establish a regular schedule of auditions for young performers trying to break into show business.

The network hopes to find new faces to appear on CBS-TV variety programs. Michael H. Dann, vice president-programs for CBS-TV, said that supplying the network’s variety programs with new and fresh talent “is the biggest single problem” facing producers.

The auditions will be in New York but no starting date has yet been announced. Robert Dale Martin, director of talent and castings, will conduct the auditions and Russell Stoneham, director of live programing—New York, will supervise. Producers of all CBS-TV variety programs will attend the audition.

Black days were bright for TV, Johnson says

President Johnson has praised TV broadcasters for their role in covering the assassination of President Kennedy and the following events. In a statement in the Jan. 25 issue of TV Guide, the President says:

“Television’s remarkable performance in communicating news of President John F. Kennedy’s assassination and the events that followed was a source of sober satisfaction to all Americans.

“IT acted swiftly. It acted surely. It acted intelligently and in impeccable taste.

“On that unforgettable weekend in November 1963, television provided a personal experience which all could share, a vast religious service which all could attend, a unifying bond which all could feel.

“I take this opportunity to add my voice to those who already have recognized television’s historic contribution.”

BROADCASTING, January 20, 1964
What portable VTR kicked around the world a year and came back as good as new? The AMPEX

A test model never has a moment’s peace. This one—the forerunner of our VR-660—was bumped, bounced, dropped and banged on four continents. By experts. But when it came back there was only one thing we had to do to get perfect performance: plug it in. And there’s good reason for that. The backbone of the Ampex VR-660 is a single, unit-designed casting at the center of the machine. Every assembly that has anything to do with tape movement or position is mounted to it (so all critical tolerances can be referenced to a common surface). This top plate is all important, that’s why we make it out of the most rigid, rugged cast aluminum available. Without that strength in the center, the VR-660 would be just another portable. With it, it’s the most rugged little VTR that ever joined a mobile unit. Weight? 96 lbs. Price? just $14,500. For complete information call your Ampex representative. Or write the only company providing recorders, tape and core memory devices for every application—as well as Marconi television cameras and accessories: Ampex Corporation, 401 Broadway, Redwood City, Calif. Term leasing and financing available.
AFTRA THREATENS STRIKE

Failure to sign contract in Los Angeles may lead to nationwide network walkout by performers

A nationwide strike by members of the American Federation of Television and Radio Artists was threatened last week if there is no agreement between the ABC, CBS and NBC owned-and-operated stations in Los Angeles and 75 members of the Los Angeles AFTRA local.

Network and union negotiators are continuing talks, with another meeting planned for today (Jan. 20). Strike action is pending the outcome of that meeting, an AFTRA spokesman said Thursday (Jan. 16).

Also hanging fire were the contracts between the Screen Actors Guild, AFTRA, advertisers and agencies (Broadcasting, Jan. 13). By common agreement none of the various contracts will be signed until ratification is received for each individual pact.

Network sources in New York last week said that the Los Angeles stumbling block was not a serious one and that agreement would be reached shortly.

Unrealistic • Meeting in Los Angeles last week, AFTRA's national board, which must authorize the local's strike, denounced as "completely unrealistic" a network wage offer for a $15 increase over a three-year period to a $195 weekly minimum for staff announcers.

AFTRA is asking a $20 weekly increase over the three-year period to bring the staff announcer minimum to $220 weekly, according to Claude McCue, executive secretary of the Los Angeles local.

According to Mr. McCue, the area of disagreement goes beyond $5 a week in minimum scale. He said fees of announcers on commercials, clarification of fees for news bulletins, fees for writing their own copy and other matters are still unresolved.

Another AFTRA representative said the current commercial fee for off-camera TV work is $3.85 for five minutes, in addition to the announcer's base pay, and the union is asking for an increase to $4.50. "What is important," he said, "is obviously not the extra 65 cents, but the recognition that after the fee has not been changed for four or five years the time has come for an upward adjustment.

Meanwhile the details of the concluded, but unsigned, AFTRA, SAG commercial contracts were disclosed last week.

In the critical television commercial area, covering performers belonging to SAG (film) and AFTRA (live and tape), SAG announced that rates were "substantially increased" for spot usage of commercials, for the per-play formula and for session fees. Other improvements cited by the union were: double time for Saturday work; coverage of testimonial and hidden camera commercials; a clause against discrimination in the hiring of performers because of race, creed, color, or religion; the tightening of restrictions governing an advertiser's right to acquire and maintain exclusive rights to a commercial performer's services.

A management official said the gains made by the union represented "an improvement" over the 1960 code, but claimed the improvement was "not as substantial" as that made in 1960 over 1957. In the TV commercial area, the

Watch the Ladybird!

TV filming procedures make the same demands on all, whether an obscure bit actor or the First Lady of the Land. So Mrs. Lyndon B. Johnson was caught in this unusual photo at the White House getting the clapboard treatment. It was prior to a film interview for the Jan. 12 Sunday show on NBC-TV.

Film was shot Jan. 9 by Brad Kress, assisted by Chuck Fetke of NBC News.
SAY A LOT, LEARN LITTLE

Program plans of STV are lost in rambling discussion of pay television's pros and cons

An assortment of opinions about pay TV and its possible effects on the American system of commercial television and the actors, writers, directors and other creative people it employs, as well as the motion picture production and exhibition industries and their employees, were discussed vehemently and at length Tuesday evening (Jan. 14) at a meeting of the Hollywood chapter of the National Academy of Television Arts & Sciences.

The six-man panel expressed many views as to what may happen, good and bad, when pay TV is added to the sources of entertainment, education and information available to the public. But if any member of the audience of some 300 ATAS members and guests attended the three-hour meeting in search of specific information about the program service to be offered by Subscription Television Inc. in the Los Angeles area he went home with his curiosity unsatisfied.

STV's president, Sylvester L. (Pat) Weaver, stated firmly that his company will expand, not contract, the program service now available to the home viewers without charge, by offering them such cultural fare as ballet exhibitions and French lessons in addition to such mass entertainment items as first-run motion pictures and top sports events which are also missing from the current schedules of commercial television.

Mr. Weaver declared that "network television is based on series and there aren't going to be any series in our service." But he left unanswered all questions about STV's specific program plans, responding only that he hopes to be able to discuss them in a month or so. Asked whether STV actually anticipated providing program service by July, he answered "if we don't I'll go to jail," a reference to penalties of $35,000 a month which STV might have to pay to both the San Francisco Giants and the Los Angeles Dodgers if the pay TV service does not have a minimum of 20,000 subscribers in each city by July 1.

Opponents First - The panel discussion, with Gene Barry, star of Burke's Law on ABC-TV, as moderator, got under way with the views of the antipay TV contingent: Fred Stein, president of Amusement Corporation of America, theater chain; Robert W. Selig, vice president and general manager, National General Corp., also operator of a chain of theaters, and William Ross, president of Baus & Ross Co., advertis-

LBJ says he'll allow TV to cover conferences

President Johnson plans to make full use of television in the months ahead, and TV will be permitted to cover some of his news conferences.

This was the President's response to Edward F. Ryan (WTOP-AM-FM-TV Washington), president of the Radio-Television News Directors Association, who had urged that all of the White House news conferences be open for broadcast coverage.

In a Jan. 6 reply, President Johnson said he would be interested in any suggestions for making more effective use of radio and television. Mr. Ryan said he is making the correspondence available to the members of RTNDA and inviting them to send suggestions to the White House.

Meanwhile, the tentatively scheduled meeting last week between the President and network TV news chiefs had to be moved back to this week because of appointment conflicts. The television delegation, representing the three TV networks, will propose a format for news conference coverage, it is understood, as well as a proposal for a second Conversation with the President, similar to the one done by President Kennedy in December 1962 (Broadcasting, Jan. 13). as the source of family entertainment, people won't use their cars and won't need to buy gasoline; they won't patronize restaurants and all in all many other facets of the economy in addition to the theaters will suffer, should pay TV become established.

Mr. Ross said that petitions will be circulated and signatures obtained to put the issue of free TV versus pay TV up to the people of California. Specifically, he said, the goal will be to outlaw the legislation adopted last summer that authorizes closed circuit program service delivered by wire to homes of subscribers within the state, charging that the use of wires instead of the air is designed to permit operation without FCC approval or regulation. Arguing that if only a small percentage of the public is willing to pay for television programs this will give the pay TV operators enough money to enable them to buy the cream of the programs and talent and so gradually take over free TV, he declared, "This is piracy."

Echoing that view, Mr. Selig said that here the interest of the theater owners parallels that of the public and the crusade is being conducted to give the public the chance to examine pay TV and vote on whether it really wants it.

Freberg's Views * Joining Mr. Weaver in support of pay television were Stan Freberg, creator-producer of humorous programs and commercials for television and radio, and Paul McNamara, vice president, American Pay-TV, a new company headed by Richard Moore, former president of KTTV(TV) Los Angeles. Mr. Freberg said that as "a disgruntled viewer, I'd gladly plunk down any amount of money to rid my living room of the white tornado, the woman with the headache that is cured by flat-screen televisions and the little cutters with 20% fewer cavities." Television is no longer a vast wasteland, he said, but "a vast land of advertising trivia—no, not trivia, garbage!"

Mr. McNamara, for many years an executive with International Telemeter, pay TV subsidiary of Paramount Pictures, urged the theater men to stop fighting pay TV and get into it. The drive-ins took the movie audiences out of the theater and into their automobiles, he said, and in just the same way, pay TV will move them from their cars into their living rooms, but still willing and able to pay to see first run motion pictures, which he stated will be the primary program material of pay TV, just as it is of theaters and drive-in's. Whether pay TV will be good or bad for employment of Hollywood people now working in television and motion pictures was debated loudly but inconclusively with Mr. Stein saying it would be bad and Mr. Weaver saying it would
be good for employment.

The audience audibly approved a question asking the theater representatives why they are trying to put pay TV on the ballot now, rather than waiting until the public has had a chance to try it and see for themselves whether they want what it has to offer. Mr. Ross replied that there's a question as to whether pay TV and free TV can co-exist and he cited the statements of the TV network presidents that if pay TV came in they'd be forced to go along with it.

Dramas not under fairness, says NBC

The FCC was cautioned by NBC last week against attempting to extend the commissions fairness doctrine to dramatic programs.

"To do so," the network said, would involve the commission and broadcaster "in a morass of demands from all manner of groups who might interpret a dramatic portrayal of an individual as a reflection on their group."

"Such an extension," the network added, "would tend to inhibit broadcasters in the selection of subjects for dramatic programs and might result in the avoidance of any but the most tepid subjects in dramatic series."

NBC expressed these views in responding to an FCC request for comments on the complaint lodged by the Los Angeles County Funeral Directors Association about a Dr. Kildare episode shown on the network Oct. 31, 1963.

The morticians charged that the program, "The Exploiters," which dealt with an unethical funeral director, damaged their professional reputations. They asked the commission to compel the network to grant equal time so that they could present a "contrasting view"

(BROADCASTING, Jan. 13).

The Los Angeles funeral directors' complaint is believed to be the first one in which a demand for equal time was made in connection with a dramatic program.

Major Argument

The network's major argument in reply was not whether the fairness doctrine applies to dramatic shows. Rather, NBC said that, in showing the program in question, it was presenting a dramatic program—not taking sides in a controversy.

It noted that the Kildare series "frequently portrays characters who are not representative of professions or occupations in which they are engaged.

Thus, the letter added, "a program may include a lawyer engaged in 'ambulance chasing'. . . . Such fictional depictions are not intended to characterize professions or occupations as a whole, nor in our opinion are they so regarded by the audience."

The morticians had cited a list of books, magazine and newspaper articles and broadcasts in support of their contention that the ethical standards of funeral directors and the cost of funerals have developed into issues of national importance.

NBC, however, said such material has nothing to do with the question. The Kildare broadcast, it said, "was clearly not an effort to discuss the pros and cons of, nor was it an attack on, the general business of funeral directing, or the members of the petitioning association. The programing included the unethical conduct of a single fictitious funeral director (Since the petitioner agrees that the conduct was unethical, there would appear to be no contrasting view on that subject.)"

NANA Radio has six series ready for air

The establishment of NANA Radio to produce and distribute recorded radio programs to local stations was announced last Friday (Jan. 17) by Will Eisner, president of the North American Newspaper Alliance (NANA) and the Bell McClure Syndicate (CLOSED CIRCUIT, Jan. 13)

In its first move, NANA Radio is producing and syndicating newly produced versions of four old-time radio favorites—Pepper Young's Family, Big Sister, Arch Oboler's Plays and The Fat Man. It also will introduce three new programs—Dear Dorothy Dix, based on the newspaper feature, and Hollywood Talking, with motion picture columnist Army Archerd interviewing top film stars.

William H. Shrifer Jr., a former Baltimore advertising executive, who has had experience as an on-the-air broadcaster, has been named general manager of NANA Radio. Mr. Shrifer said service to stations will begin Feb. 3.

Full-scale production facilities have been established by the company in New York and Hollywood. In New York executive producer Eugene Burr will be responsible for Pepper Young's Family and Big Sister, both quarter-hour, five-times-a-week serials, and the five-minute five-per-week Dear Dorothy Dix. On the West Coast, executive producer Ray Buf- fum will write and produce 52 25-minute episodes of The Fat Man and produce the five-minute, five-times-a-week Hollywood Talking. Mr. Oboler will produce, direct and write the 52 25-minute episodes of Arch Oboler's Plays.

Mr. Shrifer said that by early

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.

STATISTIC -- The Northern Michigan Grade B Area of WPBN-TV and WTOM-TV lists annual drug sales of $20,825,000.

The PAUL BUNYAN STATIONS

WPBN-TV WTMN-TV WTDM WMBN WATT WATC WATZ
Soren H. Munkhof, Gen. Mgr. Paul Bunyan Bldg. Traverse City
Nat. Rep., -Venard, Torbet and McConnell -- Network Rep., -Elizabeth Beckjorden

BROADCASTING, January 20, 1964
Choose From 4 Transistorized Consoles

Gates Ambassador single channel transistor console. The 24-position touch-control nerve center handles many combinations of turntables, tape machines and projectors. Mixing is provided by five step-type faders.

Gates President dual channel transistor console, featuring a 24-position pre-set master control for medium level inputs. Program selection is by individual illuminated touch-control keys for precise fingertip command. Eight ladder-type controls accommodate 28 inputs for exceptional versatility in AM, FM, TV or recording.

Gates Diplomat 10-position dual channel transistor console. Designed for the most demanding monaural broadcast operations.

Gates Executive stereo transistor console, for either full 10-channel stereo operation or monaural AM, FM and TV dual-channel broadcasting with stereo inbuilt for your future needs.

Summit Meeting

President . . . Ambassador . . . Executive . . . Diplomat . . . the "Solid Statesmen" of broadcasting. All from Gates. As transistor audio control consoles of a new era, they stand out in the crowd . . . combining the space age quality and reliability of solid-state devices with versatile control facilities for future expansion.

Naming all of the special features of these "Statesmen" takes thirteen pages in your new Gates catalog. If you need a copy, write for Catalog No. 95.

GATES RADIO COMPANY
A Subsidiary of Harris-Intertype Corporation
QUINCY, ILLINOIS

Offices in: Houston, New York, Los Angeles, Washington, D.C.
In Canada: Canadian Marconi Company, Montreal
Export Sales: Rocke International Corporation, New York City
March, NANA Radio hopes to have other programs in production and distribution. The company also has plans to move into television, he added, with TV versions of properties already on radio.

Mr. Shriver, who has been engaged over the past year in acquiring rights to the various radio properties, said that the various unions in the broadcasting field, including the American Federation of Television & Radio Artists, the American Federation of Musicians, the Writers Guild of America and the Directors Guild of America, have "cooperated wholeheartedly with us" in the radio project.

He said prices of the shows have been set with the size of the market as the significant yardstick. He added that a discount formula has been evolved for stations buying several or all the programs offered by NANA Radio.

David Levy, formerly vice president in charge of programs for NBC-TV, is serving as a special consultant to NANA Radio.

NANA Radio headquarters have been established at 76 Ninth Avenue, New York 11. The parent company of NANA Radio and the North American Newspaper Alliance is the Koster-Dana Corp., New York. Its other holdings include the Bell-McClure Syndicate, Koster-Dana Publishing Co., Good Reading Rack Service, Will Eisner Productions, Financial Publishing Division and the American Visuals Division.

NFL to make its
big TV decision

The National Football League is expected to make a $14 million decision this week when it announces its TV network for the next two seasons. NFL Commissioner Pete Rozelle is due to make the announcement in New York prior to the league meeting in Miami Jan. 26.

The networks have received terms of the contract desired by the league—terms which reportedly include a proviso that would give NFL teams with sold-out games the right to put the game on theater TV in the blackout area.

CBS-TV held the $9.3 million, two-year contract that expired with the NFL Playoff Bowl Jan. 5. Under a separate contract, NBC-TV has carried the league's championship game since 1956.

NBC-TV last month was high bidder for the National Collegiate Athletic Association games, paying a record $13 million. This had been a $10.2 million CBS-TV property in 1962-63.

ABC-TV has a year remaining in its $10 million, five-year contract with the American Football League.
“Perspective ’64”

BROADCASTING's seventh annual survey of the business outlook for 1964... will be published Feb. 17. Virtually, every economic angle that affects the welfare of the broadcasting business will be analyzed and interpreted. In addition to our regular spot news the following in depth articles will include:

- A concise article on the national economy with particular emphasis on the general outlook for radio and television.
- BROADCASTING's annual Time Sales survey with 1963 figures and explanations on radio and television.
- Television, 1964. Its sales problems and prospects. Based on interviews with knowledgeable agencies, stations, networks, station reps, TVB.
- Radio, 1964. The older medium last year hit new highs on the comeback trail. The coming year promises an even brighter outlook.
- Radio & Television sales successes for 1963.
- Broadcast regulation in prospect for 1964. Detailed analysis of possible trends at the FCC, NAB, FTC and Congress.
- Status of 1963 station sales.

Broadcast buyers will find this single editorial effort takes 1963's countless broadcast experiences and permanently binds them into one clear perspective. Its charts, tables and billing figures have genuine reference value for repeated use during 1964. You get the year's biggest bonus of attention from TV & radio's busiest decision-makers.

Deadline for advertising is Feb. 8. Regular sizes and rates prevail. Wire or phone your nearest Broadcasting office today.
EXPERIENCE
AT YOUR
COMMAND!
RCA SERVICE...

