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OCTOBER 21, 1963

SPOT TV
MODERN SELLING
IN MODERN AMERICA

EDWARD PETRY & CO., INC.
THE ORIGINAL STATION REPRESENTATIVE

NEW YORK - CHICAGO - ATLANTA - BOSTON - DALLAS
DETROIT - LOS ANGELES - SAN FRANCISCO - ST. LOUIS

SPOT TV MODERN SELLING IN MODERN AMERICA

TELEVISION DIVISION

EDWARD PETRY & CO., INC.
THE ORIGINAL STATION REPRESENTATIVE

NEW YORK - CHICAGO - ATLANTA - BOSTON - DALLAS
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OCTOBER 21, 1963
Since 1922 the powerful voice of WNAX-570 has held the attention of folks throughout five-state Big Aggie Land. Personalities, News and Programming have made WNAX a great station... the tremendous area covered by this unique station makes it a great buy.

How great? Well, almost 4 million people live within the 0.5 millivolt line. Big Aggie Land residents last year had a total spendable income of over 7 billion dollars.

Last year, too, retail sales exceeded 5 billion dollars. In all, there are 1,216,400 households in vast and prosperous Big Aggie Land. Naturally all of them are not WNAX fans. But we have our share! That's the tremendous share you get when you buy WNAX-570.

IT'S A FACT . . . YOU SELL FARM RICH BIG AGGIE LAND ON WNAX-570 . . . SEE YOUR KATZ MAN.

WNAX-570 CBS RADIO
PROGRAMMING FOR ADULTS OF ALL AGES
PEOPLES BROADCASTING CORPORATION
Sioux City, Iowa, Sioux Falls and Yankton, South Dakota
Represented by Katz
HOUSTON AT NIGHT

The unique challenge of Houston, super-city of tomorrow, is being met with the right combination of service and showmanship by The Television Station of Tomorrow.

Houston At Night Watches KTRK-TV!
value added by
manufacturing
operations
$2,404,872,000

The WGAL-TV market is stable, diversified, prosperous. Its 4,990 manufacturing establishments are highly important to the overall stability of this area, which has a prosperous population of nearly three million. Prime prospects for you—this Channel 8 station reaches them, sells them. In its area—WGAL-TV is more resultful than any other station, has more viewers than all other stations combined.*

*Statistics based on ARB data and subject to qualifications issued by that company, available upon request.

Market figures: latest U.S. Census
Loevinger judgeship?

Is Lee Loevinger, FCC's last-in-commissioner, to be first out? Report, which couldn't be confirmed, is that federal judgeship is in offering for 50-year-old Minnesota who, in four months, has become FCC's most controversial and best publicized member. Report is the one which will have district judgeship in Midwest circuit within 90 days and that it wouldn't make FCC Chairman E. William Henry unhappy.

Justice Department said Friday there were no existing vacancies but that retirements of several elderly judges may be imminent. Judge Loevinger joined FCC after two years-plus as assistant attorney general in charge of antitrust division, in which past he was said to have been at odds, occasionally, with his boss, Attorney General Robert Kennedy. Previously he had served year as associate justice of Minnesota Supreme Court. He became commissioner on June 11 to fill unexpired term of Newton N. Minow, which runs until June 30, 1968.

Henry shuttle

FCC Chairman E. William Henry, who returns to Washington this week after three weeks in Europe, may be off again after attending FCC meeting Thursday (Oct. 24). He plans to return to Geneva for wind-up of international space communications conference as senior advisor to U.S. delegation at sessions that will determine allocations for communications satellites. Mr. Henry attended first two weeks of conference, spent several days in London with communications officials, and would return for wind-up of five week, 70-nation ITU sessions at which agreement is hoped for. So far Soviet, as usual, is toughest adversary.

Television chasers

National Association of Claimants Counsel of America is at it again. Earlier this year association's complaint about CBS-TV's "Smash-Up" drama raised question whether FCC's fairness doctrine applies to dramatic programs (Broadcasting, Sept. 16). Now association is concerned about Oct. 3 episode of NBC-TV's "Kildare," which dealt with risk of malpractice suits run by doctors who perform good Samaritan role of going to aid of injured person. NACCA wrote commission that, as in case of "Smash-Up," which dealt with fraudulent auto injury claims, Kildare program was attempt to prejudice public and juries against claimants in damage suit cases. Association, reportedly, simply wants commission to keep such programs off air. Commission hasn't discussed matter yet, but is expected to tell association that FCC is barred by law from censoring programs.

Meanwhile, resolution of "Smash-Up" complaint—which involves ruling on whether fairness doctrine applies to dramatic shows—is still pending before FCC. Letter to CBS-TV setting forth FCC's position has been drafted. But absence of one or more commissioners from past three meetings has prevented commission from taking final action on it.

Vigilantes

Some 50 broadcasters have quietly gone to work at state level and in Washington to counter anti-broadcasting proposals of FCC and individual congressmen. They are members of loosely-knit legislative liaison committee of National Association of Broadcasters. Committee, with at least one representative from each state, was authorized by NAB board in June on motion of John Coyle, KVIL Dallas. Members are not being announced on ground publicity would impair their effectiveness.

ARF, ARB, and RKO

RKO General Broadcasting has signed with Advertising Research Foundation for ARF's consulting service in connection with American Research Bureau's Detroit study that'll test radio methodology. ARB study, which tentatively scheduled to get into field next month, was commissioned by RKO (Broadcasting, Sept. 23). ARF's services—through its technical committee—will be available on Detroit project throughout study period.

Home for FCC

Pressure is still on for headquarters building for FCC in lieu of borrowed space from Post Office Department, plus renovated space across street. Although General Services Administration has plans for building, also to house other independent agencies, effort is being made to raise priority so that project can be undertaken within next year or two rather than decade hence.

There's considerable support in Congress for headquarters complex to house several independent agencies in area of Capitol Hill. Independent agencies are arms of Congress and are responsible to that branch rather than to executive branch. According to this reasoning with agencies—or most of them—physically located near capitol, image of congressional allegiance would be emphasized.

Rating ranges

Until last week staff of House Special Subcommittee on Investigations had been almost adamant in insistence that ratings figures be expressed in ranges to serve as constant warning they are just estimates. Now Charles P. Howze Jr., staff director and author of report being compiled, is understood to be giving more weight to arguments of some leading researchers against ranges. Mr. Howze admits range idea "presupposes a true probability sample, and there ain't much of that in the audience research measurement field."

Although he made strong pitch for ranges at Advertising Research Foundation conference in New York (Broadcasting, Oct. 7), Mr. Howze is far from making up his mind. On Oct. 10 in Washington he was shown how ranges are digitized in computers by Albert E. Sindlinger, researcher who advocates ranges. Mr. Sindlinger had invited entire Subcommittee to watch computer demonstration, but Mr. Howze was only one who showed up.

Do-it-yourself tape

Cinemara Telcan, which hopes to market low-priced home TV tape recorder in U. S. before end of 1964 (Broadcasting, Sept. 9), may have competition in field sooner than expected. At recent meeting in New York of executives of Fairchild Camera & Instrument Corp. and group of security analysts, Fairchild revealed development of similar recorder at Winston Research Corp., Los Angeles. Latest word from Cinemara: demonstration of Telcan recorder within five weeks.

Swiss movement

Tiny Switzerland, one of the few remaining holdouts against commercial TV, has decided to let down bars in spite of newspaper opposition based on fear of loss of advertising. At outset commercials would not be permitted after 8:30 p.m. or on Sundays. But presumably alcoholic beverage advertising would be allowed. It's estimated there are nearly 400,000 sets in country.
Acquisitives* are diversified in Cleveland

Cleveland is not a one industry city! Cleveland ranks third with the number of the nation's top 500 manufacturers located within WJW-TV's coverage... just behind the big financial centers of New York and Chicago. Cleveland business is diversified over many basic industries—steel to satellites... paint to printing... tires to trucks... machinery to mining. That's why acquisitives have steady employment in Cleveland.

*Ac-quis'-i-tive—given to desire, to buy and own.

ACQUISITIVES WATCH

WJW-TV

BROADCASTING, October 21, 1963
WEEK IN BRIEF

Negotiations for new contract for performers in TV spot and local commercials begin today. AFTRA and SAG pushing for hikes; management is expected to seek continuance but with some revisions. See . . .

AFTRA-SAG CONCESSIONS ASKED . . . 31

Budget Bureau in Washington establishes four new standard metropolitan statistical areas and revises 58 others. Los Angeles drops to third place in population ranking; other changes take place. See . . .

METRO AREAS . . . 34

Tatum tells 4A meeting that improvement of practices and better understanding by public of advertising's role will be major project. Planned are national study, economic investigation and central policing agency. See . . .

STEPS TO IMPROVE ADVERTISING . . . 40

Radio is a good buy, but agencies have lots of trouble with it. D. P. Brother's Manuel tells RAB meeting that problems arise because of large number of stations, inundation of research and market data. See . . .

NOTHING SIMPLE ABOUT RADIO . . . 44

If the danger of smoking is officially acknowledged and the FTC doesn't act, perhaps the FCC should rule that cigarette advertising on the air is against public interest, Senator Neuberger says in book. See . . .

REACTION TO CIGARETTE PLEA . . . 46

Collins says FCC only following dictates of public in prodding broadcasters. Commission has taken no punitive action against licensees, NAB president declares at Hartford meeting. See . . .

HOW TO FIGHT THE BATTLE? . . . 54

If pay TV comes into being it will be a sad day for viewers, Kluge tells Pulse luncheon. Also objects to government limits on commercials, AM-FM separation, but calls for clearing out "jukebox" radio. See . . .

KLUGE LASHES AT PAY TV . . . 65

Commissioners are unhappy and uneasy about backlog on license renewals, and hope to do something about it. More than 500 are backed up in FCC's processing line, nearly 100 because of programing questions. See . . .

SOMEBODY A GUIDELINE SHINES . . . 66

Governmental influence on broadcasters is center of battle over "Reuther Plan." Memorandum, submitted two years ago, recommends pressure on stations to counter spokesmen of "radical right." See . . .

FAIRNESS CAUGHT IN MIDDLE . . . 80

U. S. joins television program exporters in protesting Brazilian decree which discriminates against American programs. Ban on certain programs in prime time hits mainly U. S. programs. See . . .

STATE AIDING PROGRAM BATTLE . . . 86

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BROADCASTING, October 21, 1963
The Art of Investing

Each Tuesday night at 6:30 WREC-TV presents a 30-minute live public affairs program titled "The Art of Investing." Hosting alternate weeks, Dr. Ralph C. Hon of Southwestern University and Dr. Herbert J. Markle of Memphis State University lead a discussion panel comprised of leading local investment authorities. Objective: not to encourage investing; but rather to provide a background of basic stock market information and procedures from which an informed public can more intelligently chart its investment course. This is another of the many public service features that continually produce enthusiastic public acceptance for WREC-TV and its advertisers.

WREC TV
CHANNEL 3 MEMPHIS

AN OPERATION OF COWLES MAGAZINES AND BROADCASTING, INC. AFFILIATED WITH CBS. REPRESENTED BY THE KATZ AGENCY.
GF TO TEST NEW FEE SYSTEM

Two of four agencies to join in services-pay test

New system for determining agency services and compensation— with latter on overhead-plus-fees basis as alternative to traditional system built around media commissions—will be tested over two-year period by General Foods and two of its four agencies, Ogilvy, Benson & Mather and Young & Rubicam, both New York. Test starts next April 1.

Details were not disclosed Friday (Oct. 18), but authorities indicated compensation plan anticipates continuation of conventional 15% agency commission payment by media, but with this commission to be passed along to General Foods or credited against sums due from General Foods.

Client will determine what agency services it wants for each product involved and will pay for these as performed. In addition, it will make basic annual payment to cover proportionate part of each agency's overhead expenses.

New Product Problem • One thorny problem at which new system seemed aimed was that of adequate pay for agency work on behalf of new products, which most agencies say are almost invariably costly to them in early stages of product development.

"General Foods feels this new approach may well solve the twin problems of tailoring the amount and kind of service to the needs and stage of development of each product, while at the same time adequately compensating the agency for the services required on new products versus established ones," GF said Friday.

General Foods, one of largest advertisers in United States, will place system into effect for several products which in aggregate bill estimated $12-13 million annually (not including new products).

Products Named • General Foods said Postum, Tang, Gaines-burgers and Swans Down, among Young & Rubicam's General Foods account list, will be included in testing phase as will Maxwell House ground coffee, Open Pit barbecue sauce and new products already assigned, through Ogilvy, Benson & Mather. Two other GF agencies—Benton & Bowles and Foote, Cone & Belding, both New York—are not affected. GF predicted its test probably would cover two years "before the value of the new plan can be assessed objectively" by advertiser and agencies.

Among the top-budget General Foods brands unaffected by new plan are Birds Eye Foods, Jello line, Instant Maxwell House, all Sanka products, Post cereals, Kool-Aid, SOS, Good Seasons salad dressings and numerous other products.

Among products coming under new compensation plan, Tang, Swans Down, Maxwell House ground and Open Pit are active in television; Postum has no measurable spending in TV and Gainesburgers, though not spending in TV last year, is in network this year. Although precise breakdowns were not available, TV estimates for 1962, based in part on Television Bureau of Advertising reporting of gross time sales, place Tang at about $1.1 million, Swans Down at $54,000, Maxwell House ground at $3.4 million and Open Pit at nearly $300,000.

Fee compensation methods are not new to advertiser-agency relationships. Ogilvy, Benson & Mather now has such system in operation with Shell Oil Co.—begun nearly four years ago—on cost-plus basis. This was initiated by Shell. O&B&M also is on cost-plus basis with Sears, Roebuck; International Paper; and KLM among other accounts.

William A. Marsteller, chairman of Marsteller Inc., New York, and of American Association of Advertising Agencies board committee on media policy, in speech last week (see page 40), said, "there is no such thing as standardized agency compensation." To explain, he added, "just about 50% of our gross income comes from fees, while for some agencies it will be perhaps 80 or 85% commissions and 10 to 15% fees."

Group turns thumbs down on 'ranges' in ratings

Radio & Television Research Council, meeting in New York, has voted against use of "ranges" in reporting broadcast program ratings, officials reported Friday (Oct. 18).

It was said to be first public stand ever taken by 20-year-old council, a private discussion group of professional broadcast advertising researchers.

Vote was said to be about 4-1 against ranges. Announcement said existing ratings services do not have probability sample "which is the measure employed for computing the range." It also said ranges would create impression that any point within ranges is as likely to be correct as any other point, whereas in fact likelihood is highest at midpoint and diminishes in each direction from there.

Council said it agreed with range proponents on desirability of reminding users that ratings are imprecise but that it did not think use of ranges would accomplish this purpose.

Council limits its membership to 60 researchers representing advertisers, agencies, networks, stations, station reps and ratings services (but ratings services did not vote on range question, authorities said). It is currently headed by Harvey Spiegel of Television Bureau of Advertising.

Breck account moved to Y&R

American Cyanamid Co., Wayne, N.J.—recent buyer of John H. Breck Inc.—has appointed Young & Rubicam Inc., New York to take over all Breck hair preparations now at Reach, McClintock & Co., New York. American Cyanamid reports that between $4.5 million of $7 million account will be devoted to TV. No funds have been allocated to radio.

Reach, McClintock soon will be assigned new consumer products either from Breck or other Cyanamid divisions.

Walker buys WMRT-AM-FM

Sale of WMRT-AM-FM Lansing, Mich., by Stokes Gresham Jr. and associates to William R. Walker group for $200,000 was announced Friday (Oct. 18). Walker stations are WISM-AM-FM Madison, WBEV Beaver Dam, WOSH Oshkosh,
Robert B. Choate elected chairman of board of Boston Herald-Traveler Corp., owner of WHDH-AM-FM-TV Boston. He was succeeded as president and publisher by George E. Akerson, assistant publisher.

Hubert Taft Jr., president and board chairman of Taft Broadcasting Co., Cincinnati, named board chairman-chief executive officer as company amended its by-laws last week to designate board chairman as chief executive. David Ingalls was elected vice chairman, and Lawrence H. Rogers II, formerly executive VP, elected president. John L. McClay, who recently joined Taft after many years with Westinghouse Broadcasting Co., was elected VP in charge of operations. Taft Stations are WAKR-AM-FM-TV Cincinnati and WTVN-AM-FM-TV Columbus, both Ohio; WBN-AM-FM-TV Birmingham, Ala., and WXYT-TV Lexington, Ky.

Robert L. Redd, for past 13 years senior VP in charge of radio-TV for Erwin Wasey, Ruthrauff & Ryan, Los Angeles, elected executive VP in charge of creative services for agency's Western division, encompassing branches in San Francisco as well as Los Angeles. New executive plans board, to be appointed immediately, will function with Mr. Redd as chairman. Andrew C. Boyd, senior VP-print copy director, and Jules E. Kopp, senior VP-executive art director, will be permanent members of new board, which will also have rotating membership designed to serve each client's creative needs in all advertising media.

For other personnel changes of the week see FATES & FORTUNES

WEEK'S HEADLINERS

WEAQ-AM-FM Eau Claire, all Wiscons-in, and WJSM St. Joseph, Mo. Day-timer WMRT operates on 1010 kc with 500 w. WMRT-FM is on 100.7 mc and uses 92 kw. Subject is subject to FCC approval and was handled by Hamilton-Landis & Associates.

Dems' tax release called misleading

"A clumsy attempt at intimidation" is how office of Senator Albert Gore (D-Tenn.) Friday (Oct. 18) described effort of Democratic National Committee to use radio-TV stations, newspapers in campaign to push administration tax bill, which senator opposes. William Keel, national committee research head declined to discuss situation until after his testimony today (Oct. 21) before Senate Finance Committee, unit hearing testimony on bill, of which senator is member.

Mr. Keel sent suggested news release to Tennessee Democrats that is said to contain implication average Tennessee family stood to benefit $436 from tax cut, but senator's office pointed out average family in state pays only $500 per year total now.

Nielsen 30-market study shows nets split week

ABC-TV Friday (Oct. 18) on basis of Nielsen 30-market ratings report for second week of new season claimed dominance on Monday, Tuesday and Wednesday, CBS-TV on Thursday and Friday nights, and NBC-TV on Saturday and Sunday nights. Nielsen week ended Oct. 13, covered Monday-Sunday, 7:30-11 p.m. In top 20, CBS-TV placed nine shows, ABC-TV eight and NBC-TV three. National Nielsen ratings are due out Oct. 30.

