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MAXIMUM RESPONSE
—that's advertising efficiency.
Leading station in 84 measured counties, with larger audience than each of 75 other measured stations. Morning and afternoon shares almost as large as next 2 stations combined; nighttime share almost as large as next 6 stations combined. Largest rating in each of 36 half-hours reported; largest number of adult men, adult women, total adults, and total listeners in each of 18 hours reported. Homes up 7%, adults up 10%, total listeners up 12% in past year.* All of which means a powerful, far-reaching signal, plus popular, successful programming and personalities; in short, a great Spot Radio buy!

RADIO FOR THE MIDWEST
WNAX-570

SIoux City, IA. — Sioux Falls, S. D. — Yankton, S. D.

PEOPLES BROADCASTING CORPORATION
WNAX-570 is represented by The Katz Agency, Inc.

VITAL NEWS

in depth takes top people...

ktrk-tv, houston, has what it takes
WGAL-TV does the BIG-selling job

This CHANNEL 8 station is more powerful than any other station in its market, has more viewers in its area than all other stations combined. Hundreds of advertisers rely on its alert ability to create business. So can you. Buy the big-selling medium. Advertise on WGAL-TV.

WGAL-TV
Channel 8
Lancaster, Pa.

STEINMAN STATION  Clair McCollough, Pres.

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

4
Promise to pay

Highly respected Stanford Research Institute of Menlo Park, Calif., has issued bullish report on pay TV, will this week conduct private symposium on subject for clients in New York. SRI report, distributed to clients and withheld from publication, is said to conclude that odds favor establishment of pay TV as major communications force by 1970's—at inevitable dislocation of present TV system. New York symposium, which representatives of some 60 major companies in communications, entertainment and advertising are expected to attend, will be held at Barclay hotel Friday and Thursday.

More letters

License renewals of nine Pennsylvania TV stations—possibly as many as 12—will most likely be deferred because of local-live programing questions raised by FCC staff. And some commissioners are showing signs of annoyance. They feel letters of inquiry sent by staff weren't warranted. Some stations were said to have shown substantial amount of local-live programing. But staff sent letters because of questions about distribution of such programing—that is, amount done in prime time.

It's believed most—if not all—of stations involved will be renewed after they reply to staff letters, which are identical to those sent previously to stations in New England and New York (Broadcasting, May 27; Closed Circuit, June 3). But some commissioners feel that, in view of limited personnel, staff could more profitably use its time in reducing growing backlog of pending cases rather than in what they consider "nip-picking." Stations involved, reportedly, are wcu-tv and wcsu-tv, both Erie; wtpa-tv and wtpa-tv, both Harrisburg; wjac-tv Johnstown; wicf(tv) Pittsburgh; wdu-tv Scranton; wbre-tv Wilkes-Barre and wsb-tv York.

Drop-in rearugement

FCC will hear oral argument on controversial VHF drop-in case Sept. 19. Action, taken at meeting Thursday, will be announced this week. Oral argument has been requested by number of petitioners opposed to FCC order denying short - spaced drop-ins for second - VHF - station markets. Commission voted for it at urging of Commissioner Lee Loevinger, who, as commission's newest member, represents swing vote that could reverse 4-3 decision against drop-ins. He joined commission last month, after case was decided, and wants opportunity to hear and question parties before he participates in vote on reconsideration.

Commission also took another unannounced action in drop-in case last week—reversing itself on decision to require ch. 5 KOCO-TV move-in from Enid, Okla., to Oklahoma City to be at standard mileage separation from KSFA-tv Fort Smith, Ark. KOCO-TV convinced commission that, if required to observe standard separations, its technical problems would be such that its signal over Oklahoma City wouldn't be as effective as it is now. Commission then agreed to KOCO-TV's request to locate transmitter at Oklahoma City antenna farm, with Commissioner Lee, ardent UHF advocate, dissenting and Commissioner Cox absent.

Boice leaves WEMP

Hugh K. Boice Jr., for past 17 years vice president and general manager of WEMP Milwaukee, has sold his minority stock interest (8%) in Milwaukee Broadcasting Co. which also owns wkwi St. Louis (whose license has been revoked by FCC [see page 89]), and has resigned from company. He hasn't announced his plans, but they're expected to be in station operations. Andrew M. Spheeris, president of MBC and its principal officer, is assuming WEMP general management. Arthur Wirtz, Chicago property owner and owner of Chicago Black Hawks hockey team, last May acquired 44% interest in MBC. Differences as to operating policies, it's understood, resulted in Mr. Boice's decision.

Power in pay project

Principal participants in project to build California pay TV system that would feature Giants and Dodgers baseball as programming may now be identified: They're Reuben H. Donnelley Corp., giant printing-direct mail-research combine, and Lear Siegler Inc., manufacturer of electronics equipment ranging from simple radios to sophisticated missile gear. In project in subsidiary role is Matthew Fox, whose Skiatron of America once held franchise for San Francisco Giants games on pay TV (Broadcasting, July 22).

Bargain branches

Broadcast Time Sales, radio station representative, may have figured way to build up list of branch sales offices without expense normally attached to expansion of that kind. It's about to announce system of regional franchisees covering 15, so advertising centers. Franchise holders will have equity in franchise itself and also in parent BTS company. BTS will continue to operate its own sales offices in New York and Chicago.

Governors for Pastore

Thirty-two state governors as of last Friday had endorsed Senator Pastore's bill (S 252) to eliminate application of equal time provisions of Section 315 to candidates for Presidency, Vice Presidency, U. S. Senate and House and state governorships. It was expected that list might grow to at least 36 in next few days because of oral commitments. Small minority of governors either supported exemptions to cover only presidential and vice presidential elections or some variations thereof, but efforts will be made to convince them of merits of Pastore measure.

New kind of freeze?

All is not joy in FM field now that FCC has come out with table of allocations (see page 90-A). In some broadcast and engineering circles, commission's "go, no-go" system has been ridiculed. "It's more a 'no-go, no-go' system," one engineer said Friday after studying allocations. There's no room for growth in many important markets, he said, using Spartanburg, S. C., with one channel, and Danville, Va., with no channels, as illustrations.

Rigged resolution?

Aura of mystery still surrounds last month's action of National Council of Churches in urging stricter government controls on television and radio. One reliable source ascribes responsibility for pronouncement to staff member of council who had become disenchanted with commercial broadcasting—and particularly with networks—because of his separation from network employ. There were indications last week that council may reconsider its action (Broadcasting, July 22).

Tall in Texas

Wired pay TV promoter—Home Entertainment Co. of America—may have landed a live one. There's talk of deal for wired system in major Texas city with backing of Texas oil and banking interests. HECA, which holds franchise for pay TV system in Santa Monica, Calif., has had problems in public stock offering intended to finance that installation. Two weeks ago it severed relations with brokerage house handling stock issue.

Maury Wills loves to steal a look at the COLUMBIA features on KNXT!

The COLUMBIA features can be seen currently in more than 130 markets.

Distributed exclusively by SCREEN GEMS, INC.
WEEK IN BRIEF

FM table of allocations issued by FCC, with assignments based on mileage separations. Commission hopes this will provide for “orderly” growth of medium. Some reshuffling may be necessary. See ... 

DESIGN FOR FM ... 27

Short term minute participations in TV prime time network programs are fading as sponsors sign up for programs or full, 52-week announcements. Trend seen going away from in-and-outers. See ... 

SHORT TERMERS LOSING GROUND ... 28

Specifications for ratings audit proposed by Nielsen. Firm distributes ideas to clients, asks for comments. NAB and ARF studying suggestions, feel it means cooperation from major researcher. See ... 

SUGGESTS AUDITING PLAN ... 30

Alberto-Culver plans $40-million budget for fall television, up $10 million over present spending. Spot TV campaign will continue at $1 million a month, and heavy radio spot campaign is underway. See ... 

$40 MILLION TV BUDGET ... 38

SPECIAL REPORT: FM BROADCASTING

FM with 16 million listeners set to go on national research to show advertisers who listens, how many and where. Project expected to pay off in increased time buying by national advertisers. See ... 

FM WILL HAVE NUMBERS TOO ... 51

Congressman Harris turns philosopher in Athens. He raises questions about broadcast editorializing, defends right of Congress to look into matter but hopes opinions on air won’t be driven “underground.” See ... 

DON’T SUPPRESS EDITORIALS ... 44

Negro leaders head for New York after Hollywood progress in integrating television production crews. Aim is to lift Negro out of menial characterizations in programs and commercials. See ... 

NEXT NAACP STOP: NEW YORK ... 91

Two commissioners feel clear channel stations should be permitted to use higher powers, although they back FCC on refusal to delay duplication. Explanations are given in letters to Representative Harris. See ... 

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Retailers seem cool to all-channel TV set problems, feel manufacturers will educate public. New lines, with FM stereo, AM-FM combinations, TV personals and color TV, are lead items. See ... 

MUSIC SHOW SEES NEW SETS ... 50

Harvard study sees FM overtaking AM advertising revenues in mid-1970. At this point FM share continues upward while AM rate begins to decline. FMers heartened. See ... 

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BROADCASTING, July 29, 1963
Thousands of people in mid-America think of this man as a DJ. Others know him as Instructor of Music Appreciation 131, University of Tennessee, Nashville Center.

David Cobb is widely known throughout mid-America as the host on WSM's nightly World of Music. He's also known as Instructor of Music Appreciation 131, a college course offered by the University of Tennessee, Nashville Center (the 4th U.T. course aired by WSM—with correspondence from 27 states!). It is, we think you will admit, a rather rare situation in American broadcasting. There aren't many air personalities like David Cobb because there aren't many radio stations like WSM. Matter of fact, there aren't any other stations like it in the Central South! HENRY I. CHRISTAL, National Representative.
NEGROES MUST GET TIME FOR REPLIES

'Recent incidents' prompt agency statement of fairness

FCC says broadcasters must present Negro point of view when they broadcast programs dealing with racial segregation.

Statement was made Friday (July 26) in announcement reaffirming commission's position that licensees have "affirmative obligation" to present all sides of controversial issues.

Commission cited tw0 other "currently important situations" in which, it said, fairness doctrine must be observed.

When controversial program involves attack on individual or group, licensee must transmit transcript of program, along with offer of time for reply, to person or group attacked, FCC said.

And when someone other than political candidate uses station to take partisan position on political issue or to attack or support political candidate, commission added, licensee must offer candidates concerned comparable opportunity for reply "by an appropriate spokesman."

Commission, which is considering adoption of primer of rules to define more clearly licensees' responsibility under fairness doctrine, said special announcement was promoted by "several recent incidents." It didn't identify incidents, but it's understood statement on programs dealing with segregation resulted from commission's continuing investigation of eight Mississippi radio and TV stations accused of fairness doctrine violations. Allegations were made in connection with stations' broadcasts during riots at time of Negro James Meredith's admittance to University of Mississippi last fall.

It was learned commission sent eight stations "strong" letter last week, asking for further clarification of replies to charges leveled against them.

When station presents views on racial segregation, integration or discrimination, fairness doctrine statement said, licensee must offer spokesman for all responsible groups opportunity to express their opinions.

"In particular," statement said, views of Negro leaders "must obviously be considered and reflected, in order to insure that fairness is achieved."

Commission added that it's "immaterial" whether program is labeled "Americanism," "anti-Communism" or "states' rights," or whether "it is a paid announcement, official speech, editorial or religious broadcast."

If one viewpoint of controversial issue is presented, commission said, licensee must make "reasonable effort" to present opposing views.

Commission said it doesn't seek to prevent licensees from expressing their opinions. But, statement said, "it does seek to prevent the suppression of other contrasting views by any licensee on any issue" when his station has been used for presentation of one side of controversy.

Editorialists alerted to a selling job

Broadcast industry must develop clear outline of editorialists and sell public and government on its work or "we are liable to be shut up and closed down before the field ever has a real chance to develop." So warned Dick Mendenhall, conference chairman and editorial director, WSB-AM-TV Atlanta, last Friday (July 26) at National Broadcast Editorial Conference in Athens, Ga. Conference, sponsored by Georgia Association of Broadcasters, ran through Saturday (earlier story, page 44).

Other weekend panels were held on "Influencing Public Opinion," "Research Investigation and Synthetic Information," "Management-Government Relations" and "Handling Reaction to Political Editorials."

Mr. Mendenhall said sizeable number of protests against editorialists are not against stand taken, but fact station took any stand at all. "Some of these things some of us do may be a federal crime before the expiration of another 15 months if not sooner," he said in allusion to congressional opposition to broadcast editorials. Guidelines will be established, he predicted, and only question is whether industry or government will be author.

Speaking at Friday morning panel on "Influencing Public Opinion," Dr. Rich-

Tourist is fine, but first-class is better

Retribution for putting up with less than first-class service has been ordered for 21 Daystar Productions crew men belonging to International Alliance of Theatrical Stage Employees.

IATSE had charged Daystar had agreed to give crew men working on pilot of Mr. Kingston first-class travel between Seattle and Los Angeles. However, men were flown tourist class and arbitor Benjamin Aaron awarded crew $39.19 each for breach of their contract.

Mr. Aaron agreed that first-class service must be supplied when provisions call for it—no matter how excellent tourist facilities may be.
James C. Hagerty, news secretary at White House during President Eisenhower's term and for past 2½ years ABC's vice president in charge of news, special events and public affairs, named vice president in charge of corporate relations for American Broadcasting-Paramount Theaters Inc. Mr. Hagerty becomes officer of parent company, leaving news operation, though he may be called upon in future to "counsel" news department when needed, Leonard Goldenson, ABPT president, said. Mr. Hagerty's successor as head of ABC News has not yet been selected (see story, page 49).

Dr. Alfred N. Watson named director of advanced research by Radio Advertising Bureau, to direct $200,000 study of methods for measuring total radio audience (see story, page 36). Dr. Watson, visiting professor of marketing at Columbia University in New York, left Alfred Politz Research Inc. in 1961 (he had joined Politz in 1958) where he was executive VP and senior project director, to become VP-marketing for United States Rubber Co. He continues to teach at Columbia. RAB's media research activity remains under direction of Frank McMann. The radio audience study will be conducted by Audits & Surveys this fall.

Werner Michel, former VP and director of radio-TV at Reach, McLinton & Co., joins Sullivan, Stauffer, Colwell & Bayles, New York, in similar capacity. He succeeds Philip H. Cohen, who was elected senior VP of SSC&B (WEEK's HEADLINERS, July 22). Mr. Michel has also served as producer at CBS-TV, for former Dumont Television Network and Kenyon & Eckhardt.

McCollough elected

Clair R. McCollough, president of Steinman Stations, elected president of Broadcasters' Foundation Inc., and William S. Hedges, former NBC vice president, elected to Foundation board of directors. Mr. McCollough succeeds Arthur Simon of Radio-TV Daily who died last month. BFI administers fund for assisting broadcasters and others associated with business who are in need. CBS Radio President Arthur Hull Hayes vacated board post.

Syncom II put in orbit; radio gear works fine

Syncom II popped into 22,548-mile-high orbit at 4:06 p.m. Friday when apogee motors fired. Satellite is over Mazambique on east coast of Africa, but scientists believe it will settle into scheduled "stationary" equatorial orbit at 22,300 mile height in about eight days. If not, on-board jets will be fired to nudge 147-pound, drum-shaped communications relay into proper position swinging between French Guinea and Brazil over northern South America.

Communications contact has been maintained with relay ever since it was launched at 9:33 a.m. Friday from Cape Canaveral. Syncom II is capable of handling radio, telegraph, facsimile and data-processing transmissions (see earlier story, page 50).

Stanton proposes amendment to 315

CBS has proposed amendment to Section 315 which would enable stations to permit political candidates to answer license editorial without requirement all his opponents be afforded equal time because of special appearance.

Suggested amendment was sent by Dr. Frank Stanton, president of CBS Inc., to House Commerce Committee.

His solution to "merry-go-round" of other appearances which 315 might set off would add fifth exemption to section's list of broadcasts exempted from equal time provision such as bona fide newscasts, interviews, etc.

Phelps buys KRRV

Sale of KRRV Sherman, Tex., by A. Boyd Kelley to W. Wayne Phelps for $180,000 was announced Friday (July 26), subject to FCC approval.

Mr. Phelps owns KALG Alamogordo, N.M., and is mayor of that community. Mr. Kelley continues to own KWDW Stamford, Tex. KRRV is fulltimer on 910 kc with 1 kw. Broker: Hamilton-Landis & Associates.

For other personnel changes of the week see FATES & FORTUNES

Factor's desire for greater efficiency by working with agency in Los Angeles, its home base.

Accounts moving to Carson/Roberts: eye make-up, Creme Puff, Erace, Pan Cake makeup, Pan Stik, Hi-Fi Fluid makeup, Pastel Tint rouge and Pure Magic.

Undaunted, Pacifica plans no changes

Senate Internal Security Subcommittee's publication of formerly secret testimony looking into "possible Communist infiltration" of Pacifica Foundation FM stations (see story, page 88) "will not affect our broadcasting policy," said Trevor K. Thomas, acting president, on Friday (July 26).

Subcommittee's failure to question witnesses about appearances of members of John Birch Society on stations in addition to its probe about Communists who appeared "is illustrative of the bias of the subcommittee's investigation," Mr. Thomas said.

American Civil Liberties Union, which provided counsel to some witnesses during secret sessions in January, said it feared improper influence of subcommittee over FCC and interpreted hearing as threat to freedom of all broadcasters. ACLU called upon FCC to act as quickly as possible on licenses of Pacifica stations (which are being held up) in accordance with what it called pledge from former Chairman Newton N. Minow.

ACLA said subcommittee inquiries into reports of Communist or left-wing leanings of commentators on Pacifica stations overlooked presentation of other viewpoints, created impression that subcommittee is hostile to any views presented by these commentators and implied that public is not qualified to judge merits of Communist ideas.

New instructions due on military in films

TV and motion picture producers who want to use soldiers, sailors and marines in war stories are going to meet with Defense Department officials Aug. 12.

Meeting is scheduled to go over new instruction sheet being prepared by Arthur Sylvester, department information chief, to pin down more explicitly cooperation to be expected between military and film-makers.

One element of proposed new directive, it's understood, is equation of TV with movies. Original instruction, issued more than 10 years ago, focused on Hollywood feature film production.

Group plans to meet at office of Motion Picture Association in Washington.
puzzle:

Travels with Charlie (Bob and Neal)

“Did Neal Edwards, Charlie Macatee and Bob Livingston leave their vacation addresses with you?” Vice President and General Manager Fred Houwink asked the summer secretarial replacement in our TV Sales Office.

“Yes, Mr. Houwink, but I’ve misplaced them,” replied the girl, blushing to the roots of her wig. “I know one of them was going sailing off Cape Cod; one went up to the Adirondacks; and one is at a resort in West Virginia. The two who aren’t sailing are either playing tennis or golf.”

“You’re doing fine, my dear,” said Houwink, who is a patient man, “tell me more.”

“Well, I’m sure that Edwards is not the one at Cape Cod and Macatee didn’t go to the Adirondacks. The one who went to West Virginia said the resort didn’t have a golf course and Mr. Macatee once told me he gets seasick.”

“Thank you,” said Fred, “that’s all I need to know.” Who was where doing what? Apprise us. Win prize.

Post-vacation plans begin with WMAL-TV’s “Happy New Year” starting September 15 . . . the greatest new shows on TV, an exciting roster of stars, audience-pleasing drama, humor, variety that wins friends and makes sales. Check Harrington, Righter & Parsons, Inc. for details.

wmal-tv

Evening Star Broadcasting Company
WASHINGTON, D. C.

Represented by: HARRINGTON, RIGHTER & PARSONS, Inc.
To time buyers now preparing their Fall Spot Schedules . . .

THERE MAY STILL BE "RIFLEMAN" AVAILABILITIES ON THESE FINE STATIONS . . .

**FOR EXACT TIME SLOT INFORMATION A**

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**GREAT NETWORK RATING HISTORY!**

During its 5 year network run, THE RIFLEMAN averaged a solid 38.4% share of audience.* Now programmed in new time slots — in most cases, earlier than its 8:30 p.m. and 9:00 p.m. (NYT) network time slots — THE RIFLEMAN assures a completely new and untapped audience. THE RIFLEMAN’s rating strength coupled with new time periods makes it an ideal series on which to spot your advertising dollars.

*Based on ARB reports covering the top 50 markets for 5 years. Individual market ratings for this period are available on request.
To stations now planning their Fall Program Schedules . . .

THE RIFLEMAN IS ONE OF THE MOST "EASY-TO-SPOT" SERIES AVAILABLE TODAY

Program it either as a strip or once-a-week. Program it late afternoon, early evening or late evening . . . its 5 year, 50 market average audience composition of 32.1% men, 34.7% women and 33.2% children delivers an almost perfectly balanced audience.

COMPLETE FLEXIBILITY
Chuck Connors, star of THE RIFLEMAN has just filmed 40 new promos and bridges for stations programming this series. Included is a "custom-tailored" general promo with Chuck announcing channel numbers and cities . . . part of the many "EXTRA SERVICES" offered with THE RIFLEMAN.

THE RIFLEMAN
STARRING CHUCK CONNORS
CO-STARRING JOHNNY CRAWFORD/PAUL FIX
A FOUR STAR AND LEVY-GARDNER-LAVEN PRODUCTION

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<td>NBC SPOT SALES</td>
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<td>PAUL H. RAYMER CO., INC.</td>
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A calendar of important meetings and events in the field of communications

*Indicates first or revised listing

**JULY**

July 20-Aug. 1—Radio Broadcast Seminar of Barrington Summer Conference, Barrington College, Barrington, R. I. Lecturers include: Dr. Eugene R. Berr, president, National Religious Broadcasters; Ralph Bent, president, World Wide Broadcasting; Dr. Clarence Genes, chairman of board, World Radio Missionary Fellowship (HICJ).  

**AUGUST**

*Aug. 1—Extended deadline for comments on FCC's rulemaking to prescribe simplified transmissions of FM stations and simplification of SCA logging requirements. Former deadline was July 8.  

Aug. 4-6—Atlantic Association of Broadcasters convention, Newfouldlander hotel, St. John's, Newfoundland.  

Aug. 5—Effective date for new Emergency Broadcast System, which will eventually allow all radio stations to stay on air during war alert (Broadcasting, July 8).  

Aug. 11-15—Second annual NCTA Management Institute, sponsored by National Community Television Association in cooperation with the extension division of University of Wisconsin. Chairman of the conference planners is Elvin W. Feige, president of Elmar Electronics of Oakland.  

Aug. 20-23—Western Electric Show and Convention (WESCON), San Francisco's Cow Palace. Papers include: "Telstar" by Irwin Welber of Bell Telephone Laboratories; "Relay" by Warren Schreiner of RCA; "Syncom" by Dr. Harold A. Rosen of Hughes Aircraft Co.; "Comsat" by Wilbur L. Pritchard of Aerospace Corp.; "Commercial Communications Satellites" by Beardsley Graham of Spindrift Research.  


Aug. 27—Board of Broadcast Governors hearing, Ottawa.  

**SEPTEMBER**

Sept. 5-8—Annual fall meeting of West Virginia Broadcasters Association, The Greenbrier, White Sulphur Springs.  

Sept. 6-7—Fall meeting of Arkansas Broadcasters Association, Holiday Inn, North Little Rock, LeRoy Collins, NAB president, will be principal speaker.  

Sept. 6-7—Arkansas AP Broadcasters Association. Principal speaker is AP Assistant General Manager Louis J. Kram.  

*Sept. 7—American Women in Radio and Television's Educational Foundation board of trustees meeting, New York City.  

Sept. 8-11—Western Association of Broadcasters annual meeting, Jasper Park Lodge, Jasper, Alberta, Canada.  


Sept. 10—Premium advertising conference of the Premium Advertising Association of America, New York Coliseum.  

Sept. 10-12—Fall meeting of Electronic Industries Association, Biltmore hotel, New York City.  

Sept. 11-14—Eighteenth international conference and workshop of Radio-Television Directors Association, Radisson hotel, Minneapolis.  


Sept. 13-22—International Radio, Television & Electronics Exhibition (PIRATO) at the R.A.I., Building in Amsterdam. Live TV programs will be broadcast from a special studio to be set up at the show. This will be carried out by the Netherlands Television Foundation in cooperation with Dutch television channels.  


Sept. 15-16—New York State AP Broadcasters Association, Gran-View motel, Ogdensburg. Don Jamison, president of the Canadian Association of Broadcasters, will be the speaker at the Sunday evening banquet. Sunday afternoon and Monday morning will be taken up with business sessions, followed by a tour of the St. Lawrence Seaway aboard a U. S. Coast Guard vessel.  

Sept. 15-17—Louisiana Association of Broadcasters convention, Sheraton Charles hotel New Orleans.  

Sept. 16—New deadline for comments or FCC's proposal to control the development of AM and FM radio services.  


Sept. 17-19—American Association of Advertising Agencies' western region meeting, Mark Hopkins hotel, San Francisco.  


Sept. 23-25—Nevada Broadcasters Association first annual convention, Hotel Sahara Las Vegas.  

Sept. 26-27—Association of National Advertisers' workshop on advertising planning, and administration, Nassau Inn, Princeton.  

Sept. 30-Oct. 1—Seventeenth annual convention of the New Jersey Broadcasters Association, Colony motel, Atlantic City, N. J.  

*Sept. 30-Oct. 4—Georgia Association o

**NAB CONFERENCE DATES**

National Association of Broadcasters fall conference dates:  


Oct. 17-18, Leamington hotel, Minneapolis.  


Oct. 24-25, Americana hotel, Miami Beach.  

Nov. 12-15, Dinkler-Andrew Jackson hotel, Nashville.  

Nov. 18-19, Texas hotel, Fort Worth.  

Nov. 21-22, Denver Hilton hotel, Denver.  

Nov. 25-26, Fairmont hotel, San Francisco.
What is a Quahog?

"The minute he said that, we knew he was an out-of-state-er. Can't hardly blame him, I guess; 'Quahog' is a Providence, a Rhode Island word.

"Poor fella... next thing happened somebody offered him a cabinet. 'Beg Your Pardon?' he said. (He almost had us here, all right. When we mean 'Beg Your Pardon' we say 'Please' )

"Finally, straightened him out that a cabinet's just a plain old milk shake with ice cream... a frappe.

"Beats all how some people talk so peculiar. Our quahog is a cherry stone clam... makes a delicious chowder, too!"

But then, Providence is many things. Providence is jewelry, deep water shipping, electronics and test marketing; one million people — one billion consumer dollars. Providence is Taunton, Attleboro, New Bedford, Fall River, and Worcester — all in Massachusetts. Providence is Putnam, Danielson, Norwich and New London — all in Connecticut. People even say Providence is Rhode Island. People in television say Providence is WJAR-TV.
"RIPCORD" SETS
A RECORD HIGH

For two years, RIPCORD turns in a consistently superior performance record for Stations and Sponsors who renew because (a) RIPCORD outrates all other syndicated series, time and again ... (b) tops popular network headliners ... and (c) beats its direct competition, pulling the lion's share of the SIU (sets in use).

IN A 25-CITY SURVEY, "RIPCORD" GETS AN AVERAGE 46% SHARE OF AUDIENCE

76 HALF HOURS of unusual entertainment—adventures of professional paradivers authentically filmed in mid-air.

38 in VIVID COLOR

... in markets where ARB reports 3, 4 and 5 stations competing:

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<th>City</th>
<th>Station</th>
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<tr>
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<td>SOUTH BEND</td>
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ARB — March, 1963

Econometelevision
a division of United Artists Television, Inc.
555 Madison Avenue, New York 22, N.Y., MURRAY HILL 8-4790

LARRY PENNELL with KEN CURTIS
starring as Skydiver Ted McKeever
as Skydiver Jim Buckley
TV's MOST DANGER-PACKED SHOW . . . REAL JUMPS, REAL SKYDIVING MANEUVERS FILMED AS THEY HAPPEN . . . ALL THAT STANDS BETWEEN THE PARADIVER AND DISASTER IS HIS "RIPCORD"

WE'LL BE DROPPING IN TO TELL YOU WHAT THIS SUCCESS CAN DO FOR YOU.
can't mistake his hat...

The WLW salesman's. Because he wears only one. That of WLW Radio or Television.

The Crosley Broadcasting Corporation has its own sales force. So when you call a WLW Radio or TV salesman, you get a WLW Radio or TV salesman. A man who is a vital member of Crosley Broadcasting... who knows his station... knows his market... knows his facts and figures. In short, knows his stuff.

When Crosley started its own national sales organization over 20 years ago, it was a revolutionary move now widely acclaimed. Just another example of the unique leadership and spirit of the WLW Radio and TV Stations!

Crosley Color TV Network

WLW-C WLW-T WLW-D WLW-I
Television Television Television Television
Columbus Indiana

WLW Radio—Nation's Highest Fidelity Radio Station

WLW Sales Offices—New York, Chicago, Cleveland Tracy Moore & Assoc., Los Angeles, San Francisco Bomar Lowrance & Assoc., Atlanta, Dallas

CROSLEY BROADCASTING CORPORATION a subsidiary of Acro

RAB MANAGEMENT CONFERENCES


Sept. 15-17—The Holiday Inn, Central, Dallas.

Sept. 23-24—Gideon-Putnam, Saratoga Springs, N. Y.

Sept. 30-Oct. 1—O'Hare Inn, airport, Chicago Oct. 4-5, Rickey's Hyatt House Hotel, Palo Alto, Calif.; Oct. 7-8, Town House Motor Hotel, Omaha.


Broadcasters' regional meetings (Athens, Rome, Thomasville, Alpharetta, Atlanta, Statesboro) featuring sales clinic with Fred A. Palmer.

OCTOBER


Oct. 13-18—Second Advanced Advertising Management Course of the Association of National Advertisers, Hotel Moraine-on-the-Lake, Highland Park, Ill. R. P. Campbell, advertising manager for Post division of General Foods Corp., heads the subcommittee which is planning this course.


Oct. 16—Deadline for reply comments on FCC's rulemaking to control the development of AM and FM radio services.


Oct. 20-21—Meeting of Texas Association of Broadcasters and Cabana hotel, Dallas.

*Oct. 24—Fourth Armed Forces Television Conference, sponsored by U. S. Air Force, Lowry Air Force Base, Denver, Colo. The conference will deal primarily with educational and technical uses of TV by the military services. A trip to the Air Force Academy closed-circuit TV installation is also planned.


Oct. 28-30—National Electronics Conference, McCormick Place, Chicago. The deadline for the submission of technical papers to the Program Committee is May 15. Papers should be submitted to Dr. H. W. Fairies, EE Dept., University of Michigan, Ann Arbor (Telephone: 660-1511, ext. 3357).


HE LITTLEST HOBO

ORLD ROAMING, WIDE RANGING TV FORMAT APPEAL

star of THE LITTLEST HOBO television series, the magnificent German shepherd, London, literally roams the world over seeking adventure. London goes widely in his exciting travels—from the nocturnal jungles of the major s to the vast reaches of the majestic Rockies. He wanders anywhere train, plane, ship; throughout America and foreign countries. His friends include the flying soldier of fortune in Hong Kong and the French Poodle from Paris adventures. In each episode he meets new people in new locales.

adventure's changing co-stars and supporting players are drawn from the stry's finest actors. The story policy is straight drama but the situations from Hitchcock suspense to Lucy-type humor.

es in: CHICAGO, LOS ANGELES, HOUSTON, ATLANTA / 500 PARK AVE., NEW YORK
Daylight Raving Time

It takes more than wishful thinking for a network to build a strong daytime schedule. “Daytime-dreaming” simply isn’t enough.

It takes planning and showmanship—all of which are especially evident in NBC-TV’s four newest daytime offerings. Two of the programs are already on the air, and the other pair will be seen for the first time on our Fall schedule.

Most recent of the debuts was that of “People Will Talk,” in which host Dennis James moderate debates on such non-vital issues as “Are separate vacations a good idea?” and “Should a man lie about his golf score?” The debaters are chosen from man-on-the-street interviews, and vie for the votes of an on-screen panel of 15 judges (six more than the United States Supreme Court).

On “You Don’t Say,” which premiered earlier this year, emcee Tom Kennedy presides over an exciting game in which celebrity guests and stu
dio contestants try to guess the names of famous persons from missing-word clues. Cary Grant, for example, might be indicated by the lines, "The package was too heavy to (carry)," and "It was an easy request to (grant)."

Both shows are proving awfully diverting, and this Fall they'll be joined by "Word for Word," a brand-new, anagram-type game hosted by the exceptionally popular Merv Griffin; as well as a non-Darwinian "Missing Links." In the latter, celebrity panelists will try to guess the key words omitted from first-person, real-life incidents being narrated by studio contestants.

Along with NBC-TV's forthcoming nighttime schedule—which embraces returnees like "The Virginian" and "Hazel" and newcomers like "Espionage" and "G-E College Bowl"—our new daytime line-up shapes up as a real winner. Night and day (as Cole Porter didn't say), NBC's the one.

Look to NBC for the best combination in news, information and entertainment.
Unjust music fees

EDITOR: You performed a real service for the industry with the publication of the SESAC demands on WQIZ St. George, S. C. (Broadcasting, July 22). This points out the injustice of the current music license fees. WQIZ was accused of playing 17 SESAC tunes in one month, based on SESAC's own logging. At the fee demanded, $20 a month, the station is paying over $1 a tune. If BMI or ASCAP rates were on the same basis, think what a tremendous rate all broadcasters would have to pay. Our SESAC rates have jumped from $20 to $30 a month, just because of a daytime power increase to 1 kw. Senator Ellender's bill will help some. But until there is a unified stand to pay for music on a basis of actual use, there will be more St. George cases.—Ed Mullinax, general manager, WLAG LaGrange, Ga.

Lively and controversial

EDITOR: Your publications are among the liveliest in the broadcasting industry. This is caused not only by your coverage of the news, but also by the often controversial views you take on matters of concern in the industry.—Frank Kahn, lecturer on broadcasting and speech, Queens College of the City University of New York, Flushing, N.Y.

The missing credit

EDITOR: The CBS Town Meeting of the World was a magnificent technical accomplishment and was another pioneer step in the use of worldwide and space circuits in the development of closer people-to-people understandings. It was good to see and hear Ike being his old genial and persuasive self again and to see the aplomb and authority of Walter Cronkite as the anchor man. However . . . there was a forgotten man whose name and memory were missing. I refer to the late George V. Denny Jr., who for years was moderator of the Town Hall of the Air on the old Blue and now ABC radio network. When George was vice president of the original People to People Foundation, he envisioned and repeatedly urged upon the networks, including CBS, the concept of a Town Meeting of the World as a backbone program and fund raiser to the People to People movement. My only purpose in bringing the subject up is to add my small voice to the poignant appeal of George's widow . . . that he at least be given "appropriate and gracious" acknowledgement. I saw or heard none on the program.—Edward M. Kirby, director of public relations, United Service Organizations Inc., New York.

EDITOR: Thought you might be interested to know that WRUL (New York short wave station) broadcast live the Town Meeting of the World with permission of CBS and thus not only the people of France, but all of Europe, Africa, Latin America could hear, through our five short wave transmitters, what the French government had rejected.—Ralf Brent, president, Radio New York Worldwide, New York.

Wears two hats

EDITOR: There is a serious error in your reporting about the sale of KCLN Clinton Iowa, (Changing Hands, July 15). You refer to me as "former" commercial manager of WKBT. It is correct that I am a stockholder in the purchasing company of KCLN, but I am and expect to continue as sales manager of WKBT for years to come. KCLN will be managed by Cecil Hamilton, one of my partners in the purchase. He will also be an officer of the buying company.—Robert Z. Morrison, sales manager, WKBT(TV) LaCross, Wis.

Mid-South report

EDITOR: Heartiest congratulations . . . for your excellent economic study of the industrial Mid-South. It was extremely well done and most interesting.—Carter M. Parham, president, WDEF-AM-TV Chattanooga, Tenn.

[Reprints of the Mid-South market study are available at 30 cents each; 25 cents each in quantities of 100 to 500, and 25 cents each over 500.]

BOOK NOTES


With a foreword by Sir Arthur Fforde, chairman of the BBC Board of Governors, this book is an updated compilation of the services and scope of the BBC. There are sections devoted to radio, television, program services and the public, external services (outside England), engineering and reference.


Subtitled "The History of Broadcasting in the United Kingdom," this is the first of a projected three or four-part series. The present volume covers the years through 1926.
What the boys are desperately trying to tell you is this: some smart advertiser has sneaked into Supermarket, availed himself of the facilities of WSAZ-TV, and made off with part of a 4-billion-dollar payroll again!

"Why does it always happen to us?" muse Tom Garten' (right) and John Sinclair.2

Why shouldn't it? In Supermarket (formerly the Charleston-Huntington market) well over 495 thousand television homes* in a 72-county 4-state area make for quite a haul. So do the 2,296,400** big spenders who live there—many of whom while away endless hours watching WSAZ-TV for ideas about what to buy next.

What truly dedicated advertiser could resist?

And how can you resist taking advantage of Tom and John while they're bound and gagged? Call your Katz agency man. (1. Vice President, General Manager, WSAZ-TV. 2. Manager, Charleston Operation, WSAZ-TV.) *ARB Coverage study (fall, 1960) **SRDS (Population—1/1/63)
What FM needs to sell agency media planners

FM radio has given agency media buyers a new alternative to consider and has, therefore, automatically become a problem to them.

One of the great American myths is that American businessmen almost automatically accept change. They don’t.

Change has to be sold, and sold hard. And it takes time, skill, knowledge, persistence and patience. And, above all, that forgotten and depreciated art—salesmanship.

For change doesn’t just happen. Somebody makes it happen.

Let’s look at some concrete examples.

**Something New**  
- Clients are continually asking us for new things, for fresh creative approaches, for brand new promotional ideas.
- Some four years ago, one of our clients asked us for some fresh promotional ideas. One that we submitted was a prize game modeled after “Bingo.” And they ran a promotion like this. They ran it in mid-March—four years after we submitted it, two years after we parted company, and at a time when everybody was using the same kind of promotion.
- Or take another case. One of our clients had been discussing an idea we submitted to them in July 1962. And while they considered it, one of their competitors beat them to it.

While these instances are by no means typical, they occur often enough to be frightening. I sometimes think that what clients really want is a bright, shiny original idea with a proven track record in at least three specific instances.

So let’s look at FM’s specific problem—selling the change in media buying patterns required if FM is to participate in national advertisers’ media programs.

**It’s Radio First**  
- What is FM selling? In the first place it is selling radio. If radio isn’t going to be considered, FM won’t be considered. That is pretty obvious.
- In the second place, you are selling FM radio, a specific classification of radio distinguished from AM radio by several characteristics: a different method of transmission, a receiver specifically labeled FM and a limited geographical range for any one station.
- Third, FM is selling a specific station with a specific programing appeal.
- And fourth, FM is selling a change in accepted media buying patterns.

Now, let’s come over to my side of the bargaining table. What am I looking for when I plan a media program?

First, I am looking for an audience of prospects for whatever it is I have to sell.

For Brylcreem, it is men with hair. For Metreal, it is people who are overweight. For Nabisco Shredded Wheat, it is people of all ages who eat breakfast. For Lincoln Continental, it is men with annual incomes of over $10,000.

I need to know the size of these audiences and where they are located.

Second, I look for a medium which is capable of transmitting the message I wish to send in the way I wish to send it. If I need long copy, I look at print media. If I need visual motion, I look at TV. If sound alone will do the job, I look at radio.

And third, I look at the editorial environment which will surround my message.

These three things—audience, message, editorial environment—determine my choice of media.

Of these three, the media can tell me about two—their audience and their editorial environment.

**Just The Facts**  
- I need the facts about FM’s audience, for I have the responsibility to my clients to document my recommendations. Opinions will not do, nor will bits and pieces. I need to know the size, the age, the sex, the education and the location of the audience. Not only in total, but at specific times of day, and how it varies seasonally.

Assuming that I accept the adequacy of radio for my message, FM has to show me that its audience fits my prospect file better than other radio buys open to me. Cost-per-thousand prospects is my yardstick, not cost-per-thousand listeners.

Another type of information we need for FM is audience accumulation and frequency distribution.

By audience accumulation, I mean the number of homes reached by a schedule through time. By frequency distribution, I mean the number of messages delivered per home and how many of these go to heavy listening homes and how many to less frequently listening homes. A recent Radio Advertising Bureau study—“Why Buy Now When TV Is So Big?”—breaks homes into five groups and shows this information for both television and radio. Curiously enough, the study covers radio as a single medium and does not mention FM at all.

I have told you some of the things that FM should do. Now let me tell you what FM doesn’t need to do.

It doesn’t need to tell me (and by me, I mean agency and client executives) that FM exists, or that FM is peachy. Most of us listen to FM at home. Many of us prefer the programming that FM offers. FM’s goal then must be to get us to put our money where our ears are. We know it exists, but many buyers don’t know why they should consider FM as an advertising medium, because they can’t document the medium’s audience with sufficient accuracy.

**Personal Observations**  
- I listen to FM at least an hour a day. As I have sampled FM programming in New York, I have found tremendous variation, which I think is good. FM shouldn’t get trapped in too many averages. It must have a variety of audiences for its different programing patterns.