FROM REPAIRS TO
COMPLETE OVERHAUL

- Video tape recorder service
- TV camera overhaul
- Antenna inspection measurements
- Microphone & pick-up repairs
- Transmitter performance measurements
- Custom fabrication
- Installation supervision
- Console repairs
- TV projector service
- Microwave service

Broadcasters have selected RCA for dependable service over the past 30 years.

To guard performance of all your equipment...simply telephone one of the following field offices: Atlanta (phone 355-6110), Chicago (WE 6-6117), Camden (GL 6-7984), Hollywood (OL 4-0880). Or contact Technical Products Service, RCA Service Company, A Division of Radio Corporation of America, Bldg. 203-1, Camden 8, N. J.

The Most Trusted Name in Electronics

GOLDENSON ON ACCESS
To play its part, he says, radio-TV must get into court

The persistent question of broadcasting's rights of access to courthouses and other official areas was brought to the fore again last week, this time by Leonard H. Goldenson, president of American Broadcasting-Paramount Theaters Inc.

In a speech prepared for delivery Jan. 17 before the Poor Richard Club in Philadelphia, Mr. Goldenson said radio and television newsman are too often denied access to places where reporters from other media are welcome. He said it is the duty of broadcasting to provide up-to-date information, and he declared that the broadcasting industry wants an examination of the possible methods for revising laws and public attitudes "to take into account the existence of the most far-reaching communications force in history."

Mr. Goldenson said the development of radio and television "has been handicapped to a great extent by outmoded prejudices and fears." He noted that some critics of radio-TV newsgathering say that cumbersome equipment can disrupt a trial or hearing. Such problems, he added, are being solved by the development of smaller and more unobtrusive broadcasting gear. He also said disturbances caused by the placement of cameras, lights, and the like can be greatly eased by design changes in certain public facilities—such as courthouses.

Mr. Goldenson said electronic journalism can give deeper meaning to news stories, and he said he was convinced that the American public wants to be informed by all media. He expressed a desire that all newsman have equal rights of access "whether it is the freedom to report a President's news conference, a congressional hearing or an important trial."

Turning to another aspect of the news issue, Mr. Goldenson urged reporters from all media not to "unwittingly threaten individual rights" in the effort to inform the public. He called for a balance between reporting and privacy and said: "We must consider whether innocence or guilt recede in the minds of millions who see or read the story of an accused or a witness, and remember only his name and the crime with which he is connected."

Mr. Goldenson was scheduled to be in Philadelphia to receive the club's annual Gold Medal award for the "outstanding citizen who has made the greatest contribution to the development of communications."

ABC-TV changes set for spring

ABC-TV last week said it will place reruns of Empire (on NBC-TV a season ago) in the Sunday, 7:30-8:30 p.m. period, starting March 22. The series will replace The Travels of Jaimie McPheeters, an MGM-TV series produced for ABC that started this season. Selected programs of Empire will be telecast in color by the five ABC-owned TV stations.

A similar pattern of selected 77 Sunset Strip repeat programs will begin April 15 in the Wednesday, 10-11 p.m., period replacing Channing, a Revue Productions series that also premiered this season. A new series, Destry, will take 77's current spot on Friday at 7:30. Ensign O'Toole, another series formerly on NBC-TV, is a third repeat series that's being scheduled. O'Toole will be in the Thursday, 9-9:30 p.m. period, starting March 26, and The Jimmy Dean Show shifted to 9:30-10:30 p.m. Dropped will be Sid Caesar and Edie Adams who now alternate in the 10-10:30 period.

KABC-TV's $6-million buy

KABC-TV Los Angeles has bought 321 feature films, including the entire post-1948 library of Universal Pictures, from Seven Arts Associated Corp. for $6 million.

KABC-TV plans to show the movies on Saturday Night Movie (10:30 p.m.) and Sunday's Theater 7 Premiere (10 p.m.). The channel 7 ABC-owned station will show the first of the films Jan. 25 following an extensive multimedia promotion campaign.

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"I've got a $250,000 New Year Hangover

...and I'm glad!"

"WROC-TV spent a quarter of a million dollars during 1963 to write, edit, film, produce, process and present the NEWS on Channel 8.

"It was worth it, because viewers obviously valued it. More people watched WROC-TV LOCAL NEWS than watched any television news program on any other Rochester channel, LOCAL or NETWORK!

"Petry has all the details.

"Happy 1964!"

Erwin F. Petry
President and General Manager

WROC TV CHANNEL 8
ROCHESTER, N.Y.
BASIC NBC

[Image of a man holding a microphone]
Godfrey's 30th year

Arthur Godfrey marked the 30th year of his affiliation with CBS Radio Jan. 15 and the network plans to pay tribute to the veteran radio personality with a special all-night broadcast Saturday evening.

On Jan. 26, 1934, Mr. Godfrey is believed to have presented the first all-night disk-jockey show over WTOP Washington, then WJZV.

Film sales . . .

Father of the Bride (MGM-TV): Sold to Rediffusion-Television Francaise and New Zealand Broadcasting Corp.

25 French-dubbed features (MGM-TV): Sold to CFCH-TV Quebec City and CKRS-TV Jonquiere, both Quebec.

Jungle Girl (Banner Films): Sold to KTTV(TV) Los Angeles.

'Trailmaster' gets backers

Six sponsors have signed to carry Trailmaster Sunday evenings on ABC-TV. The program, reruns of the Wagon Train series starring John McIntire, will be moved into the 5-6 p.m. period starting Jan. 26 replacing the network's telecasts of the American Football League games.

Sponsoring the program will be Lehn & Fink through Geyer, Morey, Ballard; The Mentholatum Co. through J. Walter Thompson; Norwich Pharmacal and E. R. Squibb & Sons, both through Benton & Bowles; Sterling Drug through Cunningham & Walsh and Waterman-Bic Pen Corp. through Ted Bates.

Murrow's status, health uncertain

Edward R. Murrow has given President Johnson his resignation as director of the U.S. Information Agency, it was reported last week. Official confirmation that Mr. Murrow is quitting for health reasons is expected soon, though perhaps not until a successor to his post has been chosen, as but as of Friday (Jan. 17) the White House refused to comment.

Mr. Murrow's left lung, found to be cancerous, was removed last fall (Broadcasting, Oct. 7, 1963). The recovery of the former CBS commentator and vice president had been considered excellent and in recent weeks he has worked as much as four to five hours a day. Donald M. Wilson, deputy director of the agency, has been acting director of USIA pending the resumption by Murrow of a full workload.

USIA officials last week refused to comment on the reports, directing inquiries to the White House. A spokesman there would say only "we have been hopeful that he will be able to resume his duties. We continue to be hopeful."

Mr. Murrow reportedly has been advised by his doctor to retire for complete rest. He was unavailable for comment last week.

NBC gets theater rights

NBC has acquired television rights to productions planned by the recently formed Music Theater of the Lincoln Center in New York. The Music Theater, which has entered into a long-term agreement with NBC, will start this summer producing operettas and musical plays.

The theater's first two productions are scheduled to run about five weeks each. The opening of the theater will parallel the first summer season of the 1964-65 New York World's Fair. The Music Theater, a nonprofit organization, will be a principal tenant of the New York State Theater—one of the buildings being constructed in the Lincoln Center complex.

Michelson sells five

Interest in radio drama continues to expand. Charles Michelson Inc., New York, has reported three additional stations have bought old-time radio serials: WSMB New Orleans—The Shadow, Sherlock Holmes and Famous Jury Trials; KHJ Los Angeles—Sherlock Holmes, and KMOX St. Louis—The Green Hornet.

EQUIPMENT & ENGINEERING

IS AIRBORNE TV BEST?

National Bureau of Standards study shows possibility of more efficiency at lower cost

The growing image of airborne television was more sharply defined last week as the Central Radio Propagation Laboratory of National Bureau of Standards told the FCC that airborne TV stations can, when used in carefully designed systems be superior to their ground-based counterparts.

NBS said the potential advantages of the "airborne television system in spectrum efficiency and economic savings indicate that it should be exploited wherever possible." The bureau went on to suggest that consideration be given to replacing ground-based allocations with airborne channels—as well as considering them supplemental.

The NBS study was performed as a comparison between an airborne system of stations and a ground-based system—in particular as antenna heights govern the quality and degree of coverage. Antenna heights that were experimented with varied from 300 meters (984 feet) to 10,000 m (32,810 feet). The test comparisons showed that an airborne system is at least as efficient as a ground-based system utilizing antennas 300 m or higher. But the comparison also revealed that ground stations had to have at least a 300 m antenna to compete with an airborne station's coverage.

The most significant fact about an airborne system is that it could drastically cut the number of stations necessary to cover the whole of the continental U.S. This reduction of the number of stations would have tremendous economic advantages—"particularly since the antennas of at least 300 m in height would be required for equivalent efficiency of spectrum use."

The Web • NBS determined its spacing by weaving a "triangular lattice-work" across the U.S., which was found to be the most efficient. Keeping this spacing pattern in mind the bureau calculated the number of UHF channels necessary according to co-channel separation distances. The number of necessary channels decreased according to the increase of the co-channel separation mileage as follows:

<table>
<thead>
<tr>
<th>Co-channel separation in kilometers</th>
<th>Number of channels</th>
</tr>
</thead>
<tbody>
<tr>
<td>600 (372 miles approx.)</td>
<td>75</td>
</tr>
<tr>
<td>700 (434 miles approx.)</td>
<td>55</td>
</tr>
<tr>
<td>800 (496 miles approx.)</td>
<td>42</td>
</tr>
<tr>
<td>900 (558 miles approx.)</td>
<td>33</td>
</tr>
<tr>
<td>1000 (620 miles approx.)</td>
<td>27</td>
</tr>
</tbody>
</table>

The study also shows that airborne coverage would reduce the need for translators to "fill in" weak signal areas in ground-based systems. The overlap of channel coverage in an airborne network would replace most of the need for translators, the NBS report said.

Although the research showed that an airborne television system would be
FEDERICO, PRINCE OF URBINO
by Federico Barocci was painted in 1605, when the young Prince was 18 months old. Noted for its beautiful, colored, unaffected charm, "Federico" represents a reaction against the stylized and rigid designs of the Renaissance, and influenced such later masters as Rubens and van Dyck.

in a class by itself

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

WWJ and WWJ-TV
THE NEWS STATIONS
Ampex's Editec allows tape color animation

Full color animation via television tape is now possible through the Ampex Editec-Editor system, which allows a program to be assembled scene-by-scene, frame-by-frame, in a manner heretofore possible only with motion picture film. Figure pop-ins, word formations, frame-by-frame animations of cartoon characters and other effects were achieved in a demonstration, where the highlight was a 10-second color commercial, produced on the spot in 20 minutes in full view of the audience. With a white sheet as a background, red pills magically appeared and a vitamin bottle materialized in the background and wiggled its way through the pills to the foreground for a label closeup.

"This test completes the development of the Editec-Editor system as all of the effects common to film production, together with the speed, picture quality and economy inherent in television tape."

Editec (trademarked by Ampex) permits putting a program or a commercial together scene by scene into a first generation, master edited tape, with scenes recorded in the order most convenient to scheduling talent or equipment. With the beginning and end of each scene precisely located, they may be lengthened or shortened by the turn of a dial or they may be inserted into other tapes with assurance that the "splice" will start exactly at the right frame, Mr. Bounsall explained. This is accomplished through marker tone bursts placed on the cue track by the Editec system. The markers gate the recording and monitoring circuits electrically, so that splice time base errors are reduced to less than one microsecond.

The Editec system is priced at $9,500. The Ampex electronic editor with which the Editec system is used, is $3,850.

Space agency revises spending

The National Aeronautics & Space Administration is cutting back work on communications satellites for the fiscal year that begins July 1, but spokesman say the agency hopes to get more channels for its cash.

NASA announced last week that it was going to ask for $5.3 billion for fiscal 1965, of which $12.6 million is for communications satellites. In fiscal 1964, the period in which NASA is now operating, the total appropriation by Congress was $5.1 billion, of which $13.5 million was for communication satellites.

Among other reasons for reduction in communications work, the agency said, was its decision to drop plans for an "advanced Syncom." In its place, it was said, is a plan to use an omnibus synchronous satellite capable of relaying 600 voice circuits or one TV channel and including scientific instruments for testing radiation, meteorological information, cosmic dust and other data.

NASA said it will continue with Relay as its prime communications satel-
Who said it couldn’t be done?

ECONOMICAL TEEN-AGER BUILDS TV CAMERA FOR $40

Norman Ahlquist, a bespectaled, stocky, 17-year-old Seattle high school senior, has a future in electronics manufacturing and RCA, GE and others ought to look him up. He’s the boy who built an image orthicon camera from spare parts, donations and scavenging (including tube-snatching from his family’s three radio sets) at a total outlay of $40. Commercially, an image orthicon camera new costs $15,000.

Norman, who holds a first class FCC ticket, won first place in the King county (Wash.) science fair with his project. On Jan. 12 he was one of the young scientists honored on Science All Stars, sponsored by Minneapolis-Honeywell, on ABC-TV (Sunday, 4:30-5 p.m., EST). His homemade camera made TV image orthicon camera which he built for only $40.

“I think it would be less than believable,” James H. Binger, president of Honeywell said, “if I didn’t say that the primary reason for our buying this program is a commercial one.” But, he said, the company also wanted ‘to introduce into network television another program that can have beneficial effect in the technical education and encouragement of youth.”

Continental gets contract

The U. S. Information Agency last week awarded a $1,412,791 contract to Continental Electronics Corp., Dallas, for antenna switching equipment. Con-
Tax cut will boost color sales—Saxon

Color television will benefit greatly from the added consumer spending from the expected tax cut this year. And next year color TV will catch up with and exceed the dollar volume of black-and-white.

Raymond W. Saxon, president of the RCA Sales Corp., predicted this in a talk last week before the Sales Executive Club of Chicago. He said the tax cut will generate an extra $5 billion in consumer durable goods spending and contribute to an increase of $11 billion in total retail trade. He said the home entertainment industry, paced by color TV, will be a major beneficiary.

Mr. Saxon said color TV helped push the TV industry to a new record in both unit and dollar sales in 1963. RCA’s own distributor-to-dealer color dollar volume jumped 55.4% last year.

The RCA official estimated that industry color sales at retail will grow to more than $750 million this year, up from $450 million in 1963. Early in 1965 color TV’s retail volume will reach black-and-white’s $1 billion sales rate “and surpass it,” he said.

FINANCIAL REPORTS

WDEF wins amortization case by default

IRS DOESN'T APPEAL JUDGE’S TAX VERDICT

Broadcasters who have spent money fighting for a broadcast frequency—and who have found the Internal Revenue Service unsympathetic to proposals that these costs be amortized—can take heart. IRS has decided not to fight a federal judge who ruled that the costs of obtaining a TV license may be charged off.

In permitting the deadline to pass for an appeal from a Chattanooga district court judge’s ruling, IRS is in a sense accepting the decision. It is not changing its regulations on this matter, however, so each broadcaster who wants to benefit will have to fight his own case. The IRS action (or inaction) became known last week.

Beneficiary of the first case is WDEF Broadcasting Co., licensee of WDEF-TV Chattanooga, which spent $21,787.17 in prosecuting its claim for TV channel 12 in that city. It stands to recover more than $15,000 it paid under protest when IRTS disallowed amortization of the funds. The revenue service said licenses for TV were not determinable as to length.

U. S. District Judge Frank W. Wilson ruled that construction permits and licenses do have measurable limits. He ruled that the money spent by WDEF in securing the TV grant could be depreciated over a 44-month period—20 months for the CP and 24 months for the first license (BROADCASTING, April 29, 1963).

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

Merged Applicants — In the Chattanooga case, there were three applicants for the VHF facility, including WDEF. Before the comparative hearing was begun, the three applicants reached an agreement whereby the other two dropped out leaving WDEF to receive the grant in 1954. Principals of the withdrawn applications received stock interest in WDEF-TV.

The WDEF case is the first in which the principle of amortizing costs of securing a broadcast license has been upheld. In two prior cases, both heard be-
Watch out! We shatter old TV ideas!

That's what video tape (Scotch® Brand, of course) is doing. There are more production improvements than you can shake a storyboard at. With this result: Today, there are very few TV commercials that can't be produced better on tape than on film or live! Surprised? Then at least have your next TV commercials costed out for tape, whether for local or national use.


"Scotch" and the plaid design are registered trademarks of 3M Company.

Magnetic Products Division 3M Company
before the U. S. tax court in 1959, the IRS position was sustained. The stations were WBBM Chicago, WCCO Minneapolis, WOR New York, and WFTX Waco, Tex. The Texas station carried its appeal to the U. S. court of appeals, but lost.

Pending in the U. S. tax court is the appeal of Corinthian Broadcasting Co. against an IRS contention that an allocation of part of the cost of acquiring a station against network affiliation contracts cannot be amortized because affiliation contract periods cannot be determined. In its $10 million purchase of WPBM-AM-FM-TV Indianapolis and WANE-AM-FM-TV Fort Wayne, both Indiana, in 1956, Corinthian charged $4.65 million to the CBS affiliation of both stations. IRS denied this charge, and Corinthian has argued its position before the tax court, with about $2 million riding on the verdict (BROADCASTING, Jan. 13; Oct. 28, June 24, 1963).

Westinghouse Broadcasting Co. in an earlier similar battle went all the way up to the U. S. Supreme Court but failed to persuade the tribunal to review its case.

Westinghouse bought the then WPTZ (TV) Philadelphia from Philco in 1953, paying $8.5 million for the channel 3 facility. It allocated $5 million of the purchase price to the NBC affiliation and attempted to amortize it. IRS disallowed the charge; a U. S. tax court judge upheld the revenue service, and a U. S. court of appeals panel upheld the tax court.

Kahn Co. charged with fraud, deceit

A registered broker-dealer has been cited by the Securities & Exchange Commission for "fraud and deceit" in connection with his handling of a stock offering by a subscription TV company.

The SEC ordered proceedings, based on allegations by its staff, against Bernard M. Kahn Co., New York, in connection with its handling of the stock of Home Entertainment Co. of America. The Kahn Co. was the principal underwriter in the issuance of 300,000 shares of common stock of Home Entertainment (50 cents par) at $10 a share. The proceeds, expected to net $2.7 million, were to be used to build a wired pay TV system in Santa Monica, Calif. (BROADCASTING, April 8, 1963).