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<td>4</td>
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<td>13</td>
<td>Danny Thomas (CBS)</td>
<td>21.9</td>
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<tr>
<td>14</td>
<td>Saturday Movie (NBC)</td>
<td>21.9</td>
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<td>15</td>
<td>Jack Benny (CBS)</td>
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<td>16</td>
<td>McHale's Navy (ABC)</td>
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<td>17</td>
<td>Petticoat Junction (CBS)</td>
<td>21.4</td>
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<td>18</td>
<td>My Three Sens (ABC)</td>
<td>21.3</td>
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<td>19</td>
<td>Breaking Point (ABC)</td>
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<td>20</td>
<td>Flintstones (ABC)</td>
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</table>

Equal time, ratings spotlighted by NAB

How stations should use ratings information and their legal rights with respect to "equal time" demands in programing of controversial issues were among topics highlighted Friday (Oct. 18) National Association of Broadcasters meeting in Minneapolis (see story page 62). NAB staff advised that Federal Trade Commission now is most concerned over station practice of "hyping" ratings by Midwest Radio promotions during rating week. Use of standard disclaimers in rating data and expansion of agency presentations to include factors other than ratings were advised.

Strict equal time provision of law comes into play only when political candidates are on air, NAB's general counsel Douglas Anello, told broadcasters. He explained that unless person or organization is personally attacked in program there is no legal basis for equal time, assuming that station has otherwise given both views.

He felt "reasonable time" rather than "equal time" might be better definition to clear up public confusion. Mr. Anello warned "custom has a habit of creeping into law" when wrong term is used improperly too often.

More UHF assignments are due out soon

FCC's long-awaited proposal to add some 400 new assignments to UHF table is expected to be put out for industry comments this week. Proposal, which would increase number of UHF assignments to 1,975, is primarily designed to aid ETV. Effect on commercial TV would be minimal.

Commission is also expected to ask comments on proposed rulemaking required by Midwest tele-communication and Organiza-Union, which operates airborne ETV project over six Midwest states, wants six UHF channels allocated for airborne instruction.

Absorbine Jr. moves again

Ted Gotthelf Associates, New York, will resign W. F. Young's Absorbine Jr. account, on Dec. 31. Absorbine Jr., which bills about $1 million ($900,000 in broadcast), moved from J. Walter Thompson to Gotthelf on March 1. Successor to Gotthelf hasn't been named.

WAKE to replace WYZE

WAKE Atlanta will join CBS Radio as primary affiliate, replacing WYZE. Date is to be announced. WAKE, owned by Basic Communications Inc., operates fulltime on 1340 kc with 1 kw day and 250 w night.
Tawdry programming can be painful, but its emphasis on pap often ends not with a pang but a whimper. Loudness is not a substitute for excitement. Flippancy never made a feeble idea strong. In broadcasting, self-interest is based on interesting people. People listen. People watch. People know.
This new Helical antenna is shown being hoisted to the top of the World's Tallest Tower. It is now in place and will soon begin broadcasting the powerful Channel 10 signal from a height of 3049 feet above sea level. This antenna has a gain of 8.6—it is about 70 feet in length and weighs approximately 7500 pounds. It is designed to extend the angle of radiation in such a way as to fill in the valleys with a maximum signal.

For maximum coverage in the Knoxville area, place your advertising on WBIR-TV, Channel 10, represented nationally by Avery-Knodel.

**DATEBOOK**

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

*Indicates first or revised listing

**OCTOBER**

Oct. 20-21—Texas Association of Broadcasters convention, with Representative Walter Rogers (D-Tex.), chairman of House Communications Subcommittee, as featured speaker. Cabana hotel, Dallas.

Oct. 21—Hollywood Advertising Club luncheon, 12 noon at the Hollywood Roosevelt. Walter Guild, president of Guild, Bascom & Bonfigli, San Francisco, will speak on "Via La Revolution! (Marketing and Machete)." George Allen, of GB&B's Hollywood office, will be program chairman.


Oct. 22—Fourth annual Journalism Achievement Awards Dinner, 7 p.m., Hollywood Palladium. This year's recipients are Theodore White, Eric Severeid and Bernard Kilgore.

*Oct. 22—Los Angeles Advertising Club, "wine day" luncheon at the Statler-Hilton. Roy Petersen, vice president, Foote, Cone & Belding, San Francisco, will speak on "How To Play The Wine Game . . . And Win."

Oct. 22—Midwest Educational Broadcast Music Directors conference, Indiana University, Bloomington.

Oct. 22—Tennessee Broadcast Station License Renewal Conference, Robert J. Lawson, chief, renewal and traffic division, FCC. Will also conduct checkroom.

Oct. 22—Fourth annual Journalism Achievement Awards Dinner, 7 p.m., Hollywood Palladium. This year's recipients are Theodore White, Eric Severeid and Bernard Kilgore.


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

Oct. 25—Broadcast Pioneers' New York chapter membership luncheon meeting. Clair McCollough, Broadcasters Foundation Inc. president, will address testimonial

**NAB CONFERENCE DATES**

National Association of Broadcasters fall convention dates:


Oct. 21-23, Boston, Mass.

Nov. 14-15, Dinkler-Andrew Jackson hotel, Nashville.

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

Nov. 21-22, Cosmopolitan hotel, Denver.

Nov. 25-26, Fairmont hotel, San Francisco.
New, exciting lipstick colors: That’s what the audio says! But where are they? These lipsticks look like all the others. WHAT IS THE DIFFERENCE?

A phone’s a phone. That’s the problem. How to make phones look different—stir the interest of the subscriber. WHAT WILL DO IT?

What one thing did the advertisers do to give the 3 TV commercials shown here positive sales appeal?

What can multiply the effectiveness of this trademark—add to its memory-impact, its point-of-purchase recall, do it instantly. You don’t see it here. WHAT IS IT?

TURN THE PAGE AND SEE
COLOR'S THE ANSWER.
It tells the customer that lipsticks are available in colors to match her every whim and costume.

COLOR ADDS DIMENSION to the trademark... makes it stand out, makes it memorable, gives it significant product identification.

COLOR ANSWERS THE QUESTION, "How will it look in my house?"
... presents still another reason to buy, brings the order nearer to signing.

YES, COLOR IS THE ANSWER
Just give it a trial and you'll see how it provides:
1. Stronger trade-name identification; 2. Stronger linkage between advertising and point-of-sale; 3. Better selling personality (your product always looks its best); 4. Less premium to be paid for color than in print media; 5. Better black-and-white TV pictures for viewers.
What's more, when you use color, you're gaining experience, building a backlog of material as more and more TV sets GO COLOR.
For more about COLOR—why you should use Eastman film, why you should film all your commercials in color, even for black-and-white transmission (that in itself is a tremendous story) get in touch with Motion Picture Film Dept., EASTMAN KODAK COMPANY, Rochester 4, N.Y.
OR—for the purchase of film: W.J. German, Inc., Agents for the sale and distribution of EASTMAN Professional Film for Motion Pictures and Television, Fort Lee, N.J., Chicago, Ill., Hollywood, Calif.


FOR COLOR...


Oct. 25—Massachusetts AP Broadcasters Association meeting, Statler-Hilton hotel, Boston. Speaker be Louis S. Kramp, AP’s assistant general manager.


Oct. 26—Fall meeting of West Virginia AP Broadcast News Directors, Clarksburg.

Oct. 28—Chicago chapter of National Academy of Television Arts and Sciences, special luncheon in tribute to Hallmark Hall of Fame TV series, Knickerbocker hotel, grand ballroom at noon.


Oct. 28—ASCAP symposium for young composers and lyricists, 8 p.m., Lytton Center of Visual Arts, Hollywood, Calif. Irving Townsend will speak on recording of movie and TV music; Larry Shaye on the publisher’s function.


Oct. 28-31—Public hearing on S-1666, freedom of information bill, Senate Subcommittee on Administrative Practice and Procedure, room 2299, New House Office building, Washington, 10 a.m. each day.

Oct. 28-31—Senate Special Subcommittee on the Arts, public hearing on S. 1316 and S. 195, bills to provide federal assistance to the arts.


Oct. 31-Nov. 1—Fall convention of the Ohio Association of Broadcasters, The Christopher Inn, Columbus. Speakers include Governor James A. Rhodes and Maurie Webster, president and general manager of CBS Radio Spot Sales.


Oct. 31-Nov. 2—WSTF’s Grand Ole Opry 50th anniversary celebration, Nashville. Programing and sales discussion, Friday, Nov. 1, with Dan Seely, Lee Burnett; Cohen Williams, Martha White Mills; Joseph H. Epstein Jr., Walker Saussy Advertising, and James Faszholz, Gardner Advertising, participating.

November

*Nov. 1-2—Oregon Association of Broadcasters convention, Hilton hotel, Portland. Speakers include FCC Commissioner Lee

**NATIONAL TELEFILM ASSOCIATES, INC.
8530 WILSHIRE BOULEVARD, BEVERLY HILLS, CALIF.
TELEPHONE: OLEANDER 5-7701
444 MADISON AVENUE, NEW YORK 22, NEW YORK
TELEPHONE: PLAZA 3-6106

AT 11:20 P.M. TUESDAY, SEPT. 17th
THE “BIG 6” WAS LAUNCHED IN
NEW YORK CITY ON WABC-TV

This is what happened for the
next hour and forty minutes...

<table>
<thead>
<tr>
<th>STATION</th>
<th>PROGRAM</th>
<th>11:15</th>
<th>11:30</th>
<th>11:45</th>
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the “BIG 6”
6 MAJOR STUDIO FEATURE FILMS
NOW AVAILABLE FOR FIRST TV RUN

Here are the stars: Mickey Rooney • Julie London • Dan Durysa
Mamie Van Doren • Steve Cochran • Jan Sterling
Dean Jones • Gigi Perreau • Paul Anka • Yvette Mimieux
Agnes Moorehead • Russ Tamblyn • Terry Moore
John Drew Barrymore • Jim Backus • Diane Jergens
Fay Spain • Cathy Crosby • Mel Torme • Ray Danton

Here are the pictures: Night of the Quarter Moon (1959) 96 min.
The Big Operator (1959) 92 min.
High School Confidential (1958) 85 min.
The Beat Generation (1959) 94 min.
Girls Town (1959) 90 min.
Platinum High School (1960) 94 min.

*SYNOPSIS*

Here’s the line-up:

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TELEPHONE: OLEANDER 5-7701
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**DATEBOOK** 15

BROADCASTING, October 21, 1963

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NEGROES
respond more aggressively to Negro voices. It's good business to include the Negro station in your general market buy. (They're usually low CPM in general market surveys.)

Our salesmen visit our stations.

Station Reps

11 WEST 42nd STREET, NEW YORK 36, N. Y.
CHICAGO LOS ANGELES SAN FRANCISCO

WHY SALES CLIMB
ALONG THE SKYLINE
You rope a tightly-bound "one buy" TV market with population
as large as the 25th metro area
—but with Lumber-Building
Material-Hardware sales that rank 6th!

SKYLINE TV NETWORK
P.O. BOX 21911 - IDAHO FALLS, IDAHO
CALL SHE WRIGHT, AREA CODE 208-982-4567
Call your Hollingsbery office or Art
Moore in the Northwest or John L.
McGure in Denver.
KOLO Billings / KFBB Great Falls / KBMT Both
KID Idaho Falls / KMTV Twin Falls

Loevinger: Victor Diehm, RAB board chair-
man: Edward Argow, McGavren-Guild; 
Thomas Swafford, KDFP Albuquerque. 
N. M.; Edmund Bunker, RAB president; 
Larry Cervone, Gates Radio Co.; Howard 
Bell, NAB; Ray Johnson, KMED-TV Med-
ford, Ore., and Paul McKee, Pacific Power 
& Light Co., Portland.

*Nov. 4—Hollywood Advertising Club, 
luncheon meeting, Hollywood Roosevelt, 12 
noon. John Guebel, radio-TV producer and 
vice president of the Hollywood museum, 
will speak on "The Most Unusual Museum 
In The World."

Nov. 4-5—Central Canadian Broadcasters 
Association management and engineering 

*Nov. 6—American Association of Adver-
sising Agencies (AAA) eastern annual 

"Going public" by agencies, changes in 
the consumer society, untapped reservoirs of 
research, "creative youth," new product 
advertising and "the expanding Negro mar-
ket and its importance" are among subjects 
on agenda.

Nov. 8—National convention of Sigma 
Delta Chi, professional journalistic society. 
Golden Triangle Motel, Norfolk, Va. Key-
note speaker will be Barry Bingham, editor 
and publisher of the Louisville Courier-
Journal & Times. Other speakers include 
Dr. Glenn Seaborg, chairman of the Atomic 
Energy Commission; Turner Catledge, man-
egaging editor of the New York Times; 
Elair Clark, vice president and general 
manager of CBS News; Palmer Hoyt, pub-
lisher of the Denver Post; Walter Cronkite, 
CBS news correspondent; Gardner Cowles, 
publisher of the Des Moines Register 
& Tribune and Look Magazine; and Charles 
Ferguson, senior editor of Reader's Digest.

*Nov. 7-8—Sixth annual Freedom of Infor-
mation Conference, sponsored by University 
of Missouri School of Journalism, Jay H. 
Neff auditorium, Columbia, Mo.

*Nov. 7-8—College Majors Conference, series 
of seminars for college seniors major-
ing in broadcasting and advertising, 
sponsored by International Radio and Tele-
vision Society, Hotel Roosevelt, New York.

Nov. 7-9—Annual fall meeting of the 
Washington State Association of Broad-
casters, Ridpath hotel, Spokane.

Nov. 8-9—California Exposition of Amer-
ican Progress (acknowledging the Negro 
consumer) 12 noon to 10 p.m., Long Beach 
Sports Arena, Long Beach, Calif.

*Nov. 10—Sixth annual National Press Photo-
graphers Association cross country semi-
nars in photojournalism, Norfolk, Va.

Nov. 10-12—ACRFT Convention, Quebec 
City, Canada.

Nov. 10-13—Annual meeting of the Asso-
ciation of National Advertisers, The Home-
stead, Hot Springs, Va.

*Nov. 11-13—Fall radio meeting, sponsored 
by Electronic Industries Association Engi-
neering Department. Among speakers 
will be Charles F. Horne, EIA president, 
and Rear Admiral E. Elder, assistant chief 
of naval operations in charge of communi-
cations. Manager hotel, Rochester, N. Y.

*Nov. 12—Sixth annual National Press Photo-
graphers Association cross country semi-
nars in photojournalism, Omaha, Neb.

*Nov. 12—Group W (Westinghouse Broad-
casting Co.) public service conference, 
Cleveland. Bert Chairman and William Henry 
will be luncheon speaker.

*Nov. 14—Sixth annual National Press Photo-
graphers Association cross country semi-
nars in photojournalism, Hartford, Conn.

*Nov. 15—Sixth annual National Press Photo-
graphers Association cross country semi-
nars in photojournalism, Hartford, Conn.

Nov. 16—Annual meeting of UPI Broad-
casters of Pennsylvania, Governor's Room, 
Pennsylvania hotel, Harrisburg.

Nov. 16—Second annual Wisconsin As-
sociated Press Broadcast News Clinic, 
Gladiator hotel, Casper, Wyo.

Nov. 17-19—National Association of Edu-
cational Broadcasters national convention. 
Hotel Schroeder, Milwaukee, Wis. Banquet 
speaker is FCC Chairman E. William Henry.

Nov. 17-20—Broadcasters Promotion As-
sociation annual convention, Jack Tar 
hotel, San Francisco. Joseph F. Constantino, 
KTVU-TV (Oakland-San Francisco), is con-
vention chairman.

Nov. 19-21—Television Bureau of Adver-
sising holds its annual membership meet-
ing, Sheraton-Blackstone hotel, Chicago.

Nov. 20—American Association of Broad-
casting Agencies (AAA) east-central re-
region meeting, Statler Hilton, Cleveland.

Nov. 22—National Academy of Television 
Arts and Sciences, New York chapter, 
holds "Close-Up" dinner and show lamp-
pooning comedian Jackie Gleason. Hilton 
hotel, New York.

Nov. 23-24—Combined meeting of Wis-
consin Associated Press newspaper and 
broadcasting members, Milwaukee.

Nov. 29-Dec. 1—Annual convention of the 
National Association of Radio and TV Farm 
Directors, Chicago.

DECEMBER

Dec. 3-5—Winter conference of Electronic 
Industries Association, Statler-Hilton hotel, 
Los Angeles.

Dec. 5-6—Fourteenth conference of the Pro-
fessional Technical Group of the Vehicular 
Communications, Adolphus hotel, Dallas.

Dec. 6—Association of National Advertis-
ers' workshop on planning and evaluation,
Plaza hotel, New York.

JANUARY 1964

Jan. 8—Newsmaker luncheon, Interna-
tional Radio & Television Society, Grand Ball-
room of Waldorf Astoria, New York. Newsm-
akers and forecast by a panel of Chet 
Huntley, Walter Cronkite and Ron Cochran.

Jan. 21-23—National Religious Broadcasters 
convention, Mayflower hotel, Washington.

Jan. 21-22—Nineteenth annual Georgia 
Radio-TV Institute, co-sponsored by the 
Georgia Association of Broadcasters and 
the Henry Grady School of Journalism, 
University of Georgia, Athens.

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

Jan. 24-26—American Women in Radio 
and Television board of directors meeting, 
Hilton hotel, New York.

FEBRUARY

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

Feb. 18-20—Newsmaker luncheon, Interna-
tional Radio & Television Society, Grand Ball-
room of Waldorf Astoria, New York. 
National Association of Broadcasters Presi-
dent Larry Collins is speaker.

Feb. 5—National Winter Convention on 
Military Electronics, Ambassador hotel, 
Los Angeles. C. D. Perrine, executive vice presi-
dent of General Dynamics/Pomona, is con-
vention chairman.

Feb. 8-16—International TV & Equipment 
Market, Lyons, France.

Feb. 23—International Broadcasting Awards 
banquet, British Broadcasting Corporation, 
Midsummer, Presentation of trophies for best commercials 
on radio and television in any part of the 
world for 1963.
When the news is hot, audiences in five major U.S. markets tune to their CBS Owned television station for the most expert and most comprehensive coverage, including regular full-hour and half-hour news reports. Thanks to newly-expanded schedules, the stations are now broadcasting more world and national news by top-notch CBS News correspondents. And locally, there's vastly expanded coverage of news close to home, resulting from increased local news staffs, augmented coverage of state capitals, and a fully-staffed news bureau in Washington with full-time sound-on-film facilities, designed to bring local audiences detailed reports of Washington news pertaining specifically to their communities. Obviously, the news is better than ever on the five CBS Owned stations. Signal your CTS National Sales representative for a complete rundown.

