Agencies want government to keep hands off commercial code limits .......... 27
FCC has thrown the gauntlet; code boards must choose the weapons ........... 30
Option time and CBS station payment plan may be drawing final breaths ....... 62
Network selling pace slows down following sellout in prime time ............... 48

Keep close to your customers with Spot Radio

Selling a beverage? Tell him your story now—while he’s using the product. This timeliness is one of Spot Radio’s unique advantages. People will buy your product when you talk to them directly with Spot Radio on these outstanding stations.

KOB Albuquerque MSB Atlanta WGR Buffalo WGN Chicago WDOG Cleveland WFAA Dallas-Ft. Worth WBTR Denver WDAL Duluth-Superior WPPC Houston WDAF Kansas City WARK Little Rock WCLC Los Angeles WIZN Miami WNST Minneapolis-St. Paul

WTAR Norfolk-Newport News KFAB Omaha KPOJ Portland WRNL Richmond WROC Rochester KCRA Sacramento KALL Salt Lake City WOAI San Antonio KFMB San Diego KMA Shenandoah KREK Spokane WGTO Tampa-Lakeland-Orlando KYVO Tulsa

Radio New York World Wide

RADIO DIVISION

EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS
The television station of tomorrow is in Houston today

From every angle--Rates, Ratings, Local Prestige--KTRK-TV is the VITAL BUY in HOUSTON

KTRK-TV — Channel 13
P.O. BOX 12, HOUSTON 1, TEXAS-ABC BASIC - HOUSTON CONSOLIDATED TELEVISION CO.
NATIONAL REPRESENTATIVES: GEO. P. HOLLINGBERY CO., 500 FIFTH AVENUE, NEW YORK 36, N.Y.
GENERAL MANAGER, WILLARD E. WALBRIDGE; COMMERCIAL MANAGER, BILL BENNETT.
A CLOSE LOOK IS REQUIRED

It focuses down to this: You pay for attention. And the concept guiding KTVI’s programming is to keep all eyes on the screen. We design our programming to be provocative, exciting, stimulating. KTVI features linked to the ABC line-up attract the younger, buying families that you want to reach. Your commercial ready to sell? We deliver a St. Louis audience that’s ready to watch, listen, and buy!

KTVI 2 ST. LOUIS
Questions and Answers

Q. Which station in the Dallas-Fort Worth market delivers more homes (Monday-Friday from 9 a.m. to 6 p.m.) than the other three combined?
A. KRLD-TV

Q. Which station delivers a 50% larger share of audience and an average of 73% more homes (9 a.m. to midnight, Monday thru Sunday) than the next station in the market?
A. KRLD-TV . . . and at a lower cost per thousand.

Q. More homes at a lower CPM?
A. Yes. And the best way to take advantage of this truly remarkable market domination is to contact your ADVERTISING TIME SALES representative.

*AB
March/April, 1963
Closed Circuit

Segmented NAB?

Separation of NAB into two segments—one radio and other TV—is being talked up. Some formidable figures in radio are convinced that project is beginning to take shape and could well come into fruition in year or so. Radio-minded broadcasters argue that possibly only 10% of NAB's activity is now devoted to radio, with TV constituting more glamorous and controversial aspects.

If plan crystallizes, possibility of Radio Advertising Bureau becoming overall trade association for radio isn't being discounted. Edmund C. Bunker, new RAB president, has had Washington experience (he was CBS Inc. vice president from November 1959 to June 1961) and hasn't been hitting it off with NAB President LeRoy Collins, notably on audience research issue. One observer pointed out that RAB wouldn't even have to change its initials since it could readily become Radio Association of Broadcasters. Under such circumstances, radio proponents assert, NAB could become Television Association of Broadcasters.

Loaded cartridges?

Potential spot radio ruckus is brewing in apparently widespread station practice of transferring commercials from agency supplied transcriptions to tape cartridges for broadcast. Agencies claim serious losses in quality often result. They don't object to use of tapes if quality is maintained but say many stations lack adequate equipment or personnel and that in any case practice deprives agencies of quality control. It apparently isn't a sales problem yet, but seems apt to become one unless remedies are found.

Extent to which practice exists is indicated by survey conducted by D. P. Brother & Co., New York. Preliminary estimates indicate that of more than 500 stations used in campaigns placed by Brother, about 85% transfer from transcriptions to cartridges. Number of agencies and recording studios have been conferring, may solicit help of trade organizations and tape-cartridge companies. One possible objective: standards that would enable agencies to put commercials on tapes in first place with no qualms about broadcast quality being on par with that given by transcriptions.

Honest, it's honest

It took lots of persuasion by ABC-TV officials to get Alberto-Culver and El Producto Cigar Co. to co-sponsor new 100 Grand which starts next season. As first big-money quiz to appear on TV since rigging scandals of 1959, 100 Grand had advertisers worried. Network produced elaborately detailed security precautions that were studied at length by lawyers for sponsors and their agency, Compton Advertising. Lawyers finally decided show was rig-proof.

In the fold

Jack Roth, president of Texas Association of Broadcasters, seems to be making little headway in his campaign to create new federation of state associations that would provide stronger leadership than broadcasters now get from National Association of Broadcasters. In past week NAB added one Texas TV station and six Texas radio stations to its membership. Total membership in NAB is biggest in association's history.

Two for the money

It's option of at least some agency people that "tomorrow's" big issue will arise in use of TV commercials and in effect on commercial limitations, will be back-to-back 30's—by same advertiser but for different products—within network programs. Though Alberto-Culver usually is associated with current move of back-to-back 30's, Procter & Gamble and other top TV advertisers are employing method. Motivation for back-to-backs, says media strategists, is search for way to get more mileage for same money. Also of interest: How will trend, if it becomes one, be received in spot television?

Travel note

LeRoy Collins, president of National Association of Broadcasters, plans to leave U. S. by ship for England June 28 and return Aug. 1. Governor Collins, who will be accompanied by wife, has been invited to British Isles by Dichtley Foundation for study of Anglo-American relations. He will participate in foundation conference July 5-8 in Enstone, Oxfordshire, England, and will study both privately owned and government TV systems in Britain. NAB president is combining vacation with trip.

Culture kick for L.A.

FCC consideration of $10 million sale of KTTV(TV) Los Angeles by Times Mirror Co. to Metromedia Inc. has become tangled in some commissioners' desire to convert one of city's seven commercial VHF channels to educational use. Outgoing FCC Chairman Newton Minow is reportedly disappointed that so far commission has been unable in Los Angeles to match its performance in New York where it was major force in conversion of channel 13 from commercial to educational station.

Commission is scheduled to act on Wednesday on KTIV transfer and also on $4.5 million sale of KLAC Los Angeles by Hall Broadcasting Co. to Metromedia. Likelihood is FCC will approve transfers but with caveat that action on TV should not be construed as disposition of project whereby one of seven Los Angeles VHF channels would be converted for non-commercial educational use.

One-upmanship

CBS officials are reported to be still bristling over public relations coup scored by NBC on its TV coverage of Gordon Cooper orbit flight. While CBS cut away from coverage on occasions to carry regular programs, NBC News elected to provide more extensive coverage, including all-night reports. Newspaper reviews were highly favorable to NBC, and network exploited them with full-page ads reprinting the more laudatory.

Failing grade

If broadcasters count on an informed Congress to understand their problems with FCC, they'd better get going on information program. To test broadcast savvy of its representatives and senators, one state broadcaster association recently sent questionnaire to state's congressional delegation, got returns from all but one. Answers showed abysmal ignorance. Example: Not one of state's congressmen had ever heard of FCC's Omaha hearing into local TV programming.

Live issue

Following last week's letter to five New England TV stations (see page 72) Washington attorneys are more confused than ever on "magic formula" for live programing on TV stations which meets FCC requirements for license renewal. One outlet (in three-station market) which was asked for explanation of its local live policy has more programs in this category than either of its two competitors, both of which received license renewals. Same station under cloud also has more sustaining shows and less total commercial time than other two. Why, then, were competitors renewed and was this station's local live programing questioned? Lawyers are wondering.

These food and related advertisers have discovered the moving power of WSPD-Radio.

WSPD-RADIO, TOLEDO

MOVES THE GROCERIES/off the shelves

... and into the households of Northwestern Ohio and Southeastern Michigan. 275,600 households with over $298,000,000 in food sales are in the prime circulation area of WSPD-Radio—First in this bustling marketplace by every audience measurement.

WSPD-Radio's morning audience is greater than the other 3 Toledo stations combined. In the afternoon, WSPD-Radio's audience share is almost 76% greater than the 2nd place station.

(Jan.-Feb., 1963, Hooper) WSPD-Radio, 7:00 A.M. to Noon, 47.4% share; Noon to 6:00 P.M., 35.9% share.

This audience domination throughout the day is achieved by adult programming built with integrity, imagination and insight—an audience domination which gives you an effective and established selling media for your goods—an audience domination which reaches the adult consumer who buys the goods and pays the bills.

And—WSPD's merchandising program adds extra sales wallop for food and drug advertisers.

THE KATZ AGENCY, INC.
National Representatives

BROADCASTING, May 27, 1963
Debate begins on whether code time standards should be relaxed. Campaign by broadcasters underway to relax limitations but advertisers incline to tightening up. Both agree FCC hasn't right to impose limits. See . . .

CRISIS IN CODES . . . 27

Broadcasters prepare to establish standards for rating services, with seal to identify researchers who follow criteria. Idea brings plaudits from congressmen after Collins tells of plan. See . . .

NAB DESCRIBES CURE . . . 66

Option time to get the gate? Special FCC meeting this week may knock out time-honored network practice as violation of rules. Also imminent is commission ruling on CBS compensation plan. See . . .

DAYS ARE NUMBERED . . . 62

Ratings can't tell whole story, Gerhold tells ANA meeting. Calls for more sophisticated information on TV's audiences; discloses secret survey on effectiveness of commercials. See . . .

RATINGS AND PERFORMANCE . . . 46

FCC's power to protect local TV stations against CATV impact is upheld by appeals court. Commission's contentions are accepted all the way. May affect proposals to be submitted to Congress. See . . .

POWERS OVER CATV . . . 64

Sales pace has slowed somewhat for network TV. All have time for sale, but outside of prime time which is pretty well locked up. Production cost rate seems to be leveling off. See . . .

SELLING PACE SLOWER . . . 48

AB-PT looks to next season for strengthened revenues and income. Goldenson tells stockholders that first quarter is down by $653,000, with indications that second quarter also will fall behind. See . . .

DAMPENS FINANCIAL PICTURE . . . 75

Advertisers are told that TV's commercial clustering and lack of product protection halves value of dollars. Burgard cites high effectiveness when commercials are run alone. See . . .

ADMAN HITS AT 'CLUTTER' . . . 42

British postmaster general proposes to give ITA power not only to ban programs but to impose standards. He also suggests criteria for commercials, including time limits. See . . .

PROGRAM CONTROL POSED . . . 74


YEARLY SERIES TO BOW . . . 73

DEPARTMENTS

AT DEADLINE .............................. 9 MONDAY MEMO .............................. 22
BROADCAST ADVERTISING ............. 27 OPEN MIKE .............................. 18
BUSINESS BRIEFLY ....................... 44 OUR RESPECTS .............................. 93
CLOSED CIRCUIT ........................... 5 PROGRAMING .............................. 73
COMMERCIALS IN PRODUCTION ....... 40 WEEK'S HEADLINERS ...................... 10
DATEBOOK ................................. 12
EDITORIAL PAGE ......................... 94
FATES & FORTUNES ...................... 76
FINANCIAL REPORTS ..................... 75
FOR THE RECORD ......................... 81
GOVERNMENT .............................. 62
INTERNATIONAL .......................... 74
LEAD STORY ............................... 27
THE MEDIA ............................... 57
**MOVERS AND SHAPERS OF A DYNAMIC CITY: SAN DIEGO**

San Diego is a new city every day in the week . . . progressing on a wider, more diversified front than ever before! Employment is at a record high . . . even though the city had to adjust to the loss of conventional aircraft production. Spendable income is greater than at any time in the city's history. People are moving in. New high-rise buildings are going up.

San Diego is a major city . . . 16th in the nation. Behind every major city are leaders. San Diego's forward motion requires a catalyst of key people such as J. Floyd Andrews, heading an airline that carries over 95,000 passengers between California's three principal cities each month . . . Ernest B. O'Byrne, vice president of one of the West's leading schools that has increased its enrollment almost three times in 10 years . . . James C. Haugh, whose transportation system carried 23 million people — and 3,650,000 automobiles — last year. These community leaders and others like them mean action in San Diego. San Diego is a dynamic marketplace for the advertiser. KOGO stations — Radio and Television — make it a reachable marketplace.

J. Floyd Andrews is president of Pacific Southwest Airlines, a company he helped found in 1949. He was vice president and general manager prior to becoming president and chief executive officer last year. Bustling PSA carries more than 95,000 passengers per month between San Diego, Los Angeles and San Francisco. Headquartered in San Diego, where 325 of its 450 employees reside, PSA is expanding again — with a million-dollar electronic reservations system and engine maintenance facility.

Dr. Ernest B. O'Byrne came to San Diego State College in 1954 when only 5,460 students were enrolled. San Diego State, with 65% of its faculty holding Ph.D.'s as compared to a national average of 45%, boasts a current enrollment of 14,000 and Dean O'Byrne, as Vice President, is already planning for the 20,000 students expected in 1973. He was a founder and is president of San Diego Hall of Science, and also serves on the Boards of Western Behavioral Sciences Institute and San Diego Chapter, American Red Cross.

James C. Haugh is vice president and general manager of San Diego Transit System, which last year transported 23 million people, and of San Diego and Coronado Ferry — perhaps the world's busiest, with a record 3,650,000 automobiles ferried in 1962. He is a member of the Board of California Motor Express, California's largest intra-state trucking system. Nationally recognized as an expert in the field of transportation, Mr. Haugh serves on the Board of Directors of California Bus Assn. and the American Transit Assn.
Goodyear, Y&R take top TV statuettes

Goodyear Tire & Rubber's "Go, Go Goodyear" TV commercial, through Young & Rubicam, was judged best "overall series" in fourth annual American TV Commercials Festival announced Friday (May 24).

In all, 56 awards (golden statuettes) were presented. Multiple-winning agencies cited as best in product categories: Young & Rubicam: Goodyear Tires, also in auto accessories; Drackett (Windex) in cleansers; Bristol-Myers (Excedrin) in pharmaceuticals.

Doyle Dane Bernbach: Volkswagen in automobiles; Pet Milk (Lauren Scudder division's potato chips) in baked goods; Polaroid in gift items; Betty Crocker (Noodles Italiano) in packaged foods; Crown Zellerbach napkins in paper products.

Grey Advertising: Mennen's baby bath in baby products and another in bath soaps; Bristol-Myers (Trushey) in cosmetics-toiletries; Mennen (Hi Sierra) in men's toiletries; Procter & Gamble (Ivory flakes) in laundry soaps-detergents, and New York City Public Health Department for teenage venereal disease prevention in public service.

Ted Bates: Chase Manhattan Bank in banks; Marx Toy Co. (goofee gun) in toys.


McCann-Marschalk: Pillsbury pancakes in baking mixes, and Fanta Beverage Co. (Sprite) in soft drinks.

Seven Arts to distribute 'Films of the Fifties'

Group of 50 feature films, including 40 from 20th Century-Fox, will be placed into TV distribution on June 7 by Seven Arts Associated Corp.

Called Volume 7 of Films of the 50's, package includes such Fox features as "Desk Set," "Will Success Spoil Rock Hunter?" "Hatful of Rain," "House on the Hill," "Oh Men, Oh Women" and "Love Me Tender."

Rust Craft 1963 report shows company in black

New monthly highs in billings by WTVAM-TV Steubenville, Ohio, in first three months of 1963 were reported by Rust Craft Greeting Cards Inc., parent company of those stations and of WRCB-TV Chattanooga, WWOL-AM-FM Buffalo and 40% of WVUE-TV New Orleans. Rust Craft made $805,788 profit in sale of KODE-AM-TV Joplin, Mo., annual report for fiscal 1963, ended March 3, showed. KODE stations were sold to James S. Gilmore Jr. last year for $1.85 million. Rust Craft bought Buffalo stations for $185,375 last year, as well as 40% interest in WVUE for $850,000.

Rust Craft is selling its WBOY-AM-TV Clarksburg, W. Va., to Fortnightly Co. (Reporter Magazine) for $950,000 (CHANGING HANDS, March 18).

Consolidated statement for fiscal year ended March 3:

<table>
<thead>
<tr>
<th>Earned per share</th>
<th>1963</th>
<th>1962</th>
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</thead>
<tbody>
<tr>
<td>Sales (less returns, allowances, discounts) plus other income</td>
<td>$32,686,134.00</td>
<td>$25,359,503.00</td>
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<tr>
<td>Operating earnings (loss)</td>
<td>1,028,289.00</td>
<td>(1,930,271.00)</td>
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<tr>
<td>Net operating earnings (loss)</td>
<td>497,063.00</td>
<td>(1,079,288.00)</td>
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<td>Special non-recurring items, net of income tax (loss)</td>
<td>1,812,895.00</td>
<td>(146,000.00)</td>
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<tr>
<td>Total net earnings (loss)</td>
<td>$2,109,758.00</td>
<td>($1,325,286.00)</td>
</tr>
</tbody>
</table>

Cox expands in CATV with $1.5 million buy

Closing on purchase of Aberdeen, Wash., CATV system by Cox Stations is scheduled for June 6.

Purchase of 9,500-subscriber Harbor Television unit, at figure in neighborhood of $1.5 million, gives Cox interests three CATV ownerships; they already own Lewiston, with 4,700 connections, and Lock Haven-Tyrene with 4,500 subscribers, both in Pennsylvania. Cox group also holds franchise for Athens, Ala., and 50% for Lima, Ohio (with other half owned by G. E. Hamilton, WIMA that city).

Fred G. Goddard, president of present owning group, will remain in same capacity under Cox ownership it was reported.

Broker was Daniels & Associates.

New, cheaper color sets shown by Admiral Corp.

Admiral Corp., Chicago, unveiled new 1964 line of color TV sets today (Monday) with price of low end table model slashed $100 from last year's list. New line begins at $399.95. Earlier in week Zenith showed its new color line with low end prices cut $50.

In another significant color TV move, Admiral Corp. this week will announce creation of new position of sales manager of color TV division. Post goes to Thomas R. Chadwick, formerly executive vice president of Henri, Hurst & McDonald, Chicago. Admiral also disclosed it will introduce new 11-inch portable monochrome TV set "competitively priced" with those other firms now are introducing.

Consensus: FCC wasting time in rules proposal

CBS, NBC and National Association of Broadcasters last Friday told FCC there is no need for agency's proposed change in its multiple ownership rules. Planned new rule would require broadcasters with maximum number of stations to dispose of one interest before applying to purchase or build another (BROADCASTING, Feb. 8).

Two networks said there has been no evidence of violation of public interest under present rules. In fact public interest would be more likely injured by new rules, because licensee would not be willing to divest itself of station to run risk of processing its application for new station, CBS said.

NAB concurred there is neither rhyme nor reason for rule changes. Association suggested FCC direct its efforts and time towards matters "truly necessary" to fulfill agency's duties.

Racing officials visit FCC to oppose track ban

Racing commissioners from several states last week gathered at FCC to discuss commission's proposed rules to limit broadcast of horse race informa-
Ronald C. Bradley, Robert W. Castle, Dr. Carl H. Rush and Armand deMalherbe elected to board of directors of Ted Bates & Co. Mr. Bradley, with Bates since 1956, has been senior VP and account group head since 1959. Mr. Castle joined company in 1957 and was elected senior VP and account group head in 1961. Dr. Rush, with Bates since 1959, was elected senior VP for research operations in 1961. Mr. deMalherbe is president and directing general of associated Bates agency in France, A.F.B.-Ted Bates, S. A.

Stephen C. Riddleberger, president of ABC-owned radio and TV stations, appointed VP and general manager, ABC News. Robert J. Quinn, executive producer, ABC News, appointed executive producer and general operations manager of ABC News. Robert Lang has resigned as VP in charge of ABC News operations. Mr. Riddleberger has been with ABC 11 years, previously serving as VP of ABC-owned radio and TV stations, and before that, VP and comptroller of ABC. Mr. Quinn has been with ABC eight months, and previously served with CBS News as producer and director of special news programs. Mr. Lang said his resignation was caused by "difference in philosophy" with James C. Hagerty, vice president in charge of ABC News.

William Bien, VP in charge of marketing at Anheuser-Busch Inc., St. Louis, will retire end of 1963; it was announced last Friday by firm’s president, August A. Busch Jr. Mr. Bien’s responsibilities include all advertising for Budweiser and other A-B products.

For other personnel changes of the week see FATES & FORTUNES

WEEK'S HEADLINERS

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Mr. Riddleberger Mr. Lang

NFL TV rights offered only in two-year pacts

Both regular season package and playoff game television rights will be offered next year by National Football League on separate two-year contract basis, it was decided at NFL’s meeting last week in St. Louis. Next December’s playoff game was offered on one-time basis, and bought by NBC-TV for $926,000, reported to be most money ever paid for TV rights to single sporting event (BROADCASTING, April 29).

NFL said game was offered on one-year basis “to align” attractions so both contracts would be offered same year. CBS-TV’s two-year rights to regular season games (for $4.65 million) ends this fall, so each attraction will be up for open bidding before next season. NFL said bids will be taken in late winter or early spring, but probably not on same day.

Henry staff goes along with new FCC chairman

Some FCC personal staff changes that will follow Commissioner E. William Henry’s move to chairmanship of commission June 1 were disclosed Friday (May 24).

Commissioner Henry’s present legal and engineering assistants, Leonidas P. B. Emerson and Bruce S. Longfellow, will go with him to chairman’s office.

John Cushman, who served Chairman Newton N. Minow as administrative assistant, will remain in that capacity when Commissioner Henry becomes chairman.

William L. North, engineering assistant in chairman’s office, will be assigned to Commissioner Kenneth Cox, who currently has no engineering assistant.

Georgia, Mass. stations sold for $500,000 total

Station sales reported through Friday of last week, all subject to FCC approval:

wago Brunswick, Ga.: Sold by Hugh K. Tissell and associates to Golden Isles Broadcasting Corp. for $250,000. Golden Isles is headed by C. J. Thornquest of Dayton, Ohio. wago operates fulltime on 1440 kc with 5 kw days and 1 kw nights. Broker: Blackburn & Co.

wild Boston, Mass.: Sold by Nelson B. Noble to Leonard Walck and James Rich for $200,000. Buyers own wamo Pittsburgh, which is 1 kw daytimer on 1090 kc. Broker: Blackburn & Co.

wlkb Decatur, Ga.: Sold by Norman W. Griffin and Cecil Chafin to Werner Wortman and group for $52,000. Buyers own wblj Dalton, Ga. Off-air since April 18, wlkb is 500-w daytimer on 1310 kc. Broker: Chapman & Co.

More culture needed, Minow advice to ETV

Outgoing FCC Chairman Newton N. Minow says educational television should be “broad in its outlook” and not limit itself to strictly academic instruction.

He made comment in interview with Rep. Harold C. Osterag (R-N.Y.) filmed for broadcast yesterday (May 26) over WROC-TV Rochester and WGEN-TV Buffalo, both New York.

Noting growth of educational television in last two years, Chairman Minow said it’s “most important” that ETV “have the view of broad cultural and informative experience.” He said it should not only be used as a classroom teaching tool but as a means of enriching “the lives of those who watch it.”

Grey uniting creative, production departments

Television commercial production department of Grey Advertising Inc., New York, will be integrated with agency’s creative department on June 1, working with copy and art groups. In another move, Manning Rubin, producer with Grey since 1962, has been named head of commercial production, succeeding Jack Davis, who assumes responsibility for special projects in agency’s television department.

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In this multi-city market, an advertising schedule without WGAL-TV is like a SULKY WITHOUT A HORSE. Put the full sales power of Channel 8 back of your product. WGAL-TV is the only single medium that reaches the entire market and delivers viewers in far greater numbers than all other stations combined.

**WGAL-TV provides the power that makes the sale**

**WGAL-TV**
Channel 8
Lancaster, Pa.

STEINMAN STATION  •  Clair McCollough, Pres.

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

**BROADCASTING**, May 27, 1963
A calendar of important meetings and events in the field of communications

*indicates first or revised listing

**DATEBOOK**

MAY

May 27—Ann Arbor stockholders meeting, Capital Cities Broadcasting Corp., Sherman-Ten Eyk hotel, Albany, N. Y.


May 28—Connecticut Broadcasters Association meeting, Riverbottom Inn, Yankee Silversmith Inn, Wallingford, LeRoy Colling, president of the National Association of Broadcasters, will be principal speaker.

May 30–June 1—Texas AP Broadcasters, Jack Tar hotel, Galveston. Executive council session Thursday night, business meeting and wire service reports Friday, election of new officers and selection of 1964 convention site Saturday. Awards banquet and adjournment Saturday night.

**JUNE**

June 1–UPI Broadcasters of Illinois, Hotel Jefferson, Peoria.

June 1—Illinois AP Broadcasters Association meeting, Jefferson hotel, Peoria.

June 3—Hollywood Ad Club luncheon at the Hollywood Roosevelt, 12 noon. Max Factor, founder of the cosmetic firm bearing his name, will receive the club's Founder's award. Marvin L. Mann, director of advertising for Max Factor & Co., will be program chairman.

June 4—Annual stockholders meeting, MCA Inc. (parent company of Revue Studios), Sheraton-Blackstone, Chicago.

June 4—Senate Commerce Committee meeting on the appointment of Lee Loewinger as FCC commissioner.

June 4—Board of Broadcast Governors hearing, Ottawa.


June 5—Canadian TV Commercial Film Festival and Workshop, Royal York hotel, Toronto.

June 5—Annual meeting and premium roundtable of Premiere Advertising Association of America, Hotel Roosevelt, New York City.

June 6—SPECIAL meeting of stockholders, Walter Reade/Sterling Inc., to merge Sterling Television Co. into Walter Reade/ Sterling, which already owns 96% of Sterling TV. Coronet Theatre, New York.

June 6—Award luncheon of the Broadcast Pioneers' Washington chapter with present and past winner Representative Oren Harris (D-Ark.), chairman of the House Interstate and Foreign Commerce Committee, 12:30, International Inn, Washington.

June 6—Chicago Copywriters Club's dinner preview of 1964 winners in American TV Commercials Festival, 5:30 a.m., Bernard Shaw Room, Sherman House hotel.

June 8–9—Los Angeles Advertising & Marketing Materials Show, Shrine Exposition Hall, Los Angeles.

June 7–14—Annual convention of National Community Television Association, Olympic hotel, Seattle. Senator Warren G. Magnuson (D-Wash.), Commerce Committee chairman, will be the keynote luncheon speaker June 11.

June 8—UPI Broadcasters of Upper Michigan, Dee Park Lodge, Manitowish Waters, Wis.

June 8–9—Annual meeting of Tri-State TV Translator Association, Rainbow hotel, Great Falls, Mont.

June 8–11—Georgia Association of Broadcasters' convention, Holiday Inn motel, Callaway Gardens, Pine Mountain, Ga. Speakers will include FCC Commissioner Rosel H. Hyde; Representative William E. Miller (R-N.Y.), chairman of the Republican National Committee; Wrede Petersmeyer of Corinthian Broadcasting Co.; Miles David, administrative manager of Radio Advertising Bureau; Lionel Baxter, Storer Broadcasting Co.; Bruce Merrill, Ameco Inc. (CATV); Robert Mason, All-Industry Music Licensing Committee; Larry Cervone, Gates Radio Co.; and Lee Mehlig, Broadcast Clearing House.

June 10—Reply comments due on FCC proposal to bar applications under multiple ownership rules unless applicant first disposes of one interest.

June 10–11—Representatives of the legal profession, the social sciences, and the mass media will discuss "The Right of Privacy and the Mass Media" at Pennsylvania State University. Conference is co-sponsored by Pennsylvania Bar Association and Pennsylvania State University's School of Journalism and Center for Continuing Liberal Education. Speakers and participants include Alan U. Schwartz, member of New York law firm of Greenbaum, Wolff and Ernest; Fred C. Dilley, vice president and executive editor of Wilmington News and Evening Journal; Morton J. Simon, Philadelphia, public interest attorney; and Robert V. Caball, legal counsel for National Association of Broadcasters.

June 10–28—Sixty-sixth annual convention of American Federation of Musicians, Fontainebleau, Miami Beach, Fla.

June 10–11—NAB TV Code Review Board

**WMT Radio**

In industrialized high-on-the-hog country

WMT's "Gold Pork Chop Award," presented at the Iowa State Spring Market Hog Show, went to the exhibitor of a 202-pound Hampshire-Poland. The award, a gilded cast of a pork chop from the late champion, is suitably polished and mounted on a walnut plaque shaped like Iowa.
When summer comes and you’re casting about for more efficient media buys, then more than ever you’ll appreciate the vast difference between the CBS Owned television stations and other media. Thanks to heat-resistant programming that takes no vacation, these five stations—each a leader in its market—are as good a buy in summer as they are the rest of the year. All summer long, viewers will continue to enjoy their favorite local programs—entertainment, news, information, sports—backed by top-notch fare from the CBS Television Network. Everything it takes to make television audiences (and advertisers!) happy. Summertime, anytime, the audience-catchers are the CBS Owned stations...where programming makes the difference!

Programming makes the difference!
"50-50 CLUB" in color on WLW TV and WLW Radio
12 NOON-1:30 MON. thru FRI.

meeting, University Club, New York.
June 10-21—Radio Workshop, co-sponsored by Abilene Christian College and Texas Association of Broadcasters, Abilene Christian campus. Additional information about the workshop is available from Dr. Lowell G. Perry, Radio Workshop, Abilene Christian College, Abilene, Tex.


June 11-13—Western Association of Broadcasters meeting. Jasper Park Lodge, Alberta, Canada.

June 13-14—Thirty-third Institute for Education by Radio-Television, sponsored by Ohio State University. Telecommunications Center, Nationwide Inn. Columbus. Theme is "The Program: The Heart of Broadcasting." The American Council for Broadcasters meets June 12 in conjunction with the institute. Keynote speaker will be Dr. Edward W. Rosenberg Jr., professor of English at University of Chicago.

June 12-14—Annual meeting of the Electronic Industries Association of Canada, Chantecler hotel, Ste.-Adelphe-en-haut, Quebec.

June 13-14—Television Affiliates Corp. programing conference, Sheraton, Chicago. Speakers include Sylvester L. (Pat) Weaver, Jr., board chairman of McCann-Erickson, and Jules Power, executive producer of ABC-TV’s “Discovery” series.


June 14—Wyoming AP Broadcasters Association meeting, Torrington.

June 15-19—Annual convention of Advertising Federation of America, Atlanta, Georgia. Topics include: Emerson Foote, McCann-Erickson, New York; Ralph McGil, Atlantic Constitution; Arthur E. Tatham, Tatham-Laird, Chicago; Dr. Lyndon Brown, Doctor-Flitzgerald-Sample, New York; Edward R. Row- director, U. S. Information Agency; Fletcher Knebel, Washington correspondent for Cowies Publications; Sir Douglas Fairbanks Jr., former motion picture star and currently director of Scripol Inc.; and Paul Austin, president of Crown-Cella Co.

"June 16-18—Annual spring meeting of the North Carolina Association of Broadcasters, Holly’s restaurant, Raleigh.

June 15-Aug.—Summer workshop in closed circuit television teaching by the Department of Radio & Television, Indiana University, Bloomington. James Perry, instructor in radio-tele and supervisor of the I.U. closed circuit teaching program, will be director of the workshop.

June 17—Effective date for new FCC rule allowing automatic logging and requiring daily, five-times-a-week inspection of transmitting facilities of AM-FM stations.

June 17—Hollywood Ad Club luncheon at the Hollywood Roosevelt. AAW day, ushering in the convention. The Advertising Association of the West, to be held June 27-29 with Hollywood as host club.


BROADCASTING THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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*Reg. U.S. Patent Office

Copyright 1963: Broadcasting Publications Inc.
We were grateful and delighted last year—
Thank you, again*...

*We are especially gratified to receive this coveted recognition for two consecutive years.

To WGN-TV, Chicago, for continuous, year-around safety education programming with special reference to the series “The Other Guy,” the “Morality in Driving” campaign and the series “Your Right to Say It.”

WGN TELEVISION
—better programming through dedicated, effective community service

BROADCASTING, May 27, 1963
**Morning’s At Seven**

Once upon a time, a gloomy sage wrote, “How can anything be good about a day that begins with getting up in the morning?”

But that was long before “Today” came along to stir up the juices of post-dawn America.

For millions and millions of viewers, mornings haven’t been the same since. It’ll be hard for many of them to believe—even in their fully-awake state—that this two-hour, five-day-a-week panorama of news, features and entertainment is approaching a 12th anniversary.

But it’s so. Twelve years is an eternity, as television longevity is measured; but the nicest part is that the continuing “Today”—as an all-important element in NBC-TV’s exciting, varied schedule for ’63-’64—is as bright and as enterprising as it was a dozen years ago.

During this current season alone, it’s brought viewers such assorted items as:

Down-to-earth interviews with cabinet mem-
bers, Governors and Congressmen—as well as dozens of visiting statesmen from abroad;
The classical music of the Fine Arts Quartet and the Jazz of the Gramercy Five;
Informal meetings with show-business celebrities like Elia Kazan and Peter Ustinov;
Out-of-town originations ranging from New Orleans at Mardi Gras time to the Netherlands at tulip time;
Shoes-off chats with such authors as Erskine Caldwell, Eugene Burdick and James Jones.

With an extremely able cast that includes host Hugh Downs, Jack Lescoulie, Pat Fontaine and Frank Blair—all early-hour bloomers—"Today" is as alert to the latest in science and sports as it is to a behind-the-scenes story at the United Nations.
This sort of coverage is typical of "Today's" versatility. We need hardly add that it's also representative of our entire programming credo—a credo more evident than ever in the creativity and scope of NBC-TV's schedule for the Fall.
**Metro-Goldwyn-Mayer Television Presents**

**View from the Lion's Den**

*The Pre-emptive Rights of Spring*

We have very few official rites that celebrate and honor the advent of Spring in this efficiency-prone, punch-card society. Even the change to daylight saving time is not yet a nationally proclaimed event. But human nature at this time of year also blossoms forth and pre-empts the ruts and routines to fill a little, it's a right we never hesitate to take. And it takes many forms. Take baseball. Practically everyone does in various sized doses. Hope springs that it's "another year" for the Mets (or this is the year the Dodgers don't blow it). But whatever the town or league, local pride and enthusiasm pre-empt all other important matters in favor of baseball.

So it was in Pittsburgh back on April 9, a Tuesday, WIBC-TV and Schmidt's Beer inaugurated the baseball season in rousing fashion with a one-time special showing of MGM's light-hearted baseball picture* "Angels In The Outfield." They pre-empted network programming from 7:30-9 PM and hit a home run in ratings. The score was 20 for WIBC, 18 and 9 for the two other stations. This brought them from third place in the March ARB to first in the ARB coincidental. Perhaps it's presumptive to think such things can happen at other times, any time. But stations do have pre-emptive rights and with the right program and promotion, some fresh sales might be sprung more often. We have another example, for instance.

History was made in Milwaukee on Sunday night, March 31. It occurred during prime time, 7-9 PM. Historic event was the all-time high rating for a locally-programmed feature film in Milwaukee. The station that did it was WITI-TV—the picture**. MGM's "The Tender Trap," ARB registered a 34 rating and 51 share, greater than the scores of the next two competitors combined. It was another case of pre-empted time—and with premium priced spots. This policy is to be repeated during the summer with these other MGM features— "Somebody Up There Likes Me," "The Big Hangover" and "Pat and Mike." This may be the start of a new rite of summer television.

* An MGM-TV 30/63 picture starring Paul Douglas and Janet Leigh
** An MGM-TV 30/63 picture starring Frank Sinatra and Debbie Reynolds

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**Hawkeye Hospitality**

**Editor:** In the past, when preparing for an annual General Assembly of The United Presbyterian Church in the U. S. A., we have found broadcasters in the host city to be very cooperative and receptive to our material.