Last July, the Home Entertainment company announced it had severed all contractual relations with the Kahn firm (BROADCASTING, July 22, 1963). Mr. Kahn at that time also resigned as a director of HECA.

In its order, the SEC charged that the Kahn firm on two occasions accepted payments of the sales price for HECA stock and did not promptly transmit the money loan escrow account; it failed to account for the "misappropriated" funds at the time it was obliged to return them; induced the purchase or sale of nonexempt securities at times when its aggregate indebtedness to all other persons exceeded 2,000% of its net capital, and failed to keep books and records for HECA which it was required to do.

Hearing To Be Held * A hearing on the charges will be held at a time and place to be announced. The hearing will also determine whether the Kahn company should be suspended or expelled from membership in the National Association of Securities Dealers.

On Sept. 18, 1963, Subscription TV Inc. took over assets of HECA in exchange for 37,040 shares of stock to be given to HECA "following receipt by the company of an appropriate issuer's permit from the California commission of corporations, or assurances that such a permit is not necessary." If the permit or assurance has not been received by Aug. 10, 1964, STV in lieu of stock will pay HECA $444,480 cash. STV assumed liabilities of HECA, not to exceed $360,000, and contingent liabilities of HECA to two equipment companies not to exceed $100,000.

Among the assets acquired from HECA were equipment development and supply contracts with General Electric Co. and American Electronic Laboratories and a lease, which expires Sept. 14, 1965, covering office space located in Santa Monica, at a rental of $1,500 a month.

The GE contract covers meter and control units for the HECA system, under which GE has developed prototypes of such units. If at least 20,000 units are not ordered from GE, then STV will have to pay GE an additional $40,000 over payments already made for the developmental work. STV has agreed to pay AEL $43,800 for its work in designing and developing command control equipment and other apparatus for the HECA system.

Financial notes . . .

* Audio Devices has declared a 2% common stock dividend, payable Jan. 17 to stockholders of record Jan. 7, repeating a 2% stock dividend paid Jan. 17, 1963. For the nine-month period ending Sept. 30, Audio Devices' sales totaled $6,373,945, up approximately 6% from the same period of 1962, with earnings of 39 cents a share.
* Board of Paramount Pictures Corp. last week declared a quarterly dividend of 50 cents per share on common stock. The dividend is payable March 9 to stockholders of record Feb. 24.
* Directors of Republic Corp., Hollywood, have declared a regular quarterly dividend of 25 cents a share on the company's preferred stock. The dividend is payable April 1 to shareholders of record March 13.

MGM changes color from red to black

Metro-Goldwyn-Mayer last week reported a return to profit in the company's first fiscal quarter which showed revenues from TV distribution at $8.9 million, up approximately $3.5 million from the previous first quarter. Net income from TV reached $2,170,000, up $700,000 from the same period in 1962.

An MGM statement for the last fiscal year had shown a loss of nearly $17.5 million (BROADCASTING, Dec. 9, 1963). Robert H. O'Brien, MGM president, in a letter to stockholders said earnings for the quarter "reflect a highly favorable turnaround in our operations. All divisions of the company operated at a profit and ran well ahead of last year in revenues and earnings." He reported a strengthened financial condition for the company due, in a large part, he said, to a reduction in short term loans from $30,904,000 to $15,841,000 resulting from refund of prior year's income taxes.

Three months ended Nov. 21, 1963:

<table>
<thead>
<tr>
<th>Item</th>
<th>1963</th>
<th>1962</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share*</td>
<td>$ .28</td>
<td>$ .92</td>
</tr>
<tr>
<td>Gross revenues</td>
<td>37,063,000</td>
<td>27,310,000</td>
</tr>
<tr>
<td>Net income (loss)</td>
<td>before taxes and interest</td>
<td>7,001,000</td>
</tr>
<tr>
<td>Net income (loss)</td>
<td>2,701,000</td>
<td>(3,941,000)</td>
</tr>
<tr>
<td>Shares</td>
<td>2,997,029</td>
<td>2,996,239</td>
</tr>
</tbody>
</table>

Based on 2,997,029 shares in period compared to 2,996,239 shares as of Nov. 22, 1962.

Wometco votes dividend

Wometco Enterprises board has voted regular quarterly dividend of 14 cents a share on Class A common stock and 5 cents a share on Class B stock, payable March 16 to stockholders of record March 4. Shares now outstanding total 1,751,910. Wometco, a group broadcast owner as well as operator of vending and theater activities, recently acquired the Seven-Up bottling works in Pittsburgh, N.Y., which gives the company both the Seven-Up and the Coca-Cola franchises there. Price for the acquisition was not disclosed.

ROEBLING GUYS KEEP IT HIGHEST IN THE SKY

This is the tallest man-made structure the world over. 2,063 feet from base to the sky end. It is almost one and a half times the height of the Empire State Building. It will transmit for KTHI, Channel 11, Fargo, North Dakota. (Significant, don’t you think, that the location is Far-go.) Roebling, as usual, supplied the guys that keep this soaring signaler straight up. 40,125 feet (7.6 miles) of Roebling galvanized bridge strand were used. Roebling has been doing this for years and we’re pleased that in some measure we’ve helped make Jackie Gleason, Perry Como, Donna Reed, Ben Casey (you name it) clear to lots of people.

If you want KIMCO to build a taller Tower than this, you have our enthusiastic approval. For aid in going higher, or for any difficult guying problem, write Colorado Fuel and Iron Corporation, Roebling Bridge Division, Trenton 2, N. J.
BROADCAST ADVERTISING

William H. Bambrick, VP in New York office of Foote Cone & Belding, promoted to management supervisor on Menley & James Laboratories account, replacing Paul J. Caravatt Jr., who has resigned to join C. J. LaRoche & Co. (see item this page). Mr. Bambrick, who joined FC&B in 1951 as assistant account research supervisor, has since held account executive and account supervisor positions on General Foods and Lever Brothers. He was elected VP in 1959 and has served as supervisor on Menley & James account since 1962.

Joseph Marshall, formerly San Francisco manager of CBS Radio Spot Sales, appointed manager of new office of ABC Radio West, located at 1600 San Francisco, an ABC-owned station.

George S. Pillsbury, VP of bakery products division of The Pillsbury Co., Minneapolis, and grandson of Charles Alfred Pillsbury, founder of company, elected executive VP of Pillsbury's industrial area, succeeding Ben J. Greer, who has resigned for health reasons. Mr. Greer continues, however, on executive committees of Pillsbury Canada Ltd. and of Pillsbury Holdings, which owns interests in Venezuela and elsewhere in Caribbean and in Philippines.

Len A. Levy, commercial productions supervisor on Zenith, Armour, Dial, Chiffon and Ovaltine accounts at Foote, Cone & Belding, Chicago, joins MacFarland, Aveyard & Co., that city, as vice president in charge of agency's broadcast production.

Alfred F. Bowden, VP and director of The American Tobacco Co., New York, and also president of American Cigar Corp. and its predecessor, Cuban Tobacco Co., since January 1961, elected president of American Tobacco's newly constituted Cigar Division, which manufactures Roi-Tan, Antonio y Cleopatra, La Corona, Bock y Ca and Cabanas brands. New division consolidates all of American Tobacco's cigar activities into one operating unit. Mr. Bowden joined American Tobacco in 1938.

Theodore D. O'Hearne, account director on GMC truck and coach division of General Motors at McCann-Erickson, Detroit, elected VP and supervisor for that account.

Robert R. Etienne, Albert W. Spence Jr. and Clifford H. Wolfe, all VP-account supervisors in New York office of Dancer-Fitzgerald-Sample, elected senior VP's. Mr. Etienne was elected VP in 1950, has been with DFS for 25 years. Mr. Spence was elected VP in 1948, has been with agency 21 years. Mr. Wolfe has been with DFS for 15 years and was elected VP in 1958.

Ralph Froelich, VP and business manager of creative department of Grey Adv., New York, joins Ted Bates & Co., that city, as VP and coordinator of creative services. In newly created post, Mr. Froelich will supervise creative work flow, scheduling of assignments, budgets, personnel and general organizational-procedural matters pertaining to creative operation.

Philip C. Weinsheimer, VP in charge of marketing at North American Philips Co., New York, responsible for Norelco electric shavers, radios, tape recorders and hearing aids, elected senior VP. Assisting Mr. Weinsheimer, who maintains overall responsibility for company's consumer products division, will be Chester Paulsen, vice president in charge of marketing, who joined Philips in July 1963.

Richard A. Leader, manager of Hollywood office of H-R Representatives and H-R Television, joins Hollywood office of Robert E. Eastman & Co. as VP and manager. Both companies are national radio-TV sales representative organizations. Mr. Leader succeeds John Thackaberry, who has resigned to join sales staff of KFWB Los Angeles. No replacement for Mr. Leader at H-R organization has been announced to date.

Donian V. Aberg Jr. and Hunter W. Finch elected VP-group directors of Vick Chemical Co., division of Richard-son-Merrell Inc., New York. Mr. Aberg joined Vick in 1953 and served most recently as manager of company's Canadian operations. Mr. Finch, whose assignment was in forward planning area, joined Vick in 1950.

The Fourth Dimension of WBRZ Channel 2

WBRZ-TV is a tower of trust... has built trust through the years by emphasizing truth in every phase of operation... has gained the confidence of viewers beyond sight, sound and action.
George Zimbelman, TV creative director in Chicago office of Campbell-Mithun Inc., and G. Scott Park, TV creative producer in agency's Minneapolis headquarters, elected VPs.

Joseph Harris, media director of S. E. Zubrow Co., Philadelphia-based advertising agency, elected VP-media.

Emil Reisman, formerly advertising manager of Gallenkamp Stores, West Coast shoe store chain, becomes principal in Ross & Seidman, Encino, Calif., which has been appointed as agency for Gallenkamp retail chain.

Louis A. Collier, VP-marketing of H. J. Heinz Co. ("57 Varieties" food products), Pittsburgh, elected to newly created post of senior VP in charge of marketing and sales. Mr. Collier will also serve on management board, which is responsible for Heinz U. S. operations. He is succeeded by Paul D. Townsend, since January 1963 advertising manager of Procter & Gamble's French operations, with Paris headquarters. Mr. Townsend will direct Heinz's product management, advertising, sales research and control and sales promotion.

Frank G. Barnum, VP for hotel and restaurant division of Heinz, named VP-institutional food sales.


Robert E. Belk and June K. Sterling join agency as account executive and media coordinator, respectively.

George W. Finnegan, head of his own publishing business, Twin-Bill Enterprises Inc., Amarillo, Tex., joins KPDA-TV Amarillo as local sales manager, replacing William B. Fairley, who has resigned. Mr. Finnegan, former VP and general manager of WTVH-TV Peoria, Ill., joined KPDA-TV sales staff in September 1962 and resigned in January 1963 to form his own company.

D. D. Knowles and H. J. Schmidt have formed Knowles-Schmidt Associates, advertising and marketing agency, with offices at 212 South Sixth St., Minneapolis 2. Mr. Schmidt formerly served as president and general manager of KVDO-TV Corpus Christi, Tex.

Jack Leaman, account executive at Arndt, Preston, Chapin, Lamb & Keen, Philadelphia, joins WCAU-TV, that city.
as national sales representative, succeeding Peter Bonastia, who becomes account executive. Also appointed WCAU-TV account executive is Jack Baker, formerly with sales department of WCAU-AM-FM.

Allen Tolchard elected VP and senior creative group head on Gillette account at Maxon Inc., New York. Mr. Tolchard joined Maxon in 1960.

William M. Belan, automotive products manager for S. C. Johnson Co., Racine, Wis., appointed western region sales manager of Johnson’s household products division, succeeding A. C. Greenen, who has retired after 34 years with company. Replacing Mr. Belan as automotive products advertising and merchandising manager is Sam A. Preston, assistant furniture care products manager. Manuel V. del Mercado appointed product manager for Johnson’s Glo-Coat and Kleen Floor brands. Jack C. Moll, formerly market research project manager, named assistant furniture care products manager, succeeding Mr. Mercado.

Martin V. Frank joins WQXR New York as account executive. He will handle sales in New York and Philadelphia areas. Mr. Frank formerly was salesman at Paul H. Raymer Co., station representative firm, covering New York, Baltimore and Philadelphia.

George E. Yonan, formerly with Earle Perrin & Associates and Edward H. Weiss & Co., both Chicago, joins Roche, Rickerd, Henri, Hurst, that city, as account executive.

Barrett Geoghegan, account executive at WABC-TV New York and formerly sales manager of WABC-AM-FM, appointed WABC-TV sales manager. John S. Kirk, formerly assistant sales manager of WABC-TV, named to new post as sales specialist. Mr. Geoghegan joined ABC in 1956 in its executive training program.

Bradley J. Funk, member of advertising staff of Hunt Foods & Industries, appointed advertising manager of Fuller Paint Division, Fullerton, Calif.

William Putnam, formerly with Eastern Air Lines, joins Kenyon & Eckhardt, New York, as account supervisor.

Robert Lobdell joins Chicago office of Blair Radio as account executive. Mr. Lobdell formerly was Midwest sales manager for MBS, that city.

Ronald Whyte and James Reark join Danoff & Sachs, Los Angeles-based advertising agency, as account executive and art director, respectively.

H. D. (Dee) Everett Jr., formerly of marketing research staffs of Life magazine, Time Inc. and Ford Motor Co., joins Campbell-Ewalt Co., Detroit, as director of marketing research. Also joining C-E’s marketing and research department are Robert G. Smith, of Alfred Politz Research and Chrysler, who will work in area of syndicated services and media research, and Charles N. Pult, for past several years director of advertising and public relations for Bankers Investment Co. Daniel Dixon, copy group head on Pacific Telephone & Telegraph Co. account at BBDO, San Francisco, joins C-E’s Los Angeles office as creative director.

George F. Darling, formerly with D. V. Jones Associates, Providence, R. I., advertising agency, joins WLKW, that city, as account executive.

Robert L. Halberstadt, formerly with WFIL Philadelphia, joins WRCV, that city, as account executive.

Jack Duffy, radio salesman at Edward Petry & Co., New York, since 1961, named office manager of new Petry branch to open in Philadelphia Feb. 1 at 3 Penn Center Plaza. His new position will include duties as radio sales manager. Prior to association with Petry, Mr. Duffy was radio salesman for George P. Hollingbery and advertising representative for Philadelphia Inquirer. James H. Carmine Jr., local sales manager at WWCV Philadelphia, joins new Petry office as television sales manager. Mr. Carmine has been with WWCV since 1955 and previously was advertising and sales promotion manager for Philco Distributors, Richmond, Va.

Neil C. Lindeman, sales coordinator at Warner-Chilcott Laboratories, joins Sudler & Hennessey, advertising agency, New York, as account executive.


Douglas L. Yates joins H-R Representatives sales staff, New York. Mr. Yates formerly was account executive with Metro TV Sales, that city.

Tom Killilea, marketing director and account executive at Garfield, Hoffman & Conner, San Francisco, joins

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**Outstanding Young Men**

Among those selected by U. S. Junior Chamber of Commerce as "America's Ten Outstanding Young Men of 1963" were George Stevens Jr., 31; Ted Yates, 33, and A. Leon Higginbotham Jr., 35. Mr. Stevens is director of U. S. Information Agency's International Motion Picture Service; Mr. Yates produces David Brinkley news specials for NBC-TV; Mr. Higginbotham was commissioner of Federal Trade Commission until he was given recess appointment to Federal judgeship (Broadcasting, Jan. 13).

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*SHERLOCK HOLMES* Radio Mystery Series IS BACK ON THE AIR!

CHARLES MICHELSON, INC.
45 West 45th St., New York 36 • Plaza 7-0695
Johnson & Lewis, advertising agency, that city, as executive on agency's newly acquired Vano and Saffola brand products accounts.

Tom Fallon, previously with Colgate-Palmolive Co., joins Kenyon & Eckhardt, New York, as account executive.

Dan Valentine, former program director of WFLA Tampa, Fla., appointed advertising and promotion director of WSUN-AM-TV St. Petersburg, Fla.

Dennis M. Altman, formerly VP and copy director of Post-Keyes-Gardner, Chicago, joins Earle Ludgin & Co., that city, as vice president and creative supervisor.

A. W. Lewin, former owner and president of WTCQ-AM-FM Greenville, N. C., joins Lippincott & Margulies, industrial designers-marketing consultants, New York, to work in client relations.

Richard P. Levy has joined Storer Television Sales, New York, as sales manager, according to announcement by John D. Kelly, eastern sales manager. Broadcasting's earlier report, in Jan. 13 issue, misstated Mr. Levy's position. He was salesman with Edward Petry & Co. before moving to Storer.

Robert T. Bourke, formerly with MacManus, John & Adams, joins Street & Finney, New York, as assistant account executive.

Patricia Singer, accountant at WTTM-AM-FM Trenton, N. J., since 1955, promoted to office manager.

James H. West, for past three years radio-TV production director at Wade Adv., Chicago, joins Griswold-Eshleman Co., Cleveland-based advertising and public relations agency, as director of broadcast services. Before joining Wade, Mr. West was associated with H. W. Kastor & Sons, Chicago, for 14 years as radio-television director.

Garth D. Salisbury, formerly with D'Arcy Adv., St. Louis, joins staff of Stemmler, Bartram, Tsakis & Payne, advertising agency, that city.

Tony Johnson, former merchandising manager of WIBR New York and for past two years in Army, returns to station in same capacity. Mark Neider, account executive with New York Mirror, joins WIBR sales staff.

Albert W. Rothermel, treasurer of Benton & Bowles, New York, elected VP. Mr. Rothermel joined B&B in 1959. Prior to that he was senior analyst at Merck, Sharp & Dohme Research Laboratories, Rahway, N. J.

Arlene Gilbert, formerly with McCann-Marschalk, joins creative department of Street & Finney, New York, to work on Colgate-Palmolive account.

Sheila Dorton, assistant radio-TV director at Wesley Day & Co., Des Moines, Iowa, joins W. B. Doner & Co., Chicago, as copywriter.

Clarence S. Hoyem, copy writer at Nides-Cini Adv., Los Angeles, promoted to copy chief.

Charles DeSimone joins Kenyon & Eckhardt, New York, as art director. He formerly served in art department of Grey Adv., that city.

James P. Lee, formerly with Campbell-Mithun, joins Post-Keyes-Gardner, Chicago, as copywriter. Dick Lemmon, previously with Tatham-Laird, joins PKG as assistant art director.