Good news makes the difference!
is the one-station network

Getting to the bottom of the day's news has always been a prime project of WPIX-11, New York's Prestige Independent. Truth is, WPIX-11 is the only New York independent with a record and reputation for television news.

An impressive array of major news awards attests that WPIX-11 does more than just report the news—we dig it up, dig into it.

Outstanding veteran news personalities like John Tillman, Kevin Kennedy and John K. M. McCaffery bring New Yorkers a depth and scope in television news that's tough to beat.

This is the kind of recommendation that ought to count heavily in your appraisal of the New York independent stations.

WPIX TV/11
THE ONE STATION NETWORK
NEW YORK

Left to right:
Kevin Kennedy, early National and World News/
Gloria Okon, the early Weather/
John Tillman, the New York News and the
Mid-evening One-Minute News Reports/
John K. M. McCaffery, the late World and Local News/
Lynda Lee Mead, Miss America 1960, the late Weather.
Overcommercialization

Editor: On the pretense of protecting the public from "excessive broadcast commercialization," the New Frontiersmen of the FCC are proposing rigid new controls of the free enterprise radio industry that may leave many listeners without local radio service.

Most stations are able to serve their listeners throughout the day only because of revenues derived during a few choice hours of broadcasting. To impose upon them the same time restriction on commercials every time interval of the day, every day, the year-around, ignores the financial facts of life. The added burden of keeping account of every second according to formulas that give different minute values to different kinds of programs will break many of the daylight stations that are so important in serving local communities. What's nice in New York might be disaster in Dover, Ohio, but the FCC doesn't seem to see the difference.

This is just another example of a New Frontier program to extend federal regulatory powers beyond the intent of Congress and into actual control of everyday business. It must be resisted.

—Representative Frank T. Bow (R-Ohio), Washington.

Editor: FCC Chairman E. William Henry's latest blast at commercialization spurs me into writing this letter. Why doesn't BROADCASTING develop and execute a one month campaign to have radio and TV stations elicit letters from the public to the FCC and Congress detailing what is right about programing? If every station made such an appeal, I'll wager the commission would receive 5 million letters.—Cecil Lynch, radio engineering consultant, Modesto, Calif.

'Wild Kingdom'

Editor: I would point out the omission of Mutual of Omaha's "Wild Kingdom" from the NBC-TV schedule in your fall "show-sheets" (BROADCASTING, Oct. 7). "Wild Kingdom," the informative family wildlife series starring Marlin Perkins started Oct. 20 (yesterday) from 5-5:30 p.m. on NBC-TV.—Patrick Collins, associate producer, Wild Kingdom, Don Meier Productions, Chicago.

A stamp for ratings

Editor: After studying the many schemes proposed by the various rating services in determining ranges vs. single figure ratings, we have come up with a rubber stamp to be used on all surveys in order to direct timebuyers, agency personnel and clients to perhaps better use of the single figures we have always used. It reads:

"Before using these single figures on rating, share of audience, or listeners in any category, we urge your careful study of page . . . showing the statistical error possible in these single figures within various percentiles. Management. WHO-AM-FM-TV."

Obviously a flyer could also carry the same information.—Paul A. Loyet, vice president and general manager, WHO-AM-FM-TV Des Moines, Iowa.

The advertising hootenanny

Editor: Censorship in any form is tantamount to an underrating of public intelligence and censorship is exactly what we are faced with in broadcasting.

Most certainly there is an awful lot of "junk" coming out over the air, disguised as entertainment. As with President Kennedy, I can either read the New York Herald Tribune or I can ignore it. Likewise, if I don't like the excess of advertising in an otherwise good program I can either turn the set off or I can look elsewhere for something more to my taste. I have plenty of choice, even in this little town of Fort Myers, Fla. Neither the FCC nor any other federal agency has any legal or moral right to set itself up in a position where it can attempt to control my mental or physical appetite—unless I commit a crime as defined by orderly society.

The politicians cannot effectively control newspapers or magazines as they do the broadcast industry which is not free enterprise. It is shackled because its very existence depends upon political and not business practices.

A license, regardless to whom issued, should be in perpetuity except for a cause properly defined. But broadcasting provides a happy hunting ground for the politicians so minded, and Congress has done nothing to alleviate the fears of censorship. The advertising hootenanny is just a smokescreen to cover the real intentions of those who benefit.

The FCC, backed by the administration, is trying to stifle business by restricting its informative messages and thus throttle buying of the products which must be sold to keep the gross national product at its highest.

Advertising is the life blood of business. Some people like a big dose of it—others don't. But the size of the dose can still be individually controlled with that knob on each radio and TV set.

The individual response to a merchant's appeal can only be measured by the quality of the appeal and the quality of the product. If the appeal is offensive let the purchaser be the judge, not the FCC.

If LeRoy Collins [president of the National Association of Broadcasters] cannot understand the fundamentals of
FROM AMERICA'S LEADING PRODUCER OF QUALITY JINGLES AND PRODUCTION AIDS
COMMERCIAL RECORDING CORPORATION

CRC Smashing
“MONEY MAKER”

COMMERCIAL SERVICE
AND
PRODUCTION LIBRARY

BRINGING TO RADIO, FOR THE FIRST TIME, A DRAMATIC, ALL-IN-ONE PRODUCTION SERVICE WHICH PROVIDES ALL OF THE ELEMENTS NEEDED TO

INCREASE SPOT SALES
ATTRACT NEW BUSINESS
APPLICABLE TO ALL TYPES OF ACCOUNTS AND HIGHLIGHTING EVERY IMPORTANT CONSUMER SELLING SLANT!

FRESH NEW SOUNDS THAT RING OUT THE NAMES OF THE PRODUCTS AND SERVICES IN YOUR TRADING AREA!

PRODUCED AND RECORDED AS YOU WANTED THEM — 15-SEC. OPENINGS, 5-SEC. TAGS AND NO MUSICAL PADS IN BETWEEN!

350 BRAND NEW LYRICS!

350 DIFFERENT PIECES OF MUSIC!

And this outstanding Extra

CRC WILL CUSTOMIZE FOR YOUR ACCOUNTS ANY JINGLE IN THE "MONEY-MAKER" LIBRARY—AT COST!

(No limit! You can have 1 or 350 jingles customized)
350 All New COMMERCIAL JINGLES...
SPONSOR-IDENTIFIED AND OPEN-END PLUS

- CRC Famous SINGING CALENDAR

- CRC Sensational HOLIDAY AND PUBLIC SERVICE JINGLE PACKAGE
  SONGS IN THE SOUND OF THE '60s

- CRC Distinctive WEEK-END JINGLE SERIES
  MULTI-SPONSOR POTENTIAL

45 NEW CUTS PER MONTH FOR 3 YEARS!
WITH A MINIMUM OF 180 COMMERCIAL JINGLES, INCLUDING YOUR OWN SUGGESTIONS, TO KEEP YOU ALWAYS A STEP AHEAD WITH THE LATEST SOUNDS AND IDEAS
The “MONEY-MAKER” Commercial Library

Radio Tested-Sales Proved

Created and produced by radio-minded management to meet the need for an all-new, complete, high-quality commercial library for attracting new business and enhancing station image.

IN ADDITION TO THE FEATURE ITEMS LISTED HEREIN, THE “MONEY-MAKER” LIBRARY ALSO GIVES YOU THE FOLLOWING ALL-NEW PRODUCTION AIDS:

COMMERCIAL INSERTS

COMMERCIAL PUNCTUATORS
Stingers, Playons, Playoffs, Flares, Fanfares, etc.

INSTRUMENTAL BACKGROUNDS FOR SOFT
ANNOUNCEMENTS . . .
— in six basic tempos and keys.

CHRISTMAS ANNOUNCEMENT AIDS
— including jingles announcing the days to Christmas, beginning with 30.

MUSICAL BRIDGES
of various “colors.”

MUSICAL MOOD INSTRUMENTALS

SOUND EFFECTS

ELECTRONIC SOUND EFFECTS
All on L.P. disks except the Singing Calendar.

And for your production department A NEW, PRACTICAL, EASY-TO-USE PRODUCTION CATALOG FOR INSTANTLY LOCATING ANY CUT IN THE LIBRARY. WILL SAVE HOURS AND HOURS OF PRODUCTION TIME IN PUTTING TOGETHER STATION-MADE SPOT ANNOUNCEMENTS.

Commercial Recording Corporation  ■  3104 Maple Avenue  ■  Dallas 19, Texas
the business he is in and help to improve where improvements are needed, then he
ought to quit and go back to politics.

The industry, sensibly and properly
guided can correct its own shortcomings
without any help or hindrance from the
FCC and/or Mr. Collins’ windmill tact-
cs.—Al Josephson, 2544 First Street,
Fort Myers, Fla.

(Mr. Josephson was a salesman of broad-
cast equipment from 1925 to 1960. He is now
living in retirement in Florida.)

On ratings

Editor: Congratulations on your edi-
torial “Not by ratings alone” (BROAD-
CASTING, Oct. 14). This is exactly what
I’ve been telling them for the past two
years or more.—Robert H. Pauley,
president, ABC Radio Network, New
York.

BOOK NOTES

“The People Look at Educational
Television,” by Wilbur Schramm, Jack
Lyle and Ithiel de Sola Pool. Stanford
University Press, Stanford, Calif. 209
pp. $5.50.

— Audience surveys of commercial televi-
sion are routine affairs; for educa-
tional television they occur only when
some angel, in this case the United
States Office of Education, comes
through with the money to pay the
interviewers and analysts. This survey,
made in the spring of 1962, nine years
after the first ETV station went on the
air, found 63 such stations whose pro-
grams reach 12.5 million viewers occa-
sionally and 4.5 million regularly, plus
teaching 2 million to 3 million children
in school.

The ETV home audience is small but
“remarkable . . . strongly repres-
ting the best educated people in the
community, the people with the profes-
Sional and managerial jobs, the people
who are most active in civic and cul-
tural affairs, the people who are the
most serious and purposeful users of
the mass media.” They are not the
undereducated, turning to ETV for
what they did not get in school. Like
other viewers, they spend most of their
viewing hours with commercial TV and
turn to ETV only when it offers some-
thing they especially want. They find
commercial television more fun, but apt
to be more boring, educational TV
more stimulating, but apt to be more
amateurish.

This is a book which should be read
with care and can be read with profit
by program executives and top manage-
ment of commercial TV stations and
networks as well as by their counter-
parts in ETV.
MONDAY MEMO from PHILIP H. SCHAFF JR., Leo Burnett Co.

Key financial problems in the advertiser-agency relationship

Let's start with some basic economic facts about advertising agencies. These facts underlie the relationship between an advertiser and his agency on many financial matters. And, an understanding of these facts by both parties will promote mutual understanding and a close working relationship.

Payroll takes 68.5% of the advertising agency’s income—dollars. Employee benefits cost 2%. These include profit sharing, employe insurance and pension plans where they exist. (There are notable exceptions, but agencies in general appear to be low on employe benefits compared to those paid by manufacturers.)

Thus payroll and employe benefits account for 70.5 cents out of the agency’s income dollar, while all other expenses total 23.7 cents. These include rent, light, heat, depreciation, travel, entertainment, telephone, insurance other than for employe benefits, legal fees, accounting fees, donations and all other expenses that are needed to run the business. U. S. income taxes take 1.8 cents and net profit is 4 cents.

This information comes from the annual study of agency costs and profits made by the American Association of Advertising Agencies. The percentages relate to an agency’s gross income—that is, commissions from media and fees for various services. They do not relate to total billing, most of which is paid out to media for outside services of many kinds.

‘Ticking Meter’ • Obviously the big item of expense is people. This is the key cost. Also, all other expenses relate to people. When you add one person you add other costs such as: a desk and chair, space for the desk and chair, a telephone and telephone calls, plane tickets, hotel rooms and meals, plus the cost of vacations with pay and employe benefits.

What does all this mean? It means that when someone asks an advertising agency to do some work, people start spending time—the meter starts ticking.

Another fundamental economic fact about the advertising agency business today is that operating expenses are trending up. The 4A’s study data also show that in 1950 operating expenses were 91.6%—or 91.6 cents out of every dollar of gross income. Last year they were a little over 94 cents out of every dollar.

A third basic financial fact is that agency net profit is trending down. This is the natural result of rising expenses.

Net Profit Dip • Looking at net profit as a percent of gross income, we learn that in 1950 agencies were bringing down to net profit 6.39 cents out of every dollar of gross income. In 1962 the comparable figure is 3.97 cents.

Another way to look at net income is as a percent of an agency’s billing. Here the trend is the same. In 1950 agencies earned a net profit of 1.16% of billing. In 1962 the comparable figure is 0.71%.

In other words, advertising agency expenses have risen 2.9% since 1950, and net profits are down more than 37%. This illustrates the dramatic downward effect on profits of a slight increase in expenses.

How can we make agencies more efficient? People are the biggest expense. So we must begin with people and their work—the work that keeps the meter ticking.

Is all the work necessary? Are we wasting the time of people? Are we using finished advertising work to prove out planning concepts that can be sharpened up in some far less expensive way?

Are we taking a half-thought-through plan and asking people to make comprehensive TV storyboards, comprehensive layouts and a comprehensive media plan just so we can find the holes in the plan? Then, when we find the holes, do we rework the plan and go through the process all over again?

Cost Snowball • One of the most expensive things in the advertising agency business is brilliant execution of the wrong idea. As an idea moves from the planning stages to the execution stages it picks up ever widening circles of people. The further an idea gets away from the people responsible for planning, the more the idea gets into the hands and minds of people whose responsibility is to do or die, not to reason why.

Beware of the false start orchestrated to the nth degree. It can cost your agency thousands of dollars in people’s time. It can cost the advertiser thousands of dollars in people’s time. Not to speak of the much greater cost to the advertiser in lack of selling effectiveness when this false start is circulated to millions of potential customers.

It is far less expensive (and less frustrating) but often harder work to try to sharpen up a plan in other ways. For example, maybe we need more facts. Maybe we need more hard thinking. Maybe we need a few pieces of rough execution to tell us whether we are on the right track.

Maybe we need some straight talk between advertiser and agency, among agency people or among client people. How often has work been started without full knowledge of what the sales department is really thinking or what the boss knows deep inside his head?

Do we ask for research more or less because it is good to have research? Or do we ask for research that has a job to do—that will really help us do better work? Do we ask for an extra advertising campaign just because it’s nice to have something on ice—or because it serves a good purpose?

An advertising agency is one of the greatest tools an advertiser has to help him sell goods and earn money. In many cases an advertising agency can give a manufacturer as much leverage on sales and profits as his research and development department.

Potent Tool • Sophisticated advertisers know this. They use their advertising agency as they would an expensive but potentially highly profitable machine.

There are no financial problems in this relationship that cannot be solved by men of good will who are working toward the same goal—namely, selling the advertiser’s product or service at a profit.

Philip H. Schaff Jr. is chairman of the executive committee and finance committee of Leo Burnett Co., Chicago. He has been with the agency 16 years. He served in several areas including copy, research and public relations until 1950 when he was named account executive. He became brand supervisor in 1955 and was made vice president in 1957. In 1959 Mr. Schaff became executive vice president for administration and finance and he was named to his present post in 1961.
You can't cover Indianapolis with Indianapolis TV!

*The Indianapolis Market, we mean!

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

BROADCASTING, October 21, 1963
PILLARS OF THE COMMUNITY

“"My brother’s keeper"
A community's concern for its troubled few is reflected in the face of this Indianapolis psychiatrist. The skill and dedication of this man and his colleagues shorten the long road back to mental health.

The struggle of a young schizophrenic to find himself is the subject of a WISH-TV documentary "Tomorrow Is A Journey." His breakdown, treatment, rejection by his wife, and re-establishment as a productive and useful citizen are vividly and movingly portrayed in dramatic form.

Shown at mental health clinics in the U. S. and Canada, the program is typical of the prime time, public affairs documentaries produced by Corinthian stations.

Programs like these, strengthen the ties between community and station.
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.
AFTRA-SAG CONCESSIONS DEMANDED

- Management countercharges payments are 'more than adequate'
- Industry wants changes in 'wild spot' commercial provisions
- Unions quote industry profits as proof charges should be raised

Fireworks are expected to explode today (Oct. 21) when the first formal meeting between the industry team and representatives of the Screen Actors Guild and the American Federation of Television & Radio Artists is held in New York to discuss the union's proposals and the industry's counter-offer in the ultra-sensitive spot TV and local program commercial areas.

The unions' demands, which were made public several weeks ago (BROADCASTING, Sept. 30), seek substantial increases in performers' fees over the 1960 codes. Though management officials declined to divulge the terms of their counter-proposals, it has been learned authoritatively by BROADCASTING that they will press for provisions that, in effect, will result in decreases in performers' fees in the crucial "wild spot" TV and local program portions of the codes.

Executives at AFTRA and SAG, which are negotiating jointly in the spot TV and local program commercial portions of the talks, reported last week they had not received the industry's counter-proposals which will be discussed today. They had an inkling of management's general attitude earlier in the week when they received counter-demands in the spot radio area, which union executives felt were "regressive," compared with the 1960 code.

The counter-demands in the spot TV and local program commercial field are calculated to bring even sharper concessions from the union than the spot radio proposals. Management's offer seeks to eliminate certain provisions of the present code and add others in a move aimed at reducing its costs, which have been a bone of contention among agencies and advertisers for three years.

Proposals • The counter-offer suggests at the outset that a study made by the joint committee of the Association of National Advertisers and the American Association of Advertising Agencies indicates that the current rates of payment are more than adequate. It adds that the current scale is fair compensation for performers of star status and is excessive for performers of lesser ability. It recommends that the 1960 code remain in effect except for certain changes that are tantamount to a reduction.

Several key changes in the "wild spot" TV commercial area have been proposed by industry. At present, performers are paid for 13 weeks use of a commercial in which they appear. Management suggested that scales be established for two, four, eight, or 13 weeks' use of a commercial, under which a performer would receive 15.5%, 31%, 62% and 100%, respectively, of the payment due him. This provision ostensibly gives management the prerogative of scheduling a shorter flight, rather than binding him to 13 weeks of payment.