If FM broadcasters get discouraged at times, they should take heart from a man who pondered such problems and wrote:

“There is nothing more difficult to take in hand, more perilous to conduct, or more uncertain in its success, than to take the lead in the introduction of a new order of things.” Niccolo Machiavelli wrote this in 1520.
WTHI-TV in combination with Indianapolis stations offers more additional unduplicated TV homes than even the most extensive use of Indianapolis alone.

More than 25% of consumer sales credited to Indianapolis comes from the area served by WTHI-TV, Terre Haute.

More than 25% of the TV homes in the combined Indianapolis-Terre Haute television area are served by WTHI-TV.

This unique situation revealed here definitely suggests the importance of re-evaluating your basic Indiana TV effort... The supporting facts and figures (yours for the asking) will show how you gain, at no increase in cost...

1. Greatly expanded Indiana reach
2. Effective and complete coverage of Indiana's two top TV markets
3. Greatly improved overall cost efficiency

So, let an Edward Petry man document the foregoing with authoritative distribution and TV audience data.

WTHI-TV*
CHANNEL 10
TERRE HAUTE, INDIANA
*An affiliate of WTHI AM & FM

WTHI-TV delivers more homes per average quarter hour than any Indiana station*
(March 1963 ARB)
*except Indianapolis

*The Indianapolis Market, we mean!
NO OTHER STATION CAN MAKE THIS STATEMENT

5 CONSECUTIVE YEARS

Exception To The Rule

WKRG-TV—Mobile—Pensacola

has averaged 50% or more share of audience in every March ARB measurement since 1959, from 9 a.m. to midnight.*

Represented by H-R Television, Inc.
or call
C. P. PERSONS, Jr., General Manager

*3 station VHF market.

BROADCASTING, July 29, 1963
FCC RELEASES ITS DESIGN FOR FM

In master allocation plan: 2,380 stations in 1,858 markets
Decision lifts embargo on applications for new stations
Almost all existing stations get to stay where they are

The FCC has lifted the curtain on what it hopes will be a new era in the development of FM broadcasting—one whose hallmark will be orderly growth.

The commission, in a final step in the overhaul of its FM rules begun last year, adopted last week a nationwide table of FM assignments for the 80 commercial FM channels in the U.S.

At the same time, it lifted the freeze on FM grants and applications, except for facilities in Puerto Rico and the Virgin Islands. The freeze was imposed last December when the table was released for comments (Broadcasting, Dec. 24, 1962). The vote on the order was 7-0.

The table provides for 2,380 assignments in 1,858 communities—100 more assignments than originally proposed.

All of the states except Alaska and Hawaii are included. Channels are assigned to all existing stations. But in a handful of cases the channels assigned are different from those on which existing stations are operating. The complete table is reproduced beginning on page 100-A.

FM on Move • With FM showing signs of realizing the potential its supporters have long claimed for it—1,100 FM stations are now operating—the table and the new rules accompanying it are the commission's answer to the problem of providing for orderly development of broadcasting in the 88-108 mc band. (For stories on the resurgence of FM broadcasting, see special section starting on page 51). The commission is anxious to avoid the deterioration of coverage patterns it feels has occurred in AM broadcasting as a result of that system's development on a "demand" basis.

In adopting the table based on mileage separations, the commission is putting FM assignments, like those in TV, on a "go-no go" basis. The commission and potential applicants will know in advance, based on the technical requirements, whether a grant can be made.

The initial step in the first major revamping of FM rules since the mid-1940's was taken last year, when the commission established new coverage classes and adopted minimum co-channel and adjacent channel mileage separations (Broadcasting, July 30, 1962).

The new table was contructed on those separation requirements.

Rules Resemble TV's • The new rules accompanying the table are essentially the same as those pertaining to the television table of assignments. Applications for FM channels not in the table will not be accepted, unless they are for communities lacking a channel assignment, and are situated within 25 miles of a locality where an assigned channel is unoccupied.

Although the freeze is lifted, the commission said no new grants will be made for a period of 60 days. In the interim, pending applications may be amended to conform to the new rules. At the end of the 60-day period, the commission said, non-conforming applications, including those currently in hearing, will be dismissed.

The commission indicated that one of its considerations in designing a table based on the mileage separations adopted last year was the need for primary nighttime service in rural areas not adequately covered by AM stations. The commission said it placed major stress on stations capable of providing service to relatively wide areas, even though such stations reduce the total number of possible assignments.

The commission also expressed concern with problems of existing stations which are only moderately short-spaced under the mileage separations. It promised a further rulemaking "in the near future" to consider higher power for those stations.

Other Rulemakings Coming • A number of other matters also await resolutions affecting the lowest three commercial channels (221, 222 and 223).

Adoption of the table wasn't accomplished without some dislocations of existing stations—not all of them voluntary.

"To improve assignments of existing facilities," the commission said, 10 stations are being switched from one channel to another at the licensee's request. In addition, the commission initiated proceedings to force three stations to change channels in order "to bring about a more efficient distribution of channels."

Channel Changes • The voluntary changes include WRUP-FM Gainesville, Fla., from 281 to 279; WBBQ-FM Augusta, Ga., 279 to 282; WSOC-FM Charlotte, N.C., 278 to 279; KJRG-FM Newton, Kan., 221 to 222; KJSK-FM Columbus, Nebr., 244 to 245; KSEO-FM Durant, Okla., 297 to 296; KPOJ-FM Portland, Ore., 254 to 253; WYZZ-FM Wilkes-Barre, Pa., 277 to 225; WJCW-
The three TV networks, aiming for more stable advertiser relationships, will begin the 1963-64 season this fall with a slight increase in both prime time program sponsorships and in the number of 52-week "minute" clients.

The trend away from minute participations in short flights, which started to develop last year, is gathering momentum. For the second consecutive year, there is a rise in nighttime program sponsorships and a decline in overall minute buying on the networks. Of the minute buying a significant percentage is on a year-round basis.

Heading into the new season, minute participations on the three networks’ prime-time periods will represent approximately 43% of nighttime schedules, as compared with 46% in 1962-63 and 51% in 1961-62, the all-time high for “minute-men” advertisers.

(A “program advertiser,” as contrasted to a minute advertiser, is considered to be one who sponsors more than a minute per week on an individual show.)

The trend away from minute participations in short flights, which started to develop last year, is gathering momentum. For the second consecutive year, there is a rise in nighttime program sponsorships and a decline in overall minute buying on the networks. Of the minute buying a significant percentage is on a year-round basis.

A Broadcasting compilation based on data supplied by the networks shows that ABC-TV is the pivotal organization. Whereas CBS-TV’s and NBC-TV’s percentages of minute sponsors were virtually identical (25% for CBS-TV in both 1962-63 and 1963-64, and 50% and 51% in the respective seasons for NBC-TV) ABC-TV’s figures dropped from 60% in 1962-63 to 54% for the upcoming season.

The business of selling minute participations in prime time began in 1957, though the concept had evolved earlier on such fringe-period shows as NBC-TV’s Today, Home and Tonight. The proportion of minute participations grew constantly in ensuing years, much to the consternation of station representative organizations, which charged that the availability of minutes on the networks cuts the potential spot TV volume. Last year the first signs of a slackening in minute participations became evident.

Enter 52-Week Minute • The widening of the program sponsorship pattern is being accompanied by another significant development, particularly at NBC-TV and ABC-TV—the 52-week minute sponsorship. In the past, the minute advertiser has been one that has bought into programs on a short-term basis primarily, but NBC-TV and ABC-TV reported last week there has been substantial increase in the number of sponsors buying minutes year-round for 1963-64.

The growing strength of program sponsors and the emergence of the 52-week “minutenum” should have the effect of stabilizing network TV advertising as compared with previous years, sales officials at the three networks pointed out. These sales patterns, they said, reinforce advertiser continuity and tend to relieve the pressure on the networks of seeking replacement sponsors, a circumstance usually associated with minute participations.

What are the reasons for the increase in program advertisers and the year-round minute sponsor? Sales executives at the networks were reluctant to try to pinpoint the answers with any certainty, but they offered these observations:

• The economy is generally good, and it’s easier to make a more costly program sale during “good times.”
• Networks worked very strenuously this selling season to consummate either program or 52-minute sales.
• Some advertisers who had concentrated on minutes in recent years have now gone the route of programs plus minutes in order to achieve both identity and reach.

Though network sales chieftains agreed that they preferred to sell “programs” rather than “minutes,” they stressed there are advantages to each method, both from the point-of-view of the network, and the advertiser.

For the networks, the program sale is generally of longer duration (13 weeks or more) and is easier to service. For the advertiser, it provides identity with the program and has attendant promotional and merchandising values.

The traditional minute buy of limited duration can appeal to the limited-budget and seasonal advertiser. For the network, the minute buy can help fill out a schedule, and, in the words of one sales executive: “Let’s face it. We’re never completely sold out. We can use the minute advertiser, too.”

New Show Factor • The pattern of network selling has been to offer the new shows to the minute advertiser or as a combination of program and minute sponsorships. Network officials observe that this approach minimizes an advertiser’s risk in an untried vehicle.

Conversely, the programs with a

BROADCASTING, July 29, 1963
track sponsor. Carl Tillmans, vice president and general sales manager for CBS-TV, is convinced that on the whole, program sponsorships are preferable for both networks and advertisers though he noted that for certain types of advertisers (seasonal, limited budget, new to the medium), the minute buy can be valuable. He added: "A program sponsor gets advantages on CBS-TV. We permit him the services of the program's star for commercials, and we don't for the minute advertiser. We provide more product protection for the program advertiser."

The program sponsors, he said, usually select their shows early in the buying season, "thus locking in the strong availabilities." He mentioned General Foods, Whitehall Laboratories, Procter & Gamble and various cigarette companies as some of the organizations active in the program category.

"Many of these companies who go to the strong shows," he said, "boster these buys later with minute participations to achieve additional reach."

**Change At ABC-TV** • The sponsorship pattern has changed most radically over the past two seasons at ABC-TV. In 1961-62, an estimated 75% of the network's prime-time schedule was sold via the minute route; in contrast, only 54% of ABC-TV's lineup in 1963-64 will be participations.

Another source of satisfaction to the network, according to James Duffy, vice president in charge of TV network sales, is that even in the participation area, ABC-TV has completed minute sales each week to a large number of advertisers who have bought on a 52-week basis. Among the 52-week minute advertisers on ABC-TV next season will be Beecham, Alberto-Culver, Liggett & Myers, Miles Labs, Armour, Brown & Williamson and Noxzema. Some of these advertisers have bought on two or more ABC-TV programs.

Mr. Duffy stressed there are values for certain advertisers to the minute advertising pattern rather than the program approach.

**NBC-TV's View** • The inclination of the minute advertiser to deviate from the path of short advertising flights was underlined by John M. Otter, vice president, national sales, NBC-TV. He reported the network has made more 52-week sales of minutes than in the past and singled out particularly the 60-minute Dr. Kildare and the 90-minute The Virginian series, which have been sold exclusively on this basis of minutes for 52-weeks firm.

"We have brought in the blue-chip advertisers on these shows," Mr. Otter said. "Some of the sponsors on Kildare are Colgate, Singer Sewing Machine, Alberto-Culver, Scott Paper and Glenbrook Labs, and The Virginian has Procter & Gamble, Alberto-Culver, Carnation, Noxzema, Bristol-Myers, and Miles Labs, among others."

He estimated that 43% of NBC-TV's prime-time schedule for 1963-64 is sold on a 52-week basis, including both program sales and minute participations.

Mr. Otter offered this statistical information: "We have seven single sponsors on the network next season, covering five and a half hours of weekly programming, which, we're happy to say, is the highest for any network."

The following is a compilation of prime time evening shows which the networks report have been sold on a participation basis.

On ABC—Sunday evening: The Travels of Jaimie McPheeters (7:30-8:30), Arrest and Trial (8:30-10) Libby, McNeil & Libby has two minutes a week, Mr. Duffy stressed advantages in both types of buying.

CBS-TV’s Tillmans thinks programs are often preferable.

NBC-TV’s Otter reports an increase in 52-week minutes.

the remainder is in participation:

Monday evening: The Outer Limits (7:30-8:30), Wagon Train (8:30-10), Breaking Point (10-11)—Alberto-Culver has 115 minutes a week, Brown & Williamson sponsors a quarter hour and the remainder is participating;

On Tuesday evening: Combat (7:30-8:30) 45 minutes are participating; McHale's Navy (8:30-9) 15 minutes are participating; The Fugitive (10-11) is three-fourths participating;

Wednesday: The Adventures of Ozzie and Harriet (7:30-8) has three regional sponsors for half the show, the other half is sponsored by American Dairy, Patty Duke Show (8-8:30) is two-thirds sponsored but the remainder is participating (Breck, now sponsors a third, and will buy a half after Jan. 2 of next year), The Price Is Right (8:30-9) Lever sponsors one-half after October 1, there are now four minutes in participations, Ben Casey (9-10) has 30 minutes participating, and Channing (10-11) is all in participations.

Nurses (10-11) have 15 minutes in participations.

On Friday, The Great Adventure (7:30-8:30) and Alfred Hitchcock Hour (10-11) are participation shows and on Saturday, Jackie Gleason's American Scene Magazine (7:30-8:30).

NBC shows have the following participating allocations: Monday: Monday Night at the Movies (7:30-9:30) and Sing Along with Mickey (10-11); Tuesday, Mr. Novak (7:30-8:30), Redigo (8:30-9) has 15 minutes, and Richard Boone Show (9-10) has 30 minutes.

On Wednesday, The Virginian (7:30-9), Espionage (9-10), and The Eleventh Hour (10-11) are minute participating programs. Thursday: Temple Houston (7:30-8:30) and Dr. Kildare (8:30-9:30) are participating series. Friday: International Showtime (7:30-8:30) and Jack Paar (10-11); Saturday, The lieutenant (7:30-8:30), Joey Bishop Show (8:30-9) is one-half available for participating advertisers, and Saturday Night at the Movies (9-11).
Nielsen suggests ratings audit plan

NAB AND ARF SPOKESMEN INTERESTED, BUT WITH RESERVATIONS

A design for auditing the broadcast ratings services has been offered by the A. C. Nielsen Co., which as a leading audience measurement firm in the broadcast field would be subject to the auditing.

In effect, the Nielsen Co. has accepted the principle of auditing and evaluation of the raters by an "outside" non-profit organization but indicated the former need not be contingent on the latter.

Contents of the Nielsen proposal was made public today (Monday) along with a statement that the service's clients have all been sent a summary of the suggestions along with an invitation to list the types of information they'd like to see included in the audits proposed by other organizations.

The latter groups include the National Association of Broadcasters and the Advertising Research Foundation, both of which also received detailed summaries from Nielsen. In addition to NAB and ARF, the American Association of Advertising Agencies and the Association of National Advertisers received the Nielsen package.

More Study Seen • Spokesmen for NAB and the ARF noted the Nielsen proposal would receive their individual study. But it was apparent that the information had arrived too late in the week for either organization to give an off-the-cuff appraisal of so detailed a proposal.

It was obvious that by its move, Nielsen has aligned itself with other major raters in support of an industrywide checking operation.

Donald H. McGannon of Westinghouse Broadcasting Co. is chairman of NAB's Rating Council and its research committee, both of which have been actively engaged in setting the groundwork for an auditing system. He told Broadcasting last week that he had not had the opportunity to read the full text of the Nielsen suggestions.

But, Mr. McGannon said, he had read the news release accompanying the proposal text and noted that many points raised in it were acceptable in that they were similar to those contained in a letter he had forwarded to Nielsen for the Rating Council.

Mr. McGannon has sent letters, as authorized by the council, to all ratings services asking them for formal indication of their willingness to cooperate with the council, and supply detailed data on their procedures and submit to audit.

It was apparent that the other ratings services have already replied in the affirmative.

Chairman McGannon also said he planned to meet with representatives of the Nielsen company today to discuss the audit proposal among other matters.

A spokesman for the ARF indicated the Nielsen audit plan would get its "careful consideration" but also emphasized its "complexity." It was expected that an appropriate ARF committee would be instructed by ARF's officers to study the proposal and submit a report to the ARF board.

In the Nielsen announcement, H. A. Rahmel, executive vice president of the audience measurement service, suggests "it seems obvious that you (users of the service) should have a voice in deciding on the policies and procedures to be employed" in an auditing system.

Procedure Is 'Go' • The Nielsen statement emphasizes that the company believes an audit procedure can be accepted by the audience research industry without waiting first for agreement on methods and standards. The latter areas were seen by Nielsen as being related, but facing basic differences of "interest and opinion" among advertisers, agencies, the networks and the stations.

Take Care • The spectre of damage suits arising from the actions of an industry committee on ratings is raised at one point.

In the 16-page memorandum on auditing details, the question of the responsibility of an industry ratings committee for actions which may prove detrimental to a research organization is dis-
CAN YOU THINK OF A BETTER WAY TO GET SO MANY PEOPLE EXCITED ABOUT AFGHANS? A one-time feature on WTMJ-TV's "Today for Women" show. That's all it took to get 1,162 people to send for directions on how to make an afghan. What's more, the WTMJ-TV audience was told the afghan making demonstration would be repeated the next day at a local store... and in the demonstrator's own words: "The store was mobbed!" This response is typical of the influence WTMJ-TV has on Milwaukee... one of the top ten standard metropolitan areas in many measures of sales per household. See for yourself! Put your sales message on WTMJ-TV... still the number one station in Milwaukee for both viewers and advertisers.

MILWAUKEE RESPONDS TO WTMJ-TV
CHANNEL 4
THE MILWAUKEE JOURNAL STATION
WTMJ-AM-FM
NBC in Milwaukee

Represented by: HARRINGTON, RIGHTER & PARSONS — New York
Chicago • San Francisco • Atlanta • Boston • St. Louis • Los Angeles
TV trends by product classifications

As TV's gross goes higher each year, Television Bureau of Advertising continues to sift for trends. In a report today (Monday) giving gross billings of network and spot by product classification, TVB said it found evidence of 'advertisers' increasing awareness of Americans' leisure time.'

The evidence: among the largest percent increases are advertising categories which have direct appeal to consumers seeking recreation and travel.

For example, TVB cited these groups, showing increases: TV-radio; transportation and travel; hotels, resorts and restaurants; sporting goods, bicycles and toys; confectiions and soft drinks; ale, beer and wine (see table, below).

TVB noted, too, the marked gains in 1962 over 1961 by such advertiser groups as drug products, automotive, household laundry products and food and grocery products.

ESTIMATED EXPENDITURES BY PRODUCT CLASSIFICATIONS—NETWORK AND SPOT TELEVISION
JANUARY-DECEMBER 1962

<table>
<thead>
<tr>
<th>Product Classification</th>
<th>Spot TV</th>
<th>Network TV</th>
<th>Total TV</th>
<th>'62 vs. '61</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture</td>
<td>$959,000</td>
<td>$1,440,000</td>
<td>$2,409,000</td>
<td>66.0%</td>
</tr>
<tr>
<td>Ale, beer &amp; wine</td>
<td>57,838,000</td>
<td>845,000</td>
<td>66,683,000</td>
<td>13.0%</td>
</tr>
<tr>
<td>Amusements, entertainment</td>
<td>2,140,000</td>
<td>880,893</td>
<td>3,020,893</td>
<td>3.6%</td>
</tr>
<tr>
<td>Automotive</td>
<td>23,433,000</td>
<td>51,476,323</td>
<td>74,909,323</td>
<td>19.0%</td>
</tr>
<tr>
<td>Building material, equip., fixtures, paints</td>
<td>2,568,000</td>
<td>16,683,290</td>
<td>19,251,290</td>
<td>6.1%</td>
</tr>
<tr>
<td>Clothing, furnish, acces.</td>
<td>10,438,000</td>
<td>1,908,077</td>
<td>12,346,077</td>
<td>7.8%</td>
</tr>
<tr>
<td>Confections and soft drinks</td>
<td>53,378,000</td>
<td>26,794,559</td>
<td>80,172,559</td>
<td>30.2%</td>
</tr>
<tr>
<td>Consumer services</td>
<td>23,583,000</td>
<td>25,264,804</td>
<td>48,847,804</td>
<td>21.6%</td>
</tr>
<tr>
<td>Cosmetics and toiletries</td>
<td>74,565,000</td>
<td>115,107,725</td>
<td>189,672,725</td>
<td>26.4%</td>
</tr>
<tr>
<td>Dental products</td>
<td>17,314,000</td>
<td>35,458,547</td>
<td>52,722,547</td>
<td>4.6%</td>
</tr>
<tr>
<td>Drug products</td>
<td>52,545,000</td>
<td>102,550,693</td>
<td>155,095,693</td>
<td>19.7%</td>
</tr>
<tr>
<td>Food and grocery products</td>
<td>198,224,000</td>
<td>128,498,762</td>
<td>326,722,762</td>
<td>8.4%</td>
</tr>
<tr>
<td>Garden supplies and equip.</td>
<td>992,000</td>
<td>336,287</td>
<td>1,328,287</td>
<td>21.3%</td>
</tr>
<tr>
<td>Gasoline and lubricants</td>
<td>26,118,000</td>
<td>14,760,558</td>
<td>43,523,558</td>
<td>7.2%</td>
</tr>
<tr>
<td>Hotels, resorts, restaurants</td>
<td>721,000</td>
<td>721,000</td>
<td>721,000</td>
<td>47.1%</td>
</tr>
<tr>
<td>Household cleaners, cleaners, polishes, waxes</td>
<td>26,511,000</td>
<td>30,838,946</td>
<td>57,349,946</td>
<td>0.2%</td>
</tr>
<tr>
<td>Household equip.-appliances</td>
<td>5,426,000</td>
<td>11,742,767</td>
<td>17,168,767</td>
<td>21.5%</td>
</tr>
<tr>
<td>Household furnishings</td>
<td>2,164,000</td>
<td>5,174,788</td>
<td>7,339,788</td>
<td>3.8%</td>
</tr>
<tr>
<td>Household laundry prod.</td>
<td>57,883,000</td>
<td>53,024,952</td>
<td>110,907,952</td>
<td>18.1%</td>
</tr>
<tr>
<td>Household paper products</td>
<td>10,862,000</td>
<td>15,727,621</td>
<td>26,590,621</td>
<td>19.0%</td>
</tr>
<tr>
<td>Household general</td>
<td>6,946,000</td>
<td>12,761,187</td>
<td>19,707,187</td>
<td>37.8%</td>
</tr>
<tr>
<td>Notions</td>
<td>274,000</td>
<td>608,984</td>
<td>882,984</td>
<td>271.8%</td>
</tr>
<tr>
<td>Pet products</td>
<td>11,069,000</td>
<td>9,838,696</td>
<td>20,907,696</td>
<td>27.5%</td>
</tr>
<tr>
<td>Publications</td>
<td>2,418,000</td>
<td>1,001,646</td>
<td>3,419,646</td>
<td>27.5%</td>
</tr>
<tr>
<td>Sporting goods, bicycles, toys</td>
<td>12,341,000</td>
<td>10,211,751</td>
<td>22,552,751</td>
<td>38.2%</td>
</tr>
<tr>
<td>Stationery, office equip.</td>
<td>426,000</td>
<td>1,702,686</td>
<td>2,128,686</td>
<td>42.7%</td>
</tr>
<tr>
<td>Television, radio, phonograph, musical instruments</td>
<td>675,000</td>
<td>5,283,346</td>
<td>5,958,346</td>
<td>77.3%</td>
</tr>
<tr>
<td>Tobacco prod. and supplies</td>
<td>29,696,000</td>
<td>88,701,491</td>
<td>118,397,491</td>
<td>3.4%</td>
</tr>
<tr>
<td>Transportation and travel</td>
<td>6,828,000</td>
<td>1,088,709</td>
<td>7,916,709</td>
<td>48.3%</td>
</tr>
<tr>
<td>Watches, jewelry, cameras</td>
<td>3,534,000</td>
<td>14,819,174</td>
<td>18,353,174</td>
<td>3.1%</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>9,146,000</td>
<td>2,269,718</td>
<td>11,415,718</td>
<td>26.0%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$721,211,000</strong></td>
<td><strong>$798,808,138</strong></td>
<td><strong>$1,520,019,138</strong></td>
<td><strong>14.3%</strong></td>
</tr>
</tbody>
</table>

All dollar figures are gross time cost only; no production costs are included. Sources are LNA-BAR and N. C. Rorabaugh, and utilize TVB classifications and definitions for both network and spot.

**TV increases share of top ad budgets**

Television's share of advertising budgets among the nation's top 100 national advertisers increased by 14.8% during 1962 over 1961, according to figures released last week by the Television Bureau of Advertising. For the fourth straight year, TV's share of the group's budget was more than all other media combined.

In its brochure, "TV Basics Number Six," dealing with the scope and dimension of television today, TVB pointed out that television expenditures—both spot and network—by the top 100 advertisers has risen from $935,436,292 in 1961 to $1,073,979,989 in 1962, and represents a rise from 55.3% share of among its voting members, with representatives from newspapers sitting on the ABC board.

In another recommendation, Nielsen suggests that users of the audit reports pay for the direct costs of the examinations—the auditors' fees, printing and distribution costs. The researchers, he points out, will be required to assume an extra financial burden by maintaining records, extra clerical help, data processing, etc.

A third recommendation urges the use of a firm of certified public accountants. This would insure, Nielsen says, "competence, impartiality and integrity." It would bring the professional approach to the auditing job, and above all make certain that the confidentiality of the information gained by the auditor is not divulged.

Other highlights of the Nielsen memorandum:

- The audit should be limited to factual information; where opinion and judgment enter into such a report it will destroy its usefulness.
- Separate auditing specifications should be established for the four major types of audience research: network television, local television, network radio, local radio.
- In order to keep costs at a minimum, the audits might be issued once a year, similar to the ABC reports.
- In fairness to the researchers, the auditor's report should be submitted to the research organization for comment or clarification in advance of publication.
- Each cooperating researcher should be entitled to display a "members' emblem" to indicate he is cooperating with the auditing plan. Since the reports will be strictly factual, "any amplification, subjective comment or evaluation, endorsement or absence thereof, accredited or seal of approval from the industry committee would seem superfluous."

32 (BROADCAST ADVERTISING)
Since when can you speak to 1000 listeners for 36¢?

Since National Radio Survey No. 1!

And that’s not all. 1000 car-owning families for 60¢, 1000 large families for 63¢, 1000 home impressions for 56¢. These figures are not pipe dreams, but facts documented by the largest personal interview radio survey ever made, Blair Radio’s National Survey No. 1, recently completed by Pulse, Inc.

Other facts brought out by the new survey—
- 75% of the listening households are families of 3 or more.
- 982,000 homes listen to Blair stations in the wee hours.
- During the average quarter-hour, Blair delivers more audience than the total affiliates of any network.*

We’ve got a booklet full of facts. All documented. All eye-openers to those who don’t already know the power of America’s most influential group of radio stations!

*based on total network affiliate station audience, Sun.-Sat., 6 A.M.-12 midnight.

Contact the nearest Blair office: New York / Chicago / Atlanta / Boston / Dallas / Detroit / Los Angeles / Philadelphia / St. Louis / San Francisco
The group's budget to 57.9% share. TVB also noted that of the 100 top advertisers, 98 used television (excluding are two liquor companies), 70 considered it their basic medium, placing more money in TV than in any other medium, and that 56 put more money into TV than all other media combined. Only newspapers, among the six media considered, showed a decline from 1961 to 1962, dropping $2.6 million.

INFORMATION PLEASES
Eastern expands schedule of "Flite Facts" spots

Eastern Airlines, already a heavy radio spender—$1.9 million yearly—will increase its schedule of "Flite Facts" spots on nine of the 10 stations that currently carry the reports, beginning Aug. 1.

On Eastern's 10-city radio lineup the one-minute "Flite Facts" announcements are now heard hourly from 6 a.m. to midnight. With the introduction of the new schedule in August, eight of the stations will carry the spots once-an-hour around the clock and a ninth will do so starting in September. The Eastern "Flite Facts" schedule was renewed in June for a one-year period. Plans for the increase were announced last week.

Eastern spends approximately $4.9 million yearly in broadcast, about $3 million of the total in television. The radio budget is now divided between an estimated $1.5 million in the "Flite Facts" schedule and $400,000 in miscellaneous 20-, 30-, and 60-second spots on 58 stations in 29 cities.

An official of the airline said the decision to increase the radio schedule was partially a result of a recent survey of air travelers which indicated considerable interest in the flight and weather information offered by the announcements. Of 40,000 respondents to the survey, 78% said they listened to "Flite Facts." A further breakdown: 22% said they listened to the spots regularly, 56% heard the announcements occasionally and 22% indicated they hadn't heard the reports.

Stations carrying the "Flite Facts" are wqad WBN, New York; wtq Charlotte, N. C.; wsb Atlanta; wiod Miami; wplax Tampa, Fla.; wdsu New Orleans; ktrh Houston; wlls Chicago and wml Washington.

Business briefly...

Equitable Life Assurance Society of the U. S., through Foutte, Cone and Belding, starts its third major spot radio campaign of the year in September. Equitable has almost doubled its budget in 1963 to over $1.3 million. It will use more than 200 markets over a 12-week period, with frequencies ranging from five to 35 announcements a week.

General Mills, through Dancer-Fitzgerald-Sample, and Beech-Nut Life Savers, through Benton & Bowles, will sponsor repeat series of Captain Galant on NBC-TV Saturdays (5:30-6 p.m. EDT) beginning Sept. 21.

Thomas J. Lipton Inc., Hoboken, N. J., has purchased three TV specials starring Carol Burnett to be presented on CBS-TV during 1964. First of the specials will be a 30-minute adaptation of the off-Broadway musical "Once Upon a Mattress" scheduled for the fall of 1964. Other specials are a yet untitled one-hour variety show, planned for next spring and rebroadcast of Carol and Company, originally presented Feb. 24 on CBS-TV. Agency: Sullivan, Stauffer, Colwell & Bayles, New York.

Xerox Corp., Rochester, N. Y., has purchased sponsorship of a 90-minute NBC-TV Project 20 special called "That War in Korea" on Wednesday, Oct. 30 (7:30-9 p.m. EST). Advertising agency: Papert, Koenig, Lois, New York.

Shell Oil Co., New York, has purchased sponsorship on CBS-TV of Leonard Bernstein's New York Philharmonic Young People's Concerts for the fourth straight year. The four taped concerts will again originate in Philharmonic Hall at Lincoln Center for the Performing Arts. Broadcast dates for three of the concerts are Friday, Nov. 29, Monday, Dec. 3 and Wednesday, March 11, all in the 7:30-8:30 p.m. EST period. Date for the fourth concert is to be announced. Agency: Kenyon & Eckhardt.

Seventh Day Adventist Church has renewed sponsorship, for 22d year, of The Voice of Prophecy over Mutual (Sunday, 10-10:30 a.m. EDT). The renewal is for a full year effective Sept. 15. Agency is Milton Carlson Co., Los Angeles.

The Savings and Loan Foundation, Washington, has purchased American Spectacle and The Red, White and Blue, one-hour NBC-TV color specials to be presented in 1964. American Spectacle will be telecast Friday, March 20 (7:30-8:30 p.m. EST). The Red, White and Blue has been set for either late June or early July. Agency: McCann-Erickson.

Oldsmobile division of General Motors, through D. P. Brother, Pepsi-Cola, through BBDO, and The Toni Co., through North Advertising, have bought the 43d Miss America Pageant to be telecast by CBS-TV Saturday, Sept. 7 (10 p.m.-midnight) from Atlantic City, N. J.

Agency appointments...

- International Equity Corp., BalaCynwyd, Pa., has appointed Geyer, Morey, Ballard, New York, as advertising agency for its subsidiary, Jontine Inc. Agency will develop advertising for new Jontine line of medicated toiletry preparations for treatment of hair and scalp.

- N. W. Ayer Inc. has been appointed as agency for new products in the proprietary drug field by Menley & James Laboratories, affiliate of Smith, Kline & French Inc. Company said Ayer appointment would not affect relationship with Poote, Cone & Belding, which handles Contac, Duracin and other Menley & James products.

- Smith Brothers Inc., Poughkeepsie, N. Y., makers of Smith Brothers cough drops, has appointed Pritchard, Wood, New York, as agency.

- Bowman Dairy Co., Chicago, appointed Earle Ludgin & Co., that city, as its advertising agency. J. Walter Thompson formerly handled the Bowman account which has billings of approximately $400,000.

- The American Home Foods division of American Home Products Inc. names Richard K. Manoff Inc. for G. Washington's line of instant broths and seasonings. Account was at John F. Murray, American Home house agency. No media plans were announced.
When two people find it impossible to agree, they frequently leave the decision up to a third party. This is arbitration.

Arbitration, we believe, is the only way left to head off a crippling nation-wide rail strike. The railroads have repeatedly said they are willing to leave the decision in the work rules dispute to an impartial third party. The rail unions have consistently refused to trust their case to such impartial analysis and decision.

The only remaining solution appears to be action by Congress requiring both parties to submit to arbitration.

WHAT'S WRONG WITH THIS?
WHAT COULD BE FAIRER?

The public overwhelmingly favors arbitration over a rail strike. A recent nation-wide survey by one of America's oldest and most respected opinion research organizations showed a three to one vote among the general public for arbitration in the transportation industry (60% for, 20% against, 20% no opinion).

Do union members share their leaders' opposition to arbitration?

THEY DO NOT!

The same survey showed 54% of union members in favor of arbitration over a strike, 30% in opposition, and 16% no opinion.

How do union families who stand the brunt of a work stoppage feel about arbitration? By a greater majority than the general public, they favor arbitration over a strike. Sixty-six per cent of the union families support arbitration, while only 19% oppose, and 15% express no opinion.

In view of the basic fairness of an impartial third party decision when two sides fail to agree; in view of the overwhelming public support for the principle of arbitration in transportation; and in view of the disastrous consequences of a nation-wide rail strike, Congress can serve the public interest best by promptly enacting legislation requiring a settlement of the issues in this dispute.

AMERICAN RAILROADS
RAB'S RADIO SURVEY TAKES SHAPE

It won't be elementary, though Dr. Watson Is in charge

The Radio Advertising Bureau said last week the Advertising Research Foundation will begin an examination this week of RAB's plans for a $200,000 radio measurement methodology study.

Also in preparation for the study, the bureau last week announced the naming of Dr. Alfred N. Watson, a pioneer in the use of probability sampling in this country, as director of advanced research at RAB (WEEKS HEADLINER, page 10). In that post, Dr. Watson will direct the new study being sponsored by RAB.

The methodology project will be conducted for RAB by Audits & Surveys, New York, a marketing research company.

RAB said executives of Audits & Surveys also would attend the ARF meeting which is scheduled for Thursday (Aug. 1). At the session, the basic survey design will be described and shortly thereafter, RAB said, the methodology study plan will be submitted for review by ARF's technical committee.

RAB said that field work for the study would begin by mid-September. The survey design plan has been shown to representatives of the National Association of Broadcasters to "aid them in deciding whether to co-finance the project with RAB."

According to RAB, the NAB and its research committee members will receive a "full written description of the study plan within the next 10 days."

In describing Dr. Watson's assignment at RAB, Miles David, administrative vice president of the bureau, said Dr. Watson will direct a "broad program of research in areas beyond audience measurement as well as directing our current study of ways to measure radio's audience size."

Mr. David said Dr. Watson will be concerned with a "variety of studies" that will look into aspects of advertising effectiveness relatively unexplored by media.

He noted that it's the intent of RAB to have the radio medium assume a leadership role by investing in advanced research areas. Mr. David pointed to such questions as how the effect of advertising varies with the selling technique used, how sophisticated copy compares in retention and believability to "hard sell" techniques, and what may be the effects of a change in the environment in which a message is heard.

Dr. Watson's career began with the government in the 1930's. He rose to be assistant chief statistician of the U. S. Bureau of the Census before he joined Curtis Publishing where he became president of that firm's wholly owned National Analysts subsidiary.

He was executive vice president and senior project director of Alfred Politz Research Inc. from 1958 to 1961, when he was made vice president-marketing for the United States Rubber Co. He is a visiting professor of marketing at Columbia University and has been a director of research grants at the Sloan School of Industrial Marketing of the Massachusetts Institute of Technology.

Rep appointments...

- KBLA Burbank, Calif.: H-R Representatives, Los Angeles, as national representatives.
- KCHU-TV San Bernardino, Calif.: Savalli-Gates Inc., Los Angeles, as representative.
- WCMB Harrisburg, Pa.: H-R Representatives, New York, appointed national representative.
- WCRB Waltham, Mass.: George P. Hollingbery Co., Boston, as representative.
- WMAS Springfield, Mass., and WEXT Hartford, Conn.: Bolling Co., New York, appointed national sales representative. WEXT, now under construction, has projected air date of Sept. 15.

Regional TV buy

A three-station group to be known as the "Georgia-Tenn. Network" has been formed by Blair Television's BTA division and will be offered as an area buy.

The stations, W włw-TV Atlanta, WTVC (tv) Chattanooga and WTVW (tv) Columbus, Ga., are all ABC-TV affiliates and will offer unified availabilities.

An overnight success—after 98 years

B. F. Myers Furniture and Appliance Store in Goodlettsville, Tenn., grew up in a hurry last year after 98 years as a relatively small operation.

The reason? A daily morning television program on WLAC-TV Nashville called Country Junction, which the Myers Co. chose to carry its advertising messages. Quicker than you could shout "Hank Snow," business exploded last year for Myers.

Beginning with three spots a week, the company said results were "more than gratifying." The advertising was then stepped up to one hour sponsorship on Saturday morning. As a result the company reported it had broken all sales records for 98 years.

The sponsorship was increased to three different days, in addition to the Saturday program, with extra time for special sales. The company reported that after its first year of TV advertising, sales had increased 1,000% over the previous year. During that time, it became necessary for the Myers store to increase its staff from nine to 43, its warehouses from one to five, and its delivery vans from two to 12.

Even the switchboard needed revising, with 12 phones used now instead of the two formerly used.

And for the first five months of this year, the sales have continued with Myers' continued sponsorship of Country Junction show. Sales so far this year are 800% above the records set in 1962.
HONG KONG

...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, July 29, 1963
Alberto-Culver TV budget up to $40 million

$250,000 RADIO TEST STARTING IN 10 MARKETS

Beginning with the fall television season, Alberto-Culver Co. will be pumping $40 million into the visual medium on an annual basis— a healthy notch above the firm’s present $30 million rate.

Plans for a test of radio also are underway (CLOSED CIRCUIT, March 18).

Details were disclosed Thursday (July 25) during the company’s annual sales convention in Chicago. Alberto-Culver’s spending in spot TV will continue at its present $1 million-a-month rate with the rest concentrated in buys on all three TV networks.

Alberto-Culver has repeatedly credited TV as the key reason for its meteoric growth since 1955. It is a 52-week advertiser which doesn’t believe in the summer hiatus. 

Alberto-Culver’s 1963-1964 ad budget will go almost entirely into television with these two minor but significant exceptions:

(1) Alberto-Culver has just begun buying a heavy saturation test of radio to start late in the summer for an indefinite period in about 10 markets for Command men’s hair dressing through J. Walter Thompson Co., Chicago, and (2) last fall’s tiny test splash in magazines will be a little bit higher this year.

Close Watch • With the initial radio budget in excess of $250,000, the test will be very carefully controlled, authenticated and researched, according to Charles A. Pratt, director of advertising and public relations who recently was elected vice president (BROADCASTING, July 8). The magazine budget will run around $500,000, it was estimated.

Leonard Lavin, Alberto-Culver president, told the sales meeting the company plans to diversify soon into the food products and household products fields. He said the development and exploration of specific product opportunities are already in progress. The firm, which originally used TV to build up sales momentum and volume in the hair preparation field under its VOS label, recently also expanded into the proprietary market.

Alberto-Culver agencies in addition to JWT are Compton Advertising and BBDO, also Chicago.

The firm’s network buys for the new season include eight prime evening programs (five on ABC-TV, one on CBS-TV and two on NBC-TV) and 14 daytime programs (eight on CBS-TV, five on NBC-TV and one on ABC-TV).

The share of sponsorship varies but the schedule gives Alberto-Culver full exposure all week both day and night.

The nighttime TV networks include: ABC-TV—Jamie McPhee’s 100 Grand, Breaking Point, Greatest Show on Earth and Ben Casey; CBS-TV—Gunsmoke, and NBC-TV—The Virginian and Dr. Kildare.

Radio survey unveiled by Blair stations

Blair Radio and the 55 stations it represents last week disclosed the results of a nationwide survey designed to measure radio listening of all types, both in-home and out-of-home.

Titled “National Survey No. 1,” the study was conducted by The Pulse Inc. using a sample of 2,125, said to be almost double the sample normally accepted as representative of the nation. Blair Radio said the results can be projected to 51.7 million radio households.

Arthur McCoy, president of Blair Radio, reported that the male heads of households, for example, spend 235% more time listening to radio than reading newspapers and 400% more time with radio than with magazines.

The female heads of households spend 239% and 450% more time with radio than with newspapers and magazines respectively.

The study shows that almost half, or 48.9%, of the Blair Group Plan audience are in the “white collar” group, compared to 38.1% for the total sample. It also points out that Blair stations rank high in families of three or more people; with children 17 years old...
Last Friday there were 12 radio choices in Houston; TODAY THERE ARE ONLY TWO!