Don Jackson, news director of KUPP Temple, Ariz., for more than two years, joins KYND, that city, as coordinator of sales and programs.

Kinch S. Haulbrook and Robert Edwards join sales staff of WPBC-TV Greenville, S. C. Mr. Haulbrook was

YOU'RE ONLY HALF-COVERED IN NEBRASKA IF YOU DON'T USE KOLN-TV/KGIN-TV!

Lincoln-Land is now nation's 74th TV market!

Any formula for television coverage of Nebraska must include both major markets—and a station in each. One of the markets is Lincoln-Land.

Lincoln-Land is now the 74th largest market in the U.S., based on the average number of homes per quarter hour prime time delivered by all stations in the market. KOLN-TV/KGIN-TV delivers more than 206,000 homes — homes that are a "must" on any top-market schedule.

Ask Avery-Knodel for complete facts on KOLN-TV/KGIN-TV—the Official Basic CBS Outlet for most of Nebraska and Northern Kansas.

![Map of Nebraska](image)

**AVERAGE HOMES DELIVERED PER QUARTER HOUR**

**(March, 1963 HSI — 6:30 to 10:00 p.m.)**

<table>
<thead>
<tr>
<th>Market</th>
<th>Homes Delivered</th>
</tr>
</thead>
<tbody>
<tr>
<td>KOLN-LAND</td>
<td>59,900</td>
</tr>
<tr>
<td>GMHA &quot;A&quot;</td>
<td>55,400</td>
</tr>
<tr>
<td>GMHA &quot;B&quot;</td>
<td>55,000</td>
</tr>
<tr>
<td>GMHA &quot;C&quot;</td>
<td>54,000</td>
</tr>
<tr>
<td>LINCOLN-LAND &quot;A&quot;</td>
<td>22,300</td>
</tr>
<tr>
<td>LINCOLN-LAND &quot;B&quot;</td>
<td>22,000</td>
</tr>
</tbody>
</table>

*November, 1962 ARB ranking. Ratings projections are estimates only, subject to any defects and limitations of source material and methods, and may or may not be accurate measurements of true audience.

**KOLN-TV|KGIN-TV**

Covering Lincoln-Land—Nebraska's Other Big Market

Avery-Knodel, Inc., Exclusive National Representative

BROADCASTING, January 20, 1964
with Campbell Soup Co. in Charlotte, N.C., Mr. Edwards has been WFBG-TV operations manager since 1957.

THE MEDIA

William J. Lamb, director of business affairs since 1962 for Educational Broadcasting Corp., owner and operator of WNDXTV (educational ch. 13) New-ark-New York, elected VP and treasurer of corporation. Before joining EBC, Mr. Lamb served for six years as business manager of NBC- TV network.

Robert L. Benwitt, business manager of WTVH-Peoria, Ill., joins National Association of Broadcasters in Washington today (Jan. 20) as assistant to Charles M. Stone, NAB radio code manager. He succeeds John Mandelbaum, who has resigned. Before joining Metromedia-owned WTVH, Mr. Benwitt worked for CBS-TV, Capital Cities Broadcasting Corp. and BBDO.

Mr. Benwitt

Lloyd Webb appointed general manager of WJW Chicago.

Richard E. Ryan, general manager of KLOK San Jose, Calif., re-elected chairman of National Spanish Language Network, organization of radio stations broadcasting in Spanish to serve more than five million Latin-Americans in U.S. Howard A. Kalmenson, president of WKKW Pasadena (Los Angeles), re-elected NSLN vice chairman, and E. L. Barker, president of KLOK, was elected network's secretary-treasurer.

Paul Edwards, program director of WIFM-FM Manchester, Conn., promoted to station manager.

John L. Ellinger, formerly general manager of WHC-FM New Haven, Conn., joins WHY New Britain, Conn., as station manager-sales manager.

James Gerity Jr., founder and president of Gerity Broadcasting Co., operator of WABJ Adrian and WNEM-AM-TV Saginaw, Michigan, in ceremony held at WABJ studios, was presented Department of Air Force's Exceptional Service Award by General Harold E. Humfeld, deputy director of operations for Strategic Air Command. Award is given by Secretary of Air Force to U.S. civilians for exceptional service rendered to Department of Air Force.

Mr. Gerity

PROGRAMING

Sheldon Saltman, past three years advertising promotion director for Storer Broadcasting - owned WJW-TV Cleveland, joins MCA TV Ltd., New York, in same capacity, responsible for all national and international advertising, publicity, and research of syndicated properties. He succeeds Ed Aaronoff, who resigned. Before joining WJW-TV, Mr. Saltman was promotion research director of WBB-TV Boston and sales promotion coordinator for Gillette Safety Razor Co.

Mr. Saltman


Kenneth E. Raine, general manager of Columbia Records recording studios as well as director of personnel and industrial relations and general manager of April-Blackwood companies, elected VP-recording operations. Mr. Raine is now responsible for operation of Columbia's domestic recording studios and recording engineering, and will continue to represent Columbia Records in all labor relations activities. John Simon, who joined Columbia's management trainee program in July 1963, appointed associate producer of masterworks, artists and repertoire.

Boris Frank, VP-sales for Overseas Broadcast Service Ltd. and former manager of international broadcast division of Screen Gems, New York, joins Triangle Program Sales, that city, as account executive.

Morris D. Behrend joins sales-client relations department of WCD Inc., film producers, New York. Mr. Behrend resigned from his post of vice president and general manager at Sarra Inc., that city, October 1963. He had been with Sarra 20 years.

William F. Werner, advertising manager of Muzak Corp., division of Wrather Corp., New York, elevated to director of marketing for background music organization. J. R. H. (Hank) Wilson, Muzak national sales manager, appointed to newly created post of director of company's own operations in New York and San Francisco. Replacing Mr. Wilson as national sales manager is William Fox, for past two years field sales manager working out of Muzak's New York headquarters.

T. Doug Youngblood, secretary-treasurer of South Carolina Broadcasters Association since 1951 and general manager of WPTO Sumter, resigns posts to join field staff of SESC Inc., music licensing organization, New York.

Carl J. Koziak, formerly with United Artists-TV and Ziv-TV in Denver and

CARTA elects board

Catholic Apostolate of Radio, Television and Advertising, New York, elected following to board of directors for two-year terms: Clay Buckout, VP of Time Inc.; Arthur Hull Hayes, president of CBS Radio; John McArdle, VP and general manager of WNEW-TV New York, and Raymond Sullivan, chairman of executive committee at Sullivan, Stauffer, Collinwell & Bayles, New York. Elected to one-year terms were: Thomas W. Carr, VP and director of advertising for MediaScope magazine; Michael Donovan, VP of BBDO; Gal McCarthy, president of Wesley Associates, and Donald McGannon, president of Group W (Westinghouse Broadcasting), all of New York.
Alexander Film Co. in Colorado Springs, Colo., named director of industrial programming for Theatre Color-Vision Corp., subsidiary of National General Corp., Beverly Hills, Calif. Mr. Kozlik will headquarter in Denver and report to Allen V. Martini, TCV vice president for sales and operations.

William Thomas, host of his own marketing and business news program, Financial Final, which has been heard over KABC Los Angeles since 1960, re-signs position with Los Angeles firm of Mitchum, Jones & Templeton to join staff of KABC as financial editor.

Irwin M. Moskowitz, documentary TV writer-reporter who has written for number of programs during past nine years including syndicated Paul Coates Show, joins writing staff of The Steve Allen Show, which is produced and syndicated by Westinghouse Broadcasting Co. to 43 U. S. stations.

Ted Toll, producer-director of newscasts and program features for ABC Radio for past seven years, named western division program director for radio network, post vacant for several years.

Robert S. Jones, Los Angeles manager of Metro Radio Sales division of Metromedia Inc., appointed director of advertising and publicity for Ice Capades, also Metromedia division. Joyce Brown, executive in advertising-publicity department of Ice Capades, promoted to assistant director.

Paul Cahill, formerly with public information office of University of Illinois, Urbana, joins WBBM-TV Chicago as director of public affairs. Harold Wallace, writer-producer at WBBM-TV, moved to newly created position of documentary director.

David Sontag, president of his own personal management and production company, DS Inc., New York, has dissolved his firm and joins ABC-TV network programming department today (Jan. 20) in New York as executive producer. He replaces Jack Sameth, who resigned. Mr. Sontag, who represented such personalities as Vernon Duke, Madelyn Rhue, Tony Young and Sandy Dennis, formerly served as program manager for CBS Films in New York.

Joe Keane, stage manager at KHJ-TV Los Angeles, promoted to staff director.

James Perrin, Jack Sameth and Lane Slate join National Educational Television, New York, as executive producers of cultural programing. Mr. Perrin formerly was producer with CBS public affairs department. Mr. Sameth was executive producer for ABC-TV. Mr. Slate was producer-writer for CBS News and Public Affairs, and is also independent producer. Jim Karayn and William Weston join NET as executive producers of public affairs programs. Mr. Karayn has been writer-producer with NBC News in Washington. Mr. Weston wrote, produced and directed for ABC-TV in New York.

Morrie Roizman, veteran film producer and editor formerly with Filmways, Robert Lawrence Productions and Transfilm, joins Time-Life Broadcast, New York. Mr. Roizman will report to Edgar Smith, who heads company's creative programing activities.

Robert Montgomery, for past eight years newscaster-announcer at WCCO-AM-TV Minneapolis-St. Paul, Minn., joins Life Line Foundation Inc., nonprofit, non-denominational religious organization, as commentator for Life Line program, effective Feb. 3. Also known as Bob White, Mr. Montgomery will make his headquarters in Washington and serve as speaker for organization nationally.

Edmund Hartmann will produce 1964-65 season's programs of My Three Sons, his third consecutive year as producer of this Don Fedderson Productions series starring Fred MacMurray on ABC-TV (Thursdays, 8:30-9 p.m.). Filming will start in April for next season, program's fifth on ABC-TV.

Paul Drew, of WAKJ Atlanta, to WXII, that city, as air personality.

Walter Grauman is directing "Angels Travel on Lonely Roads," a two-installment episode of The Fugitive, written by Al C. Ward, with Alan Armer producing. Mr. Grauman earlier directed "Fear in a Desert City" for ABC-TV series produced by QM Productions.

Gordon West, film manager at KMOL-TV St. Louis, joins WCAU-TV Philadelphia in same capacity.

John Houseman, TV and motion picture producer, has been signed by Revue Studios, Universal City, Calif., to produce several segments of Bob Hope-Chrysler Theatre series on NBC-TV (Fridays, 8:30-9:30 EST).

Herbert Schneider, ski instructor and director of Hannes Schneider Ski School at Skimobile, N. H., joins WCOI-AM-FM Boston to produce his own program on skiing tips.

Mike Connors, for past few months program director of KMOB-FM Long Beach, Calif., returns to WACE Springfield, Mass., as air personality.
NEWS

Mark Van Brooks, newsmen at WQXI Atlanta, Ga., promoted to news director. Jay Daniels of Chattanooga has joined WQXI's news department.

Walt Hamilton, who joined WEMP Milwaukee last fall, has been promoted to news director.

Gene Gillette, central division news manager in Chicago for United Press International, appointed manager ofUPI's new Chicago operation where central division news and newspaper activities have been combined. Peter S. Willett, who has been manager of central division newspapers, appointed executive assistant to Dale M. Johns, division manager, replacing Edward L. Brant, who has retired for health reasons. Combined central division operation will continue to be located at new Apollo Bldg., 430 N. Michigan Ave.


Robert Pierpoint, White House correspondent for CBS News for past six years, leaves that post to become more active in coverage of forthcoming political campaigns for network. While new assignment will call initially for him to concentrate on congressional coverage as conventions approach, Mr. Pierpoint will be shifted over to coverage of campaigns. No successor to Mr. Pierpoint as White House correspondent has been announced.

Gary Enright, news director of KRSD-TV Rapid City, S. D., joins news staff of KTIV-TV Sioux City, Iowa.

O. J. (Bud) Stone, day news editor at WOWO Fort Wayne, Ind., promoted to news director, succeeding Hal Gessna, who becomes news director of KDKA-AM-FM Pittsburgh. Jerry Udwin, KDKA news director for past year, transfers to WIND Chicago in same capacity, succeeding Frank Goerg, who has resigned to join NBC News there. Stations are owned by Westinghouse Broadcasting Co. All changes become effective Jan. 27.

Paul Thummel and Hank Shaw join news department of WCAL-TV Philadelphia as film editor and newsmfilm cameraman, respectively.

Frank Wilson, since July 1963 general production manager at WTOP-AM-FM Washington, appointed to newly created post of news editor.

Sarah Boyhoff and Robert Irvine join news department of KTLA-TV Los Angeles as assignment editor and assistant assignment editor, respectively. Miss Boyhoff is returning to KTLA after two-month absence. Mr. Irvine was assistant city editor for San Fernando Valley edition of Hollywood Citizen News. Jerry Burns, former city editor of Valley Times, joins KTLA as news writer. Meredith Baebeux, KTLA assignment editor, goes on indefinite leave of absence. Judy Wilsey, office manager of KTLA news department for past 10 months, and Terry Drinkwater, reporter-writer, resign.

EQUIPMENT & ENGINEERING

Gale Livingston, VP and general manager of international operations of Westrex division of Litton Industries, elected Westrex president, with headquarters at Hollywood, Calif. Westrex markets telecommunications equipment and manufactures sound recording systems in Hollywood, London, Rome, Barcelona, Sydney and Beirut, and installs and maintains this equipment through 34 offices in 30 countries.


Robert Landon, account executive at Hoefer, Dieterich & Brown, San Francisco advertising agency, joins Eitel-McCullough Inc., broadcast equipment manufacturer, San Carlos, Calif., as manager of advertising and public relations. Mr. Landon replaces Ross Snyder, who has resigned. Robert S. Mason, senior sales engineer for Redbank division of Bendix Corp., appointed senior sales engineer in Eitel-McCullough's new sales engineering office at 9 Tannen St., Haddonfield, N. J.

Malcolm H. Hunt, VP and general manager of electronic products division of Corning Glass Works, Corning, N. Y., elected board chairman of Sigmetics Corp., subsidiary of Corning Glass that manufactures semiconductor integrated circuits. F. J. Van Poppelein elected executive vice president and general manager of Sigmetics, and Dr. B. David James, VP.

Arnold K. Weber, general manager of electronic data processing activity at RCA, New York, elected corporate VP.

Matthew P. Tubinis, formerly with Stromberg Carlson division of General Dynamics, appointed manager of systems engineering at James Cunningham, Son & Co., Honeoye Falls, N. Y., manufacturer of broadcast equipment.
FANFARE

Roberta O. Nixon, assistant public relations director of WBNNS TV Columbus, Ohio, appointed director of public relations for WBNNS-AM-FM-TV, effective Feb. 15, replacing Jack Hunter, who has resigned to become director of special programming for WJZ-TV Baltimore.

Gerald F. Conway, veteran Hollywood publicist, appointed director of public relations for Subscription Television Inc., pay TV firm which is planning installation of closed-circuit cable systems in San Francisco and Los Angeles. Mr. Conway has been with CBS-TV press information department, account executive with CCI division of Interpublic and principal in Communications West.


Bill Steinmetz joins Brandy & Pam Public Relations, Beverly Hills, Calif. He was formerly with Rogers & Cowan, public relations agency, that city.

Jerome H. O'Neil, formerly with public relations staff of Oldsmobile, joins public relations staff of D. P. Brother & Co., Detroit.

INTERNATIONAL

Duncan C. Galbreath, media-marketing coordinator in San Francisco for Botsford, Constantine & Gardner's four West Coast offices, transfers to agency's Japan subsidiary, Botsford Constantine (International) Inc., Tokyo, as VP and marketing director on Japan Air Lines, Suntory Distillers and American International Underwriters accounts.

Douglas M. Pearson, sales manager at Toronto of CHCH-TV Hamilton, Ont., appointed national sales manager of station. Michael H. Koskie, sales promotion manager, named CHCH-TV marketing services manager.

Carl J. Bradshaw, research associate professor of law at University of Washington, Seattle, appointed head of Far East operation of Oak Manufacturing Co. (electro mechanical components), Crystal Lake, Ill. In his new capacity, Mr. Bradshaw becomes president of Oak Manufacturing Co. (Japan) Ltd., Tokyo, and assistant to E. A. Carter, president and board chairman of parent U. S. firm.

J. D. Wright appointed manager of CFCE Montreal.

Phil Wiegand, formerly of CRAW Films Ltd., Ottawa, appointed manager of radio-telephone department of Ronalds-Reynolds Ltd., Toronto agency.

Bob Allan joins CJAY-TV Winnipeg, Manitoba, as marketing supervisor.

DEATHS

Patrick W. Larkin, VP of WVVW Inc., licensee of WVVW Grafton, W. Va., died Jan. 2 there.

Ray Lee Jackson, 74, former NBC News photographer, died of heart attack Jan. 15 at Mercy Hospital, Columbus, Ohio. Mr. Jackson joined NBC in 1932 and organized NBC Radio's news photo studio. He retired in 1949.

Elmore White, 75, member of writer and publisher division of Broadcast Music Inc., New York, died Jan. 15 at Jacques Lowe Foundation Hospital in Brooklyn.

Hours of listening enjoyment
With your
Mitsubishi transistor radio

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.

Chicago Office:
Mitsubishi International Corporation
Chicago Branch, Room 3505, Prudential Bldg.
130 East Randolph Drive, Chicago, Illinois
FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting Jan. 9 through Jan. 15 and based on filings, authorizations and other actions of the FCC during that period.

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


Existing TV stations

CALL LETTERS ASSIGNED

- WAKY-TV Huntsville, Ala.—Rocket City Television Inc. Changed from WAFG-TV.
- WKTU-TV San Jose, Calif.—Office of Education.
- WKEF(TV) Dayton, Ohio—Springfield Television Broadcasting Corp. Changed from WONE-TV.

New AM stations

ACTION BY FCC

- Wwise Springfield, Ohio—Granted increased nighttime power from 1346 kw to 1 kw, increased nighttime operation from 1346 to 1300 kw, 50 kw during permissive condition. Commissioner Ford absent. Action Jan. 15.
- KCBR San Antonio, Tex.—Granted increased nighttime power from 1 kw to 5 kw and change from DA-2 to DA-N, continued operation on 1350 kw with 5 kw-LS; conditions include precluding prerelease operation with daytime facilities pending final decision in Doc. 14419. Action Jan. 8.