However, the situation in Iowa [where this year's assembly was held in Des Moines May 14-22] was so unusual in our experience, we would like to bring it to your attention. This is the first time that broadcasters outside the general assembly city, excepting network programs, have shown such an avid interest in our programs.

Two television programs taped during the assembly were requested by eight stations outside Des Moines. Also, 25,000 copies of the assembly broadcast schedule were distributed throughout the state.

Chairman of the local broadcast committee was Herb Plambeck, who Des Moines.

We would like to give an extra "thank you" to the stations—Margaret Gibbs, director, promotion and distribution, division of radio and television, The

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**United Presbyterian Church in the U. S. A., New York City.**

**Divine Guidance**

**Editor:** Thought you might be interested in this prayer which I have used on many occasions and which has constituted the basic concept under which this station has been operated:

A broadcaster's prayer

**Dear God:** Give me the wisdom to know right from wrong, truth from falsehood, honest opinion from propaganda.

Give me the courage to face all issues without fear with the inherent faith that in fulfilling Thy will I may discharge to the utmost my responsibility as a broadcaster under God.

Give me the strength, strength of body to withstand the rigors of broadcasting; strength of mind to fulfill public demands as a mediator of conflicting opinions and ideologies, strength of mind to refuse to support the temptations to prostitute your name for selfish or partisan purposes, strength of spirit to defend all cost the freedom of the individual as a creature of God.

Let me serve mankind with this most powerful force for good in Thy Holy Name. Amen.

Recently someone suggested that the prayer be made available for others in broadcasting.—Robert T. Mason, president, WMRN Marion, Ohio.
A new name in broadcasting? Almost.

It is and it isn't. It's more suitable. The meaning is clearer. Westinghouse Broadcasting Company is a good name, but sometimes confusing. Some people think we're a network. A few even think we're the Electric Corporation. (We're actually a wholly-owned subsidiary.) We're a Group of six radio and five television stations in eight major U.S. cities.

Neither a network, nor an aggregation of individual stations, the Group is a new and significant development in the broadcasting industry. We are eleven local stations united by a common philosophy about broadcasting. We have financial, creative manpower and management resources greater than the individual station. We have the local operating flexibility no network can match. These resources represent an opportunity as well as a responsibility to serve our communities in ways neither individual stations nor networks are capable of doing.

If you've seen "The Steve Allen Show," or "The Children's Specials" on television, or heard "America Sings," or "Africa: Peace Corps Plus One" on radio, or listened to reports from our Washington and European News Bureaus, you have an idea of how Group projects augment local and network schedules and represent a new source of programming for the industry.

It was to emphasize the uniqueness of the broadcasting Group, as well as to clear up any existing confusion about who and what we are, that we decided to be known as Group W. So please call us Group W from now on. It stands for the same dynamic broadcasting that's always been associated with the Westinghouse Broadcasting Company.
New York, now Omina's most important, heavy viewing early evening station hours in the market. This was promised; THIS HAS BEEN ACCOMPLISHED.

WNYS-TV SYRACUSE, NEW YORK

NOW-SELLING THE HEART OF WONDERFUL NEW YORK STATE
AT I ON
SEVEN MONTHS!

THE RESULTS ARE IN.
NOW, WNYS-TV
DOMINATES THE VIEW WITH . . .
MORE MEN
MORE WOMEN
MORE TEENS
MORE CHILDREN

Monday through Friday, 5:00-7:30 P.M., WNYS-TV programming now delivers more of anybody—more of everybody—early every weeknight evening.

Similar increases have been achieved in Daytime, Prime Time and Late Night hours, too. Check your February/March ARB thoroughly. Or, get the complete story on WNYS-TV's fantastic growth from any PGW Colonel. Before you buy Syracuse, get the facts on the station that has lived up to its promise—and then some!

WNYS-TV
SYRACUSE, NEW YORK

William H. Grumbles, President & General Manager
Jeff Davidson, National Sales Manager
Is TV pricing itself out of the market?

The Long Island Railroad raises its rates 3% and a hundred closed-door meetings are held to determine how to fight the increase. Unemployment rises by one half of one percent in a month and the country’s leading economists are rushed to Washington to suggest remedies. A basic national commodity and the incidence of the moment is hard to determine. A basic national commodity is not economically feasible, justification is demanded for the increase. An outstanding exception to this, however, is the increase in television where time charges are allowed to spiral onward and upward, almost unchecked. At best, there are lethargic efforts on the part of advertisers and agencies to question, to protest, to demand justification for the increases.

There are increases which are completely of merit and subject to little argument. No reasonable advertiser or agency can argue with a rate increase which corresponds percentagewise with a similar and sustained increase in value to the advertiser. Yet most station price hikes are significantly higher than any documented audience increases—increases frequently not sustained in subsequent rating reports, a condition which rarely brings a rate reduction. Neither can the reasonable, realistic advertiser argue the justice in a price rise to cover higher operating costs. But certainly this is an area of gradual cost increase to stations and cannot be attributed to frequent and drastic rate jumps.

Increased Audience? • Certainly a realistic advertiser will recognize the value of increased penetration and an increasing population which provides the potential for more viewing. But the population increase is only about 1½% a year and penetration is already so high (over 90%) that an estimate of a 1% increase yearly is optimistic. In larger markets, saturation is almost complete already.

Whether price increases are predicated on ‘real’ or ‘false’ values, however, does not in any sense lessen the advertiser’s right nor the agency’s responsibility to inquire about the reasons for increases whenever and wherever they occur. Ours is a closed industry and the incidence of big annual audience increases with consequent justifiable big annual price increases is very fresh in our minds. Perhaps it is our youthfulness that dulls the significance and unreasonableness of some of the increases we are subjected to daily or, perhaps, the large increase and the placid reaction have become accepted ways of life in the television business.

As in all business, however, there has to be a point of leveling off. It is inconceivable that prices can continue to increase at a rate twice, or more, that of increased value. It is equally inconceivable that advertisers and agencies accept increases without question or protest, or without remedial action where the increase cannot be justified. This has placed the price of advertising outside the realm of reasonably profitable marketing.

Definition Of Increase • What kind of increases are we discussing here? Is it a 2% increase when the last previous increase was two years back, or a 5% increase with the last increase just a year ago? The 2% increase is unheard of in our business today, the 5% a rarity. The norm lies between 10-15% and the 20% and 25% increase is not infrequent. A check of one network’s rates from January 1962 to January 1963 showed that about 40% of this network’s stations increased rates in this 12-month period and that these stations had an average rate increase of 12%. (Hidden in this average—one 60% increase and many 25% increases.) At the 12% rate, time charges for this network’s full lineup will go up 12% in 2½ years.

Advertisers and agencies would be deluding themselves if they imagined their average gross message delivery increasing even 6% in this same period.

We do not intend here to single out network increases although with their one base rate (gross night hour) their increases are relatively easily gauged. Station rate increases are more insidious because they are confused and clouded with package plans, section and preemptible arrangements, fluctuating time classifications, special program rates, bonus spots, season discount structures, and programs vs. participation rates to the point where it is virtually impossible to document precisely the actual degree of increase.

Only Part Of Problem • The actual monetary price, however, is only that part of the iceberg which shows above water. The last few years have seen significant inroads made in the rights and benefits of advertisers. Today advertisers enjoy less competitive product protection than ever before, and indeed in some cases no protection at all is provided. Networks have adopted a uniform six-month rate protection policy, but on local spot business it’s every station for itself with protection sometimes as little as 28 days.

As the industry grows older the hours of waste time spent in unraveling billing problems and understanding what must be the most complicated rate charts in the world grow longer.

It is no simple matter today to pinpoint a rate increase or to pinpoint the precise extent of the value (if any) accompanying the higher price. It is fairly clear, however, that advertisers are still subjected to increases which cannot, in the large majority of cases, be matched with like increases in value. It is clear that to a large degree television rate increases are today pegged to what the traffic will bear, or to what the advertiser will stand for.

It is the advertiser (who pays the freight) and the agency (who guards his interests) that are most affected by fluctuating prices and values. It is, therefore, the joint responsibility of the advertiser and agency to question these increases, to protest where the increase does not seem justified, to react as the occasion demands, and to exert every effort to keep the medium from pricing itself out of the market.

Graham D. Hay is broadcast media supervisor for Compton Advertising, which invested approximately $30 million in spot TV in 1962 and handles a considerable portion of Procter & Gamble business. He joined Compton in 1951 as a broadcast buyer. Earlier he served for a year and a half with the Blow & Gamble business. Hay is a graduate of the University of Missouri's School of Journalism where he majored in advertising. He lives in Flemington, N. J.
A Gal Named Grindl

The final “e” in the name “Grindl” was not lost in some mishap or dropped in the interests of numerology. Nope. The fact is that the name has always been spelled that way, and it’s really just as un-fancy as the gal herself.

The gal herself, as you’ve probably heard by now, is actually Imogene Coca, whose “Grindl” series promises to be one of the comedy highlights of NBC-TV’s versatile Fall agenda.

Even in a 1963-64 schedule boasting established favorites like “Du Pont Show of the Week” and “Bonanza,” together with new entries like “Espionage” and “Mr. Novak,” Miss Coca’s return to the medium is a major event.

What makes it doubly welcome, though, is her choice of vehicle. For not since she and Sid Caesar were weaving their priceless comedy magic over five seasons of NBC’s “Your Show of Shows” has the incomparable Imogene had so ideal a showcase for her protean talents.
Series creator David Swift (he also invented “Mr. Peepers”) has cast her as a trouble-inviting girl-of-all-work who, through the undismayed efforts of a temporary-employment agency, finds herself in a different job each week.

All the positions—maid, bank-teller, baby-sitter and you-name-it—have one element in common ... complications. As a clad-in-white kitchen aide in a hospital, Grindl may find herself unintentionally whisked into the surgery room with the similarly-attired operating staff. As a newly-hired housemaid tidying up a basement, she may find her chores enlivened by the discovery of a fresh grave (with corpse to match).

Whatever the circumstances, it is always her good fortune to win out over adversity just before the final commercial. Instinctively realizing the inevitability of the happy ending, she never loses faith in her future. Indeed, as impersonated by the marvelous Miss Coca, Grindl is proof positive that life’s a game well worth the candle.

Look to NBC for the best combination of news, information and entertainment.
MIDGETS, MERMAIDS AND ELEPHANTS P.T. BARNUM

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

KBOX DALLAS

THE BALABAN STATIONS

in tempo with the times

John F. Box, Jr., Managing Director
Sold Nationally by Robert E. Eastman
NOW A CRISIS IN THE RADIO-TV CODES

Broadcasting was in a turmoil last week over what to do about the advertising time allowances in the National Association of Broadcasters' radio and television codes. The turmoil was precipitated by an FCC proposal to adopt the code's restrictions on commercial time as part of the FCC's regulations. As one broadcaster described it last week: "The FCC has opened a hell of a big can of worms."

A great debate was in the making.

Broadcasters were united in their determination to fight the FCC proposal but were split into many camps over the tactics of defense to be used. Substantial numbers of them were inclining toward the view that the time standards of both codes ought to be relaxed as a means of encouraging more stations to become code subscribers.

(The latest count only 37% of all radio stations and 70% of television stations were code subscribers.) Some influential broadcasters were arguing that a relaxation of code standards at this time would be politically foolhardy.

The preponderance of sentiment among leading broadcast advertising agencies, like that of the broadcasters, was in opposition to the FCC plan. But a majority of agencymen were critical of suggestions that the NAB loosen its standards. And some of the nation's biggest advertisers went on record with strong proposals that standards be tightened. In their view television schedules —under the present NAB allowances—are overburdened with commercial and promotional material.

- The position of the agencies is described in the story beginning on this page.
- The advertisers' attack on present commercial practices is reported on page 30.
- The debate raging among broadcasters, who must come to grips with the problem at meetings of the radio and television code boards within the next three weeks, is described in detail beginning on page 28.

Agencies: Keep the Feds off our backs

MOST AGREE THAT BROADCASTERS SHOULD ENFORCE THEIR OWN CODES

The leading advertising agencies in television and radio appeared last week to be lining up unmistakably against the FCC's proposal to adopt and enforce the commercial time limitations of the broadcasting industry codes.

The opposition ran slightly stronger than 2 to 1 among executives queried by Broadcasting. This computation gave the FCC the benefit of occasionally expressed beliefs that its move might be condonable if there were no alternative.

A number of agency executives said they opposed the FCC's action even though they "knew" broadcasters as a whole would never enforce their own codes voluntarily.

Yet without exception those voicing an opinion on this point opposed the suggestion that the National Association of Broadcasters, which developed the codes, water down or eliminate their commercial restrictions.

Reps Against FCC Plan • A smaller sampling by Broadcasting among station representation firms at all levels—those handling large, medium and small-market stations—found practically unanimous opposition to the FCC's move.

The agency executives' views for the most part were personal and did not necessarily represent their companies' "official" attitudes. But in virtually all cases the executives are in positions to help decide what the "official" attitude will be—if one is taken.

The NAB has solicited the help of the top 50 radio-TV agencies in supporting the code standards and asked them to encourage cooperation with the codes and code stations at every opportunity (Broadcasting, May 20). The NAB did not ask agencies to take a stand on the FCC move to adopt the code's commercial standards, however. Agency executives giving approval to the FCC's action divided into two camps: those giving outright approval and those giving conditional or reluctant approval, as to a necessary evil.

One member of the former group, a media vice president at an agency billing $20 to $25 million a year in television and radio, said he thought the FCC's action was "quite realistic" because "it takes into account the practical experience of broadcasters" in self-discipline.

He did not think the commission's proposal, if adopted, would affect agencies' buying practices. He did think that it "should give both advertisers and agencies a stronger feeling that broadcasters are working with them."

Nobody Obeyes • In a similar vein another media vice president took the position that the codes are basically sound but "nobody" follows them. If the codes become "law," he thought, then "somebody will follow them."

Others thought the FCC intervention, while undesirable, might be "a necessary evil."

A stronger FCC supporter, a broadcast supervisor, said flatly: "I think an FCC ruling applying to all stations is a great idea. It's got to be done by law. It cannot be done any other way. So many stations today who are code members refuse to live by it anyway. There is only one way to stop over-commercialization — through government rules."

The preponderant opinion, however, took the tack that even if self-regulation isn't working as well as it might, the government still should stay out. One vice president put it this way:

"There is a lot of triple-spotting and quadruple-spotting going on, especially by smaller stations, but nevertheless, if FCC adoption of these rules is the only way you can put teeth into the codes, I'm still not in favor of it."

He added, however, that he thought the suggestion that the NAB drop its commercial limitations was equal to "sticking your head in the sand" and would only aggravate the problem.

No Feds Wanted • A group of media
Broadcasters have policed selves for 34 years

The history of broadcast self-regulation, covering a period of 34 years, has been controlled by the thesis that nobody likes to be regulated but since it's necessary, broadcasters should do it themselves.

This 34-year period has been marked by a series of codes and standards, all of which have been designed to do a dual job—keep broadcast programming and commercial ethics at a level that will forestall organized public criticism and at the same time keep the government out of supervision of station management.

Past code crises were overshadowed last week as impact of the FCC's proposal to adopt the National Association of Broadcasters' commercial time standards was felt inside broadcasting and around the advertising industry (Broadcasting, May 20). The action recalled a stiff FCC rebuke handed the NAB in 1945. This scolding was directed at NAB code language that banned membership solicitations on radio stations. It grew out of a union (UAW-CIO) complaint to the FCC based on the refusal of WHKC Columbus, Ohio, to sell time because of the code's ban on solicitation.

Standards Adopted • The FCC's blunt comments led the NAB that year to drop its code of ethics, adopted in 1929 and revised in 1939, and to substitute "recommended" standards of practice. These standards were overhauled in 1945 and a television code went into operation March 1, 1952. The final major step in code history occurred in June 1961 when a unified NAB Code Authority was set up to administer both radio and TV codes.

From the first, the TV code had built-in enforcement procedures and a paid subscription policy with enforcement in the hands of a code board that reports to the NAB TV Board of Directors.

Radio codes and standards were based on voluntary enforcement until 1958 when a pledge-of-allegiance format was adopted for stations. A Radio Code Board was appointed in 1960; a system of fee impositions and non-NAB members became eligible to become code subscribers.

As it stands now the NAB Code Authority consists of Robert D. Sweezy, who was active in writing both radio and TV codes after World War II, director (appointed Oct. 1, 1961): Edward H. Bronson, TV manager; Charles M. Stone, radio manager; Harry H. Ward, assistant TV manager, Stockton Helfrich, manager, New York office; Frank Morris, manager, Hollywood office. Code headquarters are at NAB offices, 1771 N. Street N.W., Washington 6, D.C.

Here is a breakdown of industry participation in the two codes:

- Radio—1,830 of 4,946 stations, 37%, subscribe to the radio code.
- Television—410 of 580 operating commercial stations, 70.5% are subscribers plus the three major networks.

Radio stations pay a monthly subscription fee based on half the highest one-minute announcement rate. TV stations pay the highest onetime hourly rate per year, but no less than $300 and no more than $1,200; TV networks pay $13,000 a year each.

First Discussion • Adoption of commercial and program standards and ethical codes was discussed at the first broadcast meeting ever held—the first annual radio conference was called Feb. 27, 1922 by Herbert Hoover, then secretary of commerce in charge of the federal licensing system.

That is the year, NAB's somewhat incomplete records indicate, the association was formed but the first executive of the association, Eugene F. McDonald Jr., late head of Zenith Radio Corp., did not take office until 1923. He served a two-year term.

Actually the problem of self-regulation wasn't seriously tackled until the Radio Act of 1927 was passed and the Federal Radio Commission was organized in 1928. The first code of ethics was adopted by the NAB March 25, 1929. It was designed to protect the public "through the observance of canons of ethics against the kind of broadcasting that would not be acceptable in the American home," NAB records show.

This model of brevity provided the industry with a set of ideals that kept it out of serious trouble. It was augmented, and somewhat supplemented for a time, by the National Recovery Administration's (NRA) code authority under the umbrella of the first New Deal "Blue Eagle" was replaced May 1, 1934 by a "Code of Fair Competition" that told the public broadcasters were "cooperating with the vast majority in stamping out unfair practices and methods of competition, and in giving your employees a square deal by paying code wages."

All the NRA routine disappeared after the structure was knocked out of business by the U.S. Supreme Court in its anti-NRA decision.

After a confusing interlude, the NAB was reorganized in 1938 and a self-regulatory program based on an industry code was proposed. Member stations were polled in 1939 and a preliminary code was submitted that summer to the NAB convention.

Code Adopted • A revised code was adopted at the convention and it

executives at one big agency pondered the question of FCC intervention and came back with this verdict:

"We don't want the Feds on our backs."

Their consensus was that overcommercialization is essentially a broadcasting industry question and that its solution therefore rests primarily on the NAB. They felt that it is up to the NAB to recruit more code subscribers and that they abide by the standards.

"There is enough government regulation as it is—the FCC should stay clear out of this problem," according to a media official at another leading aengency. He felt there is "no easy solution." He thought "some stations are greedy and over-zealous." But he contended that television is "sufficiently mature" to come up with answers that will ease the problem.

Others said that although they felt strongly that the codes should be more widely and more strictly supported, they thought this decision is one that stations must make voluntarily.

Although agency executives frequently accused stations of ignoring or deliberately violating code restrictions, occasionally an agency official came to the stations' defense.

Have the Ability • An executive vice president of one major agency said that "we believe the industry has the capabilities and intelligence to regulate itself and does not need the imposition of government control. The NAB has done a fairly effective job of policing its members and enforcing its code."

Even non-subscriber stations generally adhere to "customary commercial limits," he added.

Like a number of other executives, he did not foresee much effect on agency-broadcaster relations if the FCC does adopt the NAB standards. But, he added, "if it happens, it will be one more example of unwanted and unnecessary government interference in pri-
went along smoothly until the mid-1940's when labor union people went to the FCC with a complaint that WAKC Columbus, Ohio, refused to sell it time for a program involving membership solicitations on the ground the NAB's ethical code forbade such sponsorship.

After getting its spanning from the FCC, the industry's association devised a set of guideposts labeled "standards." These replaced the old code, and eliminated language covering bans on the sale of time for membership solicitations and controversial issues.

Within two years a new set of standards, to which a set of dull teeth had been added, went into operation July 1, 1948.

Television was getting underway and it became a new target as group agitators were shocked by the medium's use of night club entertainers who dabbled in off-color gags and by the controversial costuming of some feminine performers. The word "cleavage" caught on with the public as costumes occasionally became daring. Demand for a TV code developed. An NAB code committee was formed and after heated deliberations a specially tailored television code went into operation March 1, 1952.

The television code started out with four networks and 69 stations as subscribers. It helped quiet FCC and congressional agitators who had been calling for vigorous remedies such as "blue-stocking" citizen advisory groups under government auspices and/or FCC mandates.

After the basic moral complaints had subsided, television ran into agitation based on 15-minute and half-hour program-length commercials on behalf of cosmetics and other products. These pitchmen were responsible for a series of TV code "interpretations" which met the problem head-on and are credited with

Monitoring of radio stations under NAB's enlarged checkup program is conducted by these full-time monitors at work in Washington (l to r): DeLores Bukenholz, John Meredith and Tom Meredith. They use tape recordings and stop watches. In addition NAB has retained Air Check Services with facilities in 400 cities.

The most dramatic television code development occurred in June 1959 when the television board, on recommendation of the television code board, pulled the code seal from 19 station subscribers because they wouldn't drop commercials for Preparation H, a hemorrhoid remedy. Another 17 stations resigned from the television code.

The NAB code structure, enforcing both radio and television codes, has a budget estimated at a little over $450,000 for the year. Both the radio and television code boards will meet in the next few weeks. They will report to their respective NAB radio and television boards of the NAB at the summer meeting to be held June 24-28 at the Statler-Hilton hotel in Washington.

"A top media executive at another major agency expressed the hope that the FCC would stay out of the picture. He thought the FCC action would prove beneficial to the agency's function but said his agency would disapprove of government encroachment even so.

He thought it "unwarranted" for smaller-market stations to seek exceptions, or a loose interpretation of the code as applied to them. "An industry agreement shouldn't have exceptions," he added.

Should Make Good • He contended that station operators should not com-

plain when an agency demands makegoods—as he said his does—when discrepancies are turned up by monitoring.

Among station reps, this attitude toward smaller-market stations was sharply challenged.

"You can't legislate if it means the economic existence of stations," said one representative who specializes in medium and small-market outlets. In many markets, he contended, stations cannot adhere to the NAB standards and survive.

A similar note was sounded by an official at a firm that handles a number of major-market stations.

He also claimed that radio-TV has "enough regulation as it is." Though he conceded that there are "abuses," he believed that the industry, through the NAB, should take more forceful steps to correct them.

He added: "There are abuses in the newspaper and magazine fields, too. But nobody is suggesting that they be regulated. I realize, of course, that radio and TV use the airwaves and there is justification for some government regulation. But I think we have enough controls today."

Other reps said that they—and many of their stations—feared that a future FCC may make the restrictions even harsher than those proposed now.

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BROADCASTING, May 27, 1963
Question: not whether to fight but how?

CODE BOARDS MUST MAP INDUSTRY’S COURSE AGAINST FCC’S POWER GRAB

One of the toughest problems in the history of the National Association of Broadcasters is faced by its radio and television code review boards. They must decide, within the next few weeks, how best to fight government adoption of the industry’s commercial time standards.

The FCC’s announced plan to adopt the codes’ commercial limitations has aroused nationwide protest from broadcasters. Their feeling that the codes should be policed within the industry is shared by agencies, advertisers and members of Congress.

NAB president LeRoy Collins and code authority director Robert Swezey have strongly denounced the FCC plan.

As the NAB’s TV Code News will tell subscribers in the June issue this week: “The FCC’s proposal . . . has stirred up the hottest controversy in years.” Nor is all the “controversy” directed toward the FCC announcement of 10 days ago (BROADCASTING, May 20, 13), as a king-size dispute is raging within the industry on (1) how best to fight the government encroachment and (2) what the industry, itself, should do about its own controversial “voluntary” time standards.

Radio Board Meet = A partial answer for radio will come this week at an NAB radio code review board meeting today (May 27) and tomorrow in Washington.

The FCC action caused new demands for abolition of the time standards from both the radio and TV codes. Adherents of this view want immediate action which, most code board members indicate, they are not likely to get although some “relaxation” of the standards will be prominently considered by both the radio board and the TV code review board which meets June 10-11 in New York.

However, in a speech last week Mr. Swezey said the time standards are ineffective and have outlived their usefulness. He demanded an immediate study to find substitute standards while retaining in the interim the present commercial restrictions (see page 39).

Swezey Explains = Expanding on his views later in his Washington office, Mr. Swezey said temporary amendments to the time standards should be considered very carefully before adoption pending the proposed study. “The whole roof [time standards] is rotten so why put on another shingle,” he said of myriad proposals before the code boards to amend the commercial provisions.

Immediate adjustments which cannot wait for the overall review would be acceptable, he said, but the prime urgency is to keep the FCC from pursuing an earlier error of the industry and “freezing” the time standards into government law.

Mr. Swezey submitted his proposal to NAB officials and members of the radio and TV code boards prior to his talk last Tuesday (May 21) in Pennsylvania. Governor Collins said Thursday he would “certainly admit many weaknesses are inherent in them [time standards], but we don’t intend to ditch them.”

While Governor Collins did not specifically endorse Mr. Swezey’s plan for an intensive study for new criteria to replace the present time standards, the NAB president said that he and the code director are in harmony. “I certainly support the spirit of what Mr. Swezey is trying to do,” he said.

Governor Collins maintained that despite the inherent inadequacies in the codes and the 62% of radio and 30% of TV stations which do not subscribe, the self-regulation efforts of broadcasting are the best such example in America’s free enterprise system.

A Congressional Voice = Representative Kenneth Roberts (D-Ala.) took the House floor last Thursday to condemn the FCC’s 4-3 vote to seek industry comments on federal adoption of the commercial time standards. “(I) is a very definite form of rate-setting which I believe to be outside and beyond present regulations,” he told the House.

“If this proposal is permitted to be placed in effect, it would mean the establishment of and control of time a station may devote to commercial broadcasting and thereby determine station rates . . . “ he said. “Further, the proposal completely ignores the economic facts of life.”

The time standards dilemma will head the agenda at both the radio code meeting this week and the TV session next month. Each board will be facing dozens of proposals to amend or repeal entirely the time standards, including President Collins’ announced intention to seek relief for small-market stations, particularly radio (BROADCASTING, May 13).

Cliff Gill, kezy Anaheim, Calif., is chairman of the radio code review board but he is ill and is not expected to attend the meeting this week. Other members are Richard Dunning, kqo Spokane, Wash.; Robert B. Jones Jr., wfrf Baltimore; Elmo Ellis, wbs Atlanta; Herbert L Krueger, wtag Worcester, Mass.; Robert L. Pratt, kggf Coffeyville, Kan.; Richard M. Fairbanks, wnc Indianapolis; Lee Fondren, klc Denver, and Richard Mason, wptf Raleigh, N. C. Charles H. Stone is the NAB code manager for radio.

One of the radio members expressed confidence that the code board would make a definite recommendation to the full NAB board on amendments to the time standards this week while another member gave an unqualified no to the same question. Everybody, including small-market daytime stations, can live within the maximums, the latter said.

Strong Supporter = A member of the radio code board said last week that “I am personally a supporter of the code as it now stands.” He deplored the low percentage (38%) of radio stations which subscribed to the code and said the industry is “leading with its chin” in its failure to support the code.

He said the present maximums based on minutes are legitimate and easy for any licensee to follow and should not be replaced by a percentage based on total weekly time. This broadcaster disputed the often heard complaint that the time standards are the reason a majority of the radio stations do not belong to the code. “Eighteen minutes is saturation,” he said, “and to go over this in any given hour would be an excess of commercials.”

Advertisers and agencies agree, he maintained, that the present time standards in the codes are legitimate and workable.

The present limitations on minutes are “very proper,” another radio code board member said in supporting the
13 Financial Firms Can’t Be Wrong
(at least not for very long)

We are sure you’ll agree that banks, savings and loan, and other financial institutions are about as choosy an advertiser as you could ask for, when it comes to making a media buy.

Therefore, we are quite proud that thirteen have chosen WFAA to carry their message to Dallas, Fort Worth and the surrounding area.

The list includes several of the largest banks, as well as smaller suburban banks. It includes Texas’ largest savings and loan association and many of its competitors, both in and out of the State.

And the fact that some of them have been with us for as long as 16 years proves one thing for sure. They must be getting their money’s worth!

Assuming that you don’t work here and are not familiar with the market, you may appreciate this particular group testimonial. We could talk all day about the “cut” and quality of our audience — and not say it half so well. Or convincingly.

If it’s further evidence of results you want (in another category) we welcome the chance to provide it. Call your Petry office or write us direct.

WFAA 820

WFAA-AM-FM-TV
Communications Center / Broadcast services of The Dallas Morning News / Represented by Edward Petry & Co., Inc.
above view. He, too, attacked the industry's "lackuster" support of the radio code in maintaining that there has to be a specific, well-defined point at which another commercial becomes one too many.

At the same time, however, this member endorsed Mr. Swezey's proposal for a broadcasting-advertising study of commercials.

The Other Side • Another radio code board member took the opposite view. "I look for a definite recommendation for a change in the time standards at next week's meeting," he said. He endorsed Mr. Swezey's recommendation that the time standards have outlived their usefulness and said a study such as the code director proposed would be very desirable.

Those stations that say they cannot live under the rigid time standards have a legitimate complaint, he said, in agreeing that too much emphasis is placed on commercial "minutes" by the present codes. At the same time, the member expressed a hope that there would be a substantial increase of radio code subscribers in the immediate future.

William D. Pabst, KTVU(TV) Oakland-San Francisco and chairman of the TV code review board, predicted that his group definitely would recommend changes at its June meeting. And, a majority of the TV board members appear to share the view of their chairman that changes must be made immediately but there is far from unanimity as to what the changes should entail.

Political Implications • Some members of the code boards, believed to be in a minority, think it would be politically foolhardy to relax the time standards at this time. Many broadcasters, however, are urging complete repeal as the most effective counter-attack against the FCC. Mr. Pabst expressed the hope that his committee could consider changes without being affected materially by the FCC's position.

In addition to sentiment for relaxation of the standards for hardship cases, support is growing for a percentage standard instead of limitations based on minutes.

This plan, according to its advocates (particularly TV), would put a ceiling on the percentage of time that might be devoted to commercials in a broadcast day, with a slightly higher ceiling on the commercial time permitted within any one hour.

Thus the revised TV code, might say that not more than 25% of the time in one broadcast day could be devoted to commercials, and no more than 30% of the time in any one hour. The 30% would be exactly equivalent to the maximum for any one hour in the radio code, it was pointed out. The 25% would be slightly higher than the radio ceiling, which limits the average to 14 minutes per hour over a week's time. Accordingly it was felt the 25% figure might need to be reduced, so as not to exceed the radio code.

The suggested TV maximum of about 25% would compare with 21% to 27% allowable under the present TV code if its maximums were converted to percentages of the entire broadcast day, according to analyses reported for some stations.

FCC Triggers • All agree the threat of FCC action has triggered the demands and talk about time standards, although Mr. Pabst points out the subject was under review prior to the commission announcement. This is borne out by the appearance of nine TV stations before the board during the NAB convention in Chicago April 1-3 pleading for amendments to the code. These presentations undoubtedly had a large influence on the code board members, the members themselves say.

The FCC action has forced the code boards to make their own decisions which undoubtedly will be influenced by tactical considerations—how best to oppose the FCC proposal and at the same time make the codes appeal to more prospective subscribers.

A TV code board member admitted that body will give "very serious consideration" to outright repeal of the time standards-Governor Collins' and Mr. Swezey's views not withstanding. "This board does not rubber stamp," he stressed. He was strongly opposed to any relaxation or dual standards to take care of small-market stations. Of the code director's proposal for a study, he said: "Bob was just engaging in a little wishful thinking. Such a plan is not the normal procedure to follow at this time."

Veteran Speaks • A radio-TV executive for over 25 years who is not presently a member of either code board said "we will have greater chaos than ever" if the time standards are repealed entirely. There must be some sort of commercial standards, he said, in speaking from the experience of operating a radio station before there were any standards.

The biggest trouble today, he noted, is that too many persons are in radio-TV as an investment and they are not really "broadcasters." The broadcasters, he said, have brought their present troubles on themselves and "it may be too late already." "We have gone over the hump," he added, in commenting on the regulatory picture in general, "We are in trouble, in deep trouble."

States Respond • Several state associations and individual stations already are responding emphatically to the FCC proposals. Many are also requesting that the NAB relax its own time standards.

The Georgia Association of Broadcasters held a special meeting last Saturday (May 25) to discuss a proposed three-prong attack on the FCC. The Georgia broadcasters were to discuss:

• A joint court suit using a "guinea-pig" station to test the FCC's power to invade programming through restrictions on commercials.

• A special meeting of the Southeast radio-TV seminar sometime in June as a "mass demonstration" against the FCC proposal.

• A statewide radio-TV campaign to amass public opinion in favor of free broadcasting.

GAB also sent telegrams to the state's 12-man congressional delegation urging them to "investigate the FCC's breach of freedom." In addition, GAB Executive Secretary Jack Williams wired Governor Collins urging the NAB to organize a nationwide drive for an on-the-
YOU MAKE ME FEEL SO YOUNG! Doug McClure, star of "The Virginian", lends his boyish good looks to WSB-TV's White Columns ... an Atlanta landmark. WSB-TV is the most experienced station in the South ... a pioneer broadcaster who reflects a growing Atlanta's youthful ideas.
QUESTION: NOT WHETHER TO FIGHT BUT HOW? continued

air campaign to mass support for radio and TV. "Now is the time for great leadership," Mr. Williams told the NAB president.

Mel Burke, WTIP Charleston and president of the West Virginia Broadcasters Association, labeled the FCC proposal a "flagrant example of ambitious bureaucracies seeking more power under the guise of consumer protection." In a telegram to his congressional delegation, Mr. Burke urged them to devote their "most urgent attention to this matter."

If Congress stands by, he said, and permits "four appointive, regulatory executives to usurp the concept of broadcasting as a competitive enterprise, the protective chasm between free broadcasting and state controlled broadcasting will have been abridged in a most dangerous manner."

Last Wednesday, the North Carolina Association of Broadcasters adopted a resolution charging the FCC action constitutes a "flagrant violation" of constitutional rights. The move is detrimental to a democratic society and is "but another incident of usurpation of rights and authority . . ." by the FCC.

NCAB said in the resolution, copies of which were sent to the state's representatives in Congress and to members of the FCC.

The Illinois Broadcasters Association adopted a similar resolution last week. Other states have taken earlier actions protesting the FCC plan (Broadcasting, May 20).

And Stations = "As an owner-operator of a small town station, I do hope that you are not as anti-business as reports would seem to indicate," John D. Kennedy, president of WDRK (FM) Greenville, Ohio, wrote FCC Chairman-designate E. William Henry. "Government control and coercion" is not the way to bring about improvement in programming, Mr. Kennedy said.

An FM-only station, he said WDRK has no trouble living within the NAB time standards but that "it doesn't make sense to me" for the government to place a limit on commercials. As long as a choice of broadcast signals are available to an individual, he maintained, overcommercialization is impossible. "After all, commercials are advertising, and advertising stimulates sales and sales create jobs and the more jobs we have makes for a healthier economy." Mr. Kennedy said.

"Rather than discourage advertising in radio and TV, the government should be interested in increasing it. This is the kind of thinking we should be getting from Washington," he added.

Richard Combs, general manager of KLKC Parsons, Kan., said that his station has wanted to subscribe to the code but cannot because KLKC's spot schedule exceeds the code maximum in one 15-minute period daily. A daytime-only station, he pointed out, KLKC must respond to demands of local advertisers.