Another vital change proposed by agencies and advertisers would eliminate such cities as Baltimore, Boston, Cleveland, Detroit, Philadelphia, Pittsburgh, St. Louis, San Francisco, and Washington from carrying more than a single weight unit. Under the 1960 code, all cities count as one unit except the nine and New York, Los Angeles and Chicago, which are covered under a separate formula.

Real Result • The practical effect of treating these nine cities as one unit each, rather than two, three or four under the present code, gives a smaller cumulative weight unit when these cities are scheduled on a spot campaign. For example, under the present code (and disregarding the SAG-AFTRA proposals for raises), the use of payment for an on-camera performer whose commercials are used in the nine cities would have a cumulative unit of 24, entitling him to $197. Under management's new proposal, the cumulative unit would be reduced to nine, entitling him to $127.

Management's offer in "wild spot" undoubtedly will be treated as "a regression" by union officials. But the industry position is that talent costs have "gotten out of hand" and equitable adjustments must be made.

In the wild spot area, AFTRA and SAG are demanding increases that range from 20% to 30%, varying with performer functions and commercial use. For example, the unions suggested that the present session fee for on-camera performer be raised to $120 and for off-camera work to $90, representing a 26% and a 30% rise over present scales.

They also are seeking to raise the

Guy Farmer, consultant to ANA, AAAA joint committee, wasn't hired "for nothing" in the opinion of the negotiators for the unions.

Harold J. Saz, vice president for media relations of Ted Bates, is head of the management team arguing with AFTRA-SAG.
applicable rates for units under which, for example, an off-camera performer would receive $120 instead of the present $95 if the commercial is carried in cities with a cumulative weight of one to five units. Another example: An on-camera performer's fee would be raised from the present $200 to $260 if the commercial is carried in one of the three leading cities—New York, Chicago, or Los Angeles.

Local Program Area - The other crucial phase of negotiations is expected to be in the local program commercial area. In their counter-proposals, advertisers and agencies suggest that rates remain the same, but they are seeking concessions if they guarantee the commercial will attain a certain number of usages.

Under the present code, for example, an on-camera actor entitled to "class A" payment for a commercial telecast in more than 20 cities receives $825 if the spot is used 15 times. The industry's proposal would entail a guarantee of 15 uses for 70% of the present fee, or $577.50. This provision presumably is intended to obtain a reduction for management in return for a pledge of continuity of usage.

There is little doubt that the unions will attack management's proposals. An axiom of labor is that "you never go back," particularly in an industry considered to be growing. In background talks last week, several union officials noted that TV is a business that has grown "tremendously" over the past decade. They are ready for the meeting at AFTRA's headquarters in New York today with statistics to buttress their point.

"It's interesting to point out," one union official observed, "that the TV industry as a whole showed a profit of $32 million in 1952 and by 1962 profits had leaped to $671 million. Of course talent costs have gone up. But proportionately time costs on stations have gone up even more and no one is suggesting that stations reduce their rates."

The unions will acknowledge privately that they are "in for a fight." One official commented: "they haven't hired Guy Farmer for nothing. They must be paying him a fantastic retainer, perhaps as high as $100,000."

Mr. Farmer is a Washington attorney who has been retained as a consultant and advisor to the joint committee of the ANA and AAAA and is participating in the talks.

First For Agencies - These negotiations erect a milestone marking the first time that advertisers and agencies—through the negotiating committee appointed by the joint committee of ANA and the AAAA—will take an active role in the live and filmed commercial codes talks. This change resulted from dissatisfaction by the sponsors and agencies with the role played by the networks, which were the prime negotiators in 1960.

Agencies and advertisers are primarily concerned with holding down talent costs, which are estimated to have risen to approximately $27.5 million annually for the past three years. Producers are concerned that a preoccupation with talent costs may induce advertiser-agency negotiators to "give something away" in the area of working conditions to gain a concession in costs.

Management Team - In the film and tape commercial area the management team is headed by Harold J. (Harry) Saz, vice president in charge of media relations for Ted Bates & Co., and includes Mr. Farmer and William Unger, partner of Elliot, Unger & Elliot. Harold Klein, executive director of the Film Producers Association of New York, is expected to attend most of the sessions in place of Mr. Unger. The networks will be represented by observers.

The chief negotiators for the unions are Donald Conaway, executive director of AFTRA, and John Dales, executive secretary of SAG. A minor contract that is being negotiated is with the Screen Extras Guild for extras appearing in commercials and programs. Its chief representative at the talks is O'Neil Shanks, SEG executive secretary.

Though the film and tape negotiations loom as the most contentious, a number of other codes are being negotiated. These include the transcribed spot announcements and radio-TV network program and owned local station contracts, in which the networks and transcription companies will negotiate with AFTRA. The joint committee will have an observer in these talks.

An interesting feature of the radio transcription code is that AFTRA for the first time is seeking to drop the present wild spot fees calling for flat payments and impose one based on the spot TV formula, tied to city population units. A union spokesman indicated that management has not rejected the concept of the new approach but sought in its counter-demands to expand the number of cities that would be entitled to carry the spot for a specific fee.

Cuts For Radio - In the radio network program commercial area, AFTRA proposed fee reductions. For example, four weeks' use of group singers would be cut from $320 per person per spot announcement to $240, and 13 weeks use from $640 per person per spot to $480.

Increases are being sought by AFTRA in TV network program fees. These appear to range from 10% to 20%. For announcements on camera five times per week in a 15-minute to 30-minute show, AFTRA asked for a fee of $465 from the present $397.

There was a general feeling last week among union and management officials that codes in the areas of transcribed commercials, network TV programs, network radio commercials and local station performers would pose no problem. These were reported to be "easily negotiable."

The codes in "wild spot" commercials and local TV program commercials, however, are spots of another color, so to speak. These are the areas in which management is determined to "hold the line" and labor is prepared to combat vigorously attempts to "push back" and intends to make progress.

The present contracts expire on Nov. 15. The union asked that new contracts be for another three-year period. Management is proposing that they run for five years, expiring in 1968.
MORE: American Oil expects more mileage and gets it from WSB's domination (35.3% tune-in share*) of Metro Atlanta, where $115,879,000** is spent at service stations.

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

Buy the one that gives you two . . .

WSB RADIO

Georgia's 50,000 watt clear channel station

Reprinted by
Edward Petry Co., Inc.

NBC affiliate. Associated with WSOC-AM-FM-TV, Charlotte; WHIO-AM-FM-TV, Dayton; WIOD-AM-FM, Miami.

BROADCASTING, October 21, 1963
Metro areas: major moves decreed

FOUR NEW ONES CREATED, 58 OTHERS SUBSTANTIALLY REVISED

Federal statisticians last week created four new metropolitan areas and revised their definitions of 58 others that were already in existence.

There are now 216 standard metropolitan statistical areas in the United States and three others in the territory of Puerto Rico.

These metropolitan areas are used by most radio and television audience measurement services as the base for surveying tune-in. Coverage surveys, however, often extend beyond the limits of the metropolitan areas.

Several significant changes in rank order among the major metropolitan areas resulted from last week's action.

- One of the new areas, Anaheim-Santa Ana-Garden Grove, Calif., became the 38th in order of total population.
- Los Angeles declined from second to third as the result of its loss of Orange county to the new Anaheim area.
- Cincinnati moved up from 21st to 16th position.
- Columbus, Ohio, which was 36th became 33d.
- Indianapolis, formerly 33d, advanced to 27th.
- Rochester, N. Y., formerly 43d, advanced to 34th.
- Sacramento, Calif., formerly 52d, advanced to 45th.
- Toledo, formerly 57th, advanced to 44th.

Among the 58 areas that were redefined all but two, Los Angeles and San Francisco, were expanded by the addition of population units (counties or towns). Los Angeles' loss of Orange county to the Anaheim area cost it 703,925 people. San Francisco lost Solano county and its 134,597 population to another new metropolitan area, Vallejo-Napa, Calif., which became the nation's 126th area with a total population of 200,647. San Francisco's ranking of number six among the metropolitan areas was undisturbed.

More May Come - Last week's revision in the standard metropolitan statistical areas may be followed soon by additions to the list of standard consolidated areas. At present only two areas are accorded that distinction: New York-Northeastern New Jersey and Chicago-Northwestern Indiana.

Proposals for the creation of new consolidations are under study by the Federal Committee on Standard Metropolitan Statistical Areas, which is composed of representatives of the major statistical agencies of the government. The Bureau of the Budget is the ultimate authority in the definition of statistical areas.

Standard area definitions were first developed some 13 years ago for use by all federal agencies in compiling data on such subjects as population, housing, industry, trade and employment. They are widely followed by state and local governments and by private statisticians.

In defining the areas, the Budget Bureau takes into account such criteria as economic integration between the central county and outlying areas and the general metropolitan character of the communities.

The 58 Revisions - The capsules below, in alphabetical order, the standard metropolitan statistical areas that were revised by last week's order of the Budget Bureau. For each are given the old and new rank order, the added (or deleted) counties and their population, and the new total population for the metro area. All the population figures are based on the 1960 census.

(For information on the newly created areas see box on this page.)

Akron, Ohio, from 49th to 47th. Added: Portage county, Ohio (91,798).

New total: 605,367.

Binghamton, N. Y.-Pa., from 118th to 89th. Added: Tioga county, N. Y. (37,802) and Susquehanna county, Pa. (33,137).

New total: 283,600.

Boston, 7th no change. Added: Sherborn town, Middlesex county, Mass. (1,806), and Millis town, Norfolk county, Mass. (4,374). New total: 2,595,481.

Bridgewater, Conn., from 72d to 74th. Added: Easton town, Fairfield county, Conn. (3,407).

New total: 337,983.


New total: 254,578.


New total: 316,781.

Cincinnati, from 21st to 16th. Added: Clermont county, Ohio (80,530), Warren county, Ohio (65,711), Boone county, Ky. (21,940), Dearborn county, Ind. (28,674). New total: 1,268,479.

Cleveland, 11th no change. Added: Geauga county, Ohio (47,573) and Medina county, Ohio (65,315). New total: 1,909,483.

Columbus, Ohio, from 36th to 33rd. Added: Delaware county, Ohio (36,107) and Pickaway county, Ohio (35,855). New total: 754,924.


Four new standard metropolitan areas

Two of the four new standard metropolitan statistical areas were established by deleting counties from existing metros. These are Anaheim-Santa Ana-Garden Grove, Calif., using Orange county's 703,925 population previously credited to Los Angeles, and Vallejo-Napa, Calif., using Solano county's 134,757 previously credited to San Francisco plus Napa county's 65,890.

The other two new areas were never listed among the SMSAs; Boise, Idaho and Lafayette, La. Boise includes Ada county with its 94,360 people, and Lafayette, the parish of the same name with 84,656 population.

Thus, the new areas are:

Anaheim-Santa Ana-Garden Grove, Calif., comprising Orange county (703,925), 38th.

Boise, Idaho, comprising Ada county, Idaho (94,360), 197th.

Lafayette, La., comprising Lafayette parish (84,656), 206th.

Vallejo-Napa, Calif., comprising Solano and Napa counties (134,757 and 65,890 respectively), totaling 200,647, 126th.

Dayton, Ohio, from 34th to 35th. Added: Preble county, Ohio (32,498).

New total: 727,121.


October 21, 1963
No. one or two?

Metro Broadcast Sales is scheduled to take over the national sales representation of its second—or is it?—station, apart from those of its parent organization, Metromedia's Metropolitan Broadcasting.

The question of whether WADC will be the second or the only station represented by Metro Broadcast Sales outside of the Metropolitan Broadcasting family stems from the fact that the first "outside" station signed, WCBM Baltimore, has been acquired by Metropolitan, subject to FCC approval.

WORC, a Buckley-Jaeger station, is on 1360 kc with 5 kw.


Indianapolis, from 33d to 27th. Added: Hamilton county, Ind. (40,132), Hancock county, Ind. (26,665), Hendricks county, Ind. (40,896), Johnson county, Ind. (43,704), Morgan county, Ind. (33,875), Shelby county, Ind. (34,093). New total: 916,932.

Jackson, Miss., from 130th to 169th. Added: Rankin county, Miss. (34,322). New total: 221,367.

Kansas City, Mo.-Kan., from 22d to 21st. Added: Cass county, Mo. (29,702) and Platte county, Mo. (23,350). New total: 1,092,545.


Los Angeles, from 2d to 3d. Deleted: Los Angeles county, Calif. (703,925). New total: 6,038,771.


Milwaukee, from 17th to 18th. Added: Ozaukee county, Wis. (38,441). New total: 1,232,731.


Nashville, from 61st to 58th. Added: Sumner county, Tenn. (36,217) and Wilson county, Tenn. (27,668). New total: 463,628.

New Haven, Conn., 80th no change. Added Bethany town, New Haven county, Conn. (2,384) and North Branford town, New Haven county, Conn. (6,771). New total: 320,836.


Portland, Me., from 173d to 163d. Added: Cumberland town, Cumberland county, Me. (2,765), Gorham town, Cumberland county, Me. (5,767), Scarborough town, Cumberland county, Me. (6,418), Yarmouth town, Cumberland county, Me. (3,517). New total: 139,122.


Rockford, Ill., from 121st to 113th. Added: Boone county, Ill. (20,326). New total: 230,091.

Sacramento, Calif., from 52d to 45th. Added: Placer county, Calif. (56,998) and Yolo county, Calif. (65,727). New total: 625,503.

St. Louis, 9th no change. Added: Franklin county, Mo. (44,566). New total: 2,104,669.

Salt Lake City, 62d no change. Added: Davis county, Utah (64,760). New total: 447,795.


San Juan, P. R., to 46th. Added: Caguas municipio (32,015). New total: 621,178. (San Juan and the two other Puerto Rican metropolitan area, Mayaguez and Ponce, are not included in this ranking of U. S. metro areas. If they were, San Juan's acquisition of last week would put it in 46th place.)

Sioux City, Iowa-Neb., from 184th to 180th. Added: Dakota county, Neb. (12,168). New total: 120,017.


NOW FOR TV—VOLUME 8—
"FILMS OF THE 50'S" FROM SEVEN ARTS
COMMERCIAL PREVIEW: 20's for Red Raspberry Swirl

Fairmont Foods Co., Omaha, is using prime time 20-second TV spots exclusively for the third consecutive year and will introduce a new ice milk flavor in a fall flight.

Red Raspberry Swirl, new to the Fairmont line, will be seen in more than a dozen Midwest markets. Five series for fall and winter were produced for Fairmont by Fred A. Niles Communications Centers Inc., Chicago.

Agency for Fairmont is Allen & Reynolds, Omaha. Thomas J. Mack is agency producer.

A man-sized helping.
The flavor sparkles.
This is delicious.

CBS sells quarter of election coverage

The Institute of Life Insurance is investing approximately $2 million for one-quarter sponsorship of CBS's radio and TV coverage of the Republican and Democratic party conventions and presidential elections, starting next July and ending on election day in November. The agency is the J. Walter Thompson Co., New York.

The announcement of the sponsorship was made by Blake T. Newton Jr., institute president, who said CBS-TV's package will total about 62 hours of broadcast time. Depending on the length of the two conventions, the institute will be able to present its TV commercials between 75 and 90 times over the five-month period, according to Mr. Newton.

CBS-TV still has three-quarters of its coverage on TV and radio available for sponsorship.

NBC signed Gulf Oil Corp. last spring for full sponsorship of its radio-TV coverage of the conventions and election. ABC reported last week it has not signed advertisers for its political coverage.

Agency appointments...

- The Borg-Warner Corp. of Chicago has appointed C. J. LaRoche & Co. of New York for its $750,000 corporate advertising account. LaRoche takes over the corporate campaign Feb. 1, 1964, from Clinton E. Frank Inc., Chicago, which will continue to handle Borg-Warner's Norge division.

- LaMaur Inc., Minneapolis, will spend more than $1 million for products under its House of Style label in 1964. The advertising program, largest in the firm's history will include radio, spot TV and print. Style hair spray will get the bulk of the allocation. Agency: Bozell & Jacobs, Minneapolis.

- Pennzoil Co., Oil City, Pa., has appointed Eisaman, Johns & Laws, Los Angeles, as national agency for Pennzoil motor oil and lubricants, effective Jan. 1, 1964. EJ&L has been agency for Pennzoil Co. of California for six years and gets the account in line with the oil firm's plan to shift ad and sales promotion responsibilities to Los Angeles. National advertising for the two companies has been handled by Fuller & Smith & Ross, Cleveland for the past 28 years.

Radio's big asset: 'constant repetition'

Radio has one great advantage over other advertising media, the ability to develop new customers at low cost. Milton Beckman, Beckman-Kobitz Advertising, Los Angeles, told a luncheon meeting of the Southern California Broadcasters Association that the secret is repetition—the kind of constant repetition that is virtually impossible with TV or newspapers.

"People watch a TV program," Mr. Beckman stated. "They listen to a radio station. That's how radio develops new customers at low cost and that's why I recommend radio to our clients."

He berated the radio station executives for their failure to develop specific presentations showing how radio in general and their stations in particular can be used to produce results for particular advertisers. "We get lots of figures, ratings, cumes, and the like, but almost never do we get the kind of sales success stories from radio that we are constantly getting from newspapers and television." The Television Bureau of Advertising calls him frequently to ask if he has any TV success stories "that will help them sell other agencies, other advertisers, on using television." But there are never any such calls from radio stations, reps or promotion organizations, he said.

GE to again sponsor stereo dramas on QXR

The General Electric Stereo Drama series will be carried again this season by QXR Network affiliates it was announced last week. First in the series will be "The Pleasure of His Company," (Oct. 31, 9-10 p.m.) to be aired by 44 FM stations, all stereocasting the play.

For the purposes of stereo drama series, and possibly other stereo presentations, QXR has developed an all-stereo lineup of 44 stations, some of them in markets where their regular affiliates are not stereo-equipped.

Last season GE's radio and television division sponsored four stereo dramas over QXR. The number to be carried this year is undetermined.

Estimated cost to GE for the hour-length presentation on the 44 station lineup is $6,500, about $3,000 of this amount in time costs.