CALL LETTERS ASSIGNED

- WPDP Corydon, Ind.—Harrison Radio, Inc.
- KWXK Moberly, Mo.—Moberly Broadcasting Co. Granted from KRCM.
- WKSN Jamestown, N. Y.—Trend Radio Inc. Changed from WXYJ.
- WHY Elizabethan, Pa.—Hershey Broadcasting Inc. Changed from WEZKN.
- WPWL St. Paul, Minn.—Broadcasting Corp. Changed from WONE.

APPLICATIONS

KVIO Cottonwood, Ariz.—Mod. of CP (which authorized new AM) to change DA-D to non-DA. Ann. Jan. 15.

APPLICATIONS


New FM stations

ACTION BY FCC

- St. Petersburg, Fla.—Florida West Coast Broadcasters Inc. Granted CP for new FM on 107.3 mc, channel 297, 25 kw. Ant. height above average terrain 150 feet. P. O. address of WDBB, Box 12690, St. Petersburg. Estimated construction cost $11,850; first year operating cost $11,800. Florida West Coast is licensee of WPIN St. Petersburg. Action Jan. 8.


Existing AM stations

APPLICATIONS

WIZE Springfield, Ohio— Granted increased daytime power from 290 kw to 1 kw, continued nighttime operation with 290 kw during permissive condition. Commissioner Ford absent. Action Jan. 15.

Shelbyville, Ky.—Kentucky Technical Institute Inc. Granted CP for FM on 102.3 mc, channel 272, 3 kw. Ant. height above average terrain 155 feet. P. O. address of WROX-FM Madison, Ind., Mr. Ehrman is former owner. Action Jan. 7.


Salem, Ore.—Chris Beatty, Granted CP for new FM on 91.1 mc, channel 252. Ant. height above average terrain 710 feet. P. O. address of WCCO, Salem. Estimated construction cost $27,700; first year operating cost $21,300. Mr. Smith is sole owner. He is president of collection and credit firm. Action Jan. 14.


Mobile, Ala.—Mobile Broadcasting Service. 96.1 mc, channel 241, 39.7 kw. Ant. height above average terrain 85 feet. P. O. address of Route 1, Box 181-C, Mobile. Estimated construction cost $29,300; first year operating cost $36,800; revenue $48,000. President: E. Howard Smith and Howard L. Smith (each 50%). E. C. Smith is the former officer; H. L. Smith is past broadcast employee. Ann. Jan. 10.

Muskogee, Okla.—WAMO-AM-AMSC Inc. 105.3 mc, channel 288, 1 kw. Ant. height above average terrain 300 feet. P. O. address of B.B. Race, Muskogee. Estimated construction cost $12,400; first year operating cost $12,000; revenue $22,000. WAMO-AM is licensee of WLYA Muscle Shoals. Ann. Jan. 13.

Waterloo, Iowa—Northwestern College. Granted CP for new FM on 97.3 mc, channel 255, 25 kw. Ant. height above average terrain 150 feet. P. O. address of CANAL, 971 9th St., Minneapolis. Estimated construction cost $16,100; first year operating cost $18,000; first year operating revenue $18,000. Applicant is licensee of KNWS-FM. Action Jan. 9.

Amherst, Mass.—College Radio. 99.3 mc, channel 281, 3 kw. Ant. height above average terrain 150 feet. P. O. address of College Radio, 637 College St., Amherst. Estimated construction cost $16,000; first year operating cost $18,000; first year operating revenue $18,000. Applicant is licensee of WTTW Amherst. Ann. Jan. 9.

Springfield, Mass.—WAMC Inc. 102.1 mc, channel 271, 27.1 kw. Ant. height above average terrain 37 feet. P. O. address of WAMC, Springfield. Application for WAMC was approved by the FCC in December 1963. Applicant is licensee of WAMC. Action Jan. 8.
average terrain 490 feet. P. O. address c/o Richard L. Kaye, 150 South Street, Waltham, Mass. Chicago Rockwell Broadcasting Co., owner of Theodore J. Lineberry; first year operating cost $47,919; revenue $18,000; estimated construction cost $20,000. Chicago River Broadcasting Co., owned by Theodore J. Lineberry; license from Consolidation 45.66% and Richard L. Kaye (44.6%). Richard B. Steur and Ellen G. Cole (each 7%). Robert H. Gries (3.28%) and Adele Fuerst (5%), d/b a Mycor Inc. (73.3%). Sadie Power (20%), James V. Vinal (4%) and June Vinal (2.7%). Saga Norwich Broadcasting Corporation. Consideration $243,000 and 96% of net worth of Falcon Sports Network Inc. of WOR. The former licensee is president of University Microfilms, subsidiary of Zerox Corp.; Mrs. Power is clinical psychologist and former director of Microfilms; Mrs. Vinal is housewife. Action Jan. 9.

WWOW Naugatuck, Conn.—Granted acquisition of positive control of license corporation, Naugatuck Valley Service Inc., through purchase of stock in James W. Miller (12.1%) by Vernon L. Wilkinson (54.9% after transfer, 47.74% before); no stock is still owned by John T. Parsons. Consideration $7,500. Action Jan. 9.

WBBM Chicago—Granted acquisition of positive control of license corporation, Ben Trii Broadcasting Co., by Paul E. Reid (100%) after transfer of stock of Otto Griner through purchase of stock of Otto Griner (50%). Consideration $20,000. Action Jan. 9.

KNBY Marysville, Kan.—Granted assignment of license from Wyman N. and Wilma M. Schnepp, tenants-in-common, to Rainbow Broadcasters Inc., owned by George E. Powers, Howard M. Lemoore (15%), Arthur F. Stanley (15%), William O. Hoye (15%), and Robert C. McFarlane (50%). Consideration $60,000. Mr. Powers owns TV sales and service firm; Mr. McFarlane is employed by I. G. Postal Service; Mr. Stanley is employer of KRBQ Fremont, Neb.; Mr. Hoye is president of the station; Mr. Morrow is majority owner of certified public accounting firm. Action Jan. 10.

WAFF-TV Baton Rouge—Granted assignment of license from Modern Broadcasting Co. of Baton Rouge Inc. to Guaranty Broadcasting Corp.; Modern's majority owner is Royal Street Inc., owner of WDSU-AM-FM-TV New Orleans: Guaranty has interlocking ownerships with Guaranty Bond and Finance, Guaranty Life Insurance Co., both of which are owned by George A. Foster Sr. Trust (90%), George A. Foster Jr. (10%) and others. Consideration $3,900,000. Action Jan. 10.


WLEW Radox, Mich.—Granted assignment of license from Thumb Broadcasting Co., owned by Harman L. Stevens, John F. Wismer (each 20%), to same firm, owned by Mr. Wismer (65.6%) and Mr. Muilenbeck (33.5%). Action Jan. 10.


KRTN Raton, N. M.—Granted assignment of license from Raton Broadcasting Co., owned by Jay W. Howe and Marvin H. Black (each 50%), to company of same name, owned by Marvin H. Black (40%) and James T. Kooper (60%). Consideration $20,000. Action Jan. 14.


RBMC(FM) Eugene, Ore.—Granted assignment of license from Central Oregon Broadcasting Co., owned by Joseph D. K. Smith, Robert H. Riedinger (55%), Sidney G. Smith (44%) and David N. Andrews (1%), d/b as Milam Corp., to Alan C. and Ruth M. Graves (each 50%), tr as F-Empire Broadcasters. Consideration $22,000. Action Jan. 9.


WCLC Jamestown, Tenn.—Granted acquisition of positive control for license corporation, Jamestown Broadcasting Inc., by Mr. Burnham (57.5%), Mr. Bond (32.5%), Mr. Futch (10%), Mr. Seabolt (5%), 8143.5% before) through purchase of stock of R. Gene Craver and R. T. congressman (each 10%). Consideration $50,000. Action Jan. 14.

WPOS(FM) South Norfolk, Va.—Granted assignment of license from School Board, City of South Norfolk and Virginia State College, to Norfolk Public Schools. No financial consideration involved. Action Jan. 9.

APPLICATIONS

KLAN La Verne, Calif.—Seeks assignment of license of license from Joseph E. Gamble (90%), deceased, and Fred Volken (10%), d/b as Radio Lemoere, to Mr. Volken, as surviving partner, d/b as company of same name: 80% control of stock of Radio Lemoere remains with estate of Mr. Gamble. No financial consideration involved. Action Jan. 14.

WBRR Tarpon Springs, Fla.—Seeks transfer of control of license corporation, Consolidated Community Corp., from Dorothy C. Margolis (59%), Alexander S. Klein Jr. and Allan B. and Gwen E. Margolis, jointly (each 20%), and Joseph and Rose Lehman (50%) jointly to Clearwater Broadcasting Corp., John T. Gibson, president. Consideration $1,594. Application is contingent on grant of application below. Action Jan. 15.

WBRR Tarpon Springs, Fla.—Seeks assignment of license of license from Clearwater Broadcasting Corp., to Cyril W. Reddick, C. W. Price and J. E. Reddick and John B. McCray (each 15%) d/b as Pinellas Broadcasters; application is contingent on approval of transfer of license. Consideration $150,000. Application is contingent on grant of application below. Action Jan. 15.

WBRR Tarpon Springs, Fla.—Seeks change of control of license corporation, from Dorothy C. Margolis (59%), Alexander S. Klein Jr. and Allan B. and Gwen E. Margolis, jointly (each 20%), and Joseph and Rose Lehman (50%) jointly to Clearwater Broadcasting Corp., John T. Gibson, president. Consideration $1,594. Application is contingent on grant of application below. Action Jan. 15.

WCON-AM Winton, Calif.—Seeks renewal of license of license from Mrs. Tedrick and Mrs. Tedrick, executrix of estate of Tedrick (each 33.3%), d/b as Osage Broadcasting Co., to Messrs. Tedrick and Mrs. Tedrick. Action Jan. 14.

The MONEY MAKER... from [BLANK]

If you haven't heard about CRC's fantastic Commercial Service and Production Library, both of us are losing money!

Write, wire or phone collect for details.
tion, Habershaw Broadcasting Co., by Hershel L. Webster (40% after transfer) and R. L. Brown (60% before) through sale of stock to O'Shae Brainion (2%). Consideration $280. Mr. Bouwman is attorney. Ann. Jan. 15.

WEZ Miller, Ga.—Seeks transfer of control of licensees corporation, Jenkins Broadcasting Inc., from W. Herbert Brannen Sr. (5%) to Jack V. LoPresti (100% after transfer), (½ before). Consideration $8,000. Ann. Jan. 9.

KLFD Litchfield, Minn.—Seeks transfer of control of licensee corporation, Jenkins Broadcasting Inc., from W. Herbert Brannen Sr. (5%) to Jack V. LoPresti (100% after transfer), (½ before). Consideration $8,000. Ann. Jan. 9.

KLOO Corvallis, Ore.—Seeks assignment of license of WROK-FM to WOKO. William C. and Marilyn Q. Hurlery (each 50%), to KLOO Inc., owned by Herbert Gross and Barbara E. Houglum (each 25%). Consideration assignment of license by local businessman; Mrs. Houglum is employer of KUCN Eugene, Ore.; Mrs. Houglum is employer of KLUN Portland, Ore.; condition is that license of WROK-FM is assignment by Darrell J. Iverson (100%) Consideration $59,000 and assumption of debt. Mr. Iverson is local businessman. Ann. Jan. 9.

WIKI Chester, Va.—Seeks assignment of license of WJSK to John Laurino (100%), (½ after transfer), to Self Broadcasting Inc., wholly owned by Mr. Laurino. No further consideration involved. Ann. Jan. 9.


<table>
<thead>
<tr>
<th>Name</th>
<th>Company/Position</th>
<th>Address</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Offices and Laboratories</td>
<td>1339 Wisconsin Ave., N.W. Washington, D.C. 3-4800</td>
<td></td>
</tr>
<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer</td>
<td>National Press Bldg., Wash., D.C. 4-1205</td>
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</tr>
<tr>
<td>A. D. Ring &amp; Associates</td>
<td>Consulting Engineer</td>
<td>1301 18th St., N.W. Hudson 3-9000</td>
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<tr>
<td>KEAR &amp; KENNEDY</td>
<td>Consulting Engineer</td>
<td>Washington, D.C. 6-3116</td>
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<td>L. H. Carr &amp; Associates</td>
<td>Consulting Engineer</td>
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<td>SILLIMAN, MOFFET &amp; KOWALSKI</td>
<td>Consulting Engineer</td>
<td>1405 G St., N.W. Washington, D.C. 6-3466</td>
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<tr>
<td>JOHN B. HEFFELENGER</td>
<td>Consulting Engineer</td>
<td>9208 Wyoming Pl., Hiland 4-7010 Kansas City, Missouri</td>
<td></td>
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<tr>
<td>VIR N. JAMES</td>
<td>Consulting Engineer</td>
<td>345 Colorado Blvd., 80206</td>
<td></td>
</tr>
<tr>
<td>WILLIAM B. CARR</td>
<td>Consulting Engineer</td>
<td>103 S. Market St., Fort Worth, Texas</td>
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<tr>
<td>RAYMOND E. ROHRER &amp; Associates</td>
<td>Consulting Radio Engineers</td>
<td>236 Wyatt Bldg., Wash., D.C. 5-1800</td>
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<tr>
<td>COMMERCIAL RADIO</td>
<td>Consulting Engineer</td>
<td>103 S. Market St., Lee's Summit, Mo.</td>
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<td>GUTHREY &amp; JONES</td>
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<td>1301 18th St., N.W. Hudson 3-9000</td>
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<tr>
<td>CARL E. SMITH</td>
<td>Consulting Engineer</td>
<td>9200 Snowville Rd, Cleveland, Ohio</td>
<td></td>
</tr>
<tr>
<td>PETE JOHNSON</td>
<td>Consulting Engineer</td>
<td>8200 Snowville Rd, Cleveland, Ohio</td>
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<td>RAYMOND E. ROHRER &amp; Associates</td>
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<tr>
<td>E. HAROLD MUNN, Jr.</td>
<td>Consulting Engineer</td>
<td>220 Coldwater, Michigan</td>
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</tr>
<tr>
<td>JOHN H. MULLANEY &amp; ASSOCIATES</td>
<td>Consulting Radio Engineer</td>
<td>A Division of Multimedia, Inc.</td>
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<td>CAMBRIDGE CRYSTALS</td>
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<td>GEORGE C. DAVIS</td>
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<td>HAMMETT &amp; EDISON</td>
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<tr>
<td>J. G. ROUNTREE</td>
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<tr>
<td>MERL SAXON</td>
<td>Consulting Engineer</td>
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<td>GEORGE C. DAVIS</td>
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<td>Consulting Engineer</td>
<td>8200 Snowville Rd, Cleveland, Ohio</td>
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SUMMARY OF COMMERCIAL BROADCASTING
Compiled by BROADCASTING, Jan. 15

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<thead>
<tr>
<th>Lic.</th>
<th>AM</th>
<th>Lic.</th>
<th>FM</th>
<th>Lic.</th>
<th>TV</th>
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<td>CP's</td>
<td>3,855</td>
<td>66</td>
<td>1,115</td>
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<td>CP's not on air (new stations)</td>
<td>126</td>
<td>22</td>
<td>118</td>
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<td>1,125</td>
<td>165</td>
<td>22</td>
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<td>Applications for new stations (not in hearing)</td>
<td>172</td>
<td>215</td>
<td>165</td>
<td>22</td>
<td>58</td>
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<tr>
<td>Applications for new stations (in hearing)</td>
<td>117</td>
<td>65</td>
<td>38</td>
<td>60</td>
<td>40</td>
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<td>22</td>
<td>122</td>
<td>60</td>
<td>40</td>
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<td>Applications for major changes (not in hearing)</td>
<td>289</td>
<td>226</td>
<td>122</td>
<td>60</td>
<td>40</td>
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<tr>
<td>Applications for major changes (in hearing)</td>
<td>251</td>
<td>22</td>
<td>122</td>
<td>60</td>
<td>40</td>
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<tr>
<td>Total applications for major changes</td>
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<td>22</td>
<td>122</td>
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<td>40</td>
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<td>1</td>
<td>3</td>
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*Does not include seven licensed stations off air.
*Includes three noncommercial stations operating on commercial channels.

OPERATING TELEVISION STATIONS
Compiled by BROADCASTING, Jan. 15

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<th>VHF</th>
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<tr>
<td>Commercial</td>
<td>476</td>
<td>89</td>
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<tr>
<td>Noncommercial</td>
<td>39</td>
<td>29</td>
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COMMERCIAL STATION BOXSCORE
Compiled by FCC, Nov. 30

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<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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</thead>
<tbody>
<tr>
<td>CP's on air (new stations)</td>
<td>3,850</td>
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<tr>
<td>CP's not on air (new stations)</td>
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<td>22</td>
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<td>Total authorized stations</td>
<td>4,035</td>
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<td>Applications for new stations (not in hearing)</td>
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<td>Applications for new stations (in hearing)</td>
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<td>263</td>
<td>22</td>
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<td>Licenses deleted</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>CP's deleted</td>
<td>1</td>
<td>3</td>
</tr>
</tbody>
</table>

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

Please start your subscription immediately for:

- [ ] 52 weekly issues $8.50
- [ ] 104 weekly issues $14.00
- [ ] 1964 Yearbook $13.50
- [ ] 1964 Yearbook $5.00 (so long as supply lasts)

Please attach payment to subscription application. (Occupation Required)

name

address

clay

state

zip code

city

company name

By Hearing Examiner Thomas H. Donahue

- In proceeding on applications of Sunbeam Television Corp. for renewal of license of WQCT-TV (Community Broadcasting Corp. for new station on channel 13 in Miami), granted Community's motion for leave to amend application to make certain changes in proposed program schedule, to correct arithmetic error in percentage figures in source analysis, and to supplement financial showing. Action Jan. 14.

- Granted petition by Boardman Broadcasting Inc. to extend time from Jan. 10 to Jan. 13 for exchanging nonengineering exhibits in proceeding on application and that of Daniel Enterprises Inc. for new AM station in Boardman and Warren, respectively, both Ohio. Action Jan. 9.

- Granted motion by S & S Broadcasting Co. (WTAQ), La Grange, Ill., to extend time from Jan. 6 to Jan. 13 to file reply findings on proceeding on AM application. Action Jan. 8.