The FCC's proposal, he said, could result in a loss in the gross national product, a drop in local sales and taxes, loss of personal incomes and subsequently loss to the federal government in tax revenue. "We [the local broadcasters] are in a much better position to recognize and react to local needs than any Washington expert," Mr. Combs said. "Can't the government do-gooders find some confidence in public opinion and its influence—or is it really the public our 'public servants' have so little faith in?"

A TV Voice = "Time standards in

Support from churches

The National Council of Churches last week voiced support of the FCC's proposal to adopt the commercial time limitations of the National Association of Broadcasters' radio and TV codes as a part of FCC rules.

The council's pronouncement, which will be presented for adoption at its spring policy meeting June 6-8 in New York, calls for "reduction" by the FCC of air advertising time to conform to the NAB's codes.

The pronouncement also calls for: "strict" FCC enforcement of station and network program policies to ensure that they operate "in the public interest, convenience and necessity"; FCC control of the networks, and "divorce" of advertisers and their agents from control of program content.

our American system of free enterprise broadcasting are now of the code review board's business," according to the operator of a small market TV station. "None of the NAB's business. None of the FCC's," he stressed.

This particular broadcaster, a former member of the NAB TV board, said that he has been a "subscriber and ardent supporter of the TV code for almost 10 years... But, along with a great number of other smaller market people, I have had to look the other way in the time standards category. I've been forced to by economic laws."

The code board has allowed the emphasis to be moved from those code areas which truly affect the public good and morals to the amount of commercial

official minutes telecast, he said. "Now the industry finds itself threatened with being boxed in by the federal government making into a rule, that which started out as an industry-imposed standard of excellence."

Sometimes, this broadcaster said, he feels the code board wants to dwell on the matter of time standards in order to justify its existence. "You can teach an orangutan to count the number and length of a station's commercial announcements," he said. "The qualitative judgment of how a station is serving its community is somewhat more difficult."

The present time standards are based on a false premise—that time rates vary from large station to small station in direct proportion to the variance in cost of operation, the TV manager said. "Let's face it," he continued. "The numbers and lengths of spots in this present code result from a play of forces in large markets. . . . We in the small markets cannot survive with the same rule."

What is the magic of three minutes commercial time in a prime half-hour? he asked. "I suspect it is three minutes because it is this level of commercial saturation which networks have found the traffic would bear," he answered. "The only solution is for the code board to recognize that the subject of time standards is a matter of individual business judgment."

Dual standards, as some favor, are not the answer, he said. "The more I think about it, the more convinced I become that this is not the solution Where do you draw the line? What about the in-between markets? What are your definitions [of small markets]?"

This broadcaster said that he has talked to many TV broadcasters in small markets and the consensus is that if time standards become "standard," small stations will be reduced to becoming relay stations for networks. "Surely, this would be a greater sin against the public good than a shifting of the emphasis of the code," he said.

Radio Speaker = A small-market radio operator took an identical view on the aural code as that of the TV subscriber above. The president of a state association, he, too, said that he is a code-miniscule but looks the other way on commercial time standards. "I will sell one spot per 15 minutes on Monday and be above the maximum on Thursday and Friday," he said. "This is an economic necessity for me and hundreds of other small stations."

He said the big problem with the government is that nobody sits on the FCC who is known or cares about the realities of broadcasting. "They are glamour boys who want to make a name for themselves at the expense of radio and TV," he charged.
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A perfect landing is one of the most beautiful, and complex, achievements of electronic technology. In this vital area of avionics, the ITT System has exercised leadership for over 50 years—since it introduced the equi-signal radio range, direct ancestor of today’s Instrument Landing Systems. In the interval, ITT companies have pioneered many of the most significant advances in navigational aids, air traffic control, and radar.

ILS. ITT companies have provided more than 100 complete Instrument Landing System installations for use in a score of countries. This basic guidance facility is so widely used that every 30 seconds, somewhere in the world, an aircraft is brought to a safe landing with its aid. New Instrument Low-Approach Systems, accurate within inches, are now being introduced at major airports. And ITT airborne ILS receivers and altimeters have guided autopilots through more than 10,000 successful blind landings.

DME. ITT-developed Distance Measuring Equipment—heralded as the “missing link” in air navigation—gives pilots distance readings accurate within 1000 feet... quintuples the number of jets that can be accommodated in a given air space.

TACAN. This advanced system, which includes DME and a very accurate bearing indication, provides complete, continuous position information in the air. Combined with an air-ground data link, it gives ground controllers full information on the identity, speed, course, altitude and position of as many as 120 aircraft in only six seconds.

Other complete navigational systems developed by ITT for commercial and military aviation include: VOR (very-high-frequency omnidirectional radio range)... VORTAC (VOR plus Tacan)... LORAN-C.

ITT’s contribution to avionics is typical of its activity in every major area of electronics—in telephony, telegraphy, telemetry and television... space and missile systems... computing, automation and data communications... electronic defense systems... consumer products and industrial components. The total of this activity makes ITT the world's largest international supplier of electronics and telecommunications.

KDAL spans the second largest market in Minnesota and Wisconsin!

As this new 25-million-dollar bridge spans Duluth-Superior, so KDAL-Television spans three states and Canada through its 100,000 watts on Channel 3 plus 18 licensed translator stations.

Take a second look at the Duluth-Superior-Plus market—it's bigger than you think! And it's getting bigger by the minute!

In 1962, building permits requested showed a 70.2 per cent increase in value of construction over 1961.

Vigorous new industries are moving into the Duluth-Superior area, bringing with them new jobs. In Duluth alone—plans call for the entire redevelopment of a major part of the downtown area—and the construction of a multi-million-dollar municipal center and convention hall!

This is the new, dynamic Duluth-Superior market! And KDAL—serving over 250,000 television homes—delivers it all!

OUR HATS ARE OFF

...to all broadcasters who have the strength to say "no" to false, misleading and unethical automobile dealer advertising...who have the wisdom to recognize that such advertising smears all dealers for the profit of a truly-evil minority, undermines the power of radio and television by destroying believability in advertising, and swindles the public. We urge every broadcaster to establish high standards for acceptance of automobile advertising. We ask every newsman to guard against shallow reporting that links quality, franchised new-car and truck dealers with this destructive minority. NADA pledges itself to fight dishonest advertising. We appreciate your cooperation.

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Swezey would modify commercial time limits

Broadcasters are "barking up the wrong tree" in placing the emphasis in the radio and television codes "virtually upon the limitation of the time devoted to commercials," Robert D. Swezey, code authority director for the National Association of Broadcasters, said last week.

Speaking before the Pennsylvania Association of Broadcasters in State College, Mr. Swezey said there is "absolutely nothing to be gained by the FCC's pursuit of our error." This was a reference to FCC rulemaking to adopt the time standards from the radio and TV codes (Broadcasting, May 20; also see story, page 27).

The time standards are inadequate, he said, "because the essence of the problem is not how much time is used for commercials but how that time is used." Mr. Swezey recommended an "immediate and intensive survey" of commercials now being bred... "to trim the fat," composed of both broadcasters and advertisers.

"Such a study might well provide us with a much more intelligent and effective basis for dealing with commercial standards than the time limitations presently contained in our codes," the NAB code director said.

The present, rigid time standards should remain in force only until such a study can come up with an acceptable substitute, he said.

Present Dilemma: In relation to the present codes dilemma, Mr. Swezey said broadcasters should ask themselves if they are working toward a solution of the problem or "are you a part of it?" Although the industry had expected the FCC rulemaking for some time (Broadcasting, April 1), Mr. Swezey felt the actual notice was "sudden and it will obviously take a little time for industry reaction to take shape."

He said a sound position must be established which can be intelligently and forcefully supported in good faith and to do this the industry must ask itself:

- What is the real problem?
- What is the best practical solution?
- Is this solution one which can be achieved only through the exercise of government controls?

The answer to the third question is an unqualified no, the code director indicated.

The FCC's plan cannot be productive, Mr. Swezey stressed. "It will produce a mish-mash of complaint, criticism and suggestions which will defy evaluation and which do not go to the heart of the problem. The commission's adoption of code time standards would be ineffectual since the standards themselves... still fall far below meeting the full requirements," he said.

"Inherent inherence inadequacy" in measuring only the amount of time devoted to commercials.

He asked how "this blundering behemoth [the government]" can function in the sensitive area of professional and artistic perception, good taste and second-by-second control of a program schedule. "It is patently absurd to think that this is possible," he said of the FCC rulemaking.

Research Needed: What broadcasters and advertisers need is an increased knowledge of the needs and desires of the people related to commercials and a greater sensitivity for public reaction.

Mr. Swezey said that a step in the direction of the kind of study he had in mind was taken by the research project financed by CBS-TV and described in the book, The People Look at Television by Dr. Gary Steiner (Broadcasting, Feb. 18).

That study found that viewers of all economic and educational levels were to some extent disturbed by commercials and that the trouble was caused at least as much by content and placement as by number of commercials.

"This bit of controlled research," said Mr. Swezey, "is more reliable and usable than the welter of heterogeneous unweightable, promiscuous complaint and comment which will presumably pour into the commission."

Meaningful Guides: Mr. Swezey advocated a joint study by broadcasters and advertisers to find out more about commercial effects—in the hope of eventually developing guides for commercial presentation that could replace the present time standards in the codes. He urged, however, that "hasty modifications" of the codes be avoided.

"It is my strong thought," said Mr. Swezey, "that out of such a study a pattern might evolve which would establish rather clearly, some simple, basic do's and don'ts of commercial presentation. These might then be appropriately edited, endorsed by the broadcasters and advertisers, and widely circulated... In the meantime, no reasonable efforts should be spared to convince the commission that far from remedying the situation... any regulation of the sort it is presently proposing would result merely in making it much more difficult for the industry to take a more intelligent and productive approach."

The best way to convince the FCC, he suggested, is for broadcasters and advertisers to move "boldly forward in our own voluntary recognition of the need for establishing more meaningful standards for the production and presentation of commercials."

MGM-TV, Drewry’s Ltd. make 10-market deal

A multi-market licensing agreement made directly with a television advertiser has been set up by MGM-TV.

The advertiser, Drewry’s Ltd., South Bend, Ind., brewery, has licensed three post-1948 feature films in 10 markets. Drewry’s has also purchased full sponsorship of the films in five additional markets where prior license agreements had already been set by stations. The three films are "Angels in the Outfield," "Green Fire" and "The Tender Trap."

Markets which Drewry’s licensed directly, and stations showing the films are: WJBK-TV Detroit, WVTM(TV) Cadillac, WJIM-TV Lansing, WJRT(TV) Flint and WJLAB-TV Marquette, all Michigan; WANE-TV Fort Wayne and WTHI-TV Terre Haute, both Indiana; KENT-TV Des Moines and WMT-TV Cedar Rapids, both Iowa, and WSFD-TV Toledo, Ohio.

Drewry’s also purchased sponsorship on WGN-TV Chicago and WHBF-TV Rock Island, Ill.; WISH-TV Indianapolis and WSBT-TV South Bend, Ind., and WOOD-TV Grand Rapids, Mich.

Dr. Pepper makes $150,000 ‘Clark’ buy

The first national sale on the Dick Clark Radio Show has been made to the Dr. Pepper Co., 20 markets, it was revealed last week by Stanley Kaplan, executive vice president of Mars Broadcasting Co. The agency is Grant Advertising Inc., Dallas.

Dr. Pepper is investing approximately $150,000 in the campaign for 10 to 20 spots a week in the two-hour syndicated show, varying from market to
Commercials in production...

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


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

market for periods ranging from 13 to 52 weeks. Mr. Kaplan called the sale a "breakthrough" for a syndicated radio show, and added that he has made presentations to 20 other advertisers, who are now considering the program.

The show is produced by Mars in conjunction with Mr. Clark. It went on the air in January and now has been sold in 45 markets.

UNUSUAL SYNDICATION

'Funny Company' has plenty to smile about in 57 markets

A total of 57 television stations claimed to be reaching about 60% of all U. S. TV homes have signed for The Funny Company and another 20 stations will probably be signed within the next two weeks, Eddie Smarden, radio-TV director of Carson/Roberts, Los Angeles, said last week. Under normal syndication, at least an additional 50 stations would have been signed, he said, but, as he had told meetings of station representatives in February (Broadcasting, Feb. 11), the distribution plan for this five-minute juvenile series is anything but usual.

The program was developed for Carson/Roberts' toymaker client, Mattel, which puts almost all its advertising dollars into television ($7.5 million this year). To encourage stations to broadcast The Funny Company, which Mattel believes has the ingredients to win the approval of juvenile viewers, their parents and their teachers, the toy company agrees to buy one-minute participations or adjacencies in the program on a two-year noncancellable contract at the same price the station pays for an unlimited three-year license for the series. Mattel is interested primarily in the late afternoon after-school hours, but many stations also plan to run the animated programs in the morning hours for pre-school viewers and at least one station, WDAU-TV Scranton, Pa., plans to include a five-minute episode in its early evening news program for the adult audience.

Kenneth C. T. Snyder, who resigned as senior vice president of Needham, Louis & Brochy, Hollywood, to become president and executive producer of The Funny Co., producer of the series (Broadcasting, March 25), said that 42 scripts have been written and 38 programs sound-recorded and in the hands of four animation units, with 15 now in the final editing-dubbing stage and scheduled for completion by the end of June. After that, a minimum output of 15 episodes a month is scheduled.

This is somewhat advanced from original plans, he explained, but the speed-up was forced by the desire of most of the subscribing stations to start the series this fall instead of waiting until January, when Mattel planned to start its tie-in advertising. In some markets, where it can be done without disturbing previous commitments, Mattel will begin using the series as an advertising vehicle in the fall.

Mr. Smarden said he had been wrong in February when he had said that Mattel was financing production of The Funny Company. Mattel does have a three-year license to handle distribution of the series in the United States and Canada, so that it can insure the program's placement on stations the firm and its agency believe best suited to the toy advertising.

Distribution outside the Mattel territory is being handled by Desilu Sales.

New rep firm in Seattle

William L. Simpson, former general sales manager, KOL-AM-FM Seattle, has opened a new rep firm, in Seattle, to give regional service to Pacific Northwest broadcast outlets.

Among first clients are KALE Richland, Wash.; KORE Eugene, KSLM Salem, and KFLY Corvallis, all Oregon.
THEY CAN'T BUILD A THING...BUT RATINGS

32 Break-em-up half hours ready for Fall '63 Start

ABC FILMS, INC.

1501 Broadway, N.Y. 36, N.Y.-LA 4-5050

360 N. Michigan Ave., Chicago, Ill.-AN 3-0800/190 N. Canon Drive, Beverly Hills, Calif.-NO 3-3311/P. O. Box 653, Covington, LA 737
Does clutter stifle commercials?

BURGARD QUOTES SURVEY TO PROVE IT DOES; BANZHAF CRITICAL TOO

The nation's most powerful advertisers were told last week that "clutter," triple-spotting and inadequate product protection were cutting the value of their television dollars in half—or worse.

This warning was sounded by John W. Burgard, vice president of Brown & Williamson Tobacco Corp., one of the country's top 25 TV spenders, last Monday at the spring meeting of the Association of National Advertisers (also see page 46).

Mr. Burgard, chairman of the ANA broadcast committee, also renewed the bid for some sort of "guaranteed circulation" in television. At least, he said, there ought to be a direct relation between the cost and the size of audience for shows of the same type.

In his attack on so-called overcommercialization Mr. Burgard was joined by Max Banzhaf, staff vice president of Armstrong Cork Co. Mr. Banzhaf also stressed the values of programing with strong appeal to select audiences, as opposed to weak appeal to bigger audiences. He and Mr. Burgard agreed advertisers almost certainly would buy it if networks would offer it at "reasonable costs."

Mr. Burgard reported that studies by an unidentified advertiser had shown that the effectiveness of a commercial is increased 32% to 40% when presented alone rather than in the so-called "clutter" of credits, promos, billboards etc.—and that it may be 24% to 64% more effective alone than within 15 minutes of a competitor's message in the same program.

Position Advantage • Mr. Burgard said the unidentified ANA member found, on the basis of 2,500 telephone interviews in 30 markets within an hour after the broadcast, that 40% more people recalled the brand advertised in an "island" position than the one advertised in a "clutter" position.

Among the same group, he continued, 35% more people could remember specific copy points of the island-position commercial than of the clutter-position message.

The same advertiser, Mr. Burgard said, also tested kinescopes of the same show before two panels of approximately 200 persons each. One commercial was found to be 38% more effective when presented alone than the same commercial in a clutter position on the same show. Another commercial—for another brand—was 32% more effective in an island position than in a clutter position.

In a third study, Mr. Burgard reported, commercials for two competitive brands were tested (1) alone and (2) in the same program but with 15 minutes separation. One commercial was 24% more effective when tested alone than when presented on the same program with its competitor. The other commercial—64% more effective when tested alone.

On the theory that the weaker commercial logically would suffer more than the stronger, Mr. Burgard averaged the 24% loss and the 64% loss to get an average loss of 44%. Then, acknowledging that researchers would "scream that I'm adding apples and oranges," he continued:

"If we add up the 40% loss in recall, the 38% loss in sales effectiveness due to clutter, and add in the 44% loss due to competitive adjacency, we get a 122% loss. I can't subtract that, so I add it, and I think I am justified in saying that one dollar spent for a commercial in a clean position with adequate product protection is worth at least two dollars spent for the same commercial in 'clutter' without product protection."

Lacks Foresight • "The broadcasters are shortsighted indeed to arbitrarily encourage practices which so seriously damage the efficiencies of a great medium. The advertiser or agency who accepts this situation without a careful study to determine just how much the effectiveness of his advertising has been depressed is equally shortsighted."

Mr. Burgard showed the results of ANA monitoring of so-called clutter (details on page 43). His committee has been publicly protesting clutter between network programs for more than a year and a half, but feels the networks have done nothing to clean it up and that, indeed, the situation has been aggravated by the "triple-spotting" that results from using promos to fill out 40-second station breaks in many cases.

In one case the ANA clutter study showed 6 minutes 47 seconds elapsed between the last act of one show and the start of the next; in this period were 17 separate elements including credits, promos, triple back-to-back billboards etc. Mr. Burgard noted that only four of the 17 elements were paid commercials, and that only one—a 73-second program teaser—could be classified as entertainment.

In another case, with the break at midprogram, the non-entertainment segment was limited to 2 minutes 13 seg-

Brown & Williamson's John W. Burgard believes a dollar spent for a commercial in a "clean" position is worth two dollars for the same commercial in a "cluttered" spot.

Armstrong Cork's Max Banzhaf is critical of the unnecessary credits, billboards and extraneous plugging that fails to consider the limits of the public's patience and tolerance.

42 (BROADCAST ADVERTISING)
serted, stations often find they have an unsold 10 seconds to fill, and use it for a program promo. These are defined by the NAB Code as commercial material. Mr. Burgard noted, so that "in effect, we have triple-spotting back with us—three back-to-back 'demands for action' on the part of the viewer.'"

But, he said, "this time, unfortunately, no one seems inclined to do anything about it: neither the majority of advertisers, though there is significant evidence that it has a depressing effect on their paid commercial, nor the broadcasters, though it violates their code.

"The ANA opposed the lengthening of the station break when first proposed and pointed out the disadvantages. That's all an association can do. Any progress in eliminating this new type of 'triple-spotting' is up to the individual advertisers and their agencies working with the broadcasters."

On "guaranteed circulation," which advertisers and agencies have intermittently called upon broadcasters to provide, Mr. Burgard said the virtual disappearance of single sponsorship of programs has left the networks in practically complete control of programming.

"Since the advertiser now has to buy what the network programs, if he is to use television at all, it is not surprising that the feeling is growing that the price of a program should bear some relation to the size of the audience delivered," he asserted.

**Audience Guarantee** "Sometimes this is referred to as 'guaranteed circulation.' I believe most of you will agree that term is an oversimplification. At

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**Are you bugged by commercial jamming? Here's sample**

Know what television "clutter" looks like? Below are three samples as offered last week by the Association of National Advertisers’ Broadcast Committee, which for a year and a half has been publicly urging the TV networks to clean it up (but doesn't think they've made any progress).

John W. Burgard of Brown & Williamson Tobacco Corp. said the committee, which he heads, monitored "typical" prime-time programs on the three network-owned TV stations in New York, and that these samples came from the monitoring report. Here they are as presented to the ANA spring meeting (also see page 42), with excerpts from Mr. Burgard's comments on each:

- **Opening of show, and five minutes preceding:**
  "In the 6 minutes 47 seconds from the last act of the preceding show to the first act of this show, 17 different elements flew across the viewer's screen, only one of which—the 73-second teaser—was entertaining. Only four were paid commercials. This is about the best you can expect since the preceding program was a half-hour show with a fairly clean ending (perhaps because the station got in a little quick to make room for a 60-second commercial plus an ID). Note the triple back-to-back billboards. I call this to your attention since this network insists on triple opening billboards at the beginning of each half-hour, feeling that folding billboards are too interruptive at the middle break."
  The so-called clutter elements:

<table>
<thead>
<tr>
<th>ELEMENT</th>
<th>START OF ELEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Act II in Progress</td>
<td>7:57:47</td>
</tr>
<tr>
<td>Bumper Card</td>
<td>7:57:53</td>
</tr>
<tr>
<td>Bumper Card</td>
<td>7:58:55</td>
</tr>
<tr>
<td>Promo for Another Show</td>
<td>7:59:00</td>
</tr>
<tr>
<td>STATION BREAK</td>
<td>7:59:05</td>
</tr>
<tr>
<td>10-second Commercial</td>
<td>7:59:25</td>
</tr>
<tr>
<td>Station Identification (VO)</td>
<td>7:59:34</td>
</tr>
<tr>
<td>NETWORK</td>
<td>7:59:36</td>
</tr>
<tr>
<td>Show Billboard</td>
<td>7:59:40</td>
</tr>
<tr>
<td>Commercial Billboard</td>
<td>7:59:46</td>
</tr>
<tr>
<td>Commercial Billboard</td>
<td>7:59:52</td>
</tr>
<tr>
<td>Begin Act III</td>
<td>8:00:00</td>
</tr>
</tbody>
</table>

- **Middle break:**
  "It is an accepted practice to slot hour programs so that they will hold the audience through the middle break and to discourage the viewer from switching to a show on another station starting 30 minutes later. Here this was accomplished by limiting the non-entertainment segment between act two and act three to 2 minutes 13 seconds, with only 11 different elements in it."
  The elements:

<table>
<thead>
<tr>
<th>ELEMENT</th>
<th>START OF ELEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Act IV in Progress</td>
<td>8:24:47</td>
</tr>
<tr>
<td>Show Film Promo</td>
<td>8:25:01</td>
</tr>
<tr>
<td>60-second Commercial</td>
<td>8:26:02</td>
</tr>
<tr>
<td>Show Trailer for Next Week</td>
<td>8:27:04</td>
</tr>
<tr>
<td>60-second Commercial</td>
<td>8:28:05</td>
</tr>
<tr>
<td>Acting Credits</td>
<td>8:28:48</td>
</tr>
<tr>
<td>Promo for Another Show</td>
<td>8:28:68</td>
</tr>
<tr>
<td>Promo for Still Another Show</td>
<td>8:28:26</td>
</tr>
<tr>
<td>Acting Credits (Cont'd)</td>
<td>8:29:30</td>
</tr>
<tr>
<td>Productions Package and Acting Credits</td>
<td>8:29:46</td>
</tr>
<tr>
<td>Network Identification</td>
<td>8:29:54</td>
</tr>
<tr>
<td>Promo for Another Show</td>
<td>8:29:96</td>
</tr>
<tr>
<td>Network Identification</td>
<td>8:29:16</td>
</tr>
<tr>
<td>STATION BREAK</td>
<td>8:29:17</td>
</tr>
<tr>
<td>10-second Commercial</td>
<td>8:29:38</td>
</tr>
<tr>
<td>10-second Show Promo</td>
<td>8:29:48</td>
</tr>
<tr>
<td>Station Identification</td>
<td>8:29:58</td>
</tr>
<tr>
<td>NETWORK</td>
<td>8:30:00</td>
</tr>
<tr>
<td>Show Title</td>
<td>8:30:13</td>
</tr>
<tr>
<td>Teaser Opening</td>
<td>8:30:24</td>
</tr>
<tr>
<td>Show Titling</td>
<td>8:32:54</td>
</tr>
<tr>
<td>Bumper</td>
<td>8:33:29</td>
</tr>
<tr>
<td>Actin Credits</td>
<td>8:33:32</td>
</tr>
<tr>
<td>Commercial Billboard</td>
<td>8:33:50</td>
</tr>
<tr>
<td>Commercial Billboard</td>
<td>8:33:59</td>
</tr>
<tr>
<td>60-second Commercial</td>
<td>8:34:09</td>
</tr>
<tr>
<td>STATION BREAK</td>
<td>8:35:00</td>
</tr>
</tbody>
</table>

- **End of show and five minutes thereafter:**
  "The time from the end of the last act to the end of monitoring ran 10 minutes 13 seconds. There were 26 elements in all. This break also turned up a mistake in setting up the monitoring—we only had them tape the first five minutes of the following show; as you will see from the last line, they cut off before getting to the first act."
  The 26 elements:

<table>
<thead>
<tr>
<th>ELEMENT</th>
<th>START OF ELEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Act II in Progress</td>
<td>7:28:40</td>
</tr>
<tr>
<td>Bumper Card</td>
<td>7:28:51</td>
</tr>
<tr>
<td>10-second Commercial</td>
<td>7:28:51</td>
</tr>
<tr>
<td>Station Identification (VO)</td>
<td>7:30:00</td>
</tr>
<tr>
<td>NETWORK</td>
<td>7:30:02</td>
</tr>
<tr>
<td>Tesser Opening</td>
<td>7:30:17</td>
</tr>
<tr>
<td>Show Billboard</td>
<td>7:31:30</td>
</tr>
<tr>
<td>Commercial Billboard</td>
<td>7:31:34</td>
</tr>
<tr>
<td>Commercial Billboard</td>
<td>7:31:41</td>
</tr>
<tr>
<td>Commercial Billboard</td>
<td>7:31:48</td>
</tr>
<tr>
<td>Film Title, Acting Credits</td>
<td>7:31:55</td>
</tr>
<tr>
<td>60-second Commercial</td>
<td>7:32:42</td>
</tr>
<tr>
<td>Show Title</td>
<td>7:33:43</td>
</tr>
<tr>
<td>Show Production Credits</td>
<td>7:35:51</td>
</tr>
<tr>
<td>Begin Act</td>
<td>7:36:05</td>
</tr>
</tbody>
</table>

**The French have a word for it—`sell'**

French and English are mixed with amusing and, it is hoped, effective results in a set of nine radio commercials for the new motion picture "Irma la Douce." Spots—two one-minute, three 30-second, two 20-second and two 10-second—were produced by Klein/Barzman, Hollywood, featuring Shep Menkin and Lee Zimmer, with music by Billy May. The spots started Saturday (May 25) in New York in a saturation campaign preceding the picture's premiere in that city June 6 and will be used in other cities. Typical is this 20-second spot:

- French: Irma la Douce... un film charmant.
- Man: Irma la Douce... a delightful motion picture.
- French: Comme vedettes Jack Lemmon...
- Sound: Kiss.
- French: Shirley MacLaine... 
- Sound: Pop—champagne.
- French: Mis-en-scene, en couleur, Billy Wilder.
- Man: Directed in color by Billy Wilder.
- French: Irma la Douce est sexy.
- Man: Irma la Douce is—spicy.
- French: Oh-ho-ho.

the same time, however, I believe you will agree that, for the same type of show, there should be a direct relation between the cost and the size of the audience.

"I stress `for the same type of show' because advertisers' evaluation of a show will be based on qualitative as well as quantitative measurements. Just as today pay more per thousand for a special or selected audience in print media, we would undoubtedly pay more per thousand for a special type of audience in television.

"Qualitative measurements will and must differ with each advertiser and, indeed, for various brands promoted by the same advertiser. Regardless of his particular qualitative measurement, however, each advertiser needs a reasonably accurate quantitative measurement of his audience. To get this he needs meaningful ratings."

Mr. Burgard said that in general the ANA broadcast committee thought present national ratings are suitable for timebuying purposes but had "some reservations about the validity of local television ratings" (see story page 46).

**Another Criticism** Mr. Banzhaf told the convention that overcommercialization "is destroying some of the effectiveness of television, and unnecessarily so."

Mr. Banzhaf described overcommercialization as "the shortage of program content—the unnecessary credits, billboards and extraneous plugging—the triple and quadruple spotting—and other practices that fail to consider the limits of the public's patience and tolerance."

"Here," he said, "is an area where clearly the fundamental objective of serving a public need is being put in second place and advertising income is being given prime consideration."

Mr. Banzhaf said media's main responsibility to advertisers—as to media owners, government and public—is "to put service to some segment of the public first in the order of their objectives."

The responsibility of advertisers toward media, he continued, should be in the same vein—"to judge media first and foremost according to their ability to furnish us at a reasonable cost with an eager and interested audience, regardless of its size."

Mr. Banzhaf said that "if we [advertisers] demand favors from the media that are not in the reader's, listener's or viewer's best interest—and if media accede to those wishes—we both suffer. The medium loses its vitality and appeal and eventually its profits—and we lose an effective means for advertising our products. Multiply this a few times and our costs increase, our unit effectiveness is lowered and our profits go down."

**Yardsticks Inaccurate** Charges that advertisers won't let media deal with controversy, or require that media dilute programing or editorial material in order not to "offend" segments of the public, are much less justified than the accusers make it appear, according to Mr. Banzhaf.

"A more germane argument," he said, "is the inaccurate yardsticks we use to purchase media, and media's foolish propensity to tailor their properties to meet them, instead of manufacturing a product of great merit to the public and then selling us on those merits. This has been most noticeable in the magazine field during the last several years."

He cited "some very alert radio stations" and specialized publications which, he said, met television's challenge by concentrating on satisfying the needs of specific segments of the market and thereby "carved out unique positions for themselves and have been rewarded handsomely for it."

On the other hand, he said, some publications have sought to increase their circulation figures by continually broadening their editorial appeal, with the result that "in trying to appeal to everyone, all too often they appealed to no one."

Mr. Banzhaf said that "as many advertisers have learned, popularity does not always equate with effectiveness. There are companies and products that would be substantially ahead if they could sponsor programs that appealed strongly to a select audience rather than weakly to a larger one—and they'd probably buy such programs, too, if the networks could find a way of making such programming available at reasonable costs."

**Business briefly...**

United States Packaging Corp., a newly formed company manufacturing and marketing a line of convenience food items and household products, will use television as principal medium for the introduction of its "Heat 'n Serve" products. Geyer, Morey, Ballard Inc., Chicago, will be the agency for the new company, which has home offices in Michigan City, Ind.

Fonda Container Corp., a division of Standard Packaging Corp., starts a national television advertising campaign today (May 27) on seven ABC-TV daytime shows promoting the introduction of its new paper plate product, "Firmware." Agency is Smith, Hendersson & Brey, New York.

Procter & Gamble Co., for Lilt home permanent, has bought a one-hour musical special starring Jo Stafford on CBS-TV (Sunday, Aug. 18, 9-10 p.m. EDT). Agency: Leo Burnett Inc., Chicago.

Howard Stores Corp., through Mogul Williams & Saylor, conducting 14-city radio campaign in conjunction with print media contest for annual Father's Day promotion. Four-week campaign, using 20 stations, consists of 400 one-minute announcements. Promotion, tied in with Commonwealth of Puerto Rico includes contest offering weekend vacations in San Juan.

W. F. Young Co. (Absorbine Jr.) will start a participation campaign on various CBS- TV programs next month to continue throughout the summer and also will use announcements on Mutual and NBC Radio and spot TV buys in selected markets. Agency: Ted Gotthelf Associates, New York.

A Question of Content...Not Semantics!

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

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

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

CONTENT, not semantics, separates information from talk!
Ratings may not mean performance

GERHOLD POINTS OUT THAT VIEWER MAY NOT SEE THE COMMERCIAL

A sharp criticism of program ratings as a measurement of advertising performance was expressed last week by Paul E. J. Gerhold, vice president and director of marketing services of Foote, Cone & Belding.

Mr. Gerhold told a meeting of the Association of National Advertisers that the findings of a study conducted by FC&B cast doubts upon the usefulness of program ratings to advertisers. He said the study shows that ratings alone cannot reflect accurately whether the viewer actually sees all of the program; how much exposure there is to the commercial and how many commercials the viewer remembers a day later.

He proposed that advertisers and agencies join together on a well-financed research program to develop more sophisticated data about TV advertising effectiveness.

Mr. Gerhold’s remarks concerning the relationship between program ratings and advertising effectiveness were based on a hitherto secret study, which involved 11,000 interviews among housewives in the Borough of Queens in New York during March and April 1961. The interviews were conducted by telephone.

Mr. Gerhold said that more than 20,000 dialings were made to designated homes and more than 11,000 interviews were actually completed. During the 40 interviewing days, 342 specific one-minute commercials were studied, representing the network daytime television programs carried on ABC-TV, NBC-TV and CBS-TV, Monday through Friday, 10 a.m. to 4 p.m., and evening programs broadcast from 7:30 to 10 p.m. including weekends.

An initial call was made to determine whether the housewife actually was home during the time the program was carried. A follow-up call was made 23 hours later (if the housewife had been home the previous day) to determine whether (1) she had viewed any part of the program; (2) she could possibly have seen the commercial; (3) she could remember being exposed to the commercial and (4) she could demonstrate this exposure with recall of the content.

Simple Clue = The middle commercial of each program was used in the test. In each interview, the product and brand for the one commercial that was being viewed were identified and a simple clue used to describe the beginning of the commercial.

The results of the study, as outlined by Mr. Gerhold, were:

- 14.4% of the homes were tuned to the average evening network television program.
- Mr. Gerhold noted this was "surprisingly" almost four whole rating points lower than the 18.3 average rating shown by one rating service for the whole New York metropolitan area for the same programs in the period of the study.
- 9.4% of the housewives viewed some part of the average evening network television program.
- 6.8% of the housewives had a chance to see a specific commercial on the program.
- 3.8% of the housewives could remember the next day that they actually had seen the commercial.
- 2.5% of the housewives could remember and could prove they saw it by recalling something it said or showed.

Mr. Gerhold commented: "Am I right in guessing that you have never heard such small figures to describe the reach and performance of evening network television?"

The portion of the study devoted to daytime network television showed that of 100 tuned homes, 66 housewives viewed a given program; 49 possibly were exposed to the commercial and 20 could recall some of the content of the commercial 23 hours later.

In general, the study also indicated that full or alternate sponsorship attained better recall ratings than did participating sponsorship; commercials broadcast alone did considerably better than those broadcast together with some other type of announcement; commer-

ANA PLEDGES COOPERATION

Will support NAB's three-point plan to solve audience measurement problems

A tentative timetable for the National Association of Broadcasters’ three-point program for the solution of audience-measurement problems began to emerge last week.

The first clues were given by Donald H. McGannon of Westinghouse Broadcasting, chairman of the NAB research committee, in a session which explored the ratings problems during the spring meeting of the Association of National Advertisers.

The ANA meanwhile made clear that it will cooperate fully with the NAB efforts but feels that ratings are largely a broadcasting responsibility. ANA does not wish to be represented officially on the supervisory body. This essentially was the view expressed by John W. Burgard of Brown & Williamson Tobacco Co., chairman of the ANA broadcast committee, and augmented by other ANA officials.

Mr. McGannon reviewed the NAB committee plans for a Broadcast Audit Service (BAS), development of minimum criteria and minimum standards for ratings services, and evolution of long-range methodology work (BROADCASTING, May 6, et seq). In this review he told the ANA meeting that:

- The committee hopes to have developed the minimum criteria by the end of this year. Some committee members think it may take longer, but a "crash program" is planned to complete this phase as quickly as feasible.
- A definitive plan for auditing the ratings services is anticipated by late this summer. Auditing at first may center on compliance with the services’ announced standards and methods, with the minimum criteria added to the audit as they are developed. An existing CPA firm may get the auditing assignment. The committee hopes that the ratings services will pay most of the auditing costs.
- Current committee thinking anticipates that the methods study will encompass four areas: national television, local television, national radio and local radio.

