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Just one of the more than 300 great COLUMBIA POST-48's

DISTRIBUTED EXCLUSIVELY BY SCREEN GEMS, INC.
THE LLOYD BRIDGES SHOW
Music by
RUDY SCHRAGER

RUDY SCHRAGER, staff composer of Four Star Television, has created music for such television shows as Robert Taylor's "The Detectives," "The Rifleman" and many episodes of the Dick Powell Show. Prior to the Lloyd Bridges Show, for which he writes the background scores as well as the theme, Mr. Schrager had contributed the music for many hits in past seasons, including the "Lux Theatre" under Cecil B. DeMille.

and there are 104 other regular network programs which use BMI music.

BROADCAST MUSIC, INC.
589 FIFTH AVENUE,
NEW YORK 17, N.Y.

CHICAGO • LOS ANGELES • NASHVILLE • TORONTO • MONTREAL
St. Louis takes entertainment as a basic of good living. With a long tradition as one of the nation's entertainment innovators, the St. Louisan has an in-bred sophistication in his television selection. Meeting this taste-level is a challenge. Part of our response is:

The Steve Allen Show
10:15 p.m. Mon.-Fri.

Total Information News
6:00 p.m. Mon.-Fri.

Allen is entertainment for the sheer fun of it. Total Information News is for active viewing; news-films show the local stories. This selective programming blended with ABC's line-up, reaches the selective St. Louisan—eager to enjoy, ready to buy.

See what's on KTVI; the growing station buy in St. Louis!
From 4 to 6 pm in the Dallas-Fort Worth market, KRLD-TV, with 70,876° ADULTS per average quarter-hour in its viewing audience, leads its three competing outlets by substantial margins — 18,665 more adults than Station B, 25,508 more than Station C, and 52,363 more than Station D.

4:00 - 4:30     DECEMBER BRIDE
4:30 - 5:00     OUR MISS BROOKS
5:00 - 5:30     LOVE THAT BOB
5:30 - 6:00     LONE RANGER

Adult audiences are buying audiences. See your ADVERTISING TIME SALES representative for a Channel 4 schedule tailored specifically to your requirements.

®NSI
Dec. 30 - Jan. 27
1963

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

BROADCASTING, March 4, 1963
The first family

Bound to make headlines if FCC approves vhf drop-ins in eight markets will be application of group headed by Harry W. Bennett Jr., New York agency and post executive and father-in-law of Sen. Edward M. (Ted) Kennedy (D-Mass.) for ch. 10 in Jacksonville. Tip-off came in society page report in Jacksonville that Bennett family will move from Bronxville, N. Y., to Jacksonville "for business reasons." He's slated to become majority stockholder in to group to apply for ch. 10, proposed to be dropped in, with other stockholders principally local citizens, including one Negro leader. Mr. Bennett is minority stockholder in Veterans Broadcasting Co. (WROC-AM-TV Rochester, KTVE [TV] El Dorado, Ark.).

FCC did not consider eight-market drop-in proposals last week. Despite strong opposition from AMST as well as uhf interests, there's still feeling that sufficient majority can be mustered to approve third station in these two-station markets but with provision for ultimate switch to uhf—pos- sibly in seven or eight years. Besides Jacksonville, markets include Baton Rouge, Birmingham, Charlotte, Dayton, Johnston-Altoona, Knoxville and Oklahoma City.

Move against beer, tobacco

Rep. Morris K. Udall (D-Ariz.) intends to meet this week with NAB and other broadcast officials to discuss possibility of ban on beer, wine and tobacco commercials before 8 p.m. Rep. Udall polled constituents and found "strong interest" in ban. Tabulation of about 3,500 replies shows 55% favor, 35% oppose, 10% have no opinion. Question was on a 20 in January questionnaire on broad range of legislative subjects. Rep. Udall says he is unsure whether he would introduce ban bill, but says he thinks "straws in the wind show a lot of people are not particularly happy with some advertising of this kind.

Blue chip testing

In its first year RAB's Radio Test Plan has had nine major advertiser participants (currently running or completed) spending total of about $1.3 million to test radio's sales punch. This is word RAB members are getting in report from headquarters, which places RTP test business and does proof-of-performance research for which it collects 10% of RTP billings. This advertiser group, representing more than the $30 million per year in potential new radio business which is RTP's objective, consists of Eastman Kodak, Swift & Co., Brillo Mfg., Colgate-Palmolive, Continental Baking, Campbell Soup, Corn Products, P. Ballantine & Sons and Burnham & Morrill. They've been testing radio for brands that hadn't used it. Do- ceo other major advertisers are close to signing for try-outs representing estimated $1 million in test billings in next six months.

Writer's itch

Newton N. Minow is toying with proposals that he write book about his experiences as FCC chairman ("My Life and Times in the Wasteland"). One of several publishers that have expressed interest is Random House which is headed by Bennett Cerf, regular panelist on What's My Line? and chairman of judging committee that gave Mr. Minow Peabody Award last year. Mr. Minow has said he won't write book until he leaves FCC.

Color's extra kick

Fuller & Smith & Ross Inc., New York, is conducting long-range study of impact and effectiveness of commercials placed in color programs. Three surveys, with total sample of about 2,800 homes, have been conducted so far. One more, later this year, will complete study. Results based on samples already taken seem to indicate commercials in color programs deliver much more attentive audience, whether spot itself is both in color or in black-and-white.

NBC eyes Wolper series

Strong contender for Monday, 9:30-10, one of few slots open in NBC-TV's 1963-64 nighttime schedule, is new pilot produced for United Artists TV by David Wolper. It's based on two Wolper- produced specials on Hollywood movie stars telecast by NBC-TV recently. Series, as being considered by NBC-TV, would spotlight filmdom "greats" in categories, such as gangsters (Edward G. Robinson, George Raft, Humphrey Bogart), "vamps" (Claire Bow, Marilyn Monroe, Theda Bara) etc. NBC-TV's current thinking is Wolper series would be logical sequence to feature films now slated 7:30-9:30 (see story, page 63).

Out of the deep freeze

FCC staff has recommended license renewal for some 30 far west television stations whose applications have been deferred because of questions about local live programming in prime time (Broadcasting, Dec. 3, 1961). Recommendation came up at commission meeting Friday, but no action was taken. Missing from staff's recommendation were some 70 other western stations whose renewals have been held up for same programming question. Inference is that staff feels these stations' performance requires further study. If commission goes along, these stations might receive additional letters of inquiry.

Correspondence that curdles

FCC is about to learn that members of Congress resent getting FCC form letters signed "Ben F. Waple, acting secretary." Congressmen have received such replies from FCC to their inquiries about Rev. Carl McIntire (Broadcasting, Feb. 18). Several said they expect courtesy of reply by chairman and are indignant because form letters failed to discuss questions they had asked. Broadcast "sermons" of Rev. McIntire are being checked by FCC under "fairness doctrine.

Shooting for 50's

With signing of WCKY Cincinnati as basic affiliate, ABC Radio has increased its 50,000-w lineup to 13 stations and Robert Pauley, ABC Radio president, predicts affiliation of two additional 50 kilowatters in "near future." Network totals 426 affiliates.

Kraft's new night

There's strong possibility that in 1963-64 season Kraft Foods will move its NBC-TV prime weekly hour from Wednesdays at 9 p.m., where Perry Como has performed this season, to Thursdays at 10 p.m. No matter what period Kraft lands in, company will change its program format. Mr. Como will do dozen shows at most. In other weeks Kraft will present dramatic anthology series.

If Kraft does move to Thursday at 10-11 p.m., it'll mean revision of plans for Jack Paar show. Network had thought of moving Mr. Paar to that spot from Friday 10-11 p.m. period he now occupies and moving Joey Bishop (but up for same programming slot) to Saturday half-hour at 8:30-9 p.m.) into evacuated Paar hour Fridays.
ABC Owned Radio Stations communicate with millions of people in six of America's major markets.

Who knows best what radio listeners want to hear? Listeners themselves. That's why the six ABC Owned Radio Stations listen so attentively to their audiences. As a result of this unique station-listener communication, each station is constantly aware of the problems and needs of the community in which it performs a vital communication's service. Whether it's a newspaper strike in New York, a commuter problem in San Francisco, the need for driver training in Pittsburgh high schools, a furor over increased Blue Cross rates in Detroit, the effects Chicago's medical research facilities have on patient care, or a means of informing Los Angeles residents of a new industry project, the ABC Owned Radio Stations respond quickly and effectively in order to reach the very heart of each of their communities...the people. Why? Because ABC Owned Radio Stations just don't broadcast...they communicate!

ABC OWNED RADIO STATIONS

WABC NEW YORK  WLS CHICAGO  KGO SAN FRANCISCO  KQV PITTSBURGH  WXYZ DETROIT  KABC LOS ANGELES
WEEK IN BRIEF

On eve of congressional ratings hearings Tvb's Cash calls for revisions in information and for refinements of tools and methodology. Agency groups working on same study, completion due soon. See . . .

BOMBED ON HEARING EVE . . . 27

Tvb's gross time billings for network and spot in 1962 topped $1.52 billion. Network was up 12.2%; spot was up 17%, according to Tvb estimates presenting year's network figures and fourth quarter spot business. See . . .

TV NET, SPOT BILLINGS UP . . . 36

Leadership of NAB is questioned during spirited discussion at state presidents' meeting. Objectors claim the association is not vigorous enough. Collins defended by the staff and broadcasters. See . . .

CONTROVERSY OVER COLLINS . . . 42

Campbell-Mithun holds open house to show its new offices in Minneapolis. Layout features "traffic loop" design. Founder tells news conference "idea" is basis for all advertising. See . . .

UNVEILS NEW OFFICES . . . 40

Make sure the tv critic "knows the score," Danish tells western broadcasters. If editors—and public—understand how television works, they'll be more understanding of pluses and minuses. See . . .

CRITICAL UNDERSTANDING . . . 52

Minow passes chance to set record straight on his future at FCC; ducks direct answer to Pastore question on truth of speculation he is resigning. Chairman sees bright future for etv, uhf. See . . .

MINOW SIDESTEPS ANSWER . . . 56

Cosmopolitanism of tv shown in award for best commercial—an English advertisement, produced by a French production firm. And best radio commercial was made in Boston. Presentations by Hollywood Ad Club. See . . .

CREAM OF COMMERCIALS . . . 32

NBC-TV decides to stick with Monday night movies. Network buys feature film packages from MGM and 20th Century-Fox. Ratings and sales strength help network make up mind. See . . .

NBC STICKS WITH MOVIES . . . 63

Baseball radio-tv rights add up to $13.1 million, which is $325,000 over last season's take. But plateau is seen as having been reached. Billings inch up $1 million to $84 million for 1963 season. See . . .

BASEBALL PICTURE LEVELS . . . 66

RCA sales and profits reach highest level since founding of company in 1919. NBC accounts for 22% of $1.75 billion in gross sales. Net up 45%; sales, 13% in yearend report. Color tv significant. See . . .

RCA NET UP 45% IN 1962 . . . 71

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BROADCASTING, March 4, 1963
YOU MAY NEVER SEE THE BIGGEST SHOVEL*

WKZO-TV MARKET
COVERAGE AREA • NCS '61

BUT... WKZO-TV Scoops Up The Most Homes in Greater Western Michigan!

If you're digging for customers, you can unearth more of them with WKZO-TV than any other Michigan station outside Detroit. It's this way every day, every night, and every week!

It's all dredged up in NCS '61: WKZO-TV has weekly circulation in 456,320 homes in 30 counties in Western Michigan and Northern Indiana. And there's gold in these here diggin's: SRDS credits the area with annual consumer spendable income of well over four billion dollars.

Get the complete scoop from Avery-Knodel. And if you want all the rest of outstate Michigan worth having, add WWT V/WWUP-TV, Cadillac-Sault Ste. Marie, to your WKZO-TV schedule.

*A strip-mining shovel at Paradise, Ky., has a dipper with 115 cubic yards' capacity.

The Felzer Stations
RADIO
WKZO KALAMAZOO
WLFF GRAND RAPIDS
WWTV-FM GRAND RAPIDS-KALAMAZOO
WWT V-FM CADILLAC

TELEVISION
WKZO-TV GRAND RAPIDS-KALAMAZOO
WWTV CADILLAC-TRAVERSE CITY
WWUP-TV SAULT STE. MARIE
KOLN-TV LINCOLN, NEBRASKA
WGIN-TV GRAND ISLAND, NEB.

WKZO-TV
100,000 WATTS • CHANNEL 3 • 1000' TOWER

Studies in Both Kalamazoo and Grand Rapids For Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives
NAB BOARD ELECTION
13 win 2-year terms, including 6 incumbents

Six NAB Radio Board incumbents have been re-elected for two-year terms beginning April 3. They were board members who were eligible and who sought re-election.

In seven instances, new members were chosen because incumbents either were ineligible or chose not to run.

Election results, involving odd-numbered and at-large districts only, were announced by NAB Friday (losing candidates in parenthesis):

District 1—Carnilton D. Brown, WTVL Waterville, Me., incumbent (Richard E. Adams, WKQX Framingham, Mass.).

District 3—Cecil Woodland, WEJL Scranton, Pa., replacing John S. Booth, WCHA Chambersburg, Pa., ineligible (Roy E. Morgan, WILK Wilkes-Barre, Pa., and Mrs. Jason T. Pate, WASA Havre de Grace, Md.).

District 5—Kenneth R. Giddens, WKRG Mobile, Ala., replacing James L. How, WIRA Fort Pierce, Fla., not candidate (Hugh M. Smith, WCOV Montgomery, Ala.).

District 7—Gene Trace, WBBW Youngstown, Ohio, replacing Hugh O. Potter, WOMPI Owensboro, Ky., ineligible (Paul F. Braden, WOMB Mid- dletown, Ohio).

District 9—Paul F. Frechette, WFHR Wisconsin Rapids, Wis., incumbent (Edward Allen Jr., WDOR Sturgeon Bay, Wis.).


District 13—John J. Coyle, KVIL Dallas, Tex., replacing A. Boyd Kelley, KRRV Sherman, Tex., ineligible (Bill Dahlsen, KAWA Waco, Wendell Mayes, KBWD Brownwood and David H. Morris, KNUZ Houston, all Texas).

District 15—Hugh Turner, KTVM San Rafael, Calif., replacing B. Floy Farr, KEEN San Jose, Calif., not candidate (Ellsworth Peck, KWIP Merced, and Ned Richardson, KPAY Chico, both California).

District 17—Ray Johnson, KMED Medford, Ore., incumbent (Lee Bishop, KORE Eugene, Ore.; Hale Bondurant, KIXI Seattle, Wash.; Lester M. Smith, KXL Portland, Ore.).


Class B Markets—Willard Schroeder, WOOD Grand Rapids, Mich., incumbent (Merrill Lindsay, WSOY Decatur, Ill.).

Class C Markets—Ben B. Sanders, KICD Spencer, Iowa, incumbent, (George J. Volger, KWPC Muscatine, Iowa).


$48 million in billings signed by NBC for fall

NBC-TV today (March 1) will announce business for next fall season representing more than $48.3 million in billing. Network said highlights include SRO for The Virginian and Dr. Kildare plus substantial orders for Richard Boone Show, Jack Paar Show, and buys in motion picture periods on both Saturday and Monday nights.

Sponsors include: Carnation, Procter & Gamble, Alberto-Culver, Miles Labs, Liggett & Myers, Bristol-Myers and Noxema in Virginian; all six current advertisers renewing Dr. Kildare; Reynolds Metals alternate-week in new Richard Boone Show; Miles Labs, Hertz Co., Speidel, Noxema and P. Lorillard in Paar; Brown & Williams, Warner Lambert and Scott Paper in Eleventh Hour; S&H Green Stamps for Andy Williams specials (BROADCASTING, Feb. 25) and R. J. Reynolds and Thomas Leeming Co. in movies.

Rep. O’Konski gets cp for ch. 12 in Hurley

FCC Friday (March 1) granted Rep. Alvin E. O’Konski (R-Wis.) construction permit for new tv station on ch. 12 in Hurley, Wis. Station will have proposed power of 1.7 kw.

Although Rep. O’Konski doesn’t have any broadcast station at present, he formerly owned WOSA Wausau and WLIN (FM) Merrill, both Wisconsin. He also held construction permit for WOSA-TV, which was later deleted.


Penalty ‘too drastic,’ revoked WLOV-FM pleads

WLOV-FM Cranston, R. I., asked FCC Friday to reconsider order revoking its license (BROADCASTING, Feb. 4). Station said punishment—for alleged misrepresentations, technical violations and financial irresponsibility—was too drastic. Station also said commission had ignored FCC decisions in similar cases in which stations had been dealt with more leniently.

Short-term license given to KTVU(TV)

KTVU (TV) Oakland, Calif., which has been operating on construction permit since 1958, was given one-year license by FCC Friday. Commission said decision to grant short-term renewal stemmed from agency’s dissatisfaction with KTVU’s promise-vs-performance record.

FCC released copy of letter to ch. 2 station which noted that commission, on Feb. 26, 1960, had questioned station about its performance compared to promises it made in comparative hearing. Letter also recalled that KTVU later amended its application to indicate it had “upgraded” its programming.

Quoting its decision in KORD Pasco, Wash., case (BROADCASTING, July 17, 1961), FCC said “licee cannot disregard his proposals in the hope that he will simply be permitted to ‘upgrade’ when called to account.” FCC added, however, that since KTVU’s license application was filed three years before KORD decision, Oakland station should be treated in same manner KORD was—that is, given short-term grant.

One of top officials of KTVU is William D. Pabst, chairman of NAB TV

Sweeney goes out selling

Kevin Sweeney, who in nine years as RAB president earned reputation as 24-hour-a-day salesman, did nothing to tarnish that image in his exit from job.

Officially leaving as close of business last Friday, he scheduled final appointment to make major radio presentation late Friday afternoon—to Leonard Lavin, president of big-tv-spender Alberto-Culver. Lateness of hour made it inevitable his last pitch would run past normal business hours.

Mr. Sweeney, who gave notice almost year ago that he planned to leave RAB presidency on Feb. 28, plans to spend next few weeks at his home in California before announcing new plans.
WEEK'S HEADLINERS

Leo D. Welch, chairman of Standard Oil Co. (New Jersey), and Dr. Joseph V. Charyk, undersecretary of Air Force, appointed chairman-chief executive officer and president, respectively, of Communications Satellite Corp. (story, page 62).

Dan Seymour, senior vp, director and member of executive committee of J. Walter Thompson Co., New York, elected to newly created post of chairman of executive committee. He'll work directly with Norman H. Strouse, who continues as president, and chief executive officer.

Mike Wallace, formerly with Westinghouse Broadcasting Co., joins staff of CBS News, New York, effective March 25, as special correspondent. He will work on various radio, tv assignments for CBS News exclusively, except narration of Biography tv series. Previously, Mr. Wallace was with WTVA-TV (now WNDE) and WNEW-TV, both New York, and WMAQ-Chicago. In addition, he had done news and public affairs programs for ABC-TV and CBS Radio and CBS-TV.

Donald A. Wells, vp in charge of marketing, media and research operations for BBDO, New York, elected to agency's executive committee. Edmund Burke, vp and management supervisor at BBDO, New York, and W. M. Starkey, vp and manager of agency's Los Angeles office, elected to BBDO's board of directors.

Hubert M. Tibbetts, senior vp and executive in charge of Corn Products Co.'s Best Foods Division account at Lennen & Newell, New York, joins Borden Foods Co., that city, as vp in charge of marketing. In his new post, Mr. Tibbetts will be responsible for supervising Borden Foods' marketing managers and its market research, sales promotion and advertising activities. Previously, he had been group product manager for Lever Bros. and a vp and general manager of Salada Foods.

AFA to NAB delegates: come to Chicago early

Early birds in Chicago for NAB's March 31-April 3 convention will have chance to meet with agency-advertiser prospects at spring conference of Sixth District of Advertising Federation of America which is meeting at Sheraton-Chicago Hotel there March 29-30. Welcome mat to broadcasters was extended Friday by host, Chicago Federated Advertising Club.

AFA Sixth District includes Illinois, Indiana and Michigan. Speakers list includes AFA Board Chairman George Head, National Cash Register Co.; and AFA's new president, Mark F. Cooper. Celebrity reception is scheduled March 29, 6-8 p.m., at Mid-America Club.

RCA common, preferred dividends increase

Increase in regular quarterly dividend from 25 to 35c per share on common stock was announced by RCA Friday (March 1). It will be payable to stockholders of record March 18, 1963, on April 29.

Increase said to result from acceleration in earnings in first quarter of this year following record profit year in 1962 (see page 71). First preferred stockholders were voted dividend of 87¼ cents per share on stock of record June 21, payable July 1.

UPI asks stay in raise of long line rates

UPI requested last Friday that FCC stay its May 1 effective date for new 20% raise in rates for users of private leased telegraphic services of AT&T and Western Union until commission makes decision on requests for reconsideration (Broadcasting, Feb. 25).

Mr. Welch

Mr. Charyk

Mr. Tibbetts

Mr. Welch

Mr. Charyk

Mr. Tibbetts

Code Review Board. He is executive vp-general manager of station.

Commission vote on action was 5-1. Chairman Newton N. Minow abstained, and Commissioner Rosel H. Hyde voted for regular license and opposed letter.

Minow added as witness on equal time, ratings

Last-minute changes in lineup of witnesses to appear at broadcast rate and equal time suspension hearings of House Commerce Committee subcommittee were announced Friday. FCC Chairman Newton N. Minow and NAB President Leroy Collins are scheduled for appearances in early days of both hearings.

Mr. Minow was added to Monday list of witnesses before Communications Subcommittee's equal time hearing (see page 62). NBC Chairman Robert Sarnoff and CBS President Dr. Frank Stanton will testify ahead of Chairman Minow. Hearings will be recessed at end of Monday session until Wednesday (March 6) when Mr. Collins is scheduled to appear.

Ratings probe still begins Tuesday with Mr. Collins, but Chairman Minow has been added as witness for afternoon of same day (see page 27).

Burnett keeps close tab on Kellogg radio drive

Although its too early to tell actual impact, initial feed-back Friday at Leo Burnett Co., Chicago, to first week's national exposure of "Homer & Jethro" corny commercial radio campaign for Kellogg flakes is no laughing matter.

Station level reception is "enthusiastic," comparable to tests last fall in Philadelphia, Cincinnati, Boston, Baltimore and Washington. Kellogg saturation drive is said to be significant for radio as "tv-size money" is being spent, with wide merchandising and results closely measured. Eight-week drive includes CBS, NBC and local spot.

News directors praise Harris bid for access

William G. Garry, president of Radio Television News Directors Assn., and news director, WBBM-TV Chicago, wired Rep. Oren Harris (D-Ark.) Friday (March 1) to "applaud your introduction of H. Res. 263 to open the House of Representatives committee hearings to radio-television news coverage."

Adoption would be "great step forward," Mr. Garry said, enabling broadcast news "to give the American people a greater understanding of House Committee hearings and the important role they play in legislation."

House Rules Committee will hear Rep. Harris on proposed rules change Tuesday (March 5) at 10:30 a.m.
WGAL-TV delivers a loyal, responsive audience. This unequalled viewer following results from fourteen years of pioneering, finest facilities, and the most complete and modern equipment in the area. Channel 8 is the only single medium in this entire region that assures full sales power for your advertising dollars.

WGAL-TV
Channel 8
Lancaster, Pa.
STEINMAN STATION  •  Clair McCollough, Pres.
The Embassy of Portugal

His Excellency Dr. Pedro Theotónio Pereira, Ambassador of Portugal to the United States, and Mr. and Mrs. Carlos Marques de Sousa, daughter and son-in-law of the Ambassador, in the entrance of the Embassy... another in the WTOP-TV series on the Washington diplomatic scene.
Universal TV Tape Recorder
The Basic Compact with Provisions for Adding PixLock, Cue, ATC and Color

The Universal model enables you to obtain in one compact unit very high standards of performance, reliability and interchangeability... at lowest cost. You buy this basic unit and add exactly what you want in the way of accessories to achieve your desired type of operation.

The availability of a complete line of accessories provides programming flexibility and operating convenience, making the TR-2 an excellent choice for many applications. Circuits of proved performance are utilized throughout. Transistors are employed where they do the most good in achieving materially improved performance and significant savings in space.

STUDIO AND MOBILE MODELS. The studio model is available in a single (3-rack) cabinet 70” wide, 84” high, and 24” deep. It requires less than 10 square feet of space. For mobile applications the TR-2 is housed in two separate cabinets each measuring 66” high, 24” deep, and 50” wide. Both models are designed for adding color.

ACCESSORIES. The wide range of accessories which can be integrated in the basic TR-2 include: Air Bearing Headwheel, PixLock, Picture Monitor, Waveform Monitor, Audio Cue Channel, Automatic Timing Corrector (ATC), Two-speed operation, and Color.

See your Broadcast Representative for complete details. Or write to RCA Broadcast and Television Equipment, Building 15-5, Camden, New Jersey.

Outstanding Features
- Lowest Priced Compatible Quadruplex Recorder
- Optional Two-Speed Operation
- Electronic Quadrature Control
- Designed for Adding Color
- Complete Line of Accessories
**DATEBOOK**

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

*Indicates first or revised listing

**MARCH**

*March 4—House Communications and Power Subcommittee opens hearings on partial suspension of Sec. 315 in 1964 general elections.*

*March 4—Hollywood Ad Club, Hollywood Roosevelt Hotel, Gail Smith, director of advertising and market research, General Motors, will speak on "Advertising in the Total Market Scheme."*

*March 5—New York State Broadcasters Assn. annual dinner, Sheraton Ten Eyck Hotel, Albany. Dr. Frank Stanton, CBS Inc. president, is featured speaker.*

*March 5—Start of Special House Subcommittee on Investigations hearings into radio and television rating services.*


*March 6—Assn. of National Advertisers workshop on tv advertising to discuss new techniques for testing commercials, allocation of media budgets, participation vs. spot announcements and predicting tv success. Speakers will be David Mahoney, executive vice president of Colgate Palmolive; Herbert Zeliner, vice president and media director of Lennen & Newell; Henry Brenner, president of Home Testing Institute and Eric Marder, president of Eric Marder Assoc. Hotel Plaza, New York.*

*March 7—California Broadcasters Assn., Mark Hopkins Hotel, San Francisco. FCC Commissioner Robert E. Lee to speak on "The Washington Scene—or—How to Keep Your License"; NAB General Counsel Doug Anello to discuss editorializing and CBA Legislative Counsel Judge James Garbaldi will report on the California legislature.*

*March 8-10—Annual Radio-TV Conference and Clinic, U. of Oklahoma, Norman. It will be combined with the Seminar on Station Operations, sponsored by the Oklahoma Broadcasters Assn.*

*March 9-10—Oklahoma Broadcasters Assn. seminar on FCC rules and regulations, Oklahoma Center for Continuing Education, U. of Oklahoma, Norman. Speakers will include FCC Commissioner-designate Kenneth Cox and NAB Executive Vice President Vincent Wastewski.*

*March 9—American Women in Radio & Television, Projection '63 workshop, 10 a.m.-12:30 p.m., tv wing, McCann-Erickson Adv., 485 Lexington Ave., New York.*

*March 11—Deadline for filing proposed findings in Grand Rapids, Mich., ch. 13 proceedings.*

*March 11—Florida Assn. of Broadcasters' fifth annual Broadcasting Day, U. of Florida, Gainesville. "Let Me Speak to The Manager" panel program at 2:30 p.m. at McCarthy Auditorium. Out-of-state participants are: Thomas H. Wall, partner in Dow, Lohnes & Albertson, Washington; Robert L. Heald, partner in Spearman & Roberson, Washington; Dr. Sydney Roslov, president of The Pulse Inc., New York; Melvin A. Goldberg, NAB vice president in charge of research, New York; William K. McDaniel, executive vice president of NBC Radio, New York; Robert C. Hitchins, director of sales planning for NBC, New York; Mike Shapiro, vice president and general manager of WFAC-AM-FM-TV Dallas, Tex.; Harold L. Kreisstein, president of Plough Broadcasting Stations, Memphis, Tenn.; and Sol Taishoff, editor and publisher of Broadcasting, Washington.*

*March 12—Organizational meeting of newly formed government-industry "Committee for the Full Development of Uhf Broadcasting." Meeting will be held in Depart-

---

**WCBS RADIO**

cordially invites the trade to hear the new

**BILL RANDLE SHOW**

Monday thru Friday, 11:10 a.m.-12 noon

An outstanding sales showcase with

**BILL RANDLE**

On Location · Comedy Closeup
Voices of Our Times · The Magic Word
Tonite in New York · The Million Sellers
Sound Stage · Behind the Nursery Door

**THE BILL RANDLE SHOW**

Producer-Director: **Martin Swain**

Technical Director: **Frank Dolla**

**RSVP WCBS**

Plaza 1-2345

880 AM · 101.1 FM

CBS in NEW YORK

---

**United Press International news produces!**
Another important victory has been scored in the equal access fight, being waged with increased force by the broadcasting industry, with the editorial backing of Radio-TV Daily.

In Nassau County, Long Island, the seven-man Board of Supervisors yesterday reversed its policy of barring all radio, broadcast and recording equipment from public hearings. In December, Bill Nelson of WHLI, Hempstead, was banned from recording the proceedings of the public hearing on the proposed '63 Nassau County budget.

At that time, station president and general manager Paul Godofsky attacked the board for what he termed "a blatant disservice to the public and a denial of the people's right to know."

In reviewing their earlier decision yesterday, the board stated unanimously that broadcasts of its proceedings would be allowed in terms of giving the public full and complete information on activities of the county government through all media.

Reprinted from: Radio-TV Daily, Jan. 29, 1963
Here is superior television drama, the generously humorous, sometimes explosive stories of an impulsive, forceful lawyer dedicated to the principal that the law is the foundation of our freedom. His concern is more for justice than for a lucrative corporate law practice. Joining the regular cast of Janet DeGore and Conlan Carter are distinguished guest stars like Otto Kruger, Dick Powell, Lyle Bettger, Jean Hagen, Hugh Marlowe, Robert Middleton, Arthur Franz and others. This series was so popular that when it was taken off the ABC network more than 400,000 letters of protest caused its return to complete its network run... an unprecedented event in the annals of TV history.

NOW AVAILABLE ON AN INDIVIDUAL MARKET BASIS 45 HALF-HOUR EPISODES OF THE LAW AND MR. JONES

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AS ABRAHAM LINCOLN JONES, ATTORNEY-AT-LAW
CO-STARRING JANET DE GORE AND CONLAN CARTER

“MY CLIENT'S GOT A RIGHT TO JUSTICE EVEN THO' I'D RATHER PUNCH HIM IN THE NOSE”
ABRAHAM LINCOLN JONES, ATTORNEY-AT-LAW

THE LAW AND MR. JONES

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OPEN MIKE
No time for modesty

EDITOR: Hats off to Marshall Hawks who criticized the way New York radio and tv stations worshipped the struck newspapers (OPEN MIKE, Feb. 18). The situation is no better in Cleveland where few reports were aired about the fact that the Cleveland auto dealers had the biggest January in history, despite the newspaper strike. Few reports were heard about the Cleveland Boat Show (a newspaper promotion) drawing the biggest crowds in its history in the middle of the newspaper strike.

Let broadcasters forget the papers, take the newspaper columnists off the air and promote radio—Joel Ros, program director, WCUE Akron, Ohio.

(Story on how radio-tv rescued the Cleveland Boat Show was carried in that same Feb. 18 issue).

A case for radio drama

EDITOR: Maybe I'm living in the past, but I'm still looking forward to the day when I might turn on the radio and find a bit of drama. Drama is not out of place on radio if programmed in the right time period...

I talked with local merchants. Of 15 interviewed, 14 indicated a desire to advertise with prestige radio that offered drama.

Although each now spends most of his money in tv, they said they would turn more to radio if offered what they wanted. One would like to buy a 15-minute drama in the late evening for second-shift workers. Another indicated a desire to buy radio drama after midnight "when tv is off."

These business men were not from the old school. One didn't even remember The Shadow on radio. Even so he spends a large part of his ad dollars in radio.

What about ratings? ...Soap operas in early afternoon would certainly draw the housewife who doesn't have time to watch tv. The children's program on Sunday morning is not to be forgotten. Sunday evening is a good place for radio drama.

Program it right and I say it will pay.
—John Stolz, Peoria, Ill.

'Wallace' still thriving

EDITOR: Your otherwise fine Our Reports on Robert William Dillon in the Feb. 25 issue was marred by reference to the "passing" of Wallace's Farmer during the depression. This fine Farmer publication was founded in 1885 and has been going strong ever since. George R. Cook, for many years with WLS Chicago, is now president of Wallace's Farmer.—Harold E. Flint, president, Harold E. Flint & Assoc., Fargo, N.D.
GREAT INSTITUTIONS
...characterized by creativity

THE ART INSTITUTE OF CHICAGO

KWTV OKLAHOMA CITY

KWTV OKLAHOMA CITY Represented nationally by Edward Petry & Company, Inc.
“We must view with profound respect the infinite capacity of the human mind to resist the introduction of useful knowledge.”