- By Hearing Examiner Millard F. French

- In proceeding on applications of Welsersburg TV Inc. and People's Community Television Association Inc. for new VHF TV translator stations in Welsersburg, Pa., and La Vale, Md., respectively, granted Welsersburg's petition to extend time to Jan. 27 to file proposed findings; extended to Feb. 3 time to file replies. Action Jan. 10.

- By Hearing Examiner Walther W. Guenther


- By Hearing Examiner Isadore A. Honig

- Corrected transcript of hearing in proceeding on AM application of La Follette Broadcasting Inc. (WLAF), La Follette, Tenn. Action Jan. 7.

- By Hearing Examiner H. Gifford Irion


- By Hearing Examiner Sol Schildhause


- By Hearing Examiner Herbert Sharman

- Issued statement and order after Jan. 13 further prehearing conference confirming following schedule set by preceding examiner on Nov. 21 in proceeding on mutually exclusive applications for channel 5 in Boston: Exchange of exhibits, March 2; further prehearing conference, March 12, and hearing March 23. Action Jan. 8.


BROADCASTING
by Broadcast Bureau
Actions of Jan. 14

- Granted licenses for following VHF TV translator stations: KG6DH, Mimbres TV Association, San Juan and Mimbres Valley Areas, both New Mexico; W6AAB, Transcontinental Television Corp., Jamestown, N.Y.; K11EP, Television Viewers Association, San Mateo and Ambrosia Lake, both New Mexico; W11AI, Mid-Market Broadcasting Corp., Air City and Rome, both N. Y.; K80 Goa, TVC, Inc., N. D., and specify type trans.: KG6DE, K13DD, Glen Allen, Va.; K13DD, G.A. Club, Pleasanton and Mulie Creek Area, all New Mexico; WSAN, Skyway Broadcasting Co., Bryson City, N. C.

BROADCASTING, January 20, 1964
ROHN towers and tower systems, including ROHN microwave passive reflectors, ROHN lighting equipment and accessories enjoy the benefit of having been tested and proven by long-term service, under every conceivable climatic condition and for practically every major application and usage. Dependability is built into every ROHN product. Towers are available in a wide range of models, both guyed and self-supporting, and from all heights up to 1000 feet. ROHN engineering service available. For all your needs, call on ROHN—leader in excellent service, unquestioned reliability and dependable products. Complete catalog and specifications available on request.

WRITE PHONE WIRE FOR PROMPT SERVICE

ROHN Manufacturing Co.

Box 2000, Peoria, Illinois

PHONE 309-673-8417—TWX 309-979-1488

Continued on page 95
Sales manager--midwest, medium market, net affiliate. Excellent guarantee for proven salesman and plenty of room to grow with this group operation. Only professionals need apply. Box A-4, BROADCASTING.

Management trainee-anouncer with first phone ticket. A good and recent announcing experience of three years or more. At least two years college. Gradus is preferred. Solid news experience including preparing own newscast. Must like and be able to establish metropolitan California good morning program. Salary competitive. Do not reply unless fully qualified and can supply excellent personal and business references. Full information first reply only. Box A-46, BROADCASTING.

General manager for small market AM station position. Must have first phone license, at least 30 years old, high school education, in experience in announcing, programing, sales, copy writing, and general business. Salary commensurate with qualifications and ability. Give summary and experience in reply. Box A-114, BROADCASTING.

Wanted: Manager for small town radio station, who has previous experience in all phases of broadcasting and sales, on previous record. Because this position will develop as the business expands, the above requirement will be minimum. Applicant must have first phone license, at least 30 years old, high school education including experience in announcing, programing, sales, copy writing and general business. Salary commensurate with qualifications and ability. Give summary and experience in reply. Box A-46, BROADCASTING.


The man I need is a professional radio salesman with some announcing ability. He is a family man who would enjoy working and living in a small northern New England community. Good voice, quality and like, and takes pride in his profession. He is not a flamboyant and thorough broadcasting man, but solves the really good sounds in New England. His relationship with clients is sincere and he will be a life time client of whatever ad or design is used. Also, be able to sell, besides the really good sounds in New England, his relationship with clients is sincere and he will be a life time client of whatever ad or design is used. Also, be able to sell, besides the really good sounds in New England, his relationship with clients is sincere and he will be a life time client of whatever ad or design is used. Also, be able to sell, besides the really good sounds in New England, his relationship with clients is sincere and he will be a life time client of whatever ad or design is used. Also, be able to sell, besides the really good sounds in New England, his relationship with clients is sincere and he will be a life time client of whatever ad or design is used. Also, be able to sell, besides the really good sounds in New England, his relationship with clients is sincere and he will be a life time client of whatever ad or design is used. Also, be able to sell, besides the really good sounds in New England, his relationship with clients is sincere and he will be a life time client of whatever ad or design is used. Also, be able to sell, besides the really good sounds in New England, his relationship with clients is sincere and he will be a life time client of whatever ad or design is used. Also, be able to sell, besides the really good sounds in New England, his relationship with clients is sincere and he will be a life time client of whatever ad or design is used. Also, be able to sell, besides the really good sounds in New England, his relationship with clients is sincere and he will be a life time client of whatever ad or design is used. Also, be able to sell, besides the really good sounds in New England, his relationship with clients is sincere and he will be a life time client of whatever ad or design is used. Also, be able to sell, besides the really good sounds in New England, his relationship with clients is sincere and he will be a life time client of whatever ad or design is used. Also, be able to sell, besides the really good sounds in New England, his relationship with clients is sincere and he will be a life time client of whatever ad or design is used. Also, be able to sell, besides the really good sounds in New England, his relationship with clients is sincere and he will be a life time client of whatever ad or design is used. Also, be able to sell, besides the really good sounds in New England, his relationship with clients is sincere and he will be a life time client of whatever ad or design is used. Also, be able to sell, besides the really good sounds in New England, his relationship with clients is sincere and he will be a life time client of whatever ad or design is used. Also, be able to sell, besides the really good sounds in New England, his relationship with clients is sincere and he will be a life time client of whatever ad or design is used. Also, be able to sell, besides the really good sounds in New England, his relationship with clients is sincere and he will be a life time client of whatever ad or design is used. Also, be able to sell, besides the really good sounds in New England, his relationship with clients is sincere and he will be a life time client of whatever ad or design is used. Also, be able to sell, besides the really good sounds in New England, his relationship with clients is sincere and he will be a life time client of whatever ad or design is used.

Immediate opening sales announcer/salesman. Medium Texas market, adult-pop format. Excellent potential. Rush resume and references. Box A-93, BROADCASTING.

Have wonderful opportunity to offer an experienced and qualified young man. You would be only sales personnel at this time, and would qualify for position of commercial manager when sales are developed to require a staff. We have 15,000 watts, FM, stereo 18 hours a day to offer. Please send complete TV market application. Also looking for a qualified salesman for multi-service in the service of music. Box A-93, BROADCASTING.

Madison, Wis. number one rated station. Has immediate opening for sales position. Individuality for young creative type. We pay biggest guarantee, biggest commissions in market. WISM.

New station accepting applications for all positions. Send complete resume, references. References to WMNB, Lake Geneva, Wisconsin.

Opening for salesman or salesman-announcer. Will train if qualified. Jim Rivers, WXMT, Covington, Va. $10,000.


Want more opportunity? Let us help you relocate. Write: Broadcast Employment Service, 4205 Tenth Avenue South, Minneapolis, Minnesota, 61417.

One man for basketball, football play-by-play, news, production, light board shift. Box P-300, BROADCASTING.

Immediate opening for radio & TV. Rocky Mountain area. Preferably married, must want to locate permanently. Willing to work long hours, on air. Most recent photo, complete resume, references to Box A-18, BROADCASTING.

Experienced radio announcer, for combo radio & TV. Mountain area. Preferably married, must want to locate permanently. Willing to work long hours, on air. Most recent photo, complete resume, references to Box A-18, BROADCASTING.

Experienced announcer for western Pennsylvania metropolitan station. Forward tape, resume and photo. Box A-20, BROADCASTING.

Experienced announcers to learn selling. Salary—commission—mileage—profit sharing plan. Eastern Pennsylvania group station. Box A-29, BROADCASTING.

Have opening for mature announcer for South Florida good music station. Send tape, resume, and salary requirements. Box A-39, BROADCASTING.

 announcing newscast. Send tape, resume and photo. Box A-39, BROADCASTING.

Immediate opening for stubborn who can sell a long-established network affiliate with adult programing in a very fast growing three-station market. Immediate opening for young, responsible, family man with sell ability. Salary, commision plus auto. References, photo and resume. Need immediate answer for right man. Box A-131, BROADCASTING.

 Annunciators-Cont'd

Announcer for good music station in smaller Eastern market. Must be experienced to sell and commercial and make the news come alive. Get letter and fringe benefit. Box A-7C, BROADCASTING.

Announcer-first phone—5,000 watt New York state. Region needs an experienced DJ. Box A-90, BROADCASTING.

1st phone. No prongs. Excellent living area and working conditions. Nicest management. Send resume, photos & resume to Box A-89, BROADCASTING.

Attention Southwest area first phones. All night stints at major open soon. Adhere to minimum and program maintenance required. Announcing takes priority. Sample resume. Include photos. All resumes to Box A-102, BROADCASTING.

Major Southwest opportunity for morning man to run, warm, good music format with optional program. Small market. Send tape and resume to Box A-103, BROADCASTING.

Better jobs passing you by? Formula program man, top 15 market will critique half of your resume. Good jobs. No $10.00.

East coast, near Baltimore, experienced announcer with phone license, must relocate. Send tape and resume to Box A-121, BROADCASTING.

Announcer for fast paced daytimer, middle of long format. Must have some talent. Also needed. Box A-125, BROADCASTING.

Immediate opening in North Carolina for an announcer-first ticket engineer. Box A-126, BROADCASTING.

Negro deejay, top station, top Northern metro market. Younful, appeal, commercial know how, education, experience essential. Public appearances, national promotion for right man. Send tape and blog. Box A-146, BROADCASTING.

Baseball play-by-play announcer for large Eastern market. Must be experienced and have some talent, may receive top of the line home and away Triple A baseball schedule. Send picture and complete resume, first letter. Box A-197, BROADCASTING.

Immediate opening for reliable experienced announcer. Must furnish complete resume, references to KCLU radio, Box 325, Rolla, Mo.

Immediate opening for aggressive sportscaster salesman. This opening is for all local high school and some college sports to be handled by a young, hard working, good programmer on a well established station. First phone necessary, write or call Kent Roberts, KLKR, Lamar, Colorado.
RADIO—Help Wanted

Announcers—(Cont'd)

Excellent top announcer with production and news experience. Premium salary for right man. Resume photo and audition to: William Pogg, WFWJ, Forest City, Ark. No calls, please.

Announcer and/or newsmen—WCLQ, Janesville, Wisconsin is now accepting audition tapes for opening. Send background information and tapes to: Capps Sutherland, Program Director, WCLQ, Janesville, Wisconsin.

Announcer—dj—fulltime—middle of road operation. Send resume, tape and photo to WGTN, Georgetown, S. C.

New station accepting applications for all positions. Send complete resume, tape, references to WMIR, Lake Geneva, Wisconsin.

Negro disc jockey to do r & r show. Must be experienced and no screamer. Willing to work late night shift if necessary. First ticket preferred but not essential. Must be able to read well. You will be working for one of Georgia's leading Negro oriented stations. Salary commensurate with experiences. Send resume to: WMIR, 650 cookie, Atlanta, Georgia.

Announcer, first phone, mature voice, experience with good music programming, contact Dick Gower, WFTW, Piqua, Ohio, 1-513-733-3513.

Qualified morning personality—Virginia 10 kilowatt quality music station invites your application. Audition tape should be accompanied by resume. For outstanding talent, station offers top scale. New studios, new equipment, company benefits, 1960 Radio, 216 W. Cary Street, Richmond, Virginia.

Six-Hundred station contacts—one application. Write today for opportunities. Broadcast Employment Service, 4825 Tenth Avenue South, Minneapolis, Minnesota.

Need announcer to work in good music-stereo. Beginner preferred with low salary demands for advancement. Sales ability could be helpful. Phone area code 304-314-2330. No collect calls.

Technical

Rocky Mountain station needs capable engineer. Will announce. Box A-46, BROADCASTING.

Colorado kilowatt—clean station, pleasant surroundings—needs first with maintenance-announcer ability. Good work record and essential. Salary commensurate with ability. Box A-47, BROADCASTING.

Suburban station a two iron shot from New York City needs chief engineer. Must be strong on maintenance. Recruit and schedule other on your way to chance your present engineering department can be best-run and most-greensleeves of any in station. All replies answered in strictest confidence. Resume quickly, please to Box A-46, BROADCASTING.

KLMR radio has an opening for an experienced and qualified chief engineer with annunciation ability. The station has just increased its power to 5000 watts. New sales audio and Bauer transmitting equipment, excellent facilities. Write or call Kent Roberts, Lamar, Colorado.

First phone who can also announce for small station. Contact KKRJ radio, Red Lodge, Montana.

Chief engineer for 5 kw directional and 1 kw staggered station. Need experienced man who can assume responsibility for both studio and transmitter maintenance and scale. No announcing. Contact: E. M. Tink, Valley Engineering, KWWL-TV, Water- loo, Iowa.

Chief engineer opening for experienced man in directional and studio maintenance. Send resume and qualifications to WBLX, West Palm Beach, Fla.

RADIO—Help Wanted

Technical—(Cont'd)

New station accepting applications for all positions. Send complete resume, tape, references to WMIR, Lake Geneva, Wisconsin.

Wanted: Experienced combination engineer-announcer. Apply WMPM Radio Station, Smithfield, N. C.

Engineer announcer, 1st phone, WNKY radio, Riner, Virginia. Phone 855-7714, write Neon, Kentucky. Good salary.

Immediate position open for Chief engineer radio station. WJAM, Washington, D. C. 1st class ticket mandatory. Only aggressive, qualified engineer capable of assuming responsibility. Salary and background will be thoroughly checked. Address all inquiries to: D. H. Station Manager, WMQR, Washington 16, D. C.

All men, first-ticket, explore the opportunities available through Broadcast Employment Service, 4825 Tenth Avenue South, Minneapolis, Minnesota. 55417

Production—Programming, Others

Need both experienced news director and dj. Want mature voices. Good pay. Send tape, resume to Box N-189, BROADCASTING.

Programmed program director, metropolitan New England adult radio station. Broad local news and community service. Write Box C-48, BROADCASTING.

Wanted: News director for number one local news station in Florida. Only experienced person with desire to continue our high quality news coverage need apply. Send complete resume and salary requirements. Box A-40, BROADCASTING.

Production manager-announcer for quality small market radio station; must have good commercial voice, ability to create top quality announcements, commercial programs. Send detailed resume and interview tape to Box A-44, BROADCASTING.

All girl station going on air soon! We need talent! Air work—sales—combination sales and announcing...great! Sportscasters too! Lovely lively market! Rush photo and resume to Judy, Box A-48, BROADCASTING.

Assistant P. D. needed in major Northeast market by dominant 50 kw station. Should be program man looking for advancement to hard work. Airshift required. Send picture, tape, resume to Box A-48, BROADCASTING.

Newsmen...who can get it...write it...on network station in Southeast. Start at $90.00 a week. If you have a good voice, news experience and can drive car, send tape and resume to Box A-156, BROADCASTING.

Program director-announcer, large Midwest market, thoroughly experienced and responsible. Box A-161, BROADCASTING.

Newsmen, gather, write, deliver local news for network affiliate clean channel. Mobile cruiser plus equipment for top news reporting. Work under station's facilities. Tape, resume to Manager, WBDX, Waupaca, Wisconsin.

At once! Experienced copywriter. Professional, punchy, good for wide awake radio! Immediate opening...good pay. Forward background, experience, etc. Paul Parket, WLAS, Jacksonville, N. C.

Newsmen needed, WLLL, Lynbrook, Virginia. Must be capable of good delivery and strong on gathering. Call Tom Montgomery, 845-1415.

New station accepting applications for all positions. Send complete resume, tape and references to WMIR, Lake Geneva, Wisconsin.

RADIO—Help Wanted

Production—Programming, Others

Continued

Negro or white production and program manager with first ticket. Must be able to write copy, cut and cue. Must do simple maintenance on nondirectional antenna. Presently a minor market Station rated #2 general; #2 Negro by 8 to 1. Salary commensurate with experience. Box WQAD, P. O. Box 1998, Columbus, Georgia.

Experienced fulltime male copywriter by March 1 for the second market in Illinois. Send resume, sample copy and salary requirements to program director, WQAD-TV, Moline, Illinois.

Top flight, experienced newsmen wanted. Must be good outside beat man and possess exceptional air voice for inside work. Excellent opportunity with large number one news department. Immediate vacancy. Contact Box WQAD, New York, New York.

Wisconsin independent seeking industrious newsmen with ability to gather, write, air local news. Complete resume references and audition tape to WWWW, Platteville, Wis.

Newsmen with both reporting and air ability. Must have experience in writing news, covering beat in a first-class city and have strong public relations character. Must be mobile, carry and operate walkie-talkie and possess tape machines. Send news items to concise but dramatic interpretation. Write Box 486, Wichita, Kansas, immediately.

RADIO Situations Wanted

Management

General Manager—Seventeen years in radio from small market independents to medium market network including group operation, successful local sales record. Worked with top reps on national sales. Nine years Manager; remainder as Sales Manager, P. D., News Director, talent. Best references. Box A-34, BROADCASTING.

If your station is not showing a profit it's your fault. Your former sponsors represent enormous sales effort. The greatest single cause of station failure is low revenues. It's their own fault. There are no albels for the low reason. If you have a problem, let's discuss it. Write Box A-114, BROADCASTING.

Competent fifteen year radio veteran available for AM or FM. Presently Chicago-Milwaukee area. Married, 41, B.S. degree. Box A-142, BROADCASTING.

15 years experience in station ownership and management. Emphasis on sales, community relations and record of profitable radio work. Presently in ad agency but returning to radio managerial. Locate Midwest. Best references from best radio people we both know. All inquiries answered. Box A-159, BROADCASTING.

Sales

Presently employed 26th market, sales. Wife said move to Fl. Highly experienced radio sales manager. Gen. Mgr. (market 199M), 1st phone. Will start with you for living wage any position and move up. Call me and I'm yours immediately. Box A-132, BROADCASTING.

Salesman (female) 17½ years same station. Also retail background, Good record. Good business judgment. Woork small Florida City. Box A-137, BROADCASTING.