Mr. McGannon noted that the Radio Advertising Bureau is working on its own radio-only methodology project, and that the RAB and NAB groups are conferring in hopes of working out a common approach. "Pride of authorship" is not an issue in efforts to resolve the differences, he said.

Mr. McGannon said the NAB “wants to maintain the closest possible liaison with you,” so that what emerges from the project will be satisfactory to advertisers as well as broadcasters.

At another point he said that LeRoy
This chart from Foote, Cone & Belding (below) shows that out of 100 viewers 34 don't actually see the program and 20 can recall the commercial 23 hours later. The adjoining chart (r) points up there is little difference in the pattern between daytime and evening programs.

What this says to us, very simply, is that program ratings are an inadequate measure of advertising performance, an unsatisfactory basis for improving television advertising efficiency," Mr. Gerhold asserted. "Making television decisions on this basis is like judging a baseball team on the number of runners it gets to first base. It's interesting information and even useful information. But it doesn't score the ball game."

**Study Limitations** Mr. Gerhold acknowledged the limitations of the FC&B study. He noted that it was made two years ago and covered only one borough in New York over a two-month period in one television season. But he suggested that the study be considered in terms of the value of this kind of research.

He indicated that it is up to the agencies and advertisers to undertake this type of research, adding that it is "unlikely that the broadcasting industry or the rating services would lead us from the rating figures that are big and easy to make and familiar to use to studies that seemingly reduce the dimensions of advertising."

Collins, president of NAB, planned to bring together representatives of broadcasters, the Television Bureau of Advertising, the RAB, the ANA and the American Association of Advertising Agencies—even though some of these may not be "official" members of the group.

In his report Mr. Burgard made clear that ANA in all likelihood will not be an official member—a view that was confirmed by other ANA officials in response to newsmen's questions. They said ANA would cooperate as fully as possible with NAB, had already held some discussions with AAAA about a joint committee for that purpose, but did not wish to serve on any tripartite organization running the show.

**ANA Position** Mr. Burgard presented the ANA broadcast committee's position on this and other ratings questions—and also challenged the notion that increasing the accuracy of local TV ratings would be insupportably costly.

If the TV industry would spend 1% of its gross billing "for adequate projectable ratings at all levels," he said, the result would be $20 million a year, "and professional researchers assure me that this amount would more than pay for such a service."

Mr. Burgard summarized the ANA committee's position on ratings thus:

1. Ratings are primarily the responsibility of the broadcasters since they are essential to all phases of their operation;

2. Ratings are an important quantitative guide to our purchase of broadcast time, which must be qualified by other research on qualitative data. The more accurately ratings reflect the total audience, the better;

3. The principal national television ratings now available are suitable for our purposes of buying time, and we have confidence in their relative usefulness so long as used for the purpose designed, that is, the measurement of national audience;

4. We have some reservations about the validity of local television ratings and feel that in this area an accuracy equivalent to national television ratings would be desirable for buying purposes. (I might mention that this local information is most desirable in measuring national audiences, just as a breakdown of sales by markets is needed to intelligently analyze your national sales.)

5. It is not felt that the formation of a tripartite group representing advertisers, agencies and broadcasters to audit ratings services or supervise a cooperative service is desirable or feasible.

6. We applaud the general direction of the NAB plan toward setting standards and auditing the execution according to those standards. We stand ready to work with the NAB, through a joint ANA-AAAA committee, in establishing standards of measurement that would be most useful to us as buyers of broadcast time."

"Clutter On TV * The ratings discussions were part of an ANA two-day meeting in New York that delved frequently into television, with specific
Network selling pace is slower

ALL THREE NETWORKS HAVE MORE TIME AVAILABLE FOR NEXT SEASON

The advance selling pace for the TV networks, which locked up their prime-time schedules for the fall earlier than ever, is slower than it was last year.

That appears to be the assessment of the sales popularity of the new, 1963-64 nighttime programs as well as the carry-over shows.

Of the three TV networks, CBS-TV is closest to the sellout point (though this point is never really reached by any network). It, however, still lags behind its sales pace compared to the same approximate time last year.

Last spring, CBS-TV had some 50 minutes open to sell to advertisers. Today it has a few times that amount of time available. Included are the whole of The Great Adventure (Friday, 7:30-8:30), 15 minutes in Route 66 and The Nurses, about a half of East Side, West Side (Monday, 10-11), and 15 minutes in the Judy Garland Show (Sunday, 9-10). There are also some pieces available in such programs as Rawhide, CBS Reports and Hitchcock.

NBC-TV is at about the same point—about 4 hours or so weekly still available—as it was last spring. Much of this time is in open participations, the bulk in such shows as Sing Along with Mitch, Redigo (all of it unsold), Richard Boone Show (nearly half available) Espionage, Robert Taylor and International Showtime (each about two-thirds available), and a half of Joey Bishop.

ABC-TV had the most time available last spring, and this year has pieces still available in most of its participating shows which run through much of each night's schedule. But it also has programs bearing the SRO sign, among them the new quiz, 100 Grand on Sunday, Combat and the Greatest Show on Earth on Tuesday, Ozzie & Harriet and Ben Casey on Wednesday, Donna Reed, My Three Sons and Sid Caesar-Edie Adams on Thursday, and Fight of the Week and Lawrence Welk on Friday and Saturday respectively.

Big Buys Made

Though each of the networks has time for sale, the major, prime-time availabilities are spoken for. A prediction made in the TV industry that production costs may have leveled somewhat seems to be borne out by Broadcasting's annual show cost estimates. The weekly tab is placed at $8.3 million in regularly scheduled shows (see page 50). This is up some $400,000 from the 1962-63 season's $7.9 million weekly, a previous high. In the 1961-62 season the figure was at $7.1 million, indicating that while costs continue to rise, the acceleration is not as great.

Other trends and statistics on the next season:

- There will be more new shows. This season started with 31 new shows. The new season will start with 35, according to current listings.

Of the 35 shows, 16 will be on ABC-TV (3 more than the start of the current season), 11 on NBC-TV (1 more for that network) and 8 new programs on CBS-TV (the same as this season).

- Color would appear unchanged in comparing the schedules of this season with next fall's. This season, NBC-TV had 13 shows in periods scheduled to be filled at least in some weeks with color. Next season it will have 13 shows. ABC-TV this season offered two shows in color (movies and Flinstones). Next season ABC-TV plans three color series (Wagon Train, Flinstones and Greatest Show on Earth).

- Fewer shows will be returning. At the start of this season, there were 63 shows returning. Next season the total will be 52. But there were more shows overall in prime time (after 7:30) for the 1962-63 season; a total of 94 compared to 87 for next season.
One hour and 45 minutes ahead!

UPI's broadcast newswire was one hour and 45 minutes ahead of the other service on the most dramatic crisis of the Cooper space flight.

Credit for this first beat from outer space goes to Alvin B. Webb, UPI's man at Cape Canaveral since 1959.

Webb and his fellow staffers at the scene typify UPI's policy of top talent on the top stories.

The policy pays off—consistently.

UPR113
BULLETIN

(CAPE CANAVERAL)---OFFICIAL SOURCES SAY GORDON COOPER MAY HAVE TO RESORT TO HAND-OPERATED EMERGENCY CONTROLS TO BRING HIS SPACECRAFT OUT OF ORBIT.

PB229PCD 5/16

United Press International

A UPI MAN IS AT THE SCENE
### DETAILED WRAPUP OF FALL TV SCHEDULES

This chart details next fall’s nighttime programs, how much they cost, who packages them, the time of night scheduled and starting date. Also shown are advertisers and agencies which sponsor them. “Available” denotes an unsold period.

Production costs are estimated by BROADCASTING on the basis of data from various sources. Costs are computed in most cases to represent the price of a single original in a series and does not include agency commissions or averaging of first-runs against reruns.

Agencies are in parentheses ( ); production firms in brackets [ ]; starting dates indicate the beginning of the fall cycle; new programs are in boldface; continuing show titles or familiar formats are in italics; (C) denotes color, either as a full series or in part. Program periods start at 7:30 p.m. to the conclusion of the period generally regarded in television as “prime-time” (usually 7 p.m.).

In all cases, advertisers listed in program periods reflect sponsorship in October of this year as now reportable in network sales offices. The duration of the purchases is not indicated.

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### WEDNESDAY

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC-TV</th>
<th>CBS-TV</th>
<th>NBC-TV</th>
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<tbody>
<tr>
<td>7:30</td>
<td>Ozzie &amp; Harriet $55,000</td>
<td>CBS Reports $87,000 (V&amp;R)</td>
<td>Virginia (C) $175,000</td>
</tr>
<tr>
<td></td>
<td>Am. Gas (L &amp; N); Am. Dairy (Compton); Green Giant (Burnett) [Stage Five Prod.]</td>
<td>Travelers Insurance (V&amp;R) Time Available [CBS]</td>
<td>[Screen Gems] 9/19</td>
</tr>
<tr>
<td>8:00</td>
<td>Patty Duke Show $7,000</td>
<td>Pepsi-Cola (BBDO) Time Available [UA TV]</td>
<td>[CBS] 9/18</td>
</tr>
<tr>
<td></td>
<td>[Esty]; Bunyan (Bates)</td>
<td>&amp; B</td>
<td>[CBS] 9/18</td>
</tr>
<tr>
<td>9:00</td>
<td>Price Is Right $45,000 (Grey) Half available [Goodson-Todman]</td>
<td>Glynnis Johns Show $55,000</td>
<td>Espionage [CBS] 9/18</td>
</tr>
<tr>
<td></td>
<td>Block Drug (Grey)</td>
<td>Ralston Purina (Gardner); R. J. Reynolds (Esty)</td>
<td>Buick, Pontiac (both M-E) [Postus Prod.] 9/19</td>
</tr>
<tr>
<td>9:30</td>
<td>Ben Casey $135,000</td>
<td>Beverly HillsBillies $65,000</td>
<td>Dick Van Dyke $55,000</td>
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<td></td>
<td>Alberto-Culver (Compton); P&amp;G (B&amp;G) Brown &amp; Williamson (Bates)</td>
<td>R. J. Reynolds (Esty)</td>
<td>Lorrillard (L&amp;N); P&amp;G (B&amp;G)</td>
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<tr>
<td>9:30</td>
<td>Noxema (SCG&amp;B); Bristol-Myers (DB&amp;B); Quaker Oats (JWTV); Armour (FOB &amp; M);</td>
<td>[Esty]; Kellogg (Burnett) [Unilite]</td>
<td>Eleventh Hour [CBS] 9/25</td>
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<tr>
<td></td>
<td>[B. Crosby Prod.]</td>
<td></td>
<td>[CBS] 9/25</td>
</tr>
<tr>
<td>10:00</td>
<td>Channing $120,000 Available [Revue]</td>
<td>Danny Kaye $156,500</td>
<td>Brown &amp; Williamson (Bates); American Motors (GMH); Ralston Purina (Gardner)</td>
</tr>
<tr>
<td>10:30</td>
<td></td>
<td>[Esty]; Buick, Coca-Cola, Pontiac (all M-E); Schick (NC&amp;K); Jergens (C&amp;W) [MGW]</td>
<td>[CBS] 10/2</td>
</tr>
</tbody>
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### THURSDAY

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC-TV</th>
<th>CBS-TV</th>
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<tbody>
<tr>
<td>7:30</td>
<td>Flintstones (C) $35,000</td>
<td>Password $35,000</td>
<td>Robert Taylor $92,000</td>
</tr>
<tr>
<td></td>
<td>Green Giant (Burnett); Welch (Manoff); Best Foods (L&amp;N)</td>
<td>R.J. Reynolds (Esty)</td>
<td>Buick-Ewald (B) [SCC&amp;B]</td>
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<td></td>
<td>(Screen Gems) 9/19</td>
<td>[Goddess-Todman]</td>
<td>[CBS] 9/19</td>
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<tr>
<td>8:00</td>
<td>Donnie Reed Show $55,000</td>
<td>Ritchie $55,000</td>
<td>Perry Mason $125,000</td>
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<tr>
<td></td>
<td>Nabisco (M&amp;G); Campbell (BBDO) [Screen Gems]</td>
<td>[Screen Gems]</td>
<td>Clair (FCAB); Hertz (NC&amp;M); Pillsbury, Philip Morris (both JWT); Sterling Drug (D-F-S)</td>
</tr>
<tr>
<td>9:00</td>
<td>My Three Sons $70,000</td>
<td>Hunt Foods (Y&amp;K); Quaker Oats (JWT)</td>
<td>[Don Fedderson]</td>
</tr>
<tr>
<td>9:30</td>
<td>Jimmy Dean $125,000</td>
<td>[Postas Prod.] 9/12</td>
<td>Hazel (C) $110,000</td>
</tr>
<tr>
<td></td>
<td>Star-Kist (Burnett); Pepsi-Cola (BBDO) [D-F-S)</td>
<td>[CBS] 9/19</td>
<td>[Screen Gems] 9/19</td>
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<tr>
<td></td>
<td>[Offer Prod.]</td>
<td></td>
<td>[MGW] 9/26</td>
</tr>
<tr>
<td>9:30</td>
<td>As Caesar Sees It $50,000</td>
<td>[CBS] 9/29</td>
<td>Kraft Mystery Theater (C) $115,000</td>
</tr>
<tr>
<td>10:00</td>
<td>Consolidated Cigar ( materially) and Brown &amp; Williamson (Bates); Warner-Lambert, Scott Paper (both JWT); Union Carbide (Esty); Buick, Coca-Cola, Pontiac (all M-E); Schick (NC&amp;K); Jergens (C&amp;W) (MGW)</td>
<td>[CBS] 9/29</td>
<td>Kraft and Perry Como Specials [JWT] [Revue]</td>
</tr>
<tr>
<td>10:30</td>
<td>Station Time</td>
<td></td>
<td>10/3</td>
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<tr>
<td>Time</td>
<td>ABC-TV</td>
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<td>NBC-TV</td>
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<tr>
<td><strong>Monday</strong></td>
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<tr>
<td>7:30</td>
<td>Outer Limits</td>
<td>$125,000</td>
<td>L&amp;M (JWT); Schick (N&amp;K); Pontiac (M&amp;J); Remington (Y&amp;R); Goodrich (BBD); P&amp;G (Compton)</td>
</tr>
<tr>
<td>8:00</td>
<td>To Tell the Truth</td>
<td>$165,000</td>
<td>R. J. Reynolds (Esty); Whitehall (Bates); [CBS-Goodson-Tokarsky]</td>
</tr>
<tr>
<td>8:30</td>
<td>Wagon Train (C)</td>
<td>$150,000</td>
<td>R. J. Reynolds (Esty); Menley &amp; James (FC&amp;B); Schick (N&amp;K); Firestone (Sweeney &amp; James); Starkist, Green Giant (both Burnett); Colgate, Mobil (both Bates); Pontiac (M&amp;J&amp;A); Whitman Candy (Ayer); National Wide Insurance (Sackheim); Pepsi-Cola, Goodrich (both BBD); Block Drug (SSCB); Remington (Y&amp;R); Polaroid (D&amp;B); [Review] 9/16</td>
</tr>
<tr>
<td>9:00</td>
<td>The Twilight Zone</td>
<td>$90,000</td>
<td>R. J. Reynolds (Esty); Whitehall (Bates); [CBS-Goodson-Tokarsky]</td>
</tr>
<tr>
<td>9:30</td>
<td>The Lucy Show</td>
<td>$20,000</td>
<td>General Foods (Y&amp;R); [Toni (Goodson-Todman)]</td>
</tr>
<tr>
<td>10:00</td>
<td>East Side, West Side</td>
<td>$254,000</td>
<td>Philip Morris (B&amp;b); Whitehall (Bates); Up One (Y&amp;R); [CBS-Suskind]</td>
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<tr>
<th>Time</th>
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<tr>
<td><strong>Tuesday</strong></td>
<td></td>
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</tr>
<tr>
<td>7:30</td>
<td>Combat</td>
<td>$121,000</td>
<td>American Tobacco (BBDO); Miles Labs (Wade); Beecham (K&amp;E); Firestone (Sweeney &amp; James); Starkist, Green Giant (both Esty); Union Carbide (Esty); Colgate (Bates); Pontiac (M&amp;J&amp;A); Armour (FC&amp;B); Block Drug (SSCB); Lux; Union Carbide; Lee (both Esty); Lorillard (L&amp;N); Vick Chemical (More); Beecham (K&amp;E); American Tobacco (SSCB); Jergens (C&amp;W); Buck; Coca-Cola (Bates);</td>
</tr>
<tr>
<td>8:00</td>
<td>Marshall Dillon</td>
<td>$191,000</td>
<td>Gunslinger (Gunsmoke re-run)</td>
</tr>
<tr>
<td>8:30</td>
<td>Red Skelton</td>
<td>$42,500</td>
<td>Best Sons &amp; Daughters (LAN); S. Johnson (FC&amp;B); Philip Morris (B&amp;b); Lever (BBDO); Cecil Baker Prod.</td>
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<tr>
<td><strong>Friday</strong></td>
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<tr>
<td>7:30</td>
<td>77 Sunset Strip</td>
<td>$115,000</td>
<td>Menley &amp; James, Armour (both FC&amp;B); R. J. Reynolds, Union Carbide (Esty); Schick (N&amp;K); Starkist, Green Giant (both Burnett); Colgate, Mobil (both Bates); Pontiac (M&amp;J&amp;A); Jergens (C&amp;W); Block Drug (SSCB); Remington (Y&amp;R); Goodrich (BBD)</td>
</tr>
<tr>
<td>8:00</td>
<td>Great Adventure</td>
<td>$127,000</td>
<td>Available [CBS]</td>
</tr>
<tr>
<td>8:30</td>
<td>Route 66</td>
<td>$118,000</td>
<td>Chevrolet (C-E); Philip Morris (Burnett); Up One [Screen Gems]</td>
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<tr>
<td>9:00</td>
<td>Harry's Girls</td>
<td>$60,000</td>
<td>Colgate (D'Arcy) [MMG]</td>
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<tr>
<td>9:30</td>
<td>Farmyard Daughter</td>
<td>$45,000</td>
<td>Claire (FC&amp;B); L&amp;M (JWT)</td>
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<tr>
<td>10:00</td>
<td>Fight of the Week</td>
<td>$30,000</td>
<td>General Cigar (V&amp;R); [Screen Gems]</td>
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<tr>
<td>10:30</td>
<td>Make That Score</td>
<td>$17,000</td>
<td>B&amp;W; Whitehall (both Bates) Time available [ABC] 9/20</td>
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<thead>
<tr>
<th>Time</th>
<th>ABC-TV</th>
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<tr>
<td><strong>Saturday</strong></td>
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</tr>
<tr>
<td>7:30</td>
<td>Footmen Only</td>
<td>$75,000</td>
<td>Polaroid (DDB)</td>
</tr>
<tr>
<td>8:00</td>
<td>The Defenders</td>
<td>$110,000</td>
<td>[CBS]</td>
</tr>
<tr>
<td>9:00</td>
<td>The Defenders</td>
<td>$127,000</td>
<td>Lever (OBAM); Bristol-Myers (Y&amp;R); Allstate (Burnett); Brown &amp; Williamson (Bates)</td>
</tr>
<tr>
<td>9:30</td>
<td>Jeff Lewis</td>
<td>$90,000</td>
<td>(to 11:30)</td>
</tr>
<tr>
<td>10:00</td>
<td>Gunsmoke</td>
<td>$129,000</td>
<td>Johnson &amp; Johnson (Y&amp;R); P&amp;G (B&amp;B); Bristol-Murray (Compton); and Andy Williams</td>
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<tr>
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<th>ABC-TV</th>
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<tr>
<td><strong>Sunday</strong></td>
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<tr>
<td>7:30</td>
<td>Seabiscuit</td>
<td>$75,000</td>
<td>Polaroid (DDB)</td>
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<tr>
<td>8:00</td>
<td>The Defenders</td>
<td>$110,000</td>
<td>Lever (OBAM); Bristol-Myers (Y&amp;R); Allstate (Burnett); Brown &amp; Williamson (Bates)</td>
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<tr>
<td>9:00</td>
<td>The Defenders</td>
<td>$127,000</td>
<td>Lever (OBAM); Bristol-Myers (Y&amp;R); Allstate (Burnett); Brown &amp; Williamson (Bates)</td>
</tr>
<tr>
<td>9:30</td>
<td>Jerry Lewis</td>
<td>$90,000</td>
<td>(to 11:30)</td>
</tr>
<tr>
<td>10:00</td>
<td>Gunsmoke</td>
<td>$129,000</td>
<td>Johnson &amp; Johnson (Y&amp;R); P&amp;G (B&amp;B); Bristol-Murray (Compton); and Andy Williams</td>
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</table>
Insurance companies increase TV spending 39.5%

Television billings of insurance companies rose to $20,860,500 last year. The figure represented a 39.5% increase from the $14,952,700 in TV billings in 1961, according to a survey of more than 100 insurance firms by Television Bureau of Advertising.

The top 11 insurance advertisers accounted for $17.6 million of the 1962 total. This represented 57.9% of total media expenditures for the leading advertisers in 1962.

Prudential Insurance Co. of America led the insurance advertisers in TV billings again with $4,006,629. New to TV were Liberty Mutual, Metropolitan Life and the Institute of Life Insurance.

Of the total television billings, spot TV expenditures rose to $5,113,800 from $3,748,600 and network TV expenditures increased to $15,746,700 from $11,204,100.

Five of the top insurance advertisers placed their entire TV billings on the networks. Only one advertiser in the top group, Blue Cross/Blue Shield concentrated all of its TV money in spot.

### CONSUMER SERVICES—INSURANCE ADVERTISER TIME AND SPACE BILLINGS

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Sources:
Television: TVB-Raabbaugh and LNA-BAR
Newspapers: Bureau of Advertising
Magazines: Leading National Advertisers
Outdoor: Outdoor Advertising Inc.

UNITED FRUIT’S 'CHIQUITA' RETURNS

$2.5 million campaign to introduce quality banana line

United Fruit Co., whose last big national advertising campaign 19 years ago introduced a lively Latin named "Chiquita" and an accompanying radio jingle warning against keeping bananas in the refrigerator, this summer will spend $2.5 million to revive Chiquita's name with the public.

Of the total advertising budget, 90% of the campaign will go into national and local television advertising in 71 markets, with the remainder in newspapers and Sunday supplements. It is a more sedate "Chiquita" who headlines this campaign, however, with less of the flair which made the "Chiquita" jingle a popular musical novelty in its own right. Company officials felt that the "Chiquita" song and caricature had come to be identified more with the banana industry in general and less with United Fruit Co. specifically.

Hence, the traditional brand name "Chiquita" is being retained, but only as a designation for the company's premium banana product. Beginning June 10 in U. S. markets, the "Chiquita" brand banana will carry a stamp-size seal on its skin distinguishing it from competing brands and also from United's lower quality bananas. To assure closer quality supervision for its premium brand, United ships the "Chiquita" bananas from Central America packed in cardboard cartons—40 pounds to the carton—as opposed to the former method of loading the bananas unprotected in bulk. BBDO, the company's agency for 25 years, is handling the campaign.

Introducing the plans in a special presentation on board one of the company's banana boats docked in New York harbor last week, executive vice president John M. Fox reported that "extensive consumer research told us the American housewife wanted some assurance that the banana she bought looked as good inside as it did on the outside."

The company's director of advertising and marketing services, David L. Ladd, said that the branded bananas had already reached 50% of the company's Canadian markets and would begin to reach American markets June 10.

Mr. Ladd said that a local advertising campaign will accompany the branded bananas into each market. Newspapers will be used for the first six weeks on a "crash" introduction basis, while television will be used from the beginning and on a longer, steadier basis. By the time the product has reached all 71 of the company's major markets sometime this fall, national television advertising will begin with 20 and 60 second spot announcements and participation sponsorships.

The partial-year, $2.5 million for 1963, budget will go up to $4 million for 1964. Joseph Crowley, United Fruit's account executive at BBDO, explained the advertising strategy: "We feel that we could get the immediate reach by use of a newspaper and Sunday supplement campaign, but we felt that television would give us greater frequency in the long run. All the newspaper advertising will be done in the first six weeks, after which television will be used exclusively."

The original introduction of the "Chiquita" campaign on radio in 1944 is estimated to have cost $1 million. By 1960, however, the company's advertising budget had dwindled to practically nothing. It was then that various face-lifting projects were undertaken by the vast tropical concern, and the television campaign was one of the results.

Wolper specials sold

East Ohio Gas Co., Cleveland, has signed as the first multi-market advertiser to buy full sponsorship of the six, one-hour special documentaries that are being produced by David Wolper for United Artists Television. East Ohio Gas has bought the package for showing in Cleveland and Youngstown. Earlier the Liberty Mutual Insurance Co. purchased one-half sponsorship in 25 markets (Broadcasting, May 20). The series has been bought in 29 markets, including station sales to KLZ-TV Denver and WFGA-TV Jacksonville, Fla.
Of all radio stations in the Metro Washington 5 county area—

WOOK IS 1st*

in 13 half-hour segments or 6½ hours every day, Mon. thru Fri.
and rates a strong second in total audience.

On Saturdays WOOK radio has almost double the audience of any other station.

WOOK radio offers advertisers a lower cost per thousand
than any other station in the metropolitan area—
WOOK Radio—1340—a Division of United Broadcasting Co.


WOOK Washington, D. C.
WOOK-TV Channel 14, Washington, D. C.
WFAN-FM Washington, D. C.
WINX Rockville, Maryland
WSID Baltimore, Maryland
WSID-FM Baltimore, Maryland
WJMO Cleveland, Ohio
WCUY-FM Cleveland, Ohio
WBNX New York, N. Y.
WANT Richmond, Va.
WFAB Miami, Florida
WMUR-TV Manchester, N. H.

THE UNITED BROADCASTING COMPANY

The rocky road that agencies must travel
WESTERN GROUP REMINDED OF ITS OBLIGATIONS AT PALM SPRINGS MEET

The responsibility of advertising agencies to the advertisers who pay for the ads the agencies create and to the public who watch, hear and read these commercial messages and then buy or fail to buy the advertised products and services, was the unannounced theme of the 13th annual conference of the Western States Advertising Agencies Association, held May 16-19 at the Riviera hotel in Palm Springs, Calif.

More than 250 agency, advertiser and media executives and their wives heard reports and discussions of these major topics, and such associated themes as the ability of research to determine the correct advertising approach to achieve the desired results and to measure the effectiveness of the advertising in achieving them, the relationship of advertising to government and the economics of agency operation.

The relations of agencies with their state governments received special attention. Leonard Shane, chairman of the WSAAA government relations committee, reported that a bridge between advertising and government in California has been established to provide free access for the state's advertising fraternity to present its views and advice to state officials on any legislation affecting advertising or any regulation of advertising practices.

Stanley Mosk, California attorney general, addressing the Saturday luncheon, stated that although competition sometimes causes advertisers "to violate their professional ethics and standards of good taste and occasionally to violate the law . . . I know of no case where a responsible advertising agency has been instrumental in the perpetration of fraud."

"Of course," the attorney general continued, "this is to the credit of your industry, but it illustrates the difficulty you must face in responding to the loose charges, often heard, that the advertising industry is guilty of deceit. The people have no way of distinguishing between legitimate, agency-produced advertising and misleading or tasteless promotions. It all appears in the same newspapers or on the same TV channels."

Keep Trash Away = Pointing out that "publishers and broadcasters have been successful in keeping much trash away from the people," Attorney General Mosk asked how the advertising industry can "prevent the misuse of direct mail techniques," adding that "in our experience, direct mail solicitations are the most offensive."

"The conclusion is inescapable that the advertising industry needs govern-
of sales-per-dollar-of-advertising in 1947 to $90 in 1960.”

Rate Chaos • Newspapers and radio were given a hard time by the assembled agency executives during a session on “The Chaos in Media Rates.” The dual local-national rate policies of newspapers were lambasted for permitting the local retailer to buy space more advantageously than the national advertiser or his agency, thus making the agency look foolish in the eyes of its clients. Radio got its lumps for not sticking to its published rates and for permitting its local salesmen and national representatives to quote better rates than those on its card. “Standard Rate & Data is obsolete, so far as buying time is concerned,” Marvin S. Cantz, WSSAA president, declared. “It’s hazardous to try to buy time in a distant market without having a buyer on the spot,” he said. His statement received full endorsement from Jack McViv of The Melvin Co., Las Vegas, Nev., who asserted, “I can buy time in Los Angeles for less than Standard Rate & Data and this puts the agency in a funny position.”

Robert Forward, executive vice president and general manager, KLCN Los Angeles, argued that that city’s major station do not cut rates nor do they have a national-local rate differential. “What we do have,” he said, “is a growing number of package plans, each designed to meet the needs of a special group of advertisers. It’s not chaos, just something for everybody. . . The need is not for simpler rate cards, but for more sophisticated timebuyers.”

Research and intuition are both helpful in creating effective advertising, Ernest Dichter, head of the Institute for Motivational Research, and William Tarby, communications consultant, agreed. “Cost products and artistic soul unless you can reveal this you aren’t really communicating,” Dr. Dichter said. “This takes intuition, creativity and research.”

Dorothy Corey, president, Facts Consolidated, said that if the goal of an advertising campaign is properly defined its results can be measured. “Once the goal is defined the budget is set with the smallest sample you can, one which can be reproduced comparably year after year. That way, you can control your costs and your sample.”

Ratings Future • Reviewing the history of the congressional investigation of broadcast ratings, Roger Cooper, research director of KCRA-TV Sacramento, Calif., said he looks for legislation to be proposed as the solution to the current problems. The way to avoid this, he said, is by an industry plan of self-regulation, but he warned that such a plan can succeed only if it also has the support of advertisers and agencies.

Reminded of the failure of previous tripartite efforts to control broadcast audience measurements, Mr. Cooper said that the Cooperative Analysis of Broadcasting and Broadcast Measurement Bureau were both measurement services operated in competition with private companies. His recommendation is for advertiser-managed-broadcaster supervision and standard-setting of measurements to be conducted by at least two competitive privately operated services, he stated.

The outlook for the next five or 10 years is for the big agencies to get bigger, with an intramural battle whether there will be an all-inclusive agency, such as Interpublic seems aiming to become, or fragmentation into a number of various individual services, such as package design, publicity and the like, Ira Rubel, management consultant, told the agency executives. If an agency becomes a collection of specialists, the advertising generalist disappears, the problem arises how well the specialists can understand the overall picture of their clients’ advertising policies and problems.

The expansion of agency size and the increase in the number of services offered to clients calls for a more flexible compensation system than the single media commission of 15%, Mr. Rubel said. Only agencies whose billings are chiefly in network television and national magazines can make out on media commissions alone, he commented adding “they don’t need a management consultant.”

Compensation • Where additional compensation is asked from the agency’s clients, it ought to be related to “time taken, skill required and results accomplished,” Mr. Rubel stated. Proper record-keeping can make the first two items easy to calculate, he noted, but “one trouble with agencies is that too seldom can they demonstrate what the advertising they have produced has actually accomplished for the client.”

Woodrow Wirsig, editor of Printers’ Ink, called for built-in-obsolescence in all new products and for a law compelling everyone to spend a specified minimum each year for consumer goods (with a proportionate reduction in taxes) to prevent the economy from “grinding to a halt.” Business has concentrated too long on improving production and now must focus its attention on how to increase distribution.

“As advertising men, we must teach people to spend,” he declared. “Thrift is no longer a virtue. A dollar saved may cost us our jobs.”

Metromedia stations, sales arm rejoin RAB

The Radio Advertising Bureau, which is going its own way in the area of solving radio’s audience rating problems but hopes to gain eventual cooperation of the National Association of Broadcasters, last week saw additional evidence of support with the return to membership of a major station group.

Metropolitan Broadcasting radio stations and their national sales arm, Metro Broadcast Sales, announced plants to join RAB effective June 1. The Metropolitan stations had been RAB members but left the organization in December 1961.

It is estimated that since March 1 of this year, RAB has been pledged $150,000 in membership dues. In this period NBC Radio, NBC O&O radio stations, Capital Cities Broadcasting Corp., and an additional number of independent stations joined the promotion organization.

Metropolitan’s radio stations, owned
New York,

Mr. Bunker Metromedia, who made radio. John a said the and FM WHK -AM Inc., Edmund was announced last week by Breck Inc. (Benton and Bowles).

Edmund C. Bunker, RAB president, said the Metromedia move "comes at a time when financial and moral support is vitally needed by RAB in its efforts to improve the measurement of radio." John W. Kluge, president of Metromedia, who made a joint announcement of the new affiliation with Mr. Bunker also noted radio's need for "concerted action."

ABC-TV sold out for Winter Olympic coverage

ABC-TV reports it has sold out its planned prime time coverage of the 1964 Winter Olympics from Innsbruck, Austria, and network officials are now considering live coverage of some portions if a communications satellite is available.

Also sold are 15 pre-Olympic half-hour programs the network has scheduled as part of its exclusive Winter Olympics coverage. Sponsors and agencies participating in the Olympic and pre-Olympic coverage are the Firestone Tire and Rubber Co. (through Sweeney & James), the Andrew Jergens Co. (Cunningham & Walsh), Liberty Mutual Insurance Co. (BBDO), P. Lorillard Co. (Lennen & Newell), Jos. Schlitz Brewing Co. (Leo Burnett) and Texaco Inc. (Benton and Bowles).

The pre-Olympic offerings will be half-hours (6:30-7 p.m., Saturdays) for the 15 Saturdays preceding the Olympics. Exact times have not been set for the Olympic coverage, but the network said it will come during prime time, and regular shows will be preempted to make room for the Olympics. Sixteen hours of coverage are planned between Jan. 29 and Feb. 9, with one hour each weekendnight, and two hours on each of the four weekend days during the period.

Y&R gets $7 million Breck account

The appointment of Young & Rubicam as advertising agency for John H. Breck Inc. (toiletries), Springfield, Mass. was announced last week by Breck. The account bills an estimated $7 million, of which approximately $2 million is allocated to network and spot TV.

The Breck business has been handled by Reach, McClynton & Humphrey Inc., New York and Springfield, which places about $5 million, and N. W. Ayer & Son, New York, which places approximately $2 million. It was reported that $2 million of the overall $7 million will continue to be placed by Reach, McClynton & Humphrey for a brief period prior to the transfer to Young & Rubicam.

No reason was given for the realignment of the account. Reach, McClinton recently lost almost $3 million in billing on the International Latex Corp. account to Y&R. Six months ago Charles D. Reach, chairman, reported he was selling his stock in the agency and would partially retire.

The acquisition of the Breck account almost compensates for the loss by Y&R last month of the $8 million Beech-Nut Life Savers Inc. business (BROADCASTING, April 29).

Rep appointments ...

- WMHE Toledo, Ohio: Herbert E. Groskin & Co., New York, as exclusive national representative.
- WQXT West Palm Beach, and WYND Sarasota, both Florida; WBMD Baltimore; WTM Luxembourg, Ky.; WEGP Presque Isle, Me.; WTKO iIthaca, N. Y.; WALO Albany, and WMOG Brunswick, both Georgia; WCE Wheeling, W. Va., and KASH Eugene, and KAST Astoria, both Oregon: Vf Piano Associates Inc., New York, as national representative.
- KFUB Pueblo, Colo.: Country Music Sales, New York as national representative.
- WMAM Marinette, Wis.: Burn-Smith Co., New York, as national representative.

SELLING IS MORE THAN ADVERTISING

Hylan points out TV's role in accepting marketing award

William H. Hylan, television network executive turned television-radio agency executive, last week drew a clear distinction between television's commercial role and that of its print competitors.

"I believe magazines are a great advertising medium," he said. "However, I believe with equal firmness that television is more than an advertising medium—that it is actually a sales medium."

Mr. Hylan, who resigned as senior sales vice president of the CBS-TV network to become director of radio and television for J. Walter Thompson Co. a few weeks ago, emphasized this distinction in a speech accepting the 1962 "Marketing Executive of the Year" award of the Sales and Marketing Executives International Society in Philadelphia Wednesday (May 22).