THOMAS RAYNESFORD LOUNSBURY
(American scholar and educator, 1838-1915)

Well, maybe.

But a lot depends on how that useful knowledge is introduced. For instance, during the last quarter of 1962, NBC News specials presented in evening time covered such diverse actualities as the Cuban crisis, the Berlin Wall, and the world of William Shakespeare. These programs attracted an average audience of 7,800,000 families—an audience virtually as large* as the average audience for all regularly scheduled nighttime programs.

It is clear that people today do not “resist the introduction of useful knowledge”—at least when it comes to them by way of special programs produced by NBC News.

It has been the custom to boast that factual programs attract small but select audiences. These audiences are still select, but for NBC they are no longer small. Potential sponsors may take note that more such special programs are taking shape at the network. For unlike Mr. Lounsbury, we at NBC “…view with profound respect the infinite capacity of the human mind.” Period.

*Less than one rating point apart.
MONDAY MEMO from GERALD N. PICKMAN, vice president, Kudner Agency, New York

The computer is a tool—not a system

The computer is the hottest tool in the advertising business.

But like so many other things, everybody thinks it can do everything under the sun.

The truth is that in advertising, the computer is losing its perspective as a tool and is being talked about as a system—and it is not a system! It is a tool to be incorporated in systems.

And in conjunction with this, it's often asked in advertising whether or not computers can select the media combination for a most effective use of available advertising dollars, or is this process still a matter of judgment and experience.

This is an active area in simulation (simulation is a process in which an actual market situation is set up that simulates or gives a representation of the types of people to whom the advertising is being sold).

A specific formula can be followed, as for example, x number of people of x characteristics, read Life. You know their income, where they live, the kind of clothing they buy and their general habits, and other details available in terms of media statistics.

Also let's assume that on the Dick Clark Show there's x number of people of a certain sex, in certain age brackets, who have certain disposable income, and who have certain interests, hobbies, etc. If one knows all these characteristics, one should be able to pump into a computer one's objectives for advertising, pump into that same computer all the demographic characteristics for Life and the Dick Clark Show.

And then one should come out with a number as to whether it should be one-page black-and-white in Life vs. three spots on Dick Clark, etc.

Or it might be to use the show for the first three months, then cut it off; use Life for the next four months, cut that off, or use the show exclusively, or even not use either.

But: you can't do it.

Now no Comparisons: There are no comparable media statistics to give you an answer in black and white. Comparable media statistics can be analyzed today—and various data of this type has existed for almost 20 years—usually by a media analyst who throws in that undeniable factor known as judgment.

But computers can be programmed with judgment. Two advertising agencies are programming in a judgment factor, meaning they are nearly putting a media analyst into the machine.

His judgment, along with characteristics of a combination of media selections, is being put into the computer and the output is supposed to give the magic answer.

It isn't quite that simple, and even the agencies attempting the process stress the inherent limitations and the limited adaptability.

The furthest one can go with a computer is to eliminate "overlap and duplication" characteristics in the different media.

Obvious things, such as a high dollar expenditure for a low per-thousand relationship, can be eliminated, but beyond that the judgment factor becomes too highly subjective and the computer an inefficient tool for this relationship.

Where does Kudner fit in with the computer? Though some other advertising agencies have made substantial investments in computers in recent months, Kudner is not expected to.

At the present, we use the IBM Service Corp. and Simulmathics Corp. on a service fee basis.

We could not rent, nor could other of my agency colleagues, the number of models and facilities IBM Service, for example, already has made available to us. We can use any bank of computers, set of programmers at any time on the fee basis arrangement.

We have been using computers at the Kudner Agency for three-and-a-half years in making media analysis, modified market simulation, and special market tests.

We have used computers extensively in media analysis and market analysis for some clients, for others we have never used them.

The particular clients for whom we used computers had intrinsic problems, and also the basic research data required to make the computer an effective tool.

There are certain functions which computers can perform, and others they cannot. But how about the future—what can we expect from computers?

Needed Information: If we can get the following data we then through simulation could develop a marketing program by which we should be able to accurately determine media mix.

The information: Demographic media characteristics that are objective and upon which the whole industry can agree. The agreement must be among radio, television, billboard, magazine, newspaper advertising people.

And these statistics must be uniform and must describe the audience characteristics and all other necessary information that's involved.

It should then be possible to program a computer with full media data, marketing and advertising objects and budget.

As a result, one can develop the best possible combination.

I personally think this development is about 10 years away.

When it does come, it isn't going to be accepted rapidly. This is obvious. Somebody is going to get hurt in any one of these combinations.

Objectivity is going to be questioned. Marketing data, media data and advertising objectives—the objectives of the whole mix—will be questioned.

But question as they may, this is the path of the future. Rough or smooth, this is the road, the direction toward which we are now moving.

The computer is a tool that is going to become more important in advertising as each day passes.

It is a tool that we're going to get a lot more mileage out of, but this is a tool and not a system. Its major limitation is the subjectivity in advertising. But we are getting more objective about our subjectivity!
FAVORITE THROUGHOUT MARYLAND THE BALTIMORE SYMPHONY ORCHESTRA

WBAL-RADIO 1090 △ Baltimore MARYLAND'S ONLY 50,000 WATT STATION

NATIONALLY REPRESENTED BY McGAVREN-GUILD COMPANY, INC.

BROADCASTING, March 4, 1963
WESTERN ELECTRIC AND ITS BELL SYSTEM TEAMMATES

To help the Bell telephone companies serve their vast number of subscribers, Western Electric has major manufacturing locations in 13 cities, distribution centers in 34 cities, 17 installation areas and 4 systems equipment engineering headquarters. People? A total of over 140,000 men and women.

But it takes more than physical and human resources to do our job. It takes the Bell System's special kind of teamwork.

Western Electric works closely with the American Telephone & Telegraph Company and the Bell telephone companies so that we can keep in constant touch with the changing needs of their customers.

We also work with the engineers of Bell Telephone Laboratories—who design and develop many of the products we make—to assure the high quality and manufacturability of these products.

Together, these Bell System teammates are constantly working toward their common goal of providing America with the best possible communications at the lowest possible cost.

We work best because we work together.

At Western Electric's Allentown Works, W.E. engineer Dave Ports (left) and William Moberg of Bell Laboratories examine a greatly magnified thin film circuit. This product is the result of Western Electric-Bell Laboratories teamwork...will help bring further miniaturization and more economical manufacture of telephone components.
"Operation Cutover" at Southern Bell Telephone Company is the culmination of months of cooperative work involving Southern Bell and Western Electric installers and engineers. These recently expanded facilities in Atlanta, Ga., will help serve the growing communications needs of the Southeast.

Bell Telephone Laboratories and Western Electric engineers worked together in perfecting this new cordless switchboard console which gives modern push-button convenience in a compact shape. A new console is examined by W.E. Planning Engineer Harold Haynes (right) and B.T.L. Design Engineer Robert Wirsching at Western Electric’s Indianapolis Works.

Research and Development on new products and techniques for the Bell System must progress at a rapid pace to keep up with America’s communications needs. To help achieve this goal, W. E. operates three Graduate Engineering Training Centers. Here, in a class at the New York Coliseum, instructor Frank Doyle discusses new developments in telephone circuitry.

Western Electric MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM

BROADCASTING, March 4, 1963
movers and shapers of the
DYNAMIC TWIN CITIES

Roy W. Larsen, president of the half-billion-dollar Twin City Federal Savings and Loan Association . . .
Edwin William Rawlings, former 4-star Air Force general and now head of General Mills . . . Allen S. King,
president of the Northern States Power Company . . . These dynamic leaders, and dozens like them, have moved
and shaped the vital Twin Cities of Minneapolis/St. Paul into a vibrant marketplace on-the-go. They make it move; they make it prosper. Instantly communicating with the moving and prospering Minneapolis/St. Paul audience are the Time-Life Broadcast stations, WTCN Radio and WTCN Television.

TIME-LIFE BROADCAST, INC. — KLZ Radio-TV, Denver; WOOD Radio-TV, Grand Rapids; WFBM Radio-TV, Indianapolis; WTCN Radio-TV, Minneapolis; KOGO Radio-TV, San Diego
RESEARCH BOMBED ON HEARING EVE

- TVB head Cash sees refinement in tools, methodology overdue
- ARF chimes in with wholehearted endorsement of re-examination
- Harris committee waits in wings for hearings starting Tuesday

The troubled business of broadcast audience research, already under fire from the outside, got a new jolt last week—from the inside.

On the eve of a new congressional investigation of radio and TV ratings services, President Norman E. Cash of the Television Bureau of Advertising issued a statement saying “refinement” of TV research tools and methodology is “overdue.”

So far as could be determined, a congressional version of this same belief is one of the forces behind the ratings services hearings to be started tomorrow (Tuesday) by the Special Subcommittee on Investigations of the House Commerce Committee (Broadcasting, Feb. 18, 25; also see below).

Mr. Cash’s statement, distributed for release yesterday (Sunday), was greeted by a wide range of reaction, from enthusiastic endorsement to mild agreement, indifference and, at the farthest extreme, a sort of deferential contempt.

The reaction also brought to light an inter-agency split in efforts already under way to get general agency agreement on the kinds of audience data needed for media buying decisions.

The research committee of the American Assn. of Advertising Agencies has been working on this problem for almost a year, not for television alone but for major media generally. In addition, it was learned, a group of major agencies who for the present wish to remain anonymous has initiated a similar or related consensus-gathering project.

‘Mystery Group’ — Spokesmen for each of these groups—the AAAA committee and the so-called “mystery group,” which reportedly includes J. Walter Thompson Co. and McCann-Erickson authorities, indicated their respective jobs were nearing completion. A “mystery group” member expressed confidence that eventually his group’s findings would be merged or meshed with those of the AAAA group.

The need for an agency consensus on audience-data requirement was a major part of Mr. Cash’s plea. He tied his statement to the growing use of computers among agencies, the resultant demand by agencies for more and more demographic data on TV audiences, and what he called an urgent need for “a meeting of the minds” on which of this information is really needed and which is not.

He left no doubt, however, that he considered the problem bigger than that. He cited the Federal Trade Commission consent orders signed by A. C. Nielsen Co., The Pulse Inc. and American Research Bureau among other factors making “a meeting of the minds” urgently necessary. The need for immediate refinements in research techniques was No. 1 on his list of questions needing study.

Cash Proposal — His specific proposal: “An industry group made up of agencies, advertisers and the television medium, through an organization such as the Advertising Research Foundation, must work with the rating serv-

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NAB, network executives lead parade of ratings witnesses

The House Commerce Committee Special Subcommittee on Investigations begins hearings tomorrow (Tuesday) to learn whether broadcast rating services do what they say they do and whether their findings are reliable.

NAB President LeRoy Collins, who has criticized broadcasters for their reliance on ratings without requiring checks on the services’ competence, will be the first witness. He will be followed this week by representatives of all major radio and television networks.

The following persons had been named as witnesses at week’s end: Thomas W. Moore, vice president, ABC-TV; Robert Pauley, president, ABC Radio; James T. Aubrey, president, CBS-TV; Arthur Hull Hayes, president, CBS Radio; Mort Werner, vice president of NBC-TV programs (replacing NBC-TV Executive Vice President Walter D. Scott, reported unavailable because of illness); William K. McDaniel, executive vice president, NBC Radio; Robert F. Hurleigh, president, MBS and Paul Rand Dixon, chairman, Federal Trade Commission.

Representatives of rating firms and other witnesses will be called in the weeks to follow. Their names will be released on a day-by-day basis to avoid “outside pressure,” said Rep. Oren Harris (D-Ark.), chairman of both the parent commerce committee and the investigating subcommittee.

Long Preparation — Broadcast rating services have been under intensive subcommittee investigation for the past 18 months (At Deadline, Feb. 25).

Three major rating firms signed consent decrees with the Federal Trade Commission in January (Broadcasting, Jan. 7) and agreed their estimates were not infallible. Two subcommittee staffers, Rex Sparger and Bob Richardson, have interviewed several hundred persons who use and conduct ratings. Between September 1961 and December 1962 they wrote more than 4,000 pages of confidential memorandum for the subcommittee and are known to have visited broadcasters, rating services, advertising agencies and advertisers in many cities including Chicago and New York (both many times), Philadelphia, Louisville, Tucson, Los Angeles, Milwaukee, Kansas City, Miami, Tampa, Oklahoma City and St. Louis.

Some broadcasters, it was learned last week, have been reluctant to talk to staff investigators. However, recent news stories in trade publications have brought forth several with information for the subcommittee.
RESEARCH BOMBED ON HEARING EVE continued

ices to determine:

"1. What basic refinements in sampling and survey techniques must be made now to have more sensitive (research) tools.

"2. What specifically is needed in the way of audience characteristics and what sample sizes will be required to meet the need.

"3. What it all will cost."

Mr. Cash added: "If these or similar steps are not taken before any additional audience-characteristic data are supplied by the rating services, who can possibly recognize the computers' demand for this type of information?"

ARF Agrees • The Advertising Research Foundation was quick to agree with the TVB chief. A statement by ARF chairman Lyndon O. Brown, of Dancer-Fitzgerald-Sample, and ARF President Al W. Lehman said the foundation "agrees with Mr. Cash that 'refinement of tv research tools and methodology is overdue' and welcomes his suggestion wholeheartedly."

The ARF leaders said a number of their committees had stressed the need for basic research and reported a "real need for a re-examination on an industry-wide basis of the determination and reporting of demographic characteristics." They added:

"ARF would be glad to have an opportunity to participate since it recognizes its responsibility in this area. As the organization which has had the most experience in mobilizing impartial research experts, it is prepared to play an important role in any impartial research the industry desires."

Most of the agency, network, and other radio-ty research authorities queried also indicated willingness to participate in a joint project of the sort prescribed by Mr. Cash. But some were more enthusiastic than others, while a few expressed doubts about the productivity of such an undertaking and one went so far as to suggest that TVB seemed to be "grandstanding for headlines."

The principal hesitancy among agencies centered around a belief that the two projects currently underway, both inside and outside the AAAAA, shortly will solve one of the major problems cited by Mr. Cash. They felt that his plan is not untimely but expressed a wish that he had held off a little while, until one or both of these projects is completed.

AAAA Study • The AAAA study is being conducted by the association's research committee, headed by Donald Kanter of Tatham-Laird, Chicago, and a media research subcommittee under Bill Weilbacher of Dancer-Fitzgerald-Sample, New York.

One major agency executive took the position that the need is not for "new" information but for an understanding of "how to use what we already have."

He said several agencies were participating in the so-called "mystery group" project and have made "copious progress." TVB, he charged, has been turning "a tin ear" to what this group is doing.

Some broadcast station representatives contended, however, that agencies have shown little response to their pleas as to tv. Of Mr. Cash's statement he said: "This is all just great, but what we need is action. If TVB can spearhead a conference such as this, we will be happy to participate."

It was reliably reported that SRA has been quietly but methodically seeking some sort of agreement on computer-era research needs. Mr. Webb declined to confirm these reports, however.

There also have been other approaches to some of the goals singled out by Mr. Cash. It is known, for instance, that NAB research vice president Melvin Goldberg has conferred with research authorities of the networks and with leading rating services on the question of improving the services' methodology. A report on these activities may be given in this week's congressional hearing.

Among network experts, reactions to the Cash statement uniformly favored participation in any such cooperative study, but there was considerable concern about "what the agencies are going to do with all this audience data when they get it." There was also some concern about "what they're doing with what they already have."

These reservations related to fears that agencies will overlook—or are overlooking—essential subjective knowledge "in their haste to fill these big machines with figures": that they may "throw in everything they can get" without stopping to analyze what it means; or that they may otherwise sacrifice quality for quantity in computerizing mountainous piles of data.

There was a feeling, too, that the broadcast media already furnish more data about themselves than other media.

Some broadcast authorities questioned the extent to which some of the rating services break down their demographic information without increasing sample sizes. They felt that a sample that may be adequate to show total audiences and some audience-composition characteristics is not necessarily adequate—and may be inadequate—to show finer shadings of demographic information.

"I'm afraid," one expert said, "that the services have tended to over-step their resources in order to supply all the information the agencies are asking for."

A spokesman for A. C. Nielsen Co., one of the leading rating services, offered this reaction to the TVB plan:

"We haven't seen the actual TVB proposal, but it sounds like an interesting and constructive idea. Any plan which can help us to provide the industry with better local research, or make the industry more certain and articulate about its own research needs, deserves a try."

Mr. Cash offered the services of TVB's television research standards & practices committee to help implement
It's no accident that the shortest distance between the sell and the sale is the station your prospects believe in. Take over 40 years' broadcasting experience, add management and personnel with a keen sense of civic responsibility and you have one more reason why WFAA-TV is closest to the Dallas, Ft.Worth market.
Harper wants effect on buying measured

The subject of advertising research was approached from another direction last week by Marion Harper, board chairman-president of Interpublic Inc., who urged support by all media for a study in the field of advertising accountability.

Accountability, as used by Mr. Harper, refers to the determination of an advertising campaign's impact, not only in terms of numbers and types of people reached but also of its effect on the buying habits of those reached.

Over the past few years, Mr. Harper said, "the collective effort in this area is quite meager indeed." He noted that agencies have been reluctant to make commitments for such analytical measurements.

He discounted the school of thought which passes off the "accountability" thesis as a passing "fad." He suggested that more advertisers are aware of the need for more subtle measurement techniques but many still remain content with the measurement figures that the media and agencies offer them. Accountability, which is currently viewed as a "research cost," must achieve the status of an "advertising cost," Mr. Harper asserted.

Advertising, in general, will be less subject to skepticism, he said, when accountability research proves itself and the pinpointing of the effectiveness of an ad budget becomes an accepted reality.

Refinement of such methods will lead to new theories of advertising compensation, he predicted. One result which Mr. Harper envisions is that the rewards of advertising agencies will be commensurate with the success of their campaigns.

his plan. The committee is under the chairmanship of Martin L. Nieman of Edward Petry & Co.

Last summer the committee, then under the chairmanship of Don L. Kearney of Corinthian Broadcasting, got into an open squabble with ARB over ARB's plans to add audience age data to its local tv market reports (Broadcasting, June 18, July 2, 1962). ARB said its move was intended to meet "a growing demand" from advertisers and agencies, but the TVB group claimed it had found no widespread demand among agencies, at least not for this specific information prepared in this specific form.

The TVB committee then said it had found agreement among agencies on the need for more demographic data—but no agreement on what kinds of data are most needed.

In the statement last week TVB was again talking about local audience research, not national.

Agency and advertiser reliance on electronic-data processing equipment in reaching local marketing and advertising decisions, Mr. Cash said, has "greatly heightened demand for new research data." He continued:

"The computers are hungry for information, and agency requests for tv research data—of all sorts on a market-by-market basis—has mushroomed in recent months. The agencies are already being given a great deal of information, not available for other local media, on television's audiences, time spent, its reach among men, among women, among teens-agers, among children, etc.

"But they now want and ask for, individually rather than collectively, more demographic data such as income, family size, educational levels, number of children in the household, age breakdowns of individuals, even product consumption among television's audiences. "Television has always led other media in meeting the needs of advertisers. It is a medium without peer among media in the scope and dimensions of its self-examination, its in-depth research. And television is well-searched for good reason. The more advertisers know about television, we have shown, the more they will use it."

In proposing an industry-wide study to sharpen the data-gathering process he said: "despite the scope and dimensions of television research . . . there comes a time when the research tools the agencies—and the industry—are using are just not fine enough."

Media men get reminder of radio story need

Edmund C. Bunker, who officially became president of Radio Advertising Bureau March 1, reminded media people last week of the "great comparative story" to be told about the "effectiveness of radio against other media." In support of his argument he pointed to the more than 200 million radio sets now in the U. S.

In a speech before the Jacksonville Advertising Club, Mr. Bunker iterated many of his plans for RAB which he had outlined earlier in a special interview (Broadcasting Feb. 18).

Essential elements of RAB policy emphasized by Mr. Bunker are: continued attention to "computer-consci-
The South's pioneer station extends deep and sincere appreciation to the Broadcast Pioneers and the entire industry for this distinguished award in recognition of WSB's forty-one years of broadcasting service.
THE CREAM OF THE COMMERCIALS

Guinness Stout entry from England the best in tv, Boston ice cream commercial tops in radio, say IBA judges

The best tv commercial produced anywhere in the world during 1962 came from an English advertising agency and a French production firm, according to the judges of the third International Broadcasting Awards competition of the Hollywood Advertising Club. And the world's best radio commercial was produced in Boston.

An animated spot for Guinness Stout with S. H. Benson Ltd. of London, the advertising agency, and Les Cineastes Associes, the production company, was given the IBA sweepstakes award as the world's best tv commercial Tuesday (Feb. 26) at the IBA banquet. And a radio spot for Hood Banana Split ice cream, with Kenyon & Eckhardt, Boston, the agency, and Ace Recording of that city the production house, was adjudged the best radio commercial of the year.

In the individual tv category awards, Spain surprisingly took three, all produced by Estudios Moro, Madrid. The “Galeria” commercial for Caldo Potax, whose agency is Publicidad Ruescas, Madrid, won the IBA trophy as the best animated spot of less than 60 seconds. The same agency's spot for Cigarrillos Camel was voted the best combination live action and animation commercial, and a commercial for Sherry Tio Pepe de Gonzales Byass, whose agency is Publicidad Rasco, won top honors in the stop motion class.

Other foreign entries to win IBA trophies were the Guinness spot (best animation of 60 seconds or over) and a commercial for Macleans toothpaste, which got a special technical award for the best black-and-white photography. The agency was S. H. Benson Ltd., London; the production company, Guild Television Service Ltd., London.

Award-winning tv commercials created and produced in the U.S. were:

Live action over 60 seconds for Chemstrand Co.'s Cumuloft carpet. Agency, Doyle Dane Bernbach, New York; production company, VPI, New York.

Live action 60 seconds: Laura Scudder, a subsidiary of Pet Milk Co., for

Guinness Stout
Laura Scudder
Chemstrand's Cumuloft Carpet
Gravy Train
Laura Scudder potato chips. Agency, Doyle Dane Bernbach, New York; production company, Elliot Unger Elliot, New York.


Radio Awards • All eight radio award-winners were American. In addition to the ice cream sweepstakes winner, which also was honored as the best humorous commercial of 60 seconds or over, the top radio spots were:


Mr. Sarnoff pointed out that "in the largest sense, the influence of advertising on broadcasting is expansive and not restrictive, because it makes possible the resources for all we do, sponsored or unsponsored."

Mr. Sarnoff, West Coast vice president of NBC, stated: "Whatever may be the specific goal of the advertiser and whatever vehicle he may choose to reach it, he must make certain that his message is directed there with optimum effectiveness consistent with good taste. The International Broadcasting Awards competition was devised to give proper recognition to this principle."

Art Linkletter served as master of ceremonies for the presentation dinner at which a dozen or more Hollywood celebrities, including Danny Kaye, Laraine Day and Robert Young did the presenting. Don Fedderson and Fred Brogger co-produced the program, with entertainment by Pat Buttram, Gisele McKenzie, John Conte, Randy Sparks and the New Christy Minstrels, with Paul Weston and his orchestra.

**Agency appointments...**

- National Oil Fuel Institute has appointed Fuller & Smith & Ross, New York, to handle national and regional advertising. Account, which has never had an agency before, will bill $500,000 annually. Media strategy has not yet been decided.
- Anderson, Clayton & Co. Foods Div., Dallas, has appointed Benton & Bowles Inc. as advertising agency for Seven Seas salad dressings, currently marketed in Chicago and Cleveland.

**TVB 'Selectroniscope' to aid spot tv buyers**

Agencies and advertisers may have their spot tv buying problems considerably lessened this spring with the publication of Television Bureau of Advertising's "Selectroniscope 1001," an audit of the audiences and costs of spot tv.

Selectroniscope is designed to give the marketer information on timing of seasonal campaigns, heavy saturation campaigns, bolstering weak markets, launching new products, pre-testing national campaigns, concentrating on special audiences, counteracting competitors' efforts and building local dealer cooperation.

TVB is accepting orders for the Selectroniscope, successor to the "Television Sampler" published five years ago by the organization. The Selectroniscope, with the "Rapid Computer," costs $10 and can be ordered through TVB, 1 Rockefeller Plaza, New York 20, N. Y.
And television's funniest program is really packing them in! ARB data shows The Steve Allen Show in first place, or tied for first, in markets like: Los Angeles (5 rating, 33% share in 7-station market) Pittsburgh, Kansas City (10 rating, 39% share in 3-station market), Boston (7 rating, 41% share in 3-station market), Baltimore, Washington (5 rating, 33% share in 4-station market) and Cleveland!

In fifteen markets surveyed by ARB in October and again in November, the average market showed a 30% increase in rating and a 21% increase in share of audience for The Steve Allen Show in a month's time!

Let us show you a sample of the series which Cecil Smith of the Los Angeles Times called: "wild, uninhibited fun"; fill you in on its outstanding rating performance; and present several other succinct reasons why The Steve Allen Show should be on your station. Interested? Get in touch with Al Sussman.

Source: ARB Reports, October and November, 1962. Average 1/4-hr. rating in Steve Allen time period.

WBC PROGRAM SALES, INC. A SUBSIDIARY OF WESTINGHOUSE BROADCASTING CO. 122 E. 42nd Street, New York 17, N.Y. MURray Hill 7-0808
1962 tv billings topped $1.5 billion

TVB REPORTS SPOT WAS UP 17% AND NETWORK INCREASED 12.2%

Gross time billings in television network and spot totaled more than $1.52 billion in 1962, according to Television Bureau of Advertising.

Network totals, compiled by individual networks for the year, were released last week. TVB also announced fourth quarter spot totals and breakdown. An earlier report (Broadcasting, Feb. 18) by TVB had placed spot billing for 1962 at $712,212,000, an increase of 17% over the $617,398,000 in time billings in 1961. The network increase was 12.2%.

Spot tv gross time billings in the fourth quarter of 1962: $197,759,000. This represents an 11.2% increase over the previous like period on basis of dollar volume, and a 9.5% gain according to an analysis of the 313 stations reporting in both the fourth quarter 1962 and 1961.

Of the networks, CBS-TV recorded the greatest annual gain (16%), NBC-TV next with 11.5% and ABC-TV had 7.7% more. The billing figures for both network and spot:

**Network**

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$15,572,900</td>
<td>$18,296,385</td>
<td>+10.4</td>
<td>$190,615,140</td>
<td>$205,224,342</td>
<td>+7.7</td>
</tr>
<tr>
<td>CBS</td>
<td>26,195,871</td>
<td>28,525,466</td>
<td>+9.2</td>
<td>286,678,875</td>
<td>311,709,771</td>
<td>+16.0</td>
</tr>
<tr>
<td>NBC</td>
<td>23,030,151</td>
<td>24,555,202</td>
<td>+6.6</td>
<td>252,836,133</td>
<td>281,874,025</td>
<td>+11.5</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$65,798,222</td>
<td>$71,377,053</td>
<td>+8.5</td>
<td>$712,128,148</td>
<td>$798,808,138</td>
<td>+12.2</td>
</tr>
</tbody>
</table>

**MONTH BY MONTH 1962**

<table>
<thead>
<tr>
<th></th>
<th>January 1962</th>
<th>January-December 1962</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$16,873,662</td>
<td>$25,528,518</td>
</tr>
<tr>
<td>CBS</td>
<td></td>
<td>$23,578,579</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td>$55,780,795</td>
</tr>
<tr>
<td>February</td>
<td>15,757,364</td>
<td>23,528,815</td>
</tr>
<tr>
<td>March</td>
<td>17,762,981</td>
<td>24,100,566</td>
</tr>
<tr>
<td>April</td>
<td>17,237,755</td>
<td>21,809,207</td>
</tr>
<tr>
<td>May</td>
<td>17,277,296</td>
<td>23,494,373</td>
</tr>
<tr>
<td>June</td>
<td>16,031,277</td>
<td>22,609,550</td>
</tr>
<tr>
<td>July</td>
<td>15,708,722</td>
<td>22,786,918</td>
</tr>
<tr>
<td>August</td>
<td>16,075,143</td>
<td>23,160,750</td>
</tr>
<tr>
<td>September</td>
<td>16,601,454</td>
<td>21,416,265</td>
</tr>
<tr>
<td>October</td>
<td>19,219,752</td>
<td>26,098,632</td>
</tr>
<tr>
<td>November*</td>
<td>18,632,551</td>
<td>26,215,561</td>
</tr>
<tr>
<td>December</td>
<td>18,296,385</td>
<td>25,455,202</td>
</tr>
</tbody>
</table>

**Source:** TVB/LNA-BAR

*November 1962 figures revised as of Feb. 18, 1963

**Spot**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Day</td>
<td>$47,765,000</td>
<td>$49,545,000</td>
<td>25.9</td>
<td>25.0</td>
</tr>
<tr>
<td>Early evening</td>
<td>36,127,000</td>
<td>45,029,000</td>
<td>21.4</td>
<td>22.8</td>
</tr>
<tr>
<td>Prime night</td>
<td>54,188,000</td>
<td>59,912,000</td>
<td>30.5</td>
<td>30.3</td>
</tr>
<tr>
<td>Late night</td>
<td>37,747,000</td>
<td>43,273,000</td>
<td>21.2</td>
<td>21.9</td>
</tr>
<tr>
<td>Total</td>
<td>$177,827,000</td>
<td>$197,759,000</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Type of Activity</th>
<th>Amount 1961</th>
<th>Amount 1962</th>
<th>Per Cent 1961</th>
<th>Per Cent 1962</th>
</tr>
</thead>
<tbody>
<tr>
<td>Announcements</td>
<td>$143,698,000</td>
<td>$161,296,000</td>
<td>80.8</td>
<td>81.6</td>
</tr>
<tr>
<td>ID'S</td>
<td>15,482,000</td>
<td>17,166,000</td>
<td>8.7</td>
<td>8.7</td>
</tr>
<tr>
<td>Programs</td>
<td>18,647,000</td>
<td>19,297,000</td>
<td>10.5</td>
<td>9.7</td>
</tr>
<tr>
<td>Total</td>
<td>$177,827,000</td>
<td>$197,759,000</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

**TOP 100 SPOT TV ADVERTISERS**

<table>
<thead>
<tr>
<th>Position</th>
<th>Company</th>
<th>Amount 1962</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Procter &amp; Gamble</td>
<td>$14,065,400</td>
</tr>
<tr>
<td>2.</td>
<td>General Foods</td>
<td>6,499,500</td>
</tr>
<tr>
<td>3.</td>
<td>Colgate Palmolive</td>
<td>6,145,900</td>
</tr>
<tr>
<td>4.</td>
<td>Bristol-Meyers</td>
<td>5,070,000</td>
</tr>
<tr>
<td>5.</td>
<td>Lever Brothers</td>
<td>4,865,000</td>
</tr>
<tr>
<td>6.</td>
<td>William Wrighay Jr.</td>
<td>3,528,800</td>
</tr>
<tr>
<td>7.</td>
<td>Alberto-Culver</td>
<td>3,082,500</td>
</tr>
<tr>
<td>8.</td>
<td>Coca-Cola (bottlers)</td>
<td>2,968,800</td>
</tr>
<tr>
<td>9.</td>
<td>American Home Products</td>
<td>2,900,800</td>
</tr>
<tr>
<td>10.</td>
<td>General Mills</td>
<td>2,530,900</td>
</tr>
</tbody>
</table>

| 11.     | Miles Labs         | $2,401,700  |
| 12.     | Standard Brands    | 2,247,800   |
| 13.     | International Latex| 2,240,500   |
| 14.     | Campbell Soup      | 2,046,600   |
| 15.     | P. Lorillard       | 2,037,100   |
| 16.     | Deluxe Reading     | 2,023,700   |
| 17.     | Continental Baking | 1,904,000   |
| 18.     | Richardson-Merrell | 1,860,200   |
| 19.     | Kellogg            | 1,815,000   |
| 20.     | Kool-Morris        | 1,699,300   |
| 21.     | Pepsi Cola (bottlers)| 1,662,600   |
| 22.     | Manley & James Labs| 1,524,700   |
| 23.     | Raisten-Purina     | 1,488,600   |

Continued on page 38

Broadcasting, March 4, 1963
"Carroll...it really works!" WFMY-TV's Women's Director and her friend discover there's plenty of life... and water... left in the old pump yet, one of the many picturesque tourist attractions in the Moravian settlement of Old Salem, located near the center of modern Winston-Salem. From this early-day village, founded almost two centuries ago, came the beginning for today's vibrant Winston-Salem, North Carolina's third largest city and the world's largest producer of tobacco products, with a record 10 year payroll increase of 147%. WFMY-TV is now in its 14th year of bringing CBS and aggressive local programming to the Winston-Salem, Greensboro and High Point area, the largest metropolitan TV market in the Carolinas and the heart of our 51 county coverage area. WFMY-TV...it really works, too.