Salesman-announcer experienced all phases, wants management opportunity. Top billing salesman market 350,000. No. 1 ratings on air for last ten years. Contact me to increase audience. Box A-185, BROADCASTING.
Sportscaster looking for sports minded station. Recent of references. Box P-14, BROADCASTING.

Now in nation's sixth largest market. Looking for all night or late evening music and talk field. Sentimental voice will speak for me. Box P-24, BROADCASTING.

Young experienced announcer with news and sports experience available immediately. Box No. 50, BROADCASTING.

First phone-TV, announcer, newswriter, 35, married, two children. Box R-63, BROADCASTING.

Experience staff announcers, desires permanent position. Dependable, will relocate. Box A-37, BROADCASTING.

First phone family man, 3 years experience. Pop music par excellence, but versatile, strong on production, prefer medium market. Tape and resume on request. Box A-54, BROADCASTING.

Chief engineer/personality jock desires position in northern Ohio or southern Michigan. Particularly interested in Detroit-Toledo area. Experience in thirty market. Box A-78, BROADCASTING.

DJ, tight beard, strong news, sell commercial, record hop vet. Box A-99, BROADCASTING.

Top rated pace personality, fantastic teen appeal, fast, funny, great personality, 1st phone too. Box A-100, BROADCASTING.

Attention 5 state area. I am seeking my first break in radio. A radio school graduate, I am handicapped, but have worked capable well. I can supply 600 watt station. All I ask is a chance to prove my ability in broadcasting. Send to Box A-161, BROADCASTING.

Read on! Need top 40 singer not screamer? 28, family, ratings in top 25 markets. You've read far enough. Box A-105, BROADCASTING.

Announcer-program director. Experienced. Assisted with programming on CBS radio station. Have many shows which are proven audience and sales successes. Strong on dj, speech, understands pop play by ear, Age 22, college grad., and draft deferred. Tape and resume on request. Box A-106, BROADCASTING.

College man wants first break in small or medium market. Currently announcing for college station, USAF veteran. Ambitious, hard worker, references available upon request. Box A-108, BROADCASTING.

Personality announcer. Eleven years radio, TV. Married, family, 37. Now employed as program director, music, can and production supervisor. Will wait for right offer. If you can offer a real pro act now, Box A-109, BROADCASTING.

News combo. Mature recent broadcasting school grad, with some experience. Seeks steady position, versatile, will travel, Negro. Box A-113, BROADCASTING.

Good country Western operation in Northern Calif. or Nevada. Married, child, hold first ticket. Good references, available immediately. Box A-115, BROADCASTING.

Combo—1st phone. Like to relocate to N.Y., N.E. area. 8 years broadcasting experience, apprenticeship combo work recently in Pa. Box A-118, BROADCASTING.

Young sincere man seeks first position. Speech trained, some college, third phone. Box A-120, BROADCASTING.

Gal dj, news, women's programs, traffic. New York City area. Box A-122, BROADCASTING.

Las Vegas, Nevada's wildman is on the grow. Can hold his own voice, and has No. 1, 3rd class. Free from draft. Box A-123, BROADCASTING.

Colored disc jockey, recent broadcasting school graduate, 3 years experience. Family man with excellent potential. Send for tape and resume. Box A-125, BROADCASTING.

Personality, dj . . . 3½ years experience, 23, single, presently employed. Tight board, will travel, consider start in any market. References available. Can write, and like to work with production. Box A-134, BROADCASTING.

Singing deejay with bright professional sound, good news delivery. Negro, no accent. Box A-137, BROADCASTING.

Lively female announcer/dj, news, copywriting. Professionally trained, warm personality, tight board. State salary. Box A-144, BROADCASTING.

Top country dj, personality, m.c., salesman and play piano, sober, reliable, family man, 14 years experience in music markets. Tape and resume Box A-154, BROADCASTING.

Top 45 jock and newsmen. Three years experience. Now employed as newsmen at No. 1 station in Midwest. Married and some college. Will consider all offers. Box A-155, BROADCASTING.

One slightly used record player man looking for a steady position. Experienced; has records; voice; personality; and insurmountable funny but too can be extremely hilarious if threatened. Pay no object, but will take wealthly contribution. of America and Canada only. Supply limited. Write now! Box A-182, BROADCASTING.

Figures Don't Lie. Program Director—Announcer has built poorly rated stations into all first class and polyester, share audience, market 250,000. Have tripled ratings in 18 months. Want to hear my story? Box A-188, BROADCASTING.

Way-out Jock needs work, record hop genius, real screamer and attention getter, experienced. Write the MGO-man! Box A-198, BROADCASTING.

Female dj 1st phone, 17, no experience. Family man, wants to do rock show in California, only. Will work $25 a wk. Cathi Murry, 865 Roderick, Oakland, Calif.

Announcer/dj, 1st phone, 4 years experience, married, 25. Wishes permanent position in California or Arizona, but will consider all others. Laramie, Wyo.

Talented sportscaster-announcer, some experience, needs first full-time job, able to do any and all sports, Age 29, tapes available. Will relocate. Top references. Nick Garnett, 9 Holly St., Lawrence, Massachusetts. Phone 617-336-3182.

Announcer, married, 2 children, 8 years experience. Personality, newsmen, production. Prefer Florida. Will consider all offers. Don Clark, SU 4-214, Poplar Bluff, Mo.

Staff announcer, desire middle of road radio plus TV announcing in Southeast. Currently announcing in top market. Want move for climatological reason. Write Alex Kuh, 510 S. Montana St., Apt. #10, Butte, Montana.

Top 45 jock. First phone, 3 years experience. Contact Dick Moore, 2607 Moorehead, Apt. #2, Phone 703-140, El Paso, Tex.

West of Mississippi: available immediately for either announcer, first phone announcer, or first phone studio-transmitter operation positions. Box 7660, 1208 Converse Cheyenne Wyoming.

Dependable college graduate, 26, with R/TV news, sales experience, for three years and presently employed large corporate public relations, Prefer broadcasting. Desire position offering play-by-play opportunity, career possibility. $150 range. Available now: Con. Box A-168, BROADCASTING.

Don Scott, 211 Rushmore Lane, #2, Los Gatos, Calif.

Announcer, bright happy sound, prefer SD. Don Wilson, 128 W. Third, Frederick, Md.

Attention small to medium markets. Announced, WOAM, 2 years experience, limited experience but a hard worker. References—will relocate. Call 401-677-6888.

For great top production and air work Dave Cooper, 415-588-8745.

Transmitters-Audio-Tape-M/W—you name it in the radio broadcasting field and I will fill it. Now worked with many different antenna systems. Turnout up to 50,000 watts. FM with and without SCA. Looking for location first and salary second. (Of course I do not want to starve). Returning to the mainland from the fifteenth state. Prime choice—North Carolina, South Carolina and Southern Virginia, however any location considered. All letters answered. Available July 1, 1964. Box A-3, BROADCASTING.

First class licensed operator experienced in AM-FM-TV, chief's experience, wants job. Phone: 362 Olympia 2-2850. May be reached only through Thursday or Box A-94, BROADCASTING.

Chief engineer-announcer. Capable, sober, recent Fourteen years experience. Family man. Prefer Gulf or East coast of Florida. Box A-107, BROADCASTING.

Chief-director-supervisor. 15 years experience, sound recording engineer, director for chain, manager. Some TV, Five FM, Five TV. Prefer references. Box A-117, BROADCASTING.

Top notch chief engineer available. Former station owner who knows the value of crisp management, a respect for time, and no out time. If that is what you want, I can help you. Box A-96, BROADCASTING.

1st telephone, inexperienced. Will learn. Must be near coast southeast. B. Richie, 618 N. Pond St., Toccoa, Ga.

Production Programing & Others

Have talent and typewriter, trenchcoat too. Currently working as news director, 10 years experience. Journalism degree, young, ambitious, works well with man staff. Specializing in indepth reporting and editorials. I am well paid but aiming higher. Box A-56, BROADCASTING.

Major market only: Looking for mature or young announcer. Will fill permanent position and $150 per week in exchange for 10 years' experience. Program director, personality deejay, news, sales & production. Best references. Presently in Midwest, will relocate for right opportunity. Personal interview desirable. Box A-85, BROADCASTING.

The best darn news director there is in the business is broadcasting it. Box A-97, BROADCASTING.

Copywriter available now, anywhere, male. Single, car. Best references. Wire for samples Box A-111, BROADCASTING.

Authoritative newscaster. Established reputation, Boston, Providence. Experienced radio and television, nine years. Available now. Box A-112, BROADCASTING.

Producer-director, A.B. degree, two years experience. Imagination, ambitious, wants work in progressive operation with future. Resume on request. Box A-149, BROADCASTING.

Presently employed. Five years experience medium/small markets. Anno., news, programs, sales, employed in small market family, two years college. Prefer radio or TV in deep south. $110 starts. Box A-140, BROADCASTING.
RADIO—Situations Wanted

Production, Programming & Others

Continued

Experienced copywriter and announcer. Quaint good commercial voice. Currently employed. Box A-149, BROADCASTING.

Experienced news, sports director for radio and television. Married, reliable. Box A-150, BROADCASTING.

Presently employed stable man seeks position as program director, available for air work also. Can begin immediately. Prefer Florida or California but will consider all replies. Box A-151, BROADCASTING.


Newscaster/writing, editing experience in television. Seeking permanent position with a progressive television station. Box A-152, BROADCASTING.

Attention: Minnesota, Michigan, Wisconsin & Indiana. Would like staff announcing job ... also sports if available. Two years announcing experience, 24 years of age. Personal interview desired. Contact Daniel R. Wither, 125 E. Wagner Rd., Northfield, Ill. (312) 446-1621.

P.D. Need ratings? I'll get 'em for you—and please specify your audience — listening, programing, personal showmanship, copy, production, gimmicks, and promotions. First phone, too! Call 312-DAVIS 8-7650 now!

TELEVISION—Help Wanted

Sales

Opportunity for man with proven record. Top account list. Compensation based on performance. Box A-157, BROADCASTING.

Television salesman wanted for 14-year CBS affiliate. Seeking permanent position with future in professional operation. 2 years experience desirable in radio-speak. $6,500 minimum. Write or call evenings. George Konsmanian, 108 E. Souther Avenue, Collingswood, New Jersey, 609 UL 1699.

Program and/or production manager available immediately. 13 years experience as program manager in major markets ... 7 years radio. Prefer large market station. Excellent airwark, references. Box A-98, BROADCASTING.

Television manager. Program planning, writing and development; producing-directing. Just completed two years administrative assistant to president of world's largest film distributor. Wish to return to permanent location-double on air if desired. Prefer challenging situation. Box A-128, BROADCASTING.

Sales

National sales manager of prominent television station seeking position in sales or sales executive capacity in television broadcasting or Allied field. For 17 years successfully co-operated with national representatives, made direct sales contacts with advertising agencies in New York, Philadelphia, Baltimore and resulting in increased national billings each year. Excellent experience includes nation sales account executive for five radio station group covering Philadelphia, Pittsburgh, and Baltimore. Best of references. Write A-771, BROADCASTING.

Announcers

Announcer-Emcees. Young, personable professional type, preferably with heavy local. National radio-vidio credits seek opportunity with progressive station seeking strong writer—announcer who can attract the advertising interest in which to hinge sales. I've got the background, ideas, showmanship and personality to pay off for you. Interested? Box P-167, BROADCASTING.

TELEVISION—Situations Wanted

Management

Production "PRO" available. Eleven years in television production. Ex-emпlifies up-to-date New York VTR production experience. All major accounts. Director of Award-winning shows. College graduate, married, 34, top references. Desire to advertise with progressive television station. Fully creative producer is worth five figure salary. Box A-9, BROADCASTING.

Sales

National sales manager of prominent television station seeking position in sales or sales executive capacity in television broadcasting or Allied field. For 17 years successfully co-operated with national representatives, made direct sales contacts with advertising agencies in New York, Philadelphia, Baltimore and resulting in increased national billings each year. Excellent experience includes nation sales account executive for five radio station group covering Philadelphia, Pittsburgh, and Baltimore. Best of references. Write A-771, BROADCASTING.

Announcers

Announcer-Emcees. Young, personable professional type, preferably with heavy local. National radio-video credits seek opportunity with progressive station seeking strong writer—announcer who can attract the advertising interest in which to hinge sales. I've got the background, ideas, showmanship and personality to pay off for you. Interested? Box P-167, BROADCASTING.

Technical

Florida Gulf Coast AM-FM-TV needs maintenance man and audio-technical aide. Please submit letter. Box A-143, BROADCASTING.

First phone engineer for 10 years, veteran UHF-TV station. Address replies: Chief Engineer, WIFA-TV, P.O.B. 2719, Harrisburg, Pa. 17105.

Radio/TV engineer technician experienced in all phases of radio/TV studio, RCA tape and closed circuit operation, technical school graduate with BSc. Salary over $3,000. Closing date for applications Feb. 1, 1964. Applicants should submit resume to Mr. George F. Bakas, Director of Radio-TV Div. Speech & Dramatic Art Dept., University of Maryland, College Park, Md.

Production—Programming, Others

Writer-producer for university educational radio-television station. Bachelor's degree is required. Position involves teaching basic radio-television production and program management experience desirable. Must have demonstrated ability to write and produce both radio- and television programs. Send biographical data, educational and experience in first letter to Box R-29, BROADCASTING.

Production Programmer-Producer-Announcer, 20 years experience. Strong production and engineering background. Prefer Eastern U.S. Send resume, Box A-110, BROADCASTING.

Television personality available. Presently employed. Producing-hosting the syndicated, educational children's show, Excellent commercial work. Formerly, News and sports director, weatherman. Need; higher salary—better working conditions. Box A-133, BROADCASTING.

Technical

Engineer first phone, 4 years experience. Know studio production, film, art, on-camera announcing, strong background, college crafts trade school, young, references, resume. Box A-80, BROADCASTING.

First class phone—two years experience in TV radio; including educational studio switching on one man board—prefer Western United States. Box A-110, BROADCASTING.

UHF chief engineer. Married. Seeking new construction or young UHF in need of good leadership. Box A-119, BROADCASTING.

Have you opportunity for engineer with 12 years TV radio experience, including production, construction. Box A-180, BROADCASTING.

WANTED TO BUY

Equipment

Wanted—used 50 kw AM transmitter. Please supply all information to Box R-1, BROADCASTING.

Color Stab amps, BW-5; Translator tape deck; Telecine and other equipment. Reply to Box A-10, BROADCASTING.

Wanted: Complete used, Automated equipment for radio station. Schafer, A.T.C. etc. Box N-711, BROADCASTING.

Wanted: Used studio console. Preferably Gates, RCA or what have you? Small type preferred. Box A-83, BROADCASTING.
WANTED TO BUY

Equipment—(Cont'd)

Good used equipment to automate daytimer.
Reply with details to Box A-126, BROADCASTING.


FOR SALE

Equipment

Two (2) Stanell-Hoffman minitape M-9 portable tape recorders with battery chargers and carrying case. Less than two months old. Write Box L-170, BROADCASTING.

Three (3) Blaw-Knox 200 ft. self-supporting towers galv. in excellent condition. P. O. B. 579, Vidalia, Georgia.


Television/radio transmitters, cameras, microwave, tubes, audio, monitors, Electrofind, Inc., P.O. Box 218, Tifton, Georgia.

Kissinger Line; Teflon insulated, 1/4" rigid, 31.5 Ohm flanged with bullets and all hardware. Distance—30 miles. $40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California, Telephone 2-3527.

Nems-Clarke surplus inventory sale of channel selector for TR-1 rebroadcast TV receiver. Channel 6, 8, 12 & 13 available at $30 each. Call or write John Andre, Vitro Electronics, 919 Jessup Blair Dr., Silver Spring, Md.

Two Ampex 3/2-1/4—7.5 in new condition. $500 each. Clair Rull, Rt. 3, Caldwell 1, Idaho.

Trim 504 audio patch cords $4.00—Audio jack panels for 10" racks, 12 pair $9.35, 10 pairs $8.95. Repeat coils 500-500 OHM flat to 20 kc $4.00—Relay racks and equipment cabinets—Write for list Gulf Electro Sales, Inc., 7031 Burnt Creek Rd. Houston, Texas.

For Sale; Collins type 21A 5 kw AM transmitter. In good condition. $650.00. WEMA, Anniston, Alabama.

Two Magnecord 816 X 8 hour background music machines. Used very little. $450 each or $900 for both. Al Lee, 2425 W. 25th Drive, Burley, Idaho.


MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deely comment, introduction. Write, including call letters—Show-Biz Corp., Dept. PCN, 65 Parkay Court, Brooklyn, N. Y. 11205


"Broadcast Comedy" a free publication available to disc jockeys doing light comedy. Write, including call letters—Show-Biz Corp., Dept. PCN, 65 Parkay Court, Brooklyn, N. Y. 11205

168 hours—A complete summary of the week in review, accentuating the major stories of the past 168 hours. A perfect 15 minute program, spanning the news, and the sounds of the news—Air Mail Special Delivery for weekly. Top response—Response—Added depth and prestige—inexpensive. Write cost Write Box N-125, BROADCASTING.

MISCELLANEOUS—(Cont'd)


INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write: Dept. 3-S, Grantham Schools, 3126 Gilham Road, Kansas City, Missouri.


Be prepared, First Class license in six weeks, Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1135 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, programming, console operation. Twelve weeks intensive practical training. Finest, most modern equipment available. Washington School of Broadcasting, 2805 Inwood Road, Dallas 35, Texas.

San Francisco's Chris Borden School continues top placement record. Written material and "modern" sound. Illustrated brochure, 259 Geary St.

Save time! Save money! Come to beautiful, warm and sunny Florida and get your FCC first class license in just six weeks! Full resident tuition only $950.00. License or complete refund. Free placement. Radio Electronics Institute of Florida, Inc., 125 N. Pineapple Ave., Sarasota, Florida.


Since 1846. Original course for FCC first phone operator license in six weeks. Over 400 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting March 13th, May 1st, and July 14th. Information, references and reservations, write William S. Osburn, Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Special accelerated first phone preparation available at Los Angeles Division of Grantham Schools. New classes begin March 15, May 19 and July 20th. Lab training and advanced electronics made available after first phone course, to those who wish to continue. For free brochure, write: Dept. 3-B, Grantham Schools, 1050 N. Western Ave., Los Angeles, Calif. 90007.