What Happened?
Simple.
KTRH-CBS is now info/radio in Houston. 24 hours a day.
The only one. Total.
That leaves one music-news format on eleven stations.
The two radio choices you have in Houston today are quite simple.
Want your message in the background, with the music?
Simple choice.
Buy juke-box radio.
Want your message up front, where the sales are?
Simple choice.
Buy KTRH-CBS, info/radio. The influential, information radio buy in Houston.
Info/radio involves the listeners. All of them.
Makes them listen with their ears wide open.
Makes them think.
Wakes them up to what's going on.
Gets them involved with us... and our advertisers.
When they want to go to bed, they leave KTRH, 740. For the sack,
If they don't leave us, they'll be awake all night. And not even
Houston-sized Texans can think and sleep at the same time.
What are you supposed to do?
Call CBS Radio Spot Sales for details.
Or us.
KTRH-CBS Houston's Most Influential Station
Rice Hotel, Houston
Songs and Suspense

What does Perry Como think about when he's facing the cameras? "Well, I'm thinking about lying down," he's confided to interviewers, "but there's no place to lie, so I stand up."

No television singer, we might add, has ever stood up so well. For 14 years now, Perry's been one of the medium's greatest attractions. And next season his seven, full-hour specials will be among the highlights of NBC-TV's '63-'64 line-up.
The color broadcasts of "Perry Como's Kraft Music Hall" will premiere Thursday, October 3. The same time slot on the following week will bring the first performance of the color series, "Kraft Suspense Theatre."

Thus, on the Thursday nights when viewers aren't getting comfy with Como, they'll be getting duck-bumps with drama. That's Kraftsmanship.

Properties under development in the suspense series include "The Fox Hunt," a tale of a jailer who permits prisoners to escape just so he can track them down; and "Only One Day Left Before Tomorrow," the problem of a girl who must choose between marriage to a man she loathes and her possible conviction as a murderess.

Between the two types of television offerings—songs and suspense—the new Kraft time period (Thursdays 10-11 p.m. NYT) looks especially promising. What's more, the entertainment gamut of these programs represents a range that typifies the diversity of our 1963-64 schedule.

Look to NBC for the best combination of news, information and entertainment.
A television shopping aid for car buyers

Prospective buyers who prefer to look at a car without going to the dealer have found the commercials in Family Night at the Movies on WTVV (ty) Bloomington-Indianapolis, Ind., fill the bill.

The station has set up a live camera on the used car lot at Smart & Perry Ford City, sponsor of the program, and six spots in the show feature cars requested by viewers.

"The most amazing thing is the fact that it produces sales," according to Jack Smart, firm's president. Family Night is presented 7:30-9:30 p.m. Friday. At the opening of the show viewers are asked to phone in a description of the car they're shopping for. Later in the program as many of the cars are shown as possible, and all calls are acknowledged on camera. The first show brought 120 calls and more than 200 were received on the second show.

If a requested car isn't on the lot, viewers are reminded that since someone is looking for such a model, Smart & Perry will trade for it on a new Ford. Mr. Smart says after the first show a couple drove 90 miles to trade in a '60 Pontiac, requested but not in stock.

Mr. Smart noted that "not all of the results come in terms of direct sales or sales leads. The program gives us an opportunity to have the prospective car buyer see the high caliber of our sales personnel and to hear on-camera testimonials from satisfied customers."

"One man, who has bought six new Fords from us in the last 10 years, invited himself on the show to tell the viewers how much he liked our company."

Bob Holben, station manager of WTVV, calls the program "live television with an instant measure of results." To support this he cites the showing of a '39 Ford on the program. The car had been bought new from the dealer and just traded in on a current model. No one asked to see it, but it was shown as a curiosity. Eighteen people called to ask the price, and the family which came in to claim it, said it had left their outdoor barbecue to do so.

A combination of station and sponsor promotion is credited with audience reaction and acceptance of the "Car Shoppers' Tele-Sale." For a week preceding the first show Smart & Perry ran 1D's asking viewers to "phone in the car you want to see; we'll show it to you on TV."

The same invitation was carried for two weeks in all of the dealer's print advertising and three weekly shopping papers carried a front page feature story on the "tele-sale."

Also in advertising . . .

TVB moves • TVB West Coast offices move to 444 North Larchmont Boulevard, Los Angeles, Aug. 1. New telephone number is Hollywood 9-8231. Jack O'Mara is vice president in charge of West Coast operations.

New BAR client • Fuller & Smith & Ross has added Broadcast Advertisers Reports to its list of services. The agency will now be provided with detailed monthly proof-of-performance statements for spot TV schedules and competitive activity reports based on BAR's monitoring of stations in the top 75 markets.

Ad Staff move • Ad Staff Inc., Hollywood, a commercial production company, has moved to new offices at 1680 North Vine Street.

Free booklet • Air Check Services, Chicago, is offering a free booklet listing approximately 700 markets from which recording and monitoring services are available on a low-cost annual subscription basis. The booklet also gives competitive data from all monitored markets. Air Check is located at 1743 West Nelson Street, Chicago 13.

What's in a name • The Decatur, Ill., advertising agency Nichols, Pflnk & Associates Inc. has changed its name to Robert Nichols & Associates Inc. No changes in personnel are involved and the company remains at 1061 West Main Street.

Subsidiary firm formed for international trade

De Garmo Inc., New York, and Botsford, Constantine & Gardner, Seattle, have formed a jointly owned subsidiary known as Botsford/de Garmo.

The new agency was formed to expand new business among domestic advertisers with growing international marketing problems, and among foreign-based companies seeking coverage in U.S. markets, according to Joseph Maguire, president of Botsford, Constantine & Gardner.

Advertising, marketing and public relations services will be provided by the new agency to national and international firms through 29 wholly owned domestic and international offices, associates or affiliates.

Officers of Botsford/de Garmo are Joseph Maguire—chairman; John de Garmo, president; de Garmo—president; William Walker, de Garmo vice president—secretary-treasurer.

ITA sells Stafford shows to Foremost

A large regional sponsorship of syndicated programming was announced last week by Independent Television Corp., which reported that Foremost Dairies Inc., San Francisco, has bought six, first-run one-hour musical specials featuring Jo Stafford for placement in 30 major markets west of the Mississippi.

The sale was made by ITC to Foremost's agency, Guild, Bascom & Bonfigli, San Francisco. This purchase follows ITC's previous sale of a one-hour program with Miss Stafford and guests Bob Hope, and James Darren to Procter & Gamble for showing on CBS-TV on Aug. 18. The regional telecasts will begin in late 1963.

Brisk NBC-TV daytime sales

More than $16 million in new and renewed daytime business has been received by NBC-TV during the last month-and-a-half, with three programs—two of which are not yet on the air—accounting for a quarter of the total.

The three programs are Missing Links, starting Sept. 9; the new Merv Griffin program, beginning Sept. 30, and People Will Talk, which started July 1.
V GOSPEL TIME’ DELIVERS THE TOP RATINGS

Atlanta 61.1%
Chicago 31.4%
New York 19.0%
Charleston 62.9%
Memphis 58.9%
PULSE 1963

V GOSPEL TIME’ REACHES A $20 BILLION MARKET

V GOSPEL TIME’ IS AVAILABLE IN YOUR MARKET NOW

cost per thousand that is considerably lower than a comparable radio buy.

V GOSPEL TIME’ DELIVERS A LOYAL AUDIENCE FOR YOU

half hours available. All featuring the outstanding Gospel singers and leading choirs in America. On tape. Now in production: 26 additional half hours. Fully sponsored in 24 markets. Additional sets are still available. All markets available 1964 season. For further information contact Len Sait. I.C.S.

39 WEST 55TH STREET, NEW YORK 19, N. Y., TEL: CIRCLE 5-354
The National Broadcast Editorial Conference which convened Thursday (July 25) in Athens, Ga., exceeded the fondest hopes of the sponsoring Georgia Association of Broadcasters when 130 radio and television opinion writers registered.

Unusual interest in the conference and the high turnout from more than two dozen states, Puerto Rico and Canada undoubtedly were helped by a congressional hearing on editorializing held two weeks ago (Broadcasting, July 22).

Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee and a member of the subcommittee which conducted the hearing, said that if Congress intends to write the fairness doctrine into law to put a tighter rein on editorializing, it should be careful not to be so tough that broadcasters abandon "overt" editorials and "go underground" with their opinions instead.

In a speech prepared for delivery to a banquet Friday (July 26), Representative Harris reminded his audience that he's been an advocate of on-air editorials for several years, and he cited a speech he made on the subject in 1958 to prove it.

But he stressed his concern and that of his congressional colleagues that editorializing is a powerful instrument which must be guided. "In no area of broadcast programming is the public interest more difficult to protect. In no area will protection be needed more as the practice of editorializing assumes greater prevalence," he said.

His speech was expected to be a highlight of the three-day conference, sponsored jointly by the GAB and the Henry W. Grady School of Journalism of the University of Georgia. In addition to Representative Harris, the committee—the group most likely to draft and push to enactment any legislation in this area—was represented by Kurt Borchardt, its communications specialist, who was to participate in a panel on government relations Friday.

Defends Hearing. In his speech, Representative Harris sought to answer broadcaster criticism of his committee's hearing when he said it had "not only the right but the duty to go into this admittedly highly sensitive subject." He said FCC decisions on editorializing have construed the "public interest" to reach "diametrically opposite results" and Congress "would be derelict" if it didn't look into the problem. (The FCC in 1949 reversed its 1941 Mayflower decision, which held that editorializing was not in the public interest.)

He went on to say "Congress and the commission would be remiss in their duties" if they failed to not only look into "overt editorializing"—that which is pretty well labeled as such—but also to look into other practices: "There is the type. . . by means of licensee selection of news editors and commentators sharing the licensee's general opinions . . . [and] by making available the licensee's facilities to persons and organizations reflecting the licensee's viewpoint either generally or with respect to specific issues."

The congressman did not expect to provide "easy answers to many difficult questions. My hope is to suggest some pertinent questions for your critical consideration."

Turning to editorializing for or against political candidates—a subject which concerned his subcommittee during the hearing—Representative Harris said the "apprehensions" of political office holders (not just members of Congress) "are not based so much on lack of trust in the fairness of broadcasters [as] on the certain knowledge that radio and television broadcasting are today among the most powerful mass media of influencing public opinion."

He noted that while politicians might therefore wish to discourage this kind of editorializing, they (here he meant Congress and his committee, over which he wields great influence) would be wiser "to attempt to bring about the enactment of an amendment to the Communications Act to assure fairness to politicians" in this area.

Who's To Judge? Suggesting that politicians themselves may not be the best judges in deciding what is fair to politicians and what is fair to the public, Representative Harris said, "I can assure you, however, that politicians as a rule may object to having their 'rights' of answering broadcast editorials depend on the discretion of broadcasters."

He discussed HR 7072, a bill which would apply Section 315's equal opportunities provisions to editorializing, and said that while there are some "inherent" difficulties in its approach, "these . . . can be corrected."

"Hard and fast" rules may be difficult to achieve but "we must nevertheless strive to do so," Representative Harris said. The existence of the conference itself "seems proof to me that you agree with that proposition."

In a discussion of regulation and a National Association of Broadcasters recommendation that licensees not editorialize until they are ready "to act fairly and to employ an adequate staff
as the foundation for meaningful and intelligent editorialization,” Representative Harris asked, “Are the NAB and the FCC getting ready to establish minimum standards with respect to staffing? I hope not.” Standards of procedure are necessary, he said, but then asked, “Is exclusive or primary focusing on the question of staffing going to be helpful?”

A licensee operating an “electronic juke box” who does not give time for discussion of public issues “has not equipped himself in any sense of the word to editorialize on such issues or candidates even if he should hire a qualified person to write the editorials for him,” Representative Harris said.

Earn The Right • “I submit that the right to editorialize must be earned and this right should be properly exercised only within the content of exposures of the issues or the candidates over the facilities of the station.”

Editorials furnished by organizations, networks or editorial services must be so identified on the air, he said. Sponsored material advocating a point of view already is covered by Section 317, which requires identification, Representative Harris pointed out.

In his conclusion, he returned to a point he made often during a probe of broadcast measurement services: “The committee’s payola and ratings investigations have demonstrated the tremendous power which organizations not licensed by our government, such as phonograph record manufacturers and distributors, and ratings services have exercised over the programs broadcast by many licensees. If, unbeknown to viewers and listeners, persons not controlled by individual licensees, such as editorial services, were to achieve similar control over broadcast editorializing, the potential harm to the public could be infinitely greater than it has been in these other situations.”

Smith’s Plea • Howard K. Smith, ABC-TV commentator, opened the conference Thursday with a plea to the federal government not to place restraints on the broadcast of opinions, both through editorials and commentary. “The two can be classed together as members of the same family,” he said. “Both are arguments and conclusions that deliberately seek to take one side of a public issue.”

He warned that a proliferation of specific rules tends to produce timidity and has a negative influence “to take the stimulation out of the editorials and defeat their purpose. A dull and cautious editorial or a strong stand on a banal issue are no help to anyone.”

Congress, Mr. Smith said, must abandon the hope of the ideal—“the expectation that strict clear legislation will produce perfect balance of opinion and eliminate the need for hard, human, fallible judgment. Like all else in life, editorial judgment is highly imperfect and we must live with that as we must live with all other aspects of our imperfect processes.”

Those in Congress who seek to prohibit broadcasters from airing opinions have their own answer in the “amazingly few” abuses by radio and television in the past, Mr. Smith said.

He said he has had to devote a large part of his professional career to the question of whether radio and television should be permitted to editorialize at all. “Not because I wanted to argue about it, but simply to defend my function,” he said. “I believe that we should quite boldly take sides and explain why, in words that are as persuasive as possible.”

Speaking of his most famous controversy, Mr. Smith pointed out the FCC received 2,200 complaints last year on one of his ABC-TV programs—“The Political Obituary of Richard M. Nixon.” He defended the Nixon show which included an appearance by con-

Newspapers editorialize on radio-TV editorials

The fight of broadcasters to retain freedom of editorial opinion has been supported in the editorial columns of several newspapers. The papers, which do not face government control of what they print, took affront at the comments of Representative Robert W. Hemphill (D-S.C.) who asked Congress to stop “abusive editorializing” on the air (Broadcasting, July 22).

The New York Daily News called the congressman’s proposal “censorship.” It continued: “Hemphill should be turned down cold. We’re for TV and radio editorials. But we also think the stations and networks airing them would be wise to imitate a long-time News practice, by setting up equivalents of our Voice of the People column. Let dissenters yell their heads off [and] you also stir up as much public interest as possible in what the paper or the TV or the radio station or network has to say.”

The Wall Street Journal cited Representative Hemphill’s remark to the House commerce subcommittee at the editorializing hearing that “It affronts my sense of justice and fair play to have one of these monkeys get on the radio station.”

Said the Journal: “Now and then, for example, the viewpoints of some congressman and other government officials affront our sense of justice and fair play; in fact we may feel they don’t know what they are talking about. And, sadly, we can’t shut them off just by turning the page or flipping the dial.”

Referring to the same comment by the congressman, the Washington News said if any citizen “gets on the air and is uninformed, stupid or unfair, his listeners have an instant remedy. They can tune him out, and if they are sufficiently fed up, can quit listening to the station. . . . Political power over the broadcasters—through ability to revoke licenses—already is oppressive and inductive to timidity. . . . If Congress takes any action on these airwave editorials, boresome as some of them sound to us, it should guarantee them protection from the bureaucrats, rather than put them under some restraint.”

The New York Herald Tribune complimented the testimony of FCC Chairman E. William Henry before the subcommittee. The best answer on whether stations should editorialize, the paper said, “is Mr. Henry’s statement that broadcasters now editorializing are conducting themselves fairly and with an eye to the public service, and that whatever abuses might arise could be easily policed . . . we are happy he has rejoined the battle led by his predecessor to encourage broadcasters to use the airwaves to air their views.”

The New York Times noted the FCC’s encouragement of station editorializing and said “This is as it should be. . . . The American public, getting its information from a multitude of sources, does not hold any one sacrosanct. . . .

“To regulate editorializing on the airways . . . would be even more difficult than the provision of law requiring equal time for political candidates. . . . As a practical matter, a station can no more give exact equal time in minutes to candidates than can a newspaper give exact equal space in inches. . . . License renewal need not be automatic. But neither should it be political, which is what it would be in danger of becoming if Congress got into the act of telling the stations how to deliver their editorials.”

BROADCASTING, July 29, 1963 45
victed spy Alger Hiss is a legitimate form of interpretive journalism with a balance of views. The FCC, he explained, dismissed all the complaints against the program.

The necessity to inform the public and help the people understand issues of today is greater now than ever before, Mr. Smith told the conference. Newspapers, he said, abdicated their leading position as opinion makers long ago and radio and television have tended to do the same.

"I say it is your duty to editorialize," he stressed. "They [editorials] must be crisp, clear, stimulating and interesting. Dull editorials have destroyed the usefulness of most newspapers; they can ruin this institution as well. You must go ahead first into genuine controversy. Editorials on banal subjects are a disservice to everyone."

Long History • In a Friday morning session, Dr. Mary Ann Cusack, assistant to the president of the NAB, prepared for delivery a history of broadcast editorials and news coverage.

Dr. Cusack reviewed recent congressional concern over editorializing—shown through House hearings two weeks ago and hearings on Section 315 the last three years. "I am confident, despite the obstacles which some would attempt to place in our paths, that this right of the broadcaster to editorialize will be preserved and will continue to flourish and contribute to a more vibrant society," she said.

Much of the concern over broadcast editorials today, the NAB spokesman intimated, has been caused by the growing station practice of endorsing political candidates. In the 1960 elections, she said, 62 stations editorialized either for or against candidates and two years later the number of stations expressing such opinions had grown to 148.

Raymond Carow, WALB-TV Albany, Ga., and GAB president, said that he is "amazed and delighted over the way this conference has mushroomed." When originally planned three months ago GAB was expecting 50 broadcasters, he said. The large turnout taxed the facilities of the new Georgia Center for Continuing Education on the University of Georgia campus and caused the sessions to be transferred to larger rooms.

Rematch draws $750,000 less than first fight

The closed circuit television production of the Sonny Liston-Floyd Patterson heavyweight championship fight last Monday (July 22) grossed an estimated $1.25 million after taxes from 143 locations in 109 cities.

SportsVision Inc., New York, which handled the closed circuit telecast, noted that the estimated figure is based on returns from 86 of the 143 locations.

The first Liston-Patterson bout fought last September grossed $2 million after taxes on returns from a total of 254 closed circuit locations.

NBC International, which purchased the film rights of the fight from SportsVision, sold kinescopes to TV stations in Mexico, Venezuela, Panama, Spain, Nigeria, Kenya, Singapore and Jamaica. The film was flown to the foreign points the morning after the fight.

Swear to accuracy or no pay, Nielsen told

A Colorado broadcaster has told the A. C. Nielsen Co., Chicago, that his station won't complete payment for a coverage survey unless Nielsen provides a sworn statement that the work was done properly.

Nielsen warned through its New York attorneys that it might take legal action if payment were not received by Friday (July 26), but the station, KIMN Denver, was not going to pay without written assurances about the survey, said Kenneth E. Palmer, vice president and general manager.

KIMN which owes Nielsen about $2,000, stopped its monthly payments in April at the height of a House subcommittee investigation of ratings services (Broadcasting, Feb. 18, et seq.), Mr. Palmer explained.

"I'm not implying that it [the Nielsen survey] wasn't made or was improperly done—but we need proof," Mr. Palmer said Thursday (July 25).

The station had requested information about the survey sample, its execution and tabulation, he said. Instead Nielsen said Mr. Palmer or his representative could examine the survey material at the company's Chicago headquarters. But the broadcaster said he did not feel his people could evaluate it and requested a statement assuring that the work had been properly done.

He has ordered his salesmen not to use the Nielsen report, although they have continued selling with reports from C. E. Hooper and The Pulse Inc., Mr. Palmer said. These two firms provide sample information, he pointed out.

Mr. Palmer said he has reminded Nielsen that the FCC and the Federal Trade Commission warned licensees last month that they would be held responsible for the reliability of ratings material used in their advertising and sales presentations (Broadcasting, June 17).

If Nielsen sues to collect, Mr. Palmer said, "one place or the other they're going to have to swear to the court that they completed the survey."
Cox group to pay $12 million for KTVU(TV)
APPLICATION FOR FCC APPROVAL DUE THIS WEEK

Approval of the sale of KTVU(TV) Oakland-San Francisco to the James M. Cox group for approximately $12 million will be sought in an application to be filed with the FCC this week (CLOSED CIRCUIT, June 3). Months-long negotiations were completed in San Francisco July 18 with the signing of the contract.

The gross price for the channel 2 independent is $12,360,000 in cash for all 20,600 shares of outstanding stock of San Francisco-Oakland Television Inc., licensee of KTVU. The price includes net quick assets of about $600,000.

The total cash consideration, however, is expected to be under $12 million after adjustments are made for a long term debt of $250,000 and payment due on capital stock of $130,000.

Should the net quick assets increase above the $600,000 figure by the time the sale is completed, the price paid will be adjusted by that increased amount.

The Cox group has arranged for a line of credit for the total purchase price with the Chase-Manhattan Bank of New York and with its affiliated companies. A deposit of $600,000 has been made to bind the agreement.

The sale is being made to Miami Valley Broadcasting Corp., licensee of WHIO-AM-FM-TV Dayton, Ohio; WIOD-AM-FM Miami, and WSOC-AM-FM-TV Charlotte, N. C. The Cox group also owns WSB-AM-FM-TV Atlanta as well as community television systems in Washington and Pennsylvania. J. Leonard Reinsch is executive director of the Cox broadcast properties.

In the newspaper field, Cox owns the Atlanta Journal and Constitution, Dayton News and Journal-Herald, Miami News and Springfield (Ohio) News and Sun.

KTVU, which went on the air in 1958, is owned by William D. Pabst, Ward D. Ingrim and Edwin O. Pauley, each with 25.005%; Willet H. Brown, 19.79%; Stoddard P. Johnston, 4.94% and Harry R. Luceke, 0.25%. All of the present management will be retained. It was reported last week. Mr. Ingrim is president and general sales manager; Mr. Pabst, executive vice president and general manager.

Major Sales * The KTVU sale exceeds the price paid by Metromedia for the

Dear ol' NAB school days


The two-week seminar ended this past weekend with a commencement address by John Daly, veteran radio-TV newsmen and quiz master. "Degrees" were presented to 67 broadcasting executives who attended the course.

Count how many in this ad—get yourself a big prize and a big surprise!

SNIFF OUT THESE CLUES!

These noses represent just ten-thousandth of one percent of the noses to be counted in North Carolina's Triple Rich Market of New Bern—Greenville—Washington. Noses that are eager to get a whiff of your products!


GET RICH CONTEST! 5003 PRIZES!

First Prize: A Case of Imported Martini Olives Stuffed with Cocktail Almonds.

Second Prize: A Case of Deluxe Martini Olives Stuffed with Cocktail Onions.

Third Prize: A Case of Elegant Martini Olives Plain.

To the first 5,000 Runners-up A Case of genuine North Carolina wood toothpicks for use with all three classes of olives.

In case of draw—duplicate olives will be awarded. Winners May Substitute Lemon Peels or Onions (unstuffed).

Send your entry to:

GET RICH CONTEST
BOX X-12
Broadcasting Magazine
1735 DeSales St. N. W.
Washington, D. C.

CHANNEL 12

WNC

Greenville—NEW BERN—Washington
Churches urging stricter regulation of radio-TV (Broadcasting, June 17).

Carleton D. Brown, president of WTUL, Watertown, Me., and member of the National Association of Broadcasters' board of directors, wrote the council that he was "grieved and shocked" at pronouncements put forth as policy of the council members. In a letter to J. Irwin Miller, president of the National Council of Churches, Mr. Brown also questioned the validity of the resolution.

"I am particularly grieved that the National Council favors increased federal government control of broadcasting and even suggests that limitation on the freedom of speech is advised," Mr. Brown told Mr. Miller. He said further that he was "shocked" to learn that only 62 of approximately 200 council board members were present when the resolution was approved.

The board's action is a "distinct dis-service to thousands of honorable broadcasters who have used their talents and have given generously by contribution or facilities to the support of the church," Mr. Brown said. "I hope your board may become appraised of the unfair nature of this action and I would ask what definite steps you may have in mind to correct the hurt which has been caused."

Two weeks ago, W. N. McKinney of El Dorado, Ark., wrote the council in strong protest of the resolution (Broadcasting, July 22). The NAB plans to arrange a meeting between broadcasters and the council to discuss the resolution.

NAB near blastoff for audited ratings

All systems are "go" in the efforts of the National Association of Broadcasters to provide accredited and audited program ratings for radio-TV. This was the word last week from Donald H. McGannon, president of Westinghouse Broadcasting Co. and chairman of both the NAB's Ratings Council and Research Committee.

The two groups met July 19 in New York. Afterward Mr. McGannon announced that a nonprofit corporation would be established to supervise the auditing of audience research firms (Broadcasting, July 22). The actual auditing will be done under contract by an independent firm.

Mr. McGannon reported last Wednesday (July 24) on the work of various subcommittees of the Ratings Council. Criteria to which ratings firms will be asked to subscribe will be drafted by mid-August, he said, and will be sent to all firms along with a questionnaire on ratings shortly thereafter.

Another subcommittee has been meeting with Radio Advertising Bureau on the latter's request that the NAB support an RAB-planned study of radio audience measurement (see story, page 36). Mr. McGannon said the NAB should have sufficient information by mid-September to reach a decision and make recommendations to the RAB.

The radio bureau has asked the NAB for $75,000 to help finance the proposed $200,000 study.

Changing hands

APPROVED - The following sales or station interests were reported last week subject to FCC approval:

- KTVU(TV) Oakland-San Francisco Calif.: Sold by William B. Pabst, Ward D. Ingrim, Edwin O. Pauley and other to James M. Cox stations for $12,360,000 (see story page 47).


- Cox stations for $12,360,000 (see story page 47).

- WALK-AM-FM Patchogue and WRF Riverhead, both New York: Sold by W. Kingsland Macy Jr. and associate to Chet Huntley, NBC; Jerry Feniger Cowles Magazines & Broadcasting Bill Mulvey, McCann-Erickson; and Ed Wood, Screen Gems, for $217,500.

- Cox stations for $12,360,000 (see story page 47).
kw daytimer on 1390 kc. Broker was Blackburn & Co.

APPROVED • The following transfer of station interests was among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 101).


Emergency meeting asked by Missouri group

Another state association sounded a call last week for a national emergency meeting of all broadcasters to "deal with FCC proposals to limit advertising and further restrict freedom to editorialize."

The executive committee of the Missouri Broadcasters Association unanimously adopted a resolution urging the National Association of Broadcasters to call such a meeting. A previous request for an emergency session was made by the Georgia Association of Broadcasters, which threatened to call its own meeting if the NAB did not act (BROADCASTING, June 17).

NAB President LeRoy Collins turned the Georgia request down and said the NAB's opposition would go through normal channels. The national association since has contacted every station in the U. S. and urged opposition to the FCC rulemaking to adopt commercial time standards through pleas to community civic leaders and individual members of Congress (BROADCASTING, July 15).

Public affairs report

A report of the public affairs and special events department of wbam-tv Baltimore's activity in 1962 has been released by the station. It highlights the regular and special programs and announcements aired by the station and notes the work of the wbam-tv Community Advisory Council. The council is made up of 15 civic leaders who meet with station management and present possible areas for future programs.

Hagerty moves upstairs to AB-PT

QUESTION: WHO STEPS INTO HIS SHOES AT ABC NEWS?

James C. Hagerty last week was promoted from chief of ABC's news operation to an executive position with the network's parent company, American Broadcasting-Paramount Theaters.

Mr. Hagerty, who served for 2½ years as vice president in charge of news, special events and public affairs at ABC, was elected AB-PT vice president in charge of corporate relations (WEEKS HEADLINER, Page 10). No successor has been named to fill Mr. Hagerty's news post, and the department will operate under the supervision of Stephen C. Riddleberger, vice president and general manager of ABC News, Robert J. Quinn, executive producer, and John Madigan, director of news.

In announcing Mr. Hagerty's new position, AB-PT President Leonard H. Goldenson said the move was made "in order to take fullest advantage on more varied corporate problems of his many capabilities and world-wide experience."

He said that under Mr. Hagerty's leadership, ABC News had been 'tremendously strengthened,' and that Mr. Hagerty "will still be available to counsel the news department when needed."

Mr. Hagerty, from 1952 to 1960 news secretary to former President Eisenhower, commented: "I may engage in on-the-air work in this country and abroad from time to time in the future, so I do not feel as if I will be severing entirely my news interests or activities."

He said, "Naturally, I regret that it will be necessary to leave the ABC News department," but added that he was "pleased and honored" at his new election and considered the position as "challenging and exciting."

Speculation varied on how Mr. Hagerty's talents will be put to use in the future at AB-PT. Some reports indicated that Mr. Hagerty may be called upon by AB-PT to make appearances in Washington when necessary as a spokesman for the company. It also was mentioned that AB-PT would make use of Mr. Hagerty's contacts and experience abroad in ABC's expanding international broadcasting interests. Still another area in which Mr. Hagerty reportedly may be active is that of civil rights, as they concern the theater division of AB-PT, but this report could not be confirmed.
MUSIC SHOW SEES NEW SETS

Dealers unconcerned about all-channel prices

FM stereo, AM-FM combinations, small personal TV and color TV appeared to be the brightest new selling prospects last week in Chicago during the 62d annual convention of the National Association of Music Merchants. The AM-FM sets, including new shirt-pocket AM-FM portables, were reported to be "hot" items.

The music show's record-breaking attendance of more than 12,000 retail dealers, distributors and manufacturers was matched only by the growing diversity of home entertainment products now being offered to the consumer. Most dealers expect a good sales volume for the year's second half.

Relative indifference, however, seemed to be indicated at the dealer level concerning the new all-channel set law which becomes effective next April 30 and will require all TV sets to incorporate all UHF channels as well as VHF. There was only a sprinkling of dealers among the audience that turned out Monday morning for a major panel session to inform the trade about the new all-channel law.

TV set prices are expected to go higher with addition of UHF, up to about $30 more per set, but it appeared most dealers are not concerned at this time and will leave it up to the national brand manufacturers to do the consumer education job. Some indicated they merely will tell customers the "government" caused the price hike.

Monday's panel included Commissioner Robert E. Lee of the FCC and James D. Secrest, executive vice president of Electronic Industries Association, and was moderated by W. T. Hamilton, vice president-general manager, WNDU-TV South Bend, Ind. Others participating were Jack Beever, Jerrold Electronics; John J. Frick, Frick Electric and Television Inc., South Bend; Garth Heisig, Motorola; Harold Isenberg, Sears, Roebuck & Co., and Robert G. Weston, FCC.

Tax Break? * Commissioner Lee said he is hopeful Congress will remove the federal excise tax on all-channel sets this year, thus helping set dealers by cutting the price jump for inclusion of UHF. He urged manufacturers to step up all-channel set production now instead of waiting for the April 30 deadline.

Zenith Radio Corp. last week unveiled three new color receivers including a table model priced at $449.95, a $50 cut below the firm's previous minimum.

About two months ago Admiral introduced its new color leader at $499.95. Subsequently General Electric came out with its $499.95 color model and Sears and several others announced color sets to sell at the under-$400 mark. RCA, Westinghouse, Philco, Magnavox and other major brands also displayed their color lines last week at the music show.

There was interest expressed in Motorola's new 23-inch color set but the Chicago firm did not have one on display. National Video Corp. is making Motorola's new tube (BROADCASTING, July 1).

Delmonico International showed two new Japanese-made color sets it will introduce next month in the U.S. One is a 14-inch model at $349.95 and the other an open-list 17-inch model.

Delmonico, GE, Panasonic, Sharp Electronics and Sony Corp. all reported brisk selling of their personal and "tiny TV" models.

The UHF all-channel impact is quite evident in the case of Sony's successful "Micro-TV" transistor portable (now $189.95). Sony unveiled a plug-in UHF tuner and antenna accessory ($49.95).

Syncom II has two postponements

The launching of Syncom II, postponed twice last week, finally took place Friday, July 26. The communications satellite, capable of handling two-way telephone, telegraph and facsimile transmissions, is expected to be placed in orbit 22,300 miles above the equator. At this height, the satellite will revolve around the earth at the same speed the earth itself turns daily. From earth the satellite will seem to be stationary.

Three such synchronous satellites are expected to be capable of covering the entire earth.

Space officials said the delay was due to a fault in the first stage auto pilot system of the Delta booster rocket. Syncom II, like Syncom I which failed to achieve proper orbit, was built by Hughes Aircraft.

As of today (July 29), Relay 1, the 172-pound spacecraft built for the government space agency by RCA, has operated 203 days. In that time it has carried out more than 1,350 experiments and demonstrations in transoceanic television, voice, facsimile and data-processing communications. Relay I was launched last December and is now the sole active relay communications satellite capable of handling TV between the United States and Europe.

New 'tallest' tower

Sept. 1 is the target date for completion of what its manufacturer claims will be the "tallest TV tower in the world." The 1,751-foot tower, prefabricated by Stainless Inc., North Wales, Pa., is being put up for WBIR-TV Knoxville, Tenn.

The new tower contains 297 tons of steel and will increase the channel 10 station's coverage area by 50%, according to John T. Hart, general manager of WBIR-TV. Stainless constructed the current "tallest tower," the 1,749-foot one shared by WBR-LTV and WTVM (TV), both Columbus, Ga.
And now FM will have the numbers too
Ambitious NAFMB project will produce market-by-market figures

An audience of 16 million FM radio homes, barely tapped by national advertisers, awaits the coming fall and winter season with its first major numbers project—a nationwide market-by-market ratings system.

At last the medium has grounds to hope that it can confront the buyers of time and space with the type of statistics they want—a lack of which has held national FM buying to a trickle despite rather general acceptance of the 16 million total of FM homes.

Just where does FM stand in mid-1963 after nearly a quarter-century of disappointment and frustration?

In essence, the 1963 FM medium consists of more than 1,100 FM radio stations, one-fifth of which are broadcasting the medium's new glamor service—stereo. These stations—FM only, FM-AM facilities with separate programs and AM-FM stations that duplicate programs—serve an appreciative audience that takes advantage of FM's known superiority in clear transmission, 360-degree coverage and high-fidelity service.

With all its advantages, FM stands as a medium with a great potential. Now, this mid-summer of 1963, FM station operators feel they are developing the accelerated pace and the needed statistical background that will bring closer the elusive goals.

Numbers Needed: In a tour around several important FM markets, supplemented by hundreds of phone calls and in-person interviews, one common statement was heard—FM must have the numbers that national agencies and advertisers demand.

So, for the first time, FM has at hand the beginnings of a major research project designed to give it national statistical dignity.

The project, about to be started by the National Association of FM Broadcasters, is under the direction of its first paid president, Jim Schulke, former Magnavox advertising executive. Here's what NAFMB is starting:

- A syndicated ratings service measuring the FM audience on a market-by-market basis, with a recognized research group doing the work.
- Ten markets to be surveyed during the autumn of 1963.
- A score of markets to be covered next spring, with a goal of 50 markets as fast as the job can be done.
- At least two complete survey projects a year for the next two years.

NAFMB plans to consult the Advertising Research Foundation on their ratings plans. They expect demographic audience breakdowns and marketing traits to be generated by the surveys.

Other services are planned by NAFMB, which has had a paid staff only since late spring. These include:

- A service program for agencies including special presentations for specific clients, based on new research plus general presentations. This follows the pattern of the Radio Advertising Bureau and similar promotional projects.
- Promotional material and sales ideas for local and regional selling.
- Informational services to FM sta-
FM STEREO IS MORE THAN MUSIC ON WSB RADIO

It's full-range FM stereo multiplex programming, not just music. WSB-FM offers stereo lovers the best in outstanding dramatic readings, quotes, tips, news, and, of course, beautiful music. More of everything wonderful is heard on WSB-FM. Heard better, too. Reflecting different impressions like a many-sided prism, WSB Radio offers different services to listeners from all walks of life.

Atlanta's WSB-FM
100,000 WATTS OF QUALITY POWER

Presented by NBC affiliate. Associated with WSOC-AM-FM-TV, Charlotte; WHIO-AM-FM-TV, Dayton; WIOD-AM-FM, Miami.
ion members on national advertisers' plans.

- A public relations program.

That's the new look in FM broadcasting, as portrayed by NAFMB. The entire media-advertising world now waits execution of the ambitious undertaking.

Thus FM stands ready at mid-1963 with an integrated, nationwide research and promotional program. Heretofore it has faced statistically loaded competitive media with bare-bones individual market reports, many of which were y-products of radio or television surveys.

The 16 million FM homes figure has wide acceptance because nobody can support anything better. Mr. Schulke as tossed a bomb into the FM numbers confusion by making this statement:

"The 16 million FM homes figure may be understated as much as 50%," in the opinion of Jim Schulke, president of NAFMB.

A quick perusal of existing numbers indicates the FM audience ranges from peak of 53% of radio homes in the prawning 18-county New York market to 49% in Los Angeles and 48% in San Francisco (see Pulse data page 56). Chicago is close behind with 44%.

He hasn't the research to prove it now but hopes NAFMB's extensive project will show he's right.

A temporary complication in recent months has been an FCC freeze on station grants. This freeze has run its course and applications for new stations will be flowing to the commission in the autumn (see FCC roundup, page 61). It's mighty tough to find vacant assignments in larger markets.

The FCC's earlier action in setting the multiplex standards used for stereo and background music, plus some auxiliary utility-type services, apparently means the eventual end of the few background music projects in which AM stations blank out or substitute voice messages between musical selections for the benefit of paid subscriber outlets that buy such musical service.

FM's Economics - Most big cities have two or more outstanding FM stations that operate in or near the black. The full story of FM's revenues is told annually by the FCC. Latest figures cover the year 1961; data for 1962 will be out in the late autumn.

Using a base of 91 FM stations that operate independently of AM ownership in metropolitan areas, the FCC found 1961 total time sales were $2.8 million, incidental broadcast revenues (mostly background music) $853,000, or total broadcast revenues of $3.9 million (less commissions plus talent and program sales). Since total broadcast expenses were $5.1 million, the year produced a deficit in broadcast income of $1.25 million. In 1960, 85 stations had a deficit of $1.2 million.

Against those hard figures, many FM operators barely stay alive with benefit of hope, tax writeoffs, official salaries and assorted business relationships.

If the NAFMB research produces numbers that are impressive, FM still faces an agency problem. An agency must justify its expenditures to the client. A national agency that budgets say $250,000 for an FM campaign must translate the figure into a 15% commission, or $37,500. That permits parttime service of one staffer, secretarial help and an allotment for office overhead. And time purchases must show a low cost-per-thousand.

From this slim picking the agency must do creative planning if stereo is involved, the going gets sticky. Here many FM stations are eager to lend their expertise, often unselfishly and at an actual loss.

Those are some of the reasons big agencies aren't plunging into FM.

Unappreciated Audience - "I am convinced that if FM stations were receiving reasonable compensation for the unmeasured audiences, new stations would be licensed, the problem.

National and local would be many times greater than they are now—probably in the area of $100 million," said Mr. Schulke. He contended current research indicates both total FM audiences and individual audiences of leading stations are highest in those cities with the greatest number of FM-only and 100% separately programed stations.

"I believe over 50 million FM receivers will be sold within the next five or six years and that the largest portion will have FM stereo capabilities," Mr. Schulke said. He added this qualification: "This will happen if manufacturers truly recognize this market and do the merchandising, promotion and advertising job necessary to exploit its potential."

Recent research, according to Mr. Schulke, shows peak listening in Chicago and Detroit between 9 a.m. and noon; at Cleveland, 4:30-6 p.m. The evening FM audience is only slightly behind these daytime peaks.

"FM's prime revenue problem," Mr. Schulke explained, "is that it does not join all other media in providing regularly scheduled and syndicated audience measurement (ratings) research on the market-by-market basis necessary to produce the cost-per-thousand evaluations that are standard in the purchase of broadcast advertising. FM is not
John Owner reports today receipt of thousands of letters from his FM listeners.

A former simulcaster, Owner recently separated his FM from his AM programming. The results: listener praise and advertising support. Owner sees end of the Simulcasting Era when separate AM and FM programming is possible at no increase in personnel cost. He calls the new era “Simul-costing.”

IGM Simplimation, a unique combination of automation equipment and high quality music, when blended with your local program format permits separate FM programming with no increase in personnel cost.

Let your IGM Representative show you how to Simul-cost your sound!
WABC/FM introduces stereo to its entire evening schedule starting August 1

FM stereo comes of age in New York on August 1 when WABC/FM inaugurates stereocasting for its entire evening program schedule. The thousands of New York listeners who have enjoyed WABC/FM's classical music, opera, authentic folk music, jazz, drama, Broadway cast musicals and discussion shows since 1960, will now experience the added presence and excitement of stereo sound every evening from 6:00 p.m. to midnight.

This is the event FM stereo owners in New York have been waiting for. To insure unsurpassed reception to listeners within 75 miles of New York, ABC has engineered the finest FM stereo installation possible. WABC/FM is the only FM stereo station transmitting from atop the tower of the Empire State Building.