Represented nationally by Harrington, Righter & Parsons, Inc.

SERVING THE LARGEST METROPOLITAN TV MARKET IN THE CAROLINAS

BROADCASTING, March 4, 1963
Continued from page 36

89. Sinclair Refining $457,100
91. Kenner Products 455,200
91. R. T. French 454,700
92. Ideal Toy 452,000
93. Stroh Brewery 451,300
94. E. I. du Pont de Nemours 439,500
95. Charles Gulden 434,500
96. M. J. B. Co. 427,100
97. Volkswagen Dealers 423,500
98. Gerber Products 414,700
99. Interstate Bakeries 413,000
100. Eastman Chemical Products 406,400

ESTIMATED EXPENDITURES OF SPOT TELEVISION ADVERTISERS
BY PRODUCT CLASSIFICATION
(Source: TVB-Rorabaugh)
FIFTH QUARTER

<table>
<thead>
<tr>
<th>Product Classification</th>
<th>1962</th>
<th>1961</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture</td>
<td>$264,000</td>
<td>$244,000</td>
</tr>
<tr>
<td>Ale, beer &amp; wine</td>
<td>14,768,000</td>
<td>12,866,000</td>
</tr>
<tr>
<td>Amusements, entertainment</td>
<td>433,000</td>
<td>430,000</td>
</tr>
<tr>
<td>Automotive</td>
<td>6,592,000</td>
<td>4,484,000</td>
</tr>
<tr>
<td>Building material, equipment, fixtures, paints</td>
<td>469,000</td>
<td>542,000</td>
</tr>
<tr>
<td>Clothing, furnishings, accessories</td>
<td>4,821,000</td>
<td>2,680,000</td>
</tr>
<tr>
<td>Confections &amp; soft drinks</td>
<td>13,971,000</td>
<td>11,007,000</td>
</tr>
<tr>
<td>Consumer services</td>
<td>6,467,000</td>
<td>5,182,000</td>
</tr>
<tr>
<td>Cosmetics &amp; toiletries</td>
<td>20,781,000</td>
<td>17,383,000</td>
</tr>
<tr>
<td>Dental products</td>
<td>3,529,000</td>
<td>4,071,000</td>
</tr>
<tr>
<td>Drug products</td>
<td>18,933,000</td>
<td>15,799,000</td>
</tr>
<tr>
<td>Food &amp; grocery products</td>
<td>51,942,000</td>
<td>49,972,000</td>
</tr>
<tr>
<td>Garden supplies &amp; equipment</td>
<td>49,000</td>
<td>76,000</td>
</tr>
<tr>
<td>Gasoline &amp; lubricants</td>
<td>5,046,000</td>
<td>5,741,000</td>
</tr>
<tr>
<td>Hotels, resorts, restaurants</td>
<td>225,000</td>
<td>258,000</td>
</tr>
<tr>
<td>Household cleaners, cleaners, polishes, waxes</td>
<td>4,882,000</td>
<td>4,109,000</td>
</tr>
<tr>
<td>Household equipment, appliances</td>
<td>1,909,000</td>
<td>1,687,000</td>
</tr>
<tr>
<td>Household furnishings</td>
<td>592,000</td>
<td>611,000</td>
</tr>
<tr>
<td>Household laundry products</td>
<td>13,979,000</td>
<td>13,253,000</td>
</tr>
<tr>
<td>Household paper products</td>
<td>2,850,000</td>
<td>2,495,000</td>
</tr>
<tr>
<td>Household general</td>
<td>1,390,000</td>
<td>1,308,000</td>
</tr>
<tr>
<td>Notions</td>
<td>113,000</td>
<td>15,000</td>
</tr>
<tr>
<td>Pet products</td>
<td>-2,976,000</td>
<td>2,501,000</td>
</tr>
<tr>
<td>Publications</td>
<td>475,000</td>
<td>508,000</td>
</tr>
<tr>
<td>Sporting goods, bicycles, toys</td>
<td>7,731,000</td>
<td>8,255,000</td>
</tr>
<tr>
<td>Stationery, office equipment</td>
<td>61,000</td>
<td>83,000</td>
</tr>
<tr>
<td>Television, radio, phonograph, musical instruments</td>
<td>366,000</td>
<td>308,000</td>
</tr>
<tr>
<td>Tobacco products &amp; supplies</td>
<td>7,309,000</td>
<td>7,586,000</td>
</tr>
<tr>
<td>Transportation &amp; travel</td>
<td>1,581,000</td>
<td>1,180,000</td>
</tr>
<tr>
<td>Watches, jewelry, cameras</td>
<td>1,579,000</td>
<td>1,398,000</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>1,745,000</td>
<td>1,923,000</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$197,759,000</td>
<td>$177,827,000</td>
</tr>
</tbody>
</table>

Gift Stars starts radio-tv test

Gift Star Inc., Minneapolis, will start a test-market advertising campaign on radio and tv stations in 10 western states on April 1, to introduce its new gift coupon program. Schedule on 62 radio and 21 tv stations will run for 10 weeks, 2 for a one-year, all-media test. Howard Wilson, advertising director of Gift Stars, noted the new gift stamp program would invest about $500,000 in all media for the first two months of the one-year test. Gift Stars expects to spend a total of $20 million in introductory advertising over a period of time (Broadcasting, Oct. 22, 1962).

Gift Stars operates this way: housewives will buy products of manufacturers participating in the program. The shopper will save the coupons, which will be packed with the product, until she trades them in for free gifts.

Curtis L. Carlson, president of Gift Stars, noted the coupons do not compete with trading stamps. The coupons are designed to foster product allegiance, rather than store loyalty, as in the case of trading stamps.

Gift Stars' introductory schedule, according to Mr. Wilson, is placed in a "controlled" test area: 2.1% of the total U.S. It covers all of Colorado and Utah, and parts of eight other states.

The schedule calls for a radio campaign of 30-60 spots per week per station, consisting of ID's and minutes. The tv drive in major markets will consist of 20-25 spots per week total. Minor tv markets will have 12-15 spots total spots per week. In tv, minutes, 20s and ID's will be used.

Only one manufacturer in each product category will be accepted for participation in the new Gift Stars broadcast program.


Package designers should keep television in mind

Closer cooperation between tv commercial producers, advertising agencies and designers of product packages was urged by a panel of speakers during a meeting of the eastern chapter of the Package Designers Council in New York last week.

This suggestion was raised by John Lanigan, executive vice president, Videotape Productions of New York, and was echoed by other speakers. Mr. Lanigan claimed that many advertisers, though pleased with their commercial generally, often believe that their package "looks terrible" on tv. He urged package designers to consult with the commercial producers, to test the package on a tv monitor during exploratory and trial stages so that a maximum effect can be achieved.

Other panelists expressed a similar view and claimed they did their best to make packages entertaining on tv. The panel also included William Duffy, senior art director, McCann-Erickson; Carroll Martin, art director, J. Walter Thompson; Lee Savage, art director, Elektra Productions, and John Murtha, Sandgran & Murtha.

Storm Adv. acquires Padco

Storm Adv. Inc. of Rochester, N. Y., and St. Louis has acquired the Padco Adv. Agency also in St. Louis. The Storm company said that Padco President Paul D. Kranzberg and Louis H. Enkelmann, vice president, will both become vice presidents of the Storm agency.

Storm said that other Padco personnel will also join Storm offices in St. Louis under the direction of Gerald P. Deppe, executive vice president. Office space in St. Louis has been expanded to handle new personnel, the agency said.

Also in advertising . . .

Rep firm moves . . . Spot Time Sales, New York, has moved to larger quarters at 444 Madison Ave., zone 22. The telephone number, Plaza 3-3337, remains the same. Spot Time Sales also announced that Bert Chance will represent the firm in San Francisco, at 41 Sutter St. Telephone is Yukon 1-1199.


MPO staffs move . . . All management, sales, accounting and editing personnel of MPO Videotronics Inc., New York, have moved to its new 'communications center' at 222 E. 44 St. MPO is operating studios and production facilities in Long Island City, N. Y., until completion, scheduled for April, of the production center in MPO's new building in Manhattan.

BROADCASTING, March 4, 1963
TAKE ADVANTAGE OF NEW FCC RULING ON REQUIRED READINGS WITH A LOW-COST MODULAR SYSTEM

AUTOLOG features the lowest cost modular system with four to nine channels available for local or remote use. Why spend extra money on an elaborate system when AUTOLOG maintains legally and technically correct logs?

Ready for delivery.

YOU HAVE SEEN AUTOLOG IN ACTION
- First demonstrated at 1962 NAB Show, Chicago, Ill., April, 1962
- Florida Association of Broadcasters, Tampa, Fla., June, 1962
- IRE Annual Broadcast Symposium, Washington, D.C., Sept., 1962
- Seven NAB Regional Conferences Oct.-Nov., 1962

Please send me AUTOLOG information for my station.
Transmitter Make and Model
Present Remote Control Make and Model
Number of Towers, Frequency Monitor Make
Name_________________________Title_________________________
Station_______________________Address_____________________
City___________________________State______________________
Campbell-Mithun unveils new offices

NEW MINNEAPOLIS LAYOUT FEATURES 'TRAFFIC-LOOP' SPACE DESIGN

Campbell-Mithun Inc. held open house in Minneapolis last week to show off its new custom-designed agency headquarters in the city's equally-new Northstar Center, a $25-million office-hotel-shopping complex that is part of a vast downtown redevelopment program. Campbell-Mithun is part owner-investor in Northstar Center.

The agency has two-plus floors in the center with the office layout featuring an unusual traffic-loop design. With Campbell-Mithun spending nearly one-half of its more than $50 million annual billings in the broadcast media (11% radio, 36% television, of which more than half is local spot), a key highlight of the new headquarters is the agency's tv-radio production facilities, audition theatre and closed-circuit tv system.

Broadcast clients include Hamm's beer, Chun King, Northwest Orient Airlines, Pillsbury, Malt-o-Meal, Bubble-Up and American Dairy Assn. among others.

Dubbed Campbell-Mithun's "first" news conference since the agency's founding 30 years ago, the open house event Monday represented the only time that insiders could recall that Raymond O. Mithun, co-founder and board chairman, has disclosed publicly the basic operating philosophy of the agency. Mr. Mithun emphasized that the most powerful force in the world of advertising and marketing is an idea. For this reason, he explained, computers or machine technology could never replace creative talents or substitute for human judgment.

Albert R. Whitman, Campbell-Mithun president, pointed out that while computers will assist in cutting down work detail, the "answers" that come out of the machines can never be any better than the quality of the data that is fed into them. The human judgment factor is constantly involved in evaluating this data, he noted.

An executive committee of the agency has been studying the application of computers to media selection and buying for more than a year. The computer center in the new headquarters presently is devoted chiefly to streamlining internal paperwork and administrative functions, but starting in April it will be used for experimental media application. New York consultant Ira Rubel is assisting the agency in development of computer uses, Mr. Mithun said.

Campbell-Mithun "has found great reward in working with tough-minded but fair clients," Mr. Mithun said. The demanding client keeps both his people and those of the agency "on their toes," he added. Their chief goal: helping clients grow. The result has been a six-fold growth in billing volume for the agency during the past decade, with 70% of this coming from clients already served.

"No one is going to make intelligent progress in our agency unless he has great innate desire," Mr. Mithun said. The agency has long used an industrial psychologist to test employees' qualifications, he said, but the one quality that can't be measured "is the depth of fire in a man—the desire to win for a client." While Campbell-Mithun demands this zeal of its people, it must be disciplined and in line with the "golden rule," he explained.

Campbell-Mithun also believes in "pioneer ideas" which are joined together in a total marketing program to produce "cog wheel power," Mr. Mithun said. As an example he cited how the basic theme of Hamm's beer is expressed and reinforced throughout all major media as well as labels, trucks, point-of-purchase, menus, napkins, etc.

"We start with the creative idea decision first," he explained, "and then we find the media." However, Northwest Orient Airlines highly successful venture into saturation radio in 1958 with its "gong" commercial was an application of the pioneer idea to media, he indicated. Before that the airlines believed newspapers were the only way they could advertise effectively, he recalled, but the "gong" and radio combined to give Northwest high consumer

New Minneapolis office of Campbell-Mithun is in block-square $25 million Northstar Center. Parking space occupies building's lower floors, topped by restaurants, hotel, bank, swimming pool, office space and other facilities.

Among key features of Campbell-Mithun's new custom-planned headquarters are the agency's closed-circuit system, television theatre and radio studio facilities. Art Lund, tv-radio director, is seated at master control for a commercial audition observed by (l-r) Scott Park, tv creative director; Dick Stevens, tv-radio production manager; Bob Riemschneider, assistant media director, and Ken Oelschlieger, C-M creative director.

BROADCASTING, March 4, 1963
BUY

That very highly survey-rated*, CBS affiliated,
Personality activated,
Civic-minded motivated,
Sales results premeditated,
Cowles station in Des Moines

NOW!

"One of the great news stations in the nation"
AN OPERATION OF COWLES MAGAZINES AND BROADCASTING, INC.
Represented By The Katz Agency

*See Oct.-Nov. Nielsen
and Nov.-Dec. ARB
for the highest ratings
we've ever received.
Identification in a new way.

Pioneer ideas as applied to marketing and advertising problems also can involve development of new products, unique product qualities, product improvement or new product use, Mr. Mithun said, as well as pricing, packaging, distribution, sales promotion plans, public relations and advertising. When products like bread and beer mature and competitive product differences lessen it is often the advertising innovations that spell the significant difference in consumer image, he noted.

Campbell-Mithun occupies both the 10th and 11th floors of the 16-story Northstar Center. Mr. Mithun’s corner office off the 10th floor main reception lobby is the only one with outside windows. All other offices for the 350-some Minneapolis employees are inside units constructed of movable floor-to-ceiling metal acoustical walls.

These modules can be quickly altered to meet client requirements which always are changing, often on short notice. One wall of each office is ripple glass, facing the outside walkways circling the floors. Magnets hold shelves, pictures or working papers to the walls.

The traffic-flow concept of office layout and design was chosen after careful study of typical modern agency offices all over the country. Broadcast centers also were studied for ideas to incorporate in the TV theatre, studio, control and closed-circuit TV facilities.

Since the agency “product” is ideas, the office layout pattern involves “loops” flowing out from and back to a central hub. In the 11th floor creative department, for example, specific projects move from the single traffic-and-production center through the appropriate creative team and back again to traffic-production which is responsible for seeing that the work is done on time.

Another highlight of the “loop” involves placement of the research department next to the creative department since all ideas must begin with facts. This arrangement allows the idea flow to run from research into task force, back to research for pre-testing and back again for post testing, the agency explained.

Campbell-Mithun’s TV theatre seats 50 and includes both monochrome and color monitors. The closed circuit TV system feeds the theatre and six other locations within the agency. The master control center was custom built by Illinois Electronic Systems Inc., Chicago, midwest representative for General Precision Labs.

In one sub-level of Northstar Center the agency houses its library, data processing center, duplicating and mail services, telephone-teletypewriter center, creative kitchen and employee luncheon room.

Campbell-Mithun also has offices in Chicago, Hollywood and Baltimore and employs approximately 500 people to service the agency’s diversified list of 42 different clients.

THE MEDIA

NAB’s record questioned at conference

STATE PRESIDENTS ROAM WIDE AREAS DURING 2-DAY NAB MEETING

What kind of leadership is the NAB providing for radio and TV stations? Is the NAB effectively working to improve broadcasting’s public image; fighting an FCC reaching for more and more power; coordinating activities of state associations? Is the NAB too weak? Does it actively and effectively stand up for the broadcasting industry?

These were questions raised from the floor and discussed spiritedly by delegates to the NAB’s 8th Annual Conference of State Assn. Presidents in Washington’s Shoreham Hotel last Tuesday and Wednesday (Feb. 26-27).

The controversial discussion centering around NAB President LeRoy Collins was put to the floor during a Wednesday morning roundtable discussion open to any subject. Over a dozen state presidents—some not members of NAB—spoke up, with pro and anti-Collins views about equally divided among those who entered the discussion.

Many, while defending Gov. Collins, asked the NAB for closer liaison with state groups and for action in specific areas.

Gov. Collins was not present and made no comment on the debate. He and the NAB were defended by panel moderator Vincent Waslewski, NAB executive vice president; Howard Bell, NAB vice president for planning and development and conference coordinator, as well as several broadcasters.

C. Van Haafken, of KTUC Tucson, and president of the Arizona Broadcasters Assn., broached the subject with an attack on the NAB’s alleged lack of leadership without mentioning Gov. Collins by name. He charged the NAB leadership is weak and must be made stronger. It does not help individual stations and state associations and the NAB’s public relations activities are unsatisfactory, Mr. Van Haafken, whose station is not a member of the NAB
Supermarket Station WSAZ-TV delivers all of Supermarket (conveniently listed in data books as the Charleston-Huntington Market). Including its four-state four-billion-dollar payroll; its 2,302,000* consumers; its 495,700** TV homes; and its $2,011,372,000* in retail sales!

What's more, WSAZ-TV is the only station that delivers Supermarket!

WSAZ-TV has the tallest tower and the lowest channel number. A perfect combination for reaching over giant mountain tops to TV antennas tucked deep in valley towns... to reach all of Supermarket all at one time.

And Supermarket TV fans are so loyal to WSAZ-TV. You see, with twin studios in Charleston and Huntington and correspondents in cities all over Supermarket, WSAZ-TV really serves the area.

Now that you know how we deliver—and how much—how long can you afford to put off a chat with your Katz Agency man?

WSAZ-TV, Channel 3, an NBC Primary Affiliate, Division: The Goodwill Stations, Inc.

*SRDS (July, 1962)  **ARB Coverage Study (Fall, 1960)
charged. He said later that he did not know a reporter was present when he made his remarks.

**NAB Reply** • Mr. Wasilewski immediately answered the Arizona broadcaster and expressed regret that Gov. Collins was not present to personally reply. The No. 2 man at the NAB strongly defended the approach and activities of the association—which he said is faced with a changing government ever trying to exert more control over radio-tv. He maintained the NAB is fighting as vigorously as possible. "We have done our best to fight these government inroads," he said.

Later in the discussion and in answer to another critic of the NAB, Mr. Wasilewski said: "I'll be damned if I'll say that our staff isn't as good as the personnel at any trade association." The quality of the NAB's personnel is "the highest and all are dedicated to their jobs," he said.

Morton Henkin, KSOO Sioux Falls and president of South Dakota broadcasters, and Florida President Joseph H. Field Jr., WIRK West Palm Beach, both entered strong defenses of the NAB and its president. "We should decide what we can do for NAB and not what NAB can do for us," Mr. Field said.

Mr. Henkin took the same position in criticizing state associations for not helping the national association more. "Before we complain about the leadership of the NAB, we should examine our own positions," he said. Answering earlier statements from state presidents that they had picked up nothing worthwhile from the conference to take home, Mr. Henkin said "I'm taking a whole lot of information back..." to South Dakota.

**Not Wanted** • Colorado President Bob Martin, KMOR Littleton (non-NAB member), said that he was instructed by his association not to invite anybody from the NAB to speak at the Colorado convention in June because "they are not interested in anything the NAB has to say." He charged that Gov. Collins is ineffective because he is not a broadcaster, never has been and never will be.

"He is going in one direction and we are going in another," Mr. Martin said. "I go home with the feeling that Gov. Collins is one of the nicest guys in Washington but if I sat down and talked to him, he wouldn't know me very well and I wouldn't know him when we finished talking."

Mr. Wasilewski invited Mr. Martin to meet with the NAB president, expressing confidence that afterward the Coloradonian would change his opinion.

The New Jersey president, Fred M. Wood of WMVB Millville, agreed with Mr. Van Haaften's criticism.

Sam J. Slate, New York state presi-
FOR BLACK-and-WHITE TV

RCA FIELD-MESH IMAGE ORTHICONS

IMPROVED MANUFACTURING TECHNIQUES

RCA-7293A, 7295A and 8093A Image Orthicons for black-and-white television now produce significant signal output and signal-to-noise improvements. An approximate 30 per cent improvement in signal output and as much as a 30 per cent improvement in signal-to-noise ratio can be attributed to improved manufacturing techniques. Each tube type also offers improvements in fine detail response, background quality and reduced microphonics.

RCA-7293A, 7295A and 8093A are but three of RCA's broad family of Image Orthicons. For fast delivery of these and others in the line, see your Authorized RCA Distributor of Broadcast Tubes.

RCA's Family of 3'' Diameter Image Orthicons for Black-and-White TV programming includes:

RCA-5820A—Exceptional all purpose type for studio and remote telecasting; features extremely uniform and reliable performance due to very tight quality-control standards.

RCA-7293A—Field mesh type utilizing special anti-ghost design; recognized for its reduced edge effects and corner focus features.

RCA-8093A—Field mesh, anti-ghost type with wide dynamic range and high signal-to-noise ratio, making it ideal for tape recording with TV cameras designed for 3-inch diameter image orthicons.

RCA-4401V1—Sensitive, high-performance tube for low-light-level broadcast quality black-and-white pickup where scene illumination is less than 10 footcandles and depth of focus conditions require operating the lens at f/8 or higher.

FOR FAST SERVICE ON THESE TYPES CALL YOUR RCA DISTRIBUTOR OF BROADCAST TUBES

RCA ELECTRON TUBE DIVISION, HARRISON, N.J.

The Most Trusted Name in Television
Sen. Hartke wants Sec. 315 'streetjacket' removed

The grown-up, affluent and responsible broadcasting industry has "had long enough to learn its obligations in the straitjacket of regulation and ought now be turned as loose as possible," Sen. Vance Hartke (D-Ind.) told the NAB's State President's Conference in Washington last week (see page 42).

Sen. Hartke made his remarks in promising to push for repeal of Sec. 315 of the Communications Act which requires broadcasters to provide equal time for all political candidates. However, he tempered his plea for freedom with a proposal for "continuous study" of broadcasting operations without Sec. 315; closer government scrutiny of license renewal applications, and endorsement of the often-expressed position that the licensee holds a "valuable commodity" which belongs to the people and which he only borrows.

There is no reason why broadcasting laws should "shackle coverage of any campaign or any news for that matter," the member of the Senate Commerce Committee and its Communications Subcommittee said. "The final decisions on news value and coverage should be left to the experts in the newsrooms."

Noting that Sec. 315 was suspended in 1960 for the presidential campaign, Sen. Hartke said it's obvious that a law which "needs to be lifted in whole or part from time to time is not a good law. I think if the suspension can be afforded in the contest for the highest office in the land, it can be for all contests for all offices."

Sen. Hartke announced that he planned to reintroduce a bill sponsored in the last Congress calling for the repeal of Sec. 315. Hearings begin today (Monday) before the House Communications Subcommittee on a bill to suspend equal time requirements during the 1964 campaign (see page 62).

Too Many Specialists - The senator said that too many radio stations are turning toward specialization in one type of programming to the exclusion of all other program varieties. "I certainly don't think it is necessary for a station to cater exclusively to devotees of rock-and-riff, long-hair music or anything else," Sen. Hartke said. "I prefer my news and public affairs to be varied with entertainment of various kinds."

No hard and fast rules should be passed on specialization, he said, in conceding it may be desirable in certain markets.

Sen. Hartke put in a kind word in the fight of daytime stations to get minimum hours of 6 a.m. to 6 p.m. If a high-powered station is going to claim "some kind of squatter's rights over a vast territory, it ought to be prepared to serve that vast territory and not just with entertainment or even news of national interest," he said. "I think the public service obligation grows with the size of the area."

In his opening remarks, Sen. Hartke had high praise for the leadership provided broadcasting by NAB President LeRoy Collins. "The NAB is fortunate to have Gov. Collins as president," he said. "Everyone on Capitol Hill respects him and he has brought a lot of prestige to the industry."

A series of major messages from MGM Telestudios, Inc.
If you could choose the slot where your tax money goes...

you would probably pick defense, or space exploration, or some other vital government job. It isn't likely that you'd pick a job for which there is no need for government to spend your tax money.

Yet some people keep urging the federal government to pour a lot of your tax money into federally owned electric power plants and lines, where $5.5 billion dollars are already invested.

There's not the slightest need for this kind of spending. The nation's more than 300 investor-owned electric light and power companies can supply all the additional power a growing America will need.

Needless spending of your tax money would be senseless at any time, but it's downright dangerous today when so many billions are needed for essential jobs only the federal government can do.

Investor-Owned Electric Light and Power Companies... serving more than 140,000,000 people across the nation
vania president from WHLM Bloomsburg, said he fully agreed with Mr. Shea and thought the major crusade should be to get a broadcaster on the FCC—"come hell or high water" (see box, page 50).

Several state presidents, including Bob Thomas, WJAG Norfolk, Neb., and Don Sullivan, KVTJ (TV) Sioux City, Iowa, wanted the NAB to keep state associations better informed of the activities of other state groups and to coordinate them for more effective combined efforts. Mr. Thomas pointed out that broadcasters in Kansas did not know what their colleagues in Nebraska were doing nor did Nebraska know what Kansas was up to.

Both Messrs. Wasilewski and Bell pledged that the NAB would do better in this area. Mr. Bell pointed out that a regular NAB publication, Stateside, was dropped because of a lack of demand and that not a single broadcaster complained. "We are willing to do the job if you want us to do it," Mr. Bell said.

Aggressive War • Gov. Collins opened the conference of 75 broadcasters from 49 states and Puerto Rico with a pledge that NAB will conduct an "active and aggressive war" against government interference with the freedom of broadcasting.

The best way to fight government encroachments is for the industry to be constantly striving to improve its own product "in every way we can," he said. In every step toward self-improvement "we are indeed fortifying our freedom of broadcasting," the NAB president stressed.

He called for the continued strengthening of state associations as the "bulwark" of NAB's effectiveness. "The stronger our state associations are, the stronger the NAB can be," he said.

Conference Chairman Joseph W. Goodfellow, vice president-general manager of WRC-AM-FM-TV Washington and president of the Maryland-D. C. Broadcasters Assn., urged a closer relationship between state broadcasters groups and the NAB.

Four key NAB staff executives reported to the delegates on "The Washington Outlook" with Mr. Wasilewski moderator. Paul B. Comstock, vice president for government affairs, said that the NAB has "pressed unrelentingly" for radio-television access to committee meetings of the House. He urged individual state associations to ask their congressional delegations to introduce resolutions calling for removal of the ban.

Mr. Comstock also discussed several other industry matters pending before Congress, such as Sec. 315 of the Communications Act, community antenna regulation, freedom of information hearings, the ratings investigation and hearings beginning next week before the House Antitrust Subcommittee on concentration of ownership in news media.

General Counsel Douglas Anello discussed the FCC and its "disabling" encroachments into the freedom of broadcasting. He said the FCC made 2,366 inspections of radio stations in 1962, the highest number on record. During a question-and-answer session which followed, several complaints were made against FCC inspectors' actions at individual stations.

These were directed primarily against one alleged demand by an FCC field man for a station's checkbook, and inspections on Sundays. (The FCC said later the checkbook incident involved a request for check stubs to determine if the station employed full-time a first class engineer.)

Mr. Bell said that freedom of the press usually means freedom from government restrictions. He said the NAB has taken the lead in the fight for equal access because the public "wants more on broadcasting for news and information than any other medium. He reported on the upcoming news media confer-

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Changing hands ...

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

- WCCM, WGHJ (FM) Lawrence, Mass.: Sold by Mrs. Eileen M. Jaspert to Curt Gowdy for $325,000. Mr. Gowdy is a nationally known sportscaster, having broadcast the Boston Red Sox baseball games since 1951, and the NCAA Game of the Week and AFL football over ABC-TV last season. He lives in Wellesley, Mass. WCCM, founded in 1947 by the late George H. Jaspert, operates daytime only on 800 kc with 1 kw. WGHJ operates on 93.7 mc with 1.35 kw. Broker was Hamilton-Landis & Assoc.

- WBBR-AM-FM East St. Louis, Ill.: Sold by Larry Picus to Paul Adams for $317,000. Mr. Adams is chief engineer of WCOP-TV Cincinnati. Mr. Picus owns WOBS Jacksonville, Fl. WBBR is a fulltime station on 1490 kc with 500 w daytime and 250 w nighttime. Broker was Hamilton-Landis & Assoc.

- KENO Las Vegas, Nev.: Sold by Maxwell Hurst and associates to VRA Enterprises for $275,000. VRA Enterprises is headed by M. D. Buchen, who is president of KNEZ Lompoc and KAVR Apple Valley, and is general manager of KRKD Los Angeles, all California. KENO operates fulltime on
ence with White House officials on freedom of information (see page 60).

Mr. Bell detailed the NAB's six-year fight against the American Bar Assn.'s Canon 35 barring cameras and microphones from the courtroom. He charged the ABA has not given broadcasting a "fair trial" and urged the state groups to take up the fight. He outlined a program to be waged by broadcasters on the local level to remove radio-television from "second-class citizenship" in news gathering.

Successful Programs • During the Tuesday afternoon session, five presidents of state associations presented reports on successful projects in their states. Thomas C. Bostic, KIMA Yakima and president of the Washington State Assn. of Broadcasters, detailed successful efforts to win some of the state's legal advertising for radio-television. He said $70,000 in 1962 had been channelled to radio-television in advertising proposed amendments to the state constitution—money that formerly went into newspapers.

Jack Starnes, WBAG Burlington and president of the North Carolina association, said his association gained stature and prestige through the establishment of a permanent office in Raleigh, the state capital. He explained many benefits through closer liaison with the state government and said that members' dues were raised from $15 to $100 to finance the NCAB activities.

NAB Radio Board Chairman Willard Schroeder (WOOD Grand Rapids), who also is president of the Michigan association, explained a college training program to be started in his state next month. College students from three state universities will spend 10 weeks at participating stations, he said, to work in all phases of radio-television operations. The students will be paid $50 weekly and will receive college credits while detailed to the stations. Emphasis will be placed on management spending considerable time with the students, Mr. Schroeder said, and they "will not be used as mimeograph operators or janitors." He said the student program was started because of a feeling the top college students were not turning to broadcasting for careers and those that did were not properly trained.

Don C. Dailey of KGBX Springfield and president of the Missouri Broadcasters Assn., said that broadcasters in his state had tapped $100,000 in advertising from non-profit groups by establishment of a central billing system. Through this system, for the past 10 years Missouri stations have received revenues normally devoted to print media, he said. MBA will not place advertising for regular commercial accounts and retains the regular 15% commission for its services to stations, he said.

He said the association employs a full-time lawyer and legislative expert in addition to an executive secretary and started charging members dues only last year, operating for nine years on commissions from the non-profit advertising.

Jack C. Michael, president of the Tennessee Assn. of Broadcasters from WREC Memphis, explained three successful state-wide promotions of TAB. These included scholarships, high school speech and drama leagues and a 1962 campaign on behalf of state parks. The latter drive resulted in an increase for 1962 of $900,000 in attendance at state parks, he said.

Who Makes Rules? • Charles Stone, manager for the NAB Radio Code, urged the state association heads to join and support self-regulatory efforts with this warning: "help make the rules or be ruled" by government.

"The industry must become convinced that lashing itself to the wheel of its own ship to avoid being washed away by the force of outside elements" makes good sense, Mr. Stone said. The tenets of the code were conceived for the betterment of radio, he said, and

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**ATTRACTIONAL STATION BUYS:**

**EAST COAST—** Network affiliated VHF-TV station operating in the black. Good physical facilities. Total price of $650,000.00 on terms to be negotiated.

**FAR WEST—** Excellent power, daytime-only radio station serving marketing area of 200,000. Heavy fixed assets. Grossing $7-8,000.00 monthly and capable of doing much better. Priced at $175,000.00 with $50,000.00 down and balance over ten years.

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'Qualified broadcaster' wanted on FCC

Appointment of a “qualified broadcaster” to the next available vacancy on the FCC was urged last week in a petition to President Kennedy adopted unanimously by the delegates to the NAB-sponsored Conference of State Broadcasters’ Association Presidents.

The resolution was entered into the Congressional Record by Sen. Jennings Randolph (D-W. Va.) and sent to members of Congress in addition to the President. It states: “The undersigned representatives of State Broadcasters’ Associations gathered at the Eighth Annual Conference of State Association Presidents were motivated by a desire to be of greater service to all interests of broadcasting.

“We must remain in a position to make our own standards and change them when circumstances change—as opposed to having them made for us, which rules may or may not change regardless of circumstances,” Mr. Stone said.