MISCELLANEOUS—(Cont'd)

Intensive thirteen week course in announcing, control board operation, production, news and copy writing. All new and most modern equipment, facilities. Graduates held positions with WGN, WJAR, WTBS, WLAU, WKBW, WFLD, WQAM, WWJ, and WNEW. Charles Hughes, Director, Broadcasting Institute of America, Inc., P.O.B. 33331, New Orleans 30, Louisiana.

America's pioneer, 1st in broadcasting since 1924, National Academy of Broadcasting, 814 H St. NW, Washington 1, D. C.

Pittsburgh, FCC first class "success-proven" accelerated course now in Pittsburgh, Day or evening. Free placement, for brochure, write American Electronics, 415 Smithfield St., Pittsburgh 22, Pa. Phone 381-3622.

Broadcasting school: Train on KWSK; announcing, news, copy, tapes, remotes, logs, traffic, sales, FCC rules, study third ticket. We know our business. We'll teach you (five weeks). Clem Morgan, Owner/Mgr., KWSK, Pratt, Kansas.

Help Wanted—Sales

BROADCAST TECHNICAL SALES REPRESENTATIVE

Must have knowledge of antenna and transmitter equipment used in TV, radio and microwave broadcasting and understand its function, operating characteristics and maintenance problems. Successful applicant must be marketing oriented having administrative ability. Considerable travel necessary from Midwest home office of highly reputable company. This salaried position offers unusual opportunity for rapid advancement. Write fully in confidence, stating salary desired, to:

Box A-92, BROADCASTING

Help Wanted—Announcers

PROGRAM DIRECTOR

Young, vital man needed for medium-size midwest metropolitan market. Must be open to new ideas and able to do 40 hour week, capable of programming, overseeing news department, and dreaming up new promotions. Salary commensurate with ability. Send resume and tape.

Box A-7, BROADCASTING

OUTSTANDING PERSONALITY

with first-phone needed to fill rare opening on staff of KIMN, Denver, Colorado. Send full resume, air check and photograph to Glenn Bell, Program Director, KIMN, Box 1408, Denver, Colorado.
BROADCASTING, January 20, 1964

TELEVISION

Help Wanted—Management

Larger Western Market TV station requires junior executive, aged 34 to 38, to combine functions of business manager and assistant to station manager. Must have at least five years TV administrative experience and thorough operation knowledge all phases FCC and other laws and regulations applicable to broadcasting. May be light on sales experience but must be heavy on all phases TV operations and pro- gramming. Person meeting all qualifications will have promising future. Salary negotiable.

Box R-20, BROADCASTING

FOR SALE—Stations

[Ad for TOP 40 FM operation and UNUSUAL OPPORTUNITY—SOUTHEAST'S MOST FABULOUS METRO GROWTH MARKET OF 225,000]

STATIONS FOR SALE

CALIFORNIA. Exclusive. Prices at $150,000. Terms.

SOUTHWEST. Exclusive. Prices at $90,000. 2% down. 90% F.A.R. WEST. Fulltime. Prices at $75,000.-

JACK L. STOLL & ASSOCS.

6381 Hollywood Blvd.

Los Angeles 28, California

Patt McDonald Co.
P.O. Box 9266 - GL 3-8080
AUSTIN 56, TEXAS

Production—Programming, Others

PRODUCTION MANAGER—TV

Create commercial production—VTR—Film—Live. Excellent opportunity with growing organiza-

production manager—TV

WANTED NEWSMAN

Must be able to produce and develop own film, write and deliver News in major market TV station. Television experience required. Salary open. Some exposure with ability and background. Send film, video tape and/or references by Tuesday, Jan. 19.

WHTN-TV, P.O. Box 1448, Huntington, W. Va.

PRODUCTION DIRECTOR

Major market radio station, 50,000 watts, in need of creative Program Director. Must be top flight production man capable of writing and producing colorful station ad commercial material. Not a top 40 opera-
tion, but overall sound is up tempo. Must have quality vendors will be expected to carry at least a daily 3 hour show end set the pattern for our other personalities. Must be able to select disc jockeys and fellow policies, but plenty of room for creativity. Should have several year’s disk jockey experience. Salary $15,000. If you are qualified, call or write complete resume immediately. We must have full particulars before we will consider your application.

Box A-126, BROADCASTING

TELESIGHT

Help Wanted—Management

PROGRAM DIRECTOR

Major market radio station, 50,000 watts, in need of creative Program Director. Must be top flight production man capable of writing and producing colorful station ad commercial material. Not a top 40 opera-
tion, but overall sound is up tempo. Must have quality vendors will be expected to carry at least a daily 3 hour show end set the pattern for our other personalities. Must be able to select disc jockeys and fellow policies, but plenty of room for creativity. Should have several year’s disk jockey experience. Salary $15,000. If you are qualified, call or write complete resume immediately. We must have full particulars before we will consider your application.

Box A-126, BROADCASTING

TELEVISION

Help Wanted—Management

Larger Western Market TV station requires junior executive, aged 34 to 38, to combine functions of business manager and assistant to station manager. Must have at least five years TV administrative experience and thorough operation knowledge all phases FCC and other laws and regulations applicable to broadcasting. May be light on sales experience but must be heavy on all phases TV operations and pro-

Production—Programming, Others

PRODUCTION MANAGER—TV

Create commercial production—VTR—Film—Live. Excellent opportunity with growing organiza-

WANTED NEWSMAN

Must be able to produce and develop own film, write and deliver News in major market TV station. Television experience required. Salary open. Some exposure with ability and background. Send film, video tape and/or references by Tuesday, Jan. 19.

WHTN-TV, P.O. Box 1448, Huntington, W. Va.

FOR SALE—Stations

FULL TIME HIGH POWER

Florida Station. 1963 gross approx. $200,000. Principally financially qualified to handle $425,000 deal with 29% down. Box A-139, BROADCASTING

TOP 40 FM OPERATION

located in Orlando’s 4th largest city, which, because of frequency con-
genation cannot have an AM sta-
tion. We operate like AM, sound like AM, make money like AM, sale includes license, equipment, all office equip. & Property (Prop-

Production—Programming, Others

PRODUCTION MANAGER—TV

Create commercial production—VTR—Film—Live. Excellent opportunity with growing organiza-

WANTED NEWSMAN

Must be able to produce and develop own film, write and deliver News in major market TV station. Television experience required. Salary open. Some exposure with ability and background. Send film, video tape and/or references by Tuesday, Jan. 19.

WHTN-TV, P.O. Box 1448, Huntington, W. Va.

FOR SALE—Stations

FULL TIME HIGH POWER

Florida Station. 1963 gross approx. $200,000. Principally financially qualified to handle $425,000 deal with 29% down. Box A-139, BROADCASTING

TOP 40 FM OPERATION

located in Orlando’s 4th largest city, which, because of frequency con-
genation cannot have an AM sta-
tion. We operate like AM, sound like AM, make money like AM, sale includes license, equipment, all office equip. & Property (Prop-

Production—Programming, Others

PRODUCTION MANAGER—TV

Create commercial production—VTR—Film—Live. Excellent opportunity with growing organiza-

WANTED NEWSMAN

Must be able to produce and develop own film, write and deliver News in major market TV station. Television experience required. Salary open. Some exposure with ability and background. Send film, video tape and/or references by Tuesday, Jan. 19.

WHTN-TV, P.O. Box 1448, Huntington, W. Va.

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The difference between a guess and an estimate...

Anyone can guess what the sales volume of a company may be, just as anyone can conjecture what the demand will be for a new product. But, forming such an opinion, on little or no evidence, would be a costly proposition for a company ... a proposition few businessmen would be willing to accept.

Instead, the professional businessman demands reliable estimates ... applicable data that provides background knowledge, compiled statistics on similar subjects, the personal experiences of past business situations, and surveys and sampling of important factors. In all, he demands reliable information to augment his most valuable asset — the ability to make considered and intuitive judgments. For such a critical talent, guessing would never do!

That is why today's businessman relies on such valuable estimates as Total Retail Sales, Personal Disposable Income, or Household Buying Power. And, that is why leading advertising agencies and broadcasters rely on television audience estimates to bolster the efficiency of advertising dollars.

ARB clients know the difference between a guess and an estimate ... and their confident decisions show it!
It all began like the script of a B movie. There's this beauty contest, see, with college girls competing for the role of the Panther Woman in a picture called "Island of Lost Souls." And there's this girl, a senior at Howard College in Birmingham, Ala., and studying law nights and working for the dean's office to pay her tuition. She's not interested in the contest or Hollywood; she just wants to be a lawyer. But she's president of the Women's Student Body at Howard and the movie exploitation man has worked up a bitter rivalry between Howard and its traditional rival, Birmingham Southern, so she has to try to get all the other girls at Howard to enter, but they won't unless she does. So she does and of course she wins a trip to Hollywood (a girl from Chicago got to be the Panther Woman).”

Movies Mean Money • In Hollywood she gets a screen test and an offer of $50 a week, which she spurns and she's packing her bags to return to Birmingham and her lawbooks when they raise the ante to $75. That's how Margaret Fitzpatrick, law student, became Gail Patrick, actress. (“Those were depression days and as a well brought up Southern girl I just didn't dare say no to that much money,” she says.)

Miss Patrick put in some 15 years before the cameras, appearing in more than 50 pictures, but after her marriage to Cornwell Jackson, then head of the J. Walter Thompson office in Los Angeles, she gave up acting to concentrate on domestic matters. A frequent visitor to the Jackson menage was Erle Stanley Gardner, lawyer, author, and creator of Perry Mason. Mr. Jackson had been his literary agent before World War II and they were partners in the Perry Mason radio series. With her still strong interest in the law, Mrs. Jackson too became a close friend of Mr. Gardner. When it was suggested that Perry Mason move into TV she entered eagerly in the discussions and after the decision had been made to go ahead she took an active part in planning the TV series.

An Early KO • Paisano Productions was formed to handle the production of the series, with Mr. Gardner owning 50% of the stock; Mr. and Mrs. Jackson, 25% apiece. Mrs. Jackson became executive producer; a pilot film was made; a contract was signed with CBS-TV and, on Sept. 21, 1957, the first Perry Mason TV show was broadcast. “We went on for an hour at 7:30 Saturday night.” Mrs. Jackson recalls, “and Hubbell Robinson told us that our main job was to knock that other Perry, Como (on NBC-TV at 8:30 p.m.), out of the number one spot on the rating lists. We did it in six weeks. Then I started to wonder how long we'd be around.”

Mrs. Jackson is still wondering about that, although Perry Mason is well into its seventh season and is already assured for 1964-65. “That will be the eighth and last year for Perry,” the show's executive producer states, but the top people at CBS-TV put in a disclaimer that she's been saying each season would be the last for the past four years.

The network consensus is that the program is good for at least 15 years. “After all, the books have been best sellers for 30 years,” they point out.

They give much of the credit for Perry Mason's TV longevity to Mrs. Jackson. “She thinks like a man,” one of her colleagues said. “In fact, she thinks better than most men; she's one of the top people in our business and the long run of the show is due largely to her astute management.”

Formula For Success • Mrs. Jackson credits the success of the series to the formula established by Mr. Gardner, that the show be pure entertainment, with the underlying theme that the American courts provide justice for all. “All I do is try to keep each program in line with that premise,” she says. “Fortunately, I've got a lot of good people around to help me do it.”

Commenting on the critics who compare Perry Mason's fictional courtroom dramas unfavorably with the more realistic approach of such program as The Defenders, Mrs. Jackson says: “I don't want controversy in TV entertainment. I think my main objection to these programs is that they present problems and then walk away without proposing a solution or even offering any hope of one. I don't think that's fair, not in an entertainment program. Real life problems, factually presented are one thing; entertainment is something else.

"If we can entertain the viewers for an hour each week and leave them with the feeling that the American jury system is the best guarantee of justice that mankind has so far devised, we have nothing to be ashamed of. We've done our job—and it's an important one, not only at home but in the 93 other countries where Perry is seen, many of them with quite different ways of meting out justice than ours."}

No End In Sight • Although Mrs. Jackson thinks that Perry Mason's TV days are numbered, she is sure Paisano Productions can go on and on. “Mr. Gardner has other books with other characters, you know. There's Doug Selby, a small town district attorney, and the team of Bertha Cool and Donald Lamb and, for pure escapism, Lester Leith. They're all good potential TV properties and we've already started getting them ready.”

Tall (5'8"), slim (125 pounds), with dark hair (now silvered), Gail Patrick Jackson is an attractive woman whose animated expression and sparkling eyes show how much she relishes her work in television. Her enthusiasm and her seemingly inexhaustible supply of energy are the envy of her associates, who admire the way she handles her duties in the studio without permitting them to interfere with her home life. She's at the studio at 9 each weekday morning, ready for a casting, wardrobe or script session, to watch yesterday's unedited film footage, or whatever else needs doing.

Hobbies—cooking and collecting cookbooks. “We've made the kitchen our family room,” she reports, “and my husband says that a typical picture would show me sitting on a kitchen stool, talking to the studio over a phone cradled on my shoulder while I'm stirring whatever's cooking on the stove and yelling at the kids to keep quiet.”
A case of fall in or fall out

THE number one topic to engage the attention of members of the boards of the National Association of Broadcasters at their winter meeting next week will not be a problem of programing or of advertising or of broadcast operations or a plan to win more public confidence or to perform some useful service that is not now performed. It will be the problem of having LeRoy Collins as NAB president.

That same problem has been the principal topic at every board meeting since January 1961, when LeRoy Collins became the NAB president. It is just possible that Mr. Collins wouldn't have it any other way.

Having said that, we expect to be accused, as we have been in the past, of carrying on a campaign of personal vilification against the former Florida governor. Let it be said right at this point that the personal future of Governor Collins is not our concern, except that we wish him as happy a life as we wish any other respectable citizen. We are, however, concerned—and have been for all 32 years of this publication's existence—with the welfare of American broadcasting. The welfare of broadcasting has not been advanced by the administration of LeRoy Collins.

During his three years in office Mr. Collins has advocated a number of reforms to which all responsible broadcasters ought to have rallied. The trouble has been that he has chosen methods of advocacy that were certain to discourage the adoption of the programs he proposed. He has, from the beginning of his administration, alienated many of the most influential elements of broadcasting whose support is essential to any movement toward cooperative action. If he had deliberately set out to perpetuate issues, not to settle them, he could not have followed a more fruitful course.

In his first appearance before an NAB board a few weeks after he took office he proposed united action to investigate the reliability of ratings services. It is altogether possible that if cooperative action had ensued, the undesirable publicity that came from a House committee's ratings hearing a year later could have been avoided. But Governor Collins, in that same board appearance, served notice that he was assuming the industry leadership that network presidents had previously enjoyed and so deprived himself of any network support for remedial action on ratings.

The broadcasting Ratings Council that has at last been formed in recent weeks is not the creature of LeRoy Collins but of Oren Harris, the chairman of the House Commerce Committee and of the subcommittee that exposed ratings deficiencies to public view.

Having announced, at his first board meeting, that he and not the network executives was now boss, the governor then turned to those same executives with a plan for a cooperative venture in what he called—without much further description of it—"blue ribbon programing." Since he was unable to define what he really had in mind, the networks did not rush to participate. He at once resorted to public appeals. In speeches before the International Radio and Television Executives Society and the American Association of Advertising Agencies he cast himself as the champion of cultural elevation and the networks as purveyors of pap. Those speeches ended any possibility of an accommodation with the networks.

In Portland, Ore., in November 1962, in defiance of advice he received on the scene from several broadcasters, Mr. Collins made a speech deploring cigarette advertising. It was a cold-turkey introduction to a subject of infinite complexity and considerable financial importance, and broadcasters acted accordingly. They recoiled. Not just the networks but also individual broadcasters, who share the $132 million-a-year tobacco billings on radio and television.

Alone and without any real attempt to develop a meaningful program of reform through private conferences with broadcast leaders, Governor Collins has continued his public crusade against cigarette commercials. If restraints are eventually adopted by the broadcasters, they will be in response to the surgeon general's report of Jan. 11. If there had been any reason for the voluntary adoption of restraints before then, there was no chance of achieving it. Once again Mr. Collins had sought action by means that guaranteed no action would take place. He has pursued the same course on many other matters.

It is an old political stratagem to plead publicly for reforms while maneuvering to preserve the conditions that the reforms would cure. Whole careers have been built on that device. We have neither the evidence nor the suspicion that Governor Collins has intentionally applied the stratagem in his administration as NAB president, but the effect has been the same. He has consistently nullified his own programs. His personal fortunes have consistently improved.

Meanwhile, atrophy afflicts the organization of American broadcasters. Industry problems that demand solutions go untended while individuals within the industry are distracted by worry over what their appointed spokesman will say next on his own behalf, and their worries have only been compounded by the governor's recent assertion to the executive committee of the boards that he intends to go right on saying what he pleases.

We cannot read Mr. Collins's mind, but it seems evident that he has correctly guessed that even his severest critics in the NAB are reluctant to disavow him publicly. The fear of adverse public reaction, however ill-founded, is a strong dissuading force.

Among NAB board members there is little enthusiasm for a cancellation of the Collins contract, which still has two years and more than $150,000 to run. There ought, however, to be unanimous enthusiasm for a confrontation that will produce an NAB president, whether it is Mr. Collins or someone else, who is as dedicated to cooperative action as he is to unilateral talk.

No one can be called a leader if he marches down the street by himself.
You can buy Houston with the rest of them
(or sell it with us)

Every other television station covering the Houston market has packages to sell you this fall. These are bargains. But, before you put your money down, consider: will you go just where everyone else is going? Prime time on weekdays and week-ends, afternoon movies on Sundays? All very nice, of course. But there’s more to Houston television than three types of avail.

If you sell with KPRC-TV you pay no more, often less, than on other Houston stations. You can include all the usual time slots. And then go on, if you like, to some decidedly unusual ones.

The Tonight Show, for instance. Or Today. There you’ll find an audience that you might think had vanished. Unspoiled, uncrowded. Clean and shining. Fairly bubbling over with buying enthusiasm.

Talk to your Edward Petry man. He’ll arrange everything. Or, mail the coupon. It will help get you in the right mood. And out of the rut.

KPRC-TV
CHANNEL 2, HOUSTON TELEVISION
P. O. BOX 2222, HOUSTON 77002
Please send me free KPRC-TV sales-planning kit and money saving guide,
"Houston on $500 a Day."

Name ____________________________
Address ____________________________
City ____________________________ Zone ____________
State ____________________________
My Edward Petry Man is ____________________________
If you lived in San Francisco...

...you’d be sold on KRON-TV