The finest FM stereo, the most carefully planned musical programming and unexcelled home reception, are the reasons why WABC/FM is the choice of New York's discerning FM listeners.

WABC/FM 95.5

AN ABC OWNED FM STEREO STATION

Represented nationally by Blair Radio
stereo service on its WABC-FM New York. The step moved Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, to observe: "This marks another major extension of ABC's rapidly growing owned radio stations division." WABC-FM has been offering separate programing from WABC since early 1960.

Mr. Goldenson voiced a favorite theme of stereo broadcasters when he said: "Through the excitement and richness of stereophonic sound we are adding an entirely new dimension of listening enjoyment to our New York FM service." He estimated there are 2½ million FM homes in the New York metropolitan area and added that stereo broadcasting "is the finest in FM." WABC-FM, he explained, is the only network-owned station to provide separate programming 6 p.m.-midnight, Monday through Sunday in New York. Except for news, all WABC-FM evening programing will be in stereo including the ABC network symphony.

The WABC-FM stereo signals, according to WABC-FM station director Alexander Smalls Jr., reach out "anywhere within 75 miles of New York." The industry will watch WABC-FM closely, knowing the acceptance of the service will guide the network in deciding future plans of its five other owned FM stations (WENR-FM Chicago, WXYZ-FM Detroit, KQV-FM Pittsburgh, KABC-FM Los Angeles, KGO-FM San Francisco).

WABC-FM's programming will be mainly good music, drama, jazz, show and folk-ethnic tunes. Signals are transmitted from the Empire State tower.

With stereo, WABC-FM is upping its rates 50% in a city where FM rates run a fifth to a tenth of AM rates. The present $15 one-minute spot becomes a flat $25 with the switch to stereo.

Only National Net • The 47-station QXR Network is the only nationwide group of commonly programed FM stations. Sixteen eastern outlets pick up programing off the air, starting with WQXR-FM New York. The other 51 are fed by tape. Novo Broadcasting, a division of Novo Industrial Corp., bought the network from the New York Times in 1962; the Times owns WQXR-AM-FM, some of whose programs are fed over the network's live and tape facilities. There are a lot of problems to lick before live stereo can be networked around the country.

Most spectacular event of the past season was the two-ply General Electric package on QXR Network—four major stereo dramas and the Victor Borge series (see GE-Chevrolet story page 68). In its dramas GE named as its goal a speedup in the acceptance of FM stereo by building greater program variety. Most stereo programs have been musical.

James Sondheim, network general manager, recalled that the network had grown out of the old Rural Radio Network and had been conceived as a statewide rather than nationwide hookup. Now QXR has affiliates up and down the West Coast and claims coverage of 36 of the top 50 markets. Mr. Sondheim described programing as adult, including news, discussions, commentaries, drama, classical and semi-classical music, show tunes, folk and jazz.

Demographic and diversified market studies of the QXR audience have been conducted under direction of Emanuel Denby, president of Media Programmers Inc. A new series of statistics will emerge soon from the computer. Mr. Sondheim said the success of the GE dramas has caught the interest of advertisers and should speed the medium's growth.

Shortage Of Reps • There's general agreement among FM station operators that national selling will be tough until more national reps get into the act. There's more national FM business than many suspect, but generally it's in one-station buys such as Cadillac on KFEN (FM) San Francisco, or in small station clusters. Many agencies consider FM salesmen, as a whole, rather inferior salesmen.

A national rep official, Joseph Weed, New York, said advertisers like to buy a substantial piece of the U. S. when they spend media money, desiring large markets and the best stations—10 or 12 major markets with maybe 20% of the population. They want low cost-per-thousand since media buys must be made on that basis most of the time to satisfy advertiser clients.

FM Group Sales Inc., New York, has a novel approach to the rep problem. It represents four to six different FM stations in each of the top 10 markets. "This makes cost-per-thousand in FM a reality," said Art Sakelson, president. Last autumn United Air Lines ran an eight-week spot campaign through FM Group Sales in New York, Chicago, Los Angeles and San Francisco. The rep firm has six stations each in Chicago and Los Angeles. "We sell numbers," Mr. Sakelson said.

Herbert E. Groskin & Co., New York, represents 49 stations coast-to-coast. All are good music operations, spanning a range from tuneful show music to classical. Groskin represents Triangle FM stations (WFIL-FM Philadelphia, KRFM Fresno, Calif., WNHC-FM New Haven, Conn., WNB-FM Birmingham, N. Y., and WFBG-FM Altoona, Pa.). Other groups are three Concert Network stations in the northeastern area and Mid-State Network, Michigan. On the West Coast it has three International Good Music Stations.

Triangle's intense interest in FM is
Can I separate AM and FM profitably?

A: Others are doing it. Without any full-time FM personnel, Station KTTS of Springfield, Missouri, separates from 9 AM to 10 PM daily. Except for two 15-minute newscasts, the station uses Programatic and O-Vation music throughout this period in its FM Programming. Find out how you can save on manpower, save on music, save on time and build a separate FM audience with Programatic.

Can I automate and still be creative?

A: Others are doing it. Nashville's WSIX (AM-FM), for example, since 1959. Operating in the black, WSIX-FM, uses Programatic automation seven days a week, a minimum of seven hours a day. Remaining hours are spent in creative programming—local live and 16½ hours a week in stereo. WSIX-FM has combined the time-saving, money-saving features of Programatic with imaginative programming to build audience ratings which often compare favorably with AM. You can do it too!

Can I cut costs on FM music programming without sacrificing quality?

A: Others are doing it! Roanoke's WSLS (AM-FM), for example. With no extra personnel, WSLS broadcasts FM 18 hours a day with no duplication of its AM. Eight hours a day are covered by O-Vation Music Programming on automated Programatic equipment. The station receives excellent audience write-in reaction. You can do it too! Each reel of O-Vation Music offers you eight full hours of skillfully programmed, high-quality, adult music. You save on time, music, manpower and money. Find out how O-Vation Music and Programatic Automation can help you.

PHONE, WRITE OR WIRE TODAY!
All FM is divided into three parts

From a management-media viewpoint, FM stations are divided into three types: Stations that rebroadcast all or part of the programs of AM stations commonly owned or operated; stations associated in ownership with AM stations but 100% independently programed, and independent stations that have no ownership ties with any AM station.

The most enthusiastic FM operators, as a class, are the independents. They often take a dim view of FM stations that rebroadcast the programs offered by AM affiliates. Historically these independents have featured music of a serious type, sometimes strictly longhair. Some of them look down their noses at standard and popular music. Demographic studies of their audiences have shown superior intellectual and financial attainments. The most frequent reference made to this audience is a comparison with the high-rate specialized magazine New Yorker, hence an audience that can buy luxury merchandise.

But literally hundreds of FM stations have shifted toward a broadbase musical formula, often bracketing different types of selections during the day. Many stations now emphasize "listen-to-listen-to" music. Some of those in the background music business—WLD (FM) Detroit and WOAT (FM) New York, to name a couple—feature tuneful selections without hitting the extremes of longhair or rock 'n' roll. Incidentally, the bouncy music of the Nashville type (Broadcasting, Jan. 28), including the now-stylish folk and country-western fare that many AM stations feature, can now be heard around the national FM dial.

Though some FM independents consider FMers with AM ownership ties as a sort of traitor to the cause, FCC Commissioner Robert T. Bartley takes the position that a lot of the present FM audience was built by the programing of prosperous AM stations with network service and/or prestige programs such as those originated by WJR Detroit.

shown by its assignment of David Bennett as fulltime director of the group's FM operation.

Roger Coleman Inc., New York, acts as both a rep and consultant. In addition it is producing a series, The Festival of the Living Shakespeare which is about to be test marketed in several cities. The firm represents 15 stations, mostly in major markets.

FM Spot Sales, originally associated with QXR Network, separated itself from the network and changed its name to Ohland/Robeck. It serves as national representative for 45 stations including many of the QXR stations and Concert Network. QXR Network sells programs to its list of affiliates as a prime contractor, much as the AM and TV networks serve their affiliates, a network official said. Ohland/Robeck represents both AM and FM stations programing classical and semi-classical music, including WQXR-AM-FM outside New York.

But the big radio-television reps are mostly apathetic toward FM except where they serve an especially aggressive station or an FM affiliate of an AM-FM combination with separate programing.

Once these majors start door-knocking around Madison and Fifth Avenues it's a good bet FM national spot will start to increase.

In Philadelphia the Triangle FM operation has been set up as a unit under Mr. Bennett who considers it "the growing medium today." Sales efforts are bringing results locally. The operation is not stereo, with Triangle apparently awaiting availability of more stereo program material. Triangle's syndicated program service provides 16 hours per program day, covering a wide range of instrumental music.

Services, Equipment The FM medium faces the future with a full complement of automated programing services and related equipment, and more can be expected to enter the market as station revenues increase.

Station equipment, from transmitters to sky-high radiators, has been highly refined and stereo circuitry has emerged from the inefficient experimental gear of past years to crisp, sharply tuned signals. Receivers are getting better but many engineers see room for improvement. Listeners are still subject to the engineering efficiency of the individual FM station, which leaves something to be desired in the case of some of the pioneering racks of early post-war years.

At RCA it was stated the company makes "just about anything you can think of for a station." This ranges from transmitters up to 50 kw, antennas (including ring types that can be hitched to existing towers) and stereo. RCA installed a 50 kw FM transmitter at WJEF-FM Grand Rapids, Mich. Gates, Bauer, Fairchild, Collins, ITA Electric, General Electric, CBS Labs, and many others produce gear embracing the latest technical developments.

Among syndicated program services and automation producers are Triangle, International Good Music, and Programatic. Using Ampex, Schafer, Clark, Root, and other types of automation equipment, these services now offer the economies of automation and quality music of diversified types.

International Good Music provides Heritage classical service, including stereo plus Premiere good-music (part stereo) and Sovereign middle-of-the-road selections. Programing is bicycled to 45 stations, 30 FM and 15 AM.

Programatic Broadcast Service provides automated music service on tape and associated automation devices.

Nems-Clarke has a "wireless" rebroadcast receiver.

All the major receiver manufacturers—RCA, Zenith, Magnavox, GE, Motorola, and the rest—have improved models. Many are making FM auto sets; Motorola was a pioneer in the field. H. H. Scott, McIntosh and other makers of custom components are featuring stereo.

As the FM medium grows it's certain manufacturers will keep improving their station and consumer equipment.
Hang onto your audience—even when it's in fringe areas with those tiny transistor sets or in autos. Use the AUDIMAX® automatic level control! It's your route to as much as quadrupling your effective marketing area without increasing station power a single watt! Here's how: the exclusive gain platform principle of the AUDIMAX insists on maximum modulation—a clear, natural signal, even in fringe areas, with no distortion. The AUDIMAX logic and memory circuits discriminate between momentary and general changes in signal, to maintain gain at just the right level regardless of input. Yes, the AUDIMAX acts almost like another station engineer. The AUDIMAX thinks for itself! For details, call collect or write Professional Products, CBS Laboratories, a division of Columbia Broadcasting System, Inc., High Ridge Road, Stamford, Conn.
Everybody knows...FM delivers a QUALITY audience...NOW...the FM Group Concept adds the Missing Ingredient...QUANTITY...4 to 6 stations in top major markets in ONE Package...with ONE order...and ONE invoice.

Leading National Advertisers find FM a BETTER BUY than AM Radio. FM Groups rank THIRD in Los Angeles...SECOND in Chicago...6-10 PM, Monday through Friday*...proving NO adult radio buy is complete without FM, when bought economically, efficiently through FM Group Sales.

*Pulse, Inc.
FM HAS LED A RUGGED LIFE

In spite of commission's favor, medium's history has been marked by as many setbacks as gains

Historically the FM medium has been the darling of the FCC, coddled to the commission's bosom as the ultimate form radio should take.

All prewar and wartime development of FM was upset when the FM band was moved from the 42-50 megacycle band to its present spectrum strip, 88-108 megacycles. The pioneers of FM fought this move but had to move reluctantly to a spot inside the television band between channels 6 and 7. A lot of television sets in early video days had a continuous tuner that would bring in FM stations but the trend switched to turret tuners that can't pick up FM signals.

The medium survived the transition from one band to another after World War II and applications for new stations poured into the commission, encouraged by what appeared to be an official bureaucratic blessing.

But television was getting under way and those whose money had bought new transmitters, studio trappings and towers found they couldn't convince many advertisers FM had an audience big enough to justify advertising expenditures.

FM's revenue picture—with two or more outstanding exceptions in most major markets—has been dismal on the whole until recent years. Now there are encouraging signs everywhere. Encouragement and hope have kept and are still keeping hundreds of stations on the air. They're nurtured by the promised potential of the medium. At last there are signs their hopes may be realized—increasing agency-advertiser interest, increasing audience and the other evidence of progress.

Variable Climate - The Pennsylvania Avenue climate for FM has been variable in recent years. To help FM stations make a buck or two the commission set up its multiplex or piggyback rules by which they can conduct additional background and other non-broadcast services on the same frequency. It followed in mid-1961 with the technical standards for stereo. Already 250 FM stations are broadcasting in stereo or will be soon.

Exactly one year ago, July 26, 1962 the commission adopted rules revising the FM rules and allocation standards, setting up new classes of stations and zones (Broadcasting, July 30, 1962).

A table of minimum mileage separations for use in assigning stations to communities on a "go-no-go" basis was proposed and a new concept—a table of FM station assignments similar to TV—was proposed.

Complaints were heard and promptly dismissed. The National Association of FM Broadcasters' opposition to a rule that keeps Zone I (Northeast) Class B stations from using maximum power is still pending. The association contended 85% of the 500 Class B FM stations "would be forever foreclosed from improving facilities by increasing power and antenna height."

Freeze Imposed - A specific table of FM assignments was proposed by the commission Dec. 21, 1962 and it imposed a freeze on the grant and acceptance of all FM applications for new stations except in the Rockies and Plains states. This freeze is ready to be thawed soon, it appeared in July, promising a new flood of FM applications.

Last May 17 the commission issued a notice of proposed rulemaking designed to limit the number of AM stations depending on the size of the community and the number of FM stations assigned to it (Broadcasting, May 13, 20). This made most FM proponents unhappy, though many were delighted that the FCC had indicated it might abandon its idea of an FM table of assignments. The commission indicated it will probably adopt some variation of an assignment system based on a protected contour concept.

And then the rulebook hit the fan. For several years the commission had been hinting that AM stations owning FM outlets should program them separately or let someone else have the FM facility. Taking the cue, many AM-
FM duplicators split up their programming all or part of the day.

But the May 17 proposal astonished many of these owners of both AM and FM stations that had split up their programming because of a new gimmick.

The FCC suggested the filing of competing applications at renewal time against dual AM-FM operators, especially in major markets and if the two stations aren't programing separately or the FM station is operated as secondary to its AM twin.

On top of that the commission indicated it had this long-range goal—separate ownership of AM and FM stations in the same community.

That posed a new dilemma to AM-FM operators, who have been credited by some FCC sources as well as many industry officials with a major role in building the FM medium to its present stature of 16 million plus homes and over 1,100 stations on the air. There was some feeling that AM-FM operators were to be given the dubious reward of loss of their FM facility because they had built audience and had followed the FCC party line by separate FM programing.

The National Association of Broadcasters is upset about the FCC's attitude toward FM. "Just as FM had finally been raised to the launching pad, and all systems indicated 'go' the commission has come forth with some weird proposals that have bewildered the medium," said John F. Meagher, NAB radio vice president.

"For two years we have been kept busily engaged in preparing petitions and comments dealing with a variety of innovations designed to have a heavy and long-lasting effect upon FM. One called for a cutback in the facilities of 130 existing FM stations. Another looks toward forcing divestiture of their FM stations upon a great many of the pioneers who kept FM alive during its darkest days.

"Now that more and more FM broadcasters are catching their first whiff of the sweet smell of success, it is hoped the medium will be permitted to move toward the fulfillment of its early promise in an orderly and reasonable manner."

$150,000 bonanza gives NAFMB life

The National Association of FM Broadcasters was given a financial shot in the arm when Magnavox Co., through Kenyon & Eckhardt, sponsored a spot package that started Dec. 1, on participating NAFMB member stations.

Magnavox was happy; NAFMB sure could use the money and is spending it right now. The arrangement was helpful to both.

The Magnavox campaign was based on a $150,000 contract between the sponsor and NAFMB, with funds to be used to open a New York office as NAFMB headquarters (Broadcasting, Nov. 26, 1962). Magnavox carried spots on 150 FM stations around the country for a six-to-nine-month period, stations turning over income from the campaign to NAFMB. At the time Frank Freimann, Magnavox president, said the campaign was "the largest use of FM in the medium's history."

Here's the official Kenyon & Eckhardt appraisal of the FM campaign:

"It has been our belief that the quality broadcasting standards which characterize the FM industry in general represent valuable markets for products of many types. The package which we negotiated for Magnavox gave us an opportunity to use the medium on a scale which would not have been possible otherwise.

"At the same time, the package permitted Magnavox and Kenyon & Eckhardt to work with the NAFMB for the FM industry, in laying the groundwork for the establishment of standards and systems for development of the knowledge necessary to make FM a more frequent and affluent 'partner' in the difficult task of formulating marketing and media strategies and plans.

"Both K&E and Magnavox look forward to even more fruitful and sophisticated data and experience which can be derived from the continuing efforts of the FM industry, agencies and clients."

FM stations increasing

FM stations on the air at year-end:

<table>
<thead>
<tr>
<th>Year</th>
<th>Number</th>
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<td>648</td>
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<td>577</td>
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<td>1959</td>
<td>671</td>
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<tr>
<td>1960</td>
<td>813</td>
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<tr>
<td>1961</td>
<td>956</td>
</tr>
<tr>
<td>1962</td>
<td>1,078</td>
</tr>
<tr>
<td>1963</td>
<td>1,117</td>
</tr>
</tbody>
</table>

*At mid-year

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THE CONCERT NETWORK, INC.

WNCN New York
WBCN Boston
WXCN Providence
WHCN Hartford

Programming the world's finest music, news and weather.

New York office
11 East 47th St.
Plaza 2-0870

62 (SPECIAL REPORT)
TOTAL PACKAGE CONCEPT ASSURES MAXIMUM STEREO PERFORMANCE

A complete FM stereo broadcast package — specially engineered to offer the greatest stereo realism — is now available from Gates Radio Company.

His exclusive system features a power range of stereo transmitters from 10 watts to 20,000 watts, the new Cycloid antenna with through sixteen bays, a dual limiter, stereo Cartridge, the use of two stereo audio consoles two professional stereo turntables (12 or 16-inch) — plus other important accessories that add real depth and separation to broadcast sound.

All equipment in the package was archly designed and manufactured according to the FCC rules and regulations concerning FM stereo finalized — yet each product been extensively field tested.

To assure maximum stereo performance, the new FM station will be a fully integrated system designed specifically for stereo — and this is the only manufacturer in broadcast industry to offer such a complete equipment plan. This package concept solves the broadcaster's problem of purchasing equipment from several different sources — which could result in incompatible stereo broadcast.

Many FM stereo stations already in the air may find that they are getting full stereo performance to an incomplete system. By using the package diagram on right, they can determine the equipment needed to assure true stereo transmission. And the monaural station should investigate to how relatively simple and inexpensive it is to convert to the "wonderful world of stereo" with the complete Gates package.

Full technical information on this FM stereo package is now available. Write Gates Radio Company, Quincy, Ill., for the FM Stereo Fact File.

Gates is the only manufacturer in the broadcast industry to offer such a complete stereo system. For complete information, write for the FM Stereo Fact File — yours for the asking.

GATE'S RADIO COMPANY
Subsidiary of Harris-Intertype Corporation
QUINCY, ILLINOIS
Offices in: HOUSTON, NEW YORK, LOS ANGELES, WASHINGTON, D.C.
In Canada: CANADIAN MARCONI COMPANY
Export Sales: ROCKE INTERNATIONAL CORP. • 13 EAST 40th ST. • NEW YORK CITY
Expected growth of national FM revenues by 1973


<table>
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<tr>
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<td>1953</td>
<td>347.0</td>
<td>7,755.</td>
<td>2.2</td>
<td>611.</td>
<td>7.90</td>
<td>.25</td>
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<td>1954</td>
<td>363.1</td>
<td>8,164.</td>
<td>2.3</td>
<td>559.</td>
<td>6.85</td>
<td>.33</td>
<td>2.035</td>
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<td>397.5</td>
<td>9,194.</td>
<td>2.3</td>
<td>545.</td>
<td>5.76</td>
<td>.41</td>
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<td>419.2</td>
<td>9,905.</td>
<td>2.3</td>
<td>567.</td>
<td>5.97</td>
<td>.66</td>
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<td>10,311.</td>
<td>2.3</td>
<td>618.</td>
<td>6.01</td>
<td>.84</td>
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<td>444.5</td>
<td>10,302.</td>
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<td>619.</td>
<td>6.02</td>
<td>1.02</td>
<td>3.700</td>
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<td>11,255.</td>
<td>2.4</td>
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<td>5.83</td>
<td>1.36</td>
<td>3.940</td>
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<td>5.80</td>
<td>1.80</td>
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<td>11,845.</td>
<td>2.3</td>
<td>695.</td>
<td>5.87</td>
<td>2.40</td>
<td>4.900</td>
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<td>553.9</td>
<td>12,365.</td>
<td>2.3</td>
<td>720.</td>
<td>5.83</td>
<td>3.20</td>
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<td>1963</td>
<td>569.0</td>
<td>13,055.</td>
<td>2.3</td>
<td>762.</td>
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<td>4.25</td>
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<td>605.0</td>
<td>13,915.</td>
<td>2.3</td>
<td>810.</td>
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<td>5.68</td>
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<td>1965</td>
<td>641.0</td>
<td>14,743.</td>
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<td>858.</td>
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<td>7.52</td>
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<td>670.3</td>
<td>15,417.</td>
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<td>899.</td>
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<td>696.1</td>
<td>16,010.</td>
<td>2.3</td>
<td>934.</td>
<td>5.83</td>
<td>13.33</td>
<td>10.300</td>
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<td>722.0</td>
<td>16,606.</td>
<td>2.3</td>
<td>969.</td>
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<td>1969</td>
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<td>17,388.</td>
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<td>1,012.</td>
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<td>1970</td>
<td>788.9</td>
<td>18,145.</td>
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<td>1,058.</td>
<td>5.83</td>
<td>31.50</td>
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<td>1971</td>
<td>822.1</td>
<td>18,908.</td>
<td>2.3</td>
<td>1,110.</td>
<td>5.83</td>
<td>37.40</td>
<td>19.000</td>
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<td>1972</td>
<td>857.1</td>
<td>19,713.</td>
<td>2.3</td>
<td>1,149.</td>
<td>5.83</td>
<td>43.70</td>
<td>21.800</td>
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<td>1973</td>
<td>883.5</td>
<td>20,550.</td>
<td>2.3</td>
<td>1,198.</td>
<td>5.83</td>
<td>51.00</td>
<td>25.000</td>
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</tbody>
</table>


Assumptions:
1. GNP will grow at the rate of 4.1% on an adjusted 1961 base as predicted by the National Planning Association.
2. National advertising expenditures will continue to average around 2.3% of GNP.
3. National radio advertising expenditures will remain at the plateau of 5.8% of total advertising expenditures (average of 1959-1961 period).
4. That the percentage of FM revenues to total radio revenues will continue to grow at a 33% rate. This percentage has been growing at a 33% compound rate over the last five years (1956-1961); and a 36% rate over the last three years (1958-1961).

Prediction: FM to pass AM in 1970's

HARVARD RESEARCH OFFERS PROJECTION TO PROVE THE POINT

FM station operators who find the going rough stand a chance of getting a tremendous reward for their efforts, according to a series of projections compiled by the Harvard Graduate School of Business Administration.

A special research study conducted at Harvard came up with a series of recommendations that have stirred wide attention. In essence they foresee FM catching up to AM and then passing it, possibly by 1975 (BROADCASTING, April 8).

The media world had its first look at this interesting study when it was presented to the March 30-31 meeting of National Association of FM Broadcasters at Chicago by T. Mitchell Hastings Jr., Concert Network. FM operators were delighted, other broadcasters showed keen interest while wondering if it might be on the optimistic side, and the advertising world took a let's-wait-and-see attitude. Mr. Hastings said the figures "represent historic trends of revenues and costs projected into a meaningful picture of the future."

Projections - The Harvard figures showed that radio, both AM and FM, took in 5.83% of national advertising expenditure in 1962. Then the Harvard data projected this expenditure for all media from $13 billion in 1963 to $16 billion in 1967 and $20.5 billion in 1973.

At this point the Harvard report projects total radio revenues upward, using a constant figure of 5.83% of total advertising expenditure for the two radio media. This carries total radio from $762 million in 1963 to $1,198 billion in 1973. The billion point, under this projection, is reached in 1969. In discussing independent FM, the survey refers to FM stations that have no common AM ownership.

The Harvard report goes into the relative roles AM and FM will occupy in the next decade or so. It projects the revenues of FM independent stations from a tiny $1.4 million in 1956 to $13.7 million in 1963 to a substantial $38.2 million in 1966 and on to $374 million in 1973.

And then the story gets even more interesting. FM's $374 million in 1973 is surpassed by AM's $500 million plus, but, according to the Harvard projection, AM's total started downward 1970. The dramatic moment when FM rises above AM comes in late 1976. From then on, an FM enthusiast can see the revenue trend mounting sharply as AM continues to fall.

Continuing Growth - These projections are based on FCC broadcast revenue data. They are tied to the assumption—that the percentage of FM revenues to total radio revenues will continue to grow at a 33% rate. This percentage has been growing at a 33% compound rate over a five-year period (1956-61) and at a 36% rate over the period 1958-61.

Interlocked with FM's growth is swift increase in the demand for FM receivers, according to the Harvard study. The forecast shows FM an AM-AM set production overtaking AM in 1968, based on domestic production FM imports, the report indicates, could speed up the FM superiority by at least a year.

Harvard's projection of FM set
Can an FM Station have
65 years of experience?

If it's a Triangle Station it can. For the combined experience of the five Triangle Stations totals 65 years...a lifetime of broadcasting!

Some Triangle Stations have served their communities for more than two decades. Others are comparative newcomers. But all of them, as well as other major broadcasters across the nation, are programmed by the Triangle Program Service...an FM service still available in many markets.

For advertisers, Triangle FM means access to a big, loyal audience...well able to buy and ready to buy when prompted by the right kind of commercial. Because the number of commercials per hour on Triangle FM Stations is restricted, availabilities are limited. Contact any Triangle representative for current availabilities and information on audience dominance.

For information on Triangle Program Service...

TRIANGLE PROGRAM SALES
230 Park Avenue
New York 22, New York

For availabilities and rates on Triangle Stations...

HERBERT E. GROSKIN & CO.
310 Madison Avenue
New York 17, New York
From gear are considered, American homes for the FM lion in 1967. 4.4 million total proceeds from production runs result. United States receivers, the German-Japanese imports plus kit and assembly gear are considered, American homes will be dominantly FM homes and a new medium will be living up to the hopes of its pioneers.

With increased revenues forecast, the Harvard survey took a look at operating costs and station profits. Of special interest is the prediction that in 1964 independent FM stations as a whole will pull out of the red for the first time, predicting the 400 operating independents will have a $1,500 profit per average station. By 1966 the 550 independents will have boosted this figure to $12,100 each.

The Harvard research project took a look at the size of the FM industry (number of stations on the air) and again peeked into the future. Harvard started with the approximately 500 stations operating in 1956 (both independently programed and duplicating stations). Finding a steady growth rate of around 15% a year starting in 1958, Harvard projects the number of stations to 2,000 in mid-1966 and carries it on to 2,200 by the end of 1967. In view of the variables involved in plotting the number of stations likely to be operating, the study shows a total of 3,200 FM stations in either 1970 or early 1975 depending on the predicted rate of slowdown in new FM stations as better markets are saturated.

Share of audience figures prove growth

A significant aspect of FM’s growth is found in the increasing appearance of stations in the regular radio indexes compiled on a nationwide basis by C. E. Hooper Inc. “Our criterion for reporting any radio station, whether AM or FM, is that they have 1% or more of the overall share of audience in our interviewing,” said Frank Stisser, president of the Hooper firm.

“In many cities more than one FM station has sufficient audience to be listed in our indexes,” he said. “On the whole, FM set ownership and listening seems to be on the upgrade.”

The researcher has a special problem in connection with FM measurements, according to Mr. Stisser. He put it this way:

“From our end of the business it seems that many people who are listening to FM radio have a problem identifying the FM station they are listening to. FM stations historically have prided themselves on lack of interruptions; therefore they do not identify themselves as often as most AM stations. Furthermore, with the trend in radio toward more and more open programming exclusively, many AM stations have gone to good music or middle-of-the-road music formats which, prior to this time, seem to have been almost exclusively the province of FM.”

Mr. Stisser cited these markets where FM stations have sufficient audience to be listed in Hooper reports: Akron, Ohio; Albany-Troy-Schenectady; Bakersfield, Calif.; Chicago, Cleveland, Columbus, Dayton, all Ohio; Detroit; Fort Worth, Houston, both Texas; Kansas City, Mo.; Lansing, Mich.; Lincoln, Neb.; Los Angeles, Miami, Milwaukee, Norfolk-Portsmouth, Va.; Philadelphia, Pittsburgh, Rochester, N. Y.; Sacramento, Calif.; San Antonio; San Bernardino-Riverside, Calif., San Diego, San Francisco; Syracuse, N. Y.; Tampa-St. Petersburg, Fla., and Washington.
What makes the listener turn the dial to your FM station? Quality. And quality alone. Programming at such levels virtually demands highest fidelity transmission. To achieve such standards the unquestioned choice of knowledgeable FM stations is RCA's unmatched Direct FM Transmitter. This system is easiest to tune and holds its adjustment best. Whatever the power class, you are assured minimum distortion and wide frequency response. Such performance is the happy result of RCA's long background of pioneering and achievement in the wonderful world of radio.

RCA designs and builds its complete line of transmitters to accommodate stereoophic signals and an SCA multiplex subchannel. For complete technical details on any of RCA's Direct FM transmitters, see your RCA Broadcast Representative. Or, write: RCA Broadcast and Television Equipment, Dept. YE-22, Building 15-5, Camden, N.J.
ADVERTISERS LIKE STEREO

GE and Chevy experiments prove it successful; both plan further use of multidimensional sound

Two of the nation's top advertisers have completed stereo experiments—General Electric Co. and Chevrolet Motor Co. Both spent the late winter and spring months in serious attempts to decide (1) how to use stereo for programing and commercials and (2) how effective stereo is in comparison with other media.

GE tested a major series of four top-flight dramas and Victor Borge musical programs on QXR Network. Young & Rubicam, New York, was the agency. Chevrolet confined its tests to WDTM (FM) and WDTM (FM) Detroit, with Campbell-Ewald participating in the effort to learn more about multidimensional sound.

GE discovered, judging by early compilation of a major research look at the four-drama series, that stereo can, in effect, do a visual selling job—in other words, get visual commercial impressions on radio.

Stereo Sells • What GE wanted to do was simple and basic. It was anxious to find out if appliances featuring good appearance and performance could be effectively sold by stereo. According to Thomas H. Castle, GE manager of advertising and public relations for the radio-television division, the tests demonstrated that GE's styling leadership and performance theme for radio and TV receivers can be effectively sold with the visual appeal provided by stereo, according to preliminary research.

Chevrolet and Campbell-Ewald got Willard Klose, Campbell-Ewald's radio-TV director, planned special commercials for stereo's double dimensions.

as of a past era. "We want to learn exactly what dimensions stereo can add to drama. After all, GE pioneered stereo on WGFM (FM) Schenectady, N. Y., as the first station to take the air with multiplex programing when the FCC's authorized system became effective June 5, 1961."

"What we're trying to do is marry good sound and good drama."

The GE line has few monophonic radio receivers, a trend that is now industrywide. In GE's case there are only three portable FM monaurals in the line.

GE'S drama series premiered last March 6 on QXR Network with "The Turn of the Screw," starring Agnes Moorehead. Peter Ustinov starred March 27 in "Billy Budd"; Joseph Cotten led the cast in the April 17 drama, "The Fall of the House of Usher," and the final drama was "Visit to a Small Planet," featuring Cyril Ritchard and Dina Merrill.

Both GE and Y&R profited from the four-drama test. They tried a number of commercial techniques but as Mr. Castle observed, "There's still a lot to be learned."

When the GE series was all over and QXR Network was reading its mail and answering its phones, James Sondheim, president, said he was thoroughly convinced there is a large, enthusiastic nationwide audience for quality dramatizations on radio."

Chevrolet is one of the oldest radio users on the books. A few veterans at Chevy still remember Rubinoj and his magic violin as well as symphonic programs.

Just this summer it wound up its first stereo campaign, strictly experimental in nature. Aware of FM's development, it joined with Campbell-Ewald in the two-station Detroit series. Chevrolet wasn't too concerned about the size of the audience but it was anxi-
ous to get mail reaction. This came, and Mr. Izard and Campbell-Ewald are studying it. Most of the reaction centers around the content of commercials and technique.

Free to Experiment - Chevy gave C-E complete freedom. Woody Klose, radio-TV creative director of the agency, was placed in charge of production, facing up to the job of putting sounds and words together in a meaningful way through the double dimension of stereo. The commercials were taped for stereo and also blended for AM radio.

Facing up to the task of devising effective stereo messages, the agency ran into interesting problems. For example, how to express the jet-smooth theme for the Chevrolet motor? This was solved by driving out to Metropolitan Airport where jets were picked up; bump-in-the-road effects were done with the car door open and then closed.

Possibly the most irritating of the commercials, and at the same time the one most liked, centered around a salesroom theme. A customer anxious to buy the top of the line—Impala convertible—tried futilely to interrupt a wordy salesman who mentioned 31 models in the line, working from the left mike. The customer tried to interrupt from the right mike. When the salesman had finished with the line, the customer said, "You left out the Monza club coupe." Another commercial used a ping-pong effect, with the script calling for a little girl on a swing singing the Chevy theme song. This problem was worked out in stereo by having a little girl sing while riding on a swing.

In all a dozen commercials were produced. Both sponsor and agency spoke highly of the cooperation received from Marshall Carpenter Jr. of WDTM and Harold Tanner of WLDW.

At the time the series was started last winter the sponsor estimated there were 12,000 stereo sets in Detroit, a figure the city's stereo stations believe is much too low. In any case, set sales are big and the stereo audience is growing fast.

Among the famous players who appeared on the General Electric stereo tests were Agnes Moorehead (I) who starred in "The Turn of the Screw" and Peter Ustinov who was in "Billy Budd." Both were on QXR.
FM today—coast-to-coast view
Medium assuming increasingly important place in many markets

What is the present status of FM broadcasting in the United States? One way to find out is to take a look at some of the larger markets where FM stations have become an important part of the broadcasting picture.

While a detailed examination of all of the stations in all of the markets is obviously impossible in limited space, Broadcasting's reporter has visited the following random group, talked to station, advertiser and agency executives. The trends he has uncovered are outlined in the following capsule reports.

Atlanta
For years much of the South lagged behind the Northeast, Midwest and West Coast in the development of FM service. Now Atlanta is reported to have at least two of six FM stations operating in the black—WSB-FM and WKL5-FM. Three stations with AM ties are separately programed. Two more stations will soon take the air.

Latest WSB-FM figures show 33.7% saturation or 101,500 FM homes served. The station started separate programing in June 1962. One salesman works fulltime on FM aided by lapover from other station personnel. Programing is popular with some serious music. It's sold as "best sound," with some automation. Most accounts are local, including GE and Zenith campaigns from distributors. WSB-FM contends most FM listeners are "neither stiffnecked or highbrow." In early summer WSB-FM celebrated its first anniversary as "The Stereo Voice of the South" by announcing it was in the black.

Distributors report phenomenal increases in stereo sales, now running 30% to 40% of total FM sales. With WKL5 and the other four commercial stations, FM is well promoted in Atlanta.

Birmingham, Ala., has five FM stations. At least two operate with stereo.

Chicago
They're talking in million terms in Chicago—one million or more FM homes served by local stations. One of the nation's more prosperous stations, judging by a look at the market, is WPMT-FM, featuring fine arts music. WPMT puts its annual gross at a half-million dollars, with probably nine-tenths coming from broadcast time sales and the rest from its Perspective magazine listing the program schedule. Stereo is broadcast 120 hours a week.

An estimated 25% of radio homes are described as stereo-equipped. New sponsors are Midas Mufflers, Continental Casualty, Tab (Coca Cola) and Peoples Gas Light. Commercials are limited to three minutes an hour. George P. Hollingbery Co. was recently named national representative.

WDHF-FM programing is broad-based. A WDHF survey shows 61% of homes surveyed had FM sets. Hooper radio ratings show FM stations doing well, four of them appearing frequently and others occasionally. WRSV-FM is a "swinging station" in Skokie. It has twisted the old art concept by the tail. It boasts that an FM void has been filled and has the sponsor list to show for this dramatic innovation. WNIB-FM has serious spoken-word programs, classical concerts and one adult jazz show—"important music" is

DOMINANT IN DETROIT*
WLDM/FM STEREO
ESTABLISHED 15 YEARS

*SEE PULSE—FEBRUARY 1963
Harold Tanner, WLDM(FM) (I) and Marshall M. Carpenter Jr., WDTM(FM) both Detroit, tested the Chevrolet-Campbell-Ewald stereo commercial series that has just been completed in that city.

the way the station describes its schedule.

Chicago has 19 FM stations in the metropolitan area and 11 suburban operations, a total of 30 commercial outlets. About one out of five operates in the black.

Chuck Klein, head of the management consulting firm, FM Unlimited, said FM is at last coming into a competitive position with AM as advertisers reach the audience they want. "The FM dike is about to be opened," he said, commenting on the future prospects of the medium. He pointed to a need for diversification of FM programming.

Three stations feature stereo—WFMT, WXFM(FM) and fulltime WFMQ(FM) Zenith-owned noncommercial outlet. Other stereo stations are WSBC-FM, WFMQ(FM) and WMAQ-FM. WFMT programs light classical and instrumental standards with popular appeal.

Detroit

The nation's No. 4 market, as FM salesmen are happy to term the city, is featured by FM diversity and advanced stereo. Two stations—WLDM(FM) and WDTM(FM)—operated by Harold Tanner and Marshall M. Carpenter Jr. respectively, have come up with important stereo contributions. They carried a Chevrolet-Campbell-Ewald test of stereo that ended in midsummer (story page 68) and helped greatly in the production and technical details.

WDTM ran a checkup of Chevrolet stereo reaction, getting favorable comments on both its Boston Symphony concerts and the stereo commercials. The station features serious music whereas WLDM tends toward standards and relaxed selections. WLDM has a Muzak franchise.

J. L. Hudson Co., world-famed department store, is a longtime WLDM sponsor. It embraced stereo in 1962. The store is in the $300-million bracket. Mid-State FM Network, with headquarters in East Lansing, has four stations—WABX(FM) Detroit, WGMZ(FM) Flint, WQDC(FM) Midland-Saginaw-Bay City and WSWM(FM) East Lansing. All are fulltime stereo. WXYZ-FM Detroit is watching the stereo experiments of its ABC sister station in New York, WABC-FM. WWJ-FM, WJBK-FM and WJR-FM, pioneer Detroit broadcast operations, duplicate AM programs.

Appliance Booster * A. V. Witbeck, operating a leading Detroit appliance store (mostly GE lines), is an FM and stereo booster. Except for a few small newspaper ads each year, he's exclusively an FM stereo advertiser (WLDM), and uses six to 18 spots a day. "We get the people with more money and have less than 25% installment buying," he said. The store once moved 531 kitchen disposals in 10 days on WLDM, a feat that astonished the GE organization. Fred Syerson, head of Hi Fi Systems Co., said his store sells stereo gear and records via WLDM. "No major components manufacturer makes monaural equipment any more," he said.

Mr. Carpenter said WDTM features "Foreground FM" and caters to "intelligent listeners." WDTM is stereo 16 hours a day. It features news commentaries and discussion programs with its serious music, plus some jazz.

Interest in auto FM receivers runs high in the motor capital. Among popular makes are Delco, Dynaco, Blaupunkt, Motorola, Granco, Bendix, Toshiba and Sony. Mr. Syerson said his store had sold 400 FM portables recently to buyers who planned to connect them to their auto antennas so they could get FM on the highway. Going back to stereo, Mr. Syerson observed, "Stereo stopped the slump in the $60
Kansas City

With over 40% FM homes saturation, the 11 stations in Kansas City (four duplicate fulltime, one part-time) bill close to $175,000 a year. Two—KCMO-FM and KMBC-FM—are fulltime stereo. KTSR(FM) is 100% religious; KPRL-FM duplicates its AM affiliate, and KCUR-FM is educational, operated by University of Kansas City.

A three-year-old Pulse study shows 113,200 FM families in the metropolitan area. E. K. Hartenbower, manager of KCMO-FM, said national spot delivered by QXR Network and Ohland/Roebck, its rep, "has been by far the best in our history." KCMO-FM gets far out into Kansas and Missouri with its high tower.

Mr. Hartenbower credits independent programing during the entire dozen years of operation with the station's progress. It has a Muzak franchise. Like WRFM(FM) New York and a number of other stations, KCMO-FM requires playback men handling stereo discs to wear gloves to avoid fingerprint distortion.