But, he asserted, television is the victim of "one of the most bizarre paradoxes of present-day marketing," in that advertisers usually will pay a higher cost-per-thousand for print than for television. TV's best answer, he said, would be to conduct and circulate research "that goes beyond audience size to measure the impact of media on the audience."

It's Essential * "In my opinion," he continued, "this kind of research is absolutely essential if television intends to grow as an advertising and sales medium.

"If there is a difference in impact—and there must be—between television and print; if television performs a function that can go beyond informing—and I sincerely believe it can; if there are ways and means of using the medium that do not fall into the patterns to which we have been accustomed by older media, then let the marketing community be so informed."

Triangle renews with Blair

The Triangle Stations has renewed its national representation sales contract with John Blair and Co., it was announced jointly last week by Roger W. Clipp, vice president and general manager of Triangle's broadcast division, and John Blair, head of the representative company. The Blair organization has represented Triangle for nine years.

Under the contract, Blair Television will represent WFIL-TV Philadelphia; WNHC-TV New Haven, Conn.; WFBG-TV Altoona, and WLRY-TV Lebanon-Lancaster, both Pennsylvania; WBNF-TV Binghamton, N.Y.; KFRE-TV Fresno, Calif. Blair Radio will represent WFIL, WNHC, WBNF, WFBG and KFRE.
Kemper slaps antitrust suit on ABC-TV

NIXON 'OBITUARY' IS CATALYST IN COUNTER SUIT

A new chapter was begun last week in the controversy over Howard K. Smith’s program last fall on ABC-TV, “Political Obituary of Richard Nixon,” which included comments by Alger Hiss.

The Kemper Insurance Co. of Chicago has charged ABC with violation of the antitrust laws because of the must-buy of its program contract requirements and affiliate practices. Kemper also seeks to block ABC’s suit against Kemper which seeks damages of $452,000 for breach of a program contract canceled by the insurance firm after the Smith show.

Kemper took its case to the U. S. District Court in New York last Thursday (May 23). ABC’s suit was filed earlier in New York State Supreme Court.

The Nixon program was aired Nov. 11 and was sponsored on ABC by a Kemper competitor, Nationwide Insurance Co. of Columbus, Ohio (BROADCASTING, Nov. 19, 1962, et seq.). Kemper until that time sponsored Evening Report, an ABC news program.

Violation - The court suit explained that Kemper discontinued its news program because a “cross plug” for the program on Mr. Nixon had been included within the time of Evening Report on Nov. 9. Kemper charged that the cross plug “clearly violated a provision whereby ABC agreed not to promote any competing business during the Kemper time.”

At the time of the discontinuance, Kemper alleged its reputation “had been damaged materially” because many persons hearing the plug for the Nixon program on Kemper time “thought Kemper was associated with the program featuring the convicted perjurer” Hiss, Kemper recalled last week. Kemper also claimed that the tenor of the program about Mr. Nixon “disgusted a large number of people and this had the effect of defeating Kemper’s objective in sponsoring a television news program.”

The Kemper antitrust suit charged that ABC tied the sale of Evening Re-

port on 95 TV stations in markets desired by Kemper to sale of an additional 35 stations in markets where Kemper did not wish to advertise. Kemper said it finally acceded because the program was the type it needed in its advertising campaign.

The suit also includes general charges ranging through the entire field of network and affiliate station relationships.

Still another estimate of WSJS-TV’s value

A radical difference of opinion as to the market value of WSJS-TV Winston-Salem, N. C., on April 30, 1956, has been evinced by witnesses testifying in recent weeks in Los Angeles Superior Court. Those called by Harned Pettus Hoose, counsel for Mary Pickford and her husband Charles (Buddy) Rogers, have valued the station in the neighborhood of $3 million. Horace W. Gross, vice president of Howard S. Frazier Inc., Washington management consultant, station appraisal and brokerage firm, put the price at that time at $2.8 million. Alvin G. Flanagan, vice president and general manager of KBTV(TV) Denver, on the stand the opening days
of last week, gave his opinion that a fair price would have been $3.2 million. Earlier witnesses called by Sherman Welpton Jr., representing Piedmont Publishing Corp., put a considerably lower valuation on WSJS-TV. Harold Essex, vice president and general manager of the station, said that on April 30, 1956, a fair price would have been $1 million (Broadcasting, May 6).

SARNOFF ON EDUCATIONAL TV
Calls for examination of medium's purpose

NBC Board Chairman Robert W. Sarnoff called for "an examination in precise and realistic" terms of educational television's purpose and made special reference to ETV's instructional function in a talk delivered last week before the National Congress of Parents and Teachers in Miami Beach.

"Those who discount the teaching aspect of educational television would undermine one of its basic functions," he said. "At a time when all education is burdened by shortages of teachers and facilities, when educational requirements are outstripping conventional methods of instruction, the use of educational television as an integrated part of the educational system is not only indicated . . . it is imperative."

Mr. Sarnoff has been on record consistently as emphasizing the teaching function and the need for financial assistance from educational sources.

In his Miami Beach talk, Mr. Sarnoff said that "those who discount the educational community as a source for permanent financing of educational television are unrealistic in failing to recognize its need for stability and continuity of income."

In a talk two weeks ago, CBS President Dr. Frank Stanton said the financial base of ETV should be broad enough "to involve not just the educational and television worlds, but the churches, the civic organizations, the business community—the people . . . the great bulk of . . . support [should] come directly from the public."

Last week, Mr. Sarnoff specified that "it is particularly through [educational foundations and institutions] that a financial base can be established for educational television, in addition to the important resources furnished by viewer contributions."

In addition to teaching, Mr. Sarnoff said that ETV had opportunities to treat specific subjects with greater detail than commercial TV and to indulge in more program experimentation. Both forms of television compete with each other, each in its own way, in seeking to engage viewers' interests," said Mr. Sarnoff. "Viewed in this light, commercial and educational television are interacting, and by enriching each other, can enlarge the total contribution of television to the nation."

Dr. Stanton had urged that ETV "must succeed in its broadest, not its narrowest sense," but last week Mr. Sarnoff called it "semantic futility to argue whether fulfillment of these opportunities results in a 'broad' or 'narrow' service." ETV, he said "is by its very nature a specialized service . . . but within its own framework and purpose . . . can be as broad as the need fulfills."

Mr. Sarnoff's remarks were consistent with a similar statement he made on the occasion of an NBC gift of $100,000 to New York ETV outlet WNDT-TV April 8. At that time he referred to WNDT's problem "in developing an operation which can help relieve the shortage of teaching facilities and assist educational organizations, while providing a specialized service to viewers of the community."

It was a correspondence regarding that gift between Mr. Sarnoff and WNDT President Dr. Samuel Gould which later touched off an FCC inquiry into whether commercial TV donors were seeking to influence ETV programming. A passage of Mr. Sarnoff's letter said that he was "impressed" by plans to devote "the bulk" of WNDT's service to direct teaching and the rest to "specialized interests not met by commercial broadcasters."

Mr. Sarnoff has called "unwarranted and untrue" any implication that he had attempted to influence WNDT programming, and said that any statements he made in the past were based on conversations he had with Dr. Gould.

Salant wants radio-TV access to U.S. Congress

Repeal of the ban on broadcast coverage of the committee hearings of the U. S. House of Representatives was called for last week by Richard S. Salant, president of CBS News, in a talk before the Broadcast Advertising Club of Chicago.

Mr. Salant, without going into detail, also called for "liberalization" of the
Senate rules which already permit broadcast coverage of committee hearings. Speaking Tuesday, he said that the barriers to free access to coverage of the news must be taken down "by public demand" rather than by TV and radio pressures for their rights since the nation's need for knowledge is of far greater importance.

The members of the U. S. House of Representatives are considered most "directly representative of the people," Mr. Salant observed. Therefore the refusal of the House to permit its public committee hearings to be covered by the broadcast media constitutes a "most flagrant" violation of the public's rights to know, he indicated.

Mr. Salant said the various media "feed into each other and complement one another" but they are not interchangeable. "Each medium is distinctive," he said, and each has qualities superior to the others.

The joint journalistic venture on slum clearance coverage undertaken last week by CBS-owned WBBM-TV Chicago and The Chicago Daily News (story page 60) constitutes a "very interesting experiment" in the view of Mr. Salant. The joint project has the "potential of one of the greatest breakthroughs in journalism," he said.

Chicago's Broadcast Advertising Club last week also announced establishment of a trust fund for college scholarships to advertising and marketing students. Future grants will be made up to $1,000 each. The club has been giving annual scholarships since 1959.

WTIC's Steele feted

Tribute to Bob Steele, sports commentator and personality for WTIC-AM-TV Hartford Conn., was paid by 500 leading citizens of Connecticut and of the sports world at a testimonial banquet in Hartford last Wednesday. It marked his 26 years in broadcasting with the Travelers' stations.

Among figures who paid personal tribute to the 51-year old commentator were Governor John M. Dempsey of Connecticut; H. Meade Alcorn, former chairman of the Republican National Committee, toastmaster; Mayor William Glynn of Hartford; Paul W. Morency, Travelers Broadcasting president; FCC Commissioner Robert E. Lee; Red Smith, New York Herald Tribune columnist, and Charles Blossfield, business manager of the Milwaukee Braves.

WJIM joins NBC Radio

WJIM Lansing, Mich., last week became an affiliate of NBC Radio. The station, owned by Gross Telecasting Inc., Lansing, operates on 1240 kc with 1 kw daytime, and 250 w nighttime.

Roth's premises hit by NAB's Carlisle

ARIZONANS HEAR BOTH SIDES OF FSA PICTURE

Jack Roth, KONO-AM-TV San Antonio and president of the Texas Association of Broadcasters, took his fight against the industry's alleged lack of Washington leadership to Arizona May 18.

The Texan, after roundly criticising LeRoy Collins, president of the National Association of Broadcasters, was immediately answered by William Carlisle, NAB vice president for station services. Broadcasting victories will not be won by the formation of any "rump" federation as proposed by Mr. Roth, Mr. Carlisle countered as both spoke before the Arizona Broadcasters Association.

Speaking as president of the TAB, Mr. Roth asked the Arizona broadcasters to support a proposed federation of state associations to be headquartered in Washington. "FSA is thought of as a proposal to weld in one mighty unit all of the state associations together with a singular head, a man from within our own industry," Mr. Roth said.

Speaking as an individual, and not as TAB president, Mr. Roth charged that Governor Collins has attacked the TAB and its president "for our unheard of audacity in discussing and requesting the interest of the other 49 states in the formation of FSA." Mr. Roth said that the majority of the industry's problems "are manifest in the fact that we do not have the leadership necessary to put our industry in its rightful position in the view of our government and this is the direct result of a man [Collins] who was brought in from the outside, a politician, a former governor who had not the slightest idea .. ." of the realities of radio-TV.

Divide And Weaken * Mr. Carlisle said Mr. Roth's proposed federation, no matter how sincerely advocated, could only divide and weaken the efforts of the NAB. The national association fully endorses states' rights "but we would dislike seeing 50 experts ride off in 50 directions on matters of significance," he said. Such a group operating outside the NAB's aegis could possibly advocate a policy different from that of the NAB in regulatory matters, he warned—"a thoroughly dangerous posture for all concerned and a source of glee for our enemies."

NAB is at peak membership and financial strength and has "exceptional leadership," the association's vice presi-

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BROADCASTING, May 27, 1963
WBBM-TV, ‘Chicago Daily News’ cooperate on slum story

A joint journalistic effort by WBBM-TV Chicago and the Chicago Daily News hit the front page and the TV screen almost simultaneously last week as an in-depth running story about the city’s slum problems and slum landlords.

Teams of reporters and cameramen from both the station and the newspaper secretly researched the subject during the past several months in preparation for the cooperative double-impact venture. A week-long series of newspaper articles and TV news programs broke on Monday with the first of two documentary shows on WBBM-TV and a front-page banner headline story in the Daily News.

The 30-minute TV documentary was aired in the 10:15 p.m. spot following the late news, and the second portion of the two-part documentary will be aired in that same period tonight (May 27). WBBM-TV carried other news reports on the story during the week, too.

The station and the paper claimed a “journalistic first.” The Daily News observed: “It marks the first time that a metropolitan newspaper and a major television station have joined to present in the newspaper pages and on the TV screen simultaneously the facts on a major problem facing the community.”

WBBM-TV assigned three newsmen and three cameramen to the project while the Daily News used five reporters and four photographers. The two teams operated from a secret headquarters in a downtown office building. Hugh Hill headed WBBM-TV’s team. The Daily News reporters appeared on the air in WBBM-TV’s coverage while a TV reporter bylined a story in the paper.

The Daily News observed that its reporters “had to adjust to traveling with a television camera and crew, where they normally might need merely pencil and paper. The television men had to accustom themselves to the nonpictorial drudgery of digging deeply into stacks of musty records.”

The joint story was arranged by the editors of the Daily News and by Clark George, CBS vice president and manager of WBBM-TV. Mr. George said he couldn’t recall who got the idea first. “It sort of grew like Topsy,” he said.

Reaction to the joint TV-paper story appeared to be immediate. Another Chicago newspaper ran articles playing up extensive progress that has been made in slum clearance in recent years and one landlord paid up housing court fines of many years’ standing.

On Thursday in the state capitol it was announced that a special committee of the House had been formed to investigate charges of slum rent gouging. The committee scheduled public hearings in Chicago starting the very next day.

Sloan awards given for highway safety

Sixteen broadcasting organizations, commercial sponsors and individuals were presented with Alfred P. Sloan Awards for highway safety promotion during 1962 at a dinner in New York last Tuesday (May 21).

The winners of bronze plaques and their categories were: WAZY New Haven, Conn., 1 kw or less radio station; WMNH Dearborn, Mich., over 1 kw radio station; WSBF-FM Clemson, S. C., noncommercial education radio station; CBS Radio, national radio network sustaining; WON-TV Chicago, television station sustaining; KDKA-TV Pittsburgh, special award, television station sustaining; KDPS-TV Des Moines, Iowa, non-commercial educational television.

Bethlehem Steel Co., 1 kw or less commercial; Willard E. Robertson Corp., New Orleans, over 1 kw commercial; Bell Telephone Co. of Pennsylvania, regional radio network and group-owned station commercial; Metropolitan Life Insurance Co., national radio network commercial; H. H. Meyer Packing Co., Cincinnati, television station commercial; Glenbrook Laboratories, division of Sterling Drug Inc., television network commercial; RCA, special award, television network commercial.

The 1962 Sloan program included two creative awards of $1,000 each to a producer and writer for “work of exceptional originality in the treatment of highway safety.” The producer award went to Carroll James of WWDG Washington and the writer award was shared by Edwin L. Beachler and Brian Scruby of KDKA-TV Pittsburgh.

Media reports...

Capital news bureau — KDKA Pittsburgh has opened a news bureau in Harrisburg, Pennsylvania’s capital, to cover political state news, with special emphasis on Governor William Scranton’s weekly news conferences. Head of the bureau will be Mark Forrest, one of KDKA’s political reporters.


New Jersey broadcasters oppose FCC proposals

The New Jersey Broadcasters Association went on record last week as opposing the FCC’s proposals to limit the number of broadcasting stations, limit broadcast advertising and restrict the dissemination of information on horse-racing and other sports events.

In their spring meeting at Rutgers University, New Brunswick, representatives of 20 member stations were reported to have unanimously adopted a resolution to this effect.

The association also heard a report that its emergency weather network has gone into operation with 21 radio stations participating. Other speakers included Dr. Samuel Gould, head of WNNM (TV), educational station in New York, and Harry Daly of the Washington law firm of Daly & Ehrig. Fred Wood of WMVNY Millville, president of the association, presided.
Boyoboy, do we carry national brands!

"In fact, we not only carry them," say WSAZ-TV Supermarket proprietors Tom Garten (right) and John Sinclair, "we do a bang-up job of displaying and selling them, too!"

Not only in Charleston and Huntington, they could add, but in the entire 72-county 4-state Supermarket area as well.

Of course, our gleeful friends admit their station WSAZ-TV deserves some of the credit for Supermarket's annual $2,044,160,000* in retail sales.

But, being modest, they'll also lay some of the laurels on the doorsteps of the 495,700 television homes** there. And on the doorsteps of the 2 million users*** of national brands who earn Supermarket's $4 billion yearly payroll.

Like your product to be carried in Supermarket? Call your Katz agency man soon.

(1. Vice President, General Manager, WSAZ-TV. 2. Manager, Charleston Operation, WSAZ-TV.)

*SRDS (1/1/62-1/1/63) **ARB Coverage Study (fall, 1960) ***SRDS (Population—1/1/63)
GOVERNMENT

Option time: its days are numbered
THAT AND CBS STATION PAYMENT PLAN SET FOR SCRAPPING BY FCC

The FCC is approaching its moment of truth this week on the question of network option time. And indications are the commission will vote to outlaw this venerable network technique for assuring station clearances.

The commission is also expected to strike down, as a violation of its rules, another network device for obtaining clearances—the CBS plan of graduated compensation for affiliates.

The commission is said to feel that both militate against a station's ability to choose its programs from among various suppliers.

The two issues are among several controversial and long-pending matters the commission hopes to dispose of in advance of Chairman Newton N. Minow's June I departure from the agency (BROADCASTING, May 20). Special meetings will be held today and tomorrow (Monday and Tuesday), in addition to the regularly scheduled Wednesday session.

The commission has been reconsidering the option-time issue since July 1961, when the U. S. Court of Appeals, at the agency's request, remanded it (BROADCASTING, July 3, 1961). The question was in the court as a result of an appeal taken by KTTV(TV) Los Angeles from the commission's 1960 order reducing option time in the four segments of the broadcast day from 3 to 2½ hours.

In its appeal, KTTV, an independent station, argued that option time violates antitrust laws, a position shared by the Department of Justice.

FCC's 1960 Position • The commission, in its 1960 order, held that option time "is reasonably necessary" to network operations and that such operations were in the public interest. The vote was 4-3.

The commission asked the court to remand the question after former Commissioner Charles H. King, who voted with the majority, was succeeded by Chairman Newton N. Minow.

The only member of the four-man majority that supported option time in 1960 and who is still with the commission is Robert E. Lee.

It is believed that Chairman Minow along with new Commissioners Kenneth A. Cox and E. William Henry (chairman-designate) will vote to outlaw option time, and that they will be joined by one or more of the remaining commissioners—Rosel H. Hyde, Robert T. Bartley and Frederick W. Ford. All three voted for the remand.

Loevinger Opposes Option Time • A delay in the commission vote on this issue beyond Chairman Minow's departure date wouldn't make any difference in the final vote. Assistant Attorney General Lee Loevinger, who is to replace Mr. Minow as an FCC member, endorses the view that the practice violates the antitrust laws.

However, the proposed option-time order now before the commission doesn't get into the question of antitrust violation. The commission, in its notice of proposed rulemaking in May 1961, said it wouldn't consider it.

According to one commission official, the language in the proposed order is

VHF drop-ins: biggest puzzle at the FCC

The FCC drop-in proposal has developed into a cliff-hanger as a result of a compromise solution that is being urged by Commissioner Kenneth A. Cox.

The commission two months ago instructed its staff to prepare an order that would reject the FCC's own proposal to drop short-spaced VHF channels into seven markets (BROADCASTING, March 11).

But there was no certainty among agency officials last week that the 4-3 majority by which those instructions were issued would hold up today (May 27), in a special meeting called to make a final decision on the question.

Commissioner Cox, who was in the minority two months ago, has fashioned a compromise that, he hopes, will ease majority fears that the drop-ins would constitute a set back to UHF development.

Under his compromise, the drop-ins would be approved—thus bringing the immediate service he feels is needed to the seven markets—but only as an interim measure. Successful applicants for the drop-in channels would be required to operate a parallel UHF station which would not be permitted to duplicate more than 30% of the VHF station's programming. At the end of seven years, the VHF channels would have to be surrendered.

Opposing Argument • The main argument heard against this proposal is that the commission could not bind the actions of a future commission and as a result, there is no assurance that the holders of the VHF drop-ins could ever be required to give them up.

Chairman Newton N. Minow had suggested a similar compromise but eventually voted against it and in favor of the final order denying the drop-ins. However, there were reports that he—and, possibly Commissioner E. William Henry, who is due to replace him as chairman next week—might swing over behind Commissioner Cox's proposal.

Chairman Minow is known to feel that the drop-in question is one of the most difficult he has had to face in his 27 months at the FCC. And, if the way could be found, he would like it settled by something more decisive than a 4-3 vote.
The markets that had been ticketed for the drop-ins are Johnstown, Pa. (channel 8); Baton Rouge, La. (channel 11); Dayton, Ohio (channel 11); Jacksonville, Fla. (channel 10); Birmingham, Ala. (channel 3); Knoxville, Tenn. (channel 8); and Charlotte, N. C. (channel 6).

Also In Favor • Besides Chairman Minow and Commissioner Henry, the March majority in favor of rejecting the drop-ins included Commissioners Robert E. Lee and Robert T. Bartley. Commissioners Frederick W. Ford and Rosel H. Hyde joined Commissioner Cox in minority.

Since the staff instructions were issued, the commission has been showered with petitions from both sides in the issue. Many of the proponents of the drop-ins, notably ABC, which is looking for third VHF affiliates in additional markets, have recommended dual VHF-UHF operation as a compromise solution.

The argument of those opposing the drop-ins is that commission approval would hurt the development of UHF television and run counter to the intent of Congress in passing the all-channel receiver bill.

If the FCC votes this week to outlaw network option time, as is expected, it will be confirming a recommendation issued in 1957 by a special FCC network study staff headed by Roscoe L. Barrow (see picture), dean of the University of Cincinnati Law School. Dean Barrow's report urged that option time be prohibited—though for reasons other than those the FCC uses this week is expected to use. Dean Barrow said option time was a violation of the antitrust laws.

antitrust laws and should be abolished.

If the commission declares the CBS compensation plan a violation of its rules, as expected, it will be the second time it has done so. Almost a year ago, the commission held that the plan, under which the network compensation rate paid a station is increased with the amount of network programming it takes, violated the rules because it inhibited affiliates from taking programs from other networks (Broadcasting, June 4, 1962).

New Version Submitted • CBS asked the commission to reconsider its ruling and, at the same time, amended the plan to meet commission objections (Broadcasting, June 25, 1962). The commission decided that the revised version wouldn't interfere with inter-network competition, but said it raised a new question—its effect on a station's willingness to carry local programs.

"The commission," it said a year ago, "believes the inevitable effect of the plan is to hinder affiliates from rejecting the programs of CBS which they believe to be unsatisfactory, unsuitable, or contrary to the public interest or from substituting programs of greater local or national importance for CBS offerings."

The commission reportedly will affirm this view this week. The network's original plan was declared a violation of the rules by a 6-1 vote, with Commissioner Ford the lone dissenter.

Commission action in outlawing both option time and the CBS compensation plan won't be the last word in either case. An appeal from the proposed option-time order would almost certainly be taken by the networks. CBS already has appealed the commission's action on its original compensation plan (Broadcasting, Jan. 7). CBS contends the commission has no authority to regulate business arrangements between a network and its affiliates.

The plan is also the subject of another court suit—one filed against CBS by the Justice Department, which says that the plan constitutes an antitrust violation.

**FCC grants Chicago TV channel, but—**

The FCC last week indicated some misgivings about granting applications for new TV stations that will program for ethnic minorities. It also suggested the hope that such stations can be used to promote the kind of integration that will make specialized programming obsolete.

The commission made its feelings known in granting an application for a CP for a station on channel 44 in Chicago to Essaness Television Associates, which plans programming to serve the needs of Chicago's Negro community.

The FCC has granted several applications for such stations. But it began to re-evaluate its policy in this area after a grant to WOOK-TV Washington caused protests from Negro community leaders. They complained the station would merely extend the segregation policy to the airwaves (Broadcasting, Feb. 18). In a letter to Essaness, which was made public, the commission made it clear that it was granting the application on the basis of the company's promise that the proposed programming will not emphasize racial differences and that neither the programming nor advertising "will . . . exploit or demean the Negro audience."

The commission also noted that the company promised that "the ultimate purpose of your station's programming is to create a non-segregated society in which there will be cultural, intellectual and economic conditions of complete equality for the races in the Chicago area, so that there will never be any need for specialized programming of the kind which you propose."

The letter was approved by Commissioners Rosel H. Hyde, Robert E. Lee, E. William Henry and Kenneth A. Cox. Commissioner Robert T. Bartley dissented, and Chairman Newton N. Minow and Commissioner Frederick W. Ford did not participate.
FCC UPHeld IN CATV CASE

Appeals court says commission can protect TV stations from antenna system inroads

A federal court has upheld the FCC's right to protect local TV stations from the inroads of community antenna systems—through its licensing powers over common carrier microwave relay licenses.

In a unanimous, three-judge decision last week, the U.S. Court of Appeals for the District of Columbia affirmed the commission's refusal to grant additional facilities to Carter Mountain Transmission Corp.

Carter Mountain brings TV signals from Denver, Salt Lake City and Billings, Mont., to a CATV system serving north central Wyoming. This is the same area served by KWRB-TV Riverton-Lander-Thermopolis-Worland, Wyo., which objected to the application. The FCC, after a hearing, upheld KWRB-TV's contention that the additional signals into its area would force the business.

The court's ruling is expected to strengthen the FCC's hand in its current negotiation with community antenna spokesmen on the proper form legislation should take giving the commission power to directly regulate CATV systems. It also affects about a dozen microwave applications which have been held in abeyance pending the outcome of the Carter Mountain litigation.

The decision, written by Circuit Judge George T. Washington, held that:
- The FCC has every right to consider the impact of CATV on a local TV station, even though the application relates to a common carrier facility.
- "It [the FCC] cannot let its decision in the radio carrier field interfere with its responsibilities in the television broadcasting field," Judge Washington wrote. He also noted that under Sec. 307(b) requiring a fair and equitable distribution of frequencies among the states, the commission may weigh the effect on the community or communities to be served in a comparative hearing for the same facilities; therefore, he added: "It necessarily follows that in determining whether the authorization requested by appellant [Carter Mountain] would be in the public interest, the commission was entitled—if indeed it was not ob

Misidentification may cost WHAS-TV

WHAS-TV Louisville faces a $1,000 fine for failing to announce that the sponsor of a half-hour documentary it broadcast April 29 on former Governor A. B. (Happy) Chandler was acting for a Chandler opponent in Kentucky's May 28 Democratic gubernatorial primary election (At DEADLINE, May 6).

The station had announced that the documentary—which constituted an unflattering review of the former governor's public life—was sponsored by the "Committee for Good Government."

But, the commission said in a letter to WHAS-TV last week, the station "had reason to inquire . . . whether the true sponsor was in fact Edward T. Breathitt," one of Mr. Chandler's primary opponents.

The commission said the application for time "and the subsequent contracts executed by the advertising agency for the 'Committee for Good Government' indicated that the committee was in fact acting on behalf of Mr. Breathitt."

The commission, which acted on a complaint from Chandler supporters, said this constitutes an apparent violation of the agency's rules requiring sponsorship identification. "Furthermore," the agency added, it regards the failure "to make an appropriate sponsorship identification [as] extremely serious . . . in view of the importance of political broadcasts to our democratic system of government."

The commission said it has determined that the station has incurred "an apparent liability of $1,000 for willfully failing to observe the sponsorship-identification requirements" of the Communications Act and the FCC rules. The proposed fine is the stiffer penalty the agency can levy for a single violation. WHAS-TV was given 30 days in which to give its reasons why it shouldn't be held liable or why the fine should be smaller.

Several other stations in Kentucky and nearby states reportedly had also planned to carry the film. However, after receiving word from the commission of the complaint that had been lodged against the Louisville station, they either dropped the program or identified it as being sponsored by Breathitt supporters.

liged—to consider the use to which the facilities and frequencies requested were to be put, and to weigh that use as against other legally relevant factors, including the effect on existing local stations."

- The commission's action does not constitute an unlawful extension of its authority to regulate CATV systems. The FCC does not now have authority over CATV systems, but has asked Congress for this power.

In denying Carter Mountain's application, the FCC said it would entertain a refiled provided the CATV system would agree to carry the local station on its lines and not to duplicate its programs from another station.

The court said: "The commission deemed adequate protection of the local station to be in the public interest, and instead of denying appellant's application outright, as it might have done, it offered the appellant the opportunity to show what it was seeking if it protected the public interest."

- The FCC has sufficient grounds to decide that the increased facility for Carter Mountain might put KWRB-TV out of business. In developing this point, the court cited not only the economic status of KWRB-TV, but also its overall programming, local operations and programming for its area, its arrangements with the three networks and its public service record.

"The closing of the station would mean that no local programs of this type would be available to residents of at least half of the area served," the court said. It pointed out that more than half of the 74,000 people in the region live in rural areas and since it is uneconomical for a CATV system to serve rural areas they would lose their entire TV service. Moreover, it added, the 25,000 people in the urban areas also would be deprived of TV service unless they subscribed and paid for it via the CATV systems.

Joining Judge Washington in the decision were Chief Judge David L. Bazelon and Judge Wilbur K. Miller.

Henry against ceiling on station sale prices

FCC Chairman-designate E. William Henry said in a television interview yesterday (May 26) that he opposes any ruling which would limit the sale prices of stations. The question was raised by Representative Emanuel Celler (D-N.Y.), chairman of the House Judiciary Committee, who interviewed Commissioner Henry on WNET New York's television program, Congressional Conference.

Representative Celler pointed out that broadcasters who pay high prices for television and radio stations
Bay Area seeks ch. 10 for interim operation

Bay Area Telecasting Corp. last week filed an application with the FCC for an interim operation of channel 10 Tampa-St. Petersburg. Bay Area is one of six applicants for the drop-in VHF channel, and would operate the facility pending a final decision in the proceeding.

In applying for the interim operation Bay Area said that it “is willing to undertake the risk in order that channel 10 service might be had.” The “risk” referred to is that none of the other five applicants for the channel have indicated interest in such an interim operation, so there is no “sell out agreement” with a winning applicant. Such an agreement exists among the applicants now operating interim grants by the FCC. They are WOKR-TV (ch. 13) Rochester, and WNYT (TV) (ch. 9) Syracuse, both New York, and WZMM-TV (ch. 13) Grand Rapids, Mich.

The five parties competing with Bay Area are: City of St. Petersburg (WSUN-AM-TV); Suncoast Cities Broadcasting Corp.; Florida Gulfcoast Broadcasters Inc.; Tampa Telecasters Inc., and WTSP-TV Inc. WTSP-TV Inc., had received a grant for channel 10 in January 1962 which was remanded six months later for further hearing (Broadcasting, Dec. 10, 1962).

Proposed Facilities: Bay Area’s interim operation application proposed use of the antenna of WDAK-FM Tampa, utilizing an adjacent vacant lot for a transmitter and studio site. Bay Area said the antenna site falls 30 miles short of the required mileage separation from channel 10 in Miami (WLBY-TV), but that a directional antenna would avoid any interference. Bay Area estimated the construction cost at $900,000, a year’s operation at $1.06 million, and revenue of $1.3 million—indicating a profit of about $240,000.

Bay Area said that it assumed an ABC-TV affiliation would be negotiated, but that no agreement has been made. WSUN-TV (ch. 38) is presently the ABC-TV affiliate in the area. WFLA-TV (ch. 8) and WTVT-TV (ch. 13), both Tampa, are NBC-TV and CBS-TV affiliates respectively.

It was estimated by Bay Area that channel 10 should be in operation three or four months following an FCC interim grant. Bay Area also said it would welcome participation in the interim operation by any of the other five applicants, and that it would handle the filing of necessary amendments to its application.

FCC Hearing Examiner Millard F. French last week granted a joint petition by all of the applicants, except WTSP-TV, and extended to June 21 from May 21 time for filing proposed findings in the proceeding. Replies to the findings would be due July 19.

FCC authority to levy fees is questioned

The FCC’s new fees for licensees are being questioned by Representative Walter E. Rogers (D-Tex.), chairman of the House Communications Subcommittee.

Representative Rogers said in an interview last week that he wants to know whether the commission intends to charge broadcasters fixed fees on the basis of inferred authority or on a direct grant of power given to the agency by a legislative committee of Congress. If the FCC believes it can act on the basis of what the Appropriations Committee may have said in an appropriation measure, then the agency may be on shaky ground, Representative Rogers said. The appropriations unit is not a legislative committee, he pointed out.

The commission adopted a final order for its schedule of fees earlier this month (Broadcasting, May 13). The fee schedule becomes effective Jan. 1.
A plan to tidy up the ratings mess

NAB DESCRIBES TO HARRIS ITS CURE FOR CONDITIONS HE EXPOSED

The National Association of Broadcasters told the House Special Subcommittee on Investigations last week how it intends to insure that broadcast measurement will be more accurate and reliable in the future without government intervention.

LeRoy Collins, NAB president, said at a hearing Thursday (May 23) that the association was preparing to:

1. Set ratings standards so that it can offer a seal of approval to ratings companies which meet its criteria. It hopes to take applications within 60 days, he said.

2. Establish and operate an auditing service which would require ratings firms to expose their methods to inspection by professional researchers.

3. Finance methodology studies in four separate broadcast areas: local and national radio, local and national television.

The subcommittee's immediate response was a warm welcome to the broadcasters' prompt acceptance of responsibility to solve the ratings mess, but some members questioned the absence of any proposal by broadcasters which would seek to prevent abuses in the use of ratings by advertising agencies or broadcasters themselves. The congressional group has stressed since its hearing began almost three months ago (Broadcasting, March 11 et seq) that it considers research abuses as important as accurate and reliable ratings.

One subcommittee member said he felt the public could wonder whether broadcasters were not creating a conflict of interest problem by trying to improve ratings themselves instead of leaving the solution in the hands of an outside, impartial party such as an academic or commercial research organization.

Representative Oren Harris (D-Ark.), subcommittee chairman, reminded association witnesses that if the NAB failed to obtain results satisfactory to the subcommittee, the group would be impelled to resolve the problem through legislation toward government regulation of ratings services.

Representative Harris requested, and was promised, step-by-step reports from the NAB to keep the subcommittee informed on the association's progress, and helped set the stage for another public hearing at which the NAB would later detail its progress.

He said he would reserve comment on the NAB plan, "not that I have any question in my mind about your efforts . . . But we don't want to be led down the wrong path."

Situation Recognized Two weeks ago the Radio Advertising Bureau explained to the subcommittee its plans for a $200,000 methodology study and emphasized the need for individual treatment of radio's unique out-of-home audience measurement problems (Broadcasting, May 20). Not only did last week's NAB proposal recognize radio's special situation, but it said local and national radio and television had individual research requirements.

(For the text of the NAB plan, see box on page 67.)

Governor Collins said the association proposal has the "affirmative support" of its TV and radio boards and has had the continuous participation of the radio and TV networks, which "have expressed approval."

The American Association of Advertising Agencies and the Association of National Advertisers have been briefed on the proposal, he said (see page 46), and the ANA pledged cooperation.

Three major ratings services "have indicated agreement with the soundness of this approach [see box] and a willingness to lend their support in its prompt implementation," he said.

The NAB will set two major criteria for ratings firms: ethical and statistical. The ethical requirement "seeks to address itself positively to the subcommittee's disclosures that there was a great deal wanting in the care, diligence, and efficiency of the ratings services in the conduct of their activities," said Donald H. McGannon, chairman of the research committee and president of Westinghouse Broadcasting.

To implement its auditing service,
Mr. McGannon said, ratings firms "would submit, in response to a detailed questionnaire, a full disclosure of [their] operating procedures, techniques, criteria, etc." The NAB has not closed the door to an outside organization which might conduct subsequent audits of the raters, Mr. McGannon said.

Representative J. Arthur Younger (R-Calif.) said he had been hopeful broadcasters would "get away from the conflict of interests people will have in mind when you try to do this yourselves."

Governor Collins said three major ratings firms have promised their support to the association: The A. C. Nielsen Co., The Pulse Inc. and the American Research Bureau.

Asked if the Nielsen company had said it would agree to an "unannounced audit" procedure, NAB witnesses said they thought that the company had agreed that it would go along. Gov. Collins read from a telegram sent him by A. C. Nielsen Jr., company president, which again promised his firm's cooperation with the NAB. The subcommittee's inquiry was set off by receipt of a copy of a telegram sent to the NAB by Robert A. Pauley, ABC Radio president, who warned that the Nielsen company would not agree to such an audit.