Glenn B. Sanberg, executive vice president of the American Society of Assn. Executives, told the state presidents that voluntary associations of trade and professional men could hold the key to meeting the challenges facing the world. He said trade and professional groups must stir from their lethargy. “It’s about time that we stood up on our hind legs and started talking about the things we’re doing to lift the level of living in America,” he said. “I think we’ve been sleeping too long.”

The conference concluded Wednesday afternoon with a meeting of state association executive secretaries presided over by Jack Williams of the Georgia Assn. of Broadcasters.

Over half the states indicated that they now have fulltime executive secretaries and many of the remainder announced plans to obtain secretaries in the future.

Highlight of the conference was a Tuesday evening reception and buffet supper hosted by Gov. Collins and the NAB. Among the guests were 25 U. S. senators, 60 congressmen and six members of the FCC. Sen. Vance Hartke (D-Ind.) urged repeal of Sec. 315 of the Communications Act in a luncheon address (see page 46).

COLOR ON BLACK-AND-WHITE SETS

Stations use special systems giving tint illusion

Television viewers in six major markets are seeing color on their black and white sets. It’s not a gag, it’s true.

A method of impressing an illusion of color on monochrome receivers is being used on all five of the stations owned by Storer Broadcasting Co. (Atlanta, Cleveland, Detroit, Toledo and Milwaukee) and by Taft’s WKRC-TV Cincinnati.

The system, which makes use of a special complex preparation of video tape, shows up as pulsating diagonal lines covering about one-third of the tv screen. In the center third of the screen a regular black and white commercial is used. The outer third of the screen remains in a “black” condition.

Both Storer and Taft, with other stations and advertising agencies evincing serious interest, are using an Austrian invention licensed in the United States to General Television Network, Fremdale, Mich.

General Television Network is a subsidiary of Melink Steel Safe Co., Toledo, Ohio. Meilink, one of the largest steel safe makers in the country, also manufacturers large screen tv projectors. General Television Network was established five years ago to handle commercial and program production and closed circuit production. It is one of the largest tv production service organizations in the Midwest, according to sales manager John Mayer.

Not Color tv • General Television, Storer and Taft emphasize that the “color effect” process is not a substitute for regular color tv. This is stressed in all on-the-air and newspaper announcements.

Theoretically it is possible to use the system in a slide series, for commercials or for cartoons, Mr. Mayer says.

Noting that the process is being used now as an attention getter only, Bill Michaels, Storer vice president, added: “I personally don’t think it will develop much beyond the slide or limited animation use for quite some time, if ever.”

But, he added, the color effect may stimulate viewers to think about regular, full-scale color tv.

Viewers are urged to use normal lighting in their viewing rooms, and to increase contrast and reduce brightness. This makes the color effect more vivid, it is said.

Users must submit their art work to General Television Network, Mr. Mayer said. It is then transferred to tv tape using the unidentified patented process.

GEL offers ‘Autolog’ to stations

A new system for the automatic recording of transmitter data has been introduced by General Electronic Labs Inc., Cambridge, Mass. The “Autolog” system appears to meet the new ruling by the FCC allowing automatic logging of transmitter readings, according to GEL (BROADCASTING, Feb. 25).

Four to nine strip-chart recording channels are available for remote or local use. Recording of parameters for plate voltage, plate current, antenna current and carrier frequency are provided for on 31-day strip chart rolls.

A working Autolog system was first demonstrated by GEL at the 1962 NAB convention.

Accident delays KAIT-TV

There has been a “slight delay” in getting KAIT-TV Jonesboro, Ark. on the air.

The $25,000 antenna for the new ch. 8 television station fell to the ground as workmen were positioning it atop the station’s 300-foot tower. No one was injured and station manager, Rubin Masters, said the delay would be slight. KAIT-TV is expected to begin telecasting within 60 days.
Ampex offers the widest selection of professional broadcast recorders today. Each providing superior performance. Each providing maximum reliability. There's the Ampex 351, standard of the broadcast industry. The Ampex 352, reproducer for monophonic or stereophonic sound. The Ampex 354, recorder/reproducer designed for stereophonic sound. The Ampex 601, professional quality portable recorder/reproducer. The Ampex PR-10, suitcase-size recorder/reproducer with capabilities of a studio console. And the Ampex 3200 duplicator, master/slave combination for high quality tape duplicating at low cost. Most Ampex recorders have stereophonic versions. The 350 and PR-10 Series offer 4-track playback. All are dependable, flexible, easy to operate. And all carry the Ampex "Four Star" one-year warranty. Ampex also makes 600 series professional tape noted for long life and constant performance. For more details write the only company providing recorders, tapes and memory devices for every application: Ampex Corporation, 934 Charter St., Redwood City, California. Sales and service engineers throughout the world.
Do the critics understand television?

TIO’S DANISH CALLS FOR MORE KNOWLEDGE OF MEDIUM

The nature of criticism directed against television, the shape of television itself and perhaps the future of the American people may be determined by the extent to which the critics and public understand how television works.

This view was advanced by Roy Danish, director of the Television Information Office, in a speech urging participants in the Western Radio & Television Conference, held Feb. 21-23 at Los Angeles, “to join forces with the broadcaster to improve people’s understanding of the medium—of all mass media, for that matter.”

“I would like, in fact, to enlist you as staff members of TIO,” Mr. Danish said. “Your assignment is to ferret out the hard-core critic who would rather be vehement than informed, and to convince him that his first obligation is to know the score, and his second is to attempt, at least, to make a positive contribution if he expects to be taken seriously.”

Talk of “improving television,” he said, must take into account television’s nature as a mass medium, its need for mass audiences in order to survive and in order to reach them with programs of the type demanded by people “who are concerned with raising the sights of our society.”

“The state of television in the future,” Mr. Danish said, “may well be determined by the extent to which its viewers understand the medium and demonstrate that understanding through discriminating use and thoughtful, helpful criticism.

“The other half of the equation concerns the viewer, not the medium, and is perhaps even more significant. It says that much of what we learn and think about and feel comes to us by means other than the printed word and that the uses we learn to make of television, the shape we help it assume, may well determine what in the long run will become of us—as individuals and as a people.”

No Drop * There would be no let-
donw in public service programming on the commercial tv stations of Los Angeles, should an educational tv station enter the area, a panel of station managers and program directors told the conference.

The broadcasters reported on the variety of public affairs programming they are already presenting and asked the educators in the audience to let them know what they’d be interested in seeing that is not now on the air. Somewhat bitterly, they cited the research finding that the intellectuals who criticize tv the most are usually those who watch it least and urged parents, teachers, ministers and newspaper critics, anyone who can influence the viewing of others, to support the good programs as well as condemning those they do not like.

Panel members included the managers of the three Los Angeles network-owned tv stations: Bob Wood, KNXT (TV); Tom McCravy, Knbc (TV); Elton Rule, KABC-TV; Mal Klein, manager of KHJ-TV, with no network affiliation; Jack Brembeck, public affairs director, KABC-TV; Howard Sturm, public affairs manager, KNBC; Leon Drew, program director, KNX, and a lone representative of radio, Harfield Weedon, program director, KNX.

IOWA STATE NETWORK FORMED

WOI Ames, Iowa, owned by Iowa State U., has formed a new 18-station statewide radio network—the Iowa State University Radio Concert Network. The programs aired by the network, which will broadcast on a twice-a-month basis until July 1, will consist of concerts by Iowa State organizations taped on campus.

The first concert, featuring the symphonic band, has been distributed for broadcast at the convenience of member stations. Stations in the new network are: KFGQ Boone, KBUR Burlington, KFJB Marshalltown, KSBF Creston, KDPS (FM) Des Moines, KWMT Ft. Dodge, KCHE Cherokee, KWBG Boone, KROS Clinton, KMCQ Fairfield, KGLO Mason City, KCIM Carroll, KCUF Pella, KRIB Mason City, KWAR (FM) Waverly, KCFD Ft. Dodge, KWWL Waterloo, and KDSN Denison.

NEW CBS RADIO SPOT OFFICE

CBS Radio Spot Sales is opening a new office in Philadelphia today (March 4) to be headed by Gene Myers, sales manager. It is located at City and Monument Avenues, Philadelphia 31. Telephone number is Tennyson 9-7000. Mr. Myers has been with CBS Radio Spot Sales for 10 years in Chicago, St. Louis and New York. In his new post, he will cover the Philadelphia-Baltimore-Washington areas.
To paraphrase the old "Don't-look-now,—BUT" admonition, urgency compels us to say: DO look—BECAUSE this year's NAB Convention is almost at hand! March 31-April 3.

As always, it will attract an attendance from all segments of the broadcast advertising business . . . and an attention from TV and radio executives in every corner of the nation.

As always, too, Broadcasting Magazine will serve this widespread interest with three of the most heavily-read issues it publishes each year: (1) pre-Convention on March 25; (2) during the Convention, April 1; and (3) post-Convention, April 8, rounding up everything that made news.

To accomplish this with the authoritative completeness that only Broadcasting can, a full-scale news room is being set up in Chicago—staffed with a dozen of Broadcasting's most experienced editors, equipped with direct lines to the Broadcasting headquarters in Washington. These facilities (more extensive than those of all other TV-radio journals purporting to cover the Convention) assure Broadcasting readers of thorough reports on every meeting, every committee session, every social affair. They'll probe out the trends and tenor of the Convention, its unexpected developments, undercurrents, and color. Skillfully edited, the result is the most authentic, comprehensive panorama of NAB's 1963 conclave anywhere—and indispensable as a guide to what's happening.

It adds up to a triple-barreled opportunity, too, for anyone with an advertising message that's aimed at TV-&-radio's busiest decision-makers. You get the year's biggest bonus of attention with each of these three big issues, and at no increase in rates.

If you haven't reserved your space yet, this is the hour to get cracking! It's only days to deadlines—so wire or phone the nearest Broadcasting office today. 27,000 circulation.
WSB Atlanta received the Mike Award, a golden-plated ribbon microphone, and radio-tv got a tribute from the President of the U.S. last week.

The award was presented at a banquet in New York at which FCC members and prominent broadcast executives helped make up a total attendance of more than 1,000.

Station executives honored included James M. Cox Jr., board chairman of James M. Cox Stations, and J. Leonard Reinsch, executive director; Frank Gaither, WSB general manager, and Marcus Bartlett, WSB-TV general manager. Cox stations also include WHO-AM-FM-TV Dayton; WSOC-AM-FM-TV Charlotte, and WCKR-WIOD-FM Miami.

The Broadcasters' Foundation presented the award under auspices of the Broadcast Pioneers of which Ward L. Quaal, WGN-TV Chicago, is president. Arthur Simon is president of the foundation.

In a wire of congratulations, President Kennedy said that WSB merited the award "on numerous counts," noting that he was "personally acquainted with its distinguished record" for leadership of projects "for the public good" in the South and nationally. He singled out for praise WSB's role in providing radio facilities for Voice of America broadcasts during the Cuban crisis.

Said Mr. Kennedy: "This event transcends tribute to one station. It be-tokens the vast contribution to the public good made by the broadcast arts—television along with radio—in keeping the American public the best informed in the world."

The Atlanta outlet became the first station in the South to receive the award which honors pioneer stations contributing most to the tradition of the broadcasting industry. Previous winners: WLW Cincinnati in 1961, and WGN Chicago in 1962.

FCC Commissioners present were Robert E. Lee, E. William Henry, Frederick W. Ford, Kenneth Cox, Robert T. Bartley, and Rosel Hyde. The foundation benefits those in the industry in need of financial help because of illness or other emergency.

The award acknowledges "dedicated adherence to quality, integrity and responsibility in programming and management."

WCKY is joining ABC Radio network

WCKY Cincinnati, which has operated without a network affiliation for 15 years, has joined ABC Radio.

The 50 kw station, whose last network affiliation was with CBS Radio, has been an independent station since 1948. The station is owned and operated by L. B. Wilson Inc., of which C. H. Topmiller is president.

The affiliation of WCKY with ABC Radio is being announced jointly today (March 4) by Robert R. Pauley, ABC Radio president, and Mrs. Jeanette Heinz, vice president and general manager of the station. Mrs. Heinz said that WCKY will carry ABC Radio programs exclusively in the Cincinnati market "not later than Jan. 1" and would begin to broadcast some network program offerings within the next few weeks.

Mr. Pauley said WCKY will replace WLW as the network's affiliate in Cincinnati. WLW had carried both ABC and NBC programs. Mr. Pauley noted the affiliation marks the first time in almost seven years that ABC Radio will have an exclusive outlet in the Cincinnati area.

WCKY is the second 50 kw to join ABC Radio in two weeks and the seventh within the past year. Two weeks ago ABC Radio announced the signing of 50 kw WHAS Louisville as a network affiliate (BROADCASTING, Feb. 18). WCKY operates on 1530 kc. L. B. Wilson Inc. also is licensee of WLBW-TV Miami (ch. 10).
Sports Network, Incorporated will televise all games of the 1963 Tournament, starting with the first round on March 9 and continuing through the championship game of March 23. The games will be televised on a regional basis to suit the various sections of the country. THE CHAMPIONSHIP GAME ON MARCH 23 WILL BE TELEVISION NATIONALLY.

For additional information—
Wire or Phone

SPORTS NETWORK, INC., 530 FIFTH AVE., NEW YORK 36, N. Y.
Phone: MU-2-0117 — TWX—212-867-6545
Minow sidesteps the big question—again

FCC Chairman Newton N. Minow passed up a ripe opportunity last week to short circuit what he calls "wishful thinking" that he will resign his post later this year.

Instead, his carefully chosen words seemed to add to speculation that published reports (BROADCASTING, Feb. 11) of his impending departure are accurate.

Sen. John O. Pastore (D-R.I.), chairman of the Communications Subcommittee, welcomed Mr. Minow to a hearing Wednesday which was intended to bring the subcommittee up to date on FCC activities (also see story below).

Noting that Chairman Minow had just returned from conferences in Switzerland, Sen. Pastore told the chairman, then seated as a subcommittee witness, it might be appropriate to get the facts "straight from the horse's mouth."

"I assure you," Mr. Minow replied, "that when I've made any decision about my future you will learn it from me and not have to get it from the trade press."

"Said like a true statesman," Sen. Pastore said, and added with a sweep of his hand "—but not responsive!"

"The fact of the matter is," Chairman Minow said deliberately, "that I've made no decision."

Sen. Pastore and other subcommittee members praised the FCC chairman and his work and said they hoped he would continue to serve the commission.

A Similar Tune • Last week's colloquy was not the first time Mr. Minow had failed to be completely responsive in telling the Senate about his commission plans.

During his nomination hearing before the Commerce Committee Feb. 8, 1961, Mr. Minow was told by Sen. Warren G. Magnuson, committee chairman, that since the passage of a resolution in 1960 the Senate has asked each person nominated to a regulatory commission by the President to indicate whether he intends to serve a full term.

"Is that your intention?" Mr. Minow was asked.

"It is, Mr. Chairman. I think I would be happy to serve as long as President Kennedy wants me."

Chairman Magnuson said, "We understand that there are some rare, special circumstances, maybe of health or something like that; but not to go down to the agency and serve a while, get the experience and then go out in the industry. That has been abused in the past."

"That is not my intention," Mr. Minow answered.

FCC HEAD SEEKS UPBEAT FOR UHF, ETV

Also tells Senate group about his Geneva trip

The FCC told a Senate hearing last week that the agency is optimistic about increased growth of educational television and uhf which has been spurred by enactment of assisting legislation in both fields last year.

Chairman Newton N. Minow, accompanied by five fellow commissioners and a team of bureau chiefs, concluded testimony Wednesday (Feb. 27) before the Senate Communications Subcommittee on etv, all-channel tv sets and telephone rates. The hearings were continued from the week before when Commissioner Rosel H. Hyde appeared for Chairman Minow who attended scientific conferences in Geneva (BROADCASTING, Feb. 25).

Chairman Minow did not deny reports he would be leaving the commission for a job with Encyclopaedia Britannica later this year (see story above and BROADCASTING, Feb. 18, 11). He and the commission were praised by the subcommittee for the manner in which the agency has administered the Communications Act.

Since November, when technical standards for all-channel tv sets and an April 30, 1964 compliance deadline were set (BROADCASTING, Nov. 26, 1962), there have been signs the set manufacturers are "moving ahead in advance of that deadline," Chairman Minow reported.

No Etv Money • Congress failed to provide the money for federal grants to states authorized by Public Law 87-477, but regulations subsequently have been worked out for the processing of fund applications in anticipation the money is forthcoming, the chairman said. A special office for liaison between the agency, educators and the Dept. of Health, Education & Welfare (which will dispense the etv funds) has been set up by the FCC.

Pointing to new interest in uhf since the all-channel law, Mr. Minow said the number of authorized uhf stations increased from 134 in December 1961 to 153 a year later. The number of operating stations went up from 85 to 91 in the same period and the number of pending uhf applications increased from 17 to 29, with a definite upturn in the last couple of months, he said.

On etv, he said, the number of authorized etv stations has jumped from 80 to 95 in two years, and the number of those in operation increased from
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With all these features the new VDA4-S saves you money—in original price and in maintenance and operating costs. Compared to most tube type amplifiers the multiple savings of the VDA4-S enables it to actually pay for itself within a year.

Also available is the new PAT-4, a four output pulse regenerating distribution amplifier with the same basic features as the VDA4-S.

Find out for yourself—write now for complete details.
Housekeepers tighten committee budgets

House committees, including those which handle legislation affecting broadcasting, will operate under new reform regulations in the 88th Congress.

Complaints of loose spending and overseas junkets brought demands for changes at both ends of the halls on all committees.

All will operate with one-year budgets instead of the usual two-year appropriations.

The House Administration Committee will keep a tight check on committee expenditures and will rule on investigation proposals to prevent overlap and duplication.

The budget of five committees normally handling legislation associated with broadcasting:

- Government Operations (freedom of information, etc.): $600,000 approved ($750,000 requested).
- Commerce (Communications Subcommittee, etc.): $245,950.
- Judiciary (antitrust, advertising): $200,000.
- Science and Astronautics (space communications): $150,000 approved ($300,000 requested).
- Small Business: $275,000 approved ($614,000 requested for two years).

62 to 76 with a total of 324 channels reserved for etv.

Chairman Minow also reported on his trip to Geneva with FCC Chief Engineer Edward W. Allen where they met with delegates to the International Telegraphic Union for discussions of U.S. technical recommendations for allocations for space communications systems. The chairman said he was presently optimistic that U.S. recommendations on permanent allocations may be adopted at an October conference. He did not say whether the Soviet Union was in agreement with U.S. proposals.

Leased Wire Rates: Asked about the FCC’s approval of increased rates for users of private, leased telegraphic services of AT&T and Western Union, Chairman Minow said the FCC would be sympathetic to petitions from broadcasters and newspaper owners that the rate hikes be held up.

“It may be that the press should have a special rate, a preferential rate,” he said. “This is an open decision. It is not yet finally determined.”

Deadline for filings is April 1, Mr. Minow noted.

“However, our initial decision found no cost justification for a specially low press rate,” he said.

Poller perjury indictment dropped by government

A perjury indictment against Lou Poller, former Milwaukee television broadcaster, has been dismissed on motion of the Dept. of Justice.

A federal judge in Washington granted the motion after the government moved for dismissal on the ground that Mr. Poller had, “purged himself of the perjury voluntarily.” This means, it was explained, that Mr. Poller had voluntarily appeared again before a federal grand jury and testified about a meeting between officials of a Florida bank (of which Mr. Poller was an officer) and Teamsters Union executives. The indictment was based on Mr. Poller's claim that he could not recall the meeting (Broadcasting, Aug. 6, 1962). The grand jury is investigating loans made by the Teamsters pension fund.

Mr. Poller still holds a permit for ch. 24 WCAN-TV Milwaukee. He has also filed a $4.3 million treble damage suit against CBS Inc. This involves the 1954 purchase by CBS of ch. 19 WOKY-TV in Milwaukee and the equipment and studios of Mr. Poller's WCAN-TV.

COX NOMINATION

Committee ready to confirm but Thurmond has questions

The Senate Commerce Committee is ready to confirm Kenneth A. Cox, FCC Broadcast Bureau chief, as a commissioner, Chairman Warren G. Magnuson (D-Wash.) said last week.

But a request by Sen. Strom Thurmond (D-S.C.) for an executive session is holding up approval.

The committee will meet tomorrow (Tuesday) to organize itself and it is likely Mr. Thurmond may tell members what he wants to ask Mr. Cox. Asked about his questions by a reporter Thursday (Feb. 28), Sen. Thurmond said he had not yet spoken about them to Chairman Magnuson, who has been out of town.

Sen. Thurmond would not say whether he opposed Mr. Cox's nomination, nor would he say what questions he had for Mr. Cox.

Other committee members present at the nomination hearing Jan. 31 spoke favorably of the nominee, but a vote has been held up for Sen. Thurmond's inquiry (Broadcasting, Feb. 4).

Other committee business Thursday may include reassignment of some members to subcommittees, especially the communications unit, headed by Sen. John O. Pastore (D-R.I.). Two new Democratic and a new Republican member of the full committee must be assigned to subcommittee posts. A Republican vacancy exists on the communications group (left by Sen. Kenneth B. Keating [R-N.Y.]), and a new ratio of Democrats to Republicans (was 11:6, now 12:5) is certain to have an effect on subcommittee size.

The committee also may consider whether to continue its special Freedom of Communications Subcommittee which reported last year on 1960's suspension of equal time provisions for the presidential campaign.

The full committee is scheduled to hear nominations of incorporators of the Communications Satellite Corp. March 11, at which time further questions may be raised about federal spending on experimental communications satellites which benefits the to-be-privately-held firm (Broadcasting, Feb. 25).

Two new incorporators were nominated by President Kennedy last week (see page 62).

New York requests 17 etv channels

The Board of Regents of New York requested last week that the FCC institute a rulemaking that would reallocate and reserve 17 uhf channels for noncommercial educational use for a statewide etv network.

New York state presently has six channels granted for noncommercial educational tv—in Binghamton, Buffalo, Ithaca, New York, Rochester, and Syracuse. The Board of Regents said these channels are not being used because of a lack of funds for construction.

According to the Board of Regents, the requested channels are designed to serve about 100 colleges and universities, secondary schools and rural areas with educational television. Work on the development of the statewide network would begin in Hudson and Mohawk River valley communities. The second phase of the plan would be aimed at areas where the population is relatively heavy and educational needs are pressing. The final stage of the plan would cover the remaining populous areas.

Use of Channels: The Board of Regents said the state's proposal calls for 500 kw for the future stations with as much as 1,000 kw in heavily populated areas. The following is the sequence in which the channels would be activated according to the three-part plan.

- Part one: Chs. 13 and 15 in New York, etc.
York; ch. 53 in Hempstead; ch. 21 in Poughkeepsie; ch. 17 in Albany; ch. 25 in Utica; ch. 43 in Syracuse; ch. 21 in Rochester; and chs. 17 and 23 in Buffalo.

- Part two: ch. 52 in Amsterdam-Gloversville; ch. 46 in Binghamton; ch. 30 in Corning-Elmira; ch. 58 in Jamestown; ch. 75 in Patchogue-Riverhead; ch. 28 in Plattsburg; and ch. 20 in Watertown.

- Part three: ch. 23 in Albany-Schenectady-Troy; ch. 79 in Batavia; ch. 56 in Boonville-Lowville; ch. 46 in Dunkirk; ch. 39 in Glens Falls; ch. 50 in Hornell; ch. 14 in Ithaca; ch. 18 in Saranac Lake-Lake Placid; ch. 66 in Malone; ch. 14 in Massena; ch. 24 in Ogdensburg; ch. 54 in Olean; and ch. 42 in Oneonta.

In addition there are 18 other communities which will ultimately have tv.

The Board of Regents said that production facilities already existing in New York, Albany-Schenectady-Troy and Buffalo could provide sufficient programming for the beginning of the network. The board also said that more production studios are planned for cities in parts one and two of the plan.

The channels must be reserved now, according to the Board of Regents, for future use. Present funds do not allow their immediate use but the channels will be needed.

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**HARRIS PROPOSES TO LIFT HOUSE BAN**

Resolution would allow radio-tv in committee hearings

Rep. Oren Harris (D-Ark.) has thrown his support behind broadcaster efforts to air House committee sessions.

A resolution to change the rules was introduced by Rep. Harris on Monday (Feb. 25). It has been endorsed as a proper approach by Speaker John W. McCormack (D-Mass.) and other members of the House leadership team.

Rules Committee Chairman Howard W. Smith (D-Va.), a key man in any change of House procedures, has scheduled a hearing on Rep. Harris’ proposal for tomorrow (Tuesday) at 10:30 a.m.

House rules have been interpreted under Democratic Speakers McCormack and Rayburn as prohibiting broadcasts, and both men refused to alter that interpretation without a mandate from the House membership.

Earlier access proposals by other members of Congress have been unsuccessful. Reps. George Meader (R-Mich.) and Mrs. Martha W. Griffiths (D-Mich.) have bills pending in this session (Broadcasting, Jan. 14).

Here is what Rep. Harris’ H. Res. 263 would provide:

1. That any committee may by its own majority vote “permit the broadcasting and telecasting of public hearings conducted by it or any of its subcommittees, or the recording thereof for later broadcasting and telecasting.”

2. “No witness may be required, against his will, to give evidence or testimony” during live broadcasts or during recordings for later use.

3. These broadcasts may not be used for commercial purposes, but this would not prevent “the broadcasting or telecasting of any such hearing in connection with a bona fide newscast, bona fide news documentary, or on-the-spot coverage of any such hearing as a bona fide news event.”

4. Committee chairmen would be responsible for supervision of all broadcasts and recordings.

Cleared At The Top • Rep. Harris, who had not offered access legislation in the past, said Thursday (Feb. 28) he had explored the subject with broadcasters, the Speaker, the House parliamentarian and other members of Congress “and came up with this approach in order that there be no delusion and uncertainty” about access limitations and protection for witnesses.

Rep. Harris, who is chairman of the Commerce Committee, which handles

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**MOVING POWER**

These are just some of the food and related advertisers who have discovered the moving power of WSPD Radio. Moving power built by complete audience domination throughout the day plus an unique and effective in-store merchandising program.

Ask your Katz man for details.
Broadcasters accept news meeting invitation

Top broadcasting newsman have agreed to attend an administration-sponsored weekend conference next month to talk over beefs by newsman, particularly the allegation that the Kennedy administration is "managing" the news.

The invitations, issued two weeks ago by Pierre Salinger, presidential news secretary (Broadcasting, Feb. 25), have been accepted by radio-ty organizations and by some of the other media organizations invited to send representatives.

In the broadcasting field, the following executives will represent their organizations: 

NAB, Frank Fogarty, WOW-AM-TV Omaha, Neb., chairman of the NAB's Freedom of Information Committee; Howard H. Bell, NAB vice president.


Radio-Television Correspondents Assn., William B. Monroe Jr., NBC, and Robert Fleming, ABC.

Other representatives already announced:

Sigma Delta Chi, Ted Koop, CBS vice president (Washington).


Other organizations invited to nominate a delegate to the meeting, but which have not yet chosen their representative are: White House Correspondents Assn., State Dept. Correspondents Assn., American Society of Newspaper Editors, National Editorial Assn.

Warrenton Weekend • The meeting is to be held April 5-6 at Airlie House, a private retreat near Warrenton, Va. The proposal for such a meeting was suggested to Mr. Salinger last October by the NAB's Freedom of Information Committee.

Mr. Salinger will be joined by administration public relations executives, including Robert J. Manning, State Dept.; Arthur Sylvester, Defense Dept., Dixon Donnelly, Treasury; Edwin O. Guthman, Justice Dept. and George Reddy from the office of the Vice President.

Meanwhile, Mr. Salinger defended withholding news when national security is involved. Appearing Wednesday night on CBS-TV's Self Portrait, Mr. Salinger said: "I've always held to the theory that the news should go out as it happens. And in most cases that's exactly what we do." But, he added, when the national security is involved, "you don't."

He called news management charges against the White House "greatly overworked."

A QUESTION ABOUT DEPRECIATION

Westinghouse takes affiliation

A 9½-year-old tax case involving the question of whether network affiliation contracts can be depreciated is before the U. S. Supreme Court.

The case is the Westinghouse Broadcasting Co. attack on the contention of the Internal Revenue Service that it cannot amortize $25 million allocated to network affiliation in 1953 when WBC bought ch. 3 WPTZ (TV) Philadelphia from the Philco Corp. for a total of $8.5 million.

WBC has lost its claim in the U. S. Tax Court and in the U. S. Court of Appeals. It has asked the Supreme Court to review the case.

The WBC petition for certiorari is opposed by the Dept of Justice in behalf of the Internal Revenue Service.

If Westinghouse fails to prevail it will have to pay almost $1 million in taxes for the disputed years. This amounts to $363,371.93 for 1953, and $622,410.13 for 1954.

The major point of contention between Westinghouse and IRS is whether network affiliation contracts have a "determinable" length. WBC claims that such contracts cannot be made for longer than two-year terms, under FCC regulations. It stresses that there is no reasonable certainty that such contracts will be renewed, and points out that between 1953 and 1960 a total of 266 affiliation agreements were not renewed. It stresses that business prudence requires that a broadcaster must not count on more than two renewals.

No End • IRS insists that affiliation contracts almost always are renewed and therefore there is no way of telling when they come to an end. A tax court ruling was upheld by an appeals court last October (Broadcasting, Oct. 22, 1962).

While WBC owned WPTZ, the affiliation with NBC was renewed once, to expire Jan. 1, 1956. At that time, however, WBC and NBC exchanged stations; the network's Cleveland outlets for WBC's Philadelphia properties plus $3 million to WBC.

In its federal income tax returns for 1953 and 1954, WBC assumed a 55-month useful life for the affiliation—seven months of the contract originally signed with Philco in 1952 plus an assumed two renewals of 24 months each. After the WBC-NBC transaction, WBC scaled this down to a 31-month useful life which was the actual life of the contracts enjoyed by WBC.

There are six other tax cases involving network depreciation which are being held in abeyance in the U. S. Tax Court and/or the U. S. Court of Claims awaiting a final decision in the Westinghouse matter. Those involved include Time-Life, Corinthian, Meredith, Triangle, Cowles and Northern Pacific TV Corp.

P&G officials to testify before Senate committee

Procter & Gamble, television's best client, will be represented at a Senate hearing on "truth-in-packaging" legislation next week. Eight days of hearings begin Wednesday (March 6) on Sen. Philip A. Hart's (D-Mich.) bill, which will be heard by the Senate Antitrust and Monopoly Subcommittee. Sen. Hart will preside. Albert Halverstadt, vice president for advertising, and J. Gibson Pleasants, vice president for research and development of Procter & Gamble Co., will testify March 13.

Radio-Television Correspondents Assn., William B. Monroe Jr., NBC, and Robert Fleming, ABC.
NO ANSWER YET ON VHF DROP-INS

Minow hopes for compromise solution to break deadlock

The tension held last week for actual and would-be broadcasters who have been waiting 19 months for the FCC to decide whether to drop vhf channels at substandard spacing in eight two-station markets.

The commission had been scheduled to consider the matter at its meeting last week. But it had to cancel that meeting to keep a date on Capitol Hill (see story page 56), and the proposal was not expected to be taken up at an abbreviated session Friday (March 1).

The proposal, first offered as a proposed rulemaking in July 1961 (Broadcasting, July 31, 1961), has split the commission. Indications are that the vote will be 4-3, whichever way it goes.

FCC Chairman Newton N. Minow hopes a compromise can be reached that would be acceptable to a more substantial majority. But so far no such compromise is in sight.

Chairman Minow has suggested, as a possible solution, that the drop-ins be approved, with the proviso that those who are granted the channels be required to surrender them in return for uhf facilities after a certain number of years (Broadcasting, Feb. 18).

Under another possible compromise being discussed within the commission, the proposal would be adopted, but with the express understanding that no future drop-ins would be approved.

Neither proposal, however, appears to have attracted much support.

Those favoring the drop-in proposal see it as providing an urgently needed third vhf network (ABC) service to the eight markets. Those opposing it fear it would set back the development of uhf television—at a time when Congress, through enactment of the all-channel-receiver act, and the FCC itself are attempting to foster uhf television’s growth.

ABC Urges Drop-ins • Last week, ABC and potential applicants for the vhf drop-ins filed 10 petitions in a last-ditch effort to nudge the commission into approval of the proposal. All urged the FCC to disregard pleadings of the Assn. for Competitive Television, a uhf group which asked for additional time to comment on the drop-in proposal, and Taft Broadcasting Co., which said it would apply for a uhf channel in Dayton, Ohio, if a third vhf is not added there, as proposed (Broadcasting, Feb. 18). Taft last week filed for ch. 44 in that city.

The pro-drop-in petitions struck at the argument that the all-channel-set legislation—by increasing the sale of sets capable of receiving uhf signals—will enable uhf stations to survive and provide the needed service.