Arthur B. Church, a pioneer broadcaster and station owner (KMBC), was Kansas City's first FM operator. He dropped the station 12 or 13 years ago.

Los Angeles

"Los Angeles is an FM community," Jack Kiefer, owner of KMLA(FM) and president of the FM Broadcasters Association of Southern California, observed. "There are about 1.25 million FM homes in our metropolitan area, second only to New York and ahead of the AM count in all but the top five markets in the land. And I'm pretty sure that our combined billings would put us ahead of New York and make us the No. 1 market in volume of FM advertising."

Until the FCC begins separating FM from AM data in its annual market report or keen competitors start showing each other their balance sheets, the precise rank of Los Angeles in FM billings will remain a matter of conjecture. But there's no doubt that it's very near the top. A dozen of the market's independent FM stations put their client lists for 1962 together and, after duplications had been eliminated, came up with a list of nearly 600 advertising campaigns, admittedly incomplete for the market as a whole. In sharp contrast to the situation only a few years ago when virtually all FM business was local, the 1962 advertisers on Los Angeles FM include scores of national brand names, whose advertising was placed in large part through agencies on Madison Avenue and Michigan Boulevard.

National Advertisers • From Alpine to Zenith, the Los Angeles FM advertising roster is studded with such familiar names as Beech-Nut, Buitoni, Capralan, Coca-Cola, Ford, GE, Hamms, John Hancock, Kent, Lanvin, Magnavox, Mazola, Philip Morris, the New York Times (Western edition), RCA Whirlpool, Santa Fe, Saturday Evening Post...
Post, State Farm, Texaco, TWA and United Air Lines. And that's only a sample.

The list indicates another change in FM advertising. Not long ago it was chiefly for products appealing primarily to the highbrow, longhair symphony set. It is still true that the Los Angeles FM family tends to be better educated, with higher incomes than the average. A great many of the Los Angeles FM listeners like to go to jazz concerts and stock car races and to do their FM listening with a can of beer at hand.

There's a diversity of programming on the 40-odd FM stations tunable in the Los Angeles area. The eight non-commercial educational stations offer erudite lectures and unfamiliar music, in contrast to the middle-of-the-road music-and-talk programming of the 11 FM outlets that duplicate the programs of their AM affiliates. Eight stations devote some or all of their broadcast day to FM multiplex stereo programming and one offers AM-FM stereo. There are stations whose programming is virtually all talk and those offering only jazz music.

"There are about one and a quarter million FM homes in our metropolitan area," says Jack Kiefer, owner of KMLA(FM) Los Angeles and president of the FM Broadcasters Association of Southern California.

Active Group • The local FM broadcasters association is in large measure responsible for the pre-eminent position of Los Angeles in the world of FM. On frequent occasions the member stations have dropped their intramural battles for business to combine forces for the general good. They have individually given time to promote such products as FM converters for TV sets and FM auto radios, with payment going into the association coffers for use in underwriting surveys or promotion campaigns for the area FM market. The success of FM and Fine Arts, monthly magazine now in its fourth year with a circulation of 55,000 (at $5 a year) is in large measure due to the spots it has received since its inception from the major FM stations, according to its editor, Geoffrey Nathanson, who asserts that while similar magazines have been started in many cities, his is the only one to become established. And the FM broadcasters as readily admit that in making their full program schedules easily available to the set owners, the magazine has more than earned its gratis air time.

New York
The largest city also is the largest FM market in the nation. By pooling the
Thank you. This is the kind of attention and quality audience your commercial will attract on WPBS (98.9 FM). The Philadelphia Bulletin Station, the city's only FM station honored with 4 major news awards in last 18 months. Wonderful music, too! May we have your order? Call national rep: Roger Coleman, Inc., N.Y., Plaza 5-1621 (21 West 58th St.) Regional rep: Robert S. Dome Co., Phila., LOCust 4-6027 (Phila. National Bank Bldg). Or WPBS at 74 Ridge 3-7200 (440 Domino Lane, Phila. 28).

Please turn this sideways...

William H. Reagan, President of Classical FM, has made Concert Network an important force in the New York broadcast market. The programming mixes classical, world music, and news, with a focus on the World's Fair. The network operates in 10 major markets, taking in homes in all of the other major markets as well. The network is the only one in the country that provides full stereo for all its programming.

Actually, New York has a long tradition of classical music, with some of the other major markets in the city being served by the station. The audience for the network is estimated to be about 3 million, and it has grown steadily over the years. The network is the only one in the country that provides full stereo for all its programming.

According to Reagan, the network's primary goal is to provide a high-quality alternative to the music being played on the other major networks. The network's programming includes classical, world music, and news, with a focus on the World's Fair. The network operates in 10 major markets, taking in homes in all of the other major markets as well. The network is the only one in the country that provides full stereo for all its programming.

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four major stereo dramas and Victor Borge (story page 68).

WHFM has a cutie—a small FM receiver that tunes only one station. Guess which one? Several thousand have been bought, mostly by doctors and dentists, Mr. Kaye said.

The upstate cities have a lot of FM, markets ranging from good to mediocre. WUPM(FM) Utica started broadcasting monaurally April 23, 1962. It had 24 "quality" sponsors. In September 1962 it moved into stereo and has been in the black ever since. Programing is broad except rock 'n' roll is barred along with country and western. A magazine concept is followed—commercials are heard mostly at half-hour breaks. Salesmen sell both program and spots.

WUPM(FM) is operated by the Philadelpha Bulletin. Like WFL-FM and WQAL(FM), it's actively promoted and sold at what has become a lively competitive pace in this big market. WUPM estimates stereo saturation at 15% (four stations are stereo-equipped). With WUJK, WPBS says it has a million-dollar investment. WJFM(FM) broadcasts stereo.

A tenth of WPBS business is national—Fels, Curtis Publishing, Delta, and Philadelphia Electric are among sponsors. Only 19 months old, the station has a staff of 50—"and it's running ahead of its earnings schedule." Abe Voron, WQAL, said that the station is in the black. Local agencies are buying but the campaigns are generally small, he said, adding, "Public acceptance of FM is running well ahead of agency, advertiser and rep recognition."

Roger W. Clipp, vice president Triangle Publications Inc. and general manager of the radio-TV division which has five FM outlets, made this statement when he named a top executive, David J. Bennett, to direct the group's FM operations, "The growth of FM is the most important development of the past decade in broadcasting." Roger W. Clipp, of Triangle Stations with five FM outlets, believes.

Philadelphia

A dial-turner can get 26 nearby FM stations in Philadelphia, most of which are independent or independently programmed; five AM-FM operations duplicate programs. Saturation runs about 30% which translates to 500,000 FM homes, according to best estimates. One survey is nearer 700,000 FM homes.

WPBS(FM) is operated by the Philadelphia Bulletin. Like WFL-FM and WQAL(FM), and WPBS, it's actively promoted and sold at what has become a lively competitive pace in this big market. WPBS estimates stereo saturation at 15% (four stations are stereo-equipped). With WPBS, WPBS says it has a million-dollar investment. WJFM(FM) broadcasts stereo.

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San Diego

San Diego listeners are served by 13 FM stations, offering a diversity of programs from strictly classical to solid jazz in the music department and with almost as wide a selection in the world of words. Five of the FM stations are affiliated with AM outlets, but one offers nonduplicated programing after
3 p.m. and two don't do any duplicating. Four of the FM stations offer multiplex stereo service, three of them fulltime. Of the 13 FM stations in the San Diego area, 11 are commercial, two noncommercial educational.

A recent survey undertaken jointly by a group of San Diego FM operators showed 48.8% penetration of FM ownership in the sections of the city where the middle, upper-middle and upper income families reside. Because the survey did not cover the full metropolitan area, a spokesman for the group declined to estimate how many FM homes the area contains, but an outside source put the figure at certainly not less than 200,000 and probably not more than 250,000.

Many New Arrivals — One reason that it is difficult to compute the number of FM families in San Diego, or throughout Southern California, for that matter, is that thousands of families are moving into the area each month, many of them bringing AM, FM and TV receivers, record players, hi-fi rigs and stereo gear with them. Such imports don't get into records of the Electric League of Southern California, which show that nearly 600,000 FM receivers were purchased from firms cooperating with ELSC in the seven-year period, 1956-1962, in seven counties—Kern, Los Angeles, Orange, Riverside, San Bernardino and Santa Barbara. In January 1956 there were 1,162 FM set sales reported; in December 1962 the total was 14,749 sets. (The league admits even these figures are incomplete, with some domestic and many foreign makes not reported.) But the trend is unmistakable. The 1962 total of 103,088 FM receivers reported sold in the seven counties was more than the combined total of 1956 and 1957.

The number of stereo receivers is just as hard to calculate. A midsummer 1962 survey showed approximately 40% of a selected sample of FM set owners had stereo equipment and a like percentage were contemplating its purchase. Robert Bell, president, Packard-Bell Electronic Corp., has said that of the 4.4 million stereo sets which Electronic Industries Association predicted will be built this year, 10% will be purchased by families in greater Los Angeles. Any way you figure it, there's a lot of stereo listening being done in Southern California.

San Francisco-Oakland — Take it from Gary M. Gielow, co-general manager of KPEN(FM), a widely publicized station, "San Francisco is one of the hottest, if not the hottest, FM market in the U. S. today." He placed saturation at 50% of 450,000 homes. The market has more FM than AM stations—26 FM to 20 AM—and is a stereo center with an estimate 150,000 homes. This estimate is one of the nation's highest and indicates a ratio of 1-3 FM homes for stereo.

Five FM stations appear regularly in Hooper ratings. Advertiser acceptance is good. KPEN(FM), for example, list Cadillac, Bank of America, United States Lines, U. S. Rubber, Yellow Cab, Metreal, Sabena Airlines, Burgermeis...
ter Beer, Cinerama, Twentieth Century-Fox, RCA Victor, Fisher Radio, to name a few.

FM’s success is ascribed locally to the zealous promotion campaigns of station operators such as KFOG(FM), KPEN and several others.

Seattle

FM listening is a treat in the Pacific Northwest Seattle-Tacoma market and out into the valleys and shores. Sixeen FM stations are operating. In Seattle there are 11 AM and 11 FM stations. KING-FM programs separately from KING-AM eight hours a day. Cortland T. Clark, manager of KLSN(FM), said FM must be bought differently from AM because the listener spends more time at the receiver.

Four or five spots a day is saturation in FM, Mr. Clark said, compared to 5-20 in AM. Greater Seattle FM broadcasting Association has nine members who jointly promote the medium. KLSN broadcasts 108 hours a week in stereo. KETO-FM and KISW(FM) also carry stereo. KLSN has a program guide, Preview, produced in its own studios; 1,500 subscribers pay $3.50 a year for it. Mr. Clark said KLSN billings for the first half of 1963 are 50% above the same 1962 period. He added that FM’s audience holds up in summer. The daytime audience, he added, uni50% above the same 1962 period. He added that FM’s audience holds up in summer. The daytime audience, he added, un normally 60% of nighttime. “In many markets one lone television spot costs more than a month-long saturation campaign on FM,” Mr. Clark said.

KETO-FM is associated in William E. Boeing Jr. ownership with KPFM(FM) Portland, Ore.

Texas

Houston, Dallas and San Antonio are experiencing a satisfying growth rate in FM. A spot check around the state shows intensive activity in several markets. The Houston FM Association isn’t active but it’s still the focal point for the 12 local station operators who have done some joint promotion.

KQUE(FM) is in the black, according to Dave Morris, manager (KNUZ is the AM affiliate). Stereo is broadcast 2 p.m.-midnight weekdays, 6 a.m.-2 a.m. over the weekend. National business is developing slowly. Mr. Morris said a saturation survey showed 41.2% of the 554,444 radio homes in the market have FM. The station draws regular mail from points as far away as Florida, Alabama and well down the Gulf Coast.

Lynn Christian, managing KODA-FM, said Houston has about 18,000 stereo sets, according to a March 1963 study. Four stations broadcast in stereo and a fifth is due. He cited Pulse data showing 185,000 AM homes in the metropolitan area. One local FM station, he said, programs in Spanish.

In Dallas John C. Coyle, KVL-FM operator, is sold out 6 p.m.-6 a.m., using pop albums, quiet jazz, contemporary classical and one vocal in the middle of each quarter-hour. Time is sold in half-hour segments. “The man who studies FM can go out and sell it,” Mr. Coyle said. KVL-FM will carry the Dallas Cowboys pro football games in stereo, he added.

A San Antonio saturation study by telephone exchanges shows 34% of all homes have FM, or 70,235 homes. This is described as a gain of 52.7% over a November 1960 study.

There are many sharp differences between the WQXR audience and average listeners to other radio stations. One difference: the remarkable loyalty of WQXR listeners. They are not typical dial-twisters. In fact, a large percentage of them never listen to other radio stations in metropolitan New York. We repeat, never listen to other stations. Take this difference—audience loyalty—add to it other unique differences, such as unusually high incomes, better educations and occupations, and you reach an inescapable conclusion: WQXR should be an integral part of your advertising program in the New York market. It makes all the difference. Get the complete score from us today by calling LACKawanna 4-1100. WQXR AM/FM, Radio station of The New York Times.

“we need business”

KWHF-FM—Edmond, Okla.

City - Village - Britton - 97.7

ROADCASTING, July 29, 1963
SET PRODUCTION GAINING

FM receivers now common in automobiles with most manufacturers offering combinations in $100 range

Radio manufacturers look forward to FM as one of the most promising growth areas in consumer electronics, according to William Long, director of marketing services on FM for Electronic Industries Association. "The number of FM stereo stations on the air is rapidly approaching 250 and is helping to continue the steady rebirth of FM that began in 1958," he said. "This year FM promises to be at the highest production level in the last decade."

Mr. Long said FM is a key factor in the replacement market. "With disposable income at high levels," he said, "FM finds ready acceptance as the consumer seeks to improve the quality of the entertainment he purchases. FM is becoming standard in the large and growing radio-phono combination market. It's an item the dealer can demonstrate with good effect and is therefore easier to sell than some other consumer products."

A look at EIA's figures (see table page 80) and those gathered by the Department of Commerce and other industry sources indicates that at least 3 million FM receivers (including component rigs and imports) were added to the nation's receiving capability in 1962. An estimated 1 million to 1.25 million Japanese sets had FM tuners; at least 100,000 of these were stereo.

Stereo Gains = About 1.2 million phono consoles were sold last year, with 550,000 having stereo. For the first five months of 1963, according to EIA figures, 275,000 phono consoles included stereo reception. This is 2.2 times the rate for the comparable 1962 period.

Practically all component gear and most radio consoles are now stereo, a check of manufacturers shows. Last year an estimated 275,000 component tuners were sold; it's estimated; the figure could be higher.

The major auto manufacturers are showing genuine interest in AM-FM radios. There is no available data on the total number of domestic and imported (Japanese and German) auto receivers with FM capability. Larry Jones, sales-service manager for automotive products at Bendix estimates that 40,000 to 50,000 Ford cars will have FM radios in the 1963 model year; 15,000 Volkswagens will have FM radios. "The use of FM in automobiles is a gradually growing market," Mr. Jones said.

About 72% of Mercury Monterey's sold are factory equipped with radios, this is the way the new FM-AM sets installed in Ford cars appear on the instrument panel.

5% of them having FM tuners. Through the first six months of 1963, 17% of Lincoln purchasers specified the new AM-FM radio (an AM radio is standard equipment on this deluxe automobile).

Fords With FM = The AM-FM sets on Ford-built cars are fully transistorized. Five pushbuttons provide instant selection of two AM and three FM stations. Factory suggested list price for AM-FM is $130 compared to $60 for the standard AM radio.

Factory-installed AM-FM units were first offered in the 1963 model Ford Galaxie, Thunderbird, Mercury Monterey and Lincoln Continental. If customer interest warrants, AM-FM will be offered on other models; in any case

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BROADCASTING, July 29, 1963
The Pulliams and 'Bookmarks'

Book discussions draw big audience

A series of commercials on KODA-FM Houston has developed into a program with an intellectual background. Titled Bookmarks, it is voiced by Jack and Aline Fisher Pulliam who in 1960 were owners of a book store.

The original Pulliam commercials on KODA-FM were in the form of brief book reviews calling attention to particular works the store owners found most interesting. Once the commercials had run their course, the station asked the Pulliams if they would like to do a book review program. They would, and within a year the series was being tape-syndicated to a dozen cities and more are in the works.

Now the format is getting broader. It includes interviews with visiting authors. The present audience is estimated at 9.5 million daily listeners.

higher usage is anticipated in the 1964 line.

Roy Nelson, Delco radio account executive at Campbell-Ewald, Detroit, said at least one out of three 1963 Cadillacs has FM radio tuning. An AM-FM set runs about $100 more than AM-only in the case of Cadillacs. Chevrolet introduced AM-FM radios last March as optional equipment on the standard models.

General Motors, of which Delco is a subsidiary, is known to be experimenting with auto stereo. Several cars operated by GM executives are rumored to have stereo prototypes. Because of stereo's appeal, Pontiac and Oldsmobile will have optional simulated stereo receivers in the 1964 models. These are reverberation units in which the signal from the rear speaker is delayed 30 milliseconds.

Chrysler lines introduced AM-FM in the 1963 models. They are offered on Plymouth, Dodge, Dodge 880 and Chrysler models. Factory retail prices
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of $129.30 and $157 are listed, the
higher being for cars carrying the
Chrysler name. Deluxe AM radios run
$59.50 and $129.40. Percentages of
cars sold with AM-FM are: Plymouth
0.1%, Dodge 0.1%, Dodge 880 0.6%,
Chrysler 0.3%.
The motor majors have used limited
FM time, mostly through dealer
groups. Chevrolet experimented last
spring with stereo (story page 68).
Chrysler divisions have bought
"scattered and spotty" FM.
At Ford it was stated that several
dealers are buying time as well as
Lincoln-Mercury dealer advertising as-
sociations in Los Angeles and Cleve-
land.

Agencies like FM, but want more research

CONFUSING NUMBERS PICTURE MAKES BUYERS HESITATE

"Give us your numbers," agencies keep telling FM station salesmen and the scattered members of the station
representative fraternity who are showing
an interest in soliciting time for
their clients.
Concededly the Madison Avenue
agencies, and their brethren around the
nation, are numbers conscious. It's nat-
ural for them to want specific figures on
size of audience, listenerhip and demo-
graphic details about the composition
of the audience.
Yet there's an obvious trend toward
recognition of the specialized nature of
the FM audience and its buying power.
Some agencies, however, feel FM is over-
loaded with fractionized audience
groups and they're looking for broad
appeal. Many stations are quite aware
of the desire for broad-based audiences,
and the appearance of FM ratings in
the Hooper reports confirms the belief
that mass-appeal programing can bring
more and better numbers.

Many Studies • FM's research library
offers scant pickings to the agency buy-
er who wants statistical enlightenment
and lots of it. The Pulse Inc. has com-
piled FM saturation figures (percent of
AM homes, see page 56) but stations aren't always happy with these ratios.
Hooper's radio reports, Independent
Research Measurements, Politz, DATA,
QXR Network, FM Group Sales, Mid-
State FM Network (Michigan), Sindi-
lenger and others have extensive sta-
tistical information but the agency man
accustomed to the high stacks of AM,

"FM actually has more factual infor-
mation than is generally believed," says David Wedeck, vice president of
Benton & Bowles.

TV and periodical data isn't easy to
satisfy when confronted by the figures
FM stations and groups have compiled
by stretching their limited budgets. 
(See research data Broadcasting, June
4, 1962, Feb. 20, 1961.)

Here's an example of statistical con-
fusion: Pulse gives the Indianapolis
metropolitan area 19.7% FM satura-
Sales of FM receivers

U.S. factory sales of FM receivers by years: (Total FM sets including phono consoles, radio, TV). Source: Electronic Industries Assn.

<table>
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<th>Year</th>
<th>Units</th>
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<td>1950</td>
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<tr>
<td>1951</td>
<td>1,267,000</td>
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<td>1952</td>
<td>670,000</td>
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<td>1,930,000</td>
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<tr>
<td>1962</td>
<td>2,568,000</td>
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<tr>
<td>1963*</td>
<td>3,300,000</td>
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</tbody>
</table>

* Broadcasting estimate

grown substantially, having today a larger audience than ever before but still quite selective. “While FM radio usage is on the increase,” he continued, “FM management’s awareness of the application of this medium as an advertising vehicle has not kept pace.

“The medium has been growing up but it still has a long way to go. Its price structure is becoming more realistic as FM management is showing some awareness of the national advertiser’s problems and objectives,” Mr. Wedeck continued.

“We can’t ignore FM’s growth when we’re thinking of radio. The medium has lots of unique advantages that can make it extremely effective for many advertisers.

“Benton & Bowles has had very satisfactory results with FM in the last few years.” Currently Philip Morris is using six Los Angeles FM stations. Another B&B client, Texaco, is reported in four markets.

Supporting Mr. Wedek’s feelings is Mort Stone, QXR Network vice president. Mr. Stone says QXR gets its data for “quality” radio users from studies conducted by Media Programers Inc., a statistical firm with a computer-designed operation. MPI has already come up with national and special analyses for QXR.
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GOVERNMENT

Lee, Ford explain clear channel stand

COMMISSIONERS TELL HARRIS THEY QUESTION APPROACH TO PROBLEM

FCC Commissioners Robert E. Lee and Frederick W. Ford have given Representative Oren Harris (D-Ark.) their reasons for not endorsing the letter the commission sent the congressman July 1 on the clear-channel proceeding.

In that letter a response to one received from Representative Harris, the commission rejected his suggestion to consider the matter further and said it would proceed with its plan to duplicate 13 of the nation's 25 clear channels, (Broadcasting, July 8). The commission's action was a conviction of the soundness of this approach as a means of providing service at an early date to underserved areas.

Representative Harris, who is chairman of the House Commerce Committee, and who is reported considering legislation to block implementation of the clear-channel breakdown order (Closed Circuit, July 15), solicited his views on the two commissioners.

Neither commissioner took issue with the principle of duplication. Instead, both raised questions about the commission's approach to the problem of granting power in excess of the 50 kw limit now imposed on all AM stations.

Lee's Objection - Commissioner Lee has long favored higher power for AM stations, expressed disagreement with the commission's response to one of the congressman's questions on this subject. The commission said that class-A stations, even if duplicated, could be granted higher power, but that in most cases they would have to use directional antennas to protect the duplicating assignment.

Commissioner Lee said the use of such an antenna would prevent a 1-A station "from realizing the full potential" of the groundwave and skywave service it could otherwise provide. He also said antenna site problems would discourage stations from seeking higher power.

He noted that many 1-A frequencies are occupied by foreign stations that must be protected under the terms of the North American Regional Broadcasting Agreement. The directional antenna that would be required to protect these stations plus the newly created II-A duplicating stations "would be incapable of radiating 750 kw" over a wide area, he said.

Commissioner Lee feels that the clear-channel stations can be granted higher power even if duplicated. But he would have the duplicating station protect the primary outlet.

Experimental Approach Favored - Commissioner Ford in his letter to Representative Harris said that in duplicating 13 channels, the commission has dealt with only half the problem of providing service to underserved areas. The other half, he feels, involves the use of higher power by the remaining 12 cleared.

He expressed disappointment that the commission didn't say it was prepared to grant experimental authorizations for higher power under test conditions. He said he favors the experimental approach rather than a change in rules since "the issue of higher power is a complicated one, with implications that may not be fully appreciated."

Duplication of the 13 channels, he said, will cause some loss of secondary service. But he said he has hoped "this would be offset, not only by whatever primary service the new stations will provide to underserved areas, but also by an increase in secondary service which would result from higher power."

MORE ETV CHANNELS

31 added for instructional, cultural use by schools

Educational television last week was granted the use of 31 additional channels in the 2500-2690 mc band for the transmission of "instructional and cultural material to schools and other selected receiver locations." The FCC's action, educators believe, will make available a new low-cost closed circuit system.

The rulemaking, effective Sept. 9, had proposed either the 1990-2110 mc band or the 2500-2690 mc band be adopted. The National Association of Broadcasters, CBS and NBC opposed use of the lower band, requesting that it remain for intercity relay and remote pickup facilities, but endorsed use of the higher band by educational broadcasters (Broadcasting, Sept. 24, 1962).

The new service is officially described as an "instructional television fixed service" and the 31 channels will allow transmission of different subjects simultaneously. Reception is limited to selected points in "accredited public and private schools, colleges and universities for the formal education of students."

Also eligible for the service are hospital and related institutions, commercial and industrial establishments and professional groups or individuals, provided that the transmissions are for instructive purposes. The service can be used for transmitting administrative affairs of the licensee as well, the commission said.

Who's Eligible - The commission

Henry calls for network ratings records

The FCC is going to scrutinize the effects of broadcast ratings on the programming of all three TV networks.

Chairman E. William Henry has written to ABC-TV, CBS-TV and NBC-TV, explaining that during last winter's congressional sally against ratings (Broadcasting, Feb. 18 et seq.), led by Representative Oren Harris (D-Ark.), he was asked if the commission had the ratings records of network programs that were subsequently cancelled. His letters note that he agreed to obtain the statistics, and the networks are asked to comply by Oct. 1.

His correspondence details the records the commission wants for all evening programs of the past three seasons (1960-61, 1961-62, 1962-63). The networks must supply three national Nielsen and American Research Bureau total homes ratings and the Nielsen shares of audience for each program in the 7:30-11 p.m. Monday through Saturday and 6-11 p.m. Sunday time slots. Each show cancelled in the next season is to be marked with an asterisk.

The networks also must submit ratings information on weekly or alternate weekly evening programs that were carried less than an entire season and not on the network the next season. Two national Nielsen and ARB total homes ratings and Nielsen shares of audience must be given for each of the shows in these categories. Ratings and shares for competing programs on the other two networks must also be detailed.
said that the same standards that qualify a licensee for a noncommercial educational television station will be used to judge an applicant for the new service. Transmitter operations will have to be supervised by qualified operators, the commission said, but that routine operation will be allowed by third-class engineers. Remote control will be permitted and the unattended operation of relays.

Power was slated at 10 kw but the commission said higher power “may be authorized in special cases.” External power measurements will be required only once a month and directional antennas are to be used when necessary.

The 2500-2690 mc band is presently being used by about 90 fixed stations but that there will be no further authorizations made for such operations for three years, “pending a determination of the ultimate needs of the new service.”

Translators approved

The FCC last week granted requests by the Midwest Program on Airborne Television Instruction Inc. for two new translators to serve Cleveland by relaying the programs of the educational group’s KS2XGA and KS2XGD in Montpelier, Ind. The new translators will be operated on channels 81 and 83.

MPATI, as a part of its overall midwest airborne educational project, last January petitioned for the assignment of six UHF channels (BROADCASTING, Jan. 21). The FCC’s channel 81 grant stipulates that use of the channel must be discontinued if any TV station which goes on the air in the future is short-spaced.

Juke box operators may start paying fees

The House Judiciary Committee approved a bill Thursday (July 25) to erase an exempion which has protected juke box operators from paying royalties to composers for playing their recorded music since the nickleodeon days of 1909.

The legislation specifies no fixed fee but leaves that up to negotiation between the operators and the performing rights societies.

Hearings on two other bills seeking similar ends were held in May. A new, simplified proposal was introduced by Representative Emanuel Celler (D-N. Y.), chairman, last month and was approved without further hearing last week.

Broadcast Music Inc. testified in favor of removing the exemption.

Commission returns pay TV application

Failure to provide the FCC with the necessary information resulted last week in the return of the pay TV application of Melco Pay TV Co. and KVUE(TV) (ch. 40) Sacramento, Calif., for a three-year experiment on the station.

Melco and KVUE filed the new re- turned application last April proposing what would have been the third on-air pay TV experiment in the U. S. (BROADCASTING, April 22). WHCT(TV), Hartford, Conn., is presently operating a system and another is scheduled to begin on KCTO(TV) Denver in October (BROADCASTING, July 8).

The commission said that the Melco KVUE application failed to show that it was financially feasible in that it only source of funds would be from sale of stock totalling $379,000, aside from any revenue from the test itself. The commission also noted that Melco KVUE offered “no assurance that the stock could be sold.”

Also questioned was the amount of information supplied concerning Melco Melvyn E. Lucas was listed as president of both Melco and KVUE but no other legal and financial information was offered, the commission said. Such information is required under the rules establishing pay TV systems.

Other Opposition — The commission last week took notice of an opposition:
to the Melco-KVUE application filed last May by Camellia City Telecasters, but said that it made no judgments on the points raised by Camellia. Camellia raised questions similar to the FCC's concerning the pay TV application.

Camellia has filed an application for channel 40 to compete with KVUE's pending renewal of license, and said that a grant of the pay TV test would hurt its competitive status in a hearing (Broadcasting, June 3).

KVUE, however, has requested that the Camellia application be denied due to the doubtful character qualifications of its principals and their alleged history of speculating in broadcast properties.

KVUE claimed that two Camellia principals, Jack F. Matranga and Irving J. Schwartz (both 25%), were also principals of Capital Radio Enterprises which was an original applicant for channel 40, but requested dismissal in 1958. Capital was also applicant for channel 46 in Sacramento, KVUE noted. Mr. Matranga was also charged with failing to carry through an application for a new AM station in Placerville, Calif., and later failing to utilize an option to purchase 25% of KJAY Sacramento arising from his deal to dismiss the Placerville application.

KVUE has been off the air since March 19, 1960. In his application Mr. Lucas said that he hoped the pay TV test would be approved promptly so that the station could have an "early reactivation."

Antenna farm comments requested by FAA

The Federal Aviation Agency has released certain proposed criteria for the establishment of television antenna farms and is seeking comments from the broadcast industry. Comments are requested by Sept. 1.

The FAA described its proposal, which was sent to parties the agency believed interested, as a guide for the agency's field offices when considering the antenna plans of applicants for new or modified structures. One of the standards of the proposal would require that an antenna farm be large enough to handle antennas for all of the channels allocated to the area.

An FAA source described the proposed criteria as a "yardstick" for studying applications to the FCC and said the criteria were not in the form of proposed rules. He added that the agency hopes for responses from the broadcast industry.

However, at least one industry organization has expressed fear that the criteria could have further repercussions than are apparent and might prove inflexible. The question that may be asked is if the FAA's proposal may indicate another federal agency is seeking to control the industry, i.e., if an antenna farm is required to be large enough for all allocations how would this effect any further allocations on the part of the FCC.

Examiner contested in Little Rock case

KATV(TV) Little Rock, Ark., told the FCC that Hearing Examiner Thomas H. Donahue "failed to maintain an open and impartial mind" in arriving at his decision to deny KATV's proposed transmitter move from a Pine Bluff location to a Little Rock site.

Examiner Donahue, in an initial decision issued last June, accused KATV of failing to live up to an agreement with the Pine Bluff Chamber of Commerce which guaranteed continued service to that community. He recommended denial of the transmitter move and questioned KATV Inc.'s character qualifications to be a broadcast licensee (Broadcasting, June 10).

In its exceptions to that decision KATV said last week that it has had no thought of "abandoning . . . Pine Bluff" and would not even if it were as "dollar conscious" as Examiner Donahue had charged. KATV said that it would hardly want to forgo the revenue available from the second largest city in its service area.

The station told the commission that it can't improve its competitive position if it must keep its tower where it is in agreement with the chamber of commerce contract. As a result the station sought the best alternative, KATV said. KATV admitted that its Pine Bluff studio had been closed but that it maintained facilities in Pine Bluff—mobile and microwave equipment.

KATV said that its station identifications recognize Pine Bluff and that alleged complaints that they didn't were not backed by any witnesses.

What FCC Does and Doesn't • KATV said that the commission is not bound to consider the station's contract with the Pine Bluff civic leaders in making any public interest determinations, and that this is the extent of the station's request.

KATV further offered that if the commission considers a "profit motive" as having an adverse showing on the character qualifications of a licensee there would hardly be a commercial broadcaster who could meet such qualifications.

The station suggested that if its proposed move were granted, it could establish translator stations to serve any lost service areas such as was recommended in the WTEM(TV) Vail Mills and WAST(TV) Albany, both New York, case (Broadcasting, Feb. 18). Just as in the Albany case, KATV said, a more competitive service could be established.
FCC GETS FLOOD OF HELPFUL HINTS
Lengthy opinions offered on Philadelphia, Boston cases

The FCC was inundated with advice last week on how to settle the complex case involving the NBC-Philo Broadcasting fight over channel 3 Philadelphia and the network's proposed swap of its Philadelphia properties for RKO General stations in Boston.

NBC and Philco filed their conflicting opinions in proposed findings running about 500 pages each. RKO General and Westinghouse Broadcasting Co., another party to the proceeding, were more succinct, with comments of 10 and 47 pages respectively.

The commission's Broadcast Bureau didn't submit its views, but may do so after reviewing the comments. Deadline for the bureau's filing is Aug. 23.

Chief Hearing Examiner James D. Cunningham, who presided at the October-to-May hearing, is expected to issue an initial decision before January 1964. Besides the comparative questions as to whether NBC or Philco is better qualified to operate channel 3 and the proposed NBC-RKO General swap, the hearing examiner will have to rule on some 15 issues. These include allegations of antitrust or anticompetitive practices leveled against both NBC and its parent, RCA, and Philco and its parent corporation, Ford Motor Co.

Needs Renewal First • NBC is seeking renewal of WRCV-TV Philadelphia and its AM companion station as a first step toward exchanging them for RKO General's WNAC-AM-TV and WRKO (FM) Boston. The network is under a Justice Department consent decree to divest itself of the Philadelphia stations by June 30, 1964.

NBC, in its findings, denied it or RCA had been guilty of antitrust law violations or anticompetitive practices. It also said that it has operated WRCV-TV in an "outstanding" manner that merits renewal of the station's license. Philco, NBC added, has failed to provide evidence that it could be relied on to provide worthwhile television service to the Philadelphia area.

Philco, on the other hand, said RCA's nolo contendere plea in an antitrust suit in 1958 is evidence that it was guilty of antitrust violation. Philco also said its familiarity with Philadelphia, where it is located, should be considered an important factor in deciding the comparative issue. It added that NBC's operation of WRCV-TV was "dismally inadequate" and that the network's involvement in the television quiz scandals was a further reflection on its qualifications as a broadcasting station licensee.

RKO General and WBC, in their findings, were concerned principally with the proposed station swap. WBC had said this question should be examined in view of the relationships among RKO General; San Francisco-Oakland TV Inc., licensee of KTVU (TV); and SFO stockholders and the manner in which RKO-General "employed those relationships to obtain SFO agreement to transfer the station's construction permit to NBC." Some of the principals of SFO are former RKO General employees.

RKO General cited a 1960 Justice Department report to support its contention that it never attempted to induce SFO to enter into any agreement with NBC. The proposed sale of KTVU to NBC was canceled by SFO in 1961. (The sale of KTVU to the Cox station group was announced last week [see story page 47].)

WBC said it is concerned with its own rights as well as those of viewers in Boston. Westinghouse's WBZ-TV in that city would lose its NBC affiliation if the network is assigned the WNAC-TV license. That station is now affiliated with ABC.

The swap, therefore, WBC said, will cause a substantial change in the programming of two of Boston's three VHF stations, causing a disruption of the area's viewing habits without "any countervailing advantages" to viewers.

WBC said that RKO General is interested in the exchange only because

FCC requires facts to oppose a grant

Stations that want the FCC to block the appearance of new competition in their area because of potential economic injury had better be prepared to document their argument with considerable detail.

The commission made this clear last week in a case involving the grant of an AM construction permit in Greensburg, Ind., for Tree Broadcasting Co. WTRE(FM), the only station in Greensburg, asked consideration, contending, among other things, that competition for advertising revenue in the town of 6,605 would degrade the quality of service that either WTRE or the new station could provide.

The commission, however, said WTRE had not presented enough of an argument to warrant a hearing on this issue.

WTRE, the FCC said, should have included in its petitions such facts and allegations as:

• Whether the proposed operation would draw a portion of its revenues from those now received by WTRE.
• The total annual retail sales in Greensburg and the surrounding area, and whether sales were growing, declining or were stable.
• The total actual and potential advertising revenue available in the area.
• Whether other revenue is available to replace that which might be captured by the new operation.
• "Actual knowledge" of the extent to which WTRE would lose revenues to a new station.

Furthermore, the commission said, even if WTRE had made enough of an argument to raise a question as to whether Greensburg could support a second station, it "alleged no facts to support its claim that there will be a loss or degradation of aural service to the area."

The commission said these points don't exhaust the list of those that might be made in support of an economic injury argument. But, it added, they "represent a fair approach" to the question of determining when a hearing is needed to investigate whether additional competition, "normally favored," would be harmful to the public.

The commission said it cannot entertain an economic injury plea that is expressed "in extremely general and speculative terms."

Although it was turned down on the economic injury issue, WTRE had more luck with two other arguments—one alleging the commission's 10% interference rule would be violated by the new operation and another charging the applicant lacks financial qualifications to build and operate a station.

The commission has asked Tree Broadcasting to submit new data on the population that will be included in the interference area and on the reasonableness of its estimates of construction and operating costs. Failure to provide the information in 60 days will result in the grant being set aside and a hearing ordered.
Philadelphia is a larger market than Boston and that NBC is concerned only with complying with the consent decree. As a result, WBC said, neither city would be served by a licensee with a knowledge of or interest in its TV needs.

Puerto Rican stations face license revocation

Revocations or heavy fines may be in the offing for wkyn and wqfm(FM) San Juan and wora-FM Mayaguez, all Puerto Rico, the FCC warned last week.

The commission charged that "it appears" the stations, after having asked and been refused permission, surreptitiously intercepted and rebroadcast shortwave news programs of the Defense Department's Armed Forces Radio Service in New York. The commission said evidence indicates that the stations' rebroadcast of the programs were delayed, but were made so as to create the impression that "the programs were coming directly and simultaneously from the Mutual Broadcasting System."

Wkyn is licensed to Quality Broadcasting Corp., wqfm to Supreme Broadcasting Inc. and wora-FM to Radio Americas Corp. Alfredo R. de Arellano Jr., president of all three corporations, is majority owner of Radio Americas, which in turn controls the other two organizations.

The FCC's order to show cause why their licenses should not be revoked cautioned the stations if they avoid the death penalty, fines up to $10,000 may be imposed.

Disposition of ch. 37 postponed indefinitely

The contest for channel 37 in Paterson, N. J., will have to be suspended until the FCC reaches a final decision on reserving the channel for astronomical purposes, the commission said last week. Progress Broadcasting Corp., one of four applicants for the Paterson assignment, had petitioned the FCC to defer proceedings until final decision was reached. The other competitors are Spanish International Television Inc., Bartell Broadcasters Inc. and Trans-Tel Corp.

Radio astronomers want channel 37 reserved exclusively for their own use (Broadcasting, April 29, May 6, June 3), and the FCC currently is weighing the merits of TV versus astronomy on the channel. Last week's action stayed the hearing proceeding and ruled that action on all pending motions would be held in abeyance until the fate of the channel is decided.

Commissioners Robert E. Lee and Kenneth A. Cox dissented to the action, while Commissioner Frederick Ford did not participate.

Support on excise tax suspension asked

A unanimous executive order of the Committee for the Full Development of All-Channel Broadcasting urged the FCC last week to back the movement to suspend excise taxes on all-channel TV receivers. Many manufacturers and UHF broadcasters have recommended this move to make all-channel sets competitive in price with VHF-only receivers.

In contrast to the acrimony at the board's meeting last May (Broadcasting, May 6), the meeting last week was harmonious. The committee spent most of its time in adopting a set of parliamentary procedures. Among other things the group agreed that a majority of the 21 members would constitute a quorum.

In other actions the committee:

* Asked the FCC to rule that community television systems within the Grade A contour of a TV station be required to carry programs of that station as against the same program from a more distant station. This would aid UHF stations, it is felt, because in many instances CATV systems have been using the signals of a VHF station, even though there is a local UHF outlet in its area carrying the same program. The recommendation was made by a subcommittee headed by William Putnam, WWLP(TV) Springfield, Mass.

* Requested the FCC to furnish a slide-tape presentation for use in dealer and consumer education on UHF, and to look into the possibility of having the government reprint a resume of the proceedings of the three dealer-servicemen clinics held to date, in Washington, New York and Chicago.

* Approved a request to the FCC to permit its technical subcommittee to test various ratios of visual to aural power by operating TV stations.

Several potentially controversial topics were passed over by the group. These include studies of the FCC's multiple ownership rules, network affiliations, program resources, community TV, pay TV, audience ratings and advertisers' practices.