Hearing for FTC nominees

A Senate Commerce Committee hearing on two men nominated by President Kennedy to be members of the Federal Trade Commission will be held Nov. 5, Senator Warren G. Magnuson (D-Wash.), chairman, announced last week. The nominees are Commissioner Philip Elman, for reappointment, and John R. Reilly, head of the Executive Office for U. S. Attorneys in the Department of Justice.
Washington knows about these men

They're stars of television programs watched by most of Washington. Want your commercials scheduled in these shows and others like them? All you have to do is use our major coverage plan—and over a four week period your spots will be seen in 8 out of 10 TV homes in the Washington area.*

WTTG
Metropolitan Broadcasting Television
A division of Metromedia, Inc.
Represented Nationally by Metro TV Sales

*MB, January 1963 (Special Analysis)
Three steps to improve advertising

TATHAM OUTLINES 4A PLANS TO INCREASE PUBLIC'S UNDERSTANDING

Three new significant efforts looking toward improvements in advertising practice and public understanding of advertising were highlighted in Chicago Thursday before the 26th annual meeting of the Central Region of the American Association of Advertising Agencies by the 4A board chairman, Arthur E. Tatham, who is also chairman of the board of Tatham-Laird Inc.

Mr. Tatham reported that:
- The 4A committee on improving advertising has recommended and the 4A board has approved elaboration and extension of a pilot study to a national sample to probe more deeply into public awareness and attitudes about advertising. The pilot study report was given last spring during the 4A's Greenbrier meeting.

"Arrangements have been made to have the study supervised by an ad hoc committee mostly from Harvard University," Mr. Tatham said. "It is our hope that at the Greenbrier next April much new and valuable fundamental information related to the improvement of advertising will be available."

- The 4A officials have become convinced that a sound descriptive study of the many economic and social effects of advertising is essential to a clear understanding on the part both of the advocates and the critics." Hence they now are "exploring various authorities to produce a sound economic study of the subject."

- A proposal is under consideration among members of the 4As as well as the Advertising Federation of America and the Association of National Advertisers "for a joint organization sponsored by our three associations, plus the Better Business Bureau, to establish a mechanism for ferreting out and acting upon bad advertising which would reach all the way from the broadest extensions of national advertising down to purely local advertising."

Mr. Tatham said it appears that two keys may unlock most of the doors to advertising's side of its public relations problem. The first key is that "we need to know what elements in advertising itself and what advertising practices are at the root of the critical attitudes," he said.

"We must define these in the public's terms," Mr. Tatham explained, "and it is necessary to approach this subject objectively, enabling and encouraging people to tell us what advertising elements and advertising practice they consider bad taste, annoying, etc." This would be accomplished in the expansion of the pilot study by the Harvard ad hoc group, he indicated.

With this information in hand, Mr. Tatham continued, advertisers, agencies, broadcasters and publishers would have the knowledge with which to correct or avoid troublesome practices. He doubted that they would "deliberately continue offensive practices once they have been defined in the terms of the audience we are all trying to reach."

Mr. Tatham recalled that the pilot study last spring found that the views about advertising of the intellectuals or thought leaders differed very little from the views of the general public. It also found there was relatively little advertising which aroused any definite criticism.

**Critics And Attacks** - The second key, Mr. Tatham said, "relates to the problems of the critics and attacks upon advertising made by some people in government, some intellectuals outside of government and to the doubtful attitude toward advertising which is expressed by some business leaders."

He said a government official recently wrote him on this subject, suspecting that "much of the criticism of advertising from a social and economic point of view arises from a lack of understanding of the role that advertising plays in our society and our economy."

The federal official added, Mr. Tatham continued, that "the advertising industry has not done very much to clarify this subject, which leads us to wonder if you understand it very well yourselves."

Mr. Tatham admitted some merit to the charge, noting most advertising people can easily explain the part advertising plays in creating sales, but simple definition of the broad economic and social role comes harder. Hence the economic study project, he said.

Concerning the third proposal, that looking toward the three advertising association-sponsored organizations which would ferret out bad advertising, Mr. Tatham offered little additional information. He said that the 4A committee on improving advertising, however, "is giving sympathetic study to the subject and is prepared to make a recommendation as to 4A participation "when the specifics of the proposal are completed."

Mr. Tatham said that according to all of the available information, "the number of dishonest or offensive advertisements is a minute portion of the total. Our desire to attack this problem is based not on its prevalence but on the simple principle that any bad advertising is too much."

**Define The Problem** - The real problem in matters of bad taste is that of definition, Mr. Tatham said. He felt there is a tendency toward confusion, an assumption "that bad taste is the opposite of good taste as defined in the aesthetic sense, whereas actually the problem with which we are here concerned is bad taste in the sense of offensive behavior."

It is for this reason, he explained, that the primary effort should be to "identify and define bad taste in the public's terms."

Mr. Tatham said it is similarly important "to separate annoyance and irritation which is caused by advertising, as such, from the annoyance and irritation which is caused by advertising practices."

His illustration: it is necessary to distinguish between the irritation which may be caused by a particular commercial and the irritation which is caused by the frequent interruption of a TV show for commercials. "Painful corns, skin blemished with acne, and hemorrhoid treatments do not make pleasant reading or viewing for people who are not the victims of such problems," Mr. Tatham pointed out.

Advertising is the "great communicator of product information in our country," Mr. Tatham asserted, "and it must be recognized that the unfortunate minority has as much right to be informed
Ahmed, star of Pakistan TV, the best station in town.

The town was Karachi, Pakistan. The station, built by Time-Life Broadcast and Philips of Eindhoven, was the only one in the country. And the star was Ahmed the mullah—teacher, poet, Pakistani. He used to talk to crowds in the marketplace. Then we put Pakistan TV on the Karachi air (in just 46 days) for the Pakistan International Trade Fair, and Ahmed’s listeners jumped to thousands. The station broadcast for months after the Fair closed, proving that commercial television can inform, instruct and entertain a new-to-TV country.

Our International Division also has substantial interests in Latin America, travels 500,000 miles a year servicing them and finding new opportunities in the wave of the future: world television broadcasting.

We believe that the experience of operating television stations in the United States can be translated beneficially overseas. As a division of Time Incorporated, Time-Life Broadcast is committed to the policy of bringing news and information to our audiences, wherever they may be.
as the more fortunate majority."

Mr. Tatham offered this fundamental view concerning whatever public relations problems advertising might have: "We must first conduct our affairs in a fashion that deserves public approval, then we must make sure the public understands what we are doing."

Fees vs. Commissions • An alleged deterioration in the relationship between agency and media people was underscored at the Chicago meeting by William A. Marsteller, chairman of the Marsteller Agency, New York, and of the AAAA board's Committee on Media Policy.

It is in the media-agency relationship that "the answer to the question of whether fees can replace agency commissions is to be found," Mr. Marsteller said.

Mr. Marsteller laid blame for the apparent lack of agency-media understanding principally on agency men who, he said, do not recognize that "while we [agencies] are indeed the agency of the client, we are performing specific services for media for which we are compensated by them."

A number of studies, he said, have pointed up media complaints about inability to reach decision-making agency people, inadequately trained buyers and "most of all, about simple rudeness and bad manners among agency people."

"There must be an element of truth in the complaints," he said, "because they are alarmingly universal."

In defense of the commission system of agency compensation, he said that a fee-only policy could result in a loss of "one of the strongest ingredients in the building of successful advertising and that is the deep involvement of the media in which it will ultimately ap-

威廉·马斯特勒

Mr. Marsteller Fees vs. commissions

pear." Both systems, he said, have their place in agency compensation.

Mr. Marsteller asserted that "there is no such thing as standardized agency compensation," and added: "For instance, just about 50% of our gross income comes from fees, while for some agencies it will be perhaps 80 or 85% commissions and 10 to 15% fees. This is because, first of all, agencies differ in the kind of business they attract and the kind of services they provide. For instance, we are deeply involved in public relations and direct mail and collateral and similar non-commissionable activities; other agencies may choose to specialize in media advertising. Then, too, there is a difference in kind of accounts."

Substitute • He pointed out that although there has been talk about fee compensation for years, the 4A's figures show no appreciable gain in the use of fees as a substitute for commissions as a basic foundation of agency compensation.

Mr. Marsteller stressed that agencies do perform a service for the media. He noted that the fee a client pays an agency does not alter the fact that media pays a commission for "doing something for them they would otherwise have to do themselves and pay for in other ways." Without the agencies, Mr. Marsteller indicated, the media would otherwise have to do it themselves and "pay for in other ways."

Without the agencies, Mr. Marsteller indicated, the media would have to add a creative service department and increase their production, traffic and billing staffs. "In fact, we say to our young people, if media commissions were eliminated entirely, it is highly unlikely that media costs would be reduced at all," Mr. Marsteller observed.

He called on advertising agencies to "reassert" their attitude toward media and urged them to impress upon their staffers to learn "how we get paid and why," and to be sure "their acts are not weakening the very relationship on which at least a part of our compensation is based."

NBC Radio has big 3d quarter sales

NBC Radio last week reported a third quarter sales volume of $5,787,000, highest for the period since 1960.

Of 27 business orders received in the three-months stretch, the network said 23 represented new business and the remaining four were renewals.

Commenting on the future business outlook, William K. McDaniel, executive vice president in charge of NBC Radio, noted that the network has already signed 24% more first quarter business for 1964 than had been contracted for that quarter at this point last year.

Bon Ami switches agencies

The Bon Ami Co., New York, a subsidiary of Lestoil Products Inc., last week named Fuller & Smith & Ross to handle advertising for its Bon Ami cleanser, Dust 'n Wax furniture polish, Jet Spray window cleaner and its line of dust cloths and mop covers effective Jan. 1, 1964. The account is now handled by Dunnam & Jeffrey, New York, and Werman & Shoch, Philadelphia.

A company spokesman said the account is expected to bill more than $1 million. Media plans are in the process of being formulated and both spot radio and television are being considered. Lestoil acquired control of Bon Ami last August.

Radio marathon boosts auto sales

To sell cars "you have to have something new all the time."

That's the opinion of Hudy Green, owner of Green Lincoln-Mercury, Mobile, Ala., who is highly pleased with the results of a 51-day marathon sale run from July 22-Sept. 10.

Mr. Green used WABB Mobile on a 24-hour basis during the marathon and used spot schedules on WALA, WKRQ, WTUF Mobile in "the finest promotion we've ever had."

The car marathon originally was scheduled for 14 days, but "outstanding" response was responsible for the 37-day extension. During the first two weeks WABB disc jockeys vied for prizes in a contest to see who could stay awake longest in a one-room abode which stood on a tower in the middle of the car lot.

Following the announcers' airborne tour of duty, six salesman from Mr. Green's force went for prizes of their own in the tower house. All the salesman topped the disc jockey record of 86 hours, 38 minutes and 57 seconds, set by Jack Mack. The winning salesman stayed awake and awoke 110 hours, 42 minutes and 11 seconds.

For Mr. Green, who said the marathon had produced "profit and volume," this was the forerunner of more promotions. "Another marathon with a new angle" is planned for the near future.

Mr. Green said "I used to advertise a lot and then cut back, but after this I won't cut back again."
Us Hayseeds Get Around!

Maybe you'll never believe it until you see it—but though some of our pastimes may seem rather rural, the Red River Valley is one of the highest-living, richest-spending areas in the U.S.A.*

Since almost the very beginning of radio and/or television, WDAY and WDAY-TV have been the favorite, leadership stations in the Red River Valley. Ask PGW to show you the list of schedules we are carrying from top-notch national advertisers — and the reasons why.

*Fargo-Moorhead is always among the very top leaders in Standard Rate & Data's ranking of Metro Area Retail-Sales-Per-Household. Why? Well, as the Encyclopaedia Britannica says (see “Red River Valley”) — this is one of the most fertile agricultural areas in the United States. Look up both these references, and see for yourself!
There is nothing simple about radio

MANUEL SAYS MEDIUM'S COMPLEXITIES ARE JUST AGENCY HEADACHES

"Radio gives us more trouble than any other medium," Kenneth G. Manuel, president of D. P. Brother & Co., Detroit, told the Radio Advertising Bureau meeting there Tuesday (Oct. 15).

Mr. Manuel praised radio too, but he frankly pointed out to the RAB members some of the medium's growing problems for his agency. Brother's use of radio has increased steadily over the past decade and now accounts for more than 10% of its total billing.

"Radio is a highly prized communication medium but at the same time it is the most difficult and complex of all media buys," Mr. Manuel said, "and, from the agency standpoint, one of the most expensive. Our experience has been that the particular problems radio has caused for our clients and us have become steadily worse."

Overlap Galore • Taking the initial problem of station selection today, Mr. Manuel noted that there has been "a great proliferation of stations since radio hit its low point in 1955—an increase of 1,500 in the last eight years. Today's total station population of nearly 5,000 also is compounded by duplication, "stations serving identical or almost identical markets with identical or overlapping audiences," he said.

"By comparison, the selection of newspapers is child's play," the agency president said. Los Angeles has two newspapers but 30 AM and FM stations, he explained, while Atlanta has one paper and 15 stations and Detroit has two papers and eight AM and 13 FM stations.

D. P. Brother's media department gets a "torrent" of data from some 3,800 AM stations throughout the country, Mr. Manuel said, "purporting to present these stations to our buyers in their true and honest dimensions. I must say we've found a large share of this information undependable."

Fondren: the vise on advertising gets tighter

If not halted, the trend toward governmental regulations and vise media could lead toward federal control of all communications media, Lee Fondren, manager of KLZ Denver and vice president of the Advertising Federation of America, warned last week.

Speaking at the fall conference of the National Association of Broadcasters in Hartford, Conn., Mr. Fondren told what it would be like to live in an economy which banned advertising. In his Fondren's look at "Advertising: 1980," all broadcasting stations had been taken over by the government—"in the public interest, naturally."

He told his audience not to bet that this couldn't happen in America. "In fact, I maintain that not only can it happen but that it is happening and right now," he said. "Today the field of advertising and marketing is the whipping boy in both state and national legislatures, even in city councils. Hardly a day passes when we don't hear or read of a new proposal to 'put us in our place' and protect the public from advertising."

Mr. Fondren cited restrictive advertising measures against billboards, broadcasting and certain businesses and professions. "I see a threat to all of us as citizens of a democracy where we have the right to expect freedom of speech whether it's on the platform or through an ad to sell a product or an idea," he said.

Restrictive measures usually are started by a legislator who concentrates his fire on a single part of an overall business, the AFA vice president said. "That way, he seems to be trying to correct a particular wrong against the public [and] only those in that one phase of advertising pay any serious attention to what's happening. It doesn't excite the rest of us because it isn't directed at our paycheck."

All communications media must realize that what hampers one part of the industry will eventually hurt all segments of merchandising and selling and, in the long run, the economy of the country, he said. "We should never tolerate unwarranted attacks on any part of this vital industry," he said. "Keeping quiet and failing to defend our fellow businessman's case is just about as bad as openly agreeing with the criticism."

Communicators must stop taking delight in and publicizing out of proportion the problems of their competitors," Mr. Fondren said. Also, he said, elected representatives in government at all levels must be made to know and understand the importance of keeping broadcasting free of absolute regulation. "If we give them the facts about our business, we can depend upon them to cast knowledgeable votes when legislation affecting us comes up."
THE WATCHFUL SET AT ELGIN

What did South Carolina do to attract Elgin? More than merely change the name of a town to Elgin. Among other things, it trained South Carolinians as technicians, without cost to Elgin, in State-operated technical schools designed to produce employees for any new industry's requirements—an idea attractive to many. For examples: General Electric, Argus Camera, Allied Chemical, Du Pont, Smith-Corona Marchant, Utica Drop Forge, Horsman Doll, and others. The surprising new South Carolina is soaring as an industrial economy—far outstripping the nation as a whole, nearly doubling the personal incomes of South Carolinians in the 1950's.

What does this have to do with WIS-Television? This station—which reaches the majority of South Carolina counties without peripheral buys, knows South Carolinians' preferences best, after 31 years of broadcasting from the hub-like capital city—now serves a surprising new kind of South Carolina—alert, aware, selective of the best in information and entertainment, and able to buy. It reaches the watchful set, of course, as it reaches other South Carolinians who watch the best.

WIS TELEVISION
Charles A. Batson, Managing Director

a station of The Broadcasting Company of the South

G. Richard Shafto, Executive Vice President


All represented by Peters, Griffin, Woodward, Inc.
Reaction to cigarette plea depresses senator

Senator Maurine B. Neuberger (D-Ore.), Congress's leading advocate of federal controls as a remedy for the burning smoking-health controversy, has few words for broadcasting in her new book, Smoke Screen, Tobacco and the Public Welfare.

"But her remarks are pointed and reflect her disappointment that broadcasters generally have failed to follow the lead of Governor LeRoy Collins, president of the National Association of Broadcasters, who has urged modifications of the NAB's voluntary commercial code to eliminate glamorization of smoking for young people (BROADCASTING, Nov. 26, 1962, et seq.).

"The reaction from the industry was immediate, anguished and depressing," Senator Neuberger said.

Senator Neuberger's book gives the smoking and health problem a 133-page treatment and concludes with a set of remedial proposals: education, labeling, research and control of advertising. Ad control would be pretty much up to the Federal Trade Commission, the senator noted, but she has found a role for the FCC as well:

**Public Interest** • "Should the FTC fail to act or should FTC action be nullified by the courts, I think it would then be worthwhile to pursue the argument that a radio or television station which continues to carry today's cigarette advertising in the face of a clearly expressed governmental position that cigarette smoking is hazardous thereby fails to live up to the Federal Communications Act requirement that a station serve the 'public interest.' The FCC may then be able to step in where the FTC has unsuccessfully trod."

The senator does not say what controls might be exerted over print advertising if the FTC "trods unsuccessfully."

The author recalls some of her disappointment with her urgings to the FTC last year. "Despite the FTC's devotion to squeezing health claims, both overt and implied out of cigarette ads... the commission's reluctance to utilize its full authority to police cigarette advertising has been less than exemplary." Senator Neuberger glumly noted that the FTC insisted that the "last doubt" had not yet been removed from evidence that health effects are related to smoking. To avoid protracted court action, the FTC told her, it preferred to wait "until there is available the required evidence."

**Report 'Evidence'** • That "evidence" would be the long-awaited report of the surgeon general, who has had a task force at work on the problem since October 1962. Senator Neuberger had first planned to time her book for the release of the report, but delays have prompted her to get it into publication now (officially, Nov. 8).

Senator Neuberger recalls that when NBC was moved to remark that it "does not share Governor Collins's views" [on cigarette commercials], she wrote Robert Kintner, NBC president, and informed him that "few industries have had the foresight and leadership... to attract a leader with the foresight and courage of LeRoy Collins. But surely no industry has responded so lamely to such leadership as the broadcasting industry."