ABC, which hopes to gain uhf affiliates if the drop-in proposal is adopted, said the act can’t provide the answer to the “urgent need” for service in the eight markets or improve the opportunities for more effective network competition on a national basis.

The network also said those who think it would switch its programs from the vhf stations, where it shares time with the other networks, to a new uhf facility are mistaken. ABC said it is already suffering from a lack of vhf outlets and added, “It would be unfair to expect ABC and its advertisers to add to this burden.”

Eight Markets • The eight markets marked for drop-ins are Baton Rouge, La.; Birmingham, Ala.; Charlotte, N. C.; Dayton, Ohio; Jacksonville, Fla.; Knoxville, Tenn.; Johnstown, Pa.; and Oklahoma City (a shift of ch. 5 from Enid).

The potential applicants who filed petitions last week are Alabama Telecasting Corp., Birmingham TV Corp.

Harry Mopp, of the dry hair ads, didn’t make the Tricorn Club

Harry wasn’t in the lifeless scalp commercials. He just buys TV spots for them. He just didn’t know that North Carolina’s No. 1 metropolitan market is the prosperous three-city Golden Triangle . . . Winston-Salem, Greensboro, High Point . . . No. 1 in population, households and retail sales. Knowing those facts is all it takes to crack this exclusive club, Harry. Then schedule WSJS Television, of course—which is the No. 1 way to saturate the Golden Triangle Market (and the surrounding rich area thrown in). You get a club hat with feathers, Harry, if you also remember North Carolina is the 12th state in population . . . and that no self-respecting spot schedule can ignore the No. 1 market in the No. 12 state! You’ll be a real smoothie with clients and account execs, Harry, when you join the Tricorn Club—provided our official hat can fit onto your tousled wig.
and Magic City TV Corp., all interested in filing for the proposed Birmingham drop-in, Peninsula Life Broadcasting Co. and John H. Perry Jr. (principal owner of WESH-TV Daytona Beach, Fla.) interested in the Jacksonville facility; Penn Traffic Co., which wants to apply for the Johnstown drop-in; Walter Hussman, (principal owner of KAMD Camden, Ark., and KCMC, KTAL-FM-TV, all Texarkana, Tex.), who is interested in the Baton Rouge drop-in; and Megacity TV Inc., which wants to apply for the vhf proposed for Dayton.

House group to hear Stanton, Sarnoff

Two leading opponents of equal broadcast time for political candidates will be leadoff witnesses today (Monday) at hearings on legislation to suspend equal time provisions for the presidential and vice presidential elections in 1964 (Broadcasting, Feb. 25).

Dr. Frank Stanton, president of CBS Inc., and Robert Sarnoff, chairman of the board of NBC, will be the first witnesses to testify before the House Communications Subcommittee, headed by Chairman Walter E. Rogers (D-Tex.).

The bill, introduced by Rep. Oren Harris (D-Ark.), would set up the same ground rules for political broadcasts as the Congress established in 1960.

FCC Chairman Newton N. Minow is scheduled to testify Tuesday. NAB President LeRoy Collins will follow on Wednesday.

Messrs. Stanton and Sarnoff have urged Congress to eliminate the equal time section of the Communications Act, and have pointed to broadcasters' performance in 1960 as evidence they would operate responsibly if the section were removed.

Boston archdiocese applies for ch. 38

A corporation owned by the Catholic Archdiocese of Boston and directed by an attorney and six priests, one of whom is Richard Cardinal Cushing, last week applied to the FCC for a new commercial television station in Boston. Principals of the applicant, Boston Catholic Television Center Inc., have been producing their own shows for eight years, and their goal now is to have their own station on ch. 38 in Boston.


Most of the proposed programming will be of a religious nature.

SCIENTIST MADE HEAD OF COMSAT

Group establishes $5 million line of credit with banks

A 42-year-old scientist has been elected principal operating head of the Communications Satellite Corp., the space age communications company.

Dr. Joseph V. Charyk, undersecretary of the Air Force and an expert in high speed aerodynamics and jet propulsion, was elected president of Comsat last Thursday (Closed Circuit, Jan. 28).

The board of incorporators also chose Leo D. Welch, chairman of Standard Oil Co. (New Jersey), to be chairman and chief executive officer of the corporation.

Dr. Charyk's salary will be $80,000 yearly, and Mr. Welch's $125,000, it was understood.

President Kennedy nominated the two to be incorporators of the space communications firm the same day. They will join the 12 present incorporators as the first board of the company until stockholders elect their own directors in about a year.

The Comsat board also announced last week that it had established a $5 million line of credit with 10 banks to meet financial requirements prior to the initial public issue of stock by the company. First borrowing is expected to be $500,000.

Canadian born, but now an American citizen, Dr. Charyk acquired an engineering degree from the U. of Alberta in 1942, a master of science degree in 1943 and a Ph.D. magna cum laude in 1946 from the California Institute of Technology. He was a professor of aeronautics at Princeton U. from 1946 to 1955.

In 1955 he became director of the aerophysics and chemistry laboratory of Lockheed Aircraft's missile systems division, and later general manager of the Ford Motor Co.'s space technology division.

President Eisenhower appointed Dr. Charyk to be assistant secretary of the Air Force in charge of research and development in 1959, and undersecretary in 1960. He was retained in this position by President Kennedy.

Bunker-Oilman • A native of Rochester, N. Y., Mr. Welch was graduated from the U. of Rochester in 1919 and joined the First National City Bank of New York, becoming supervisor of branches in Chile, Argentina and Uruguay and later vice president in charge of the bank's Caribbean area operations.

He joined Standard Oil as treasurer in 1944, became a vice president in 1956, executive vice president and member of the executive committee in 1958 and chairman of the board in 1960. He is a trustee of the Committee on Economic Development at the U. of Rochester and a director and treasurer of the Commonwealth Fund.

Dr. Charyk has already resigned his government post. Mr. Welch will be retired from Standard Oil March 31; he is also resigning as a director of International Telephone & Telegraph Co.

Loan Agreement • The loan agreement between Comsat and the banks provides repayment on Feb. 28, 1964 or after the corporation receives the proceeds of the public sale of stock.

The loans will bear 4 1/2% interest from the date of each loan. Banks participating in the agreement: Continental Illinois National Bank & Trust Co. and First National Bank, Chicago; Bank of America National Trust & Savings Assn. and Wells Fargo Bank, both San Francisco, Bankers Trust Co., Chase Manhattan Bank, Chemical Bank-New York Trust Co., First National City Bank, Manufacturers-Hanover Trust Co. and Morgan Guaranty Trust Co., all New York.

TELSTAR NOT TELLING

Satellite again silent; radiation believed villain

Telstar, AT&T's space relay satellite, once again has fallen silent. For the past week, Bell Telephone Labs. scientists said, the communications satellite has failed to respond to commands. They expressed belief that transistors were being affected by higher intensities of radiation as the satellite moves into the heavier concentrations of the Van Allen Belt.

The same problem occurred last October when the satellite was inoperative for 40 days. Communications were reestablished on Jan. 3. This may mean, the AT&T scientists said, that such failures may be expected every three months since the satellite's orbit takes it into heavy radiation concentrations every 90 days.

4 more 80's get renewals

The FCC last week granted renewal of the licenses of four network-owned stations—NBC's WRC-AM-FM-TV Washington and CBS-TV's KMOX-TV —bringing to 27 the owned station licenses renewed within the last fortnight (Broadcasting, Feb. 25).

All the renewals had been held up since 1960. Last week's actions brought the total renewals to 17 for CBS, 7 for NBC and 3 for ABC. Renewal for 23 other network-owned stations is still being held up.
PROGRAMMING

NBC-TV STICKS WITH MOVIES

Signs for new MGM, 20thCentury-Fox packages for use on present Saturday, Monday slots

NBC-TV will program motion pictures on both Saturday and Monday nights next season.

The move comes close to filling the full nighttime schedule on NBC-TV for 1963-64.

The network made its decision by closing deals with Metro-Goldwyn-Mayer and 20th Century-Fox for 30 movies from each. An announcement from NBC-TV's Walter D. Scott, executive vice president, described the arrangement as "long-term, multi-million dollar." Other sources, however, indicated that the MGM and 20th Century-Fox deals involve a commitment of some $12-13 million. The MGM pact has the customary provision of options for another 30 pictures to be run in the following season.

As yet, the network has not indicated in which night each of the packages will be inserted. The Monday hours are 7:30-9:30 p.m. and on Saturday, 9-11 p.m.

Initially, the network had maintained that its current Monday run of motion picture telecasts, which started on Feb. 4, would be discontinued after September and the start of the new season in the fall of 1963.

But early ratings and sales strength of the Monday movie block soon changed the mind of network executives, despite some apparent early misgivings of programming additional motion pictures on the NBC-TV schedule (CLOSED CIRCUIT, Feb. 25).

Most in Color = Most of the new feature films were released to theatres from 1955 to 1960 and the majority of them are in color.

Mr. Scott said the films represent "the finest group ever assembled for showing on television." 20th Century-Fox had supplied NBC-TV with motion pictures for the Saturday night run this season and in the year before. This is MGM's first release-to-network of any of its features.

The MGM selection is impressive. Titles released follow (though both MGM and NBC-TV stressed that these are representative, indicating that a selection will be made that will include only some):

-Movie Titles = "Adams Rib" (Spencer Tracy, Katherine Hepburn, Tom Ewell, Judy Holliday); "Annie Get Your Gun" (Betty Hutton); "The Brothers Karamazov" (Yul Brynner, Maria Schell); "Bad Day at Black Rock" (Spencer Tracy, Robert Ryan, Walter Brennan); "Battleground" (Van Johnson, John Hodiak, George Murphy) and "Tunnel of Love" (Doris Day).

The 20th Century-Fox films will be selected from among such pictures as:

-Daddy Longlegs" (Fred Astaire, Terry Moore, Leslie Caron); "The Rains of Ranchipur" (Lana Turner, Richard Burton); "Seven-Year Itch" (Marilyn Monroe, Tom Ewell); "The Diary of Anne Frank" (Joseph Schildkraut, Millie Perkins); "Wild River" (Montgomery Clift, Lee Remick); "Rally Round the Flag, Boys" (Paul Newman, Joanne Woodward, Joan Collins); "The Tall Man" (Clark Gable, Robert Ryan); "We're Not Married" (Marilyn Monroe).

Audience Figures = Mr. Scott cited what he called "dramatic evidence" of the "prestige" film appeal on the Monday showings, claiming an "unprecedented shift" in audience on Feb. 4, the first night the motion pictures were scheduled.

He noted that when "The Enemy Below" was presented on Feb. 4, six million more homes (compared to Jan. 28) tuned in to NBC-TV during the two-hour period starting at 7:30 p.m., an audience share increase of 130%.

This material was based on first national Nielsen ratings, and comes from a study of the figures by NBC's researchers. Their study had indicated that "The Enemy Below" was on 140 stations compared to 189 outlets that were carrying the Lucy show (8:30-9 p.m.) on CBS-TV.

The figures: on Jan. 28, NBC's Man's World and Saints & Sinners (7:30-9:30) rated 9.3 in average audience, but on Feb. 4 NBC-TV had increased to 21.3; CBS-TV at 29.6 went to 25.9, and ABC-TV at 21.3 went to 16.5. Shares of audience: NBC-TV went up from 13.7 to 30.9; CBS-TV down from 43.5 to 37.5. and ABC-TV, from 31.3 to 23.9.

'Watchdog' group to keep eye on AP broadcast wire

Formation of a "watchdog committee" to survey the "coverage and presentation" of the Associated Press broadcast wire was announced in New York last week by Dwight Martin, president of the news service's radio

What do you have to lose?

Her Majesty Marie Antoinette. A lady who had everything to lose—and did. In the early days of kinescope, producers also had quite a bit to lose, due to poor quality process and transfer work of their productions. Today, the trick is not to lose everything, but to keep loss of original quality to a minimum. At Acme Film Laboratories, it is possible to obtain "live" film quality due to Acme's revolutionary techniques and technological advances. For complete information and prices, write: Acme Film Laboratories, 1161 No. Highland Ave., Hollywood 38, Calif.

BROADCASTING, March 4, 1963
VICTORY AND DEFEAT

Newsmen win hearing in one case, slapped in another

Television newsmen won a partial victory and suffered a partial defeat last week in their long-drawn battle for equal access to public hearings for them and their electronic gear with newspaper reporters and their pads and pencils. Both concerned California state agency hearings. Both occurred in Los Angeles.

The partial victory was an agreement by the California Public Utilities Commission to listen to argument on changing its present policy of not admitting cameras and microphones into its hearings. George C. Grover, commission president, said that argument on the question of opening the commission's administrative hearings to tv and radio would be held in San Francisco shortly, with the date to be announced. With this promise, the tv newsmen on Wednesday kept their equipment outside the room in which the PUC was hearing a Pacific Telephone & Telegraph rate case. Their presence at an earlier hearing had caused it to be recessed (Broadcasting, Feb. 4).

The partial defeat came Monday, when Judge Macklin Fleming of the Los Angeles Superior Court granted California Corporations Commissioner John G. Sobieski a preliminary injunction barring cameras and microphones from the commission's hearing on a controversial harbor oil case. As with the PUC, several tv news crews set up their cameras in the hearing room and refused to leave when ordered to do so, with a postponement of the hearing resulting (Broadcasting, Feb. 4).

Judge Fleming, in his decision to grant a temporary injunction, made it plain that he was ruling on the particular case only and not issuing a blanket injunction to bar tv cameras from all hearings of California administrative agencies.

Counsel for the Los Angeles broadcasters included Robert P. Myers, representing KABC-TV; Harry Warner, for KTLA (TV); Bruce Baumeister, for KTTV (TV); and Robert Neeb for the individual newsmen (through the Radio-Television News Directors Assn.). NAB had filed a brief as a friend of the court (Broadcasting, Feb. 25).

Film sales...

606 cartoons from Out of the Inkwell, Warner Bros. Cartoons and Popeye (all dubbed in French) (Seven Arts Assoc.): Sold to CJPM-TV Chicoutimi, Quebec.

506 cartoons from Popeye and Warner Bros. Cartoons (all dubbed in French) (Seven Arts Assoc.): Sold to CFCM-TV Quebec City.

Seven Arts' Volumes 1, 2 and 3 (Seven Arts Assoc.): Sold to CKSO-TV Sudbury, Ont.

48 Warner Bros. features (Seven Arts Assoc.): Sold to CHLT-TV Sherbrooke, Que.

48 Bowery Boys features (Seven Arts Assoc.): Sold to CHCH-TV Hamilton, Ont.

Seven Arts' Volumes 4 and 5 (Seven Arts Assoc.): Sold to KRGV-TV Weslaco, Tex.; KHYH-TV Honolulu; WRAL-TV Raleigh, N. C. and KNTV (TV) San Jose, Calif. Now sold in 60 markets.

47 Seven Arts Volume 3 Features (Seven Arts Assoc.): Sold to KNTV (TV) San Jose, Calif.

14 Seven Arts' Special Features (Seven Arts Assoc.): Sold to WRAL-TV Raleigh, N. C.


The Lone Ranger (Telesynd.): Sold to KPRC-TV Houston; KORK-TV Las Vegas; WSLS-TV Roanoke, Va.; WGAN-TV Portland, Me.; KOOL-TV Phoenix and KOLD-TV Tucson. Now in 87 markets.


More Freedoms awards

Editorials by Jim Klash, WDAS Philadelphia, and John G. Dunn, WCRB Dunn, N. C., earned George Washington Honor Medals, according to the Freedoms Foundation, Valley Forge, Pa. Top award for an economic education program was made to CBS-TV's Money Talk. The three awards were not included in the list of winners published last issue (Broadcasting, Feb. 28).

$1.11 an hour STAFFS YOUR STATION with 1GM SIMPLIMATION

Get the details! Find the way to bigger audiences, lower costs, higher profits with unparalleled flexibility and consistently better sound. Write for free folder, "The Sound of Money." 1GM SIMPLIMATION, P. O. Box 943, Bellingham, Washington.
Is pay tv's place in the theatres?

General Electric Co. and National General Corp., Beverly Hills, Calif., announced jointly last Monday (Feb. 26) the development of a GE color television system for projection of TV entertainment on theatre-size screens as well as establishment of a TV network for use of the equipment in theatres (Broadcasting, Feb. 25).

Eugene V. Klein, president of NGC, told a news conference in New York, that the motion picture chain has received exclusive distribution rights to the GE projector for commercial theatrical entertainment. He said that NGC placed a multi-million dollar order with GE for equipment and service contracts for initial use of the projector in its own key theatres.

A programming schedule currently being developed by NGC will begin in a minimum of 100 NGC theatres in early 1964, he said. NGC will also distribute the projectors to other exhibitors in the U.S., he added.

The new projector, called the Talaria (meaning winged feet of Mercury), makes possible for the first time, Mr. Klein pointed out, the origination of a TV network providing live Broadway shows, and major sports, entertainment and cultural events at popular prices. The National Teletheatre, as NGC calls the new operation, will provide simultaneous, daily, closed circuit televising to theatres, coast to coast, he said.

The project, with the equipment, will cost about $10 million, Mr. Klein said.

Preparation Begun * NGC will develop its own programs for the network as well as presenting events provided by Broadway. The theatre chain is preparing a program schedule and is negotiating with top talent in the entertainment world, he indicated.

Mr. Klein broke down the entertainment being developed for the new network as follows:

1. Theatrical stage shows to be shown on a daily basis.
2. Educational programs to be presented to a more limited audience in alternate time periods each day.
3. Sporting events which will be televised in alternate time periods on a less than daily basis.
4. Industrial and commercial shows which will be shown to meet specific audience requirements.
5. Closed circuit conventions.
6. Public service events.
7. Children's shows.

How It Works * The Talaria projector has a high-power light source and an optical projection system similar to conventional motion picture projectors, according to Robert L. Casselberry, general manager of GE's technical products division, and Robert L. Casselberry, general manager of GE's command systems division.

Viewing a Talaria demonstration at Electronics Park, Syracuse, N.Y. (l to r): Eugene V. Klein, National General president, Richard L. Shetler, general manager of GE's technical products division, and Robert L. Casselberry, general manager of GE's command systems division.

A large screen in full color and brightness. The use of a 5-kw xenon lamp at the source of light for the projected picture and an electric picture signal to control or modulate the light overcomes limitations normally encountered regarding screen brightness and picture size.

Mr. Casselberry said full scale demonstration of equipment and performance will be presented in 90 to 120 days on the West Coast and possibly simultaneously in New York.

New!

B&W

INSTRUMENTS FOR AUDIO MEASUREMENTS

MODEL 410 DISTORTION METER
- Measures audio distortion, noise level and AC voltages.
- Also a versatile vacuum tube voltmeter.
- Distortion levels as low as .1% can be measured on fundamental frequencies from 20 to 20,000 cps.
- Indicates harmonics up to 100,000 cps.
- Distortion measurements can be made on signal levels of .1 volt to 30 volts rms.
- The vacuum tube voltmeter provides an accuracy of ±.5% over a frequency range from 20 cps to 200 Kc. For noise and db measurements, the instrument is calibrated in 1 db steps from 3 db to -15 db, the built-in attenuator provides additional ranges from -60 db to +50 db in 10 db steps.

MODEL 210 AUDIO OSCILLATOR
- Provides a sine wave signal from 10 cps to 100 kc.
- Output level within ±1 db when working into 600 ohms (reference 5 kc).
- Power output, variable to above 150 mw.
- Hum and noise, -70 db at 5 volts output.
- Distortion is less than .2% at 5 volts output from 50 to 20,000 cps, slightly higher at higher output and frequency extremes.

These Instruments are supplied with many B.C. station installations for FCC Proof-of Performance tests.

BARKER & WILLIAMSON, Inc.
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BRISTOL, PENNSYLVANIA • STILLWALL 8-5551

BROADCASTING, March 4, 1963

65
BASEBALL REVENUE LEVELS OFF

Radio-television rights and advertising revenues reach plateau after several years of big increases; majors to split $13.1 million

The spectacular growth patterns of the past two years were not matched, but broadcasters and baseball get together again in 1963 to reach a new financial plateau, according to Broadcasting's annual survey of ball clubs, stations and advertisers.

Exclusive of network weekend telecasts, the World Series and All-Star Game, the 20 major league teams are splitting a $13.1 million pie, up $325,000 from the adjusted rights estimate for 1962—$12,775,000.

The World Series and All-Star Game will bring an additional $3.5 million this year, a drop of $500,000 from 1962. The decrease follows the players' decision to return to one All-Star Game. The two specials, both to be shown in color over NBC-TV, under a long-term contract, will be sponsored by Gillette through Maxon and Chrysler through Young & Rubicam.

Sponsor billings, which reached an estimated $83 million in 1962, reflected the smaller increase in rights and inched upward to $84 million.

Notable in the smaller increases was the leveling off of the major leagues at 20 teams, following two years of expansion, the number of stations in individual club networks, and the number of games scheduled for tv.

R. J. Reynolds through William Esty Co., New York, and American Tobacco through Lawrence Gumbiner and BBDO, both New York, again took individual sponsor honors. Reynolds bought into sponsorship of eight teams and American Tobacco into six. Brown & Williamson Tobacco through Ted Bates & Co., New York, was the only other cigarette sponsor in the picture, buying into three teams.

Again the brewing companies took their share, with purchases of 17 teams' games. This year 14 breweries are in the lineup with P. Ballantine & Son through Esty and Theo. Hamm Brewing Co. through Campbell-Mithun picking up three teams each.

More than 550 radio stations and 50 television stations are already committed to the various team networks. Many of these will also carry packaged pre-game and post-game programs, or will originate their own local sponsorship.

Sports Network Inc. this year will handle 500 baseball games on television and more than 3,500 games on radio.

In its seventh year, SN1 arranges regional networks for baseball broadcasts on radio and tv, and furnishes remote pickups and allied services.

While SN1 has several mobile color tv units available this season, a spokes-
man for the organization could not comment on the amount of games to be televised in color.

In Proportion • One thing that does appear imminent based on this year's survey is that there will be no more yearly skyrocketing of rights costs followed by fantastic billing increases.

Though the unsold portions are small compared to the overall picture, they do prompt the advertisers' caution and in some cases reluctance to simply keep paying more. The agency men indicate that brakes are being applied and that fear of not being sold out will keep the teams and stations in line when prices are brought up again next year.

Next year all clubs in the majors may find the networks easier to deal with than they have been in the past.

There is a concerted move on the part of several American League club owners to force CBS-TV and NBC-TV into dealing with the league rather than individual teams. The present system provides the home teams with all the proceeds from the network telecasts and the visiting teams don't like the arrangement. Cries of "foil" are also coming from teams whose home parks aren't visited by the network cameras and lose out on the estimated $25,000 per telecast. (See story page 70.)

This year CBS-TV and NBC-TV will pay about $2,225,000 to telescast a total of 95 major league games from the home fields of ten teams. (They had 98 games scheduled last year).

Coast to Coast • The new season will mark the first time home games from the West Coast will be televised more than once by a network during the regular season. NBC-TV has signed the Los Angeles Dodgers and San Francisco Giants.

NBC-TV, which has 48 Saturday and Sunday games scheduled in its Major League Baseball series, has contracts with the Chicago White Sox and Cleveland Indians in the American League and Milwaukee Braves, Cincinnati Reds and Pittsburgh Pirates as well as the two West Coast teams in the National League.

A total of 47 games has been contracted for by CBS-TV's Baseball Game of the Week with the New York Yankees, Baltimore Orioles in the American League and St. Louis Cardinals, Chicago Cubs and Philadelphia Phillies in the National League.

The games will begin on both networks the weekend of April 13-14.

NBC-TV has a schedule of 24 Saturday games and a like number of Sunday ballgames. CBS-TV will present its games on 25 Saturdays and 22 Sundays.

Sponsors signed by NBC are Humble Oil through McCann-Erickson with 3/16; P. Lorillard through Grey Advertising with 1/8; and Hartford Insurance Group via McCann-Marschalk with 1/16.

Falstaff Brewing Corp. through Dancer-Fitzgerald-Sample has signed for one-half sponsorship of the games on CBS-TV. Other sponsors are Simoniz (D-F-S); Philip Morris (Leo Burnett); General Mills (Knox-
What baseball gets from broadcasting

Rights figures are Broadcasting estimates. Asterisk following the 1962 figure denotes a revised estimate of that club's rights. The figures do not include rights paid by CBS and NBC for nationally televised games. Originating stations for TV and radio are listed with number of stations in parentheses.

### American League

<table>
<thead>
<tr>
<th>Team</th>
<th>1963 Rights</th>
<th>1962 Rights</th>
<th>Television</th>
<th>Radio</th>
<th>Sponsors &amp; Agencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>BALTIMORE</td>
<td>$ 600,000</td>
<td>$ 600,000</td>
<td>WBAL-TV (3)</td>
<td>WBAL (23)</td>
<td>National Brew. (W. B. Doner) ¼ radio-tv, R. J. Reynolds (William Esty) ¼ tv, ¼ tv open; ¼ radio sold to local &amp; regional sponsors.</td>
</tr>
<tr>
<td>BOSTON</td>
<td>600,000</td>
<td>600,000</td>
<td>WHDH-TV (6)</td>
<td>WHDH (45)</td>
<td>American Tobacco (BBDO), Atlantic Refining (N. W. Ayer &amp; Son), Narragansett Brewing (Doherty, Clifford, Steers &amp; Shenfield), all ½, radio-tv.</td>
</tr>
<tr>
<td>CHICAGO</td>
<td>850,000</td>
<td>850,000</td>
<td>WGN-TV (8)</td>
<td>WCFL (82)</td>
<td>Hamm (Campbell-Mithun), Reynolds (Esty), both ½ tv; Phillips Petroleum (J. Walter Thompson) 1/8 tv; 1/8 tv open. Genl. Finance (Post, Morr &amp; Gardner), Budweiser (D'Arzy Adv.) both ½ radio; Corona Cigars (Edward H. Weiss), Rambler Dealers Assn. (R. Jack Scott) both 1/8 radio.</td>
</tr>
<tr>
<td>CLEVELAND</td>
<td>700,000</td>
<td>700,000</td>
<td>WJW-TV (8)</td>
<td>WERE (36)</td>
<td>Carling Brewing (Lang Fisher &amp; Slashower) ¼ radio-tv, Standard Oil of Ohio (McCann-Marschalk) ¼ tv, Sugardale Provision Co. (LF&amp;S) ¼ tv, Society National Bank (Griswold-Kenahen) ¼ radio, Richman Bros. (LF&amp;S) 1/6 radio; 1/6 radio open.</td>
</tr>
<tr>
<td>DETROIT</td>
<td>625,000</td>
<td>625,000</td>
<td>WJBK-TV (8)</td>
<td>WKMH (48)</td>
<td>Stroh Brewery (Zimmer, Keller &amp; Grossman), Marathon Oil Co. (Campbell Ewald) ¼, American Tobacco (L. C. Gumbinner) ¼, all radio-tv.</td>
</tr>
<tr>
<td>KANSAS CITY</td>
<td>400,000</td>
<td>300,000*</td>
<td>WDAF-TV (10)</td>
<td>WDAF (16)</td>
<td>Reynolds (Esty) ½ tv; other tv pending. General Finance (PM&amp;G) ¼ tv, Guy's Potato Chips (Potts-Woodbury) 1/8 tv. 7/12 radio open.</td>
</tr>
<tr>
<td>LOS ANGELES</td>
<td>775,000</td>
<td>775,000</td>
<td>KJH-TV (16)</td>
<td>KMPC (16)</td>
<td>Std. Oil of Cal. (BBDO), Brown &amp; Williamson (Ted Bates &amp; Co.) both ½ radio-tv; Chevrolet Dealers of Southern Cal. (Eisman, Johns &amp; Lawa) ½ tv, Folger Coffee (Fletcher Richards, Calkins &amp; Holsten) ½ radio.</td>
</tr>
<tr>
<td>MINNESOTA</td>
<td>600,000</td>
<td>600,000</td>
<td>WTCN-TV (14)</td>
<td>WCCO (31)</td>
<td>Theo. Hamm Brewing (C-M) ¼ radio-tv, R. J. Reynolds (Esty) ¼ tv, Maxwell House (Olgivy, Benson &amp; Mathier), American Basketes (Youn Barlow &amp; Rubicom) both 1/8 tv; Twin City Federal (Pidgeon Savage Lewis) 1/8 tv and ¼ radio; Western Oil &amp; Fuel (John Forney) 1/8 tv; 1/8 radio open.</td>
</tr>
<tr>
<td>NEW YORK</td>
<td>1,200,000</td>
<td>1,200,000</td>
<td>WPIX-TV (40)</td>
<td>WCBS (40)</td>
<td>Reynolds (Esty), P. Ballantine &amp; Sons (Esty) both ¼ radio-tv; Humble Oil Co. (McCann-Erickson) 1/6 radio-tv, 1/6 radio-tv open.</td>
</tr>
<tr>
<td>WASHINGTON</td>
<td>300,000</td>
<td>300,000*</td>
<td>WTOP-TV (8)</td>
<td>WTOP (10)</td>
<td>Ballantine (Esty) ¼ tv, 4/6 radio, R. J. Reynolds (Esty) ¼ tv, General Mills (General Foods) 1/8 tv; 1/8 tv open. General Cigar (Y&amp;R) 1/8 radio; 4/6 radio to local and regional sponsors.</td>
</tr>
</tbody>
</table>

A. L. TOTAL $6,650,000 $5,650,000

### National League

<table>
<thead>
<tr>
<th>Team</th>
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<th>1962 Rights</th>
<th>Television</th>
<th>Radio</th>
<th>Sponsors &amp; Agencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHICAGO</td>
<td>$ 500,000</td>
<td>$ 500,000</td>
<td>WGN-TV (16)</td>
<td>WGN</td>
<td>Hamm (C-M), Reynolds (Esty) both ½ tv; Phillips Petroleum (JWT) 1/8 tv; 1/8 tv open. Oak Park Federal (Sager-Conner Assoc.), G. Hellman Beer (M-E), Serta Mattress (Doner) all 1/6 radio. ½ radio still open.</td>
</tr>
<tr>
<td>CINCINNATI</td>
<td>550,000</td>
<td>525,000</td>
<td>WLWT-TV (6)</td>
<td>WKRC (50)</td>
<td>Hudepohl Brewing Co. (Stockton-West-Burkhart), Brown &amp; Williamson Tobacco (Bates), Standard Oil of Ohio (M-M) all ¼ tv. Burger Brewing Co. (Midland Adv.) 1/6 radio.</td>
</tr>
<tr>
<td>HOUSTON</td>
<td>600,000</td>
<td>500,000</td>
<td>KTVT-TV (6)</td>
<td>KPAC (18)</td>
<td>American Tobacco (Gumbinner-BBDO), Peer Brewing (Tracy-Locke) both ¼ radio-tv; ¼ radio-tv open.</td>
</tr>
<tr>
<td>LOS ANGELES</td>
<td>1,000,000</td>
<td>1,000,000</td>
<td>KTTV-TV (10)</td>
<td>KFI (10)</td>
<td>American Tobacco (Gumbinner), Union Oil of Cal. (Sneek, Dehnam &amp; Waddell Inc.) both 1/3 radio-tv.</td>
</tr>
<tr>
<td>MILWAUKEE</td>
<td>475,000</td>
<td>375,000</td>
<td>WTMI-TV (3)</td>
<td>WEMP (31)</td>
<td>Blatz Beer (Kenyon &amp; Eckhardt) ¼ tv; ½ tv open. All radio to local sponsors.</td>
</tr>
<tr>
<td>NEW YORK</td>
<td>1,000,000</td>
<td>1,000,000</td>
<td>WOR-TV (4)</td>
<td>WABC (15)</td>
<td>Rheingold Beer (JWT) 7/10 radio-tv, Brown &amp; Williamson (Bates) 1/10 radio-tv.</td>
</tr>
<tr>
<td>PHILADELPHIA</td>
<td>650,000</td>
<td>650,000</td>
<td>WFIL-TV (4)</td>
<td>WFIL (23)</td>
<td>Atlantic (Ayer), Ballantine (Esty) both ¼ radio-tv; Tasty Baking Co. (Aitken-Kynett), R. J. Reynolds (Esty) both 1/8 radio-tv.</td>
</tr>
<tr>
<td>PITTSBURGH</td>
<td>350,000</td>
<td>350,000*</td>
<td>KDKA-TV (5)</td>
<td>KDKA (21)</td>
<td>American Tobacco (Gumbinner), Pittsburgh Brewing (Ketchum MacLeod &amp; Groves), Mellon Bank (Fuller &amp; Smith &amp; Ross) each ¼ radio-tv.</td>
</tr>
<tr>
<td>SAN FRANCISCO</td>
<td>900,000</td>
<td>900,000</td>
<td>KTVU-TV (16)</td>
<td>KSFO (16)</td>
<td>American Tobacco (Gumbinner), Standard Oil of California (BBDO), Folger's Coffee (FRC&amp;H) all ¼ radio-tv.</td>
</tr>
<tr>
<td>ST. LOUIS</td>
<td>425,000</td>
<td>425,000</td>
<td>KSD-TV (60)</td>
<td>KMOX (60)</td>
<td>Busch Bavarian Beer (Gardner Adv.), American Tobacco (Gumbinner-BBDO), both ½ radio and 1/4 tv; Shell Oil (OB&amp;E) ¼ tv.</td>
</tr>
</tbody>
</table>

N. L. TOTAL 6,450,000 6,225,000*

MAJOR LEAGUE TOTALS $13,100,000 $12,775,000*
Dizzy Dean and Pee Wee Reese will again be the broadcast team for the games on CBS-TV while Joe Garagiola and Bob Wolff will comment for NBC-TV.