Members of the executive committee of the Committee for All-Channel Broadcasting met July 25 in Washington and some of the members of the group are shown here. They are (from l to r): Thad H. Brown Jr., Committee for Competitive TV; Sarkes Tarzian, components manufacturer; Harvey Struthers, CBS; Peter Kenney, NBC; Seymour N. Siegel, WNYC-TV New York; Edgar W. Holtz, Washington attorney; FCC Commissioner Robert E. Lee, chairman. Others who attended the meeting, not shown, were Ben Adler, manufacturer; Wayne Masters, Melpar; Lester W. Lindow, Association of Maximum Service Telecasters; William T. Hamilton, WNDU-TV South Bend, Ind.; Richard T. Hull, WOSU-TV Columbus, Ohio; Frank A. Lear, consulting engineer; Frank Marx, ABC; William Putnam, WWLP(TV) Springfield, Mass.; James D. Scelest, Electronic Industries Association; Vincent T. Wasilewski, NAB, and Lawrence Webb, Station Representatives Association. Absent were Mort Farr, Philadelphia appliance retailer; Albert O. Hardy, International Brotherhood of Electrical Workers; Percy Russell, Washington attorney, and Adam Young, station representative.
Subcommittee releases Pacifica testimony
LACK OF REPORT KEEPS MYSTERIOUS VEIL ON HEARING

The Senate Internal Security Subcommittee Sunday (July 28) made public secret testimony taken in January from persons involved in the operation of three noncommercial FM stations licensed to the Pacifica Foundation of Berkeley, Calif.

The subcommittee made no report and in the absence of any clarification of the background and purpose of the proceeding did little to dispel the mystery which surrounded its secret sessions held Jan. 10, 11 and 25.

The subcommittee's line of questioning showed considerable interest in the source of Pacifica informational programming and in the political backgrounds of persons responsible for its preparation.

Pacifica's policy of presenting regularly scheduled commentators, including some admitted Communists, who discussed politics, economics, philosophy and other issues, also received special attention.

Senators who participated in the hearing were loath to discuss it on the record last week, but it was known that Senator Thomas J. Dodd (D-Conn.), vice chairman who presided at several of the January sessions, and Senator James O. Eastland (D-Miss.), chairman of the parent Judiciary Committee, and possibly other subcommittee members, too, were preparing statements for delivery on the Senate floor, probably this week.

Senator Dodd said at the time of the hearing that it was called to determine whether Communists had infiltrated the Pacifica stations: KPFA(FM) Berkeley, KPFK(FM) Los Angeles and WBAA(FM) New York.

Renewal of the station licenses has been held up for quite some time. FCC sources said in January that the agency would want to review the Senate testimony if it were made public.

Reporters learned from witnesses in January that the subcommittee was concerned with persons who appeared on and worked for Pacifica stations (Broadcasting, At Deadline, Jan. 28 and 14). The stations are all listener-supported and program heavily in classical music and informational programming, much of it controversial and reflecting viewpoints of practically all hues, including that of Communists.

It was the appearance of Communist spokesmen on the air and the relationship of some Pacifica principals to the party either now or at times in the past which colored the bulk of the subcommittee's questions.

Senator Dodd said in a statement directed to the witnesses which was made public during the course of the hearing that Congress might be justified in requiring that anyone who is a member of a subversive organization be identified as such if he appears as a commentator on radio or TV. Similar identification might likewise be required of persons writing byline articles for publication.

The seven witnesses who were subpoenaed and testified were: Trevor K. Thomas, Pacifica acting president; Jerome Shore, executive vice president; Joseph L. Binns, WBAA manager; Mrs. Catherine Cory Gunertz, Pacifica vice president and former KPFK manager; Dr. Peter Odegard, member of the board of directors; Mrs. Dorothy Healey, who identified herself as "chief spokesman of the Communist party of Southern California"; and Mrs. Pauline Schindler, a retired Los Angeles school teacher.

The hearing record contains in addition to the direct testimony of the witnesses many supporting documents about programs either provided by the subcommittee or by witnesses after the hearing.

Pacifica stations had not always identified commentators, among whom were some Communists as well as persons espousing other political viewpoints, and when it did identify people, their self-identifications were used. Much questioning concerned the political associations of the witnesses and incorporators of the foundation.

In one of the few hints of a subcommittee position on Pacifica, an appendix to the testimony included transcripts of personality sketches on two admitted Communists: Elizabeth Gurley Flynn and Mrs. Healey. "The glamorous description of two subjects of personality interviews programmed by . . . KPFK . . . provided sharp contrasts between the autobiographical data presented to radio listeners and the facts as revealed by public records," the appendix sketch said.

The appendix also states: "While a station may have a clear right, in certain instances, to use its facilities for the advancement of particular causes, the station undoubtedly is responsible for the causes it so advances. Such factors are properly for consideration in any determination of the public interest, convenience, and necessity of the station's operation."

‘Made in' labels for foreign TV shows?

Three California Democrats have put the dispute over "runaway" film productions officially before Congress through bills requiring that films made outside the U. S. be labeled with the country of origin when exhibited in this country.

The bills, HR 7670, 7672 and 7752 (by Representatives Cecil King, George E. Brown Jr. and Everett Barkhalter), would amend the Federal Trade Commission Act to make non-disclosure of

How FCC members will spend August

The FCC's traditional August vacation is just around the corner, but the trend among the commissioners is away from formally planned vacations.

Chairman E. William Henry will remain at work until Aug. 14, when he is scheduled to speak to the Communications Committee of the American Bar Association convention in Chicago (Broadcasting, July 22).

After that he plans a couple of weeks in Memphis, returning in time to enroll his children for the new school year.

1. Commissioner Robert T. Bartley will not be in his offices but has no definite plans for August. Commissioner Robert E. Lee has no plans.

2. He will attend the executive committee meeting of the National Association of Railroad and Utilities Commissioners Aug. 1-2 in Portland, Ore. He will then spend some time in his home state of Idaho.

3. Commissioner Lee Lorevinger appears to have the busiest itinerary. He will remain at work, like the chairman, until Aug. 14, when he, too, will address the ABA, after which he and his family will drive to Minnesota. While in Minneapolis, he plans to appear on WCCO's Open Mike, and make several speeches, which have not been definitely arranged. The commissioner will then address the National Association for Education in Journalism in Lincoln, Neb., on Aug. 26.

4. Commissioner Kenneth Cox will stay in the Washington area and go camping with his family, but has no further plans.

5. Commissioner Frederick W. Ford will spend his vacation resting at home, having no travel plans.
overseas films "an unfair method of competition and an unfair and deceptive act or practice in commerce." The foreign-made label also would have to be used in all advertising for the films.

TV films, both programs and commercials, have been interpreted by lawyers as coming under the bill's definition: "any motion picture publicly exhibited within the U. S." A spokesman for the Motion Picture Association said if the bills become law, TV would be affected more than theaters because of the threat of boycotts of sponsors' products.

These congressmen and several of their California colleagues have backed other legislation intended to discourage American film makers from producing movies overseas while domestic crews lose work opportunities.

Rules changes—no occasional waiver—si

The FCC won't change its rules governing the acceptance and processing of AM applications for changes or new stations on channels adjacent to clear channels, the agency said last week. But it promptly granted waivers of the rules for three of the four stations which had asked for the change.

WLAD Danbury and WCNX Middletown, both Connecticut, WABE Allen- town, Pa., and WLAD New York were the petitioners for the rules changes, and all except WABE were granted waivers. The FCC said that WABE's request for a waiver will be considered in connection with another case involving the station now before the agency.

The FCC refused to change the rules because, it said, "each proposal must be considered on its own merits and the number of such cases is small."

FCC proposes channel changes in Southeast

The FCC last week proposed to assign channel 11 plus to Staunton-Waynesboro, Va., an assignment requested by Charlottesville Broadcasting Corp., the licensee of WINA-AM-FM Charlottesville, Va. The reservation would mean that WTVD-TV Durham, N. C., would have to change from channel 11 plus to channel 11.

In inviting comments, the FCC noted that Staunton and Waynesboro are within the zone set aside to protect radio astronomy being conducted at Green Bank and Sugar Grove, both West Virginia. The commission also said, however, that the area now is served only by WSHA-TV Harrisonburg, Va., and "it is evident that the public would benefit from additional outlets and services." Another factor which should be considered, the FCC said, is whether the assignment of a second VHF channel to the area might have a "significant adverse impact" on the local development of UHF.

Commissioner Kenneth Cox dissent- ed to the proposed rulemaking and Commissioner Lee Loevinger abstained from voting.

KWK request for oral argument granted

The FCC last week granted the request of KWK St. Louis for an oral argument on the matter of the commission's revocation of the station's license. The argument will be held Sept. 9.

The revocation was based on findings that KWK conducted fraudulent promotional contests in the form of treasure hunts, in which the prizes were not hidden until the last day, and a Bonus Club that created hardships for its winners.

KWK's request for an oral argument is part of the station's campaign to convince the commission that a lesser penalty, such as a fine, would be adequate punishment (Broadcasting, July 1). KWK has also been granted a stay of the effective date of the revocation, today (July 29), until all litigation of the case has been concluded.

NABET asks commission to keep stiff rules

The National Association of Broadcast Employees and Technicians, AFL-CIO, has asked the FCC to reconsider its order permitting some AM and FM stations to employ first-class radiotelephone operators on a part-time contract basis (Broadcasting, July 15).

The union said relaxation of the present requirement that stations employ full-time operators would result in poorer technical service.

The FCC, in announcing the rule change, expressed the "hope" the affected stations would benefit financially and thereby be able to provide better service. But the union said this was "absurdly inconsistent" with the agency's acknowledgement that stations may have to go off the air if on-call operators cannot arrive in time to do needed work.

NABET also said that shortage of first class operators, cited as another reason for the rule change, could only be aggravated by permitting stations to use part-time help. There will be less inducement to enter the field if the job opportunities in it are reduced, the union said.

The rule affects AM stations using a non-directional antenna and operating with no more than 10 kw and FM stations operating non-directionally with 25 kw or less.

Bayer advertising gets examiner's OK

A Federal Trade Commission hearing examiner has held that Sterling Drug Inc. didn't monkey with the truth when it made claims for its Bayer Aspirin based on a clinical report published in the Journal of the American Medical Association.

Examiner Eldon P. Schrup recommended dismissal of the complaint of false advertising issued against Sterling, its house advertising agency, Thompson-Koch Co., and Dancer-Fitzgerald-Sample Inc. as unsupported by the evidence.

The FTC filed a complaint against Sterling for the Bayer ads Jan. 31. Sterling was charged with implying that the tests showed Bayer will not upset the stomach. More gentle to the stomach than other analgesic products containing more than one ingredient, that the findings of the medical team were endorsed and approved by the U. S. government, and by the AMA. The clinical tests were actually contracted for by the FTC.

Before the FTC hearing the agency unsuccessfully sought a court injunction against the advertisements, which included both network TV and radio. The

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agency was turned down by both the U. S. District Court in New York and the U. S. Court of Appeals in the same circuit.

Last March the FTC issued a similar complaint against Plough Inc., maker of St. Joseph’s Aspirin. Plough Inc. owns five radio stations, in Memphis, Chicago, Boston, Atlanta and Baltimore.

**ABC granted stay in KOB case**

All appearances indicate the lengthy KOB case is going to last even longer. The FCC last week granted ABC a stay of its order released several weeks ago requiring that the network file an application proposing a directional operation of WABC New York until a final court decision.

That was the latest move by the commission to settle the 21-year-old protection case involving KOB, Albuquerque, N. M., and WABC. Both stations operate on 770 kc in nighttime interference to KOB from WABC’s nondirectional operation. ABC had requested the stay until it could get an appeals court ruling on the matter (Broadcasting, July 22).

Hubbard Broadcasting, licensee of KOB, last week filed strong opposition to a stay for ABC. The company charged the network with attempting to extend the case another 12 to 18 months while it makes up its mind “whether to file a directional proposal to protect KOB.”

Hubbard also suggested that if the commission denied WABC’s renewal application and granted Hubbard’s application for the 770 kc facility in New York (which is presently on file) the new station could be on the air in six months. It asked the commission to compare that to a two-to-three-year delay in the present protection case. Another alternative would be to designate WABC’s renewal for hearing with Hubbard’s application on the protection issue, the company suggested.

**Simpson bill would bar agencies from lobbying**

Federal agencies would be specifically prohibited from using public money to lobby, with offenders threatened with criminal penalties and fines up to $500, under a bill introduced last Thursday (July 25) by Senator Milward Simpson (R. -Wyo.).

Charging that the Kennedy administration actively lobbied for a “yes” vote on a recent national wheat referendum, Senator Simpson said “the farm bureaucracy [the Agriculture Department] openly and threateningly brought pressure on federally licensed radio and TV stations to give free time for the government’s version of the issues...”

An agriculture spokesman said the department sought only to explain to elected farmer committee men the responsibilities of licensees to provide public service time (Broadcasting, June 24).

**FTC tells Westinghouse to correct its labels**

Federal Trade Commission Hearing Examiner Joseph W. Kaufman last week issued an initial decision recommending Westinghouse Electric Co. to cease implying that television picture tube replacements made of used bulbs are new.

The examiner ruled that the practice of enclosing notices and labeling the tubes to the effect that they are enclosed by used bulbs is not sufficient to inform the consumer who often doesn’t see the tube carton because of repairman installation of tubes. He also noted that the advertisements of replacement tubes, bearing the facts they are made of used bulbs, doesn’t reach the “ultimate consumer.”

It was suggested by Examiner Kaufman that notices that the bulbs are used could be placed on the tubes themselves.

**Magnuson hospitalized**

Senator Warren G. Magnuson (D.-Wash.), chairman of the Senate Commerce Committee, was hospitalized in Seattle last week after suffering a re-occurrence of malaria, a disease he contracted overseas in 1944.

The senator, whose committee is conducting hearings on civil rights and railroad work rules legislation, suffered a high fever early in the week, but was reported in better condition near week’s end and was expected to return to Washington this week.

Meanwhile, Senator John O. Pastore (D.-R.I.), chairman of the Communications Subcommittee, has been acting chairman of the full committee in Senator Magnuson’s absence and has been conducting the hearings.

Broadcasting legislation on Section 315 and other matters will be passed over until the other issues are settled.

**New hearing ordered on transmitter moves**

The FCC last week ordered a new hearing on the applications of WATV-TV and WPBT-TV, both West Palm Beach, Fla., proposing they move their transmitter sites 12 miles southwest in the direction of Miami.

This latest hearing was ordered in compliance with a court of appeals decision remanding the case back to the commission in order to hear the objections of WPBT-TV Miami (Broadcasting, Jan. 28). WATV-TV and WPBT have been given the requested move and are presently operating at their new sites. The commission said they may continue to do so pending a final conclusion of the case.

**Court asked to rehear Orlando channel 9 case**

The U. S. Court of Appeals for the District of Columbia was asked last week to rehear an Orlando channel 9 case. WORZ Inc., the unsuccessful applicant, asked that nine circuit judges hear the argument.

Earlier this month, a three-judge court in an unsigned opinion told the FCC to hold an oral argument to determine whether the grant should be continued to WLOF-TV, or be given to WORZ Inc. (Broadcasting, July 5).

At issue is the question of whether WLOF-TV principals were aware of and condoned the approach of one of its lawyers to former FCC Commissioner Richard A. Mack.
The National Association for the Advancement of Colored People plans to move its efforts to integrate TV to New York, according to Herbert Hill, national labor secretary of the NAACP.

Mr. Hill said the NAACP will call upon agencies and advertisers with demands that Negroes be included in all TV series and in commercials.

Demands made by the NAACP that technical crews of all TV filmed programs and motion pictures be integrated met with favor at its meetings with executives of the International Alliance of Theatrical & Stage Employees and craft union business representatives in Hollywood on July 19, according to Mr. Hill.

The NAACP committee (consisting of Mr. Hill, James L. Tolbert, president of NAACP Hollywood-Beverly Hills chapter and Thomas G. Neusom, regional representative) and George Flaherty, IATSE international vice president and business representatives of local craft unions, worked out a formula that will, if approved by the 22 IA locals, be a historic breakthrough in the union membership. Although there was no formal statement forthcoming from IATSE, Mr. Flaherty said he would recommend that the NAACP proposal be ratified by the 22 IA locals.

It would generate a joint demand by IATSE and the NAACP to producers to add one Negro to each technical crew in the industry. It was the first concrete development on the Hollywood race issue since the NAACP threatened nationwide demonstrations and boycotts to support demands for greater job opportunity.

Following the IATSE session, Mr. Hill declared that the NAACP was "very pleased with the opportunity to meet with Mr. Flaherty and the 22 business representatives" and noted that this was the first meeting of its kind ever held.

"We regard it as the beginning of other aspects of employment in the film industry for our people," he said.

The only reason why the NBC-TV *Hazel* series, sponsored by Ford Motor Co. was chosen as the first production to be integrated was because the NAACP understands it is the only one whose technicians aren't as yet assigned for the new season's filming, Mr. Tolbert said to clarify earlier statements. "Factors for choosing *Hazel* had nothing to do with the sponsor. We have no bias against Ford."

The eight major demands made on the TV and motion picture industry and craft unions during the negotiations in Hollywood were in substance:

1. On TV programs, if Negroes are shown in any menial capacity, such as chauffeur, janitor, servant or elevator operator, a Negro must also be portrayed in a professional status, such as doctor, banker, or lawyer.

2. On each TV series, a running part must be made available for a Negro. (A running part is a continual role in each episode of the series).

3. Negroes must be used on TV commercials.

4. In theatrical films, for each nine non-Negroes employed in the cast, one Negro must be used. This is based on principle that 20 million Negroes represent one-ninth of the nation's 180 million population.

5. Similar one-ninth representation must be given Negroes in makeup of technical crews working behind the cameras.

6. Negroes hereafter must be depicted in the film arts as they "factually and actually" are in the context of the nation's social and cultural life.

7. A civil rights grievance commit-
It wasn’t scientific, but it worked

First you get a small piece of 15-gauge welder’s glass from a friendly welder. Then you go to the local hobby shop and spend $9.95 for a child’s 30-power telescope. You tape the welder’s glass across the front of the telescope, place this against the lens of a television camera and attempt to hold it there securely with masking tape (which has a tendency to stretch).

Get a steady handed engineer to hold the telescope in place; cross your fingers; pray for sunshine and the next thing you know you have televised an eclipse of the sun.

There may be more scientific methods to use, but wcsh-tv Portland, Me., made its system work from 5-6 p.m. on July 20, when a 98% solar eclipse took place.

With its equipment on the roof of the Congress Square hotel in Portland, wcsh-tv reported “perfect pictures were taken and viewers were treated to a clear, armchair view of the eclipse.”

According to the station, it developed its “contraption” because every available piece of solar photographic equipment in the state was already scheduled for use, and “it was out of the question to consider the expense of purchasing the lenses and allied gear suggested by astronomers and scientists.”

Howard Nielson, news editor; Henry Magnusen, assistant news editor, and Dewey Dow, night news director provided the commentary on the one-hour live show, sponsored by the Maine Savings Bank.

Technical supervision was provided by Charlie Brown, chief engineer.

Wcsh-tv, fed the program to WLBZ-tv Bangor, Me. (both owned by Rines Stations).

president of the Motion Picture Export Association of America, returned recently from a six-week tour of European markets. He noted in his report that while gross income from foreign sales currently represents a modest share of total receipts from TV, its contribution to net profits is vital to the economic health of member companies. He cited these positive factors in the European market: the inauguration of a second channel in France next April; increased coverage planned for commercial stations in Monte Carlo and Luxembourg; plans for a second channel in Sweden and the start of the second on BBC-TV channel in the United Kingdom in 1964.

MPAA member companies are Allied Artists, Columbia Pictures, Metro-Goldwyn-Mayer, Paramount, 20th Century-Fox, Universal Pictures, United Artists and Warner Bros. Major suppliers of films to TV, whose sales are not included in the MPAA figures since they are not member companies are: ABC Films, CBS Films, NBC Films, MCA, Desilu Sales and Four Star Distribution.

Classical specials planned

CBS-TV last week announced plans for six classical dramatic specials to be produced for the fall season by John Houseman. Mr. Houseman, producer of the forthcoming CBS-TV series, The Great Adventure, will begin work on the classical series following completion of six of the one-hour Adventure programs. A new producer will be appointed to continue the Adventure series after Mr. Houseman has “established the concept of the series,” according to Michael H. Dann, CBS-TV vice president, programs. Details of the specials were not available.

Mr. Houseman was reportedly dissatisfied with the network’s attitude toward The Great Adventure series, feeling there was “a discrepancy between the initial concept and the commercial world of television.”

NBC-TV signs for bowl game

NBC-TV has signed to carry its ninth post-season football game next winter—Junior Rose Bowl—Saturday, Dec. 14, from Pasadena, Calif. Contract signed with sponsoring Pasadena Junior Chamber of Commerce will put junior college game on national TV for first time in its 18-year history.
ACT TWO FOR BIG MONEY QUIZ SHOWS?
There will be more on TV if ‘100 Grand’ is a hit

ABC-TV last week laid down the “rig-proof” ground rules for its re-entry into the big money quiz show business this fall. Indications are that the network may be preparing for a possible boom in that field by the 1964-65 season.

An ABC-TV official said that a half-dozen game and quiz shows are being prepared, some of them of the big money variety, and “all of them with an eye toward the 1964-65 season.”

A decided return to the field, however, will depend on results this season when ABC-TV starts what may be the test-balloon show, 100 Grand, detecting whether or not the atmosphere has cleared following the 1959 quiz scandal eruptions. One producer of audience participation shows predicted last month that there will be four or five big money quiz shows on the networks in a year (.Broadcasting, June 10), and the ABC-TV spokesman said last week that “it would be ridiculous for a network such as ours with our belief in the concept of big money quizzes not to be preparing more shows of that type.”

Also last week, CBS-TV fattened its supply of game shows by taking an option on the Paramount-TV produced Where Are You From?, but the network flatly denied any possibility of a drift toward big-money shows on CBS. Paramount indicated that it had produced five other pilots of 100 Grand type quiz shows for CBS-TV, but Michael Dann, vice president, programs, emphasized that “we have a positive policy about big-money quiz shows. We’re against them.”

Barry Back • The Where Are You From? show will feature Jack Barry, formerly a co-producer of the Twenty-One show on NBC-TV. Mr. Barry is also executive producer of the five pilots. At the time of the 1959 quiz show scandals, in which Twenty-One and Mr. Barry were involved, CBS-TV removed all its game and quiz shows from the air, and it wasn’t until 1961 that game shows—none with big prizes—returned in a substantial way to its schedule.

CBS-TV, which maintained a schedule of small-prize game and quiz shows during the 1959 congressional hearings, said it planned to maintain its current pace of audience participation shows, with no plans to re-enter the “big money” quiz area.

ABC’s Rules • The format of the 100 Grand show will be one of pitting the contestants against a professional in the field chosen with the questions being written solely by the opponents themselves. All contestants will be required to sign an affidavit attesting to the fact that they alone have prepared their questions; that they have not revealed their questions to anyone prior to validation by a team of judges under the supervision of a network continuity representative, and that they are familiar with the penalties for violating the laws governing such contests.

Amateur expert and professional expert will not meet until just prior to the show, and the producers will have no contact with either the amateur or professional until both contestants enter the studio for a few moments before air time. Neither will the program’s producers know the questions or the answers until the contestants confront each other on the air.

The final round of questioning, should the amateur survive five weeks of competition against five different professional experts, is provided by the public.

The 100 Grand show is slated in the 10-10:30 p.m. Sunday slot, opposite CBS-TV’s Candid Camera, a four-year veteran in that slot, and NBC-TV’s Div. Pont Show of the Week, which has occupied the 10-11 p.m. spot for three years.

Film sales . . .


Blockbuster Features (Jayark Films Corp.): Sold to WPTV-Ames, Iowa; KSTP-TV Casper, Wyo.; WMT-TV Cedar Rapids-Waterloo, Iowa; WBNM-TV Columbus, Ohio; WHO-TV Dayton, Ohio; WZZM-TV Grand Rapids, Mich.; KAR-TV Jonesboro, Ark.; WAIR-TV Knoxville, Tenn.; KELF-TV Lafayette, La.; WKYT(TV) Lexington, Ky.; WQAD-TV Moline, Ill.; WOCV-TV Montgomery,
Liz's show in the can

Television Productions of America, has announced completion ahead of schedule, of Elizabeth Taylor in London, the special in which Miss Taylor will make her TV debut over CBS-TV Oct. 6 (10:11 p.m. EDT). The program, which was originally called Elizabeth Taylor's London, is being sponsored in the U.S. and Canada by Chemstrand Co. through Doyle Dane Bernbach.

(WG) will present a series of six half-hour programs entitled Focus On The Soviet Challenge. The series was taped at the University of Wisconsin's seventh annual Institute of U.S. Foreign Policy seminars examining the Russian problem as it relates to U.S. foreign policy.

Fisher on pay-TV • Eddie Fisher in Las Vegas, a program taped at the singer's last performance at the Desert Inn in that city, will be shown on subscription TV in Hartford, Conn., Aug. 3 and Aug. 7.

Philosophical series • Conversations on Death, a seven-part philosophical series began July 7 on WIC(TV) Pittsburgh and will continue through Aug. 18. Subjects explored include "The God of Death and Life," "Rebirth and Salvation in Buddhism," and "Resurrection and Human Wholeness." Ray Stewart of WIC(TV) is host. The programs were produced in cooperation with Chatham College's year-long series on "Religious Perspectives on Death and Existence Beyond Death."

Series on delinquency • WBRC New York has begun a three-part documentary series on methods used to combat juvenile delinquency in New York City called Challenge '63: The Redeemers. The premier program described educational Alliance, a settlement house in Manhattan. Future programs will deal with approaches used by youth workers and the experiences and opinions of boys helped by these workers.

Personal touch • Elaine Explains, a new series of 30-second vignettes relating to charm, modeling, etiquette, love and marriage, are available through the Omaha Recording Studio, 2963 Farm Street, Omaha. Produced by Elaine Jabenis, the service consists of 10 vignettes delivered weekly for unlimited use. Samples are available.

A boy and his dolphin • Flipper, a half-hour series based on a new Metro-Goldwyn-Mayer movie, is being produced by MGM in association with NBC-TV for the 1964-65 season. The color series will relate the adventures of a boy and a dolphin. Producer and director of the show will be Leon Benso, and Art Arthorne has been signed as associate producer and story editor. The first episode will be filmed in Florida and the Bahamas in mid-October.

'Open End's' new N. Y. home will be WPIX(TV)

Confirming earlier reports, WPIX(TV) New York, will present David Susskind's Open End discussion program beginning next fall (BROADCASTING, July 8). Under the agreement, signed last week, Mr. Susskind will produce 39 two-hour shows each year, 13 of them for summer rerun.

WPIX will slot the programs Sundays (6-8 p.m.) starting Oct. 6. They'll be produced independently of WPIX at the Videotape Center in New York.

The deal has apparently been under negotiation since last May when Mr. Susskind lost WNEW-TV New York and five other outlets for the program when he and the Metropolitan Broadcasting television stations abruptly parted company in a dispute over control of the show.

Open End will continue to be offered in syndication.

Prix Italia entries chosen

The Kremlin, an NBC News special, has been selected as the United States entry in the Prix Italia 1963 to compete in the television documentary category.

The U.S. entry competing for radio documentary honors is Freedom Now, originally broadcast on WOR- (FM) New York.

The competition will take place from Sept. 15 to Oct. 1 in Naples. The Broadcast Foundation of America, international division of the National Educational Television and Radio Center is the official American representative of the Prix Italia.

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TvQ's top 10 for June-July, by age

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Total Audience</th>
<th>6-11</th>
<th>12-17</th>
<th>18-34</th>
<th>35-49</th>
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<td>1</td>
<td>Beverly Hillbillies (CBS)</td>
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<td>2</td>
<td>Bonanza (NBC)</td>
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<td>42</td>
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<td>52</td>
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<td>3</td>
<td>Red Skelton Hour (CBS)</td>
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<td>73</td>
<td>57</td>
<td>38</td>
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<td>38</td>
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<td>4</td>
<td>Dick Van Dyke (NBC)</td>
<td>43</td>
<td>65</td>
<td>59</td>
<td>42</td>
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<td>32</td>
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<td>5</td>
<td>Doctor Kildare (NBC)</td>
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<td>42</td>
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<td>6</td>
<td>Andy Griffith (CBS)</td>
<td>42</td>
<td>52</td>
<td>50</td>
<td>37</td>
<td>39</td>
<td>42</td>
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<td>7</td>
<td>Saturday Night Movies (NBC)</td>
<td>42</td>
<td>56</td>
<td>58</td>
<td>45</td>
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<td>8</td>
<td>Disney World of Color (NBC)</td>
<td>41</td>
<td>65</td>
<td>47</td>
<td>32</td>
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<td>9</td>
<td>Combat (ABC)</td>
<td>39</td>
<td>56</td>
<td>51</td>
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<td>Monday Night Movies (NBC)</td>
<td>39</td>
<td>48</td>
<td>48</td>
<td>43</td>
<td>35</td>
<td>26</td>
</tr>
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* Percentage of those who are familiar with program and say it is one of their favorites.

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FATES & FORTUNES

BROADCAST ADVERTISING

Norman Gladney, president of Taplinger-Gladney Co., New York, advertising agency, resigns to join Elgin National Watch Co., that city, in newly created post of assistant to Henry M. Margolis, chairman and president of watchmaking firm (CLOSED CIRCUIT, June 24). Mr. Gladney will supervise variety of special marketing projects and direct advertising, sales promotion and PR for all Elgin consumer lines. Mr. Gladney is former VP and marketing director of Golden Shield Corp., then a subsidiary of Sylvania Electric, and at one time served as director of TV, radio and sales promotion for Bulova Watch Co.

Prudence Kent, media director of Gresh and Kramer, Philadelphia advertising agency, elected VP. Mrs. Kent joined agency in 1953 as copywriter. She is also G&K's corporate secretary.

James Graham, radio-TV department director, and Robert Haig, copy director of Reach, McCann & Co., New York, elected VPs. Mr. Graham, with Reach, McClinton for past six years, was appointed to his present post year ago. Previously he was business manager for radio-TV department of Lennen & Newell. Mr. Haig joined agency two months ago. He formerly directed copy department at Kudner Agency and served as creative director at Cockfield, Brown & Co., Montreal, Canada.

Thomas C. Carroll named VP and director of merchandising for Lever Brothers Co., New York. Mr. Carroll was formerly marketing VP of Lever division. Richard E. Baiter appointed marketing VP of new household products division, and Robert E. McGhee elected marketing vice president of new personal products division. Mr. Baiter was formerly marketing vice president of Pepsodent division. Mr. McGhee was merchandising manager in Lever division.

Huntly P. Briggs, director of advertising and public relations for military products division of Hoffman Electronics, Los Angeles, joins Beverly Hills office of Rosenbloom/Elias & Associates, Aug. 1, as VP and western branch manager. He succeeds Sydney M. Cohen, who recently moved to Smoak, Debnam & Waddell, Los Angeles, as account supervisor.

Eugene Patterson, account executive at Dancer-Fitz-Gerald-Sample, New York, elected vice president.

John V. Doyle, VP and supervisor on General Motors Corp. institutional account at Campbell-Ewald Co., Detroit, elected senior VP with responsibility for management of all Campbell-Ewald accounts, with exception of Chevrolet Motor account. Mr. Doyle joined C-E in New York in 1951.

Richard Gray, VP of Van Praag Productions, joins Los Angeles office of Geyer, Morey, Ballard as TV account executive on Danny Kaye Show, which will be sponsored by American Motors, Armstrong Cork andRalston-Purina, starting this fall (Wednesdays, 10-11 p.m.) on CBS-TV network. Mr. Gray was formerly associated with GMB as radio-TV producer. He left agency in 1961 to become production manager of WFAC-AM-FM-TV Dallas-Fort Worth, and moved to Van Praag Productions year later. Mr. Gray has also worked with NBC-TV and BBC-TV in London.

John R. Mooney, media director of McCann-Erickson, Chicago, joins Pittsburgh office of Fuller & Smith & Ross in same capacity. Before joining McCann-Erickson, Mr. Mooney served as account executive at Tatham-Laird, associate media director at Needham, Louis & Brophy, market research associate at Wilson & Co., and market research director for Jacques Manufacturing Co. He replaces Robert C. Pekarek, who has resigned. Ronald J. Levin, formerly of Realty Adv., Los Angeles, in charge of promotional activities, joins Fuller & Smith & Ross, that city, as copywriter.

M. E. Ziegenhagen, director of advertising and PR for Babcock & Wilcox Co., appointed chairman of advertising management committee of Association of National Advertisers. He succeeds Thomas B. McCabe Jr., VP in charge of marketing for Scott Paper Co.

W. Dwight Smith, former art director at Aubrey, Finlay, Marley & Hodgson, Chicago, joins E. H. Russell, McCloskey & Co., that city, as director of de-

Continued on Page 97
NAB names Brown, Dille membership chairmen

Carleton D. Brown, president and general manager of WTVL Water-ville, Me., and John F. Dille Jr., president of WSJY(TV) Elkhart-South Bend, Ind., named co-chairmen of National Association of Broadcasters 1963-64 membership committee.

The committee, made up of members of association's radio and TV boards of directors, provides policy guidance in recruitment and retention of NAB members.

Other membership committee members are John F. Box Jr., WIL St. Louis; John J. Coyle, KXII Dallas; Julian F. Haas, KAAB Crossett, Ark.; Glenn Marshall Jr., WJXT(TV) Jacksonville, Fla.; Allan Page, KGWA Enid, Okla.; Fred Rabell, KFTT San Diego, Calif.; Gene Trace, WWB Youngstown, Ohio; Hugh Turner, KTIM San Rafael, Calif.; and Robert F. Wright, WTSK-TV Meridian, Miss.

at agency. John H. Currie Jr., VP and senior art director, named associate creative director. Robert McDonnell succeeds Mr. Currie as art director.

Walter Adler, member of media department of Dancer-Fitzgerald-Sample, New York, appointed media director, effective Sept. 1, for agency's San Francisco office. Mr. Adler replaces Sever Toretti, who is returning to DFS's New York headquarters.

THE MEDIA

George J. Lund elected president and general manager, and Neil K. McMillan, executive vice president and sales manager of Baron Broadcasting Corp., licensee of WILA Danville, Va. Mr. Lund has served as vice president and general manager, a position held since 1961. Mr. McMillan's promotion adds vice presidency to his present duties as station's sales manager.


Arthur R. Kendall, program director of WSYE-TV Elmlia, N. Y., promoted to general manager, succeeding Paul Abbott, recently named general manager of WTPA(TV) Harrisburg, Pa. Both stations are owned by Newhouse Broadcasting Corp. Mr. Kendall joined WSYE-TV in 1959 as director-announcer.

Raymond J. Cheney, sales manager of WNB-F-AM-FM Binghamton, N. Y., appointed to newly created post of station manager. Mr. Cheney joined WNB radio two years ago as sales manager. Previously he was co-owner, VP and general manager of KRES St. Joseph, Mo., and has also served as VP and general manager of WXMN Mt. Vernon, Ill.

George A. Sperry, formerly of Transcontinental Television Corp., joins CKLW-AM-FM-TV Windsor, Ont.-Detroit, Mich., as director of advertising and promotion. Before joining Transcontinental, Mr. Sperry was program director of WBPZ-TV Lock Haven, Pa.

Carlo Anneke, for past three years local sales manager of KLTA (TV) Los Angeles, promoted to general sales manager. At same time it was announced that Marty Connelly, KLTA national sales manager, resigned. Mr. Anneke joined Los Angeles outlet as account executive in July 1959. Following year he was appointed local sales manager. Jerry Marcus, for four years account executive, elevated to assistant general sales manager of KTLA(TV) and Paramount Television Productions Inc., that city.

Jim Stevenson, since August 1961 account executive at CBS-owned WBMM-TV Chicago, appointed account executive in Chicago office of CBS Television Stations National Sales.

Jonathan Schiller, former music director of WFO-L-FM Hamilton, Ohio, joins WIAA-FM Interlochen, Mich., as program director and air personality.

Edward Argow, sales manager of McGavren-Guild Co., New York, elected VP. Mr. Argow joined firm's New York office in 1959 and was promoted to manager of Chicago office in 1960. In 1962 he returned to New York as sales manager. Prior to joining McGavren-Guild, Mr. Argow served as assistant sales manager and manager of Canadian division of Forjoe Co., New York. He also was timebuyer and assistant account executive at Dancer-Fitzgerald-Sample, New York. Thomas K. Hardy, formerly with Metro Broadcast Sales, joins McGavren-Guild's New York sales staff.

Sid Beighley, VP and general manager of WMJ-AM-FM Jackson-ville, Fla., since June 1956, elected VP of WIVY, that city. Mr. Beighley joined WMJR in 1952.

Nicholas Duca Jr., former credit and collection analyst at CBS Spot Sales, joins Larry Griffin, Woodward, New York, as credit and collection manager. Marvin Schrager, former accountant for CBS-TV, joins PGW as billing manager. New appointments are part of PGW's expansion plans for expedited billing and accounting service for advertising agencies and station clients.

Rich Weaver, sports director of KXFW Wichita, Kan., assumes added duties, effective Aug. 8, with KLIF Dallas and Dallas Cowboys Football Network. Mr. Weaver will handle play-by-play for all 11 NFL games played by Cowboys.

Jerry Cronin, account executive at KNX-AM-FM Los Ange-les, elevated to national sales manager. Frank Oxarart, eastern sales representative for KNX and Columbia Pacific Radio Network, has been transferred from New York to Los Angeles and added to station staff as account executive.

Paul J. Miller resigns, effective Aug. 16, as general manager of WWVA-AM-
FM Wheeling, W. Va., Mr. Miller joined station in 1931. No future plans were announced.

Coy H. Deal, assistant manager of WKSK West Jefferson, N. C., appointed manager of WJKK Granite Falls, N. C. Both stations are owned by James B. Childress organization.

Clay Collins, formerly of WTRX and WKMF, both Flint, Mich., joins WRRX Port Huron, Mich., as air personality.

Jerry Lawrence, account executive at KHJ-TV Los Angeles, appointed TV sales executive in Los Angeles sales office of RKO General Broadcasting. Mr. Lawrence succeeds Edwin C. Metcalfe, recently named director of sales for CKLW-AM-FM-TV Windsor, Ont.-Detroit, Mich. Both facilities are owned by RKO General Broadcasting.

GOVERNMENT

Donald E. Bishop, VP of Advance Public Relations Inc., New York, joins public affairs staff of U. S. Department of Commerce in Washington as assistant to James G. Morton, special assistant to secretary for public affairs. Before joining New York PR firm, Mr. Bishop served in various capacities with NBC for 11 years. He was director of community services for owned-stations division, director of publicity for division, and manager of program publicity for NBC press department.

ALLIED FIELDS

Gene King, former program director of WCBS New York, elected VP of World Wide Information Services Inc., that city. Previously he was program director of Voice of America, New York director of Radio Liberty, and program director of WOR New York. Mr. King has also served as chief of U. S. government’s broadcasting activities in Europe, with headquarters in Paris.

Henry S. Noerdlinger, veteran motion picture research consultant and author and for many years with MGM research department, appointed manager of National Education Association’s newly established Motion Picture, Television and Radio Information Center in Los Angeles. The center will open Aug. 1 in Kirkeby Center at 10889 Wilshire Boulevard, Westwood, and “serve mass communications media as they interpret education to the pub-

Continued From Page 95

It’s a continued and continuing story. Local advertisers invested more money on WFBR-Baltimore in the first six months of 1963 than in any like period in the station’s forty-one year history.

Our local advertisers love that constant ringing of the cash register. By the way, they are also very friendly and would be glad for you to join them. Come on in . . . the selling’s fine. Ask Blair.
lic." Mr. Noerdlinger's first assignments for NEA will be liaison with MGM-TV on production of Mr. Novak, weekly half-hour dramatic series for NBC-TV beginning Sept. 24, and with CBS-TV on The Great Adventure, hour-long weekly drama based on actual incidents in American history, to begin Sept. 27.

Charles J. Shaw appointed data processing manager of H-R Facts Inc., division of H-R Television and H-R Representatives Inc. Mr. Shaw was formerly with Dean Witter and Co., investment bankers, as processing supervisor.

PROGRAMING

Peter S. Rodgers, VP and general sales manager of National Telefilm Associates, Los Angeles, elected senior VP of firm. He will continue to direct all NTA sales activity.

Jack H. Hartley, sales promotion manager of WKBN-TV Youngstown, Ohio, appointed National sales manager for Video Varieties Inc., Pittsburgh-based TV producer - syndicator. Mr. Hartley will be in charge of all sales operations, as well as sales service to clients. During World War II, Mr. Hartley was officer-in-charge of radio for Office of Secretary of Navy. Since, he has served as director of news and special features for NBC-TV and station director of WYES Cleveland.

Philip Gittelman named producer of Portrait series which will be broadcast Fridays from 10:30-11 p.m., EDT, beginning Aug. 9 on CBS-TV network. Mr. Gittelman, formerly series' associate producer, succeeds Richard Siemianowski, who has been named executive producer of network's new Chronicle series. Harry Reasner, CBS News' correspondent, will continue to conduct informal interviews for Portrait series.

Harry Abrams and Noel K. Rubaloff, both formerly with MCA Artists and UTM Artists, have established their own artists and program packaging agency at 357 North Canon Drive, Beverly Hills, Calif.

Norman E. Gluck, an executive with Universal Pictures Co., New York, named to newly created post of sales coordinator for home office. Mr. Gluck will continue to handle duties in connection with Universal's TV distribution agreements with Seven Arts and Screen Gems.

Herb H. Berman and Harry Sanger, former eastern and southeastern division sales managers for Richard H. Ullman Inc., join Mark Century Corp., New York, in similar capacities. Mr. Berman will make his headquarters in firm's Buffalo, N. Y., office; Mr. Sanger will be located in Miami, Fla.