Mr. Kintner's reply to a question about "child-directed" commercials on NBC was "unsatisfactory," the senator wrote. Cigarette commercials "neither appear in programs designed specifically for children, nor in our judgment do they make special appeals to children;" if they did, Mr. Kintner said, NBC would reject them.

**Perceptive Review** • In a discussion of "significant contributions to the public dialogue about smoking," Senator Neuberger noted that a CBS Reports program, "A Study of Teen-Age Smoking," in September 1962, was "a remarkably perceptive and objective review of the smoking controversy... to the accompaniment of anguished howls from the Tobacco Institute (understandably outraged at this blow from television, its erstwhile constant ally)."

Senator Neuberger also came to the defense of Governor Collins. She said, "The Tobacco Institute went into an indignant funk at the effrontery of a layman [italics hers] daring to express a view on a scientific matter. Such pious condemnation of Governor Collins contrasts rather dramatically with the inevitable quick-triggered press releases from Tobacco Institute laymen contesting the validity of each new scientific paper implicating cigarette smoke in disease."

A broadcasting executive told a Youth Conference on Cigarette Smoking and Lung Cancer in Washington last week that radio and TV must curtail cigarette advertising for the benefit of teen-agers. Arthur W. Arundel, president of WAVY-AM-FM Arlington, Va., said that he does not accept cigarette advertising for one reason—to protect teen-agers who are not capable of realizing the risks involved in smoking.

"We are not pious or self-righteous," he said. Broadcasters are not worthy of the power they possess if they cannot put "a principle before a buck," he concluded.

nothing better to offer than his rating book and a questionable interpretation of the data," Mr. Manuel charged. "Too often he makes claims that are an affront to any self-respecting buyer."

Mr. Manuel recalled one occasion when the representative claimed his station attracted most of the professional people in the community by virtue of high level programming. "It so happened that we had made an air check," he said, and the station in question "specialized in a rapid cycle of rock 'n' roll and bizarre sound effects."

**Dirty Pool** • Mr. Manuel also dis-liked the tendency of some representatives to "knock" the competition. He said in some cases this sniping has been done "with astonishing vigor" and "we've even had them come in with air checks calculated to damn their rivals."

The agency's media staff frequently must spend extensive time and effort doing its own research on radio, Mr. Manuel said, feeling that such a "considerable expense" on the part of an agency "is an unwarranted and misplaced burden." He congratulated RAB's decision to invest in "the development of realistic and trustworthy audience research techniques."

Even after the agency has made station selections for a campaign and wants to place the orders, Mr. Manuel continued, "we sink deep into what is possibly the worst morass in all media—radio paperwork." He felt it is well established "that spot radio is the most expensive of all media for an agency to handle because of the enormous volume of paper that must be processed."

Mr. Manuel said that for a while "it looked like Broadcast Clearing House, with its standardized order-billing sys-
If you lived in San Francisco...

...you'd be sold on KRON-TV
ten, would provide the breakthrough, but the necessary support has not materialized." United action, he suggested, could possibly increase national advertising budgets for radio.

Mumbo Jumbo • Aware that national radio dealers have shrunk while station income from local advertisers has grown, Mr. Manuel felt that this growth in local business may be partially responsible for other problems relating to rates, character of programing and schedule certification. Station rate cards cry out for simplification, he said, and there are rate cards which even our sharpest-witted timebuyers have been unable to decipher.

Complexity isn't the only fault, he noted, citing other factors such as great disparity between national and local rates. "There are often inequities and discrepancies with rubber rate cards, ad-libbed prices and the practice of 'get what you can when you can,'" he said.

Mr. Manuel noted that the ideal environment for a commercial is one of "isolation, in which it is insulated from the distraction and dilution of other commercials by music or talk or news or whatever." But such a day is long gone, he said, with double and even triple spotting "on the raise."

Lack Of Taste • To add insult to injury, he continued, there have been cases in which all good taste has gone out the window even in multiple spotting, "where our commercial dealing with a $5,000 product has run cheek to jowl with another touting a proprietary medicine for sluggish bile or '49 cent-a-pound turkey at the local supermarket."

"The number and frequency of radio commercials is not the only cause of negative audio reaction" on listeners today, Mr. Manuel said, pointing out that quality is just as important a factor as quantity.

"It must be admitted," he concluded, that much of the advertising on radio today is ineffective in its concept and structure. To be effective today, he said, the radio sales message must be able to cut through "a commercial noise barrier." Here is where the agency's creative skills must come into play, he said.

FCC Commissioner Robert E. Lee also addressed the assemblage of radio station owners and managers, revealing that the overwhelming majority of letters that the commission gets complaining about commercials concern TV, not radio.

He said that he had recently studied 500 protesting letters and had found that radio was the object of only a few of the attacks. And most of the complaints about TV commercials were directed at the frequency of interruption of the ads, not their taste.

Mr. Lee, who originally proposed the adoption by the FCC of the commercial time standards of the National Association of Broadcasters, said his vote on the measure is still not committed. He added that the issue will not be decided for some time.

"Maybe," Mr. Lee said, noting that only 30% of radio stations subscribe to the NAB limitations, "there shouldn't be a code at all. If they can't live with the code, perhaps it's no good and the matter of commercial limits is best left to each individual station manager."

ROGERS HEARING SET
Both sides to speak on bill intended to block FCC's plan

Broadcasters and congressional efforts to prevent the FCC from regulating commercial time will focus in Washington early next month (Nov. 6-8) when the House Communications Subcommittee opens a hearing on legislation to block the FCC proposal.

Representative Walter Rogers (D-Tex.), chairman and author of HR 8316, which would limit the agency's power, said in an interview Thursday...
(Oct. 17) that it would be up to the FCC to "make a case before the Congress that the [commercial] situation is so bad" that regulatory remedies are needed. "They've got a pretty big job cut out for them," Representative Rogers said.

The National Association of Broadcasters, which with Representatives Rogers and Oren Harris (D-Ark.) has been leading the attack on the FCC proposal, is expected to follow the agency to the subcommittee witness chair after the hearing opens Nov. 6. Network spokesmen and other broadcasters, many of whom have filed comments in opposition to the FCC, also would be given an opportunity to testify.

In a speech he is scheduled to deliver before the Texas Association of Broadcasters convention in Dallas today (Monday), Representative Rogers is expected to discuss the commercial time proposal, broadcast editorializing and proposed license application fees. He has been conducting a hearing on editorializing in a search for guidelines for broadcasters, and also is the author of legislation that would prevent the FCC from putting its license fee schedule in effect Jan. 1, 1964.

Regain Powers • Last week the congressman said the major issue Congress faces with the FCC is a matter of "getting the legislative powers back to the Congress... Are there three branches of government, or a fourth not answerable to the people that has rulemaking power to write substantive law?" he asked.

On editorializing, Representative Rogers said that he wants to "close up" the hearing with another day session to hear "whatever the commission has to offer and whoever else may want to testify." He especially wants to get to another problem raised recently by the FCC, he said. It appeared the commission held that stations would be required to provide free time for the airing of views opposing those espoused on broadcasts which may or may not have been commercial, he said.

"That's another situation that is not justified," Representative Rogers continued. "I don't believe radio and television stations were intended to be eleemosynary institutions."

The congressman also criticized the FCC for its plan to charge stations fees for license applications. "This is a matter of which there has been no public hearings before the Congress. This is a matter of substantive law, not procedure."

Business briefly...

The Remington Rand Division of Sperry Rand Corporation in New York has purchased additional sponsorship of the Jerry Lewis Show, which is seen Saturday nights on ABC-TV. The new sponsorship will be devoted to the firm's portable typewriter division. Other Remington Rand advertising on the
Jerry Lewis Show is aimed at electric shavers. Remington agency: Sullivan, Stauffer, Colwell & Bayles, New York.

Lipton Tea through Sullivan, Stauffer, Colwell and Bayles will sponsor half-hour of CBS-TV Ed Sullivan Show on alternate weeks through 1964-65 season. Lipton will also sponsor three Carol Burnett specials to be carried on CBS-TV next season.

The National Federation of Coffee Growers of Colombia, through Doyle Dane Bernbach, New York, has purchased multiple participations in two Monday-through-Friday NBC-TV programs, Today and the Johnny Carson Show. The participations, which will span a one-year period starting January, represent the first network TV advertising placed by the Coffee Federation.

The Christian Reformed Church, through the Griswold-Eshleman Co. of Chicago, is sponsoring the Sunday religious program, Back to God, which has been renewed for the 17th consecutive year on MBS. Renewal of the program is effective Nov. 17. Back to God is produced in Grand Rapids, Mich. and Chicago.

Eastman Chemical Products Inc., Kingsport, Tenn., last week started a six-week TV campaign featuring one-minute and 20-second spots in 35 major markets. Eastman, a subsidiary of Eastman Kodak Co., said the saturation campaign is expected to reach more than 90% of all TV homes in each of the markets involved. The drive is aimed at extending public identity for Eastman's Kodex polyester fiber. Eastman agency: Dougherty, Clifford, Steers and Shenfield, New York.

The Bristol-Myers Co. has purchased full sponsorship of a one-hour NBC-TV special broadcast Oct. 27 of the 12th annual "April in Paris Ball," which marks the opening of New York society's 1963-64 season. The event will be held Oct. 25 and taped for network broadcast two nights later. The "April in Paris Ball" special, produced by Honor Productions, will pre-empt the Du Pont Show of the Week. The ball itself will be sponsored by the American-French Foundation Charities. Bristol-Myers agency: Foote, Cone & Belding Inc., New York.

Next for researchers: personality traits

Media planners of the future will be looking for ways to segment audiences by personality traits, not just by the socio-economic demographic breakdowns which they are demanding today.

This view was presented by Radio Advertising Bureau's director of advanced projects Dr. Alfred Watson speaking at a closed meeting of the second advanced management advertising course of the Association of National Advertisers in Highland Park, Ill., last week.

Also addressing a closed ANA session was Dr. Thomas E. Coffin, director of research for NBC, who spoke on computerization of media selection.

Dr. Watson said that students of
market segmentation are "turning to classes of people called the innovators, the highly mobiles, the venturesome types and other typological classifications based on personality traits ..."

He added that future media research would have to be aimed at discovering ways of reaching these segments selectively.

Dr. Watson is director of the RAB methodology study which is currently examining a methodology study which is currently examining techniques for measuring "the total radio audience."

In another talk last week before the Eastern Regional Industrial Marketing Conference of the American Marketing Association, Dr. Watson told market research people to focus their attention on the ultimate business aim of the corporations for which they work—maximizing profits.

He explained that every sale of a particular corporation's product is not yielding the same profit, "since some consumers are more expensive to sell than others." He advised market research people to think, not "in terms of the average cost of acquiring a customer, but rather in terms of incremental costs. . . ."

The researcher, he suggested, should be determining that point where the revenue of a sale is equal to "the additional cost of 'manufacturing' that sale."

Two false ad cases resolved

One charge of false advertising was dismissed by the Federal Trade Commission last week and a second was closed with the signing of a consent order.

The FTC dismissed a complaint against Drug Research Corp. and its advertising agency, Kastor, Farrell, Chesley & Clifford Inc., both New York, charging that false claims had been made for Regimen Tablets, a weight reducing preparation. The complaint had been pending since 1958 and the FTC said the "longevity of the case" was one of the factors in its dismissal.

In closing the book with Drug Research, the FTC said its action was not intended to affect the jurisdiction of any other body over Regimen Tablets.

National Home Food Service Co., Wilkes-Barre, Pa., has consented to an FTC order prohibiting it from using false claims, "bait advertising and other misrepresentations to sell freezers, food and freezer food plans," the commission said. The FTC complaint alleges that, contrary to advertising in TV, radio and other media, purchasers of National's Freezer Food Plan do not receive the same amount of food and a freezer for the same amount of money they have been paying for food alone.

National also has outlets in Binghamton and Elmira, both New York, and Scranton, Williamsport, Pottsville, Harrisburg, Hazleton and York, all Pennsylvania. The agreement is for settlement purposes only and does not constitute an admission by National that it is guilty of the charges.

Esso 'World Theater' to be spotted in TV

The Standard Oil Co. (New Jersey) last week announced plans to present the Esso World Theater, a series of TV programs from and about eight different countries. Each of the eight full-hour programs, to be produced in the country concerned by Newmark International Inc., will feature stars and directors native to that country. Production has already been scheduled in Greece, England, Nigeria and Japan.

The Esso World Theater will have its premiere early next year, and it will be telecast on a spot basis in New York and six other cities in the East. The show will be presented monthly during prime time from January through May and from September through November. Esso's agency for the series is Needham, Louis & Brorby, Chicago.
Tailored spots satisfy FM audience

Advertising revenues sometimes play the apple to programming's Eve, and a “good music” FM station can be confronted with the thorny choice of turning down money or offending the taste of listeners with certain commercials. Faced with these mutually exclusive alternatives, WRFY-FM Reading, Pa., evolved a synthesis that allows the station both its cake and the pleasure of eating it.

Earlier this year, WRFY-FM accepted Pepsi Cola’s Debbie Drake jingle for Patio Diet Cola and ran the spot 15 times a day for three weeks. The station, unhappy with the commercial, surveyed its listeners and found a similar disaffection. When the same jingle was offered for a second promotional push, the station asked to produce its own version, tailored for the tastes of its audience.

The local distributor agreed, and WRFY-FM produced two tapes, incorporating the music of the original commercial, but with spoken copy. One of the tapes used a female voice, the other a male. The sponsor approved both, and they were alternated three times a day for 13 weeks. Advertiser, station and—most important—listeners were all pleased.

WRFY-FM took the same pains with a public service announcement, although no money was involved. The spot was by Ethel Merman promoting the Post Office Department’s new ZIP Code system, and the station again produced its own version. The Post Office liked the spot so well that it may offer WRFY-FM’s version to other FM stations in the East.

Radio gets biggest audience since TV

Radio’s average daily audience in August was the biggest since the advent of television, Sindlinger & Co. reported last week. The report showed 98,204,000 persons aged 12 or over, or 71.4% of the total continental U. S. population in this age group, tuned in during the average day.

August has been one of the traditionally high months for radio listening in the six-and-a-half years covered by the report. In terms of average daily listeners, each August since 1957 has exceeded the August that preceded it, and in population percentages the same has been true of each August but one—August 1962, when the average listener total was 71.1% as against 71.3% in August 1961.

The 98,204,000 or 71.4% who tuned in during the average day in August 1963 may be compared with 71,572,000 or 58.1% in August 1957, first year of the report. The July 1963 average was 97,071,000 or 70.5%, as against 71,170,000 or 57.9% in July 1957 and 93,998,000 or 69.6% in July a year ago.

Each month this year has exceeded the corresponding month of last year in both numbers and percentages.

“The August figure,” according to A. E. Sindlinger, president of the market analysis firm, “represents peak listening to radio since the advent of television and it has been occasioned by the growth of out-of-home listening, particularly noticeable during the summer months.”

Rep appointments . . .

- WALA-TU Mobile, Ala.: The Katz Agency, New York, as national sales representative.
- WALA Mobile, Ala.: Stone Representatives, New York, appointed national representative.
- KDOV Medford, Ore., and KCNO Al turas, Calif.: J. A. Lucas Co., San Francisco, named West Coast representative.

Coleman opens 5 new offices

Rogier Coleman Inc., FM consultant and national representative firm, has opened new offices in five major cities: 21 West 58th Street, New York; 188 West Randolph Tower, Chicago; 2201 Woodward Heights Boulevard, Detroit; 4500 Excelsior Boulevard, Minneapolis; and 681 Market Street, San Francisco. The firm now represents more than 20 stations in major FM markets.
Now we can put the third jewel in place.

Effective October 1, KREM Radio-and KREM-TV, Spokane, Washington, the third of the Crown stations, have appointed Blair Radio and Blair Television, BTA Division as their exclusive national representatives. Now we can add the selling power of these stations — and the effective buying income of the Spokane area (which is plenty!) — to the power of Blair Radio Group Plan and Blair Television. That's a jewel in any advertiser's crown.
HOW TO FIGHT THE BATTLE?
Hartford conference becomes pro and con session on whys and wherefores of NAB’s role in federal encroachment plans

The problem of coping with toughening government controls dominated the opening round of the annual fall conferences of the National Association of Broadcasters last week.

In candid give-and-take discussions during the first conference at Hartford, Conn., last Monday and Tuesday (Oct. 14-15) there were disparate views on the NAB’s program of countering encroachments by the government. The central figure in all the discussions and a participant in some was LeRoy Collins, NAB president.

Governor Collins both attacked and defended the FCC and its regulatory activities. At his news conference on the opening day and again during the closing session, he took the position that the intensification of FCC surveillance over television programing is a response by the agency to the “will and desire of the public:” The commission is not trying to put an end to free enterprise in broadcasting, he said.

Governor Collins said that he knew of no instance where the FCC has taken any punitive action against a licensee because of programing and that the broadcaster must take into account that he has an obligation to present local live programs in prime time. This does not mean, he said, that a rule should be adopted to require broadcasters to devote specified numbers of hours to this category, as the FCC is advocating.

The FCC has prodded broadcasters and has proposed restrictive rules because the agency believes it is replying to demands from the public, the governor noted. “Much that the FCC does should be taken as suggestions and probing but not as law,” he said.

After the Hartford sessions, the NAB convened in Minneapolis Thursday and Friday (Oct. 17-18) for the second conference on the current tour. This week conferences will be held in Pittsburgh (Oct. 21-22) and Miami Beach (Oct. 24-25).

TV Commercials Governor Collins defended his advocacy of reform in television commercial practices as a necessary step to keep government from moving into the area. “I get a lot of criticism about advocating reform in public,” he said. “The public is broadcasting’s greatest ally, and I want the people to understand that they do not have to look to government to regulate and manipulate the industry. The public must look to the industry as the leader.”

He denied that his request for improvement in commercial quality and fewer interruptions of programing for advertising will “open a Pandora’s box of government and public criticism.”

Any guides that would be developed through a study of TV advertising would be voluntary, Governor Collins said, in pointing out that advertisers and NAB supporter and an anti-Collins broadcaster. The first broadcaster said that he was happy the FCC is proposing so many restrictive measures because it just points up the importance and vitality of radio-TV. “As long as we have leaders like Collins and [Douglass] Anello [NAB general counsel] we don’t have to worry,” he said.

To which the anti-NABer countered: the same thing was being said about railroads before the government moved in.

Governor Collins followed with the observation that it was healthy to have such an open exchange of opinions. “In sum, we are happy about this meeting and the broad support of the NAB which it has reflected,” he said. “I am sure that all of us of the NAB staff will benefit from the free expression and broad exchange of viewpoints which developed.”