No Violence • Melvin A. Goldberg, NAB research director and an associaton vice president, said the companies "didn't disagree violently" when asked to make a financial contribution to the plan. However, they thought such costs should more properly be borne by the users of ratings, especially broadcasters, he said.

 Asked if the A. E. Sindlinger Co., whose methods and standards the subcommittee found satisfactory, had been ignored in the NAB's preparation of its proposal, Mr. Goldberg said all ratings firms would be contacted as the proposal was worked out.

Representative Gillis W. Long (D-La.) expressed concern that the NAB's ratings standards might become not a minimum, but a ceiling. It was his impression this is what has happened with the association's commercial practice code, Representative Long said. "My impression is that you are trying to reduce the commercial practices code to minimum standards ... and there is a danger this could happen with ratings," the congressman said.

"I would certainly hope not, sir," Governor Collins replied. The NAB is approaching its ratings standards from a professional standpoint, he added.

Representative Long said in a later interview that if broadcasters failed to live up to their own code, he saw "no reason to think they'll honor a code imposed on someone else" [the raters]. "This problem is serious enough," he continued. "Before we accept [the NAB plan] as a solution, we need ... to be convinced it's going to work more effectively than their present self-policing practices are working."

It Should Work • Governor Collins said of the proposal that "much of what we do have will have to be by persuasion, reason. ..." The ratings plan is something "novel," and "we think it

### NAB's three-part ratings research plan

The three-part ratings research plan of the National Association of Broadcasters was presented Thursday (May 23) by LeRoy Collins, president, to the House Special Subcommittee on Investigations (see page 66).

The complete text of the proposal, entitled "NAB Industry Rating Research Plan," follows:

"Part I: The president of the NAB will appoint a rating council consisting of representatives of NAB and the presidents of the Radio Advertising Bureau and Television Bureau of Advertising (or their designees). The American Association of Advertising Agencies and the Association of National Advertisers will be invited to provide continuing advisory liaison representation. This rating council will, with the advice and assistance of broadcaster and technical and professional personnel, establish minimum criteria and minimum standards for rating services; and will establish and administer a system of accreditation of such services based upon adherence thereto.

"Part II: The rating council will, in addition, undertake the organization of a rating audit service (RAS) which will seek the disclosure, and provide for the auditing, of rating methodologies and procedures of implementation.

"As a first step in this behalf, RAS will obtain from the cooperating rating services essential information as to their present activities. A detailed questionnaire will be sent initially to each such rating service to determine present operations. The RAS will, from such information and other disclosures, from time to time, audit the services to determine performance.

"RAS will be directed by professional management selected by the rating council, and financed by the rating services and users.

"Reports of the RAS audits will be made to the rating council on a regular basis. The rating council, in turn, will examine the reasons for any noncompliance with the minimum criteria and standards, afford a reasonable opportunity for remedial action if a default is discovered, and rescind the accreditation of the individual service if this is not forthcoming.

"Part III: The NAB research committee will initiate immediately a comprehensive, continuing research program dealing with rating service methodologies, their improvement and adequacy.

"This program will be clearly separated into radio and television segments and supervised by appropriate subcommittees.

"Since national problems differ from local problems, and radio differs in its problems from television, methodological research will be conducted independently and simultaneously in all four areas.

"Special attention will be given to the serious problems inherent in local radio measurements and the inclusion of out-of-home or mobile listening.

"As part of this overall plan, the television networks, in cooperation with NAB, have initiated plans to undertake research studies directed toward the improvement of techniques for measuring the nationwide television audience."

The members of the NAB research committee: Donald H. McGannon, president of Westinghouse Broadcasting Co., Chairman; David C. Adams, senior executive vice president, NBC; Charles H. Crutchfield, executive vice president and general manager, WJTN (tv) Charlotte, N. C.; Thomas K. Fisher, vice president and general counsel, CBS Inc.; Simon Goldman, president and general manager, WJTN-AM-FM Jamestown, N. Y.; Robert F. Hurleigh, president MBS; Nathan Lord, manager, WAVY-AM-TV Louisville; Willard Schroeder, president and general manager, WOOD-AM-FM-TV Grand Rapids, Mich.; and Simon B. Siegel, executive vice president, ABC.

Melvin A. Goldberg is NAB vice president and research director.
...WITH HIM ALL THE WAY
On Major Gordon Cooper's 22-orbit spin-through-space, NBC News was with him all the way... and not merely in spirit. No other network, declared the nation's newspaper critics afterward, covered the event with such thoroughness, devotion and skill. Here is a sampling of the reviews:

**ON PREPARATORY PROGRAMMING**  “Only NBC saw fit to give us a preview last evening. Fascinating stuff it was, too...” Harriet Van Horne, New York World-Telegram and Sun.

“NBC got there first with a space flight special Monday night.” Harry Harris, Philadelphia Inquirer.

**ON TUESDAY'S CANCELLED FLIGHT**  “Alone among the TV networks, NBC demonstrated concern for the human element... the only network to see Cooper safely out of his Faith 7 capsule.” Bob Williams, New York Post.

“While ABC and CBS switched to regular programming... NBC stayed right with the story...” Rick Du Brow, Denver Post.

**ON THE FLIGHT ITSELF**  “NBC's coverage of Gordon Cooper's space-orbiting seemed by far the best.” Jack O'Brian, New York Journal-American.

“NBC's 'Today' show stayed on the air all night to keep the nation informed.” Arthur E. Petridge, The Boston Herald.

“NBC gave the viewers by far the lengthiest and most comprehensive report.” Ben Gross, New York Daily News.

“For the second day in a row, NBC took the ball and ran away from other networks in covering astronaut Cooper's space flight.” Al Salerno, New York World-Telegram and Sun.

“Coverage... was commendable, but NBC rates special mention.” John Horn, New York Herald Tribune.

**AND NBC RADIO COVERAGE WAS SINGLED OUT**  “Much the most extended coverage of the flight came yesterday from NBC radio, and in many ways John Chancellor was the broadcasting star of the event.” Jack Gould, The New York Times.

Apparently, the general public feels as strongly as the reviewers about the consistent superiority of NBC's reporting, for more people kept pace with Cooper through NBC than through any other network. And NBC has continued to follow the astronaut's activities since his return-to-earth. Through both radio and television, we've covered his Saturday arrival in Hawaii; his Sunday press conference from Cape Canaveral; and his Tuesday reception by the President, Congress and the Washington public. On Wednesday NBC gave the nation's viewers a better-than-curbside seat at Manhattan's ticker-tape welcome for the good major. As we've been saying, we're with him all the way.

*Look to NBC for the best combination of news, entertainment and information.*
will work," he added. It would be unfair of the subcommittee to presume the code enforcement has not been successful and expect because of that experience that the ratings plan will fail, he said.

 Asked when the association would implement its research studies and set up its auditing service, Governor Collins said he admired the RAB's "zeal and energy" (the bureau hopes to begin by Sept. 1), but the NAB has a broader area to cover.

 The subcommittee also wondered whether the NAB's auditing organization would try to reproduce the tabulation of data performed by ratings services, a method employed by the subcommittee staff to expose inadequacies in the raters' procedures. Mr. McGann said he could not state whether this would be done.

 Robert E. L. Richardson, subcommittee attorney, in a pointed exchange with Mr. Goldberg, asked whether the researcher had any current bias toward any ratings service. Mr. Goldberg said he was interested only in truth and objectivity in research.

 Governor Collins said at this point that he thought the research departments of the networks have failed to provide leadership to prevent situations which the subcommittee's investigation has disclosed. "We'll work with them [the networks]," the governor said, "but they will not dominate" implementation of the association's program.

 Representative Harris said he hoped the NAB planned to require that all stations in any given market would be entitled to be rated.

 Too Involved * On the subject of ratings use, Governor Collins said the problem was very involved and "one for which I have no pat answer." However, he said, he does not agree that it is an area which "should be properly pursued by us." How can anyone control how an advertising agency considers ratings figures he asked.

 In a concluding exchange, Representative Harris likened the public's need to be informed about ratings inequities and their importance in broadcasting to the necessity for public disclosure of the payola and rigged quiz show scandals of 1958-60.

 This ratings problem is something "of which the public never had any inkling whatsoever," he said. Asked if a public affairs program on broadcasting problems might not be helpful, Governor Collins said, "Well, I would agree with you the broadcasting medium doesn't acquaint the public . . . with what its struggles are."

 Air Force-newsmen policies questioned

 MOSS WANTS TO KNOW WHAT CORRECTIONS ARE COMING

 A House information subcommittee asked the Air Force last week why it advises personnel to violate regulations prohibiting them from using force against newsmen seeking to approach and/or photograph aircraft which crash in civilian areas.

 Representative John E. Moss (D-Calif.), chairman of the Foreign Operations and Government Information Subcommittee, said Monday (May 20) that his subcommittee already has pointed out several examples of such violations and wants to know what the service will do about rescinding its "erroneous guidance."

 The subcommittee, which has been trying to correct similar violations by military authorities for several years, earlier this month told Defense Secretary Robert S. McNamara that "there has been a very disturbing trend" in incidents where military personnel have unlawfully obstructed newsmen in civilian areas, claiming their actions were to prevent breaches of security (BROADCASTING, May 13, CLOSED CIRCUIT, April 15). A few days later the Air Force let it be known it was considering stiffer regulations because of the wider use of nuclear arms aboard aircraft.

 Limited Policy * Representative Moss wrote Air Force Secretary Eugene M. Zuckert Monday that the service's regulation 190-10 "clearly states that: 'Military authority may not prohibit the taking of photographs . . . Air Force policy is limited to withholding consent.'"

 He said the subcommittee has been told "about yet another incident." Broadcast newsmen seeking to cover the crash of an Air Force B-58 near Butteville, Ind., last fall were prevented for 90 minutes from approaching closer than 1.5 miles from the crash scene by military police, Representative Moss said. An officer then permitted the newsmen to approach the aircraft, but withheld consent for photographs "and even to take notes. A night of arguments and discussions ensued between the reporters and the military and civilian police," he reported. Permission was granted just before morning.

 Air Force officials later apologized, but their commander said his men acted in good faith and did what they thought was best, Representative Moss said.

 In his letter to the air secretary, Representative Moss reminded him that the service published a recommendation in March 1962 that the use of force in such situations was indicated "for those rare, repeat rare, occasions when failure to take such action would compromise vital defense information."

 Representative Moss blamed the March advisory. "It appears that most if not all — of the violations . . ." came from the publication, he said.

 "Since the guidance . . . clearly conflicts with the requirements of regulations, please inform the . . . subcommittee what steps you will take to rescind the erroneous guidance . . ." he concluded.

 In his earlier letter to Secretary McNamara, Representative Moss pointed out that if the military services need new authority to safeguard the nation's security, they should request it from Congress.

 Equal time waiver in '64 approved

 The House Commerce Committee voted last week to give broadcasters a break on equal time requirements for next year's presidential and vice presidential election campaigns, but it deferred action on broader modification of the political broadcasting law.

 The committee approved the Kennedy administration's resolution in a closed-door session Wednesday (May 22) to provide the same equal time opportunity ground rules in 1964 that applied in 1960 when the presidential and vice presidential races were exempted from the rule requiring broadcasters to afford equal opportunity to all candidates, no matter how slight their chance of election.

 A report must yet be written before the bill heads toward the floor.

 The change in this year's legislation is a specific time limit for the suspension. It will be only during the period commencing Aug. 20, 1964 and ending on the day before the elections, Nov. 4. The 1960 suspension language in Public Law 86-677 said the equal time measure "is suspended for the period of the 1960 presidential and vice presidential campaigns with respect to nominees for the offices of President and Vice President of the United States."

 With the equal time question resolved for the present, the congressmen next want to deal with problems brought out during this year's equal time hearing (AT DEADLINE, March 25, BROADCASTING, March 11). Representative Walter E. Rogers (D-Tex.), chairman of the Communications Subcommittee, said he would attempt to arrange a hearing on editorializing in the next month or two.

 What concerns some lawmakers is the editorial promotion of candidates by broadcasters. They wonder if this is proper, and whether it raises equal time questions for candidates who are not supported by broadcasters.

 Four subcommittee members opposed
Secret hearing to discuss censorship plans

A congressional committee on information is going to take up the question of a code of wartime censorship—but the hearings will be censored; they will be closed to the public.

The House committee, headed by Representative John E. Moss (D-Calif.), will probe the proposed censorship regulations in an executive session tomorrow (May 28).

Mr. Moss promised, however, that the unclassified highlights of each session will be made public.

A draft of a wartime censorship code was made public earlier this month by Edward A. McDermott, director of the Office of Emergency Planning, a White House staff (BROADCASTING, May 13). Copies of the proposed code were given to media representatives and they were asked to submit comments and recommendations in about a month's time. A further meeting with media representatives is expected to take place next month.

Broadcasters received a copy of the suggested regulations from the National Association of Broadcasters. Just a few responses have been received, Howard H. Bell, NAB vice president, said last week, and none so far indicate any major objections to the proposals. Some questions have been raised, he said, as to whether the rules would go into effect in situations short of war.

This question, as well as the need for guidelines for emergency short-of-war situations like the Cuban crisis of last October, will also be explored by the Moss committee.

Last week the Moss committee questioned Dr. George L. Simpson Jr., assistant administrator of the National Aeronautics & Space Administration, on that agency's public information policies, particularly its reliance on the Defense Department for clearance on foreign space activities.

Dr. Simpson acknowledged that since 1961 NASA has not reported on Soviet or other foreign space successes or failures without approval of the military. This is true, also, he said even of launches publicly announced by the Soviet government.

As a follow up to Dr. Simpson's appearance, the committee is scheduled today (May 27) to interrogate Arthur Sylvester, information director of the Defense Department. This session, however, will be closed.

Last Friday, the committee heard Roger Hilsman Jr., director of the State Department's intelligence and research unit, on charges that news from South Viet Nam has been suppressed.

the suspension resolution, and one with held an amendment on editorializing when he was assured further hearings would be held in that area.

Representative J. Arthur Younger (R-Calif.) said he thought a new Section 315 suspension would weaken the provision and that none should be granted until Congress is told what kind of programs broadcasters expect to produce in the absence of equal time requirements.

Representative Younger said he would have introduced an amendment to prohibit broadcasters from editorializing for or against candidates or upon controversial issues during a campaign.

The 1960 joint appearances were far from the debates broadcasters promised, he said. "In my opinion, they did not deliver."

The subcommittee also is concerned about repeal of Section 315 itself, which was advocated strongly during the suspension hearing in March. Some doubt the wisdom of even temporary suspension for the presidential contest next year, and believe the resolution approved last week may face a serious challenge on the House floor.

FCC to tackle program report form this week

FAILURE TO AGREE CREATES NEW COMPLICATIONS

The FCC this week will attempt to solve a problem that has plagued the commission since 1960—how to revise its program reporting form for television stations. But it appeared that the commission will have to make a herculean effort to reach agreement.

A committee of three commissioners had been created to draft a revision that could be submitted to the full commission. But instead of submitting one version, each of the three members submitted a different one—to the disappointment of their colleagues.

The three committee members are Frederick W. Ford, who served as chairman, Robert T. Bartley, and Kenneth A. Cox, who replaced Chairman Newton N. Minow on the panel this month.

All three would require applicants to survey the programming needs and wants of their communities. But at this point, the proposals begin to diverge.

Commissioner Ford would require a narrative statement that would include (1) a description of how the survey was conducted, (2) an evaluation of what the survey developed and (3) the resulting programing proposed by the applicant to meet the needs and wants. He would abandon the composite week, except for commercial continuity, and require reports every year, on the ground that an applicant cannot, with any confidence, project his programing three years in advance, as required by the existing forms. Major changes between proposed and actual programing would have to be explained.

Proposal Means Work = Commissioner Ford acknowledged that his proposal would impose a burden on both the applicant and the FCC staff in giving the staff a more difficult analytical job to do. But he is said to feel that his form would stimulate the applicant to think more thoroughly of the needs of his community and, at the same time, give the commission a clearer picture of how well the station is meeting its responsibilities.

He has also argued that retaining the composite week for commercial continuity would eliminate the need for any FCC-imposed limit on commercials, which he opposes. He believes that, by pinpointing the amount of commercials carried by a station, the form would enable would-be advertisers to spot—and avoid—those stations that are guilty of overcommercialization.

Commissioner Bartley, like Commissioner Ford, would require an annual report and eliminate the composite week. He would also ask for an evaluation of the survey results and an explanation of how the needs would be met. But he wants more detailed information than that which he thinks can be obtained from a narrative statement. He favors eliciting information through specific questions. He would also ask the applicant to explain the difference, if any, between programing proposed and that carried.

Cox Version = Commissioner Cox, who until his appointment to the commission in April was chief of the Broadcast Bureau, reflects the views of the staff. He would, reportedly, keep the report on a three-year basis and would
not require an evaluation of the community survey. But he would require a proposed typical week and a composite week. The typical week would be broken down according to seven of the 14 programing categories that the commission, in its 1960 program policy statement, said were "usually necessary" to meet the community needs and interests. Programs carried to meet the requirements of the remaining seven categories would be listed separately.

The staff believes the statistical information contained in the composite week is necessary for an informed judgment of the station's performance. In previous commission discussions of the program form, Commissioners Ford and Barton were the only members who opposed retention of the composite week.

**Grand Broadcasting proposed for ch. 13**

FCC Hearing Examiner Forest L. McClenning last week issued an initial decision favoring Grand Broadcasting Co. for channel 13 in Grand Rapids, Mich. In selecting Grand's application, the examiner said the decision was difficult as all four applicants were outstanding.

The three applications denied were West Michigan Telecasters Inc., MKO Broadcasting Corp., and Peninsula Broadcasting Co. Two other applicants, Atlas Broadcasting Co. and Major Television Co., dropped out of competition in May and August 1962 respectively.

Grand and the other three applicants have operated channel 13 on an interim basis since July 26, 1962. WZZM-TV (ch. 13) went on the air in November 1962.

Examiner McClenning said Grand has shown itself to be "the superior in broadcast experience and in integration of ownership and management to all other applicants." He noted that 11 of Grand's 21 stockholders, representing 41.56% ownership, have been long term residents of the Grand Rapids area and that Mary Jane Morris (16.88%) has been an area resident since 1960. The hearing examiner found that a total of 74% of Grand's ownership would be integrated with its management.

The executive officers of Grand have had extensive broadcast experience, Mr. McClenning found, and have been active in civic matters. Miss Morris, an attorney, was employed by the FCC from 1948 to 1960, serving as secretary of the commission for last six years of that span.

Peninsular Broadcasting was also noted for having its ownership (48%) integrated with management, on a day-to-day basis. Peninsula was further noted to have the only claim of past broadcast experience, by virtue of 20% ownership by the H & E Balaban Corp., a multiple licensee. However, a grant of the Peninsular application, it was decided by Examiner McClenning, would add substantially to H & E Balaban's extensive ownership and "must be considered a factor militating against grant of the Peninsular application."

**FCC WANTS DETAILS**

Hyde, Lee charge renewal inquiry is unwarranted

Five New England television stations whose license renewals have been deferred because of FCC questions about local live programing were asked by the commission last week for a detailed explanation of how their policy on that type of programing operates.

The letter, which had been pending before the commission for several weeks, had reportedly been drafted and redrafted in an effort to avoid any implication that the FCC was attempting to influence the scheduling of local live programing in prime time.

But two commissioners—Rosel H. Hyde and Robert E. Lee—opposed the commission action. They felt the stations' licenses should have been renewed without any inquiry.

And Commissioner Hyde, in a five-page dissent, said that the commission shouldn't employ its authority to request information as a means of influencing program selection.

Voting in favor of the letter were Chairman Newton M. Minow and Commissioners Kenneth A. Cox, Robert T. Bartley and E. William Henry.

Ford's Contribution = Commissioner Frederick W. Ford, who had originally opposed the commission decision to defer action on the stations' renewal applications (BROADCASTING, April 1), was absent from the meeting last week. But he is reported to have played a major role in redrafting the proposed letter that had been submitted by the staff. Some commissioners felt the staff's version placed too much emphasis on the commission's role in local programing in prime time.

The stations whose composite weeks showed what the commission considered an insufficient amount of local live programing are WAGM-TV Presque Isle, WCHS-TV Portland, and WLBZ-TV Bangor, all Maine; WHYN-TV Springfield, Mass.; and WNHU-TV New Haven, Conn. WJAR-TV Providence, R.I., had also been on the deferred list, but its license was renewed two weeks ago on the basis of a supplemental program analysis (CLOSED CIRCUIT, May 20).

The commission's letter points out that the FCC's licensing policies require the agency to pay "appropriate attention to local live programing," then asks the stations to submit:

1. A narrative description of the steps taken to determine the community's needs and interests for local live programing.

2. The conclusions reached on how these needs and interests should be met in each segment of the broadcast day (8 a.m. to 6 p.m.; 6 p.m. to 11 p.m.; and other).

3. A description of the local live programs carried within the last 12 months in each segment of the day.

4. Plans for meeting the community's needs for local live programing during the coming renewal period in each segment of the day.

**Government briefs...**

Minow on 'Journal' = Resigning Federal Communications Commission Chairman Newton Minow, will be interviewed on David Brinkley's Journal tonight (May 27) on NBC-TV, 10 p.m. EDT. Discussion topics included the FCC's role in communications, the importance of ratings and public complaints about TV.

Contract awarded = ITA Electronics Corp., Lansdowne, Pa., has been awarded a contract to build a 50 kw AM transmitter for the U. S. Information Agency. The unit, which takes only 76 square feet, including transformers, requires only 11 tubes and six tube types.
Official plans yearly series' introduction
SUCCESS OF 'BIOGRAPHY' PAVES WAY FOR EXPANSION

In an expansion plan in TV syndication, Official Films Inc. intends to produce and distribute two new series a year, Seymour Reed, Official president, revealed last week.

The move was prompted by the success of Official's Biography series, which has been sold in more than 200 markets and is now in the second year of production, and the high hopes for Battle Line (formerly titled Men at War), a new half-hour series depicting the major battles of World War II. The pilot for Battle Line has been completed and nine other episodes of a projected 39 are in various stages of development.

Though both Biography and Battle Line rely substantially on newsreel film, new series planned by Official will not necessarily be documentary types, Mr. Reed said. His sales force is his barometer of station needs, he pointed out, and the reports he receives from his staffers will dictate whether Official's direction for 1964 will be action-adventure, anthology drama or situation comedy.

"We will continue to produce shows that the stations want," Mr. Reed remarked. "With two first-run shows for 1963-64, Biography and Battle Line, Official Films is in the vanguard of producers-distributors."

Official is releasing Battle Line for a fall start. The company has shown the pilot to agencies and expects to announce several sales soon. Mr. Reed believes it will attract the Biography-type sponsor including banks, insurance companies, utilities and supermarkets.

The series will utilize new production as well as newsreel sequences. Each episode will spotlight a survivor of a major battle from each side: The pilot, which dealt with the battle for Iwo Jimi, included film sequences of a Japanese soldier and an American marine who had participated in the action. Mr. Reed is executive producer of the series, which is produced by Sherman Grinberg. Author-journalist Jim Bishop provides the narration.

AB-PT sprouts angels' wings

American Broadcasting-Paramount Theaters is making its first substantial investment in Broadway theater with a $1 million outlay for three musicals. All three are scheduled for production within the next 13 months. They are "A Girl to Remember," "The Ghost Goes West," and "Mrs. A."

AB-PT has signed into a "50-50 partnership" with On-Stage Productions which will produce the shows. However, AB-PT's subsidiary, ABC-Paramount Records, will have original cast album rights.

Announcing the theatre venture last week, AB-PT President Leonard Gold-
ning backed Broadway theater included $5.5 million rights. All of PT’s production have included orders. The program is available to stations on a graduated rate structure, with all markets divided into six groups on 13-week, 26-week or 52-week contracts.

Program notes...
Summer replacement • A variety series, The Keefe Brasselle Show, will replace The Garry Moore Show on CBS-TV for the summer. The series will be shown for 13 weeks beginning June 25 (Tuesdays, 10-11 p.m. EDT). It will be sponsored by Johnson’s wax, R. J. Reynolds Tobacco Co. and Oldsmobile Division of General Motors Corp. The show will star singer and dancer Keefe Brasselle with Noelle Adam, Ann B. Davis, bandleader Sammy Kaye and Rocky Graziano.
Fontaine special • A one-hour comedy special starring Frank Fontaine is being planned by Pathe News, New York, for fall release. The show will be compiled from Mr. Fontaine’s half-hour Showtime series which was syndicated by Pathe in 1955 in 12 markets.

High budget • Wolper Productions has allotted $470,000 for its two-hour special, The Making of the President 1960, the TV adaptation of Theodore H. White’s Pulitzer Prize-winning book and a national best-seller for two years. The documentary is scheduled for completion Sept. 1.

June meets will pick convention sites
Within a month broadcasters can expect to make their travel plans to the 1964 Democratic and Republican national conventions.
The site committees of both parties have completed their initial inspection trips of the bidding cities and party meetings in mid-June will pin-point the location or locations.
On June 20, the Republican site committee will meet in Denver and offer its choice to the national committee which meets there the following day to pick the site. The Democrats will follow the same procedure the following week on June 24-25 in Washington.

Broadcasters have already outlined their needs and said, as they did in 1956 and 1960, that for logistical reasons they would prefer both conventions in the same city. If this is impossible, they ask at least a two-week break between conventions (BROADCASTING, April 15).
The GOP is reported planning its convention the week of July 13 or 20 and the Democrats are expected to choose a late August date.

Atlantic City, Chicago, Detroit, Miami Beach, Philadelphia and San Francisco have bid for both conventions. Baltimore is seeking the Democrats and Dallas the Republicans.

INTERNATIONAL

TV censorship proposed in England
NEW TAX RATE ON COMMERCIAL TV ALSO SOUGHT
A tough censorship amendment to Great Britain’s new television bill has been proposed by Postmaster General Reginald Bevins. It gives the Independent Television Authority specific power to ban any program material which violates the authority’s code of conduct. The bill already requires the authority to draw up such a code.
The new amendment would also give ITA power to impose “requirements” as to program standards not covered by the code. Material which does not comply with the “requirements” could also be banned.
In another get-tough amendment the postmaster general proposes detailed control of the presentation of advertisements on the commercial network.
The amendment lists nine rules. The first says that commercials must be clearly distinguishable from program material: Another rule specifies that the amount of time given to advertising must not detract from the value of programs. Rule six bans discrimination for or against any advertiser. Rule eight bans religious or political advertisements or advertisements connected with strikes.
Another amendment proposes a new scale for the levy on TV companies’ income, and allows agency commissions to be deducted from total advertising revenue assessed for the levy.
Under this amendment the amount of revenue that is not subject to the levy goes up by $700,000 from $3.5 million to $4.2 million. The next $16.8 million will be taxed at 25% and the rest of the net advertising receipts will be subjected to a tax of 45%. The new scale will probably mean the same overall cut in the companies’ income as under the original scale. The levy is expected to yield about $50.4 million a year to the national treasury.
approximately 7,000 TV stations over the next 10 years. Fewer than 100 TV stations are operating at present throughout the continent.

**Buys transmitters** • Telesistema Mexicano, S. A., Mexican television network, has purchased three new 25-kilowatt TV transmitters from RCA’s International Division. The transmitters are expected to be in operation in Mexico City before the end of the year. They will be used for telecasting on channels 2, 4 and 5.

**Agencies merge** • Crombie Advertising Co. Ltd., Montreal, has merged with Stevenson & Scott Ltd., Montreal. This will give Crombie Advertising annual billings of about $4.5 million. The Toronto and Montreal offices of the two agencies will be combined. The Halifax and Vancouver offices of Stevenson & Scott will operate under the Crombie name.

**Shirt account** • Arrow de Mexico (Arrow shirts) has appointed McCann-Erickson de Mexico as agency on the “multi-million peso” Arrow account. Allocation of the billing will be to all “major consumer media.”

Japanese TV outlets buy eight NBC series

NBC International announced last week the sale of eight television series to Japanese markets.

The sales were consummated with the Fuji Television Network, NET and NTV. Fuji purchased *The Richard Boone Show, National Velvet, Panic* and *87th Precinct*. NET network bought *Dr. Kildare, Laramie* and *The Bill Dana Show*. *Bonanza* was purchased by NTV.

**Four Star’s foreign sales**

First quarter sales of $500,000 have been announced by Four Star Television International, subsidiary of Four Star Television. Four Star reported one sale during the period of 19 series totaling 598 films to the Manila Times Publishing Co. for DZMT-TV Manila.

*Amos Burke* and *The Robert Taylor Show*, 1963-64 season programs on ABC-TV and NBC-TV, respectively, have been added to Four Star International’s list of 24 series now in foreign distribution.

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**FINANCIAL REPORTS**

**GOLDENSON DAMPENS FISCAL PICTURE**

AB-PT stockholders advised of possible drop in earnings

Stockholders of American Broadcasting-Paramount Theatres Inc. at an annual meeting last week were cautioned by Leon H. Goldenson, AB-PT’s president, that second quarter earnings this year are expected to drop behind the same period of a year ago.

First quarter profit slumped $653,000 for AB-PT to $2,389,000 compared to the same quarter a year ago. As he had in his first quarter report (BROADCASTING, April 29), Mr. Goldenson attributed the lower earnings to disappointment in ABC-TV shows in the current season and a slackening in theater business. He said the second quarter would also reflect this drop in business.

Mr. Goldenson, however, said he was confident that next fall’s schedule was strong and had “creative excellence” (see next fall’s program chart, pages 50-51).

He noted that ABC-TV will start its fall cycle earlier this year to better compete with the other networks.

**Reviews a Decade** • Mr. Goldenson stressed AB-PT’s growth over the past decade, from a revenue of $55 million in 1953 from the ABC broadcasting division to $275 million in 1962, a period where ABC-TV’s primary affiliate station list increased from 14 to 125. Gross time billings during the span went up from $21 million to $205 million. Last year was the most profitable for the ABC division as well as for AB-PT, he said.

Management’s proposals on election of directors and on routine were voted through with little opposition. A stockholder’s nomination of ABC newsman Lisa Howard for a seat on the board received 26,243 shares (nearly 4 million against) in the cumulative voting.

In answer to stockholder questions, Mr. Goldenson said ABC has sued an advertiser who defected because of the Hiss-Nixon affair on ABC-TV in November 1962. (The advertiser, Kemper Insurance, has filed a counter suit against ABC, see page 57). He said that 100 Grand has several rig-proof measures taken in precaution but that he could not reveal them because of competitive reasons. He said ABC-TV had assigned “four or five” attorneys to the rig-proofing.

**Dividend dropped**

The executive committee of Allied Artists Pictures Corp. voted to pass the quarterly dividend on the 5¼% cumulative preferred stock because of losses...
sustained during the current fiscal year.  
30 weeks ended March 30:

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<thead>
<tr>
<th>Earned per share</th>
<th>1963</th>
<th>1962</th>
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<td>Gross income</td>
<td>$13,584,000</td>
<td>$8,585,000</td>
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<tr>
<td>Net income (loss)</td>
<td>(1,300,000)</td>
<td>(3,341,000)</td>
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**Screen Gems reports best 9-month period**

Best nine-month earnings in the company's history were reported by Screen Gems Inc. last week. Jerome Hyams, executive vice president and general manager of the television production and distribution firm which is 89% owned by Columbia Pictures, said the three-quarter's earning picture points up the continuation of the earnings growth of the company.

Consolidated earnings statement for nine months ended March 30:

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**Jerrold profits in 1962**

Jerrold Corp., Philadelphia diversified communications manufacturer with extensive activity in community antenna field, for fiscal year ended Feb. 28:

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</thead>
<tbody>
<tr>
<td>Total volume</td>
<td>$24,816,000</td>
<td>$18,002,000</td>
</tr>
<tr>
<td>Net profit</td>
<td>1,101,967</td>
<td>1,597,594</td>
</tr>
</tbody>
</table>

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**Scripps-Howard earnings show 1-cent drop**

Earnings of Scripps-Howard Broadcasting Co. dropped slightly for the three periods ended March 23 from the same period a year ago, it was reported at the firm's board of directors meeting May 17.

The newspaper and station group owner declared a 25 cent dividend payable June 10 to stockholders of record May 24.

A new director, Henry W. Slavick, vice president and general manager of WMCT-TV and WMC-AM-FM Memphis, was elected to the board.

The firm also reported that net operating revenues for the four periods ended April 20 totaled $4.44 million compared with $4.25 million in the like 1962 period.

<table>
<thead>
<tr>
<th>Earned per share</th>
<th>1963</th>
<th>1962</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross income</td>
<td>$13,584,000</td>
<td>$8,585,000</td>
</tr>
<tr>
<td>Net income (loss)</td>
<td>(1,300,000)</td>
<td>(3,341,000)</td>
</tr>
</tbody>
</table>

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**FATES & FORTUNES**

**BROADCAST ADVERTISING**

Morris E. Kinnan, since 1958 director of TV-radio department of Needham, Louis & Brody, New York, elected vice president. Mr. Kinnan has been with agency nearly 10 years, beginning in Chicago office as television-radio producer.

Richard J. Cox, group supervisor in radio-TV department of Young & Rubicam, New York, elected VP.

Perry L. Brand, executive VP of John W. Shaw Adv., Chicago, joins Klau-Van Pietersom-Dunlap as VP and manager of branch offices. He will make his headquarters in Chicago.

Kenneth Laird, president of Tatham-Laird Inc., Chicago, elected "ad man of the year" at 25th annual award banquet Wednesday of Chicago Federated Advertising Club. Mr. Laird is treasurer of Advertising Federation of America and is past CFAC president.

Richard J. Keegan and Lawrence C. Puchta, contact supervisors at Young & Rubicam, New York, elected vice presidents. Prior to joining Y&R in 1960, Mr. Keegan was senior VP at Fletcher, Richards, Calkins & Holden. Mr. Puchta came to Y&R last year from Kenyon & Eckhardt where he was VP and account supervisor.

Hiram Strong, former executive VP of R. Jack Scott Inc., Chicago, joins Powell, Schoenbrod & Hall Adv., that city, as vice president.


Radford Stone, former broadcast supervisor at Ogilvy, Benson & Mather, New York, joins C. J. LaRoche & Co., that city, as account executive on ABC-TV and ABC-owned television stations. Mr. Stone also served with NBC in research and network sales for eight years.

Robert T. Meyers, former VP for merchandising at Cohen & Aleshire, New York advertising agency, appointed to BBDO's account group servicing Rexall Drug Co. Mr. Meyers will handle marketing and merchandising activities at agency's Los Angeles office.

Sinclair (Tory) Jacobs Jr., former VP in charge of media and television programming at Daniel & Charles Inc., New York, joins Cole Fischer Rogow Inc., that city, as VP for account service. Mr. Jacobs, a principal of CFR, will also serve on agency's executive committee.

Bernard L. Gottlieb, VP of Toy Guidance Council, New York, joins Mattel Inc. (toymaker), Hawthorne, Calif., as assistant advertising manager.


Gordon J. White, formerly with Johnson & Lewis, San Francisco, named account executive at Fuller & Smith & Ross, Los Angeles.


Patrick C. Tims, formerly with Clay Stephenson Associates, Houston, joins Foote, Cone & Belding, Chicago, as executive on Kraft Foods account.

Robert J. Wallace, former VP in charge of marketing development at Benton and Bowles, New York, joins Miles Products division of Miles Laboratories, Elkhart, Ind., as VP for product planning, effective June 1.

Robert Ross, creative services section manager at Leo Burnett Co., Chicago, promoted to acting creative services section director. He joined Burnett in 1961 as marketing supervisor.

Gary Gresham, promotion and advertising manager of WTVH-TV Peoria, Ill., joins Bill Burdon Adv., that city, as account-service executive.

Byron D. Drake, former marketing executive at Compton Adv., appointed brand manager for Francis H. Leggett & Co., Carlstadt, N. J.