**AMERICAN LEAGUE**

**Baltimore Orioles** - WBAL-AM-TV Baltimore will again be the originating stations for the Orioles. WBAL-AM-TV will carry 50 regular season games and two exhibition contests. Only six of the televised games will be home contests. A three-station TV network will cover Maryland and Pennsylvania. On radio side, WBAL will feed the 162-game season schedule and some exhibition games to a 23-station network in Maryland, Delaware, Pennsylvania and Virginia. Chuck Thompson and Joe Croghan will do the play-by-play.

**Boston Red Sox** - WHDH-AM-TV Boston will originate Red Sox games again this year. A six-station TV network in Massachusetts, Maine, Rhode Island and Connecticut will carry 33 home and 21 road games. The full league schedule plus some exhibition contests will be fed to a New England radio network of about 45 stations. Curt Gowdy, Art Gleeson and Ned Martin will do the play-by-play.

**Chicago White Sox** - The largest radio lineup of any American League club again belongs to the White Sox. WCFL Chicago will originate the 162-game schedule and pre-season contests to an 82-station network throughout the Midwest and Southwest. WGN-TV Chicago is tentatively set to again colorcast all home games of the Sox. The road game picture is still clouded, but 18 games, the same as last year, have been penciled in. Bob Elson, assisted by Milo Hamilton, will be back on radio TV play-by-play.

**Cleveland Indians** - The Indians’ 50-game TV schedule this year is down six from 1962. WJW-TV Cleveland will carry 24 home and 26 away contests, all on weekends. Pre-game shows will be handled by Bob Neal. WERE Cleveland will feed weekend exhibitions and the regular schedule to 36 stations in Ohio, Pennsylvania, New York and West Virginia. Ken Coleman and Mr. Neal will be the radio TV team.

**Detroit Tigers** - A 41-game TV schedule, the same as last year, will be seen over eight stations in Michigan, Ohio and Indiana with WJBK-TV Detroit originating. Ten games will be home contests. A 48-station radio network will carry the Tigers’ pre-season and regular league schedule. WKMH Dearborn will again originate with WWJ Detroit taking day games and WJR Detroit taking the night contests. Ernie Harwell and George Kell will cover the team on radio and TV.

**Kansas City Athletics** - The Athletics’ TV exposure will be up 33% this year with WDAF-TV Kansas City carrying 40 games against 30 in the 1962 season. After the home opener, the remaining 39 will all be road games. WDAF-AM will originate the 162-game league schedule plus 24 pre-season contests for a 10-station network in Missouri, Kansas, Nebraska and Oklahoma. Monte Moore and George Bryson will do the play-by-play.

**Los Angeles Angels** - The Angels’ 1963 broadcasting operations are as identical to 1962 as any club’s in the majors. KMPC Los Angeles is originating the games for a 16-station network in California, Nevada and Arizona. In addition to the 162-game schedule, 16 pre-season games will be aired. A five-minute interview commentary, Bill Rigney Reports, will precede the Angel Warm-up before each game. Also set are the post game Angel Report and Angel Clubhouse, a between double-headers interview. KJH-TV Los Angeles will televise 26 games, all on the road, including six exhibitions. Buddy Blattner and Don Wells call the play-by-play.

**Minneapolis Twins** - WTCN-TV Minneapolis is the key station for the Twins and will carry 50 games this season, 46 of them road contests. A 14-station network covers Minnesota, North Dakota, South Dakota, Iowa and Wisconsin. WCCO Minneapolis will originate nine exhibition games and the regular season schedule to a 31-station network in Minnesota, North Dakota, North Dakota, South Dakota, Iowa and Wisconsin.

**From spikes to mikes**

Not too many years back when Father Time thumbed the ball player out of the game, the veteran trudged back to the farm. Nowadays, more and more of the fading stars simply climb the steps to the broadcasting booth. The latest to join the radio-TV clan are Richie Ashburn and Jerry Coleman. Mr. Ashburn, who played with the Philadelphia Phil- lies for over 10 years and played for the New York Mets last year, has become a member of the Phillies broadcasting team. Mr. Coleman, the ex-Yankee who had a CBS network radio show, now joins the Yankee broadcasting team, where his old field team- mate Phil Rizzuto is enconeined.

Other ex-ball players on major league broadcasting teams include: Ralph Kiner-Mets, Buddy Blattner-Angels, Frank McCormick, Waite Hoyt-Reds, George Kell-Detroit, Lou Boudreau-Cubs, Dizzy Dean and Pee Wee Reese (left and right, respectively, in photo)-CBS-TV and Joe Garagi- ola-NBC-TV.
South Dakota, Iowa, Nebraska, Wisconsin and Montana. Ray Scott, Halsey Hall and Herb Carneal will broadcast on both radio and tv.

New York Yankees • For the 12th straight year, WPIX (TV) New York will televise Yankee games, with 126 regular season games on the schedule: 81 at home and 45 on the road. Negotiations are in progress for a New York State and New England regional tv network. WCBS New York will carry radio broadcasts and originate the entire 162-game schedule for the “Home of Champions” 40-station network in New York, Pennsylvania, Connecticut and Massachusetts. Broadcasters Mel Allen, Red Barber and Phil Rizzuto are being joined by another former Yankee, Jerry Coleman.

Washington Senators • The Senators this year is the only team in the American League without a radio network at present. WTOP-AM-TV Washington will be the sole outlets for the club. WTOP-TV has scheduled 30 games, the same as last year, with 19 on the road and 11 at home. WTOP-AM will cover four exhibition games in addition to the regular season. Dan Daniels and John MacLean are again handling the radio-tv air work.

NATIONAL LEAGUE

Chicago Cubs • WGN-AM-TV Chicago will cover the Cubs again in 1963 without special networks, according to present plans. The Cubs' home schedule of 81 day games will be seen in color over WGN-TV. The number of road games to be seen in black-and-white is still uncertain. Jack Brickhouse and Vince Lloyd will do the play-by-play. On radio, the full 162-game schedule plus exhibition contests will be broadcast by Jack Quinlan and Lou Boudreau.

Cincinnati Reds • The Reds will again be among the most colorful teams in the majors with 23 home games to be telecast in color from WLWT (TV) Cincinnati. Thirty road games are also scheduled for the six-station network in Ohio, Indiana, Kentucky and West Virginia. WKRC Cincinnati is originating station for a 50-station radio network in five-states. The radio broadcasts will be handled by Waite Hoyt and Gene Kelly with Ed Kennedy and Frank McCormick handling tv.

Houston Colt .45s • The Colt this year departed from the usual major league pattern of rights buying and selling, by creating the Houston Sports Assn., which is the parent of the new Colt .45 Network. HSA has done all the selling and is packaging the Colt’s broadcast operations. KPBC Houston, will be the key station for the Colts’ 18-station Texas and Louisiana network. A total of 191 games, including all 29 exhibition contests, will be heard. KTRK-AM -TV Ft. Worth-Dallas, will originate Colt games for the six-station tv network in Texas and Louisiana, with KTRK-TV Houston, the key station. Only 14 road games are scheduled to be telecast. Gene Elston and Lowell Passe will work radio and tv play-by-play with Guy Savage on tv only.

Los Angeles Dodgers • KFI Los Angeles, will originate Dodger games over a 21-station three-state network, with 10 stations also carrying the exhibition games. KTTC (TV) will telecast the nine Dodger-Giant games from San Francisco. Vin Scully and Jerry Doggett will again do radio-tv.

Milwaukee Braves • 1963 marks more than just new ownership for the Braves. For the first time in the club’s history, home games will be televised, with five Saturday contests and 21 road games scheduled. The 26-game total to be seen over WTMJ-TV Milwaukee, and a three-station network is 11 games more than were televised last year. WEMP Milwaukee gets sole radio rights in the city for the first time and will feed 31 stations in Wisconsin and Minnesota the 162-game schedule plus 16 exhibitions. Mike Walden and Blaine Walsh will handle tv with Earl Gillespie and Tom Collins on radio.

New York Mets • Although down five games from last year, the Mets will still televise more games this year than any other major league club. A total of 128 regular season contests will be shown: 76 at home, 52 away, plus three exhibition games. WOR-TV New York, will originate the games for a four-station New York State network. On radio, WABC New York, will air the entire Mets’ schedule from the first pre-season contest in Florida through the 162-game regular schedule, a total of 189 games. Lindsey Nelson, Bob Murphy and Ralph Kiner will again handle the play-by-play.

Philadelphia Phillies • The Phillies will telecast 60 games this season, up from last year’s 56, over a four-station Pennsylvania network. WFIL-TV Philadelphia will originate the games including 44 weekend contests. A 23-station radio network in Pennsylvania, New Jersey and Delaware will be fed pre-season and regular league games by WFIL-AM. Byrum Saam, veteran Phillies broadcaster will be joined this year by Bill Campbell and ex-Phillies star Richie Ashburn.

Pittsburgh Pirates • KDKA-AM-TV

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Baseball in color helps sell tint sets
DEALER SAYS ITS BIGGEST SELLING SEASON

The fourth consecutive year of color-casting of baseball by WGN-TV Chicago this season will delight more than just sponsors and fans. The color broadcasts of the daytime home games of the Chicago Cubs and White Sox will put real push into the sale of color TV sets too.

Sol Polk, president of Polk Bros., major Chicago chain, said Thursday that when the color games start in the spring they help kick off his biggest selling season of the year for color TV sets—bigger than the Christmas season. Polk Bros. claims to be the world's largest retailer of color sets.

Mr. Polk said he expects that color set sales in his stores this year will jump 50% over 1962. He felt that color baseball programs not only give existing color set owners new enjoyment from their sets and stimulate non-set owners to buy color, but they also help whet the appetite of the home viewer to go back to the ballpark and see the games live. The glory of color works wonders for everyone in the cycle, he explained.

WGN-TV airs all Cubs and Sox day home games in color but night games of the Sox are in black and white. The Cubs do not play night in Chicago since Wrigley Field is not equipped with lights.

It was not known late last week just what proportion of commercials will be aired in color this season, but it was assumed that the WGN-TV sponsors will once again take advantage of the color dimension as much as possible although some commercials are still expected to be monochrome. WGN-TV has no extra charges for color.

WGN-TV will again feed some games to TV stations in other cities when their teams play the two Chicago teams and these feeds will be in color during the daytime.

INTERNATIONAL

Bevins asks bigger fees from contractors

The British government, in a proposal presented to the House of Commons last Monday (Feb. 25) by Postmaster General Reginald Bevins, will increase by more than 100% its share of the profit Britain's commercial TV system is piling up.

Mr. Bevins told Commons he wants 18 million pounds ($50.4 million) a year from the network—slightly more than double the present take—by raising the fee the British television program contractors pay for using government transmitters.

Britain has two television networks—the British Broadcasting Corp. which is financed by annual license fees paid by owners of TV sets, and the commercial system (Independent Television Authority) run by 15 companies located throughout Great Britain.

The commercial TV companies have been earning approximately $420 million a year from advertisements, with yearly profits of about $70 million.

Radio NW pays $1 million for CHEK-TV Victoria

Sale of CHEK-TV Victoria, B. C., by David M. Armstrong and group to Radio NW Ltd. for about $1 million was announced last week.

Radio NW is headed by Frank Griffiths. It owns CKNW Westminster, B. C., and CJOB Winnipeg, Man.

CHEK-TV operates on ch. 6 with 100 kw and is affiliated with CBC.

Two satellite transmitters on Vancouver Island, now owned by community groups, will become part of CHEK-TV next November.

The purchase must be approved by the Board of Broadcast Governors. A ruling is expected on March 26.

Experimental television started in Singapore

Experimental television program transmissions have begun in Singapore. This is the first stage of a project by the broadcasting division of the Singapore government's Ministry of Culture to provide a comprehensive TV network...
for the Southeast Asia island.

Initial facilities consist of one studio, an announcer's booth and control rooms. Transmitters are sited at Bukit Batok, and has a high density population. The studio is at Caldicott Hill alongside Radio Singapore studios.

The complete station will carry programs in four languages: Malay, Mandarin Chinese, Tamil and English.

Abroad in brief...
‘Biography’ in Spanish = During the first six weeks that the Spanish-dubbed version of the half-hour Biography series was in release, it was sold in nine countries—Venezuela on the Venezenion Network; Colombia on TV Nacional; Ecuador on HCP-TV; Panama on TV-2; Guatemala on TV-BOL-TV; Costa Rica on TI-TVC; El Salvador on YSEB-TV; Honduras on HRTG-TV and Nicaragua on YNSA-TV. Fremantle International, which handles overseas distribution, reports it has sold Biography in 20 foreign markets. The series is syndicated in the United States by Official Films.

MGM-TV's Iron Curtain sale = MGM-TV has licensed to the Hungarian television network (Magyar Radio Ez Tele-vizio), The Islanders and its 135-subject cartoon library. The transaction, first for MGM-TV behind the Iron Curtain, was consummated by John Spires, supervisor of United Kingdom-European sales, and Hungarofilms, Hungarian purchasing company in tv film and theatrical field. Islanders is a one-hour series.

Canadian survey = Spring survey of the Bureau of Broadcast Measurement, industry co-operative organization, will be held across Canada March 18-24. The BBM Toronto headquarters is sending out 109,000 logs for respondents to fill out that week showing listening and viewing by half-hour periods.

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**FINANCIAL REPORTS**

RCA net shows gain of 45% in '62

SALES AND PROFITS HIGHEST SINCE COMPANY FOUNDED IN 1919

RCA reported last week that its sales and profits in 1962 reached the highest levels since the company's founding in 1919.

RCA's annual report also disclosed that its $1.75 billion in sales in 1962 included $379,197,000 from the tv and radio operations of subsidiary NBC.

The $1.75 billion in sales represented a hefty 13% increase over RCA's 1961 record high of $1.54 billion. Net profit (after federal income taxes) rose to a record $51.5 million, a 45% increase over last year's $35.5 million.

The NBC operation accounted for 22% of RCA total sales, the report indicated.

From operating income, RCA earnings per share of common stock were $2.84, compared with $1.95 in 1961 (and on the average, the report noted, there was a larger number of shares outstanding in 1962).

Future Rosy = A month ago, RCA management had predicted that first-quarter sales and earnings this year would surpass even the record start of 1962. That picture was presented before the New York Society of Security Analysts (Broadcasting, Jan. 28).

In the talk to analysts, RCA management had noted that NBC has increased sales in each of the past 15 years and expects to continue upward in 1963.

The annual report highlighted color tv and the affect of RCA's sale of common shares in Whirlpool Corp.
of $200 million last year, and its rate of growth "suggests that it will surpass $400 million this year." Color sets and tubes were the largest profit contributors of any products sold by RCA in 1962, they said.

Whirlpool: In 1962, a capital gain of $6.96 million was realized from the sale of 991,816 shares of Whirlpool common, a nonrecurring income that added 41 cents per share of common stock to the operating earnings. Other vital tax statistics: Profit before federal income taxes hit $107.9 million; manufacturing and service (commercial) account for 41% of the total sales, and in government, 35%; 2% came from radiotelegraph operations.

In the development, production, and sales of broadcast and communications equipment, RCA's business gains in the year were led by sales to an "expanding market for color and uhf station apparatus," the report stated. The division (Broadcast and Communications Products) had a threefold increase in the sale of color film cameras, introduced new types of equipment for stations and accelerated its development of additional and improved color apparatus which will be introduced this year and in the future.

Oak foresees increasing profits; '62 net up 63%

The increasing in uhf tv tuner volume holds an opportunity for Oak Manufacturing Co., E. A. Carter, president of the Crystal Lake components manufacturer, reported last week in announcing sales and net increases for 1962.

Not only must all tv receivers be equipped for uhf by April 1964, Mr. Carter pointed out, but the company is planning on introducing a new model uhf tuner soon.

Oak Manufacturing reported a net income after taxes of $907,031 ($1.32 a share) for the year. This is 63% over 1961's $577,662 (85 cents a share).

MGM's lion to roar louder in future

A brighter financial picture for Metro-Goldwyn-Mayer Inc., accompanied by a step-up in its television operations, was forecast by Robert H. O'Brien, president of MGM, at the company's annual meeting of stockholders in New York last Thursday (Feb. 28).

Mr. O'Brien reported that for 1963-64 the company will be represented on the television networks by six series, totalling 5½ hours of weekly time, approximately double the present amount of programming. Television, he added, is helping the company by supplying "a significant volume" of predictable production for the studios, thereby lowering the unit cost of MGM productions (features plus television).

He told stockholders that MGM intends to re-group and consolidate to tv 700 pre-'49 films, noting that many of the station licenses are expiring. Another source of income, he pointed out, is its supply of post-'48 features which will be released to tv in limited numbers.

MGM last week contracted with NBC-TV for use of 30 post-'48 films in 1963-64 (see story, page 63).

He acknowledged that a favorable financial position may not be achieved until later in this fiscal year but said he looked forward to increasing profits in fiscal 1963-64.

Jason Rabinovitz, general manager and director of business affairs, MGM-TV, was elected treasurer of MGM Inc. by the board of directors following the annual meeting.

Record year in '62 reported by Zenith

Zenith Radio Corp., Chicago, announced Thursday that preliminary figures show 1962 was another record-breaking year in both earnings and sales. The set maker has continued to make a new record for five of the past six years.

Net consolidated earnings for 1962 amounted to more than $19.6 million ($2.16 a share) after provision for income taxes of $2.3 million. This is a 9% increase over 1961's previous record earnings of $18 million (1.99 a share). 1962 sales of $312.2-plus million were 14% above 1961 sales of nearly $274.2 million, the previous record.

Zenith's earnings have more than doubled since 1957, with earnings for 1962 up 140% on a sales increase of 95%, the company said. Color tv "played an important part in Zenith's increased unit and dollar sales volume," the firm reported. 1962 was Zenith's
Zenith said production and shipment of its black and white tv sets were at an all-time high in 1962, topping a million units for the fourth straight year. Radio set sales also continued to set records. 1963 sales look equally promising, Zenith said, since January factory shipments of both color and monochrome tv sets marked record highs for any month in the company's history.

Zenith reported that color tv tube production has been started on a pilot basis by its subsidiary, Rauland Corp., in a new addition to Rauland's main plant in Chicago. Zenith said Rauland expects to be in "full production" of color tv tubes by mid-1963.

Tv-Electronics Fund net assets up 13.7%

Total net assets of Television-Electronics Fund Inc., Chicago investment company, increased by 13.7% in the first quarter of the fiscal year, ended Jan. 31, to $376.3 million, the fund reported last week. At the same period last year, assets stood at $331 million.

Net asset value of each share of the fund rose from $6.59 to $7.31 in the quarter; a gain of 14.9% after adjustment for the capital gains distribution made in November 1962.

Among changes in holdings, the fund reported, were reductions in common stock ownership in the following broadcast and tv-radio manufacturing companies, among others: American Broadcast-Paramount Theatres Inc., CBS Inc., General Tire & Rubber Co. (RKO General Inc.), Storer Broadcasting Co., and Zenith Radio Corp.

Financial notes . . .

Dime dividend • The board of directors of Emerson Radio & Phonograph Corp., Jersey City, N. J., has voted a 10 cent a share cash dividend, payable March 20, 1963, to stockholders of record on March 6, 1963.

MPO report • MPO Videotronics Inc., New York, at its annual stockholders' meeting Feb. 25, reported first quarter sales for the period ended Jan. 31, 1963, were approximately 24% ahead of the same quarter a year ago. The tv commercial production company told stockholders that preliminary estimates indicate the sales increase has resulted in more than doubling the before-tax profits for the similar fiscal period a year ago.

Quarterly dividend • United Artists Corp., New York, has declared a regular quarterly dividend of 40 cents per common share to stockholders of record March 15, payable March 29.

Storer shows 43% increase in '62 net
EARNINGS HIT $2.61 A SHARE, FIRM'S HIGHEST

Storer Broadcasting Co. has reported an increase of 43% in net earnings on sales increases of 19% for 1962.

Net earnings after taxes for 1962 were $6,353,326 ($2.61 a share). This compares to net income of $4,453,681 ($1.80 a share) in 1961.

The 1962 profits include a non-recurring capital gain of $911,459 net after taxes from the sale of WWVA-AM-FM Wheeling, W. Va., to Ira Herbert, Bernice Judis and Emil Mogul for $1.3 million.

The 1962 earning per share are the highest in the history of the Storer company, it was reported. The previous high was in 1957 when $2.58 a share was earned. The 1957 earning included also a non-recurring capital gain of $1,966,122 from the sale of WBRC-AM-TV Birmingham, Ala., to the Taft Stations for $6,350,000.

Net sales before taxes in 1962 reached $13,186,654, compared to $9,848,333 in 1961. Gross sales in 1962 were $37,086,198; in 1961 they were $31,160,791.


3M net shows gain for eleventh year

Increases in both sales and earnings were reported for the 11th consecutive year by Minnesota Mining & Mfg. Co. in announcing 1962 financial figures last week. 3M owns Mutual Broadcasting System.

Consolidated sales in 1962 reached $687,085,773, up 12% from the previous year's $613,896,221.

Net income last year was $83,690,090 ($1.61 a share). This compares to 1961 net income of $75,171,837 ($1.45 a share). Dividends in 1962 came to 80 cents a share, compared to 1961 dividends totalling 65 cents a share.

Tape and allied products accounted for 16% of sales volume, 3M reported. Total current assets at the end of 1962 were $315,244,335. At the end of 1961 this was $269,920,850.
Put your walkin' shoes on, Lucy

**RADIO-TV PEOPLE JOIN LATEST NATIONAL FAD—HIKES**

The New Frontier's physical fitness fad for long-distance hikes has resulted in a plethora of walking expeditions by radio-TV personalities.

Perhaps the most spectacular of those reported to date was the 28-mile hike of KDKA Pittsburgh d.j. Clark Race. He was accompanied, at the beginning, by about 5,000 people. About 2,000 of them finished the Sunday (Feb. 17) stroll from Pittsburgh's Gateway Center to the campus of Washington & Jefferson College in Washington, Pa.

In Boston, WBZ's "other Bob Kennedy" (host of the station's Program PM) tried to outwalk Attorney General Robert Kennedy, who hiked 50 miles in 17 hours 15 minutes. WBZ's Mr. Kennedy was to be accompanied by a news wagon, an ambulance, and a "Heart Fund Trailer" to collect funds. At presstime, no word of Mr. Kennedy's fate had been received from WBZ.

Also in Boston, WJZ-AM-FM's Bud Kelly challenged Dave Sennett of WPRO Providence, R. I., to a hiking contest. Both were to walk for five hours with the one walking the furthest the winner. Listeners of both stations were invited to guess how far each would walk in the five-hour period. First prize is a pedometer and a pair of walking shoes.

Joe Templeton, WJZ-TV Baltimore assistant news director hiked the 36 miles from Baltimore to Washington at an average speed of 4½ miles per hour. Wayne Brown, WBAP-TV Ft. Worth, Tex., reporter-cameraman, walked the 50 miles from Ft. Worth to Glen Rose, Tex., in 13 hours 15 minutes. WFUN Miami also planned a 50 mile hike by its seven d.j.'s.

The disc jockeys were joined by Mayor Robert King, marines, soldiers, two mailmen and a troop of Boy Scouts for their trek.

Tv executives from WTEV (TV) Providence, R. I., managed to walk between 25 miles and 35½ miles. KFMB-TV San Diego had Bob Mills walk the 50-mile distance in the contest awarded to about 200 who walked at least 30 miles.

Other stations announcing hikes include: KMPC Los Angeles; KOGO San Diego; WDGY Minneapolis; WJFO Burlington, Vt.; KBOX Dallas.

To answer the walking craze, KCBS San Francisco personality Dave McElhatton conducted a 20-hour "resta-thon" from a makeshift bed in the back of the station's news station wagon.

Perhaps the next physical fitness fad will be triggered by the publication last week of a 1909 letter from President Theodore Roosevelt, in which he approved three-day 100 mile horseback rides as part of the physical fitness training for the armed forces. (Anyone for a 100-mile Merry-Go-Round ride?)

How heavy is 'Pebbles'

Screen Gems Inc., reports that at the conclusion of the March 8 episode of The Flinstones program on ABC-TV, the name of the winner of its "Pebbles" contest will be announced. Who is "Pebbles"? She is the baby that was born on the Flinstones episode Feb. 22. The viewer who guesses the weight of "Pebbles" most accurately will win a pair of first-class, round-the-world tickets on British Overseas Airways with stops in 31 cities; $2,000 in cash to cover expenses, and a "Pebbles" doll.

Drumbeats . . .

In or out? * Officials of WFBR Baltimore have been awarded gold keys—to the Maryland State Penitentiary. The keys honor the station's participation in the penitentiary's education program.

Scrap metal * KING Seattle collected over a ton of old license plates for the benefit of the Children's Orthopedic Hospital. The plates will be sold as scrap metal with proceeds going to the hospital.

Weather on the channel * WICC Bridgeport, Conn., will send its weather boat, "Channel 60" out in Long Island Sound for from-the-water marine reports this year, each weekend during the boating season. The boat will cruise between New York City and Montauk Point giving hourly reports on conditions in the sound.

Housewife-copywriter * A Brooklyn, N. Y., housewife, winner of a Straus Broadcasting Group commercial writing contest, won a $50 bond and the chance to hear her commercial on WMCA New York. The Straus station conducted the contest for client Vick's cough drops.
BROADCAST ADVERTISING

David Inouye, former vp of Marplan Div. of C. McCann-Erickson, New York, joins Dancer-Fitzgerald-Sample, that city, as vp and director of research.

Lee Lauffer, vp and radio-television director of Robinson & Haynes, Los Angeles advertising agency, resigns to join Donahue & Coe, that city, as account supervisor and director of new business activities.

Sam Tarricone, assistant media director at Doherty, Clifford, Steers & Shenfield, New York, elected vp.

Dan Rubin, former vp in charge of radio-television at Mohr & Eicoff, New York, joins the Metllis & Lebow Corp., advertising agency, that city, to handle all radio-television production.

Kennard B. Calfee, former president of Stallion Productions, Baltimore television production firm, joins Cargill, Wilson & Acree, Richmond and Charlotte advertising agency, as radio-television director. Mr. Calfee previously served as producer-director at WJZ-TV Baltimore for eight years.


Harold G. Dickey appointed copy chief at Fletcher, Wessel & Enright, St. Joseph, Mo., advertising agency.

THE MEDIA

Murray Arnold, program director of WPEN-AM-FM Philadelphia, promoted to general manager, succeeding William B. Caskey, executive vp and general manager, who has been appointed to position of general consultant to Wm. Penn Broadcasting Co. (licensee of stations) and Musitone, a background music service. Mr. Caskey, heading his doctor's advice, plans to locate permanently in Florida. He will keep in close contact with station and its executives and represent company at various conventions and other affairs. Mr. Arnold has been station manager and responsible for WPEN'S programming since joining station in 1954.

Stanley LeVine, sales manager of KSAN San Francisco, promoted to general manager, succeeding J. Walter Carroll, who was recently appointed station's national sales manager. Charles A. Scruggs named KSAN program director.


Shorty King, air personality at WJEJ-AM-FM Hagerstown, Md., resigns to become station manager of WWDS, new daytime outlet in Everett, Pa., with target date of March 15.

Gene Sutorius, formerly of Del Wood Assoc., New York, joins Vic Plano Assoc., radio-television representative firm, that city, as vp for business development.


Lad F. Hlavaty, chief engineer of KCRG-AM-TV Cedar Rapids, Iowa, appointed chief engineer of new ch. 8 WQAD-TV Moline, Ill., which has target date of Aug. 1. Announcement was made by Frank Schreiber, vp-general manager of WQAD-TV which will become ABC-TV outlet in Quad-City market.

James M. King, formerly with Television Advertising Representatives in Chicago and New York, appointed sales manager of KDKA-TV Pittsburgh, replacing Henry V. Greene Jr., who recently was named national television sales manager for Westinghouse Broadcasting Co. Prior to joining TVAR, Mr. King was associated with Peters, Griffin, Woodward and George P. Hollinger Co., New York.

Bill McBride, program director of WOW-TV Omaha, Neb., for past 10 years, named station manager, replacing C. A. (Al) Larson, who resigned last week. Mr. McBride joined WOW in October 1947 as radio announcer.

Richard C. Shepard, station manager of WGR-AM-FM Buffalo, N. Y., resigns to become local-regional sales manager of WKBW-TV, that city.

Dick Novak appointed sales manager of KGVO Missoula, Mont. Other KGVO appointments: Dave McNair, program director; Marge Etting, office manager; Howard McDonald, traffic director; Dolores Nelson, women's director; and Ken Hansen, chief engineer.

James Kilian, former account executive with WIZ-TV Baltimore, and Charles Stewart, director of sales for
Romper Room Inc., joins WTTG (TV) Washington as account executives.

Dick Newman, formerly with WVOX New Rochelle, N. Y., joins WLEE Richmond, Va., as account executive.

Mike Jarvis appointed sales service director of WLWC (TV) Columbus, Ohio, succeeding Jim Lackey, who has been promoted to account executive.

A. P. (Mac) McKIn and Art Vogel join sales staff of WKAT-AM-FM Miami Beach, Fla. John Clark, Jack Porter, Bob Bonner and Bud Lee join station’s news staff; Bob Smith named WKAT sports announcer, and Bill Deane to outlets’ announcing staff.

Edwin Cohen, associate director of national instructional television library of National Educational Television & Radio Center, New York, appointed director of that unit.

John Abernathy, account executive at KOGO-TV San Diego, Calif., named merchandising manager. Burke Ormsby, KOGO-TV program director, elected president of board of San Diego Employers Assn., numbering more than 200 of city’s business firms.


Brent Hill, announcer at WSF-AM-FM Atlanta, named operations manager, replacing Ted Hightower, who resigned effective March 15 to join public information office of U. S. Department of Agriculture.


Ted Austin appointed program director of WSOC-TV Charlotte, N. C. Robert McCourt, production manager, assumes added duties in close cooperation with Mr. Austin.

Howard B. Mouatt, chief engineer of WHC-AM-TV Rochester, N. Y., resigns to accept position with Space

KDKA manager dies

Lester R. Rawlins, 54, general manager of KDKA-AM-FM Pittsburgh, died Feb. 23 at St. Francis Hospital, that city. Mr. Rawlins joined Westinghouse organization in March 1942 as supervisor of employment at Louisville (Ky.) Ordnance Div., and in November 1943 was advanced to supervisor of industrial relations, handling all of division’s labor negotiations and contracts. In April 1946 he was transferred to Philadelphia as manager of industrial relations with primary assignment of coordination of industrial relations policies and procedures for what was then known as Westinghouse Radio Stations Inc. Mr. Rawlins was named manager of KYW Philadelphia (call letters later were moved to Cleveland) in 1950 and assumed general management of KDKA in 1952.

Technology Labs to work with satellite tracking station at Nutley, N. J. Mr. Mouatt had been with WHEC Inc. since 1930.

David Schwartz, formerly with CBS as merchandise promotion director, appointed merchandising manager of KCOF (TV) Los Angeles.

John McKay named assistant traffic manager of KNXT (TV) Los Angeles. Before joining station in December, he had been in guest relations department of CBS-TV, that city.

Thurston S. Holmes appointed director of promotion and public relations for KERO-TV Bakersfield, Calif.

Dick Masterman, formerly with WGAW Gardner and WORC Worcester, both Massachusetts, to announcing staff of WTSA Brattleboro, Vt.


Robert A. Brennan and Arthur E. Patterson named associate producers at CBS Newsfilm, New York. Mr. Brennan formerly was news editor for CBS-owned KMOX-TV St. Louis. Mr. Patterson has been assistant producer at Newsfilm since 1959. Stanley Zeitlin, member of Newsfilm department, promoted to assistant producer.

INTERNATIONAL

Brian T. Brolly, of Telefís Eireann, Dublin, Ireland, appointed head of Review Productions, Toronto, Canada, effective in June, and also will join Music Corp. of America to develop further their international activities. Mr. Brolly formerly represented MCA in United Kingdom and Europe before joining Telefís Eireann two years ago.