An informal sampling of opinion of the 224 registrants at Hartford indicated general satisfaction with the conference.

The NAB president told newsmen in Hartford that the association’s relationship with the government is good. He said federal officials respect the industry, and congressional and FCC doors always are open to the NAB.

Cigarette Ads “I have not changed whatever my own feelings...” on cigarette advertising directed toward minors, Governor Collins said in answer to a question. He said the NAB board still is awaiting the surgeon general’s report on cigarette smoking and health before taking action on his recommendation that tobacco commercials with special appeal for teen-agers be curtailed. Governor Collins said he checked with the surgeon general on the report’s progress and was told it has been delayed because of the “strong position of objectivity” of the individual committee members compiling the report and the vast amount of research necessary.

He said the mounting evidence linking smoking and lung cancer is so great that “we should take steps to eliminate from any source appeals to children.”

Governor Collins tied in his plea for TV commercial improvements to the industry’s opposition to pay TV. It must be considered, he said, that excessive interruptions and poor quality in...
advertising on the commercial system may encourage the public to support pay TV. If pay TV were successful, he predicted, its promoters would realize “lush profits” at the expense of the public and commercial broadcasting, which now holds the World Series and other great sporting events now offered free.

Broadcasters must do such a good job that the American people will insist on keeping the present advertiser-supported system, the NAB president said in Hartford, which is the location of channel 18 WECT (TV), only operating pay TV station in the country.

Self-Improvement * In opening the conference, Governor Collins exhorted broadcasters to renew their efforts toward self-improvement as the best deterrent against government intervention.

“I want to see broadcasters proud of being broadcasters,” he said in stressing the need for improved support and strengthening of the television and radio codes. He said he was “tremendously heartened” by the response of newspapers in the radio-TV fight against government imposed time standards (Broadcasting, Oct. 14).

During the opening panel on government and community relations, the NAB was criticized for (1) not fighting all FCC encroachments in programming, but choosing a “weak point”—overcommercialization and (2) for always being on the defensive in government relations. Governor Collins countered that in many instances the NAB takes “great steps of a positive and constructive nature.”

Governor Collins, the executive vice president, Vincent Wasilewski, and the vice president for government relations, Paul Comstock, all maintained that the NAB can deal better with the FCC at this stage in the time standards controversy than by turning to Congress. “The FCC must be made to realize that no compelling reason exists for adopting commercial time standards,” Mr. Wasilewski said.

A constant theme throughout the sessions was that broadcasters must do a better job in telling their stories to the public and to elected officials from the court house to Congress.

Ratings Cleanup * There are three reasons why the NAB must succeed in its efforts to restore order to the chaos in ratings, Donald H. McGannon, chairman of the NAB’s Research Committee, told the delegates in a comprehensive report on rating activities since the congressional hearings. Mr. McGannon, president of Westinghouse Broadcasting Co., said that only success by the industry will keep the government from moving into this area of free enterprise. Also, the industry has an obligation to put its own house in order and an obligation to the public to find better audience measurements, he said. This will enable radio and TV to get more business and will remove any possibility of “hanky-panky,” the NAB research chairman said.

He told the NAB delegates that he had met three times with Representative Oren Harris (D-Ark.) since the latter presided over congressional hearings on ratings. In addition, Mr. McGannon said there has been much correspondence between the NAB research committee and the congressional subcommittee.

Active participation by advertisers and agencies still is being sought by the NAB for its planned policing of the ratings firms. To date, they have been identified only as observers but this is a “distinction without a difference,” Mr. McGannon said, because the advertiser representatives have participated freely. However, Mr. McGannon said, the said there has been a “major breakthrough” in the NAB’s discussions with the Radio Advertising Bureau on a jointly sponsored methodology study. He said RAB has invited NAB to participate in studies to be conducted by steps or stages and that it now will not be necessary for NAB to pledge $75,000 all at once for the study. He predicted the NAB, whose research committee meets in New York today (Monday) on the matter, will contribute to the first phase of the RAB research and delay until later decisions on further participation.

RAB estimates the project will cost $200,000 and has asked NAB to supply $75,000—which RAB would match. NAB has been asked for an immediate contribution of $25,000.

In New York, Thursday, RAB President Edmund C. Bunker said that “we
Donald McGannon, chairman of the NAB Research Committee, reports to delegates at the Hartford conference on chaos in audience measurements and efforts to restore order.

Highlighting the report on government-wide range, McGannon pointed out that the NAB Research Committee is active in several areas other than ratings, the chairman said. He pointed out that these additional projects are underway:

1. A preliminary study on entertainment and its function by Denver University.
2. A study of "children and television" by the U. S. Department of Health, Education and Welfare with the NAB and networks participating.
3. A study by Columbia University of the public's attitude toward TV commercials in a continuation of the findings of Dr. Gary Steiner's book, *The People Look at Television*.

Wide Range - Few subjects of interest to broadcasters were left untouched by panelists and NAB staff executives during formal sessions of the Hartford conference. Drawing a lion's share of attention were government matters such as commercial time standards, editorializing, controversial issues, fairness, political broadcasting and a request for a congressional investigation of the FCC.

Donald McGannon, chairman of the NAB Research Committee, reports to delegates at the Hartford conference on chaos in audience measurements and efforts to restore order.

government control is "undeniable." He said it is time "we began to ask if the phrase 'public interest' is beginning to be a watchword to justify actions and theories by those who wish to decide the public tastes."

It is essential to retain Section 315, the equal-time law for political broadcasting, because of the great power broadcasting holds in the political arena. Representative J. Arthur Younger (R-Calif.) said, "I am one of those individuals who believes sincerely that there is a vast difference between the freedom to editorialize or endorse candidates by a broadcaster as opposed to the freedom enjoyed by an editor of a newspaper or magazine," he said.

Senator John Pastore (D-R.I.) took the position that the whole question of editorializing "boils down to the part of the broadcasting industry. Now I think it [editorializing] should be watched very closely."

If guidelines for editorializing are necessary, then Congress should fix them and not the FCC, Representative Walter Rogers (D-Tex.), said. "Now, let me make it perfectly clear in the first instance that I do not think anyone should have the right to set guidelines as to the content of an editorial," he said.

A Broadcaster Speaks - Sydney E. Byrnes, president of WSKY Windsor, Conn., called for a congressional investigation of the FCC and its interpretations of the Communications Act. "I'm afraid," he said, "All of a sudden I find myself wondering whether I am violating some commissioner's interpretation of the law." He disputed the position of Governor Collins and the NAB that the fairness doctrine dispute should be negotiated with the FCC rather than with Congress.

"I don't want to make myself sick worrying whether my healthy controversial programs are going to sit right with this year's commission," he said.

Mr. Byrnes and the NAB general counsel, Mr. Anello, did most of the talking during a spirited panel discussion on controversial issues. Mr. Anello said the FCC's July 26 statement on controversial issues and the fairness doctrine has drawn "top priority" at the FCC. He has been engaged in correspondence with FCC Chairman E. William Henry in an attempt to get the commission to withdraw the statement. A meeting on the subject between NAB and FCC is planned later this month, Mr. Anello said.

He advised broadcasters to continue to editorialize and program on controversial subjects and to follow their own conscience as to fairness. The NAB asked stations to submit case histories of difficulties they have had in compliance with the fairness doctrine.

"You must show up the stupidity of..."
Here's proof!

L.A. BUYING POWER LISTENS TO KFAC

survey conducted by Data Incorporated

KFAC’s “consumer audience profile” shows that KFAC’s listeners, as compared to the average of all listeners to all Los Angeles radio stations, are better educated, make more money, and hold higher positions in the business and professional world by a whopping big margin!

Put your announcement where the buying power is! Call today. Get all the facts and you’ll agree that KFAC is a “must buy” in Los Angeles.

*This survey has just been released by SRDS Data Incorporated, a subsidiary of Standard Rate and Data Service, Inc.

KFAC radio 1330/fm 92.3

5773 WILSHIRE BOULEVARD, LOS ANGELES 36, CALIFORNIA • WEBSTER 8-0161

Represented nationally by G. P. Hollingbery Co.
Unwanted → In an earlier panel on TV public service programing, Mr. Patricelli urged television to remove the phrase “prime time” from its vocabulary. “We knife ourselves everyday we use it,” he said in maintaining that all time is prime time. He urged that the words be deleted from the NAB code.

Roy Danish, director of the Television Information Office, said that public service shows are doing much better in attracting the audience. The panel agreed that local stations do not have to rely on competition with networks in producing good public service programs.

John Couric, NAB public relations director, and Carleton Brown, WTVL Waterville, Me., and NAB radio board member, reported on the association's public relations activities. Three new NAB booklets are being distributed to members at the conferences. They include (1) a pamphlet telling broadcasters how to arrange and conduct special promotions, (2) a study guide on broadcasting prepared in conjunction with the nationwide awards program sponsored by the General Federation of Women's Clubs, and (3) a special report to members on major 1963 issues and projects of the NAB.

John Blair of the representative firm bearing his name told a radio selling panel that computers will not have the effect on the buying of radio schedules as they will on TV. “The human element will always prevail in effective buying,” he said.

Robert Palmer of Cunningham & Walsh, New York, said that radio is too much on the defensive in its efforts to attract clients. He said that most advertisers placing national schedules seek print and TV first.

Y'all come to Georgia and talk hours away

This could come from only one source—the Georgia Association of Broadcasters.

Last week, the GAB invited all seven members of the FCC to come to Georgia early next year for a one-day debate with broadcasters. The Georgia association, whose past meetings and seminars have caused the National Association of Broadcasters to take a very close look at the problem of making a clear and certain deadline for the FCC's Broadcast Bureau, which has steadily added renewal of the WOGMA license on grounds that Messrs. Barry and Enright lack the character qualifications to be licensees (BROADCASTING, June 10). Hearing Examiner Elizabeth C. Smith had recommended renewal (BROADCASTING, May 6), and had complimented the manner in which Messrs. Barry and Enright had operated the Hollywood station.

Wometco adds Coke franchise

Wometco Enterprises Inc., group owner of broadcast stations headquartered in Miami, Fla., announced last week an agreement to acquire its second Coca-Cola franchise; the Plattsburgh, N. Y., Coca-Cola Bottling Corp. which handles bottling for that city and surrounding Lake Placid resort area.

The stock of the Plattsburgh com-
The kind of sales-producing air provided by the CBS Radio Network.

V-8 was, and is, one of the fastest selling canned juices in grocery stores today.

But research confirmed that V-8 wasn’t always foremost in the minds of shoppers faced with hundreds of other kinds of appetizing foods.

Campbell Soup concluded that the way to greatest growth was to keep reminding its many fans about V-8. And the oftener the better.

A creative approach was developed which seemed most effective when projected via radio.

And so Campbell turned to radio for this campaign—radio exclusively.

The effects were dramatic. In one key test market, advertising awareness of V-8 jumped from 36% to 55% in just four weeks. Sales increases followed immediately.

Happily, this pattern repeated itself across the nation. And, happily, CBS Radio and V-8 have been on this beam for two years.

Because it runs better on air, V-8 is continuing on CBS Radio in 1964. Perhaps air is just what your product needs, too.

The sales-producing air on The CBS Radio Network
pany is being sold to Wometco Enterprises by Lindsey Hopkins and associates. The price involves the exchange of 6,000 shares of Wometco Class A common stock. As of Oct. 17, Wometco was quoted on the over-the-counter exchanges as $34½ bid, 35½ asked. Last month, Wometco acquired, in a multi-million dollar cash transaction, the capital stock of the Coca-Cola Bottling Works of Nashville, Tenn. (Broadcasting, Sept. 30).

**Changing hands**

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

- **KTKO Oklahoma City:** Sold by Wendell Mayes to William D. Schueler, James M. Stewart, Paul E. Taft and the estate of F. Kirk Johnson for $625,000. Buyers own Kjem Oklahoma City and are selling it (see below). Mr. Taft has an interest in KODA-AM-FM Houston. Mr. Mayes is retaining real estate consisting of studio and office building and the transmitter site comprising about 80 acres. Mr. Mayes owns kwbw Brownwood, kxol Fort Worth, kcra Midland, and 50% of ksny Snyder and of waco Waco, all Texas. KTKO operates full-time on 1000 kc with 5 kw and is affiliated with ABC.

- **Kjem Oklahoma City:** Sold by William D. Schueler, James M. Stewart, Paul E. Taft and the estate of F. Kirk Johnson to a group of local business men, including Eddie Coontz, KJEM personality, for $315,000. KJEM operates on 800 kc daytime only with 250 w. (see KTKO Oklahoma City above).

- **KTVW-AM-FM Seattle:** Sold by First Presbyterian Church of Seattle to David M. Segal for $250,000. The church has owned the station since 1920. The purchase marks Mr. Segal's re-entry into broadcasting after an absence of four years, having formerly owned KBY (now KKHJ) San Francisco, KOST Detroit and KULI Kansas City, Mo. KTVW is on 1250 kc with 5 kw day and 1 kw night, and the construction permit for the FM specifies operation on 102.5 mc with 16.5 kw. Broker: Edwin Tornberg & Co.

- **KEVE and KADM(FM) Golden Valley (Minneapolis):** 50% interest sold by James A. McKenna Jr. to John H. Poole for $200,000. Mr. Poole has interests in KGLM and KBIG(FM) Avalon (Los Angeles). Mr. McKenna, a Washington radio attorney, has interests in WCMB Harrisburg and WHUM Reading, both Pennsylvania; WAWA West Allis and WNAM Neenah-Menasha, both Wisconsin. KEVE operates full-time on 1440 kc with 5 kw day and 500 w night. KADM(FM) operates on 92.5 mc with 2.8 kw.

- **WHNH Portsmouth (Norfolk), Va.:** Sold by John Abbitt and Luther M. White, trustees for creditors, to Speidel Broadcasting Inc., whose president is Joe Speidel III, for $190,000. Speidel interests include woc Columbia, wynn Florence and wpal Charleston, all South Carolina; wson Savannah, Ga., and wker(FM) Oak Wood-Kettering (Dayton), Ohio. WHNH is on 1400 kc, 1 kw day, 250 w night. Broker: Blackburn & Co.

- **KNDY Marysville, Kan.:** Sold by W. N. Schneppe to Robert S. Morrow and associates, Carroll, Iowa, for $60,000. Mr. Morrow is a certified public accountant. After the sale of KNDY, a daytimer on 1570 kc with a power of 250 w, Mr. Schneppe will still own KARI Abilene, Kan. Broker: Blackburn & Co.

- **WTAG-FM Worcester, Mass.:** Sold by WTAG Inc., which retains WTAG and the Worcester Telegram & Gazette, to Knight Quality Stations, of which Norman Knight is president, for $50,000. Mr. Knight has interests in wheb Portsmouth, wtsv-AM-FM Claremont, wtsl Hanover and wghr-AM-FM Manchester, all New Hampshire, and weim Fitchburg, Mass. WTAG-FM is on 96.1 mc with 10 kw and is programed separately from the AM. Broker: Blackburn & Co.

**APPROVED** The following transfers of station interests were among those approved by the FCC last week (for other commission activities see For The Record, page 93):

- **KTVU(TV) Oakland-San Francisco:** Sold by William D. Pabst, Ward D. Ingrin, Edwin O. Pauley, et al, to the James M. Cox group for $12,360,000 (see page 61).

- **WGIO Brunswick, Ga.:** Sold by Hugh K. Tollison and associates to Golden Isles Broadcasting Corp. for $250,000. Golden Isles is owned by Charles Thornquest and Central Assurance Co. of Ohio, each one-third, and four other stockholders. WGIO is a fulltimer on 1440 kc with 5 kw day and 1 kw night.

- **WLAK Lakeland, Fla.:** Sold by Howard W. Cann and Frank W. Nesbitt to Roland B. and Doris B. Potter for $200,000 plus $25,000 for covenant not to compete. The Potters own WATA Boone, wkbc North Wilkesboro and wbsl Mocksville, all North Carolina. WLAK operates on 1430 kc, 5 kw day and 1 kw night.

**NGC to open 6th CATV**

National General Corp., which owns five community antenna systems in four states with 30,000 subscribers is preparing to open a sixth system in Biloxi, Miss., early next month. The Biloxi system will serve between 6,000 and
$150 million in time to Ad Council spots

An estimated $150 million worth of radio and television time was contributed to the Advertising Council's campaigns in 1962-63, according to the council's annual report.

The council does not report dollar figures, but industry sources estimated that the impressions from advertisers, stations and networks, approached the $150 million mark.

Radio stations, networks and advertisers contributed time and talent to 16 council campaigns and gave additional support to 67 other national causes, the report said. "ABC, CBS, MBS and NBC carried campaign messages daily and built programs contributing in all 1 billion radio home impressions" (according to a free A. C. Nielsen Co. estimate).

In television, "networks and sponsors contributed a circulation of over 12 billion TV home impressions to 18 council campaigns" (according to Nielsen) and three campaigns received more than a billion home impressions each.

The report noted formation of a New York Television Committee with Samuel Thurm, Lever Brothers, as chairman. "It helped bring about new systems of cooperation by network shows which are being improved constantly by ABC, CBS and NBC."

Also cited was TV aid in getting out the vote last November. On Nov. 1, 1962, filed vote appeals from President Kennedy and General Eisenhower were made and printed sent to 350 TV stations and the networks. The total vote was 7% greater than expected, the report noted.

Sale of KGLC to newspaper dropped

The proposed sale of the only radio station in Miami, Okla., to the town's only newspaper, which had caused concern in the FCC, was dropped last week with the dismissal of the application.

Miami Broadcasting Co., licensee of KGLC, and Miami Newspapers Inc., Miami News Record, petitioned the FCC for dismissal of the application on the ground that prosecution of the application would adversely affect financial insolvency of KGLC's licensee. The commission had ordered a hearing on the sale to determine if it would result in a concentration of media. Agency officials believed the hearing would have been the first ordered on a concentration issue (Broadcasting, Aug. 5).

FCC Chief Hearing Examiner James D. Cunningham granted the dismissal with prejudice.

Miami businessmen had opposed the sale because it would cause a monopoly of advertising media in that city. It was also charged that C. C. Woodson, publisher of the News Record, would raise KGRC rates by 50%. The commission, however, dismissed requests for denial of the sale, calling instead for testimony at a hearing to be held in Miami.