Douglas A. Cornwell, account executive at Doherty, Clifford, Steers & Shenfield, New York, and John Roche, copy group supervisor, elected EVP's.

Edward A. McCabe, formerly of Benton and Bowles, joins McCann-Marchalk, New York, as copywriter.

Fred A. George Jr., president of George and Glover, elected president of Atlanta Advertising Club for 1963-64, succeeding Richard E. Hodges Jr., VP of Liller, Neal, Battle & Lindsey, who will serve on board of directors.

THE MEDIA

Larry Buskett, general sales manager of KRLA Pasadena, Calif., resigns to join Mullins Broadcasting Co., effective June 3, as general manager of KBTR Denver, Colo. Previous posts held by Mr. Buskett include general sales manager of KLCW Los Angeles and KRAK Sacramento, Calif., executive VP and general manager of KRAM Las Vegas, Nev., and general manager of KBQI San Diego.

Paul Nakel, general manager of WEOI-AM-FM Elyria, Ohio, elected VP of Elyria-Lorain Broadcasting Co., licensee of stations. Mr. Nakel, who was elected to company's board of directors in 1961, will continue in his present capacity of general manager.

Howard McDonald, announcer-newswoman at KMSO-TV Missoula, Mont., and former program director of KGVO, that city, appointed general manager of KBN Red Lodge, Mont.

Jack B. Donahue resigns as general sales manager of KTLA(TV) Los Angeles, reportedly over conflict of sales policy. After serving 18 years in various sales executive positions with CBS, Mr. Donahue joined Paramount Television in 1958 as assistant general sales manager and moved into top sales post 2 1/2 years later. No future plans have been announced.

Gene P. Graves, program director of KPFN Port Neches, Tex., promoted to station manager, with full responsibility for programming. Russell Hughes and Bob Gratz join station as staff announcements. Hugh Foley, KPFN news director, joins KBMT(TV) Beaumont, Tex.

Roland Kay, formerly general sales manager of KERO-TV Bakersfield, Calif., joins Roger O'Connor Inc. as sales manager in new San Francisco office.


Stuart Temkin, supervisor of television spot billing section at CBS-TV, appointed business manager for CBS-TV Stations National Sales.

Clay Forker, chief of The Pulse's Chicago office, joins John E. Pearson Co. as director of Atlantic office.

R. Douglas McLarty, program manager of KETV-TV Omaha for past year, appointed director of programming for WQAD-TV Moline, Ill. New channel 8 outlet, licensed to Moline Television Corp., plans to go on the air August 1 as ABC affiliate. WQAD-TV is represented nationally by H-R Television Inc. Earlier this month Lester C. Rau Jr. was named general sales manager of new station.

Paul Levitt, director of talent and daytime programs, and Peter Robinson, associate director of program development for CBS-TV network in Hollywood, promoted to executive producers. Devery Freeman, executive producer in program department, leaves his admin-
William R. Chesley, former advertising and sales promotion manager for Corry Jamestown Corp., joins WJAS-AM-FM Pittsburgh as account executive.

Oliver Naylor, general sales manager of WNBC-TV Birmingham, Ala., assumes new post of assistant to R. T. Schlinkert, general manager of WNBC-TV and VP of Taft Broadcasting Co., effective Sept 1. Also effective at that date, Richard S. Stephen, WNBC-TV local sales manager, will replace Mr. Naylor as general sales manager, and Jesse S. Pever Jr., an account executive, becomes manager of local sales.

Robert D. Wood, VP and general manager of WNXT-TV, and Ben Hoberman, VP and general manager of WABC-AM-FM (both Los Angeles), appointed vice chairman for television and radio, respectively, of fourth International Broadcasting Awards competition. John T. Reynolds, senior VP of CBS-TV, Hollywood, is IBA general chairman.

Chuck Riley, news manager of KABC-TV Los Angeles, joins KNXT-TV, that city, as assistant assignment editor for The Big News and producer of morning news segment of Panorama Pacific. Nate Kaplan assigned to The Big News as writer-general news reporter.

Helen Hartwig, former media supervisor at Needham, Louis, Brorby, New York, joins WABC New York as director of research.


Gene Claussen, president of KXIC Iowa City, elected president of Iowa Broadcasters Association last Saturday (May 18), succeeding Donald Sullivan, VP-general manager of KTVT (TV) Sioux City. David Steine, KXUR Burlington, was elected VP and Harold Heath, WOC-TV Davenport, treasurer. Directors are Dale Cowle, Tom Young, Reed Gardner, and Mr. Sullivan.

Mort H. Henkin, president-general manager of KS00-AM-FM Sioux Falls, re-elected president of South Dakota Broadcasters Association at annual convention last week in that city. Also re-elected were Vice President Elliggott Aberdeen, KS0D Aberdeen, and Verl Thomson, KISD Sioux Falls, secretary-treasurer. New directors are Al Clark, KXVS Winner, and Q. P. Coleman, KOLY Mobridge. At same meeting, Bob Reimers, KBHK Brookings, elected president of South Dakota AP Broadcasters Association.

Bob Edwards, former program manager of WPCO Peoria, Ill., appointed producer-director of House Detective program on WJTV Detroit.

Ed Rabel, news editor at WCBS-TV Charleston, W. Va., to news director.

Norman Ober, director of audience promotion for CBS Radio, appointed director of program information. Mr. Ober will supervise news information activities, on-the-air promotion efforts and production of promotion and advertising materials to affiliated stations.

Tom McCuster, editor of Western Electronic News, assumes added duties as editor of Ducommun Business Journal, a five-minute business newscast that debuts today (May 27) on KGAS Los Angeles at 7:30 a.m. Program, which begins its second year on Los Angeles radio, will be supervised by David Mathews, western broadcast vice president at Fuller & Smith & Ross.

David Rutledge, manager of The Katz Agency's Dallas office, elected president of Association of Broadcast Executives of Texas, succeeding Jack Rogers, WAPB-TV Dallas-Ft Worth (also see story page 77). Denson Walker, WFAA-AM-FM Dallas, was elected VP; Judy Statman, Sam Bloom Adv., secretary; and Ralph Widman, Paul Raymer Co., treasurer. New directors are Jim Pratt, WFAA-TV; Jim Terrell, KTVT (TV) Dallas-Ft Worth; Dean McClain, KNOK Ft. Worth; Herman Clark, WAPB-AM-FM; John Rutledge, Peters, Griffin, Woodward; Al Carrell, Robert Eastman Co.; Howard Teitler, Dr. Pepper Co.; Clifton Blackmon, First National Bank of Dallas; Julie Lane, Norris-Worthy-Mercer; Charles Cooper, Jr., Glenn Adv.; and Larry Herndon, Keltz & Herndon.

Paul Marlowe and Ben Taylor named news director and sports director, respectively, of WESH-TV Daytona Beach-Orlando, Fla.

Vic Reed appointed news director of ABC in San Francisco, and Roger Grimsby named director of news for ABC-owned KGO-TV, that city. Ray Tannenhill, former head of news department of WERE Cleveland, joins KGO-AM-FM as director of news.

Albert Kinsey, VP and treasurer of Lewis, Dobrow & Lamb, Washington advertising agency, joins Wook-TV (CH. 14), that city, as station manager. Before joining LDL in 1960, Mr. Kinsey was classified advertising manager of Washington Daily News for eight years.

Terry Parker, assistant news director of Wkat-AM-FM Miami Beach, joins news staff of WFNJ South Miami, Fla.

Charlie Johnson, formerly with St. Louis Cardinals of National Football League, joins WIL-AM-FM St. Louis as sports director and host of Monday-Saturday sports show at 8 a.m.

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BROADCASTING, May 27, 1963
Dr. Frank Stanton, CBS president, named a trustee of Carnegie Institute of Washington, succeeding Henry R. Shepley, who died last January.

Norman Page, former music director and staff announcer at WWD-C-AM-FM Washington, appointed host of station's new *Swing Shift* show beginning July 2 (12:30-5:30 a.m.). Don McLean, columnist with Washington *Daily News*, will also appear on *Swing Shift* with taped humorous bits, record introductions, and items from his *Daily News* column. Mr. Page, who has recently narrated films for U. S. Information Agency, was previously with WCAR Detroit.

Eldon Campbell, VP and general manager of WFMB-AM-FM-TV Indianapolis, named "man of the year" by B'nai B'rith of Indianapolis.

**EQUIPMENT & ENGINEERING**

William E. Waldrup named eastern district manager of Continental Electronics Corp., subsidiaries of Ling-Temco-Vought Inc., Dallas. He will have headquarters at LTV's Washington office. Mr. Waldrup joined Continental after five years with Collins Radio Co. as manager of scatter product line and corporate and government sales. Earlier he was with Convair division of General Dynamics as senior design engineer-communication systems.

Dr. Keith E. McKee, manager of research foundation for Armour Research Foundation of Illinois Institute of Technology, appointed director of mechanical design for Andrew Corp., Chicago. Dr. McKee will be responsible for overall technical effort in mechanical design and quality control of company's product line of antennas and transmission lines.

Dr. Leonard C. Maier Jr., manager of engineering for semiconductor products department of General Electric, Syracuse, N. Y., appointed general manager of department. He succeeds H. Brainard Fancher, who was named general manager of Apollo support department.

Frank Bonner, general manager of Washington-Baltimore division of Philco Distributors Inc., appointed eastern regional manager for Philco's consumer products division, succeeding James T. McMurphy, recently named division's national sales manager. In move that splits Washington-Baltimore division into two divisions, Irv Fulton was named general manager in Baltimore, and Wally McGregor appointed general manager in Washington.

Robert Rausch, formerly of WRBO Ashatabula, Ohio, joins General Electronic Laboratories, Cambridge, Mass., as broadcast sales engineering representative. Mr. Rausch will represent General Electronic on West Coast.

**PROGRAMMING**

Raymond V. Schneider, general manager of community antenna television division of Teleprompter Corp., New York, elected VP of that division. Jay J. Merkle, director of programs and production division, elected VP.

Laurence Rutman, VP and general manager of United Feature Syndicate, elected president. Mr. Rutman succeeds Mims Thomason, who resigned.

Sam Carey, VP and assistant manager of WRVA-TV Richmond, elected president of UPI Broadcasters Association of Virginia, succeeding Wallace Fanning, news manager of WRC-AM-FM Washington. Retiring VP was John D. Wilson, manager of WFLO Farmville.

Bernie Mahoney, news director of WCKX Warrenton, and Vern Jones, news director of WAWY-AM-FM-TV Portsmouth, were elected first and second VP's respectively.

Peter Keane, technical director for Screen Gems, New York, appointed to additional post of technical director of parent company, Columbia Pictures. Mr. Keane joined Screen Gems in 1951 as eastern production manager.

Milt Cook, KACE-AM-FM Riverside, re-elected chairman of California Associated Press-Television Association for 1963-64, and Roger Orr, KNTV (TV) San Jose, as vice chairman.

Mark O. Gautier Jr., news director of KMTV (TV) Omaha, elected president of Iowa-Nebraska United Press International News Directors Association.

Sheldon B. Satin, VP and general manager of VPI (TV production firm), Hollywood, appointed executive VP.

Leonard Stern, head of Heyday Productions and creator-producer of that company's *I'm Dickens-He's Fenster* on ABC-TV this season, signs exclusive contract to create, develop and produce comedy programs for ABC-TV.

Philip Barry Jr. joins The Directors Co., New York, to produce seven original one-hour dramas for *DuPont Show of the Week* (NBC-TV).

Nate Monaster, last year's president of radio-TV branch of Writers Guild of America West, elected WGAW president for coming year. Christopher Knopf is new radio-TV branch head, with Barry Trivers, VP, and Doris Gilbert, secretary-treasurer. Allen Rivken re-elected president of guild's screen branch, with John Lee Mahin, VP, and Michael Blankfort, secretary-treasurer.

Hy Averback will direct opening program of series tentatively titled *Amos Burke*, which Four Star is producing for ABC-TV starting this fall. Tony Barrett wrote initial show, "Who Killed Billy Joe?," which producer Aaron Spelling has scheduled to begin filming June 3. Gene Barry, Gary Conway and Regis Toomey are regular members of series' cast.

Art Brown, for past 25 years in midwest radio, publishing and advertising fields, joins United Film and Recording Center, Chicago, as sales manager and executive assistant.

James Lydon, producer at Revue Studios, joins Warner Brothers TV division as associate producer of *77 Sunset Strip* series for ABC-TV.

Byron Haskin, director of special effects for Warner Brothers, joins Daystar Productions to create and supervise special effects department for new science-fiction anthology series, *The Outer Limits*, to start in fall on ABC-TV. Leslie Stevens, executive producer of Daystar, is directing new series, which went into production last week with Joseph Stefano producing. Mr. Stevens also wrote initial program of series.

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You get a spiffy looking sales picture in this "one-buy" TV market where Apparel sales are as big as the 33rd metro area and Furniture-Appliance sales as large as the 31st.

**Skyline TV Network**

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Call your Hollingbery office or Art Moore in the Northwest or John L. McGuire in Denver.

KPRK Billings / KFBB Great Falls / KXL Twin Falls
KTRK Houston / KOXT Austin / KKXL El Paso
Ben Gradus named producer-director of Screen Gems' new Harry S. Truman series of half-hour documentaries. Mr. Gradus is currently consultant to Filmways Inc. and on board of directors of Sutherland Associates, film producers.

Lloyd Leipzig, former director of publicity and exploitation for Sing Along With Mitch on NBC-TV, joins United Artists Records, New York, as director of creative services.

Jeff Clark, formerly with Decca Records and owner of his own advertising agency, appointed director of publicity and promotion in Southern California for Dot Records, Los Angeles.

Roy W. Saabright, VP of Cascade Pictures, Hollywood producer of TV commercials, has been "dissociated" from company by vote of board of directors, "due to irreconcilable policy disagreements."

Bill Howard elected business representative of Motion Picture Costumers, Hollywood local 705, IATSE. Bert Hendrickson was named president; Georgina Grant, VP; Walt Hoffman, secretary-treasurer; and Tony Scarano, sergeant-at-arms.

Jerry Kennedy, former artists and repertoire director at Mercury Records Corp., Nashville, joins Epic Records, that city, as producer of popular artists and repertoire. Mr. Kennedy will be responsible for production of all country-western recordings on Epic label.

Jerome E. Balash appointed director of newly formed CAETV department of Telesystem Services Corp., Glenside, Pa. Department will implement objectives of each individual CATV system in bringing ETV to their community through CATV.

Henry N. Ehrlich named assistant exploitation manager at Paramount Pictures, Hollywood.

John Kuehn, television director, named director of NBC-TV's Ben Jerrod, weekday series beginning June 3.


Bud Chaldy, news director of KABJ Ottumwa, elected VP.

David H. Horowitz, former partner in law firm of Schwartz and Frohlich, joins Screen Gems, New York, as general attorney. Mr. Horowitz will head law department of company.

Dennis Weaver signs new contract to continue his co-starring role as "Chester" for 1963-64 season of CBS-TV's Gunsmoke series.

Irwin Rosten, director of public affairs and documentaries at KTLA(TV) Los Angeles, joins Wolper Productions as writer-producer-director.

Schuckle heads AAAI


Los Angeles, joins Wolper Productions as writer-producer-director.

Tom Wilson, former producer at Audio Fidelity Record Co., New York, joins Columbia Records as producer of popular artists and repertoire. Mr. Wilson will be responsible for production of jazz, folk and gospel records.

INTERNATIONAL

Eliot Hyman elected president of Seven Arts Productions Ltd., succeeding David B. Stillman, who died April 25 of heart attack. Mr. Hyman, who has served as executive VP of Seven Arts since its organization in 1960, will retain his position as president of Seven Arts Associated Corp., American-operated subsidiary of parent Canadian firm. Michael Baumohl appointed Seven Arts' advertising and publicity director for United Kingdom and continental Europe, effective June 10. Seven Arts franchises, produces and distributes motion pictures, TV and stage productions.

Roy Green, formerly of CHCH-TV Hamilton, Ont., named manager of National Time Sales, Toronto, a branch of Air-Time Sales Ltd., that city. National Time Sales will concentrate on selling 10 smaller market radio stations, while Air-Time Sales will work on major market stations.


Ian Ritchie, supervisor of station relations for Canadian Broadcasting Corp.'s TV network in Toronto, named assistant director of station relations at CBC headquarters in Ottawa. Donald MacDonald, CBC public relations officer at Toronto, succeeds Mr. Ritchie at Toronto.

William Cooke, sales manager of Canadian Broadcasting Corp.'s television division at Toronto, appointed general manager of newly opened Columbia Broadcasting System Television Network Sales of Canada Ltd., that city, with offices at 2 Carlton Street. New office will look after CBS network shows in Canada.

ALLIED FIELDS


Gower Champion, director-producer and former theatrical performer, signed to five-year contract as program advisor for Theatre-Vision Color Corp., wholly owned subsidiary of National General Corp., Beverly Hills, Calif., which is developing nationwide closed-circuit color TV network for theaters. Mr. Champion will produce and direct initial live demonstration of system, scheduled to be held in Los Angeles late next month. Allen V. Martini, former western division sales manager of United Artists Television, appointed sales and operations coordinator for Theatre-Vision Color Corp.

Jerry Zarin, former marketing research project director at Ogilvy, Benson & Mather, New York, joins Blankenship, Ostberg Inc., market research firm, that city, as account executive and project supervisor.

DEATHS

G. Carlton Fuchs, 48, advertising and promotion manager of WSUN-AM-TV Tampa-St. Petersburg, Fla., died May 14 of cancer at St. Petersburg hospital. Before joining WSUN, Mr. Fuchs was VP of Griffith Adv., St. Petersburg.

Rolande Desormeaux, 37, French-language radio and television singer, died of cancer at Duvernay, Que., on May 15. She was wife of Robert L'Herbier, program director of CFTM-TV Montreal.

Hayden Young, account executive at WIL-AM-FM St. Louis for past year, died May 19 following heart attack.
STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting May 16 through May 22 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.


New TV stations

ACTIONS BY FCC

Chicago—Escanaba Television Associates. Granted CP for new TV on UHF channel 54 (605-556 mc); ERP 213 kw vs. 195.25 kw. Ant. height above average terrain 417 feet, above ground 616 feet. P.O. address c/o Edwin Silverman, 54 West Randol-phon Street, Chicago, Illinois. Estimated construction cost $475,147; first year operating cost $72,500; revisions. Mr. Silverman is VP of WTTW Chicago. Chmn. Minow did not participate in grant. Commission did not believe application justified.

Boston, Mass.—Boston Catholic TV Center Inc. Granted CP for new TV on UHF channel 38 (814-820 mc); ERP 1000 kw vs. 501.3 kw sur. Ant. height above average terrain 40 feet, above ground 28 feet. F.O. address c/o R. Rev. Walter L. Fishkin, 25 Westminster St., Boston, Mass. Estimated construction cost $460,000; first year operating cost $196,000; revenue $195,000. St. Francis of Assisi, Cardinal Cushing, Rt. Rev. Walter L. Fishkin, Presiding Bishop of Boston. F. M. O’Leary, John J. Sexton and Oscar O’Gorman and Henry M. Leen. All but Mr. Leen are Catholic priests. Ed. directors: company is owned by Archdiocese of Boston.

Greenville, S. C.—South Carolina Educa- tion and Research Commission. Granted CP for new TV on UHF channel 29 (580-590 mc); ERP 240 kw vs. 125 kw sur. Ant. height above average terrain 1,142 feet, above ground 801 feet. P.O. address c/o Charles Merckis, 270 Millwood Ave., Columbia, S. C. Estimated construction cost $350,000; first year operating cost $325,000; revenue $325,000. St. Francis of Assisi, Cardinal Cushing, Rt. Rev. Walter L. Fishkin, Presiding Bishop of Boston. F. M. O’Leary, John J. Sexton and Oscar O’Gorman and Henry M. Leen. All but Mr. Leen are Catholic priests. Ed. directors: company is owned by Archdiocese of Boston.


Existing TV stations

ACTIONS BY FCC


New AM stations

ACTIONS BY FCC

Casey, Ill.—Paul Dean Ford. Granted CP for new AM on 1510 kc, 250 kw. P. O. address 4341 South Right ST, Terre Haute, Ind. Estimated construction cost $52,250; first year operating cost $25,000, revenue $20,000. Mt. St. Francis of Assisi, Mr. Ford, owner. Ed. directors: company is owned by Archdiocese of Chicago.

 existing AM stations

APPLICATIONS

WKEL-AM/FM Plymouth, Mass.—To increase nighttime power from 100 w to 250 w. An. May 16.


New FM stations

APPLICATIONS

San Francisco, Calif.—Simpson Bible College, Granted CP for new FM on 90.3 mc, ch. 218, 10 w. Ant. height above average terrain 100 feet. P. O. address 800 Silver Avenue, San Francisco. Estimated construction cost $300; first year operating cost $2,000. Principals: board of trustees. Action May 15.


Ownership changes

APPLICATIONS

WOWE Allegan, Mich.—Granted transfer of control of licensees corporation. Allegan City Broadcasters Inc., from Harmon Lee Stang and J. F. Wismer (each 50% in corporation) to Mr. Stang and Mrs. Bernardine Stevens, and Mr. Wismer and wife, Rose Marie Wismer (each 50% jointly with wife). No financial consideration involved. Action May 18.

Princeton, N. J.—Granted assignment of license to I. E. Shahan (100%) to Lewis G. Bohan and Edwin W. Van Gelderen (each 15.72%) and Mary C. Robin-son and Tirrell S. Van Gelderen (each 11.25%); tr/occupied by San Juan Broadcasting Co., N.S.L. Consideration $25,000. Action May 21.

KNCB Hudson, N. D.—Granted transfer of control of licensee corporation from D. J. Schultz (115 shares), Gary Hendricks (9 shares), Ralph Shults (1 share), and Jonas Johnson (8 shares), dba as Hedberg Broadcasting Co. (191 shares issued), to Sturgis Radio Inc. (Leslie J. Kleven, 54.8% owner, Margaret E. Kleven, 15.8%, and Clarence Glover and Russell Moolstad, each 4.8%, and others); remaining of stock held by Ceci C. Schmitt and Glenn McHart. Consideration $21,812. Sturgis Radio Inc. is owner of KDBH Sturgis, S. D.; Mr. Hirsch is employed by Meyer Broadcasting Co., Williston, N. D. Action May 22.

WFOL-AM/FM Hamilton, Ohio.—Granted assignment of CP and license from Walter L. Follmer (100%) to Mr. Follmer (93%) and family, tr/occupied by Walter L. Follmer Inc. No financial consideration involved. Action May 16.

KLSM Salem, Ore.—Granted transfer of control of licensee corporation, Oregon

FOR THE RECORD

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations

Appraisals & 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, May 27, 1963 81
Radio Inc., from Lou C. McCormick (85.4%), executrix of estate of Glenn K. McCormick, deceased. Mr. McCormick was 50% owner of WREC-AM (92.3%), and 25% owner of WMFS-FM (92.5%). Mr. McCormick's will was admitted to probate on June 23. A total of 203 shares of WREC-AM (100% ownership) was transferred from WREK-AM (89.7%), also owned by Mr. McCormick, to Mr. Bowers. Mr. Bowers is the owner of WREC-AM and WREC-FM (100%). The price of the transaction was $260,000.

CRAWFORD GRAND COLLECTIVE, Wash.—Grand assignee of license from Ralph A. Neihardt (100%) to Eugene Poonelle (100%). Consideration: $20,000.

KDFR Grand Coulee, Wash.—Grand assignee of license from Ralph A. Neihardt (100%) to Eugene Poonelle (100%). Consideration: $20,000. Mr. Poonelle was parttime employee of KDFR, Action May 21.

KWLK St. Albans, Va.—Grand assignee of license from Raymond R. Rose (88.3%) & Charles S. Kandel (7.5%), d/b/a WMSR, to St. Albans-Nitro Broadcasting Co., tr/a WMSR, license to licensee corporation, Crystal Broadcasting Inc., d/b/a WMSR, for new AM station WMSR-AM, at St. Albans, WV, as a substitute for WMSR. Mr. Rose is owner of WMSR, Action May 15.

WNOH Raleigh, N. C.—Seeks acquisition of new station by licensee corporation, WNOH Inc., d/b/a WNOH, New Claremont, Concord, New Hampshire. Mr. W. W. Rehfeldt, a defendant in an action pending in the U.S. District Court for the District of New Hampshire, has filed a motion to dismiss the complaint. The motion will be heard on May 22.

KDAR Darien, Conn.—Seeks assignee of license from Mr. and Mrs. W. S. Byer, to Mr. Byer's assignee, Mr. G. A. Byer. The assignee is the owner of WDAR, Action May 16.

KBBR Brattleboro, Vt.—Seeks assignee of license from Mr. and Mrs. W. S. Byer, to Mr. Byer's assignee, Mr. G. A. Byer. The assignee is the owner of WDAR, Action May 16.

KING PORTAGEVILLE, N. Y.—Seeks assignee of license from Mr. and Mrs. W. S. Byer, to Mr. Byer's assignee, Mr. G. A. Byer. The assignee is the owner of WDAR, Action May 16.

KRBK Abilene, Tex.—Seeks assignee of license from Mr. and Mrs. W. S. Byer, to Mr. Byer's assignee, Mr. G. A. Byer. The assignee is the owner of WDAR, Action May 16.

KBBB Houston—Seeks assignee of license from Mr. and Mrs. W. S. Byer, to Mr. Byer's assignee, Mr. G. A. Byer. The assignee is the owner of WDAR, Action May 16.

Hearing cases

INITIAL DECISION

• Hearing examiner, in re McClennan, issued initial decision looking toward granting application of Grand Broadcasting Co. for new TV channel 13 in Grand Rapids, Mich., and denying competing applications of Micheline Broadcasting Corp. and Peninsular Broadcasting Co. The decision was issued on May 20.

DESIGNATED FOR HEARING

Hershey Broadcasting Inc., Hershey, PA.—Designated for hearing application for new AM station W-CHL, on 1550 kHz, 17.5 kW, fulltime, in the Homer Township, York County, PA, to determine whether and to what extent corporate stockholder and individual stockholder participation in the operation of the station will result in a position of economic dominance over the city of Hershey. Grant of application would tend unduly to further the corporate stockholder and individual stockholder's position of economic dominance over the city of Hershey. Action May 22.

OTHER ACTIONS

• By letter, commission denied request by Independent Broadcasting Inc., for waiver of Sec. 1.355 of rules and regulations of the commission, for the change of station facilities and site and station location of WDRN-FM (93.1), East Orange, NJ, to increase ERP by $126,000 from 720 W to 1,024 W, effective July 1, spacing distance increased from 145 feet to 151.7 feet. Action May 22.

• By memorandum opinion and order, commission denied request by WJZ-TV, Baltimore, to assign to the Townley Broadcasting Corp., 1075 Jamaica Ave., Jamaica, NY, a permit to operate a TV translator on channel 12 in the greater New York area, on behalf of the station, WJZ-TV, Channel 12, with the station's consent. Action May 16.

• By order, commission granted request by Scranton-Wilkes Barre Broadcasting Co., 1001 Scranton Road, Scranton, Pa., to construct and operate a television station, WNEP-TV, in Scranton, Pa., on channel 16, pursuant to Sec. 1.151 of rules and regulations of the commission, to approximate the location of the proposed station. Action May 22.

• By memorandum, commission requested that further action be taken on application to afford the facility for the operation of a television station in the area of Scranton, Pa., and that the commission grant the application. Action May 22.

• By order, commission granted request by WJZ-TV, Baltimore, to construct and operate a TV translator on channel 12 in the greater New York area, on behalf of the station, WJZ-TV, Channel 12, with the station's consent. Action May 16.

• By order, commission granted request by WJZ-TV, Baltimore, to construct and operate a TV translator on channel 12 in the greater New York area, on behalf of the station, WJZ-TV, Channel 12, with the station's consent. Action May 16.

SUBSCRIPTION APPLICATION

BROADCASTING The Businessweekly of Television and Radio
1735 DeSales Street, N.W., Washington 6, D. C.

Please start my subscription immediately for—
[ ] $2 weekly issues $7.00 [ ] 104 weekly issues $12.00 [ ] Payment attached
[ ] $2 issues & 1963 Yearbook $12.00 [ ] Please bill
[ ] 1963 Yearbook $5.00

name

address [ ] Business [ ] Home

city

tone state

company name

Routine roundup

ACCTIONS BY REVIEW BOARD

• By memorandum opinion and order in proceeding on NBC-RKO broadcast transmission related application, 13085 et al., denied appeal by Philco Broadcasting Co., from May 18, 1962, action quashing its subordinated television station, which sought to obtain certain documents and evidence relating to NBC's licensing activities outside U. S. Board found that basis was not sufficient to consider appeal from chief hearing examiner at this time, but deferred action. This decision reaches a decision to grant or deny approval of agreement whereby Putnam Broadcasting Corp. and Chester Broadcasting Co. for new AM station W-CHESTER and Porter Chester, respectively, both owned by the same corporation, granted for approval of agreement whereby Putnam Broadcasting Corp. and Chester Broadcasting Co. for new AM station W-CHESTER and Porter Chester, respectively, both owned by the same corporation, granted the application in consideration of option to acquire 65% of stock in new corporation which would be created by Port Chester Broadcasting Co. to discontinue

BROADCASTING, May 22, 1963
SUMMARY OF COMMERCIAL BROADCASTING
Compiled by BROADCASTING, May 24

<table>
<thead>
<tr>
<th>lic.</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cps</td>
<td>3,801</td>
<td>1,088</td>
<td>518</td>
</tr>
<tr>
<td>for new stations</td>
<td>43</td>
<td>21</td>
<td>60</td>
</tr>
</tbody>
</table>

NOT ON AIR

<table>
<thead>
<tr>
<th>lic.</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cps</td>
<td>133</td>
<td>101</td>
<td>87</td>
</tr>
<tr>
<td>for new stations</td>
<td>390</td>
<td>198</td>
<td>120</td>
</tr>
</tbody>
</table>

OPERATING TELEVISION STATIONS
Compiled by BROADCASTING, May 24

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>486</td>
<td>36</td>
</tr>
<tr>
<td>Non-commercial</td>
<td>21</td>
<td>0</td>
</tr>
</tbody>
</table>

COMMERCIAL STATION BOXSCORE
Compiled by FCC, April 30

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>3,789</td>
<td>1,078</td>
</tr>
<tr>
<td>Cps on new stations</td>
<td>51</td>
<td>28</td>
</tr>
<tr>
<td>Cps on new stations (total authorized)</td>
<td>94</td>
<td>180</td>
</tr>
<tr>
<td>Applications for new stations (not in hearing)</td>
<td>232</td>
<td>180</td>
</tr>
<tr>
<td>Applications for new stations (in hearing)</td>
<td>166</td>
<td>13</td>
</tr>
<tr>
<td>Total applications for new stations</td>
<td>398</td>
<td>193</td>
</tr>
<tr>
<td>Applications for major changes (not in hearing)</td>
<td>266</td>
<td>88</td>
</tr>
<tr>
<td>Applications for major changes (in hearing)</td>
<td>54</td>
<td>3</td>
</tr>
<tr>
<td>Total applications for major changes</td>
<td>320</td>
<td>91</td>
</tr>
<tr>
<td>Licenses deleted</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Cps deleted</td>
<td>0</td>
<td>1</td>
</tr>
</tbody>
</table>

1Includes 3 stations operating on unserved channels.

missed Putnam application with prejudice; and retained in hearing status for resolution of remaining issue. Chester application, Board Member Nelson not participating. Action May 21.

Granted petition by Broadcast Bureau and extended to May 27 to file exceptions to initial decision in proceeding on AM applications of Don L. Huber, Madison, and Bartell Broadcasters Inc. (WOKY), Milwaukee, both Wisconsin, in Docs. 14613-4. Action May 21.

By memorandum opinion and order in proceeding on application of Rhinelander Television Cable Corp. for new AM in Rhinelander, Wis., in Doc. 14617, denied late filing by Oneida Broadcasting Co. (WOBT), Rhinelander, to modify financial hearing. Action May 17.

By memorandum opinion and order, granted joint request by Coastal Broadcasters, Inc., Colchester, Conn., and Virginia-Potomac Broadcasting Corp., for approval of agreement whereby Coastal or Colchester would purchase Virginia-Potomac $2,500.00 for expenses incurred in connection with latter's application for new AM on 1440 kc, 5 kw, in Herndon, Va., in return for its withdrawal, dismissed Virginia-Potomac's application with prejudice; retained in hearing status Coastal and Colchester applications for new stations in Herndon in consolidated proceeding in Docs. 14670 et al. Action May 16.

By memorandum opinion and order, granted joint request by Broadcast Bureau and extended to May 27 time to file exceptions and supporting brief to initial decision in proceeding on AM application of Avoyelles Broadcasting Corp., New Roads, La. Action May 16.

By memorandum opinion and order, granted joint petition by Broadcast Bureau and extended to May 27 time to file exceptions and supporting brief to initial decision in proceeding on AM in Sanford, Fla. Action May 16.

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of Helix Broadcasting Co. for new AM in La Mesa, Calif. Action May 14.

Broadcasting motions and order, granted motions by Debra Memorial Radio Fm, Inc., WPOW Inc. (WPOW), both New York, and Rensselaer Polytechnic Institute Troy, N. Y., for acceptance of amendment to reflect agreement hours of operation, and removed from order granted to amended line amended applications for renewal of licence. Action May 14.

By Hearing Examiner Forest L. McClellan, Jr.


By Hearing Examiner Chester F. Naumowicz, Jr.

Upon request by Broadcast Bureau and Teco Inc. and without objection by Edina Corp., extended from May 27 to June 16, date to pay proposed fine in proceeding on applications of Edina Corp. for new AM stations in Edina and Bloomington, respectively, both Minnesota, in Docs. 14760-6. Action May 16.

By order, formalized certain agreements, findings made at May 15 prehearing conference in proceeding on application of W. Stone for renewal of license and for change of facilities of KCHY Cheyenne, Wyo., and Fort Broadcast Bureau hearing examiner's findings of fact in proceeding on applications of Edina Corp. for new AM stations in Edina and Bloomington, respectively, both Minnesota, in Docs. 14760-6. Action May 16.

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By Hearing Examiner Herbert Shafman


By Hearing Examiner Chester F. Naumowicz, Jr.

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Help Wanted—Management

Southern California, immediate opening for solid salesman, capable of managing with top station multiple chain. Good starting salary. Box G-12, BROADCASTING.

Managers, small and major market manager vacancies in established eastern group operation. Prime consideration to successful sales managers with program building and community service appreciation, excellent character and ambition to advance. Send full details and broadcast experience. Box G-201, BROADCASTING.

Sales manager or salesman with qualifications, large midwest market. Box G-201, BROADCASTING.

Sales manager $150 to $170 a week salary with bonus arrangement, 5,000 watt daytime. Leading station in area in billing and ratings. Directly affiliated with Herald Tribune and five CBS television stations. Personal interviews necessary. Call H. N. Thayer, WGRQ, Kingston, N. Y.

Your greatest dollar potential is in booming Atlanta, tough, competitive market, top future earnings, for hard working knowledgeable pros. Interested? Box G-15, BROADCASTING.

Announcer for established, successful good music station in San Francisco Bay area, first class license essential. Good voice important. Send 5-10 minutes of clear music, ability to handle news helpful. Permanent position with definite management responsibility. Immediate opening for right man. Box G-193, BROADCASTING.

Senior air newsman who can cover stories, write, report, edit. Immediate opening, leading radio station in growing area. Send resume and references. Box G-193, BROADCASTING.


Kansas City, Missouri. Send resume and picture. Box G-195, BROADCASTING.

Michigan regional in medium market. Opening for salesman with year or more small or medium market experience who wants to move to larger market and larger income. Replies confidential. Give full details and photo. Box G-256, BROADCASTING.

Minneapolis ... sales manager and salesman. New creative programming, tremendous sales. Tools. Box G-256, BROADCASTING.

Wanted: Radio advertising salesman. Must have related sales experience or see. Permanent career opportunity with chance for advancement. Adjacent Seattle, Washington area. Send resume to Box G-363, BROADCASTING.