Ray Hazzan, national manager of radio news for Canadian Broadcasting Corp., Toronto, promoted to tv news manager. Charles Gunning named radio news manager at CBC, Toronto.

Seymour Joly de Lotbiniere, controller of BBC-TV program services, appointed controller of BBC Western Region, effective Aug. 1. Mr. de Lotbiniere replaces Frank Gillard, who succeeds Sir Lindsay Wellington as BBC director of sound broadcasting.

EQUIPMENT & ENGINEERING

Louis R. Wanner, chief engineer of Sylvania Electric Products’ parts division in Warren, Pa., appointed chief engineer of company’s receiving tube operation in Emporium, Pa. Rudolph E. Carlson Jr. named product planning manager for Sylvania Home & Commercial Electronics Corp., Batavia, N. Y. Mr. Carlson, who will be responsible for product planning of Sylvania’s entire line of tv, stereophonic high-fidelity phonographs, and radios, was formerly with Motorola Inc. for seven years as assistant director of tv engineering and more recently as assistant product planning manager. Mr. Wanner joined Sylvania in 1948 and was named to his present post in 1959.


PROGRAMMING


John Clark, formerly with ABC, ap-
pointed sales director of Mel Blanc Assoc., Hollywood production firm.

Michael M. Sillerman, formerly partner and executive vp in charge of sales of Programs for Television Inc., New York, joins sales staff of Four Star Distribution Corp., that city. Earlier, in 1953, Mr. Sillerman helped organize Television Programs of America Inc., New York, and served as its executive vp in charge of sales.

DEATHS

Eugene Peter O’Fallon, 72, Colorado radio-tele-pioneer, died Feb. 16 at St. Joseph’s Hospital in Denver of kidney ailment after three-week illness. Mr. O’Fallon started KFEL (now KIMN) Denver in 1922 and started KFEL-TV (now KTVR [TV]) in 1952, Denver’s first television station and first post “tv-allocations-freeze” station in U.S.

Freeze was in effect through Feb. 1950’s. He also was pioneer fm radio broadcaster, having started Muzak Electronic Network in that area and was one of founders of Broadcast Music Inc. He was sales manager of KVOD (now KHOW) Denver when that station shared air time with KFEL.

Mr. O’Fallon was for many years a director of NAB, and was recipient of scores of radio and tv industry awards and held many industry-wide offices. In recent years, he had sold all of his radio-tele holdings and was associated with O’Fallon & Sons, an office, business and heavy equipment leasing firm.

Crosley President Dunville dies at 57

Robert Edwin Dunville, 57, president of Crosley Broadcasting Corp., Cincinnati, died last Thursday (Feb. 28) at Bethesda Hospital, that city, where he had been patient for two weeks previously. He underwent serious operation last year. Mr. Dunville entered broadcast sales work in 1930s following graduation from U. of Missouri School of Journalism and stint as advertising manager for St. Louis automobile company. It was in St. Louis that Mr. Dunville became acquainted with James D. Shouse, then manager of CBS-owned KMOX there, and with whom he joined as member of sales staff. When Mr. Shouse left St. Louis to take over management of Crosley’s WLW Cincinnati, Mr. Dunville joined him in move. He became sales manager of station and with expansion of Crosley into television (in Cincinnati, Dayton, Columbus and Indianapolis), Mr. Dunville became sales director for whole group. In 1949, when Mr. Shouse was named chairman of Crosley group, Mr. Dunville was named president and general manager of Crosley Broadcasting Corp. Crosley Stations are WLW and WLWT (TV) Cincinnati, WLWD (TV) Dayton and WLWC (TV) Columbus, all Ohio, and WLWI (TV) Indianapolis, Ind.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting Feb. 21 through Feb. 27 and based on filings, authorizations and other actions of the FCC in that period.


New tv stations

APPLICATIONS


Mr. O’Fallon

Mr. Dunville

Mr. Dunville

Unique personal computer

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations

Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242

West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164

Washington—711 14th St., N.W., Washington, D. C. • DI 7-8531

BROADCASTING, March 4, 1963
**New fm station**

**APPLICATION**

Montgomery, Ala.—WAIM Inc. 163.3 mc, ch. 271, 29.1 kw. Ant. height above average terrain 777 ft. Address Seebolt, 167 S. Lawrence St., Montgomery. Estimated cost of construction: first year $11,950; second year $12,550; total cost $25,500; revenue $50,000. Principals: See Moore, J. J. (33 1/2%), J. H. Wright (33 1/3%); M. Smith is minority owner of WSFA-AM-FM Montgomery and is a principal of WBAL-O-FM Montgomery. Consideration of which applicant plans to purchase. Action Feb. 27.

Ownership changes

**ACTIONS BY FCC**

KSUN Bisbee, Ariz.—Granted assignment of license from Carlston W. Morris (100%), deceased, to Esther Morris (100%), executrix of estate. Also see application below. Action Feb. 25.

KHFH Sierra Vista, Ariz.—Granted assignment of license and cp from Carlston W. Morris (100%), deceased, to Esther Morris (100%). Action Feb. 25.

WQQQ Osmond Beach, Fla.—Granted transfer of control of licensee corporation, Valusia County Multimedia, Inc., to Lyman W. and Julia F. Menard (100%) to Radlok Corp., principals of which are Ellis E. Beautier (50%), involved in MCI of licensee corporation, to whom William J. Evans is transferred (50%). Action Feb. 20.

WWWX FM Palm Beach, Fla.—Granted assignment of license from St. Petersburg Police (100%), 1/2 as Fairway Bestco, Inc. (100%), to L. A. Spanheimer (50%), 1/2 as Fairway Bestco. Inc. Consideration $150,000. Mr. Spanheimer is a principal of licensee corporation, Western Multi Media. Action Feb. 21.

WSBP Sarasota, Fla.—Granted relinquishment of positive control of subsidiary corporation, WSBP Bestco, Inc. For other information see WSBP Wall. M. Y., grant below. Action Feb. 25.

WRGR Starke, Fla.—Granted assignment of license from Murray & Olympia M. Tilley (50%) to R. J. Birkett, Inc., to George A. Golthier Jr. (51%) and Oscar J. 3% (100%), 15% to W. George Goldschmidt Inc. Consideration $100,000. Mr. Tilley is a director of licensee corporation, Western Multi Media. Action Feb. 25.

WSEF (FM) Effingham, Ill.—Granted assignment of license from Illinois Bestco, L. F. McNaughton (50%), and others, to Erastus F. McLaughlin (100%), for a change of transmitters to low ERP 1,500 watts. Effingham is licensee of WCRA Effingham; Mr. McLaughlin is part owner of WRMN Elgin, WKEW Kewanee, Pekin Times, Peoria Evening Journal, Suburban Radio Corp., Effingham, all Illinois; Mr. Fo McNaughton is partial owner of two newspapers above. Action Feb. 25.

KFH-AM-FM Wichita, Kan.—Granted transfer of negative control of licensee corporation, Ralcope Inc., through dissolution of Wichita Eagle Inc. (50%) and distributing KFH stock to each stockholder in same proportion as stock in Wichita in informal consideration involved. Action Feb. 21.

WALL Middletown, N. Y.—Granted relinquishment of negative control of licensee corporation, Community Bestco, from John W. Phillips (100%), for change of ownership of license to Joan Phillips (100%). Action Feb. 21.

Roger W. Clipp (32.5%) and Marjorie A. Clipp (67.5%) to Mrs. Davis (17.1%), Mr. Clipp (21.9%) and Mrs. Clipp (32.9%). Consideration $7,400. Also see WSBP Sarasota, Fla., a grant above. Action Feb. 25.

WNBX Saranac Lake, N. Y.—Granted assignment of license from Essex County Historical Society (100%), to Franck D. Johnson (100%), for a change of ownership of license to WNBX Inc. Action Feb. 25.

WEAC Gaffney, S. C.—Granted assignment of license from cp and from Emma Crites (50%), to Mr. Parker (50%), Don H. Lowelese (50%), W. Parker & Shirley C. Loveless (1%, each, 1/2 as Gaffney Corp., for Consideration $12,500. Action Feb. 20.

WCR K Continental, Neb.—Granted assignment of license and cp to (1) Robert Bolz (50%), as a principal of licensee corporation, Continental, to whom (2) as Continental Corp., to whom WCR Bestco, Inc., for Consideration $12,500. Action Feb. 19.

WCRS Lamar, Okla.—Granted assignment of license and cp to Robert J. Haar (100%), as a principal of licensee corporation, Lamar, to whom Lamar Broadcasting Corp. (100%), for Consideration $2,000,000. Action Feb. 19.

WKBW Topeka, Kan.—Granted assignment of license and cp from University of Kansas (100%), to Mr. Sontheimer (50%), as a principal of licensee corporation, WKBW Inc., for Consideration $12,500. Action Feb. 26.

WLLW Memphis, Tenn.—Granted assignment of license from (1) Myron J. Kammeyer, Edward E. Evans (14.7%), as a principal of licensee corporation, Western Multi Media, to W. W. Cottrell (100%), as a principal of licensee corporation, Western Multi Media, for Consideration $12,000. Action Feb. 20.

WKBZ Franklin, Wis.—Granted assignment of license and cp to Robert J. Haar (100%), as a principal of licensee corporation, Franklin, to whom WKBZ Inc., for Consideration $12,500. Action Feb. 19.

WKEI Moline, Ill.—Granted assignment of license and cp to (1) Robert J. Neathery Jr. (50%), as a principal of licensee corporation, Moline, to whom (2) as Moline Broadcasting Corp., to whom WKEI Bestco, Inc., for Consideration $30,000. Action Feb. 19.

WZZX Cleveland, Ohio.—Granted assignment of license from Barry W. McDonald (100%), as a principal of licensee corporation, WZZX Bestco, Inc., to whom Barry W. McDonald (100%), as a principal of licensee corporation, WZZX Bestco, Inc., for Consideration $12,500. Action Feb. 18.

WJCB Chicago, Ill.—Granted assignment of license from University of Illinois (100%), to Hickox W. Johnson (100%), as a principal of licensee corporation, Chicago, for Consideration $12,500. Action Feb. 18.

WSPR Kansas City, Mo.—Granted assignment of license from University of Kansas (100%), as a principal of licensee corporation, Kansas City, to WSPR Inc., for Consideration $12,500. Action Feb. 19.
programs of WLYA-TV (ch. 13) Lynchburg, and (2) denied opposing petitions of Shenandoah Life Stations Inc. (WSLS-TV), and Times-World Corp. (WDBJ-TV), both Roanoke. Action Feb. 20.

Routine roundup

**ACTIONS ON MOTIONS**

- By memorandum opinion & order in consolidated proceeding on application of D & E Bestg. Co. and Great State Bestrs.

  - Granted opposition filed by Great State to reopen record and enlarge issues, and (2) dismissed supplement to opposition filed by D & E. Action Feb. 20.

  - By memorandum opinion & order in proceeding re application of Great State, Besters for new am in Rockdale, Tex., in Dec. 14880, granted its petition and waived Sec. 1.362 (b) of rules to permit late publication of hearing notice. Action Feb. 26.

- By memorandum opinion & order in proceeding on application of Higson-Frank Radio Enterprises for new am in Houston, Tex., in Dec. 14597, granted motion by Broadcast Bureau and (1) reopened record and enlarged hearing issues to determine whether representations made by Higson-Frank in proceeding pertaining to contacts with MCA, Inc., general manager of KPRC-AM-TV Houston and others were false, and, if so, whether Higson-Frank possesses requisite character qualifications to be licensee, and (2) remanded proceeding for further hearing preparatory to request of supplemental initial decision. Action Feb. 26.

- Granted petition by Broadcast Bureau and extended to March 1 time to file exceptions to initial decision in proceeding on am application of Birch Bay Bestg. Inc. (KARI), Blaine, Wash. Action Feb. 25.


- By separate memorandum opinions & orders, Review Board adopted "traffickng" issue with respect to Tedesco Inc. and its principals, Nicholas and Victor J. Tedesco, in Edina, Minn., am broadcast proceeding in Docs. 14738 & 14740 and named Swango Bestg. Inc. of Iowa and People's Bestg. Co. parties to proceeding for purposes of trial of new issue and of recently-added character qualifications issues; ordered that final action on petition by Nicholas and Victor J. Tedesco, d/b/a as Gabriel Bestg. Co., Chicago, Ill., and sole stockholders of KFNP Bestg. Inc. (KFNP), Shenandoah, Iowa, in Docs. 14528 & 14531, respectively, be withheld pending disposition, action on Tedesco Inc. application in Edina proceeding in Doc. 14740; and denied petition by KFNP Bestg. Corp. insofar as it sought deletion of "traffickng" issue without pre-determination. These actions rendered moot petitions filed by Edina Corp. in proceedings in Docs. 14529 & 14606, and granted remand issue for mod. of issues filed by Swango Bestg. Inc. of Iowa and petition enforcement of issues filed by Edina Corp. Inclusion of condition in Doc. 14740 was to be without pre-determination of pending request for approval of agreement looking toward dismissal of application of Gabriel Bestg. Co. Actions Feb. 21.


By Hearing Examiner James D. Cunningham

By Hearing Examiner Charles J. Frederick

By Hearing Examiner Millard F. French

By Hearing Examiner Walter W. Guenter
  (1) By memorandum order & opinion in proceeding on application of Triangle Publications Inc. (WNHC-TV), New York, N. Y., for tele- and FM stations in New Haven, Conn., and New York, N. Y., respectively. Feb. 26.
  (2) By memorandum order & opinion in proceeding on application of Triangle Publications Inc. (WNHC-TV), New York, N. Y., for tele- and FM stations in New Haven, Conn., and New York, N. Y., respectively. Feb. 26.

By Hearing Examiner Arthur J. Harrington
  (2) By rule, continued Feb. 19 prehearing conference in proceeding on application of Sirius Broadcasting Co. for new station in Providence, R. I. Action Feb. 26.

By Hearing Examiner Annear Neal Hunting
  (1) Granted request by Transcript Press Inc. to extend to continuing hearing to March 11, subject to limitations and agree- ments as to time and place. Action Feb. 25, 19 hearing and scheduled second hearing session for March 15, at 10 a.m., in proceeding on application of Triangle Publications Inc. (WABC-TV), New York, N. Y. Action Feb. 25.

By Hearing Examiner David J. Krausser
  In proceeding on applications of Tri- City Bestg. Co. and Radiocasters for new stations in Wilder and La Plata, respec- tively, both Ohio, in Docs. 17079-70, granted move pro hac vice Broadcast Bureau's Feb. 11 petition and accepted all proposed findings of fact and conclusions of law filed herein on or before Feb. 18. Action Feb. 19.

By Hearing Examiner Forest L. McClennen

By Hearing Examiner Chester F. Naumowski Jr.
  (1) Granted request by Donarski Bestg. Inc. and extended from March 6 to April 12 date for exchange of exhibits, March 13 to April 19 period for notification of witnesses, and continued March 25 hearing to April 29 in proceeding on application of Charles County Bestg. Inc. for new stations in Waldorf and La Plata, both Maryland, respectively. Action Feb. 25.
  (2) Granted request by KREB Inc. (KREB), Sheepeater, La., and extended from Feb. 25 and March 6 dates for change of re- buttal exhibits, from March 4 to March 25 for notification of witnesses, and continued March 12 hearing to April 17 in proceeding on application of Southwestern Bestg. Co. of Missouri-McComb, Miss. Action Feb. 21.
  (3) Pursuant to agreements reached at Feb. 13 hearing in proceeding on applications of Edina Corp. and Semo Bestg. Corp. and for new stations in Edina and Bloomington, both Minnesota, respectively. Feb. 25.
  (4) Granted resumption of hearing for March 18, if necessary, on each suc- cessing day through March 22. On June 11, 1963, was granted resumption of hearing for March 18, 1963, proceeding further order of hearing examiner, but will not be resumed during next March 22; sched- uled other procedural dates. Action Feb. 19.

By Hearing Examiner Herbert Shafman
  (2) Granted order to joint motion by Broadcast Bureau and Melody Music Inc. made certain specified conclusions and findings of hearing in proceeding on application for renewal of license of WCMA Hollywood, Fla. (action Feb. 20); scheduled hearing for March 17 for motion to modify license covering use of station for March 17, 1963, and to install new antenna in Hollywood, Fla. (action Feb. 20); scheduled hearing for March 27, at which time court reporter will read his notes of evidence in question, with request to motion of Feb. 6 by Melody Music to correct transcripts, and related pleading. Action Feb. 25.
  (3) Granted petition by Broadcast Bureau and continued March 21 further hearing to continue proceeding on applications of Valparaiso Bestg. Co., et al., for new stations in Valparaiso, Ind. Action Feb. 20.
  (4) Pursuant to agreement of counsel at Feb. 21 prehearing conference in proceed- ing on application of WNBK (ch. 6) to increase ERP to 250 kW, increase antenna height, and install new antenna and tower. Action Feb. 25.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of Feb. 26

2) Granted renewal of licenses for follow- ing NBC stations: WRC-AM-FM-TV Washington, D. C., and extension of completion date for WNBC New York, N. Y., to June 23; without prejudice to such action as commission may deem fit as result of its final determinations: (1) with respect to conclusions and recommendations set forth in report of Network Study Staff; (2) with respect to related studies and inquiries now being considered or conducted by commission; (3) with respect to pending license applications pending to NBC and RCA.

6) Granted license covering use of old main trans. as aux. trans. trans.

5) Granted license covering use of old main trans. as aux. trans. trans.

9) Granted license to install new aux. tv trans. at site.

10) Granted license to install new aux. tv trans. at site.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of Feb. 26

2) Granted renewal of licenses for follow- ing NBC stations: WRC-AM-FM-TV Washington, D. C., and extension of completion date for WNBC New York, N. Y., to June 23; without prejudice to such action as commission may deem fit as result of its final determinations: (1) with respect to conclusions and recommendations set forth in report of Network Study Staff; (2) with respect to related studies and inquiries now being considered or conducted by commission; (3) with respect to pending license applications pending to NBC and RCA.

6) Granted license covering use of old main trans. as aux. trans. trans.

5) Granted license covering use of old main trans. as aux. trans. trans.

9) Granted license to install new aux. tv trans. at site.

10) Granted license to install new aux. tv trans. at site.

Continued on page 87

FOR TOWERS of all kinds

CALL ROHN

For a complete line of towers ideally suited for radio, television and micro- wave use of all kinds, rely on ROHN.

Shown above is the final installation of a 16 bay antenna atop a 485' ROHN TV broadcast tower. The installation is the WMBD-TV translator station at LaSalle, Illinois, Channel 71.

ROHN Manufacturing Co.

P.O. Box 2000
Peoria, Illinois

"Pioneer Manufacturer of Towers of All Kinds"}

ROHN Representatives worldwide.
CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—$2.00 minimum - HELP WANTED 25¢ per word—$2.00 minimum.
- DISPLAY ads $0.00 per inch—STATIONS FOR SALE and WANTED TO BUY STATIONS advertising require display space.
- All other classifications, including Employment Agencies, etc., 30¢ per word—$4.00 minimum.
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

RADIO

Help Wanted—Management

Wanted—immediately. Experienced sales minded manager for western N.Y.S. To handle salary and benefits. Send photo and full particulars. Box 92B, BROADCASTING.

Local sales manager for upper Midwest full time medium market in group operation. Excellent account list, substantial draw and good location. For professional growth. Box 205B, BROADCASTING.

Manager for well established small station, western Washington. Prefer man with experience in small market. Write full details. Box 301B, BROADCASTING.

Regional sales manager plus selling some local accounts. Excellent salary plus commission on established reputable mid-western station. Growth opportunity for right individual. Position available now. Box 318B, BROADCASTING.

Do you have managerial ability? Are you the sales manager but can't get up? Write today for full details for this job as General Manager of Texas radio station in small market. Box 209B, BROADCASTING.

Deep south station needs aggressive sales minded manager who is profit conscious. First phone is a plus consideration. Box C-9, BROADCASTING.

Experienced sales manager for full time station in progressive city of over 15,000. Salary plus commission and expense allowance. Earnings governed only by ability. Excellent opportunity. Must be reliable, aggressive and ready to accept responsibility. Send full information to KSCB, Box K, Liberal, Kansas.

Opening for selling sales manager in fast moving radio. We will be more than liberal with the right person, however, you must be a top salesman with an understanding of soft sell. Order takers should not apply as you will not last long. Air time and salary for same is available if your voice qualities are correct. Contact M. W. Olson, 424 W. Skyline Drive, Champaign, Illinois.

Sales

Small independent group in Minnesota is expanding sales department. Needed, experienced radio, dime salesman for single station market. The right man will receive substantial active account list plus generous salary. Personal interview required. Box 171B, BROADCASTING.

Wanted immediately; a sales-producer manager for small New Jersey station. Must have single station growing market. Must be stable, responsible, and willing to work hard and grow with us. Box 317B, BROADCASTING.

New England: The right man can make big city pay in this small market, and enjoy pleasant living near year round recreational sites. We're willing to pay top salary plus excellent productive commissions for a steady, experienced salesman. Staff knows of this ad. All replies will be answered. Box C-15, BROADCASTING.


Help Wanted—Announcers

Announcer, with 1st ticket, male or female. For New Hampshire smooth sound dioxide. $115 weekly. Box 318B, BROADCASTING.

Morning man? Personality? Handle humor? If you have all these qualifications and can work it, this major mid west market is looking for you. Send us aircheck, photo and background. Box 173B, BROADCASTING.

Announcer with varied experience and first phone tickets in work station. Box 224B, BROADCASTING.

Announcer: mature voice, major mid west market. Adult music station, good working conditions. Send tape, resume, photo, salary expectations, first letter. Box 246B, BROADCASTING.

Experienced, live wire announcer. Interested in learning some sales. Must be able to do play, play bookings and football on eastern Pennsylvania daytime. Box 274B, BROADCASTING.

Pennsylvania 1000 watt station seeking a mature hardworking announcer with experience for a good music station. Must be able to take instruction and have imagination. 5 day work week. Send tape, resume and salary requirements to Box 273B, BROADCASTING.

$75 per month; first phones only: plenty of extras. Room to go up; good money in this major market, Central Illinois. Box 257B, BROADCASTING.

Texas kilowatt seeking experienced, mature announcer. Salary $900. Tape, resume to Box 317B, BROADCASTING.

Ready for major eastern market with a group owner? Needs stable, articulate, warm, personality, not rock type. 30-40 years old with resume, tape, photo, and salary requirements to Box 328B, BROADCASTING.

Florida major-market fm seeks announcer with 1st phone. We want delivery reeking with quality, at home with middle of the road music, longhair, and especially ads. Maintainance not required. We want a quality pro; no floats. Prefer someone already a Florida man; resume with tape and salary expectation. Box C-2, BROADCASTING.

Immediate opening for man that likes radio, can handle a board shift and would like to work into local news and sports in southern market. Box C-17, BROADCASTING.

Aggressive 500 watt west Texas radio station always looking for and sending out announcers and newcasters, first class ticket at required for newsmen. Interested? Write Box C-9, BROADCASTING.

Wanted: Bright talented vacation replacement for central New York, CBS affiliate. Able to fill all posts from news to music. Pleasant working company. Approximate May 15th thru September 10th. Send tape, photo, resume immediately. Box C-18, BROADCASTING.

Help Wanted—Announcers

Comme or comible: We're wacky, we believe in people. No personalities; just nice guys or gals who'll get along with us and our audience. Natural, unscientifc. radio. $100 for a 40 hour week and the plus is up to you; the opportunity is available. 50 miles from N.Y.C. Box C-46, BROADCASTING.

Announcer, experienced for wide awake suburban Philadelphia station. Operate own board. Non-frantic, non-format. Permanent position. Box C-55, BROADCASTING.

Right dj with 1st phone. Night man wanted. Some r&r. If you like mountains and out of doors we may have the 1st phone you want. Box C-61, BROADCASTING.

First class announcer with first class license. Send all information first letter. WDEC, Americus, Georgia.

KSF&R—The famous San Francisco "3-B sweatshirt" concert music station needs two personalities for a bold new departure in programming. Classical music background a must, production knowledge and programming experience essential. KSF&R, 10 Claude Lane, San Francisco, California. YU 6-3835.

First phone only, no maintenance, good music format. Three years experience minimum or gals who will sing along with us. Contact Jim Jae, Jr., MANAGER, AC-31461, KHHM, Hannibal, Mo.

Arkansas regional seeking top announcer, PD. Photo full background to William Foggs, Manager, KJKJ, Forrest City, Arkansas.


Announcer, first phone, pay's fair, job's steady, working conditions excellent, chance for advancement. We'll train you. WARO, Canonsburg, Pa.

Immediate opening for experienced mature announcer, with top men, top station in market. Write phone to Box 457A, Harve de Grace, Maryland. 301-929-0800.

Top flight morning personality for new Indianapolis clear channel WIGO airing in April. Send tape (airtake), resume, and salary requirements. Contact Ron, 425 Board of Trade Building, Indianapolis 4, Indiana.

Announcer-salman. $50 per week plus 15% commission. Send tape to WSMD, Waldorf, Maryland.

Urgent: Versatile announcer—evenings ability to pay. Contact Terry Dorse, WDBQ, Dubuque, Iowa.

Experienced first phone announcer—newsmen no maintenance, Michigan daytime; Mutual. Good opportunity with growing organization. Salary depends on experience and ability. Send tape, resume and photograph, WJDJ, St. Johns, Michigan.

Broadcast Employment Service has choice latest AM or TV openings. Confidential professional placement. 4825 10th Ave. So. Minneapolis, 17, Minnesota.
Help Wanted—(Cont'd)

Technical

Engineer-anouncer strong on maintenance, wanted immediately. Chance for advancement in Florida multiple station chain. Salary competitive. Five references requested. Don’t wait – this could be your break. Box C-34, BROADCASTING.

Engineer to help construct Florida 5 kw. Must be reliable and of good character. Box C-5, BROADCASTING.

Engineer-anouncer wanted for small Alaska station. Experience helpful but not absolutely necessary. Box C-37, BROADCASTING.

5 kw dayliner has immediate opening for qualified chief engineer. Position requires modest announcing shift. Top salary in region. Good advancement and fringe benefits. Send photo, tape and resume to Al Clark, KWVR, Winner, South Dakota.

Have immediate opening for chief engineer for 1 kw am non-directional daytimer, and 3 kw fm. Write or phone WASA, Havre de Grace, Maryland. 301-928-0806.


Production—Programming, Others

Experienced radio newsmen for midwest market. Opportunity to step up. Send resume and photo and salary to Box 276B, BROADCASTING.

Program director or qualified announcer who want step up for New York area. Classical music experience preferred, but not essential. Pay commensurate with qualifications. Box 287B, BROADCASTING.

Producer-writer to work with established top personality in major eastern market. Must be extremely capable in humorous and human interest writing plus top production work. Good education and several voices helpful. Send resume, photo, references, and salary requirements to Box 298B, BROADCASTING.

Opportunity for ambitious news man to gather, write, and report news in authoritive manner. Prestige single market central Ohio station: Experienced announcer: various resume and tape. Box C-41, BROADCASTING.

California Opportunity. Top flight program director-operations manager with experience in all phases of operation needed now for growing VHF network. Department is small so must be able to double in brass, as well as turn out top line, voice-over, control and supervise program department with strong emphasis on creative production for local sales as well as expansion of news operation. Regardless of your position in radio or television if you have considered changing from your present position to a better opportunity we would like to hear from you. Because of expansion in radio and television we will have future openings in traffic, sales, continuity and art. If you are versatile and have experience in any phase of broadcasting we would like to hear from you. Good salary, excellent benefits, and fringe benefits. Send complete information in first letter with resume of work where applicable. Box C-54, BROADCASTING.

Immediate opening for serious minded news editor. Minimum two years broadcast experience and ability to pay, vacations, insurances and retirement plans. WHBY, Appleton, Wisconsin famous for Lawrence Cobblestone, Fulltime in business for 40 years. Send picture, tape, and personality resume to Station WBY, 600 South Lee St., Appleton, Wisconsin.

Experienced copy writer for new Indianapolis station WIGO, airing in April. Only forested, convincing copy considered. Must be ready to move to Luke Walton, 423 Board of Trade Building, Indianapolis 4, Indiana.

Help Wanted—(Cont'd)

Production—Programming, Others

All around, experienced helper required at WBMJ-PM, Meriden, Conn. Opening within three weeks for program director on fm sister station: Top announcer with经营 experience, willing to intergrate and able to communicate with community through public service. Good pay in return for part time work. Send tape, resume, to Win. L. Lipman, WLIP, Kenosha, Wisconsin.

RADIO

Situations Wanted—Management


Presently general manager, small "metro market" radio. Extensive background sales, promotion, and programming. Last nine years general manager for sales manager in highly competitive markets. Have ownership background. Relevant's, college, family. Fine financial and business references. 12 years radio, all formats. Present earnings, $12,000. Box C-42, BROADCASTING.

Attention New York state . . . small market, manager, sales, in sales and promotion. Available immediately. Best references. Contact Box 1971B, BROADCASTING.

Sales

Twelve years experience in one of America's most competitive markets seeks position from national sales to general manager. College graduate in field of Radio Television. Can offer superior record of performance and character references. Box C-36, BROADCASTING.

Sale-announcer. Currently billing 49-10,000 monthly. Wants move from metro market to small- medium market. 11 years experience all phases. No screamers, please. Box C-56, BROADCASTING.

Announcers

Sportscaster seeks return to baseball, announcing. Has big time football-basketball experience. 'Name' references furnished. Box 190B, BROADCASTING.


College student desires summer work. Experienced in r & c & w, pop. Presently in easy-going job at one west coast station. Box 289B, BROADCASTING.

Country disc jockey, desires fulltime air work. Experienced. Employed. Box 396B, BROADCASTING.

Warm, relaxed, good music announcer. Experience desires matching operation now. Box 310B, BROADCASTING.

Sparkling tasteful morning humor, believable personality, experienced but not seasoned. Many different. Desires part time. 15 years doing mature, clever music show. Successful, fast moving sales vehicle. Box 312B, BROADCASTING.

South Carolina, North Carolina, Georgia. Adult, morning showman . . . first phone. 13 years experience all phases. 11 at present 5 kw. Young, married, veteran. Looking for permanent position leading to management. $125 minimum. Box C-38, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Personality DJ-newsccaster, aggressive, honest worker, 9 years experience all formats. Box C-10, BROADCASTING.

Deejay, major market, highest rating, five years experience, $125.00. Box C-11, BROADCASTING.

Put ten years experience to work for you. Well prepared for direction in any good station. Prefer Florida or Pennsylvania. Box C-18, BROADCASTING.

Production minded, tight board, presently 1175, desire northwester. Some college. Box C-17, BROADCASTING.

Good idea, negro deejay, first phone, tight board, starts production. Box C-22, BROADCASTING.

Seeking good position in N.E. Announcer, dj, morning man. 5 years experience. Box C-24, BROADCASTING.

Music sales seeks position in east. Married. Box C-25, BROADCASTING.

Mature personality dj, 18 years experience, can sell, however my forte is informal announcing. Plenty of references; copy ability, experience includes manager and owner of K-KID, Portland, Oregon. Minimum salary $100 per month. Reference resume on request. Be prepared to give me your resume too. Box C-31, BROADCASTING.

Top notch top 40 man ready to join your operation. Ratings, references, tape will speak for itself. Please consider my opportunity. Box C-32, BROADCASTING.

Mother please I'd rather do it myself. Don't buy me a radio station. Some nice smart will get this ad and pass it on. Top 40 or disc jockey. After all I'm honest, reliable, young and have the real desire and ability to be an asset. Broadcast graduate with a desire, who learns fast. Needs a chance. Money second. First phone now. Your gain is my gain. Box C-34, BROADCASTING.

Baseball announcer, seven years minor league experience. Play by play all sports news, sales. Box C-43, BROADCASTING.

First phone-one of the southwest's best known and highest rated sports and radio announcers wishes to re-locate. Award winning: Top forty number one station. Top 40 or disc jockey. After all I'm honest, reliable, young and have the real desire and ability to be an asset. Broadcast graduate with a desire, who learns fast. Needs a chance. Money second. First phone now. Your gain is my gain. Box C-34, BROADCASTING.

Have cigarette lighter and wife-Neither works! Top forty deejay, 7 years experience. Last 315 with one of the leading (if not the leading) chain. Recommendation from present employer. My ballpark poised. Box C-46, BROADCASTING.

Perenial all-nighter man formerly with Midwest number one station. Top 40 or disc jockey. Tape, photo, resume, references available. Milch Price, 790-596, Washington, D.C. 20036.

I have talent, experience, dependability, versatility and top references to offer. What have you? Box C-50, BROADCASTING.

Announcer, 1st phone available immediately. Musical and theatrical background. Prefer west coast. Box C-55, BROADCASTING.