Michael R. Santangelo, vice president and executive assistant to David Suskind, president of Talent Associates-Paramount Ltd. since April 29, has left company. He said last week he had effected his release in June because he could not reach agreement with company on anticipated contract.

Mr. Santangelo earlier had been assistant to vice president for programming at Westinghouse Broadcasting Co. He reported he plans to become active in production of TV, motion picture and stage properties, and will announce details of projects shortly.

Jack Sobel, national sales manager for Screen Gems since November 1960, named manager of national sales, West Coast, responsible for maintaining contact with and service West Coast sales offices of networks and western agencies and advertisers. Before joining Screen Gems, Mr. Sobel was associated for nine years with General Artists Corp., where he attained position of vice president in charge of sales for television.

George L. George, executive secretary of Screen Directors International Guild since 1957, resigns to become administrator of SDIG's trust fund.

NEWS


Rod Trongard, news director at WLOL Minneapolis-St. Paul, appointed director of news, sports and special events, newly created post.

Edward S. Shaw, news director of WAMS Wilmington, Del., named news director of WHYY-TV, that city.

Larry Peck appointed news director of WABY Albany, N. Y.

Dan Kops, president of WAVZ New Haven, Conn., and WTRY Troy-Albany Schenectady, N. Y., elected to board of directors of Associated Press Radio and Television Association, representing eastern district. Other new directors are Carl Lee, WKZO-TV Kalamazoo, central district; Frank Galther, WSB Atlanta, southern district; Gene Shumate, KRKK Rexburg, Idaho, western
district; and Ken Nybo, KBMY Billings, Mont. director-at-large for APRTA's western district.


Ray Scherer, NBC News' White House correspondent, appointed congressional correspondent. Move, reportedly, was made to strengthen network coverage at Capitol for new half-hour Huntley-Brinkley Report which begins Sept. 9 (Monday-Friday, 7:30 p.m., EDT). Mr. Scherer will be replaced by Robert MacNeil on NBC News' staff of White House correspondents, which includes Sander Vanocur and Robert Goralski.

John Fuller, formerly of KCLN Clinton, Iowa, joins news department of WQAD-TV Moline, Ill.

Lester Bailey, information officer for U.S. Department of Labor's San Francisco regional office, joins news department of KGTV-TV San Francisco.

EQUIPMENT & ENGINEERING

David H. Foster, named secretary of Collins Radio Co., succeeding S. J. Storm, who retired. Mr. Foster joined Collins in 1959 as general attorney and will also continue in that post. Collins has moved office of secretary from Cedar Rapids to Dallas where other corporate offices are located.

M. Lloyd Bond, president of North Eastern Engineering Inc., resigns to accept $10,000-a-year post as assistant commissioner for communications of General Services Administration's transportation and communications service.

Thomas J. Dempsey, advertising and sales promotion manager for Reeves Soundcraft division, named to newly created position of director of public relations for Reeves Industries, New York. Before joining Soundcraft in 1953, Mr. Dempsey was account executive for Duane Jones Agency, that city.

E. Finley Carter, former executive head of Stanford Research Institute and its first president, elected to board of directors of Eitel-McCullough Inc., San Carlos, Calif. Before joining institute, Mr. Carter was VP and technical director of Sylvania Electric Products.

General Earle F. Cook, U.S. Army (Ret.), appointed director of technical operations for eastern area of Radio Engineering Laboratories, the communications subsidiary of Dynamics Corp. of America. He assumes his duties Aug. 1, and will establish his offices at REL in Bethesda, Md., division headquarters. General Cook, prior to his retirement on June 30, was Army's chief signal officer.

George C. Perris, former distributor sales manager of semi-conductor products at National Transistor Co., appointed merchandising manager of semiconductor products for distributor products division of International Telephone and Telegraph Corp., Lodi, N.Y.

INTERNATIONAL

Arnold V. Gilbert, for six years member of New York office of Marplan, a division of Communications Affiliates Inc., named manager of international marketing research firm's Tokyo office. From Tokyo office, Marplan will serve clients in Japan, Hong Kong, and Philippines. Mr. Gilbert will also serve as research director of McCann-Erickson-Hakuhodo Inc., the Japanese advertising agency owned jointly by Hakuhodo Inc. and McCann-Erickson Corp. (International).

Robert H. Thompkins, appointed assistant international director of J. M. Mathes Inc. Mr. Thompkins, who was formerly with Foteo Cone & Belding as field account executive in Paris, will work with clients in overseas markets.

DEATHS


Robert Sparks, 63, producer of "Blondie" films and creator of such TV series as Gunslinger, Perry Mason, Have Gun, Will Travel, December Bride and Rawhide, died July 22 of heart attack in Hollywood. Mr. Sparks was husband of actress Penny Singleton, whom he met when she starred in "Blondie" motion picture series. At time of his death he was working at MGM on new TV series, The Travels of Jaimie McPheeters.

Marjorie Macinnes Tuttle, 62, former executive secretary to officials of RCA, New York, died July 22 at Lenox Hill Hospital after long illness. Mrs. Tuttle joined RCA as stenographer when company was first organized in 1919. She was married in 1947 to late Arthur B. Tuttle, who was then VP and treasurer of RCA Communications. Mrs. Tuttle later served as vice president and treasurer of RCA.

Arthur M. Stander, 46, radio-TV comedy writer, died July 20 at UCLA Medical Hospital, Los Angeles, of cerebral hemorrhage. Former writer for Fanny Brice on NBC Baby Snooks radio show, Mr. Stander also wrote Danny Thomas show for five years, created It's Always Jan and pilot of Andy Griffith Show. For past several years he was under contract to Four Star Productions.

EMPLOYERS REINSURANCE CORPORATION

21 West 50th, Kansas City, Mo.
New York, 11 John San Francisco, 720 Montgomery Chicago, 111 W Jackson, (Atlanta, 34 Peachtree R. E.)

Is Your Guard Up Against Libel Suits?

There's no telling when the wrong word can bring libel action against you. When that happens, it's too late to ask about pecial excess insurance to help ease the cost...

DO IT NOW...FOR CLAIMS ARISE! For details and rates, without obligation, concerning protection against loss due to libel, slander, slarcy, plagiarism, copyright violation and invasion of privacy, contact:

CONTINENTAL ELECTRONICS PRODUCTS COMPANY
BOX 5024 DALLAS 22, TEXAS

STUDIO TERMINAL

CONTINENTAL'S TYPE TRC-FA3 FAULT ALARM SYSTEM

Used at unattended transmitting stations, it automatically gives remote alarm and indication of a change in status of any one of the 10 or 15 monitored conditions.

TRANSMITTER TERMINAL

CONTINENTAL'S TYPE TRC-FA3 FAULT ALARM SYSTEM

Used at unattended transmitting stations, it automatically gives remote alarm and indication of a change in status of any one of the 10 or 15 monitored conditions.

Continental Electronics

Products Company
BOX 5024 DALLAS 22, TEXAS

TELEX CEPDO

For Subsidiary of Ling-Temco-Vought, Inc.
Special write-offs cause net loss at Desilu

Although Desilu Productions Inc. figures a net loss for its fiscal 1963 year, ended April 27, there was an increase in profits from operations.

The loss resulted from special write-offs of deferred show costs and pilot development costs incurred during the 1961-62 and prior fiscal years, provision for possible loss in connection with certain TV series produced more than three years ago for syndication and a contested prior year federal income tax assessment. The net amount of these adjustments reduced profits for the current fiscal year by $1,857,006, but carryback tax benefits are expected to improve the company's net cash position by approximately $1.3 million.

For the new year, President Lucille Ball says, Desilu will again have three TV series on network television: The Lucy Show, second season on CBS-TV; Greatest Show on Earth, one-hour series in color starring Jack Palance, to be introduced in September on ABC-TV, and a second new series, Glynis, co-starring Glynis Johns and Keith Andes, to be introduced also in September over CBS-TV.

In the live television field, Desilu has three programs currently on the air: You Don't Say, five times weekly over NBC-TV; By the Numbers, and Zoom, once a week over XTLA(TV) Los Angeles.

Leaving ABC-TV is The Untouchables whose 118 one-hour programs have been turned over to Desilu Sales Inc. for domestic syndication.

Ten series not owned by Desilu will use the company's facilities during the new season. They are: Andy Griffith Show, Ben Casey, Bill Dana Show, Breaking Point, Danny Thomas Show, Dick Van Dyke Show, Joey Bishop Show, Lassie, My Three Sons and My Favorite Martian.

Desilu facilities also have been chosen by George Stevens for the physical production phases of the theatrical motion picture The Greatest Story Ever Told.

In a statement to stockholders, calling the annual stockholders meeting at the company's office in Hollywood Aug. 20, the salary of Miss Ball is given as $72,307.82, with remuneration as an actress totaling $152,750 (of which $150,000 was deferred). Other remuneration: Desi Arnaz, who resigned from the company when he sold his stock to Miss Ball in November last year, $94,230.94 as president, and $35,436.43 as program director; Jerry Thorpe, $65,000 as vice president in charge of programming and $3,270 as program director; W. Argyle Nelson, $60,000.20 as vice president, production and studio operations, and Edwin E. Holly, $56,173.03 as vice president, administration and finance. Messrs. Thorpe, Nelson and Holly also received deferred compensation.

Fiscal year ended April 27:

1963

Earned per share $0.60 1962 $0.57

Total sales 77,060,060.00 1962 78,240,060.00

Earnings 4,284,060.00 1962 4,265,060.00

Metromedia's first half

Metromedia Inc. has reported record net income for the first two weeks of 1963.

Six months ended June 30:

1963 1962

Earned per share $0.60 $0.57

Total sales 77,060,060.00 1962 78,240,060.00

Earnings 4,284,060.00 1962 4,265,060.00

Reeves' earnings up

Reeves Broadcasting & Development Corp., owner of WUSN-TV Charleston, S. C., KBKX-TV Bakersfield, Calif., and WHN-TV Huntington, W. Va., and a studios division in New York City, reported last week an increase in earnings for the first half of 1963 as compared to the same period last year.

First six months:

1963 1962

Earned per share $0.72 $0.60

Gross revenue 2,754,000.00 1962 2,301,000.00

Net before taxes 1,282,533.00 1962 1,145,490.00

Net profit 1,009,000.00 1962 7,600.00

Cash flow 361,800.00 1962 284,400.00

Tait to pay dividend

Tait Broadcasting Co. pays a quarter dividend of 15 cents a share on Sept. 22 to stockholders of record Aug. 15.

First fiscal quarter ended June 30:

1963 1962

Earned per share* $0.36 $0.31

Net revenue 3,303,974.00 1962 3,057,975.00

Operating profit (before depreciation) 1,514,667.00 1962 1,476,668.00

Profit before federal income taxes 1,290,668.00 1962 1,266,357.00

Federal income tax 855,240.00 1962 867,816.00

Net income 455,428.00 1962 79,541.00

Based on 1,589,465 shares outstanding as of June 30.

Dividend declared

Scripps-Howard Broadcasting Co. declared a dividend of 25 cents a share payable Sept. 10 to stockholders of record Aug. 22.

Six periods Jan. 1-June 15:

1963 1962

Earned per share $0.58 $0.58

Net earnings 6,705,212.00 1962 6,485,761.00

Net income 1,488,504.00 1962 1,450,735.00

BROADCASTING, July 29, 1963
INTERNATIONAL

BBC audience report for first quarter

The latest report issued by the BBC audience research department shows that on the average day from April to June 1963 more than two people out of every three watched some television in Britain, with more than 23.5 million viewing BBC-TV and 22.5 million the commercial network. BBC-TV's average over-all audience was 6.1 million compared with six million a year ago. The commercial network had 6.3 million compared with 6.5 million a year ago.

During the quarter, viewers able to choose between the two networks spent an average 6.3 hours a week viewing BBC-TV and seven hours watching the commercial network. This gave an audience ratio for the quarter of 47% for BBC and 53% for the commercial network. In the corresponding quarter of last year BBC's share was 46%; in both 1960 and 1961 it was 37%.

The report shows that the public for elevation in the United Kingdom exceeds 43 million.

For radio, the report records increases both in the total audience and in the time spent listening. The number of people able to receive radio programs went up by about half a million to 46,600,000 or over 95 per cent of the population. The average time spent listening to BBC radio went up to 8.3 hours per head a week in April-June from 7.7 hours a year ago.

Anglo-Soviet agreement

The BBC has signed an agreement with the Soviet government system for increased radio and TV program exchanges. The agreement covers provision of production facilities by both sides for each other in Britain and the Soviet Union and attachment of staff between the organizations where it is useful to meet specialized needs.

BBC Director-General Hugh Carleton-Greene will visit the Soviet Union next year.

Abroad in brief...

Japanese sold narrow broadcast - TV in China. The list includes China's capital, Beijing, and others in the region.

Radio Prague stamps - To mark 40 years of operation Radio Prague, the Czechoslovakian post office has issued two stamps. One stamp featured a radio antenna on a map of Europe and radiating from it the word Peace in six languages. A second stamp features a broadcasting studio with a man and woman reading into microphones and control booth operators in the rear. A modern radio receiver is shown in right hand corner.

FOR THE RECORD

The following table of assignments contains the 80 commercial FM channels assigned to the listed communities.

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<td>Florence, 286A</td>
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<tr>
<td>Huntsville, 250A</td>
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<tr>
<td>Mobile, 251A</td>
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<tr>
<td>Montgomery, 237A</td>
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<tr>
<td>Tuscaloosa, 253A</td>
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</table>

Channels whose number is followed by A are for Class A stations. All others are for Class B stations in Zones I and II.

1-A and for Class C stations in Zone III. The table lists 2,830 assignments in 1,850 communities (see story, page 27).
STATION AUTORIZATIONS, APPLICATIONS

As compiled by Broadcasting July 18 through July 24 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity. Abbreviations: —cable; DBA—construction permit; ERP—effective radiated power; VHF—very high frequency.

New TV station

APPLICATION

Houston—Radio Station KXYZ Inc. UHF channel 29 (580-586 MHz); ERP 270 kw, vis. 135 kw awt. Ant. height above average terrain 1,675 feet.

Principal: P. O. address Fifth Floor, Gulf Building, c/o Lester A. Marsh, Houston, TX 77002.

Estimated construction cost $33,975; first year operating cost $30,000, revenue $60,000. Studio and trans. locations both Houston.

New AM stations

APPLICATIONS

DFR—Central Arkansas Broadcasting Inc. Granted 35 kw on 980 kc, 1 kw dw; conditioned to pre-sunset operation with daytime facilities precluded pending final decision in Doc. 14419.

KZEF—c/o William C. Murphy, 101 East Main Street, Russellville, ARK. Estimated construction cost $38,476; first year operating cost $40,000; revenue $85,000. Principals: Principal: William C. Murphy, W. Lyle Stickertan, Parker Parker, L. I. VanLandingham and Louis H. VanLandingham (each 15 shares). L. I. VanLandingham is the owner, editor and publisher of Dardanelle Post Dispatch, other principals are large business and professional men.

Syracuse, NY—Van Wert Broadcasting Co. Granted 35 kw on 1060 kc, 1 kw dw; conditioned to pre-sunset operation with daytime facilities precluded pending final decision in Doc. 14419.

KZEF—c/o William C. Murphy, 101 East Main Street, Russellville, ARK. Estimated construction cost $38,476; first year operating cost $40,000; revenue $85,000. Principals: Principal: William C. Murphy, W. Lyle Stickertan, Parker Parker, L. I. VanLandingham and Louis H. VanLandingham (each 15 shares). L. I. VanLandingham is the owner, editor and publisher of Dardanelle Post Dispatch, other principals are large business and professional men.

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WROB West Point, Miss.—Granted in- 
corporation on July 24, 1963, from 250 w to 1 kw, continued nighttime opera-
tion with 250 w. conditions. Action July 17.

New FM station ACTION BY FCC

*Cheney, Wash.—Eastern Washing-
ton State College. Granted CP for new FM on 88.9. (100 kw, 550 ft) to a height-
above average terrain 16 feet. P. O. address 
class B. Granted consideration that construction cost $500; first year operating cost $2,000. Principals: board of trustees. Action July 5.

Existing FM station ACTION BY FCC

KEMF(FM) Oklahoma City—Granted CP for 
change to trans. site and station location to 
Midwest City, L. A. ant. height from 125 
feet to 160 feet, continued operation on 
94.1. Granted CP. Commr. Cox dis-
sented. Action July 17.

Ownership changes ACTIONS BY FCC

WAVP Avon Park, Fla.—Granted assign-
ment of license (and renewal of license 
provided in said assignment be consummated) within 23 days from William A. Jacob 
(100%), trustee in bankruptcy, to WMFV-Broad-
casting Inc. to Helen V. Sighler and John W. Sighler. Action July 17.

WAVP-FM Avon Park, Fla.—Granted 
assignment of license from Betty Lehman 
(45.6%), John G. Lee Friedmann (34.6%), 
Robert Hogg (10%), Charles G. Allard (4.6%) and 
James Collier (each 5%), d/b/a Radio 
Sarasota Inc. to William A. & Louise 
Bartley, Robert Street and John A. Moore. 
Action July 17.

WTVQ(FM) Lexington, Ky.—Granted 
assignment of license from T. B. Maxfield 
(50%), Lawrence Brandon (49.6%) and Carol D. 
Brandon (0.4%), d/b/a KREB Inc., to KREB 
Inc. (50%) and Southwest Broadcasters Inc. 
(50%) for KREB’s license. Action July 17.

KDOR Reno—Granted assignment of li-
cense from a group of subscribers (100%) 
Inc. to Richard W. and Elizabeth M. 
Barnes. Action July 17.

WTSN Richmond, Va.—Granted assign-
ment of license from R. E. Brown (50%) and 
Mrs. E. Brown (50%) to Mr. Brown. Action 
July 5.

WJMM(FM) Hickory, N. C.—Granted 
assignment of license from T. B. Maxfield 
(36.3%), Robert Street (35.9%), James A. 
Schafer (13.4%) and John A. Moore (10.4%) 
to Mr. Schafer. Action July 17.

WJBK-FM Detroit, Mich.—Granted assign-
ment of license from Glenn H. Shaper 
(62.9%), John W. Sardi (28.3%) and 
A. W. Norton (8.8%) to Gerald W. 
Dickison (87.3%), Frank W. Franssen Jr. (10.0%) and 
Mr. Norton. Action July 17.

WYJL St. Louis, Mo.—Granted assign-
ment of license from WYJL to 
American Broadcasting Co., Inc. to 
WYJL. Action July 17.

WZGF-FM Gulfport, Miss.—Granted assign-
ment of license from WZGF-FM to 
Casey C. McCauley (100%). Action July 17.

WAPL-FM Milwaukee, Wis.—Granted assign-
ment of license from the above group 
(100%) to WAPL-FM. Action July 17.

WBBM-FM Chicago, Ill.—Granted assign-
ment of license from the above group 
(100%) to WBBM-FM. Action July 17.

WAVC-FM Allentown, Pa.—Granted assign-
ment of license from the above group 
(100%) to WAVC-FM. Action July 17.

WFCO-WMAW-FM Saugus, Mass.—Granted assign-
ment of license from the above group 
(100%) to WFCO-WMAW-FM. Action July 17.

WJZ(FM) Baltimore, Md.—Granted assign-
ment of license from the above group 
(100%) to WJZ-FM. Action July 17.

WFOB-FM Bridgeport, Conn.—Granted assign-
ment of license from the above group 
(100%) to WFOB-FM. Action July 17.

WJJQ-FM Springfield, Mass.—Granted assign-
ment of license from the above group 
(100%) to WJJQ-FM. Action July 17.

APPLICATIONS

WAFG-TV Huntsville, Ala.—Seeks trans-
ter of control of licensee corporation, 
Rocket Broadcasting Co. Inc. (28,130 shares 
issued), L. G. Beaasley Jr. (8,640 shares), 
John S. Gregory Jr. (3,360 shares) and 
Mr. Beaasley (21,000 shares) to 
Mississippi Broadcasting Co., Inc. 
Action July 17.

KSB-FM(AM) Grantville, Pa.—Seeks assign-
ment of license from the above group 
(100%) to KSB-AM. Action July 17.

KBIG-FM Los Angeles—Seeks transfer 
of control of licensee corporation, 
KBIG Inc., from John Poole Broadcasting 
Inc. (59.4%), L. S. O’Keeffe (24.2%), E. Green (10.6%) and 
Kevin Sweeney, to Mr. Poole and 
Mr. Sweeney. Action July 17.

KISS Pittsfield, Mass.—Seeks transfer of 
negligible interest in licensee corporation, 
Face-Shear Radio Inc., from John H. and 
Bedford F. Pace (each 25%), to Mr. 

No financial consideration involved. 
Action July 17.

KFKS Glendale, Calif.—Seeks transfer of 
control of licensee corporation, 
Mid-Western 
Radio Corporation, from James E. Green 
(54.6%), to Harry E. Green Jr. and Ralph H. Green, 
executors of the estate of James E. Green 
and others. Action July 17.

No financial consideration involved. 
Action July 17.

WJDL-FM South Gate, Calif.—Seeks assign-
ment of license from Clear Tone 
Broadcasting Corp.; two 
women customers. Action July 17.

WAWF-TV Huntsville, Ala.—Seeks 
transfer of control for new FM station, 
City of Huntsville, to William 
Sightler and John 

APPLICATIONS

KWBX-Ooltewah, Tenn.—Seeks assign-
ment of license from Cordell 
and 
Stuart Investment Corp.; two 
children of 
Mr. Schley. Action July 17.

KBDO-FM San Dimas, Calif.—Seeks assign-
ment of license from Mr. O’Leary 
(100%), d/b/a 
KMBC-FM, toAcross the Gulf Broadcasting Co. 
Inc. Action July 17.
PROFESSIONAL CARDS

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

COMMERCIAL RADIO EQUIPMENT CO.
Everett L. Dillard, Gen. Mgr.
Edward F. Lorenzo, Chief Engr.
International Bldg.
D1-4319
Washington 4, D. C.
Member AFCCE

L. H. Carr & Associates
Consulting
Radio & Television
Engineers
Washington 6, D. C. Fort Evans
1000 Conn. Ave. Leesburg, Va.
Member AFCCE

SILLIMAN, MOFFET & KOWALSKI
1405 G St., N.W.
Republic 7-6666
Washington 5, D. C.
Member AFCCE

JOHN B. HEFFELFINGER
9208 Wyoming Pl. Hillsland 4-7010
KANSAS CITY 14, MISSOURI

VIR N. JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
222 S. Jasmine St.
Phone: (Area Code 303) 333-5562
DENVER 22, COLORADO
Member AFCCE

WILLIAM B. CARR
Consulting Engineer
AM-FM-TV
Microwave
P. O. Box 13287
Fort Worth 18, Texas
Bücher 1-1551

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

A. D. Ring & Associates
41 Years' Experience in Radio Engineering
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Washington 6, D. C.
Member AFCCE

KEAR & KENNEDY
1302 18th St., N.W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

JOHN DENVER
Edward
KANSAS COMMERCIAL
Consulting
903 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Associate
George M. Sklom
19 E. Quincy St. Hickory 7-2401
Riverside, Ill. (1A Chicago suburb)
Member AFCCE

PETE JOHNSON
Consulting am-fm-tv Engineers
Applications—Field Engineering
Suite 601 Kanawha Hotel Bldg.
Charleston, W. Va. Dickens 2-6281

E. HAROLD MUNN, JR.
BROADCAST ENGINEERING CONSULTANT
Box 220
Coldwater, Michigan
Phone: BROADWAY 8-6733

PAUL GODLEY CO.
Upper Montclair, N. J.
Pilgrim 6-3000
Laboratories, Great Neck, N. J.
Member AFCCE

GAMUT & JONES
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Member AFCCE

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DALLAS 9, TEXAS
MEMBRO 1-8360
Member AFCCE

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San Francisco 28, California
Diamond 2-5208
Member AFCCE

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CONSULTING ENGINEER
P.O. Box 9044
Austin 56, Texas
Glendale 2-3073

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4341 South 8th Street
Tuscaloosa, Alabama
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BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington, D. C. 20006
For availables
Phone: ME 8-1022

BROADCASTING, July 29, 1963
103
SUMMARY OF COMMERCIAL BROADCASTING
Compiled by BROADCASTING, July 24

ON AIR NOT ON AIR TOTAL APPLICATIONS
Lic. CP's for new stations CP's
AM 3,810 50 146 348 594
FM 1,091 29 88 190 207
TV 520 55 85 115 250

OPERATING TELEVISION STATIONS
Compiled by BROADCASTING, July 24

VHF UHF TOTAL TV
Commercial 484 91 578 68
Non-commercial 47

COMMERICAL STATION BOXSCORE
Compiled by FCC, June 30

Licensed (all on air) 3,809 1,090 519
CP's on air (new stations) 157 30 187
CP's not on air (new stations) 137
Total authorized stations 3,997 1,207 606
Applications for new stations (not in hearing) 210 178 67
Applications for new stations (in hearing) 146 13 53
Total applications for new stations 356 191 120
Applications for major changes (not in hearing) 254 90 47
Applications for major changes (in hearing) 54 3 8
Total applications for major changes 308 93 55
Licenses deleted 1 2 0
CP's deleted *Does not include six licensed stations off air
*Includes three stations operating on unreserved channels

BUREAU, authority to act on certain broadcast applications for transfers of control and assignment of licenses normally acted upon by commission, including cases involving exception but not waiver of three-year rule (Sec. 1.369 of rules). Action July 17.

* By memorandum opinion and order, commission approved agreement whereby Millinocket Broadcasting Co., withdraws application for new AM on 1240 kc, 250 w-n, 1 kw-LS, at Millinocket, Me., and competing applicant, Mid-Maine Broadcasters Inc. will reimburse Millinocket $1,263 for expenses incurred in prosecuting application. By separate action, commission waived Sec. 1.364(1) of rules and granted Mid-Maine Broadcasters Inc. application for new AM on 1260 kc, 250 w-n, 1 kw-LS, in Millinocket, Me., condition. Action July 17.

By memorandum opinion and order, commission approved application of K BAR J Inc., Hastings, Neb., for new FM station on 107.1 mc at Milaca, Minn., for new station. By separate action, commission granted request for renewal of license to licensee for station on 990 kc, at Jackson, Miss., for new station. Action July 22.

By memorandum opinion and order in proceeding on application of Geoffrey A. Lapping for new AM in Blythe, Calif., in Doc. 14831, (1) denied petition by respondent KXOR Inc. (KXOR), Blythe, to enlarge issues; and (2) on own motion, enlarged issue by (a) efforts made by Lapping to ascertain programing needs and interests of area to be served and manner in which he proposes to meet such needs and interests, and (b) in light of evidence adduced in connection with "suburban" issue, whether Lapping can be relied upon to carry out program proposal. By separate memorandum opinion and order denied late filed briefs. Action July 22.

By memorandum opinion and order in proceeding on application of Harry Wailer, WTVF to file a joint petition for new station on FM in Nashville, Tenn., for new station. Action July 22.

By memorandum opinion and order in proceeding on application of BROADCASTING, Inc., for renewal of license, assignment of license, and transfer of control of KHQ-TV Las Vegas in Docs. 14006-8, (1) granted joint petition by applicants for waiver of Sec. 1.363 of rules insofar as it requires publication immediately after designation for hearing; and (2) waived Sec. 1.363 insofar as it requires statement concerning such notice be filed within seven days of last day of publication, and accepted tendered notice. Action July 18.

By memorandum opinion and order in proceeding on AM applications of Southern Radio & Television Co., Lehigh Acres, and Robert Heesker (WMYR), Fort Myers, both Florida, in Docs. 14909-10, (1) granted request by Broadcast Bureau to withdraw motion to dismiss applications for failure to comply with Sec. 1.362 local notice requirements; (2) granted joint request by applicants for waiver of Sec. 1.362 of rules insofar as publication in weekly newspaper and broadcast immediately after designation for hearing is accepted tendered notice. Action July 18.

By memorandum opinion and order in proceeding on AM application of Marshall Broadcasting Co. and Wright Broadcasting Co. for new station in Marshall and East Lansing, respectively, certifies for filing and for granting of license. Action July 18.

By memorandum opinion and order in proceeding on Am applications of North Atlanta Broad- casting Co., and station in Fulton County, North Atlanta, Ga., further extended time from July 19 to Aug. 15 to file initial proposed findings and from Aug. 7 to Sept. 4 for replies. Action July 17.

On request of all parties in proceeding on AM applications of North Atlanta Broad- casting Co., and station, North Atlanta, Ga., further extended time from July 19 to Aug. 15 to file initial proposed findings and from Aug. 7 to Sept. 4 for replies. Action July 17.

* By memorandum opinion and order in proceeding on AM application of Brush Broadcasting Co., Wauchula, Fla., denied late filed petition by Hardee Broadcasting Co. (WAUC), Wauchula, for addition of issue concerning protection of use of facilities by applicant. Action July 22.

* By memorandum opinion and order in proceeding on AM application of Arthur D. Smith Jr. (KVMZ), Murfreesboro, Tenn., to extend time to Aug. 5 to file oppositions to petition by North Alabama Broadcasting Co. to enlarge issues in proceeding on AM application. Action July 22.

* By memorandum opinion and order in proceeding on application of Berkeley Broadcasting Corp., Stratford, Conn., to extend time to Aug. 15 to file exceptions to initial decision in proceeding on AM application, et al. Action July 22.

* By memorandum opinion and order in proceeding on application of KWMR Inc., Alexandria, Minn., for renewal of license, assignment of license, and transfer of control of WZMN-AM in Alexandria, Minn., for new station. Action July 22.
By Chief Hearing Examiner James D. Cunningham

- Designated Examiners Sol Schildhause to preside in hearing in proceeding on AM applications of Delmarva Broadcasting Co., Cambridge, Md., and Delmarva Broadcasting Co., Edina, Minn., to extend time from Aug. 17 to Aug. 27 for filing reply to counter petition.

- By Hearing Examiner Byrd H. Whatley, Jr.

- By Hearing Examiner Nephi J. Bowers to preside in proceeding on AM applications of Delmarva Broadcasting Co., Cambridge, Md., and Delmarva Broadcasting Co., Edina, Minn., to extend time from Aug. 17 to Aug. 27 for filing reply to counter petition.

By Hearing Examiner Basil P. Cooper

- Granted petition and supplement by Rhinelander Television Cable Corp., for leave to amend application for new AM in Rhinelander, Wis., to modify in minor degree manner in which proposed construction is to be financed. Action July 18.


- By Hearing Examiner William J. Harkness to extend time from July 18 to July 28 to file reply to petition for review of order granting application for WCLM (FM) Chicago.

- By Hearing Examiner William J. Harkness to issue order granting request for WCLM (FM) Chicago.

By Hearing Examiner Millard F. French

- On own motion, scheduled conference for Sept. 10 and make changes in proceeding.

- By Hearing Examiner Arthur A. Gladstone

- By Hearing Examiner Paul J. Carlin,9th Dist. andB. T. Morey in proceeding on AM application pending in Largo, Fla.

- By Hearing Examiner Richard A. Guenther in proceeding on AM applications of By-Sea Broadcasting Co., Bay Shore, N. Y., and Teen Music Inc. for WCLM (FM) Chicago.

- By Hearing Examiner Paul J. Carlin, 9th Dist. and B. T. Morey

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By Hearing Examiner Nephi J. Bowers

- By Hearing Examiner Nephi J. Bowers in proceeding on AM application to receive AM station in Delmarva Broadcasting Co., Bay Shore, N. Y., and Teen Music Inc. for WCLM (FM) Chicago.

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CLASSIFIED ADVERTISEMENTS
(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)
- SITUATIONS WANTED $2.00 per word. $20.00 minimum **HELP WANTED $25 per word—$2.00 minimum.
- DISPLAY ads $20.00 per inch. STATIONS FOR SALE, WANTED TO BUY STATIONS AND EMPLOYMENT AGENTS
- All other classifications 30¢ per word—$4.00 minimum.
- No charge for blind box number. Send replies to Broadcast, 1735 DeSales St., N.W., Washington 6, D. C.
- APPLICANT: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward resumes, transcriptions photos, etc., sent to box numbers are sent at owner's risk. Broadcasting expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Southern California, immediate opening for solid salesman, capable of management, with top station multiple outlets. Good starting salary. Box G-12, BROADCASTING.

Management opportunity. Wanted: A sales-partner, with experience in sales field proven. Preferably family man. Must have cash to invest 20%, stock readily available to right party, with possibility of 50% . Station raised $75,000 in 18 months, and adding to sales force each month. Located in Utah. In largest metropolitan area. 125,000 population. Box J-3, BROADCASTING.

Wanted manager for aggressive Illinois station. Station with metropolitan service areas populated by 200,000. Must be capable of directing sales, news and programming departments in a good and growing market. Well established operation. Middle of the road music, fine news reputation. Salary open. Write Box J-131, BROADCASTING.

Wanted: assistant manager for station in large Illinois city. Should be strong in programming, promotion, and sales. Salary in accord with ability and experience. Fine opportunity to get into broadcast. Write Box J-132, BROADCASTING.

General manager strong in sales. Mid-west. Successful record and good references. Essential. Box J-256, BROADCASTING.

Sales and station manager—West coast near major metropolitan area—1,000 watts full time—opportunity for investment—please write Box J-227, BROADCASTING.

Entron, Inc., a leading community antenna system equipment manufacturer and system owner has two system manager positions. One in California (San Diego market and the other in Pennsylvania). While specific experience in city is not necessary, applicants should have minimum of three years experience in management. Some knowledge of sales promotion, modern business controls and some financial management. Some technical background will be helpful. Resumes including salary history and salary requirements should be addressed to Treasurer, Entron Inc., 2141 Industrial Parkway, Silver Spring, Md.

Help Wanted—(Cont'd)

Sales

Southern California, immediate opening for solid salesman, capable of management, with top station multiple outlets. Good starting salary. Box G-12, BROADCASTING.

Management opportunity. Wanted: A sales-partner, with experience in sales field proven. Preferably family man. Must have cash to invest 20%, stock readily available to right party, with possibility of 50% . Station raised $75,000 in 18 months, and adding to sales force each month. Located in Utah. In largest metropolitan area. 125,000 population. Box J-3, BROADCASTING.

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Sales

Southern California, immediate opening for solid salesman, capable of management, with top station multiple outlets. Good starting salary. Box G-12, BROADCASTING.

Management opportunity. Wanted: A sales-partner, with experience in sales field proven. Preferably family man. Must have cash to invest 20%, stock readily available to right party, with possibility of 50% . Station raised $75,000 in 18 months, and adding to sales force each month. Located in Utah. In largest metropolitan area. 125,000 population. Box J-3, BROADCASTING.

Wanted manager for aggressive Illinois station. Station with metropolitan service areas populated by 200,000. Must be capable of directing sales, news and programming departments in a good and growing market. Well established operation. Middle of the road music, fine news reputation. Salary open. Write Box J-131, BROADCASTING.

Wanted: assistant manager for station in large Illinois city. Should be strong in programming, promotion, and sales. Salary in accord with ability and experience. Fine opportunity to get into broadcast. Write Box J-132, BROADCASTING.

General manager strong in sales. Mid-west. Successful record and good references. Essential. Box J-256, BROADCASTING.

Sales and station manager—West coast near major metropolitan area—1,000 watts full time—opportunity for investment—please write Box J-227, BROADCASTING.

Entron, Inc., a leading community antenna system equipment manufacturer and system owner has two system manager positions. One in California (San Diego market and the other in Pennsylvania). While specific experience in city is not necessary, applicants should have minimum of three years experience in management. Some knowledge of sales promotion, modern business controls and some financial management. Some technical background will be helpful. Resumes including salary history and salary requirements should be addressed to Treasurer, Entron Inc., 2141 Industrial Parkway, Silver Spring, Md.

Help Wanted—Management

Sales

Southern California, immediate opening for solid salesman, capable of management, with top station multiple outlets. Good starting salary. Box G-12, BROADCASTING.

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Help Wanted—(Cont'd)

Announcers

Experienced, all-around announcer for 1 kw daytimer, about September 1st. Must ad-lib and make some public appearances. Prefer permanent family man to become part of good company. Top salary. Resonable hours, $125.00 weekly to start. Tape use and photo to KBRK, Brookings, S. D.

Wanted, announcer beginning August 15th, $400.00 per month to start. KBRZ, Freeport, Texas.

Opening for announcer with restricted permit. Non-personality type operation. Good money and commercial delivery required. Want young, single man, KVVM, Showlow, Arizona.

Wanted: Announcer with first class license. Station WAMD, Abilene, Md.

Immediate opening for nighttime d.j. Adult music kilowatt. Market over 50,000, plus 18,000 Purdue students. Send tape and resume. A. A. Radio, Endicott-Binghamton, New York. Phone Stillwell 3-3535.

Great opportunity for competent sports-dj, strong on play-by-play. Great sports and outdoors area. Send tape references and salary requirements to William Wini, Program Director, WESB, Bradford, Pa.

Announcer, 1st phone-$5,000 wait Midwest independent has immediate opening. Emphasis on one man show. Little maintenance. Run own board. Send tape, photo, references, complete resume, first letter, WMIX, Mt. Vernon, Illinois.

Young announcer-salesman. Guarantee $100 weekly to start. WSTV, Stuart, Fla.

Country music d.j . . . good opportunity in Atlanta market. Top 40, medium hot station. Send tape of work, references in all phases of maintenance. Prefer one who is good announcer and can do voice-over. Box J-105, BROADCASTING.

Do you have a first ticket and good on maintenance? We are in a fine western New York market and can offer you program director's position and all phases of maintenance. Prefer one who is good announcer and can do voice-over. Box J-105, BROADCASTING.

Technical

Chief engineer for directional am in major midwest market. Must have a good degree and all phases of maintenance. Prefer one who is good announcer and can do voice-over. Box J-105, BROADCASTING.

Help Wanted—(Cont'd)

South Carolina regional daytimer needs first class engineer for maintenance, plus ability to program and desire for Combo work. Long established operation with low personnel turnover. Will consider experienced technician. Salary open depending on experience or qualifications. Send complete information in first letter. Any tapes will be returned. Box J-300, BROADCASTING.

Florida resort area daytimer needs announcer. Send tape, resume and snapshot. State minimum starting salary. Box J-312, BROADCASTING.

Chief engineer for full maintenance and announcing radio, Mississippi. Send tape of voice and qualifications. Box J-280, BROADCASTING.

Transmitter engineer for northern West Virginia directional. Permanent job. Experience not necessary. Send resume and recent photo to Box J-358, BROADCASTING.

Wanted, first class radio telephone operator. Employed by WGN, Chicago, Ill. Contact Mike Donovan, KANA Radio, Anaconda, Montana.

Immediate opening for chief engineer, WBMD, Baltimore, Md. Know board work. Must have thorough knowledge and just 1st ticket. Send experience and excellent future for right man. Send complete resume and references.


Young single man, 1st phone, no experience, good voice. Write Charlie, Carpenter, 2784 Dave St. Sacramento 38, Calif.

One application opens 600 station contacts. Dore of Two, Broadcast Employment Service, 4255 Tenth Avenue South, Minneapolis 17, Minnesota.

DJ's learn the professional way to introduce a record. 300 interchangeable, intelligent intros by excellent writers for vocals and instrumentals, $3.95. Broadcast Intros, 975 North 34th, Milwaukee, Wisconsin.

Production—Programing, Others

News editor wanted for Ill. kilowatt metropolitan market. Good writing skills, well po- litical clout and desire to work on station program. Excellent local personality type operation. Salary open and excellent future. Give full details of experience and references in 1st letter to Box J-133, BROADCASTING.

Top market station looking for negro per- sonnel experienced in programing and engineer- ing departments, both radio and television. College degree desired. 1st class license required for engineering. Box J-257, BROADCASTING.

Have opening for qualified play-by-play sports announcer. Good salary, good working conditions. Send tape, snapshot and resume. WFBY, Station, Box J-308, Broadcasting, or Collect 919-938-2811.

Firm director—To voice and sell award winning farm program at established, top market, kilowatt southwest Michigan independent on charm of Lake Michigan. Immediate opening. Send photo, tape, resume. WHFY, Benton Harbor, Michigan.

SITUATIONS WANTED

Management

General Manager, Sales background. First phase. 17 years broadcasting. Top references. Box J-108, BROADCASTING.

Need a manager or program director . . . 4 years experience in successful manage- ment . . . interested in seeking modern format only . . . heavy advertising, strong sales force . . . family man, college grad, aged 34 . . . excellent references . . . will consider all locations. Available August 19th. Box J-247, BROADCASTING.

Metro-market experienced "go-get-um" looking for next rung up on ladder. All past references open for inspection. Money worth working for. Box J-204, BROADCASTING.

Experienced, sales oriented manager available immediately to take over your station. Stable 34, family man. Box J-275, BROADCASTING.

Absentee owners: Breakup of corporation formed to purchase major market radio station has left its president available to manage yours. Past 6 months spent de- positig Top 40 sales, in 3-day trip, on major market, sales, promotion, pro- gram director, sales manager, general manager. As salesman in 1962, sold $90,000 for one of nation's leading stations. Expert on latest promotions and office information. Cut costs, increase sales; we'll share the profits. All markets considered. Box J-309, BROADCASTING.