Rockford Illinois metropolitan market has lucrative position for experienced radio salesman, full of ideas and energy. Opportunity for real solid income with a solid established group. Family man preferred. Guarantee, 20% commission, car allowance. All replies confidential. Box G-310, BROADCASTING.

FM salesman. The town is yours! Success failure your choice. Washington, Box G-346, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Salesman-announcer to operate remote studio in county seat town of 5000. Midwest. Send resume and tape. Box G-308, BROADCASTING.

Wanted: Announcer with first phone for summer relief. WAMD, Aberdeen, Md.

Sales Manager-Station Manager for new construction multimillion dollar project. Krak, Kansas. Small competitive market with large potential for hard worker. Profit sharing and chance for investment for productive manager. Also need area sales manager. High first phone and capability. Immediate openings contact Bill Huffman, WMAW.

Do you have sales relationship with radio management in your region or state? Represent new radio station's promotion and sales department. Send profile to P. O. Box 510, Tucson, Arizona.

Expanding sales force. Need young fast moving, intelligent salesman. Must have implicit faith in prolific presentation or spec sales tapes. No phone calls. Mail resume, in confidence, to Bill Gallagher, Jr., General Sales Manager, WPJK, Virginia Theatre Building, Alexandria, Virginia. WPJK serves the greater Washington D. C. area with adult program stations.


Announcer/first phone. Need 1st phone who can maintain 1 kw AM and do decent air shift. State 8. All tape returned. Box G-82, BROADCASTING.

Midwest top 60, #1 in market, chain station, looking for newsman and personality with first phone. No maintenance. Immediate openings. Call today and resume today to: Box G-172, BROADCASTING.

Fast paced Jock with 1st phone. Excellent opportunity in major Midwest market. Box G-41, BROADCASTING.

Experienced announcer desired. Must be dependable, strong on news and commercials. Good pay. 3,000 watt station located in western North Carolina. Send tape and references to Box G-187, BROADCASTING.

Dallas station—not top 40, has opening for top notch voice with bright market delivery. Send tape, picture, resume and references. Box G-134, BROADCASTING.

Needed Immediately for new station experienced announcer-salesman and announcer program man. Must be young and aggressive, civic, to small town operation in North Carolina. Good opportunity for right man with growing group. Preferably from N. C., S. C., Va., or Tenn. Box G-211, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Experienced staff announcer for Maryland independent. Mature voice, good references, necessary. Send air check and resume. Box G-250, BROADCASTING.

Newsmen to gather, write, and air local news. Midwest, $110/send tape, resume and photo to Box G-256, BROADCASTING.

Wanted stable combo man who can enjoy small town. Alabama regional station, emphasizing quality. Want man with knowledge of RCA equipment, good voice. Send resume, picture, tape, references and calling card. Needs to Box G-317, BROADCASTING.

On air newsman who can cover stories, write, report, edit. Immediate opening, leading midwest market. Eastern. Send resume, tape, picture and references. Box G-302, BROADCASTING.

Announcer with first class ticket for New Hampshire station audition tape, picture handwritten resume. Box G-353, BROADCASTING.

First phone engineer-announcer. Chicago FM station maintenance-announcer required. Send tape and resume. Box G-347, BROADCASTING.

New eastern seaboard daytime necessitates experienced announcer-engineer with first phone. Box G-321, BROADCASTING.

Needed: Experienced announcer and control board operator for Western North Carolina station, news, all types music. Box G-358, BROADCASTING.

Boston network affiliate. Programmed for adult audience. Wants morning, Personalities. Weekend work, not the typical day. Send appropriate audition tape together with complete resume and salary requirements to WEZ.

Experienced announcer reporter for New England independent. Salary commensurate with ability. Box G-362, BROADCASTING.

Announcers, first phone, for Boston area daytime. Send resume and photo to be returned. Box G-369, BROADCASTING.

Boston Network affiliate. Want experienced newsman with distinctive delivery, send tape together with complete resume and salary requirements to WEZ.

1st phone announcer evening shift with 10:15 sign off. New equipment. Modern Morgan City. Send resume to Jim Jae, Manager, KXMO, Hannibal, Mo.

Needed combination announcer producer-man capable of writing, selling copy for good music station. Send tape and picture to KXNN, Farmersville, New Mexico.

On air newsmen with thorough news background. 40 hours. Opening in August. Send complete information and salary requirement in first letter to Michael Dillow, PGM, Dill, Kos Radio, 19 Coal SW O, Box 131, Albuquerque, New Mexico.

Experienced first class announcer. Will consider relocation. Send resume and photo. Send resumes to WITG, Rt. 1, Asbury Park.

New Jersey experienced announcer newsman for adult music station. Send preliminary tape, resume. Interview required. WHGE, Rt. 1, Asbury Park.
Help Wanted (Conf’d)

Announcers

Announcer continuity writer: Immediate opening for experienced writer with at least three years experience. Opportunity for advancement with nationwide coverage. B. E. Cowan, Radio WSAC, Box 70, Fort Knox, Kentucky.

Combo dj-newswoman: Immediate opening for man capable in both areas with at least three years experience. News with strong leg, news, weather, and air. Excellent atmosphere for growing family. Send resume, along with résumé to Conn. Bob, Radio WSAC, Box 70, Fort Knox, Kentucky.

WYNS needs an announcer with first phone license. No maintenance—top flight, top forty operation with top干线 building in Eastern Pennsylvania. Mail tape and your resume to Radio WYNS, Box 115, Lebanon, Pa., or phone 377-1150.

Past paced 1st phone announcer needed in Madison, Wisconsin. Middle of the road required personality but good production. Send tape, and resume to Chuck Mefford, WISM.

Have immediate opening for announcer. Some experience desirable. Ability to type helpful. Must be willing to handle all aspects of paid work. Art Moran, WMEX, Chase City, Va.

Wanted: Negro dj, announcer, experienced, reliable, with good references, strong on news. Position at top midwest market station. Pay $5,000 plus. Send resume and tape to KGPS, Radio, 424 Michigan Ave., South, Minneapolis 17, Minnesota.

Mature voice (not announcer) for syndication. Send tape, read from Reader’s Digest; humor, serious, Box G-300, BROADCASTING.

Trained or experienced announcers at all levels considered appropriate opportunities. Confidential. Professional placements in personnel recruitment service. 625 10th Ave. So., Minneapolis 17, Minnesota.

Announcer news. 1st ticket. No maintenance. Daytime mutual, good opportunity with growing organization. Salary open. Send tape and resume to WJUD, Fort Knox, Kentucky.


Fulltime country western regional station needs top flight experienced first class country announcer with strong deejay, light maintenance. Send full resume, including references, that will stand up. Wants solid citizenship, will determine age. P. O. Box 740, Warrenton, Va., or phone Ken Chapin Area code 703-474-1340.

Help Wanted (Conf’d)

Technical

Engineer announcer needed immediately. Must have broadcasting conditions and good pay. WDUT, Indiana.


Chief engineer position open. Board shift required (good for people that can handle some sales). Alan Beach, KZEE, Lompoc, California. Box G-14.

Chief Engineer-Operations Manager 25k Watt direct line. Must be ticketed, Collins tape & ramrod operation. Send resume to EVS, Box 1000, Houston, Texas 77001, Apply W. L. Whitworth, KZEF, Tyler, Texas.

Wanted: Negro engineer, first phone with am-fm studio experience & strong maintenance background. Send resume to KGPS, 2014 E. 23rd St., Kansas City, Missouri.

Production—Programming, Others

Immediate opening for experienced man to take over old time program department in small West Virginia market. We need quality voice. Must be well experienced. Send resume to direct man to direct staff. Send resume to Box G-245, BROADCASTING.

Powerful, northern Indiana radio station has opening for imaginative writer to be thoroughly based on covering, writing, editing and airing local news. Pay top. First phone required. Chance to join one of the most respected stations in the nation. Box G-219, BROADCASTING.

Immediate opening for experienced newsman for West Virginia market. Send resume to Box C-335, BROADCASTING.

Experienced, imaginative writer for top rated am program. Must be helpful, well organized. Send resume, work sample, photo to John Campbell, KWEB, P.O. Box 486, Wichita, Kansas.

Newswoman: Immediate opening for seasoned and experienced newsman in gathering writing, editing and airing local news. First phone required. Send resume to Box C-345, BROADCASTING.

Wanted: Good general manager, Radio WSAC, 55 E. 2nd St., Wichita, Kansas.

Situations Wanted (Conf’d)

Management

Engineer desires first assignment as manager. Engineer position in small to medium market. Excellent opening for manager. Box G-313, BROADCASTING.

Seeking managerial position. Family man. Currently working as newsman for good medium market. Excellent experience in all phases of broadcasting. Box G-314, BROADCASTING.

Broadcaster, 27, married. 12 years experience. Desire position with company that offers advancement opportunities. Top station in Midwest. References excellent. Box G-355, BROADCASTING.

Creative, dependable manager or salesmanager. Experience required. Must have an experience with KGPS, Radio. Can sell, direct staff, keep sponsors happy, and show a profit. Prefer Rocky Mountains or west. Box G-342 BROADCASTING.

Owners managers attention: Conscientious, mature, basically employed morning announcer desires position of responsibility with a major air work, sales, and management or assistant manager, or program manager with medium market allowance. Illinois, or Indiana am or fm. Must be reputable, modern good music station. Seven years behind the disk. Big ten university graduate with broad background. Big ten university graduate with broad background. Some experience with image and market planning. Big ten university graduate with broad background. Some experience with image and market planning. Big ten university graduate with broad background. Some experience with image and market planning.

12 years broadcasting experience. Past station manager. 32, family, college grad. First phone. Box G-339, BROADCASTING.

Moderate salary in return for professional and managerial assistance in absentee owned radio station. Presently managing 50 kw in Metropolitan market, but don’t let that stop you from applying to this solid position. I desire to return to the smaller market and be part of a station and area that I can call home. We are located in the KIvan’s club town in Kansas and will be happy to show you around. Phone 392-7851 or Box G-352, BROADCASTING.

Radio

Situations Wanted—Management

Successful manager and top notch salesman; will consistently make money for any station in small or medium market; thoroughly experienced all phases; best references available for right job in northeast or upper midwest. Box G-250, BROADCASTING.

Heavy on sales and special events. First year’s operation: Gross 35%-40% increase; net greater than previous years combined. Pending new contract unsatisfactory. Box G-235, BROADCASTING.

Desire step up to management/sales management position in sales market. Management experience any size market anywhere. Expensive, worth it. 41, best references. Box G-302, BROADCASTING.

Desire first management assignment. Experienced: Salesman, news, music production, complete music, veteran. Box G-147, BROADCASTING.

General manager, Major market only. Good men are rarely available. One is now. Box G-357, BROADCASTING.

Sales

36% straight commission, midwest sales upper. Experience-Ideas make you money. Box G-358, BROADCASTING.

Announcers

First phone, combo experience young want metropolitan top forty. Box G-55, BROADCASTING.

News director employed metro market. Pulse rated #1 station seeking opportunity with news minded and progressive operation. Married. Box G-525, BROADCASTING.

Sparkling, tasteful morning humor, believable personality, something a little different required. Must be able to show, Ultra successful, fast moving sales vehicle. Box G-315, BROADCASTING.

Announcer d.j. 8 years experience now working in New York looking to relocate in Florida. Box G-315, BROADCASTING.

An experienced announcer with a B.A. degree is available for part time or full time organization. 23, currently employed. Box G-318, BROADCASTING.

D.J. wants to swing. 1 year middle of the road experience. Single. Box G-289, BROADCASTING.
**Situations Wanted—(Cont'd)**

**Announcer**

Creative, intelligent announcer seeking cosmopolitan market. Smooth, sincere, personable, can perform to locked, good programing with individual touch. Eight years experience, married and 31 years old. Box G-334, BROADCASTING.

First phone. 12 years AM-FM experience. 3½ years as chief engineer. Maintenance production technician, G-347, BROADCASTING.

News director. Extensive major market experience. Special events, public affairs, editorial programming. Successful background. Hosted radio, TV and newspaper; frequent network assignments. Award winning newsltem photographer. Zune, top references. Box G-341 BROADCASTING.


D.J./Announcer wants to locate permanently. 6 months experience middle of the road. Tight board, young, married, dependable. Also like to do record hops. Available June 15. Minimum $75. Box G-350, BROADCASTING.

First phone, degree, reliable, imaginative good voice. Personable, can sell, knows music, with good music station. Box G-353, BROADCASTING.

Announcer. 9 years experience in radio and television. Two years college. Veteran into broadcasting. Box G-354, BROADCASTING.

Announcer early morning. Prefer east coast. 12 years television. Married. Tapes on request. Box G-355, BROADCASTING or phone code 535-743-5815 to 5.

Swinging dj, announcer. Tight show, good production, hard worker. Veteran, married, good references. Available immediately for southern market. P. O. Box 6, Dickson, Tennessee.

College student wants to continue college part time, and work full time. Swinging top 40. Sales experience. Top references. Jim Crosetti, 3869 Lee Valley Road, Myrtle, Missouri.

Experienced first phone announcer available in California. Prefer California. Phone 481-221-7426 or write Peter Hoese, 706 8th Avenue, San Francisco 18.

"Combo man experienced mike man with first class talent is available now, telephone 831-688-1147."

5 years experience. DJ announcer, morning family man. Box G-363, BROADCASTING.

I have to offer. Presently employed, looking for a future. With bright first phone capable of complete maintenance and having major market news and announcing experience desires to relocate with a station taking an active interest in community activities. Prefer engineering news combination, owned by local board won. Age 25, married and draft exempt. Tapes of both news and announcing available. Box G-371, BROADCASTING.

Major Market C&W personality-deejay desires change. 23 years experience both network and local. Box G-374, BROADCASTING.

Happy, energetic rock sound. Pied piper for small market radio stations. Best references. Box G-375, BROADCASTING.


Top notch sportscaster, radio/tv. 5 years experience, play by play, interviews, commentary, excellent references. Box G-388, BROADCASTING.

**Announcers**


C&W dj, 1st phone, desires change. Reli- able family man, presently employed at 10 kw directional station. Will also maintain small market talk radio. Box G-298, BROADCASTING.

Announcer, d.j. morning man, 5 years experience. D.J. -fast going northeast only. Box G-304, BROADCASTING.

First phone, ten years experience. C&W dj or pd. Can handle top 40. Call or write Steve French, 1518 Stoholm Avenue, San Pablo, California. Phone 413-235-5842.

Top ratings, top references, top sound for top format. Box G-326, BROADCASTING.

Air personality good ad lib crisp strong, sell delivery Authoritative news. Past board, excellent newscasts. No prima donna. Box G-376, BROADCASTING.

Negro dj announcer. Strong trained voice. Excellent newscasts. Tight fast good production. Also television. Tape on request. Box G-377, BROADCASTING.

Newscaster, staff announcer disc jockey. Informative, enthusiastic. Top references and tape on request. Box G-378, BROADCASTING.

**Technical**


First phone, beginner, career type, afternoons. Kansas City vicinity, GL 2-8065. Box G-38, BROADCASTING.

First phone. Transmitter position. Some fm exp. Western states area, will consider others if good opportunity. Box G-346, BROADCASTING.


**Production—Programming, Others**

Giri Friday—good bookkeeper, secretary, traffic manager, etc. Capable of setting up and managing centralized accounting sys- tems. Good knowledge of all phases of ra- dio. Presently employed with good salary, but desire immediate change. Box G-210, BROADCASTING.


Program director, three years experience, college, married, relocate. Presently em- ployed. Phone (201) 484-6559, "Spence" Churchill, WIDE, Biddeford, Maine 4-4596, at 2-0398.

"Experienced news director with radio and television experience and programming for right opportunity. Good credit, good references college, sober, single. Needs job now. Will travel. Dick Harris 5638 18th Ave. S. Min- neapolis, Minn. Phone 612-7A-2507."

**Situations Wanted—(Cont'd)**

**Production—Programing, Others**

Seven years experience. PD position or staff job with "good" radio or tv. Seeking near established operation. Box G-325, BROADCASTING.

Public affairs special events director. 5 years in radio. College graduate. 30. Volunteers now. Presently market station. Experienced in and can do all aspects of news. Also can write and produce programs. Shows a good public relations, Excellent record, references. Excellent appearance. Box G-333, BROADCASTING.

Key man for locked door! 15 years major markets drive time personality, production program director. Desires re- mission and travel prestige jobs. Employed. Box G-307, BROADCASTING.

West coast pd, and news top dJ, Experienced in radio/television, must be inter- ested. Box G-356, BROADCASTING.

Woman continuity writer, over thirteen years experience in writing, plus personally conducting and string women's news. Box G-363, BROADCASTING.

**TELEVISION**

**Help Wanted—Sales**

Regional salesmen to call on agencies and programs to sell to stations in major markets. Excellent sales ability needed. Box G-366, BROADCASTING. Giants in central office. No experience needed. Box G-367, BROADCASTING.

**Production—Programming, Others**

Producer director. Fully experienced, well trained tv producer/director; full time position with established etv stations. College graduate, M.A., or work towards it preferred. Excellent skills. Seek Manager, WMVS, Milwaukee, Wisconsin.

NABC station in western Great Lakes me- dium size market seeks creative operations manager to supervise production. Must be strong on the air man. Box G-295, BROADCASTING.

**TELEVISION**

**Situations Wanted—Management**

Sales or station manager available with proven record of raising station sales to new levels with established etv stations. College graduate, M.A., or work towards it preferred. Excellent skills. Seek Manager, WMVS, Milwaukee, Wisconsin.

Are your TV stations providing you with maximum revenue potential? An executive with successful broadcasting experience in major markets would be available to elevate facilities into the most profitable ones. Most experience in major market. Proven experience, current and past, is worth in- cluding references and complete job resume. Reply write Box G-374, BROADCASTING.

**Sales**

Famous movie actor wants position as television time salesman: Don Marlowe, Box 1621, Hollywood 28, California.
Situations Wanted—(Cont’d)

Sales

Eight years tv announcing production of 50 kw on radio, 250 kw on television, 5 years experience. Three years radio sales. Excellent closing, customer service, public relations. Formerly employed, desire change. Box G-357, BROADCASTING.

Announcers

Radio and television announcer. College graduate. Married. 6 years experience all phases. Prefer TV or combo. Tony Richards, 253 West Howry, Deland, Florida.
INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Correspondence courses are located in Hollywood, Seattle, Kansas City and Washington. Write for free 40-page brochure. Grantanm School of Electronics, 1305 N. Western Ave., Hollywood 27, California.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing, programming, console operation, extensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2003 Inwood Road, Dallas 26, Texas.

Elkins training now in New Orleans for FCC First Class License in 8 weeks. Nationally known for top quality theory and laboratory methods. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.


Since 1897 Hollywood's oldest school devoting exclusively to Radio and Telecommunications. Graduates on more than 1000 stations and jobs to graduates approximately six to one. Day and night classes. Write for free brochure and Graduate placement list. Don Martin School of Radio and Television Arts & Sciences, 1653 North Cherokee, Hollywood, California.

"Do you need a first phone? Train for and get an FCC first class license in just five (5) weeks with R.E.I. in beautiful Sarasota, Florida's modern commercial station. Free placement. Write: Radio Engineering Institute of Florida, Commercial Court Building, P. O. Box 1958, Sarasota, Florida."


FCC license in six weeks. Total cost $385. Our graduates get their licenses and they know electronics. Houston Institute of Electrics, 4927 N. Main and N. Building, Houston, Texas, 77006.


INSTRUCTIONS—(Cont'd)

Special accelerated schedule. The Los Angeles Division of Grantham Schools is now offering a Grantham first class license course in a special accelerated schedule. Taught by a top notch instructor, this class is "success tested" for the man who must get his first phone in a hurry. The next starting dates for this accelerated class are July 8, and September 9. Write for free brochure, Dept. B-10, Grantham School of Electronics, 1505 N. Western Ave., Los Angeles 21, California.

Help Wanted

Morning Personality with solid appeal. Salary open. Send tape to:

**RADIO KMT**

Davenport, Iowa

Situations Wanted—Management

**MANAGEMENT**

Responsible two-man management team for medium or major market. Sales, Programming, Promotion, Production Engineering, Accounting operations

**Announcers**

11 years top indie major market. Former name band vocalist available now for right deal. East Coast.

**Box G-336, BROADCASTING**

AVAILABLE 23 GRADUATES of **RADIO-TV SCHOOL**

WE THE GRADUATING SENIORS from one of the nations leading broadcast schools are eager for the opportunity to get started in this great industry. If your operation can use energetic, talented, easy to work with but inexpert personnel to expand its staff, we can supply you and call letters soon, so we may extend our reach and tapes.

Our training has covered announcing, copywriting, traffic, TV floor direction and over all station operation. Most radio, some TV.

We are available June 13, 1963. The class is composed of 21 men and 2 women. May we hear from you.

Signed, "We Twenty Three."

**Box G-375, BROADCASTING**

Production—Programming, Others

**TELEVISION**

**Help Wanted**

**SALES MANAGER**

For Midwest UHF station in VHFs. No conversion problem for fast growing station. Need hard worker and sales leader.

**Box G-218, BROADCASTING**

**TELEVISION**

**Help Wanted—Sales**

**SALES MANAGER**

For Midwest UHF station in VHFs. No conversion problem for fast growing station. Need hard worker and sales leader.

**Box G-218, BROADCASTING**

**TELEVISION**

**Help Wanted**

**SALES MANAGER**

For Midwest UHF station in VHFs. No conversion problem for fast growing station. Need hard worker and sales leader.

**Box G-218, BROADCASTING**

TV NEWSMAN EXECUTIVE

"You Get What You Pay For." Veterans of 24 years in radio, TV and reporting the news in New York and Hollywood. 1939 TV pioneer completely familiar with all phases, in- cluding sales, production, writing, broadcasting, management, etc. Former Director of Operations responsible for the birth of 8 stations. Currently employed in Los Angeles. Responsible non-drinking family man. Would like position with progressive station. Desiring on-air spots, emcees and writing and reporting "On the Air" copy, etc. Will guaran-
tee higher ratings. Will only sign 5 month contract until I have regained my sobriety and proved my ability. Low budget stations need not reply: Box G-297, BROADCASTING.

For Sale

**Equipment**

1 890 ft. Blaw Knox Tower
70 lb. sq. ft. wind-load-guyed.

1 12 Bay Super Turnstile
Channel 10 Antenna

1 TS 50 AH Transmitter
Channel 10

1 TS 21 Switcher
12 input -6 output.

2 TG 2A Sync. generators.

Also other equipment available—list upon request. Public Service Television Corp., P. O. Box NAL, Airport Mall Facility, Miami 59, Florida. Telepho Newtont 3-6311, Extension 345.
WANTED TO BUY

Stations

$50,000 AVAILABLE

For down payment on all or majority interest in profitable radio station. Anywhere but South. Experienced broadcaster—stations, Rep. and network. Will personally manage property. No Brokers.

Box G-195, BROADCASTING

For Sale

Stations

FORCED LEGAL SALE

SOUTHEAST'S MOST FABULOUS METRO GROWTH MARKET OF 200,000

Country—Western Dream

About once in 16 years an opportunity like this presents itself.

For authentic legal reasons—after 10 years of highly successful operation—this fine fulltime 5 KW Day, 1 KW Night facility must be sold.

Only one station in this market has changed hands over 16 years. Excluding Florida, this is the most solid growth area in the Southeast—set just population, but retail sales, construction, bank deposits, etc.

All equipment, buildings, in excellent condition. Transmitter site is only small part of valuable industrial tract owned by company.

Country—Western Market wide open—begginc—% all record sales this type. Only substantial principals with considerable cash resources need inquire to owner.

Box E-151, BROADCASTING

SOUTHERN ARIZONA VHF

Priced for quick sale. Out of state owners disposing because of other interests. Excellent opportunity for owner/manager operation. C/P for low power channel 3. Only station in the area. Fully equipped and ready to go.

Box G-149, BROADCASTING

Ca.

snal daytimer 90M cash

Tenn. small daytimer 48M terms

Fla. medium power 150M 36M

Ky. medium reginal 225M terms

N. E. suburb daytimer 120M terms

S. W. major FM 75M cash

And others

CHAPMAN COMPANY

2045 Peachtree Rd. N.E., Atlanta 9, Ga.

UPPER MIDWEST

Daytimer in metro-market priced to sell. $12,000 down.

Box G-372, BROADCASTING

FOR SALE

100 W Daytimer in Southeast coast town. $50,000 with 29% down. Balance at 6% over 5 years.

Box G-370, BROADCASTING

BROADCASTING, May 27, 1963
ONE STEP BEYOND

...one of 268* syndicated TV film series which use BMI licensed music and were telecast locally during the past year

*out of a total of 390 syndicated TV film series

BROADCAST MUSIC, INC.
589 FIFTH AVENUE • NEW YORK 17, NEW YORK
CHICAGO • LOS ANGELES • NASHVILLE • TORONTO • MONTREAL

BROADCASTING, May 27, 1963
OUR RESPECTS to John Gerald Leitch

He made provisions for TV in 1932 building

In 1929 a federal inspector walked into the offices of Dr. Leon Levy, joint owner and general manager of WCAU Philadelphia. The station, he told Dr. Levy, would have to go off the air for a few days for noncompliance with the Radio Law, in respect to frequency stability.

At the time WCAU's transmitter was on the roof of the Pennsylvania hotel and when both the hotel's elevators were in operation, the transmitter frequency varied substantially from what the station had been assigned by the Department of Commerce.

After corrective measures had been taken, the inspector again found himself in Dr. Levy's office—this time being offered the job as chief engineer of WCAU. Since that date, John Gerald Leitch has been affiliated with the station, which is now WCAU-AM-FM-TV, a CBS-owned operation.

Looking back on his talk with Dr. Levy, Mr. Leitch said, "Undoubtedly, he reasoned that if I could operate a Kolster Decrometer with sufficient skill to determine the WCAU wavelength, I could keep the station in compliance with the rules and avoid further shutdowns."

John Leitch will retire on June 1, but the on-air operations of the WCAU stations is a continuing reminder of his engineering efforts.

Mother Taught Morse — Born May 5, 1898, in Hardwood, Mich., John Leitch attended high school in Escanaba, Mich. But he discovered that he had more fun learning Morse Code from his mother. She had spent some years within sound of telegraph instruments, since her husband was a station agent and train dispatcher.

At the age of 19 he joined the Army, and spent the next two years tapping code in the Signal Corps. From that point on electronics became John G. Leitch's life.

At the time broadcasting was getting its feet wet, Mr. Leitch was trying to keep dry, as a radio officer in the Merchant Marine from 1919-1922. He left the service and went to work for RCA and other firms as a radio inspector, and in 1924 became a federal inspector for the Commerce Department.

Since joining WCAU in 1929, Mr. Leitch has been chief engineer, technical supervisor (1932-36), technical director (1936-49), vice president-director of engineering (1949-58), and currently is director of engineering for WCAU-TV.

Naval Officer — During World War II, his engineering background was utilized by the Navy. Starting with the Naval Air Station, Cape May, N. J., as communications officer in 1941, John Leitch went to the Philadelphia Navy Yard. His next tour of duty found him in charge of the naval station in Greenland. From the frozen north he joined the Pacific Fleet aboard the U.S.S. Pennsylvania on the staff of Admiral Chester Nimitz for the landings in the Gilberts, Marshalls and Marianas.

In 1945 he returned to the states on the staff of the director of naval command in Washington. He presently holds the rank of captain USNR (retired).

During his long radio career, Mr. Leitch became associated with several firsts. Among them: first wireless transmission of a photograph from an airplane, when he sent a picture of Charles Lindbergh from 4,000 feet above Philadelphia in 1928.

Mr. Leitch was responsible for the first installation of loudspeakers in elevators. The installation took place in the WCAU building and the station's programs followed passengers up and down.

During the 1930's he worked with Leopold Stokowski in a series of sound amplification experiments which culminated in 1934 with the development of an electronic beam instrument for visually showing the sound intensity of an orchestra. Mr. Stokowski later used the instrument in conducting the Philadelphia Orchestra on CBS Radio. In 1938, Mr. Leitch designed and constructed W3KAU, at that time Philadelphia's only shortwave broadcasting station.

Foresight — The WCAU studio-office building, erected in 1932, was designed by Mr. Leitch and in it he allowed for adaptation to television, a new invention which a few engineers thought might have a good future. Sixteen years later, in 1948, the adaptation took place and WCAU-TV went on the air.

In 1952, he was in charge of the planning and construction of WCAU's present radio and television home in suburban Philadelphia.

Through the years, the technical quality of WCAU has reflected the philosophy of John Leitch: "I have worked always . . . to provide the best possible listener circulation . . . by use of modern equipment, the best studio facilities that the art permitted and maximum transmitter powers allowed by the FCC."

Mr. Leitch's colleagues find him to be a taciturn, retiring gentleman, always willing to do what is asked of him and immediately. No one has a recollection of his failure to follow through on a promise.

Other Pursuits — While broadcasting has been his vocation for the past 34 years, John Leitch has found an avocation in taking care of the seven acres of flower beds and grounds at his suburban Philadelphia home.

He plays golf—without comment—remembers his Navy career with a continued interest in boating and takes an annual winter vacation in the Caribbean, with Jamaica his favorite resort.

Mr. Leitch's immediate family includes his wife Rhona Lloyd, a former radio and television broadcaster in Philadelphia and a native of Canada, whom he married in 1946, and two sons, John H. and Alan R.

Mr. Leitch has been active in trade organizations also. He is a senior member of the Institute of Radio Engineers, Veteran Wireless Operators Association, Broadcast Pioneers and past member of the board of directors, Scranton Broadcasters Inc., operators of WDAU-TV Scranton, Pa.

He is also a member of the Explorers' Club and the Concord Country Club.

When he leaves WCAU next month, Mr. Leitch leaves behind him &quot;my life work and a most rewarding vocation. It has been a rare privilege to have been associated with radio from the catwhisker days to the present time, with thousands of stations and millions of receivers: and with television, from the 'dim picture days' of the rotating scanning disc to the international dissemination of fine pictures via Telstar."

Mr. Leitch
Engineer with foresight
EDITORIALS

Measurement by microscope

THE newspapers, being disposed to do the best they can with what they have, understandably did not try to hide the ratings study that Paul E. J. Gerhold of Foote, Cone & Belding presented to the Association of National Advertisers last week. What they displayed, however, was only part of the study and its implications. In passing, we venture that none of them will volunteer to undergo the same sort of scrutiny that Mr. Gerhold and his associates turned on television.

The study, as reported in detail elsewhere in this issue, examined television viewing in terms of housewives and their exposure to—and recall of—television commercials. On this basis, Mr. Gerhold asked: “Am I right in guessing that you have never before heard such small figures used to describe the reach and performance of evening network television?”

Mr. Gerhold is a respected researcher, and we have no intention here of flyspecking his study. He himself suggested that the findings prove more about the value of this sort of research than about television itself, and that, moreover, the findings themselves tend to change with changes in time and geography. Perhaps for want of space, the newspapers were inclined to overlook these qualifications.

Let us assume, however, that the findings are unassailable. What they show, in Mr. Gerhold’s own words, is that “in this one time, and this one market, some kinds of programs registered advertising with two or three times as many housewives, per hundred homes tuned, as other kinds of programs did. We have seen . . . great differences in the exposure and communication of advertising related to product, to hour of broadcast, to commercial environment, to program popularity.”

What it all means—still in Mr. Gerhold’s words—“very simply is that program ratings are an inadequate measure of advertising performance, an unsatisfactory basis for improving television advertising efficiency.”

To the newspapers who headline this point we say: So what else is new?

The danger to television in this study is less in the findings than in the way they may be used. In much less sophisticated hands than Mr. Gerhold’s—particularly in the hands of print salesmen—they can be used to short-change television terribly. Specifically: Will there be similar studies to reduce print media readership to the essence of “commercial communication” on a precisely comparable basis?

Let the print media chortle at this study if they wish. But let them undergo the same strict test themselves. As was demonstrated recently in the far-reaching “apples and oranges” study commissioned by the CBS-TV network (Broadcasting, Jan. 28), television has nothing to fear so long as it and its competitors are weighed on the same scales.

Roadmap to a dead end

THE FCC’s plan to curb the population growth of AM radio stations is full of intricacies that need thorough study before a complete appraisal can be made. But two parts of the plan, which was reported in detail in last week’s issue of this magazine, can be immediately perceived as part of a much larger plan to create a broadcast system of many small components subservient to almost unlimited government controls.

The first part that must cause alarm is the FCC’s frank statement that its long-range objective is to prohibit common ownership of AM and FM stations in the same community. The commission has served warning that it intends to force a separation of such AM-FM ownership as soon as FM, as a general service, is able to support itself.

The commission justifies that intention on the same grounds that it has used to prohibit common ownership of two AM’s or two FM’s or two television stations in the same community. Such ownership constitutes a “duopoly” that, in the commission’s view, is, on principle, bad. In its statement of long-range intentions, the FCC has now decreed that common AM-FM ownership in the same place is a duopoly and is therefore bad, but the condition will be temporarily condoned in the practical interest of the FM economy.

The implications of this reasoning are disturbingly obvious. If AM-FM duopolies are bad, and must be ended as soon as FM becomes viable, are not AM-TV duopolies equally bad, and since AM and TV are already viable services, should they not be separated now? That question has undoubtedly occurred to the architects of the FCC’s AM-FM policy. The absence of a reference to it in the commission’s statement may be attributed to an awareness of the political storm that a divorcement of AM-TV duopolies would kick up. If the commission has adopted a program of forced divestitures in radio and television, the piecemeal approach is more apt to work than a sweeping order affecting all services.

A second part of the FCC’s birth control plan is to impose a quota system allocating maximum numbers of AM and FM stations according to the size of population of the community they serve. This proposal was adopted despite persuasive arguments that were made against it by the National Association of Broadcasters during conferences with the FCC early this year.

To limit the number of stations according to the size of population to be served is to invoke a policy of economic protectionism. No government can provide protection against commercial competition without also imposing restraints on commercial practices. The government that grants franchises according to their probable chances of economic success cannot escape the responsibility of limiting their profits and assuring that their service meets precise specifications that only the government can set.

Upon closer scrutiny some other parts of the FCC’s proposed radio allocation rules may turn out to be desirable. But the commission’s long-range plan to end duopolies and its immediate plan for radio station quotas must be opposed by every broadcaster who values his independence.
GOT A FRINGE PROBLEM?

SOLVE IT WITH SURROUNDING SOUND! Hook the Broadcast-er by Surrounding Sound into your circuit and you'll put more sound in your signal without affecting modulation. With fuller sound in your signal you'll get more effective reception in fringe areas. The end result is increased coverage plus better sound plus higher ratings and increased revenues.

WANT PROOF? At the bottom of this page you'll find a list of stations that have licked fringe area problems by using Surrounding Sound. Write us. We'll send you a fully documented file of correspondence from these stations, and others, whose fringe reception has been extended. They'll tell you, in their own words, how they have increased fringe coverage by 28% ... and more. Proof Positive!

GET EXTRA BENEFITS AS WELL! Surrounding Sound will give your AM stations all of the sound quality of an FM broadcast—will make your FM station sound like multiplex stereo. But that's not all! Surrounding Sound will put concert hall depth and presence into your music, lend a note of authority to your newscasts and give your station promos and id's a lilting personality. All this at very nominal cost.

MAIL US YOUR AIR CHECK TODAY! We'll give it the full Surrounding Sound treatment and return it to you promptly. When it comes back, listen to it carefully. Let your staff judge its potential impact on your listeners. Then call us, collect, to find out how economical it is to get all the advantages of Surrounding Sound through lease or purchase.

SURROUNDING SOUND, INC.
5757 Santa Monica Blvd. Hollywood 38, Calif.
Area Code: 213 Hollywood 6-3301

WIII: "Lives up to claims; fringe coverage increased more than 25%.” KRAM: "Measurable increase in fringe area reception without over-modulation or distortion.” WBBB: "Mail from outlying areas proves extended fringe coverage.” KWIZ: "25% to 30% increase in effective tune-in in secondary area.” WCHB: "Signal hearability improved; fringe area reception is at least 25% better.” ... Many others, too numerous to list.