Available now, anywhere northern Ohio for production spot voicing station breaks, etc. Improve your basic sound. (code 218) Phone 911-3790.

BROADCASTING, March 4, 1963
Situations Wanted—Cont'd

Announcers

Swinging top 40 dj. Presently working in two medium market stations. Prefer change to swinging station. If you need a dj with a good sense of production, too, write your man. Write Box C-62, BROADCASTING.


Double-impact "Mutt & Jeff" combo of two announcers, experienced all phases radio. Available immediately, for new station or established operation needing shot in arm. We work well together. Prefer good music station in medium market you solve your staff problem today, call: 274-9457 or 527-9560, Memphis, Tennessee.


Jack Simmons, 431 South College, Carlisle, Pennsylvania.

Technical

Not a six week wonder. Engineer-an-announcer, 1st phone, maintenance, copywriting, single experiences no rock. Presently employed. Box B-118, BROADCASTING.

First phone, available immediately. 12 years electronic experience. Box C-38, BROADCASTING.

Young, single, chief-engineer announcer wants advancement to medium market in exchange for doubles midwest years experience. Box C-48, BROADCASTING.

Chief engineer-experienced am/fm construction, maintenance, Directional proofs. All powers. Box C-8, BROADCASTING.

Presently employed combo man with first ticket, want position with more engineering, less announcing, especially audio, editing, board. 5 years experience, degree, married, want more, $100 weekly, please. Box C-14, BROADCASTING.

Engineer wants to relocate in east. First phone. Experience am & fm. Box C-29, BROADCASTING.

Chief engineer, desires secure challenging position, radio or television. Seventeen years experience, construction, maintenance, directing new studios and changing format. Box C-30, BROADCASTING.

Production—Programming, Others

Highly oriented sports and Newman. 10 years in business. Now employed as p.d. Seeking relocation with good news-sports operation. Next year will secure highly productive employee for you. Box 2818, BROADCASTING.

Farm director, radio and/or tv. For resume write John Merrifield, 10469 Nadine, Huntington Woods, Michigan.

Texas managers: Female dj/copy, traffic combination available. Recent broadcast school grad. Best references. Box C-4, BROADCASTING.

Radio and television. Eleven years all phases. Top adult personality jock, program director, sports director, fire bowling and baseball play by play. Sports director. Seek permanent position top ten market. Highest recommendation from present and previous employers. Prefer personal interview. Box C-20, BROADCASTING.

Sports director, desire $150 per week and plenty of work. Box C-10, BROADCASTING.

Situations Wanted—Cont'd

Production—Programming, Others

Knick for writing news or copy that sells. Experience, degree, married. Box C-15, BROADCASTING.


Top flight music director with wide knowledge of all phases of music and first class air personality, presently employed. Desires position as music director with a classical music station or one with KBAL format experience in all phases of radio. Finest references. Box B-211, BROADCASTING.

TELEVISION

Help Wanted—Technical

Engineer, best technical qualifications, reliable character, for VHF, Texas resort city. Box 1988, BROADCASTING.

Qualified engineer trainee with first phone for Texas VHF. Box 2018, BROADCASTING.

Radio telephone first with tv experience. Video audio switching, transmitter operation. Maintenance experience helpful. Box 7070, BROADCASTING.

Chief engineer for educational videotape production center expanding into probable station operation. Supervisory experience and background in all phases of maintenance necessary. Box 2358, BROADCASTING.

Strong vhf CBS affiliate in mid-south has immediate opening for experienced technician experienced in studio maintenance and operation. Must be ambitious, dependable, and have a 1st phone license. Replies treated in confidence. Send qualifications, references, salary requirements and recent photograph to Box C-52, BROADCASTING.

Immediate opening for man capable of operating and maintaining RCA transmitter plant and STL's. Contact Guy Lewis, Chief Engineer, KKII-TV, Box 579, Sherman, Texas.

Wanted working chief engineer for maximum power vhf now building new studios and changing to separate transmitter operation after next year. Excellent maintenance experience prime requirement. Must be able to take initiative. Adequate references necessary. Good pay. Forget six figures of winter in year round climate, where air conditioning makes working conditions hottest summer. Leavenworth Wheeler, General Manager, KIVA, Tuma, Arizona. Phone 714-572-6211.

Chief engineer for full power, vhf and 5 kw am. ABC network affiliates. Full responsibility for 16 man staff. Excellent working conditions and starting salary. Present chief available to help you get started. Give full details in first letter to Redd Garens, Owner, KCBQ Stations, Cedar Rapids, Iowa.

Situations Wanted—Management

sales

Tv salesman billing 1/4 million local sales—large market or smaller. Must relocate. Box 58A, BROADCASTING.

Announcers

Mature, personable tv staffer, university graduate, 39, now major southeast market. Relocate immediately. Box 2988, BROADCASTING.

Quality, versatility, experience. Employed tv announcer, nine years broadcasting. Married, relocate. Box C-46, BROADCASTING.

Technical

First phone, available immediately, 12 years electronic experience. Box C-38, BROADCASTING.

Weatherman looking for new position. Graduate, meteorologist, experienced in radio, tv, forecasting. If you are looking for a first rate weather show, authoritative and friendly write, Box C-39, BROADCASTING.

Production—Programming, Others

Dominant CBS VHF station in midwest needs news reporter-photographer able to shoot and process 16 mm film as well as dig for more market photo, films to Box 255B, BROADCASTING.

Immediate, tv production manager major Mid Atlantic tv radio operation. Five years experience minimum. Send resume to Box C-1, BROADCASTING.

Male or female with tv experience to manage traffic department in south Florida NBC-TV station. Send resume to Box 50A, BROADCASTING.

Help Wanted—Cont'd

Production—Programming, Others

Number one station in 1/4 million home midwest market has opening for top salesman to do both radio and tv. There's plenty of news and plenty of work. If you're used to a 40 hour week we are not for you. If you love news send recent film or tape to Box 260B, BROADCASTING.

Continuity writer with speed and creativity for VHF in southwestern resort city. Box 1898, BROADCASTING.

Need creative producer-director to handle important evening television news and re-creation. Schedule must have good ideas and be able to handle crew with skill. Excellent potential in 12 year VHF dominant CBS station in 750,000 homes midwest market. Send resume, photo, and samples of your work to Box 2588, BROADCASTING.

Sports director for WSBT-AM, FM, TV. Respected leader in the area. Experienced play by play, interviews, regular sports shows. Prefer Indiana sports background though experience in neighboring states will be considered. Salary plus talent and many extra benefits. Send tape and photo to Personnel Director, South Bend Tribune, South Bend, Indiana.

TELEVISION

Situations Wanted—Management

Sales

Mature, personable tv staffer, university graduate, 39, now major southeast market. Relocate immediately. Box 2988, BROADCASTING.

Announcers

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Weatherman looking for new position. Graduate, meteorologist, experienced in radio, tv, forecasting. If you are looking for a first rate weather show, authoritative and friendly write, Box C-39, BROADCASTING.

Production—Programming, Others

Major market newsmen. Some television, both radio. Three year family. Interested radio/television combination top market only. Box B-288, BROADCASTING.

Top production director, major market, now interested in program manager-assistant program manager, smaller market. Box 1668, BROADCASTING.
WANTED TO BUY

**Equipment**

2 good used 12" t-tables. Pickup arms, Matchette 75-A. Used studio console, Hamilton 110 W. 2d Street N., Newton, Iowa.

Will buy or trade used tape and disc recording equipment—Ampex, Concertone, Magnecord, Presto, etc. Audio equipment for sale. Boynton Audio, 10 B Pennsylvania, Tuckahoe, N. Y.

Lecke guy insulators, type 25210. State quantity, price. WXGI, Box 4872, Richmond 50, Virginia.

5 kilowatt or 10 kilowatt am broadcast transmitter in good condition for high end of broadcast band. Box C-31, BROADCASTING.

All equipment between the microphone and the 150 foot tower necessary to build a 250 watt Gates transmitter preferred. What do you have? Cash available. Box B-33, BROADCASTING.

Recent model, amplitude, modulation monitor Gates or general for internal Give price and condition. Charles Walker, WRDA, Nashville, Tennessee.

Wanted-used General Electric peak limiter model BA5. Contact WEUP, 536-9713, Huntsville, Alabama.

Self supporting wear 300 to 500 feet, located in the company for a religious programming station in Madison, Wisconsin. WRVB-FM, Madison 1, Wisconsin.

For Sale

**Equipment**

RCA BTY-10B, 10 kilowatt fm transmitter. $650.00. Box 325, BROADCASTING.


Am, fm, tv equipment including transmitter, orthicons, monochromes, audio, monitors, cameras, Electrofind, 416 Columbus Ave., N.Y.C.

Kismission Line; Tedion insulated, 1/4" rigid, 51.5 Ohm flanged with bullets and all hardware, $7.50 Tufted. Box 3490. Quantity discounts, Stock list available. Sierra-Western Electric, 1401 Middle Hollywood, Oakland 20, California. Templebar 2-3597.

2-RCA Ball bearing VTR headwheel panels. Newly reconditioned, warranty transferable, $1,200 each. Contact Chief Engineer, WTVD, Durham, North Carolina.

Several slightly used type 8DD tubes for RCA TT-21 transmitter. Serial numbers and hours on each furnished on request. Director of Engineering, WCCO-TV, Minneapolis.


Complete remote broadcasting facilities incorporated in 20' x 8' trailer including all equipment necessary for mobile or permanent small studio installation. Console, turntables, microphones, air conditioning, 5 kw generator and many Incidentals. Box C-91, BROADCASTING.

Boilite fm monitor. Was working when removed. Make offer. WSOC, Box 785, Decatur, Illinois.

Berlant conectors tape recorder, carrying case, rack, $200.00. WEEI, Fairfax, Va., Crescent 3-6000.

For Sale—(Cont'd)

**Equipment**

1 RCA power-max, perfect condition $200.00. 1 Sylvania condenser. Both pieces used one year. Box C-38, BROADCASTING.


For sale: Three Ampex units now in broadcast use, models 590, 601, 612 1-5 kw cycle 120/240-4 cylinder engine with engine and new, to overhaul. Best offer. Box 419, Baytown, Texas.

Kinescope recorder GPL Model PA302, including: console on casters, recorder deck, Acme 31mm camera with mounting, H. V. Cones. Antron, regaining, regaining, remote control unit, yoke, electronics, pulse counter, monitor control and power supplies, $7400.00, V. Kemper, EUR, 513 West 54th St., N. Y. 19, N. Y.

Thermometer, remote electrical; used by over 100 dealers. Enables announcer to read the correct outside temperature from mike position. Item can be less than an hour. Send for brochure. Electro-Temp, Co., Box 6111, San Diego 6, Calif.


Film scratches and dirt showing on your tube? A lot of stations got rid of them by using Piclear,—You can too. Piclear, Inc., 450 Weaver Street, Larchmont, N. Y.

For sale: Remote custom built trailer, 12 by 6 feet to handle street microphones, has two 45 turn tables, one three-speed turn table, and public address system, with condenser or ribbon microphone and heater. Reasonable. Call or write, WASA, Harve de Grace, Maryland, 8-6990.

GEL FMC-1 main channel exciter and subchannel generator, rack-mounted with power supplies. 60, 9000 w fm transmitter, Andrews 8-Easy multi-v-an- nenna, Grandview, Pittsburgh 11, Pennsylvania.

Business Opportunity

Unlimited funds available for radio and television properties. We specialize in handling for the broadcasting industry. Write for full details to Box 60GA, BROADCASTING.

MISCELLANEOUS


30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

"Quick Quips" Jokes, one-liners, comedy, ad-lift for druggists. Has info. $5.50. Del Mar Radio Features, P.O. Box 61, Corona Del Mar, California.


MISCELLANEOUS

Sportscaster will provide interviews with notable pro league baseball players, April through September. Nano, 3361 Alma, Lynnwood, California.

Country and western music library wanted. Latest records. Poster material with fair 45 rpm records dating back to 1955. Box C-27, BROADCASTING.

Resumes by Ph.D. currently in television in- dustry for fast service. Give price. Thayer, 608 Eighth, Laurel, Maryland.

Broadcast Comedy is listed in the new "Guide Book" of "talk" comedy. Write for free 24 page booklet on your letterhead. Showbiz Comedians, Inc., 2211-29 Parkway Court, Brooklyn 30, New York.

INSTRUCTIONS

FCC first phone license preparation for correspondence or in resident class. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure, Grantham School of Electronics, 1505 N. Western Ave., Hollywood 27, California.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and labora- tory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.


Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory according to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programming, console opera- tions, and voice work in all phases of technical training. finest, most modern equipment available. Financed by approved educational institutions. Fast advancement. Write for 4 page brochure and Graduate placement list. Don Martin School of Radio and Television Arts & Sciences, 1363 North Cherokee, Hollywood, California.


Since 1946. Original course for FCC first phone operator license in six weeks. Over 430 hours of classroom time and over 200 hours of guided discussion at school. Reservations required. Enrolling now for class starting April 24. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1186 West Olive Ave., Burbank, California.

Jobs waiting for first phone men. Six weeks gets you license in only school with op- erating 5 kw station. One price includes everything, even room and board. American Academy of Electronics, 263 St. Francis St., Mobile, Ala.


San Francisco's Chris Borden School teaches you what you need: 1st phone and 'mod- ern day' sound. Jobs a piece of cake. Illustrated brochure. 259 Geary Street.

Help Wanted—Sales

OPENINGS
SIX SALESMEN
Radio, Television and/or Ad Agency Experience
A Necessity
High-caliber men, free to travel, with accustomated earnings to $25,000 yearly.
Travel and entertainment allowance, plus commissions.
Call Main Office, HA 6-9266, Boston, Mass., or New York City Office, EL 5-4911, for appointment. Interviews will be held in accessible area.
"Call only if you are a salesman"
COMMERCIAL PRODUCERS, INC.,
405 Park Square Building
Boston, Massachusetts

Help Wanted—Announcers

WANTED!!
Major Eastern station looking for strong adult air personality who knows modern music and production, and how to develop and hold audience. Salary open.
Rush tape and resume to Box C-56, BROADCASTING.

Production—Programming, Others

OUTSTANDING OHIO GOOD MUSIC STATION
wants assistant program director who is good with ideas, production and can run a tight afternoon show. A good opportunity! If interested please send tape, picture and other information.
Box 358, BROADCASTING.

Help Wanted—Cont'd

Announcers

RADIO AND/OR TV MANAGER AVAILABLE
EXPERIENCE: Practical Radio and TV Management in Metro, medium and farm markets since early forties. Mostly with two major Publishing/Broadcasting organizations—Cowles and Time Inc.
 WHY AVAILABLE?: Resigned position of Vice President/General Manager of Time Inc. metro market radio and TV stations 2 1/2 years ago to operate own business (a major orange franchise). Have just closed out this business due to citrus freeze that caused a regional business recession. No serious loss to me.
Looking for Radio and/or TV management opportunity, preferably southeast or west coast. Personal interview will convince you of my mature abilities to profitably operate your broadcast property in a manner in which you can enjoy pride of ownership. Best of references.
Phil R. Hoffman
920 Lead Street S. W. Apt. 9
Albuquerque, New Mexico
Phone 242-0175

RADIO

Top Personality for Top Rated 5 KW Indie
Must be a 25-35 swinger, bright sounding air salesman, fast-paced production. Proven record of rated success necessary. This is not a tryout job. Air check, pic, resume to Ford, at WKMI,
Box 911,
Kalamazoo, Michigan.
Now open!

Exceptional Opportunity!
Major Eastern market station has immediate opening for bright, happy personality deejay. Modern format, tight production. Send tape, resume to Box C-47, BROADCASTING

RADIO

INSTRUCTIONS

EMERSON COLLEGE

Fully accredited liberal arts college. Specialization in radio, TV, theatre arts, speech, speech and hearing therapy, B.A., B.S., M.A., M.S. degrees. Day, evening, summer sessions. Broadcasting, announcing, writing, radio and TV production. Electronic production studio, theatre, FM radio station, speech and hearing clinic. Outstanding opportunities for achieving professional competence in directing, acting, and script writing for radio and TV. Good, 1st year, For catalog write: Director of Admissions,
EMERSON COLLEGE
303 Berkeley St., Boston 16

Help Wanted—Management

RADIO- TV ANNOUNCING COURSES
ENGINEER & 1st FONE COURSES

Active Placement Service.
Attention Managers: A few Outstanding Announcers now available for radio-television.
KEEGAN TECHNICAL INSTITUTE
"Since 1947"
207 Madison, Memphis, Tenn.

For Sale

Equipment

KINE-SCOPE RECORDERS—
Two (2) GPL 16mm kine recorders, model PA303, must be disposed of as quickly as possible. Both are in excellent working and physical condition—recorder with serial #75 has a Laser Sound Recording Head. Recorder serial #92 is without sound. We will listen to any offer and discuss any deal. We are interested in moving this equipment FAST.
Box 71B, BROADCASTING

TELEVISION Help Wanted—Management

California Opportunity
Top flight program director-operations manager with experience in all phases of operation needed now for growing VHF network. Department is small so must be able to double in brass, as well as delegate, follow up, train personnel, control and supervise program department with strong emphasis on creative production for local sales as well as expansion of news operation.
Regardless of your position in radio or television, if you have considered changing from your present position to a better opportunity we would like to hear from you. Because of expansion in radio and television, we will have future openings in traffic, sales, continuity and art. If you are versatile and have experience in any phase of broadcasting we would like to hear from you. Good salary, excellent working conditions and fringe benefits. Give complete information in first letter with samples of work where applicable.
Box C-54, BROADCASTING
Continued from page 81

ent vis. trans.: ant. height 800 ft.
KVTW (TV) Springfield, Mo.—Granted cp to install aux. trans. and ant. at old trans. site at 1114 S. Locust; change of call letters to KVTW, and change of ant. to new main trans. and ant. location.
KLYF-TV Lafayette, La.—Granted cp to install aux. ant. system at new main trans. and ant. location.
KQHA-TV Hamilton, Mont.—Granted cp to change type trans. and redescribe location 11 mi. S. of Columbus, Ohio, to northwest of Quincy (Ellington Township), Ill.
WLBZ-TV Bangor, Me.—Granted cp to change type ant. and make changes in ant. and equipment; ant. height 630 ft.
KPMG (FM) Fallasburg, Tex.—Granted mod. of cp to change type trans. and type ant.
KOWA-Yuma, Ariz.—Granted request and canceled license; call letters deleted.
KGEM Quincy, III.—Granted request for mod. of pre-sunrise operation condition attached to July 3. 1969, granted cp to increase daytime power to 5 kW, to extent of permitting operation with new DA system with 1 kW between 4 a.m. and local sunrise until final decision is reached in Doc. 14419 or until directed to terminate such operation, whichever occurs first.
* Granted extensions of completion dates for following stations: K7RAR, South West Oregon TV, Dep. Corp., Roseburg, Ore., to May 15; *WGSP (TV) Newark, Ohio, to Aug 21; WMOE Mobile, Alas., to Aug. 15.

Actions of Feb. 20

* Granted renewal of license for following stations: K9RO Bremerton, Wash., and KMOX-TV (main trans. & ant.) (aux. trans.) St. Louis, Mo., without prejudice to such action as commission may deem warranted as result of its final determinations: (1) with respect to renewal of license of K9RO, the commission directs federal studies and inquiries now being considered or conducted by commission; (3) with respect to pending anti-trust matters relating to CBS; and (4) with respect to application of Secs. 3.658 (a) and (e) of commission's rules to certain amendments to affiliation contracts proposed by CBS.

MISSISSIPPI DAYTIMER

Single market, population 6,500, good retail sales. GROSSING around $30,000 needs management & local ownership. Good equipment in new building and transmitter. Priced $40,000 with terms. Box 255B, BROADCASTING.

FLORIDA-MAJOR MARKET

Fulltime good earnings—located in growth area. Priced sensibly—licensed stations.

Associated Media Brokers
Suite 328 Bayview Building
Fort Lauderdale, Florida
Phone Logon 6-7843
Bob Flynn
Myles Johns

FLORIDA- SOUTHWEST

Gold Coast, Fulltime—major market. One of America's finest areas.

Associated Media Brokers
Suite 328 Bayview Building
Fort Lauderdale, Florida
Phone Logon 6-7843
Bob Flynn
Myles Johns

MIDWEST DAYTIMER

Grossing $55,000 and growing. Excellent facilities. Terms available. Full information sent to qualified buyers only.
Box 267B, BROADCASTING.

FLORIDA- CENTRAL

Medium market. Profitable. Long terms can be arranged.

Associated Media Brokers
Suite 328 Bayview Building
Fort Lauderdale, Florida
Phone Logon 6-7843
Bob Flynn
Myles Johns

FLORIDA- WEST COAST


Associated Media Brokers
Suite 328 Bayview Building
Fort Lauderdale, Florida
Phone Logon 6-7843
Bob Flynn
Myles Johns

To buy or sell Radio and/or TV properties contact:

PATT MCDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 17, TEXAS

FLORIDA-SOUTHWEST

Gold Coast, Fulltime—major market. One of America's finest areas.

Associated Media Brokers
Suite 328 Bayview Building
Fort Lauderdale, Florida
Phone Logon 6-7843
Bob Flynn
Myles Johns

For Sale—(Cont'd)

For Sale

STATIONS FOR SALE

MIDWEST. Exclusive, Fulltime. Gross $90,000.00. Priced at $150,000. 25% down. SOUTHWEST. Exclusive. Daytime. Billing $5,000 a month under absences ownership. Has done $7,000. Priced at $100,000 with 25% down. Includes real estate.

JACK L. STOLL & ASSOCI

Suite 600-601 6381 Hollywood Blvd.
Los Angeles 25, Calif. 24-7787

To buy or sell Radio and/or TV properties contact:

PATT MCDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 17, TEXAS

continued...
THIS PIECE OF CLOTH SILENCED 1000 GUNS!

Almost a hundred years ago a doctor wearing a Red Cross armband stepped out on a battlefield in Europe. As he moved between the lines caring for the wounded, the guns of both armies fell silent. From that moment on the Red Cross has been a respected symbol of mercy for all men.

Today Red Cross nurses and doctors are still bringing relief to people suffering from disaster, disease and war. In order to continue this vital work, the American Red Cross must turn to you for support. Don't let it down!

THIS TELEVISION FILM

100 YEARS YOUNG

9 minutes — 16mm — black and white — sound — cleared for TV

100 YEARS YOUNG salutes the 100th worldwide anniversary of the Red Cross movement. The first 4½ minutes depict the birth of the Red Cross idea when Henri Dunant witnessed the Battle of Solferino. The second 4½ minutes show that idea in action on today's international scene—plus dramatic scenes of Red Cross services on the home front. The film can be shown as a 9-minute TV feature or as two 4½-minute programs.

Action scenes of: President Kennedy, Battle of Solferino, Guam Typhoon, Algerian Relief, Congo Relief, East Coast Storm.

THESE TV SPOTS

GORDON AND SHEILA MacRae, THE AIR FORCE SYMPHONY, and the SINGING SERGEANTS present a new song by Alvy West—“ALWAYS THERE”—as art depicts worldwide Red Cross services. Available in COLOR and BLACK and WHITE. 16mm and 35mm.

Also COLOR SLIDES, TELEOPs, FLIP CARDS, with voice over copy.

AND RADIO SPOTS

Recorded appeals by ★ Air Force Symphony & Singing Sergeants ★ Ralph Bellamy ★ Bing Crosby ★ Percy Faith ★ George Hamilton IV ★ Bob Hope ★ Rick Jason ★ Four Lads ★ June Lockhart ★ Gordon MacRae ★ Sheila MacRae ★ Mitch Miller ★ Minnie Pearl ★ Basil Rathbone

All lengths from 05 to 60 seconds

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OUR RESPECTS to Salvatore Joseph Iannucci Jr.

**Negotiating program contracts — slow and complicated**

The hat may make the man and the program the network. But a hat is simply purchased: if it looks good and fits, a sale can be easily consummated. And there the similarity of the hat and program ends.

There's seldom a quick, uncomplicated way for a network to contract for a television program. This is true particularly in today's competitive television market.

In negotiating for a new network program, people such as CBS-TV's Salvatore J. Iannucci will tell you, it's necessary to take into consideration the needs and responsibilities of the network, the plans of and effect upon sales and programming, and the interests of station relations.

There are many facets in acquiring a program, Mr. Iannucci, who volunteered the analogy of hat and program, explains from his austere, impressive 19th floor office at 485 Madison Ave. in New York. This executive reflects a cool, calm personality in the surroundings in which he works. The desk top is swept clean, and indirect lighting envelops the wall facing the visitor and to the back of Mr. Iannucci.

**Contract Cornerstone** Reflecting his training in law, Mr. Iannucci says a program contract must "reflect and fill all the needs of the company (the network). The contract must cover and protect all interests."

Salvatore Joseph Iannucci Jr. is vice president-business affairs, CBS Television Network, a title received officially nearly a year ago, on May 29, 1962.

CBS-TV this season has had conspicuous success with its nighttime schedule, and Mr. Iannucci inevitably must come to the foreground in any serious discussion of the current television season.

(And CBS-TV hasn't stopped with this season. It's the first of the networks to wrap up a firm nighttime program schedule for 1963-64 and is ready to go except for a full roster of advertisers — and that appears to be no special problem.)

The business affairs function attempts to translate contractually what the network, producer and talent agree through negotiation, to be the best arrangement covering all parties involved in a network tv program deal.

A concise man, Mr. Iannucci answers the question of his department's workload by noting that it's a year-round job, but particularly in December through March with the lining up of talent and of making new and renewed program arrangements for the coming television season.

**Family in Law** The Iannuccis might be said to be a family of lawyers—he's one of three attorneys in his immediate family. His father has a practice in New York City, and a brother, Joseph, is a tax attorney who has represented show business people (talent and producers). Another brother (Robert Iannucci) is an agency account executive.

A young network executive—he is probably the youngest in network history to have achieved such a title and degree of responsibility in his area—Mr. Iannucci obtained a degree from Harvard Law School only 10 years ago. In 1950, he graduated from New York U. with a Bachelor of Arts in Political Science. He was born in Brooklyn on Sept. 24, 1927.

Except for an urge for politics—he dabbled a bit after law school at the Lexington (New York City) Democratic Club—Mr. Iannucci's objective in life is as clear as a carefully drawn contract. He has always wanted to be in law but in the capacity of working for big business—at a corporation—as contrasted to a private practice.

Inevitably, the Harvard graduate who sought a taste of big business and saw his possibilities in the dramatic, competitive dynamism of an expanding tv medium, he gravitated toward broadcasting. From RCA's patent division (licensing of patents), Mr. Iannucci moved on to ABC and its legal department and only two years after graduating from Harvard he went to CBS's business affairs department.

Eight years after he joined CBS, Mr. Iannucci had become one of the top executives of its television network—he served for a year (1959) as director of contracts-talent and rights, and two years (1960-62) as director of business affairs.

**On the Beach** Mr. Iannucci's job has an adhesive quality but when he manages to get unstuck for awhile—"when they get me off"—he's prone to just "beach it." "I'm a beach lounger," he explains. "I'm a theater-goer and the usual summer athlete who swims, golfs and plays tennis. I do play some squash and work out a bit at the gym." He has a place at West Hampton on Long Island where he can unwind and enjoy the family.

But actually, he notes, it's "hard to have interests" on his job.

His wife is the former Aileen O'Hara who was a secretary at Young & Rubicam. They were married on Feb. 2, 1957, and have three children: Tommy, Peter and Helene, the latter born last April.

Interests apart from the immediate: Mr. Iannucci speaks of looking forward to his making a contribution to community service, possibly in politics or in the arts. He has an appreciation of art and of people for he enjoys being with and communicating with people.

What special talent does Mr. Iannucci's position require? Aside from the usual legal skills, there are many intangibles. Among them: not being deceived by what appears on just the surface of a proposed deal. It is necessary, according to Mr. Iannucci, to get to the "core" of a proposal and to do so quickly. He points out that television, with its competitive nature and time schedules demands fast decisions and fast action. He adds that it's necessary to be realistic about the television business—recognizing its "true values and true needs."

Business affairs is entrusted with budgeting or pricing out all shows, including network produced programs and "outside" packages. It counsels and consults with programming people and the sales department. Moreover, business affairs must be cognizant of the network and advertiser rights as well as the program's costs to advertisers.

Mr. Iannucci recognizes a challenge: the most stimulating is the sales agent he continually deals with—a breed he finds with "lots of savvy," and providing a good deal of excitement as "they know the business."
EDITORIALS

Merrily it rolls along

TELVISION has been a bandwagon operation from the start, but this year’s model seems apt to be bigger and roll faster—and collect more fares—than even its most successful predecessors. Two months after the end of a year in which they invested unprecedented millions in television, advertisers are getting down on the dotted line again with an enthusiasm sometimes hard to distinguish from eagerness.

Take the networks. Their big, bellwether advertisers are signing into the coming season’s schedule faster than ever before at this point in the calendar (BROADCASTING, Feb. 11, 25). By all the upward indicators, national spot and local business are also moving along at a pace uncommonly swift for this time of year.

The purpose of getting on a bandwagon, of course, is to be ahead of the pack on what hopefully will be a short ride to a sure thing. Television comes closer to serving this purpose than any other advertising conveyance except, possibly, radio. If it had not proved the power of its performance, its list of buyers would be shorter and its prospects less interesting.

But bandwagons do break down sometimes, as happened to the subliminal-projection calliope a few years ago, and even if they don’t grind to a halt they can’t be expected to maintain speed on old momentum alone. Television’s immediate prospects were never brighter, but in contemplating this happy fact its programmers and salesmen would be smart to resist any temptation to ease up. It’s easier to stay on top than to get there, but only if you work at it.

Equal freedoms

BROADCAST journalism will be given two important chances to assert itself in congressional consideration of bills to modify the political broadcasting law and to open House committee hearings to television and radio broadcasts. The chances must be exploited fully.

Hearings will be held today by the House Communications Subcommittee on a proposal to suspend the application of Sec. 315, the equal time law, to presidential and vice presidential campaigns in 1964. It may be presumed that broadcast leaders will argue for stronger measures, including repeal of the law.

Hearings will be held later by the House Rules Committee on a proposal to permit radio and television coverage of House committee sessions. Only congressmen may appear as witnesses at Rules Committee hearings, but there is much that broadcasters can do outside the hearing room to encourage favorable action.

Both bills were introduced by Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, and both seem to have a good chance of adoption. Mr. Harris is not one to back losing causes.

His bill to open committee hearings to broadcast coverage deserves all the support that broadcasters can muster. The exclusion of radio and television from House proceedings is an anachronism and has imposed on broadcasters a second-class status in the company of media covering the Congress. Broadcasters ought to advise their congressmen of the need to lift the outdated rule against modern journalism.

The bill to suspend Sec. 315 for the 1964 presidential and vice presidential campaigns falls far short of the relief that broadcasters must obtain if radio and television are to grow as journalistic forces. This bill will face little opposition, for the record of broadcasting in the 1960 campaign, during which a similar suspension of Sec. 315 was in effect, gave no reason for opposition. Repeal of Sec. 315, how-

ever, will be another matter. Only a massive and extended campaign by a fully united front of broadcasters can force the Congress to kill a law that many congressmen believe guarantees them access to radio and television.

It will not be enough for broadcast witnesses to make the case for repeal of Sec. 315, no matter how eloquent they may be. The case for repeal must be carried to every member of the Senate and House by broadcasters from their own districts. In this cause broadcasters have some valuable allies, including Sen. Vance Hartke (D-Ind.) who pledged his support last week in a speech to the conference of presidents of state broadcaster associations.

One good measurement of any journalism medium is the vigor with which it seeks maximum freedom to operate. The measurement of broadcast journalism will be taken in the fight for repeal of Sec. 315 and for admission to House hearings.

Temporary chairman

CANDOR is a quality that the FCC demands of all its licensees. At the mere suspicion of a lack of it, the commission is apt to start disciplinary action.

If candor is to be required of licensees, as indeed it ought to be, no less must be expected of the commission itself—and especially of its chairman. Candor has not been among Newton N. Minow’s more conspicuous qualities since BROADCASTING Feb. 11 broke the story of his plans to resign.

Mr. Minow has made two public statements on the subject, the first released by the public information office of the FCC on the day BROADCASTING’s story appeared and the second delivered by himself last Wednesday in answer to a direct question by Sen. John Pastore, chairman of the Senate Communications Subcommittee. In neither statement has Mr. Minow denied the truth of BROADCASTING’s report.

In effect Mr. Minow’s comments have confirmed his intention to leave the commission but have left unsettled the date on which he will leave. His present status of uncertainty puts the FCC in the awkward position of having a leader who is expected to quit any time. The longer this condition prevails the more disorganization will set in. Things move slowly enough at the FCC under stable management.

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