General/station manager, seeking change for valid reasons. Presently employed as general manager, stations in 2 different years management, sales, promotion, pro- gramming, merchandising. Former national sales manager, market. Desiring of locating medium or small market, with peo- ple and integrity. Excellent references. Box J-311, BROADCASTING.

General/sales manager, 51 years old, 30 years experience, 17 years sales. Im- measurably capable, experienced, cost con- scious, efficient, aggressive, diplomatic, competitive, civic-minded and in- genious. Available August 18th. Present station being sold. Prefer city $5,000 or more. Write/wire Box J-315, BROADCASTING.

Aggressive salesman with 10 years radio/television sales experience seeking sales management position. Presently employed by mid-majestic market. National and regional sales experience with Top 40 radio and television. Top references. Resume and photo on request. Box J-217, BROADCASTING.

Top market station looking for negro per- sonnel experienced in programing and engineer- ing departments, both radio and television. College degree desired. 1st class license required for engineering. Box J-257, BROADCASTING.

Sales manager; executive, creative, can pro- provide board, rich, direct staff, powerful presentations, excel- lent follow-through, skilled closer, 20 years experience, major major market. Longtime sales experience in radio-television. College, family man, clean record. Send resume. 3 years experience. Box J-253, BROADCASTING.

Manager—13 years experience, all phases. Excellent sales and promotion record. Cur- rently employed. Desires station in Idaho, Montana, Wyoming, New Mexico, Colorado or Nevada For information, write Box J-347, BROADCASTING.

Will give you odds to one in a small bet that you can't find better qualifications than those I have as manager or sales manager. Give it a try—see my resume! You can lose a buck or two in the bet, but you can get a job of a lifetime of experience from a highly reputable venture in broadcasting. If you never lost a job and is available now only for logical reasons. All inquiries will be treated with the greatest of confidence. Box J-358, BROADCASTING.

Young, aggressive, sincere, personable veteran; family; desires position executive type top management. Top qualifications. Opportunities: public, community relations . . . public affairs . . . publicity . . . promotion . . . research, specialized field . . . industry background; extensive, quality, commercial t-rätze, sales, production. Write Box J-357, BROADCASTING.

For information. Employed, wish to improve position. Top references. Box J-357, BROADCASTING.
Situations Wanted—(Cont'd)

Management

General and/or sales manager, 14 years radio-TV experience. Outstanding sales record. Avid fan of old family man. Box J-394, BROADCASTING.

Pittsburgh program director strong in promotion, production, news and sales, desires station manager position in metropolitan area. College graduate, married, 30 years experience. Box J-307, BROADCASTING.

Sales

Sales or station management in Metropolitan Market. Am 37, college graduate, local club and civic leader. 19 years with present station, now station manager. In that period have brought profits up from break-even point to over $100,000 yearly with no better than fourth rank ratings. Have hired and trained most effective sales force in market. Know how to complete effectively yet maintain standards and rate card. Have money to start and associates who presents itself. Box J-318, BROADCASTING.

Announcers

Announcer—five years experience. Studying for first place—family man. Box J-84, BROADCASTING.

First phone personality announcer with 7 years experience, tight board, production control. Basketball fan. Will relocate. Box J-469 to start. Box J-117, BROADCASTING.

Creating a new humorous morning personality was tough, but I've been number one for good sized part of yearly income and you may take advantage of this creation. Box J-168, BROADCASTING.

Join me. Have fun with records, production, commercials. Will work around party feature. Box J-537, BROADCASTING.

Negro announcer, 1st class training, no experience. Need 1st job. Willing worker. Box J-268, BROADCASTING.

Disc-jockey, authoritative newsmen, experienced, tight board, bright sound, available immediately. Box J-278, BROADCASTING.

Experience top forty jock—live wire sound—I let my tape speak for me. Box J-278, BROADCASTING.

Experienced, polished, talented air personae. Musical training today or night discussion type show for the right station. Housing in major market. Presently getting contact. Can work around daytime and tape available. Box J-291, BROADCASTING.

Announcer young, married, vet. Two years experience. Nofeast. No rock. Box J-269, BROADCASTING.

Mature, married, announcer desires stable position in western market as dj or pd. Strong on news, 5 years commercial experience. Salary desired $500-100 per wk. Box J-295, BROADCASTING.

Boston area. Announcer/dj, 27, with first phone seeks part-time work while attending college. Box J-297, BROADCASTING.

Announcer appeals to all...college, 26...6 years experience, now working...bright, warm, strong air salesman...personality radio or tv. Box J-308, BROADCASTING.


Night-time radio preferred...announcer, salesman, experienced, will travel, available immediately. No station to large or too small. All replies promptly. Box J-314, BROADCASTING.

Announcers

Want sports position in radio or tv, experienced in both as announcer, also sales. Excellent college grad, 27, married. Will relocate for right job. Box J-318, BROADCASTING.

Middle of road announcer, will relocate anywhere in country or mid-Canada. For right position in midwestern, eastern States. Two years college, plus announcing school. Strong commercial awareness and news. Experienced north, south, east and west. Box J-308, BROADCASTING. No prima donna. References and tape on request. Box J-334, BROADCASTING.

Announcer-salesman wishes to relocate. Current experience has been in all phases of announcing. No prima donna. References and tape on request. Box J-334, BROADCASTING.

Top 40 only. No middle-of-the-road formats. Personality dj with first phone. Bright sound-(not rock) and program. Box J-309, BROADCASTING.


Available August 12th. Youthful, but mature disc jockey. Freelancer, wishes to return to full time. Five years experience. Own news, board, and programing. Strong on production. Cherry shoed, Able to live in good climate. Tight and happy sound with any format. Prefer Indiana, Michigan or other midwest. All replies answered. Box J-343, BROADCASTING.

Need a pleasant voice? I've got one. 7 years experience. 28, married. Veteran, Big or medium market. Bright not frantic. Good musical judgment. Tape available. Box J-349, BROADCASTING.

First phone—young announcer, limited experience, asking. Shift move. Box J-346, BROADCASTING.

Immediately! Experienced personality, newsmen/director, bright, tight, modern professional sound. All replies answered. Box J-352, BROADCASTING.

Young experienced announcer desires position in midwest market. Fast pace. Box J-358, BROADCASTING.

Residence Canada—Announcer, dj. Swing- ing tight board. Authoritative news. Box J-363, BROADCASTING.

Did you know: that according to postal regulations elephants cannot be shipped by parcel post. Original is Or is it “aboriginal” personality? I've been number one in NBC in the animal cracker division but that don't mean it all. I've got a siren...—first phone. MU 6-1695, Bob Ballard 2232 Coriathorn, Baltimore.

21 years old, 3 years college, 1st phone (radar endorsement). One year experience with excellent references. Rock and good music background. Rock is my forte. Especially want dope and promotion stunt. Prefer location with nearby college, anywhere in U. S. Jim Bartlett, 822 Howard St. Clearwater, Fla.


Third phone. Would like small market, any area. L. R. Smith, 2041 Midland Ave. Louisvile 4, Ky.

Personable age 27, married. 6 years experience. Will relocate. Interested in service, not transmitter. R. Land, Box 281, Roosevelt, N. Y.

Situations Wanted—(Cont’d)

Announcers

Second phone. Announcer 13 years experience all phases except sports. 5 years college, speech, 2 years electronics school. 25. Tex. Applicant married. Will relocate 500.00 week with fringe for all and any hours you need. Will relocate anywhere. Jim O’Quinn, 127-511, Beaumont, Texas.

Have experience and first phone. Depend- able, good, all phases. Large market. Engineering or announcing. Eddie Crawford, 407 Parkside Dr., Dallas, Texas.

1st phone jock! Highly experienced air personality with ability to handle slot with modern, stable outlet. Heavy copy and production experience. Phone now, 305-378.

Technical

Former engineer in charge all maintenance facilities including transmitter complex, desires new construction and or maintenance of large market, private or public. Experienced. Box J-211, BROADCASTING.

First phone engineer—three years tv studio, some transmitter experience. Arkansas Graduate of John Carroll, 204- 234-6135, 504 E. Vermillion, Lafayette, La.

First phone operator with eight years experience in in broadcasting. Experienced in directional, construction and wiring. Desire midwestern location but will answer any offer. No announcing experience. William Gabbert, Rt. 2, Box 638, Hol Springs Ark.

Broadcast engineer—15 years in am-fm transmitter and studio operation and maintains emergency power backup. Experienced with broadcast equipment manufacturer. Will relocate—prefer midwest or southwest. Phone 217-4913.

Production—Programming, Others

Sports broadcaster with writing ability for aggressive local coverage. Can double as newscaster. Box J-201, BROADCASTING.

Male copywriter. Mature, experienced professional seeking position in major-market eastern radio-television station. Box J-229, BROADCASTING.

Consider broadcaster with over 10 years experience in voice-over work for radio, news, special events, production, program— nal break. Available experienced and employed. Dedicated, loyal, hard working. Box J-233, BROADCASTING.

Due to programming changes, news director, east coast class A market available September 1. Box J-286, BROADCASTING.

Announcer with personality, producer with ideas and writer that thinks, seeks medium size station to open. 4 years AFRS Tokyo, 28, married, 4 children, salary open. Box J-289, BROADCASTING.

Bright, happy, and swingin’ 7 years experience. Have worked top format chain. Prefer midwest or eastern market with top ratings. Available Immediately. Box J-302, BROADCASTING.

Sportscaster: 8 years experience play by play in major league grad...family man ...sponsors references. Box J-328, BROADCASTING.

Public affairs—news...producer, photographer, writer. 7 yrs. wire-service & news magazine experience running in both, M.A. degree broadcasting & film now final stage. Available September. Box J-332, BROADCASTING.

108 BROADCASTING, July 29, 1963
Situations Wanted—(Cont'd)

Production, Programing & Others

Chicago area stations. Broadcast reporter. Local experience. Top references. Box J-354, BROADCASTING.

Top 49 personality wants to program her own 3:15 TV talk show. Has produced programs and is seeking same. Has worked in TV studio and production. Write Miss. Jan E. Allison, 3216 S. Dearborn, Chicago 40.

School./... Chicago 10634.

Aggressive and qualified... BROADCASTING.

Immediate openings for responsible people in programing and engineering departments, both radio and television. Applicants must have background equipment. Must be thoroughly knowledgeable director and preferably with experience. Strong supervisor. Box J-337, BROADCASTING.

Director—to direct live shows at NBC outlet in midwest. Must be thoroughly familiar with commercial staging, lighting preferably with TV announcing background. Box J-338, BROADCASTING.

Children's personality—male or female to fill important supporting role in high rated show. Must be able to perform in two or more of the following categories: Singing, dancing, acting, drawing, character roles, puppets, pantomime, magic. Major eastern TV station offers excellent opportunity to work with outstanding children's personality. Very good money. Send complete resume and picture. Box J-360, BROADCASTING.

Major eastern market... Box J-361, BROADCASTING.

Immediate opening for experienced tv director to direct for independent producer. Send complete resume, references to LaMar Smith KUTV.

Situations Wanted—Management

Major market commercial manager. Excellent... Box J-348, BROADCASTING.

I tripled billings in one year. Experienced radio-TV salesman looking for... Box J-345, BROADCASTING.

Proven local and regional television sales record and previous advertising media. Seek opportunity in midwest or national. Box J-331, BROADCASTING.


I want to bring my skills and experience to the news beat in your area. Five and one half years in radio and television with commercial and news experience. College degree. Please, send resumes to me. Box J-243, BROADCASTING.

Immediate openings for experienced tv and radio announcers. Must have good technical background. Can be part-time. Write to Cliff Paul, Tele-PrompTer Corporation, Sands Office Center, South Memorial Parkway, Huntsville, Alabama.

Very unusual opportunity for several aggressive and well-trained electronics men to own and operate franchised branches of our 17-year-old electronics home-study school. Write for free details. CSOEZ. Box 19834, Jackson, Miss.

TELEVISION

Help Wanted—(Cont'd)

Announcers

Network affiliated station, southeastern market, has opening for tv announcer with good background as MC. Must also be proficient in news, weather, and editorial writing. Send resume, references, and tape. Box J-22, BROADCASTING.

Technical

Probably not many men can meet challenge as head of our engineering department. We're young men on the move and looking for an alert engineer with organization, pride in work, proficiency in engineering and broadcast sales management, capable of contributing ideas. AM-TV-FM, VTR, Motor, Graphic, Valve and Electric transmitters.

Top market station looking for negro personnel experienced in programing and engineering departments, both radio and television. Applicants must have background equipment. Must be thoroughly knowledgeable director and preferably with experience. Strong supervisor. Box J-337, BROADCASTING.

Sales

Let me bring my skills and experience to the news beat in your area. Five and one half years in radio and television with commercial and news experience. College degree. Please, send resumes to me. Box J-243, BROADCASTING.

I tripled billings in one year. Experienced radio-TV salesman looking for... Box J-345, BROADCASTING.

Proven local and regional television sales record and previous advertising media. Seek opportunity in midwest or national. Box J-331, BROADCASTING.

Immediate openings for experienced tv and radio announcers. Must have good technical background. Can be part-time. Write to Cliff Paul, Tele-PrompTer Corporation, Sands Office Center, South Memorial Parkway, Huntsville, Alabama.

Very unusual opportunity for several aggressive and well-trained electronics men to own and operate franchised branches of our 17-year-old electronics home-study school. Write for free details. CSOEZ. Box 19834, Jackson, Miss.

Situations Wanted—(Cont'd)

Technical

Engineer—Sixteen years radio, six television. Last five as transmitter supervisor of our two 10 kw vhf, Box J-315, BROADCASTING.

Permanent transmitter job wanted. Experienced transmitter operator, maintenance, construction and installation. Box J-327, BROADCASTING.

Production, Programing & Others

Photographer . . . motion picture and still. Specialty in tv news; also great in studio advertising. Box J-218, BROADCASTING.


Copywriter, both creative and reliable—seeks money, hard work, a realistic future in sales-oriented tv station. 15 years rich experience throughout the medium; strong on copy. Box J-254, BROADCASTING.


Television directors show personality with proven format. 10 top rate, easy to entertain show for kids. Available September 1st. Box J-396, BROADCASTING.

News and public affairs addict . . . four years radio, two years tv, strong on documentaries. A. J. Darlington, Box J-201. In tv, married, young, determined, seeking opportunity. Box J-315, BROADCASTING.

Agressive broadcaster, 12 years experience all phases, seeks management position in small-medium market. Top air personality, writer, production manager. Married. College grad. Could invest. Box J-335, BROADCASTING.

Aggressive Bettercastor, 12 years experience all phases, seeks management position in small-medium market. Top air personality, writer, production manager. Married. College grad. Could invest. Box J-335, BROADCASTING.

TV director: Sixteen years radio and television. Available immediately for local, sports, set, production company or tv network. Mature, creative, family man, college, assistant director EBS. Excellent intimate editorials, public affairs, proficient in vtr. Live, radio, no mortgages. Prefer two way operating, no photo, references, send sample upon request. Box J-365, BROADCASTING.

Best television director in nation's 5th largest market ready for $6000 move. Creative, no egos. Another winner. Mr. R. Young. Family Wire: Nutten, Tampa.

WANTED TO BUY

Equipment

Wanted: 150 foot tower console, microphones and other related equipment. Building new station. Box H-149, BROADCASTING.

Wanted used microwave towers to support two 10 foot parabolic antennas. 150 foot self-supporting towers, used for guyed models. Box J-103, BROADCASTING.

Want to buy 15 kw—fm model amplifier. State make—model—asking price. Type tubes in final stage. Box J-354, BROADCASTING.


Disc cutter, commercial recording equipment, wanted. Dick O'Brien, 1053 Sherman, Denver, Colorado 80203.
WANTED TO BUY

**Equipment**

Wanted to buy: Used Gates "yard" console, or equivalent make, in good operating condition, no modifications, also, used console operated by Chief Engineer, KDIA, 22nd St., Oakland, Calif.

Automotive equipment; recent model only; complete or partial for non-annual 4m; Bill Bigley, KVMN, 2414 N. Arkansas.

**For Sale**

Magnetron F-175 F, T. still new, perfect condition. With transformers. In custom cases. $475 each. J-344, BROADCASTING.

High and low power units and components for 50 kw transmitter available. 862-207-8578 tubes. Write for prices. IBM Engineering, Box J-354, BROADCASTING.


Webber Minicorder 4½ pounds, complete fine condition. Cost $151.00 will sell $65.00. KROX, Crookston, Minn.

Modulation transformer: UTT type B684, KT-2222, 124 KVA; Kohr; price, $125.00. Teeman, Box 833, Hawthorne, Calif.

2 DUMONT TV camera chains—TA 1244 camera, camera stand, if required. Write, cable, etc. Consider all offers. Station Manager, Box 7158, Austin 12, Tex.

Used UHF 1 kw RCA Transmitter excellent condition, bargains. Immediate delivery. WCET, 2222 Chickasaw Street, Cincinnati 14, Ohio.

Transmitter Line; Telefun transmitter, 114½ rigid, 5½ Ohm flanged with bullets and all hardware. New—unused. 20 foot length for $40.00. Connexion & Disconnections available. Sierra-Western, Electric, 1401 Middle Harbor Rd., Oakland 20, California. Tempurlar 2-3577.

Television/radio transmitters, cameras, microphone, tubes, monitors, Electrofind, 440 Columbus Ave., N.Y.C.

New stock replacement parts for TT-5A transmitter available, also new and used EDI tubes, at discounted prices, list available. KOLO-TV, Garden City, South Dakota.

1 Philco TLR-2A fixed television relay system. Operates 6 to 7 kmc. May be used as transmitter terminal, receiver terminal, or relay terminal. Passes NTSC color. Details in books, catalogs, and rack cards, on request. All plumbing except dishes and antenna. Box J-300, BROADCASTING.

1 ITA fm stereo generator SG-1A. May be used on direct fm, or G.E. phased. $400.00. Quick condition. Told Instruction books. Box J-301, BROADCASTING.

For sale type 5A Federal transmitter. Complete multi-channel, radio telephone transmitter designed for general communications use. Skis of rf carrier power output. May be modulated 100% on frequencies between 25 and 15 mc. Five unit design. Approx. 4000 lb. $2000.00. Dynaradio Laboratories, Inc. 7358 Deering St., Canoga Park, Calif.

Complete Gates RCM20 remote system, including meters, shutors, motors. Good condition. $500. WABA, Winston-Salem, N. C.

Recently fully reconditioned RCA 44-BX senior velocity microphone, like new, $125.00. Contact WBYM, Utica, N. Y.

Complete tv station equipment. Low band equipment only. Recently used, a few months ago, now in storage. Consisting of: Transmitter and console, 8 image Orth chains, 20 monitors, 36 power supplies (high and low), 2 dial, 2 VHF, and many, many other units. $30,000.00, etc. First and second choice. Takes all. Write or wire Dixon Industries, Inc. 1530 N. Frederick Avenue, Catherdurg, Md., H-72965.

FOR SALE—(Cont'd)

**Equipment**


**Miscellaneous**

10,000 Professional Comedy Lines! Topical and straight material, short and long pieces, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Radio stations: Tell the importance of radio with your own monthly newsletter. Personalized with your call letters. A great local promotion, low as $28.50 monthly. Write "Radio Reports Newsletter," 1187 Arlington Lane, San Jose 29, Calif.

Need help? 1000 Super dopper hooper scooper one liners exclusive in your market. For info., Publications, 2121, Steiner St., San Francisco.

Typing at Liberty? An impressive letter is your intro to a prospective employer. Perfecting a résumé, preparing your resume by the best darn typist in the States. What do you want to do? Orig 3-4913 J-349, BROADCASTING.

Attractive brunette, NBC liked my singing. Andre's, 516-8326, please call.

INSTRUCTIONS—(Cont'd)

**FCC first**

First class license preparation correspondence course. Granthams Schools are located in Los Angeles, Kansas City, Columbus, and Washiongton. For free 44-page brochure write: Dept. 3-K, Grantham Schools, 3123 Gilham Road, Kansas City, Missouri.


Be prepared. First class FCC license in six weeks. Top quality theory and laboratory instruction. Elkins School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

**Elkins school**


Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing, programing, console operation. Twelve weeks intensive practical training. Finest, most modern equipment available. G. I. loan program. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 5, Texas.


**San Francisco**


Special accelerated schedule. The Los Angeles Division of Grantham Schools is now offering the proven 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. For free brochure write: Dept. 3-K Grantham School of Broadcasting, 1506 N Western Ave., Los Angeles 27, California.

Jobs waiting for first phone men. Six weeks get you license in only school with operating license. Free brochure. RCA-AM, 2200-1st Street, West Hollywood, California.

**Mobile, Alabama**

Elkins FCC license in six weeks. Total cost $325. Our graduates get their licenses and they know electronics. Houston Institute of Electronics, 605 W. M. B. Building, Houston, Texas. CA 7-0529.


Help Wanted—Sales

**SALES MANAGER**

SALES MANAGER WANTED  A PROFESSIONAL WESTERN RADIO STATION WILL INTERVIEW APPLICANTS FOR THE POSITION AS SALES MANAGER AND WILL BE FLEXIBLE REGARDING SCHEDULE. THE MAN WILL HAVE HAD EXPERIENCE IN A MULTI STATE STATION OR DISTRICT MANAGER OR AS SALES MANAGER. HE SHOULD HAVE A LEADERSHIP QUALITY AND SHOULD BE ABLE TO DEVELOP COMPETENCE AND POSSIBILITIES OF STOCK OWNERSHIP WILL BE DISCUSSED. SEND CREDENTIALS AND DETAILS TO THE EXECUTIVE ASSISTANT TO THE PRESIDENT. STATION WILL INTERVIEW APPLICANTS. SAN FRANCISCO BROADCASTING, July 29, 1963

Help Wanted—Announcers

**Network O & O**

in major market offers challenge, hard work, little pay, great opportunity to start with now all-talk format. Send resume, tape, to BOX J-390, BROADCASTING.

Help Wanted—Programing, Others

**NEWSPAPER**

Responsible midwest newspaper affiliate in metropolitan market seeking experienced production manager to assist staff position. Strong air delivery necessary. Photograph, tape, resume, and salary requirements.

Box J-284, BROADCASTING.

110

BROADCASTING, July 28, 1963
**SITUATIONS WANTED**

**Announcers**

**RADIO PERSONALITY**
MORNING MAN—On Camera TV Announcer. 10 years experience all phases of Radio and TV announcing. AB Degree, labor, new employed, from to relocate. All replies answered. Tapes, audio and video available on request.
Box J-340, BROADCASTING.

**TELEVISION**

**HELP WANTED**

**Technical**

**TELEVISION CHIEF ENGINEER**
Group operator of TV and radio has opening for highly qualified man at major market VHF. Apply in confidence. D. H. Smith, P. O. B. 10, Albany, N. Y.

**For Sale Equipment**

**NEED 'EM YESTERDAY?**
Get same day shipment on Fidelipac tape cartridges and re-loading service. GUARANTEED LOWEST PRICES

Try us! Send this coupon with your order now and get postage paid!

**SPARTA ELECTRONIC CORPORATION**
4540 FREEPORT BOULEVARD
SACRAMENTO 22, CALIFORNIA
GA-1230

**USER TRANSMITTERS IN STOCK**

1—Western Electric 405-B2 5 kw AM frequency 620 kc
Price $2,500.00

2—Western Electric 405-B2 5 kw AM frequency 930 kc
Price $2,500.00

4—Gates 8C-29DC1 250 watt AM Transmitters
Choice—$375.00 each

3—Rathen RA-250 250 watt AM Transmitters
Choice—$150.00 each

Price—at is, f.o.b. Quincy, Ill. Includes domestic packing. Terms—cash.

Contact Gene Edwards, Gates Radio, Quincy, Ill., or 727-8202, AC217.

**WANTED TO BUY**

**Stations**

**OWNERSHIP OR ACTIVE CONTROL**
Stations within 100 miles New York City. Financially responsible broadcasters seek to acquire another property. Small or large, am or fm, winner or loser, all considered. Confidence assured.
BOX J-184, BROADCASTING.

**Miscellaneous**

**TONIGHT DON'T MISS**
CLARK KENT AND HELEN TRENT in...
MY FINGER'S BENT...

A horse planned to be in the big race, but gets poison ivy and has to be scratched. For 50 hilariously funny LATE SHOWS, send $1 to... E-H PRODUCTIONS... BOX 39... BOSTON 32, Mass.

**Stations For Sale**

**CONN. RADIO STATION**
for sale. Excellent low frequency, daytime with wide coverage. City population 30,000 and 269,000 within 2.0 mv/m contour. Answer only if financially qualified.
Box J-368 BROADCASTING.

**FOR SALE**
MAJOR SOUTHERN MARKET AM high power facility minimum cash—extended terms to properly qualified purchaser
Box J-298, BROADCASTING.

**THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946**

Negotiations Management Appraisals Financing
HOWARD S. FRAZIER, INC.
1776 Wisconsin Ave., N.W.
Washington 9, D. C.

**CONFIDENTIAL NEGOTIATIONS**
For Buying and Selling RADIO and TV STATIONS in the eastern states and Florida
W. B. GRIMES & CO.
2000 Florida Avenue, N.W.
Washington 9, D. C.
Oktber 2-2111

To buy or sell Radio and/or TV properties contact:
PATT MCDONALD CO.
P. O. BOX 9266 - CL 3-8080
AUSTIN 56, TEXAS

**STATIONS FOR SALE**

ROCKY MOUNTAIN. Exclusive. Fulltime.
Gross exceeds $90,000. Priced at $125,000.
29% down.

NEW ENGLAND. Exclusive. Fulltime.
Priced at $125,000. 29% down.

JACK L. STOLL & ASSOC.
3681 Hollywood Blvd.
Los Angeles 28, California

Continued from page 105

ant., and installation of aux. trans. at main trans. site.

KTVT(TV) Springfield, Mo.—Granted license covering changes (main and ant.)

KAGL-TV Columbus, Ga.—Granted license covering changes.

KTXO(TV) Casper, Wyo.—Granted license covering installation of aux. trans. at main trans. site.

KPAR-TV Sweetwater, Tex.—Granted license covering changes.

KMD-V Midland, Tex.—Granted license covering changes.

WLPX(TV) Springfield, Mass.—Granted license covering installation of aux. final amplifier at main trans. site.

KPAC-TV Port Arthur, Tex.—Granted license covering aux. facilities at main trans. site.

WLOX-FM Lakeville, N. C.—Granted CP to skinny new trans. and ant. and trans. and ant.-trans. location; decrease ant. height to 120 feet; remote control permitted.

KGMT-FM Bellingham, Wash.—Granted mod. of CP to increase ERP to 10.5 kw and specify studio site; remote control permitted.

WPBS(FM) Warren, Mich.—Granted mod. of CP to change type trans. and type ant.

WHHY-FM Montgomery, Ala.—Granted mod. of CP to change type trans. and type ant. and ant.-trans. location; decrease ant. height to 120 feet; remote control permitted.

KOGI-FM Tucson, Ariz.—Granted license covering changes (main trans. and ant.).

KIOZ-TV Emlid, Okla.—Granted license covering changes.

KLCR Libby, Mont.—Granted authority to operate 1:00 p.m. Monday through Saturday, and 9:00 a.m. to 6:00 p.m., Sunday, for period ending Oct. 15.

KJEW Buena Vista, Salida and Poncha Springs, all Colorado—Reconsidered and set aside June 28 action granting license for VHF TV translator station.

WMAE Berkimer, N. Y.—Granted mod. of CP to change trans. location to 0.35 mile from present site for VHF TV translator station.

WPDE Portage, Wis.—Granted license and cancelled CP and mod. of CP to increase power.

Actions of July 17

KBAAK-TV Bakersfield, Calif.—Granted license covering changes and increase trans. location as Breckenridge Mountain. Bakersfield (main trans. and ant.) and specify studio location, and use of old main trans. and ant. as aux. trans. and ant.

KOVY(TV) Stockton, Calif.—Granted license covering changes (main trans. and alternate driver and main ant.) and installation of aux. trans. system at main trans. site.

KEXQX Newport, Ore., and various locations in continental U. S.—Granted CP to replace expired permit for new experimental UHF TV station.

E. K. Shreveport, La.—Granted authority to operate sign-off at 9 p.m. for period ending Oct. 12.

For Sale Stations—(Cont'd)

And others.

For... single day time... $70.00 terms
N.Y. single day time... 125M 384M
VH small... full time... 100M 29%
III small... full time... 97M 29%
GA medium... full time... 95M 20%
Mass. medium... full time... 85M 20%
Fm. metro... full time... 125M 7S
S.W. large... full time... 1S

CHAPMAN COMPANY
2045 Peachtree Rd. N.E. Atlanta 9, Ga.

(For the record) 111
Beware of the commercial on the conference room screen!

TV viewers see it on a tube—where today's best-selling pictures come from Scotch® Brand Video Tape

On a movie screen your commercial may rate Oscars; but on the family tv it can lay there like cold popcorn. Trouble is, home audiences don't view it theatre-style. It reaches them (if at all) on a tv tube. And the optical-electronic translation loses sharpness, presence, tone scale gradations, and picture size.

On the other hand: put your commercial on "Scotch" brand Video Tape, view it on a tv monitor, and see what the customer sees—an original, crystal-clear picture with the authentic "it's happening now" look of tape. No second-hand images, no translation, no picture cropping. Video tape is completely compatible with your target: America's tv set in the living room.

Proof of the picture's in the viewing! Take one of your filmed commercials to a tv station or tape production house and view it on a tv monitor, side-by-side with a video tape. You'll see at once why today's best-selling pictures come from "Scotch" Video Tape.

Other advantages with "Scotch" Video Tape: push-button speed in creating unlimited special effects, immediate playback, and no processing wait for either black-and-white or color. For a free brochure "Techniques of Editing Video Tape", write 3M Magnetic Products Division, Dept. MBX-73, St. Paul 19, Minn.
OUR RESPECTS to Richard Warren Dinsmore

From staff musician to global salesman

"From now on, any television production company that doesn't think about the foreign market is out of its mind," Richard Dinsmore, vice president and general manager of Desilu Sales, said last week. Just back from a five-week round-the-world trip on which he visited 11 countries and sold some $875,000 worth of Desilu programs, Mr. Dinsmore said that foreign sales now account for 60% of the company's business, which is expected to gross between $5 million and $7 million this year. "And it's going to be even more important," he added.

"There are lots of problems in selling programs abroad," Mr. Dinsmore noted. "In most places you're selling to government buyers with fixed budgets and quotas for the amount of foreign programming they can buy. Only in Australia and Japan does the advertiser or advertising agency have a voice in program buying."

Everyone Wants Entertainment • The most popular U. S. TV shows abroad are pure entertainment with an emphasis on action rather than words. "Everybody enjoys slapstick," Mr. Dinsmore commented, "and that's why Lucy was able to command the highest price ever paid for a half-hour TV series in Japan and that's also true in Australia."

"There's a universal appeal in a circus and we're having no trouble in lining up foreign broadcasts for The Greatest Show on Earth. Cops-and-robbers is another theme with worldwide appeal and The Untouchables is doing great business abroad. Wartime action is sure fire: Combat—to mention a series we don't handle but I wish we did—is big in all markets, even West Germany."

Richard Warren Dinsmore was born May 19, 1916, in Tarrytown, N. Y. His father was a music teacher and Dick's musical education started almost before he was out of his playpen. As a teenager he was so proficient on the oboe, clarinet and saxophone that he spent three summers at the Eastern Music Camp at Waterville, Me., on scholarships. After high school he entered the Eastman School of Music in Rochester, N. Y., where Mitch Miller was a fellow student.

A Start At NBC • Eager to stop studying and get into the real world of music, Dick left Eastman after three years and went to New York City, where he worked as an NBC page while waiting for his card from the musicians' union. Then he became an NBC musician and, intrigued by recording, wangled a transfer to the network's transcription service, NBC Thesaurus, where he had his own recording group, "Men of Note."

Dick wanted to do modern arrangements, a desire not shared by Oscar Turner, then program director of Thesaurus, who could see no future in a recording group made up of one clarinet, two guitars and a six-voice male chorus. Dick realized he was fighting a losing battle—so he became a producer and script writer for Thesaurus and produced recordings with Xavier Cugat, Sammy Kaye, Shep Fields and other popular bands of that time.

With America's entry into World War II, Dick joined the Merchant Marine, serving in the North Atlantic from February 1942 to the invasion of Normandy and then in the Pacific until war's end. He returned to New York, but one January Friday he looked out at a bleak gray sky slashed by hard-driven snow and realized this was not where he wanted to spend the rest of his life. Monday morning found him in San Francisco and before that week was out he was part owner of a recording firm, Sound Recorders. "I was a partner, a producer and, for the first time in my life, a salesman," Dick recalled.

Radio Tape To Live TV • Sound Recorders flourished, producing commercials and recording network programs like the Bing Crosby show, with which they moved from acetate discs to tape recording. When television hit San Francisco, Dick put together a show featuring Alvino Rey, got the San Francisco Ford dealers to sponsor it on KRON-TV and within six months it was the top rated TV program in the city.

With this start, Dick was off and running in television. He joined forces with Lee Giroux and soon they had 17 shows a week on the air. "We had our own building, our own art staff; everything was great. Then the TV films came along and the roof fell in. All of our shows were live; $1,000 a week was our minimum; we couldn't compete with the filmed shows on price. Soon we were down to six shows a week, which didn't even pay the overhead."

Live To Film • Dick wanted to stay in television, but the days of local live production had ended and he wasn't sure where else he might fit in. One day he bumped into an acquaintance from Rochester, John Mitchell, sales head of Screen Gems. He was looking for a western sales manager and did Dick have any suggestions. Dick gave him some names, but a few days later Mr. Mitchell called to say he'd interviewed them but wasn't quite satisfied and would Dick consider taking the job himself. Dick would and for 10 years he spent most of his time on the road, selling Screen Gems programs to stations and local and regional advertisers.

"Ralph Cohn [Screen Gems president] was a great man," Mr. Dinsmore said, "and I greatly admired and respected him. He foresaw the foreign market for TV films long before anyone else. And he kept Screen Gems as an autonomous operation, apart from the parent company, Columbia Pictures. But after his death things changed and I wanted out."

Screen Gems To Desilu • In November 1961 Mr. Dinsmore went to New York and arranged a release from his contract, which still had more than two years to run. On his return to Los Angeles he recalled hearing that Desilu was thinking of setting up its own syndication division. He called Edwin Holley, administrative vice president, and within a few days they put a deal together. Desilu Sales was formed in December and before the end of January Dick was on his first trip abroad for Desilu. In the first six months of operation, Desilu Sales sold more than $3 million worth of programs.

Dick Dinsmore married Bette Kearney, a Rochester girl, in 1938. They have two children, Richard Jr., 21, a student at the University of San Francisco, and Matthew, 8. Dick swims regularly, plays golf when he has the opportunity, and hopes that the day of the supersonic jet will Soon be here, to cut the time of global travel and give him more time at home.

Mr. Dinsmore

BROADCASTING, July 29, 1963
EDITORIALS

FM for forward motion

The promising developments in FM broadcasting, reported in detail elsewhere in this issue, provide another indication of the vitality of the private enterprise system in broadcasting. Against appalling odds, including hot-and-cold rulings by the government and the coincidental arrival of television when FM was just getting its start, FM has survived and is giving signs of growing into a major communications medium.

The ambitious research project to be undertaken by the National Association of FM Broadcasters ought to be of significant assistance. One of FM's biggest problems has been the lack of statistics to measure its effects. Now if the FCC will just stick with its new FM rules long enough to let the medium grow naturally, the curves of audience and revenue ought to start taking off.

Back to motherhood and flag

All signs point toward the adoption by the House of some kind of amendment to the Communications Act that will deprive broadcasters of still another measure of editorial freedom.

The prevailing mood of the House commerce subcommittee, which is engaged in an inquiry into broadcast editorializing, is evident: The members want, at the very least, a guarantee of immediate access to camera and microphone if any station dares to criticize them. Some want to outlaw editorializing altogether, no doubt in the belief that their job security depends upon the silent of broadcasters and the ignorance of the electorate.

Whatever form the legislation ultimately takes, it is certain to be an extension of the "fairness" doctrine that the FCC invented in 1949 to justify its reversal of policy on broadcast editorializing. In its Mayflower decision of 1941 the commission had decided that broadcasters, alone among all the communicators in the country, lacked the constitutional right of free speech. Eight years later it changed its mind, but in reversing its Mayflower policy that had prohibited editorializing, the FCC said that broadcasters were obliged to be "fair" and to affirmatively solicit—and broadcast—opposing opinions.

The fairness doctrine acquired statutory recognition in 1959 when the Congress was considering a liberalization of Section 315, the political broadcasting law that was originally written from the same motives that are now behind the House drive for editorial control. The idiocy of that section had become apparent when Larry Daly, a Chicago political freak, discovered how to use the equal-time provisions of the section to gain exposure on all Chicago stations and finally on a national television network.

The Congress reluctantly voted to exempt news broadcasts from Section 315, but it insisted on tying to that exemption the admonition that it did not relieve broadcasters of the obligation to provide opportunity for the presentation of conflicting political views. Thus "fairness" was elevated to the status of law.

However attractive the principle of fairness sounds when discussed in the abstract, it is difficult if not impossible to apply in practice. What is fair to one may be unfair to another. As we have said before, a decision on fairness by the FCC represents nothing more than a coincidence of prejudices among a majority of commissioners. The same can be said of any body that is given the hopeless task of deciding whether a broadcast has been "fair."

Fairness, we suggest, is merely the announced objective of congressmen who now want to write a law controlling broadcast editorializing. The true goal is the destruction of editorializing and the weakening of broadcast journalism in general. Many politicians are horrified by the portents of a maturing corps of radio and television newsmen who have both the competence and the courage to follow stories past the barriers that office-holders hide behind.

Regrettably, the case that broadcasters have so far presented in opposition to the proposals in the House gives little comfort to those who believe in broadcast freedom. Some witnesses have succeeded only in confirming fears that a tinge of irresponsibility runs through broadcast journalism. Others have endorsed the fairness principle as a protector of the public weal. None has given the more thoughtful members of the House a strong reason to oppose the move toward editorial regulation.

There may still be a chance to head off legislation in the Senate. If that chance is bobbed too, the matter may eventually be rectified in the courts on the First Amendment issue. A court test will take place, of course, only if some broadcaster is willing to lay his license on the line.

Double knockout?

Floyd Patterson may not have been the only casualty of last week's heavyweight championship fight. It could be that television took the full count too.

In the past 10 months theater TV patrons have paid a total of $3,255,000 to witness two Liston-Patterson encounters. They have seen less than four-and-one-half minutes of action.

Radio and television developed the public's taste for professional fights and for professional sports in general. The public obviously would prefer to witness these events at home without paying through the nose at the boxoffice and without the burden of battling traffic and getting parked.

The sports industry, being private enterprise for profit, can and does peddle its flesh as it pleases. The motive is purely mercenary. Thus the promoters abandoned the highly profitable sponsorship of championship fights on free TV for the ostensibly more profitable closed circuit theater TV, with utter disdain of public preference.

As a result of the Liston-Patterson brief encounters the public may sour on theater TV and stay away in droves from the next spectacular.

The public will make the decision. That is the way public interest should work.
Sacramento, California

NOW...A NEW WORLD PORT

and BEELINE RADIO KFBK is the way to reach this vital market

Prosperous Sacramento has just opened its new $55 million port and will now more than ever contribute to California's fabulous growth. Smart advertisers know that Beeline Radio KFBK is the effective way to cover the expanding Sacramento Market. And KFBK is only one of four Beeline stations - the key to California's rich inland valley and Western Nevada.

McCLATCHY BROADCASTING COMPANY

delivers more for the money in inland California and Western Nevada.

PAUL H. RAYMER CO. - NATIONAL REPRESENTATIVE.
The future agency use of computers demands a NEW BREED of salesman. At RKO General, the future is already here.

DATA PROCESSING: Your RKO General sales executives have been using electronic data processing techniques for some time. Their familiarity with the capabilities and limitations of these machines allows them to allocate time with greater efficiency...to concentrate on new ideas and new approaches to benefit their advertisers.

EXPERIENCE: The men who make up RKO General’s NEW BREED are sales executives who have worked at the local level and have personally witnessed the power of radio and television to move merchandise off the shelves and into the shopping carts.

CREATIVITY: The RKO General sales executive is constantly striving for better ways of selling merchandise and services via broadcasting. Many of his stations’ innovations, such as weekly movie spectaculars, feature films in prime time or, talk-radio have “set the standards.”

RESEARCH: The RKO General sales executives’ knowledge of media and marketing, supported by sales-oriented researchers, enables them to suggest how advertisers can best use available data or collect new customer-oriented research.

RKO General Broadcasting/National Sales: NEW YORK LO 4-8000
CHICAGO 644-2470 • LOS ANGELES HO 2-2133 • SAN FRANCISCO YU 2-9200
WOR AM/FM/TV New York • KHJ AM/FM/TV Los Angeles • WNAC AM/TV and WRKO FM Boston • CKLW AM/FM/TV Detroit-Windsor • KFRC AM/FM San Francisco • WGMS AM/FM Washington, D.C. • WHBO AM/TV Memphis • and The Yankee Network