KTVU(TV) sale to Cox gets FCC approval

The sale of KTVU(TV) Oakland-San Francisco, to the James M. Cox group was approved by the FCC last week, but not without a letter from the commission to San Francisco. Oakland Television Inc., seller of the station, regarding KTVU's promise vs. performance in its programing. The sale, for $12,360,000, had been pending since last July (Broadcasting, July 29).

KTVU (ch. 2) has been operating on a short-term license, its renewal application being granted for only a year because the FCC said the station had not lived up to its programing promises. The commission had questioned whether the sale could be consummated when the station had a short-term license, which is "in many respects a probationary grant. . . ." The programing logs since submitted by KTVU, however, convinced the FCC, the letter said, that the station had eliminated the gap between promise and performance, and hence the commission granted the sale.

San Francisco-Oakland was owned by William D. Pabst, Ward D. Ingrum and Edwin O. Pauley, each with 25.005%; Willet H. Brown, 19.79%; Stodder P. Johnston, 4.94%, and Harry R. Lubcke, 0.25%. Miami Valley Broadcasting Corp., the buyer, is licenser of WHIO-TV-FM-TV Dayton, Ohio, WIOD-FM Miami, and WSOC-AM-TV Charlotte, N. C. The Cox group also owns WSBBAM-FM-TV Atlanta and community television systems in Washington and Pennsylvania. Mr. Cox's interests also control the Atlanta Journal and Constitution, Dayton News and Sun and Springfield (Ohio) News and Sun.

Commissioner Rosel H. Hyde concurred to the grant of the sale but dissented to the letter, while Commissioner Robert T. Bartley dissented to the grant and voted for a hearing.

EXCLUSIVE BROADCAST PROPERTIES!

TEXAS — Semi-major market fulltime radio station showing good profit on $10,000.00 monthly gross. Priced at $185,000.00 on terms to be negotiated.

Contact—DeWitt “Judge” Landis in our Dallas office.

SUNNY WESTERN STATE — Profitable long-established daytimer in extremely sound radio market. Priced at $195,000.00 with 20% down. Can be purchased on basis most advantageous to buyer.

Contact—John F. Hardesty in our San Francisco office.

Write for your FREE copy of "STATION BUYER'S CHECK LIST"
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 Cincinnati Dayton Indianapolis

WLW Radio—Nation’s Highest Fidelity Radio Station

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

CROSLEY BROADCASTING CORPORATION
a subsidiary of Aceo

COMPETITION EQUALS IMPROVEMENTS

Broadcasters take care of their own, Collins says

Improvements in broadcast programming have come from within the industry and not because of outside pressures, NAB President LeRoy Collins maintained last Thursday (Oct. 17).

He told a news conference that improvements are a “natural result of competition” as the National Association of Broadcasters opened its second fall conference of the week in Minneapolis.

Much of the Minneapolis agenda was identical to that presented Monday and Tuesday (Oct. 14-15) at the first conference in Hartford, Conn. (see page 54), including a ratings situation report by Donald McGannon, president of Westinghouse Broadcasting Co. and chairman of the NAB Research Committee. His statement was presented live in Hartford and filmed for the Minneapolis conference.

Governor Collins denied that the increase in TV news and public affairs shows has taken place because of the growing specter of government threats. In addition to competition, improvements have been motivated by the sincere desire of the individual broadcaster to develop his fullest potential to serve the public, he said. FCC proposals and speeches by commissioners have had “some effect,” Governor Collins said, but not to the extent of forcing improvement.

People’s Choice • Broadcast Music Inc. President Carl Haverlin told Thursday’s luncheon meeting that “after the most serious consideration of people I know personally in government, in education and in letters, and of others I know about,” he could not draft a slate that should be entrusted with responsibility as a supreme tribunal or council to decide TV programming.

Mr. Haverlin said he must decide “for things as they are, with broadcasters operating under the old program authority—the American people.” Relating the multiple patrician, sensitive and courageous qualities which are expressed by “the vast, sprawling, unorganized and patient public,” Mr. Haverlin pointed out that these are “the same people that are regularly entrusted with the awesome responsibility of selecting their government but are not thought by some to be capable of selecting their programs or of making their wishes known to you.”

If broadcasters are guilty of anything, Mr. Haverlin said, “it is that you have failed in making known to your audiences your sensitivity to their opinions—failed to emphasize the action and reaction between you.”

Mr. Haverlin said it appears that “both audience and broadcaster alike have come to take one another too much for granted.”

Mr. Haverlin urged broadcasters “to start explaining yourselves, your aims and your objectives to the people you serve.” Continue this day after day, he said, until the people understand “that they have an even greater stake in the matter than you have.”

Panel Agrees • The Thursday morning panel discussion on mending fences and building bridges to improve government and community leader public relations showed broad agreement that greater individual broadcaster action is necessary at the grass roots level, especially respecting relationships with senators and congressmen. The panelists included Bob Dillon, KRNT-TV Des Moines; A. James Ebel, KOLN-TV Lincoln, Neb.; Robert Enoch, WXLU Indianapolis; Robert T. Mason, WMRN Marion, Ohio; Ralph McElroy, KWWL-TV Waterloo, Iowa; Gordon Ritzan, WTCN Minneapolis, and Arthur Swift, WTCN-TV Minneapolis.

Mr. McElroy pointed out that the broadcaster’s letter to his congressman will get as much attention and support as the broadcaster gave to the congressman when he was on the local scene.

Mr. Enoch, recalling the years of effort invested by broadcasters to attempt to solve their problems, protested “the young upstarts who have come to Washington and used the industry as a whipping boy to gain personal publicity and bigger positions. He singled out former FCC Chairman Newton Minow, now with Encyclopaedia Britannica, as one who “got his name in the paper” and very soon another “good job.” Mr. Enoch charged that he “then walks off” from the industry “and leaves it with a froth that we’ll have to live with for another 25 years.”

Mr. Dillon reported that KRNT-TV has had considerable success in community relations through its concerted use of personal letters sent regularly on a “neighborly” basis to thought leaders. Mr. Swift felt that the meeting of criticism from local officials is the job of owners and management, but not of the public affairs department alone. He cited WTCN-TV’s success with airing of strong editorials and follow-up letters to key people as to why such positions were taken.

NAB radio board director John Lemme, KLRT Little Falls, Minn., opened the morning session with praise for NAB’s behind-the-scenes activity and “quiet approach” instead of shouts of “righteous indignation.” He said the increase of public acceptance and understanding of broadcasting is “largely due to the NAB staff and its leadership.”
Summit Meeting

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

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

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

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

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

Gates Executive stereo transistor console, for either full 10 channel stereo operation or monaural AM, FM and TV dual channel broadcasting with stereo inbuilt for your future needs.
FCC not unhappy about budget cut

TELLS SENATE GROUP IT WILL GLADLY ACCEPT $15.8 MILLION

The FCC is so pleased that the House of Representatives cut only $700,000 out of its fiscal 1964 budget request that it told the Senate Independent Offices Appropriations Subcommittee last week that it would be happy to settle for the House figure, $15.8 million.

The Senate subcommittee seemed in a mind to go along with the House during the course of an hour hearing Monday (Oct. 14), although several members took an economy tack at the end of the session. Some of the discussion also turned to the FCC's attitude on commercials, fairness and other policy issues.

Senator Warren G. Magnuson (D-Wash.), chairman of the subcommittee and also chairman of the Senate Commerce Committee, said the FCC has "too many people."

The subcommittee doesn't mind providing more money for good people each year, Senator Magnuson said, but "the trouble is you put more people into an agency, they have nothing to do, so they make up something and that's where the trouble starts. . . . This just can't keep up. Some day you're going to reach a plateau."

Acting FCC Chairman Rosel H. Hyde said that while the agency no longer has a great number of contested television channel cases to process, it faces new problems, especially in rapidly growing areas of nonbroadcast and space communications.

At this point Senator Magnuson turned to Commissioner Kenneth A. Cox, formerly a specialist on communications matters for the commerce committee, and said, "Don't you think, Ken, you've got yourself in a spider web of too much paper work down there."

Then the senator said, "I'm not taking this out particularly on the FCC."

It's true with all agencies, Senator Magnuson added. But, he pointed out, his committee has functioned with the same size staff and its workload has "quadrupled" in the same period that agency staffs have increased 117% in the last 15 years.

Chairman Hyde said that the FCC is converting some of its paper work load to electronic machine.

(One commissioner told Senator Magnuson privately after the hearing that, "We could get along with fewer people, but it would take two man-years each to get rid of them."

"About Those Commercials" Senator Gordon Allott (R-Colo.) asked about the commission's announced plan to regulate commercials along the lines of the now- voluntary code of the National Association of Broadcasters. Senator Allott, who has filed his own comments in opposition (Broadcasting, Oct. 7), said that some broadcasters say the FCC plans to eliminate all commercials.

"We're a long way from holding that view," replied Commissioner Cox.

Senator Allott said a Denver broadcaster wrote him that a competitor in that city is entirely sold out and still has the area's largest audience. How is that compatible with the contention that the public dials away from overly commercial stations, Senator Allott wanted to know.

Maybe they're good commercials, Senator Magnuson suggested. Commissioner Cox said that the commission believes that a good station can stay within the limits of the NAB code and still make a good profit and hold its audience.

Senator Allott also was interested in "how free publicity is being abused by the government" on radio and television.

He was advised by Commissioner Hyde that the FCC does not provide broadcasters with lists of material they should accept except in broad general terms. The FCC "tries to emphasize to the licensees that we rely on their good judgment to make these decisions," Commissioner Hyde said.

Senator Allott explained that his concern grew first from attempts by the Department of Agriculture to pressure broadcasters into supporting a wheat referendum (Broadcasting, June 24 et seq), but now it appeared many agencies are trying to get free time.

With so many of them bidding for time, Senator Allott said, it wouldn't take long for several agencies to complain to the FCC and build up a backlog of complaints against stations.

"I always advise [stations] to be doubly cautious about using anything sent in by the government," Commissioner Hyde answered.

The senator said a Colorado broadcaster has told him entertainers were trying to get publicity for themselves under the guise of helping the Army's recruiting program (see page 70).

Commissioner Hyde also gave the subcommittee a fill-in on the fairness doctrine, saying that the agency has a study underway that is intended to help spell out some guidelines. There would not be any change in the meaning of fairness, he added.

Asked about loudness of commercials, the commissioner said that a study was also underway on this.

The subcommittee wanted to know why the FCC needed $150,000 for emergency broadcasting, an item approved by the House.

Commissioner Hyde said the money was for the FCC's Office of Emergency Communications, which needs funds for staff. "Special rooms and actions" are required, he said. "We try to anticipate what we have to do."

Senator Magnuson said the FCC had

Permanent FCC home still in the future

Senator Warren G. Magnuson (D-Wash.) last week pursued his quest for a new federal office building to house the FCC and other regulatory agencies.

During a session of the Senate Independent Offices Appropriations Subcommittee, of which he is chairman, Senator Magnuson asked Bernard L. Boutin, administrator of the General Services Administration, how things stand on the project. Mr. Boutin said a building to house the FCC, Federal Power Commission, Securities and Exchange Commission, Civil Aviation Board and National Labor Relations Board could be constructed for about $59 million. However, he pointed out, "a new building would totally amortize itself in 15.9 years as against what it costs to house them in the agencies in their leased state."

Senator Magnuson said such a building "has all kinds of good points in it except that it would be a tremendous cost, but it could amortize itself."

Senator Magnuson said after the hearing that it appeared to him that GSA "could have sites and planning in the budget next year [which will be presented to Congress January 1964], or by the following year at least." The senator said the GSA administrator had told him that a "little [$32 million] Pentagon" building, a new FBI building, and a structure for the Department of Labor seem to have GSA priority, but after those are on their way, "I would think our project would be right in there."

Earlier this year Senator Magnuson, who also is chairman of the Senate Commerce Committee, met with representatives of an all-industry committee and said he would continue his efforts to get the FCC properly housed, in its own building if possible (Broadcasting, Jan. 21).
The Senate Independent Offices Appropriations Subcommittee gave the FCC's fiscal 1964 budget a careful scanning during last week's public hearing. Looking over the budget was this panel of senators seated (l. to r.) on the left side of the table: A. S. (Mike) Monroney (D-Okla.), Allen J. Ellender (D-La.), Chairman Warren G. Magnuson (D-Wash.), Gordon Allott (R-Colo.) and Milton R. Young (R-N.D.). Appearing for the FCC on the right side of the table were (l. to r.) Acting Chairman Rosel H. Hyde, Commissioner Kenneth A. Cox and (extreme right) Richard F. Sloan, chief of the Budget and Fiscal Division. The commission said it was satisfied with House cuts of its budget.

been on top of the entire emergency broadcast situation from the start and should be able to absorb any additional work within its $15.8 million budget.

The emergency office was established by an executive order of the President this summer (Broadcasting, Aug. 5). It is run by Kenneth W. Miller, who now heads a small staff expected to expand to 15 if the $150,000 is appropriated.

**KIIX(TV) hopes to refinance**

KIIX(TV) (ch. 22) Los Angeles hopes to reinstate full programing in the near future, H. Calvin Young, president, said last week. KIIX went on the air last April as a Negro station with all live programing except for a few filmed cartoons during the children's program time. In August it canceled its live shows and reduced its broadcast schedule to 2½ hours of films each weekday evening.

Mr. Young, reached by phone in Nashville, Tenn., where he owns WEND, Negro-oriented radio station, said he is attempting to refinance KIIX and hopes to restore it to full scale broadcasting in the next month or two. At that time, he said, the station's appeal will be broadened to include programs in Italian and Chinese and perhaps others aimed at other ethnic minorities among the Los Angeles population.

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**Kluge lashes out at pay television**

TELLS PULSE LUNCHEON HE FAVORS AM-FM DUPLICATION

A sharp attack on pay television was made last week by John W. Kluge, president and chairman of the board of Metromedia Inc., in a speech accepting The Pulse Inc.'s annual "Man of the Year" award.

He also supported the duplication of AM and FM services, said "jukebox" radio should be eliminated and opposed government restrictions on commercials.

"If pay TV were a reality on the one hand and free television were limited in the number of commercials on the other, this would be a conscious or unconscious way for a government agency to destroy the world's greatest medium," he told some 400 leading advertising and broadcasting executives at The Pulse's 22d anniversary luncheon in New York's Plaza hotel last Wednesday.

Mr. Kluge said TV and radio deliver "a good service, despite criticism." He said he welcomed the addition of UHF channels "to allow diversification and counter-programming" in TV. But, he added:

"If the FCC were to allow pay TV in the United States, and if it were highly successful, the public would end up, you and I, doing exactly what it implies—paying for television—and in historical perspective that decision would go down in communications history as a lack of statesmanship-judgment in administrative law."

He said that free television has "moved mountains of goods and services" and "helped the standard of living in the United States as no other medium has," and that "we would be dilettantes to tamper with it."

**Public Choice** "1. for one," he continued, "believe that AM and FM should be duplicated. But set down tough, hard standards for broadcasters to perform an outstanding service, eliminate the jukebox operators of the air with their flossy FCC licenses and allow the public to eventually make the choice of what band they prefer. A good broadcaster who delivers to the public a fine service can only give a lesser service by separating FM from AM."

Mr. Kluge noted that economists anticipate annual advertising expenditures exceeding $17 billion by 1970. This, he said, means that broadcasters will have to understand "good media research," be willing to pay for it and then use it creatively in programing and selling. They also "must seek new areas of research, make improvements, pay the cost of multiple research services and make sure not to fall into the area of
Dr. Allen B. DuMont (r), president of Allen B. DuMont Labs, and original licensee of New York’s channel 5 TV station was at the head table when John Kluge (l), president of Metromedia Inc. was given The Pulse Inc.’s ‘Man of the Year’ award, by Dr. Sydney Roslow (c), Pulse president. WNEW-TV, on channel 5, is owned by Metromedia Television, a subsidiary of Metromedia. It was formerly known as WABD-TV.

calculifying the media research structure,” he asserted.

Broadcasters, he said, “must be dedicated to leave the medium better than we found it.” He expressed confidence that “the broadcaster who programs imaginatively and who is a vital force in his community, responding to listeners’ and viewers’ needs and desires, will be the bulwark of the 21st century when communications will make the world even larger and the need for information and education greater.”

In presenting The Pulse’s 1963 Man-of-the-Year Silver tray to Mr. Kluge, Dr. Sydney Roslow, director of The Pulse, hailed the Metromedia head as a man of “practically unlimited vision” who is helping to recreate the communications industry.

He praised Mr. Kluge’s demonstrated desire to upgrade facilities and operations, his early faith in the profitability of independent TV, his “rare genius” in selecting executives and giving them “full responsibility with authority and money to match,” his “flair for innovation” and “bold concepts for service on the local level.”

Mr. Kluge, he said, “is not in radio but in broadcasting, not in broadcasting but in mass media, not in mass media but in communications, not in communications but wherever his vision extends.”

Through Metropolitan Broadcasting, Metromedia owns and operates seven TV and six radio stations. It also owns Foster & Kleiser outdoor ad firm.

Somewhere a guideline is shining

LICENSE RENEWAL BACKLOG IS DEVELOPING INTO LOG JAM

The FCC’s continuing backlog problem, at least in the area of pending license-renewal applications, has reached the point at which some commissioners are, in effect, ready to cry “Enough!” They are urging that changes be made to enable commission processes to move more swiftly.

And the principal area of concern, reportedly, involves the controversial one of station programing policy.

It’s understood that some commissioners, notably Lee Loewinger, feel that the commission should provide the staff with more flexible—and liberal—guidelines for determining questions on programing that are delaying decisions on renewal applications.

There were signs last week that unless some changes are made, the renewal process—at least where questions on programing are concerned—will come almost to a standstill.

The staff, reportedly, is uncertain as to the extent of its authority to raise questions about programing. One reason given is the realization that inquiries inevitably lead to delays on renewal applications—which, in turn, add to the backlog which the commission wants to reduce.

Waiting for Henry • The commission discussed the matter at its meeting last week, but didn’t attempt to reach any conclusions because of the absence of Chairman E. William Henry. The chairman, who is attending the international conference on space frequency allocations in Geneva, is due back this week.

However, some officials reported that most commissioners last week appeared to feel that changes are necessary. And the view was expressed that some action might be taken within two weeks.

But at the same time, some commissioners acknowledged that such action could provide only a stop-gap solution, at best. What is really needed, they say, is revised program reporting forms. The commission has been trying for three years to draft a revised form for television to implement the 1960 program policy statement. But the conflicting views of the commissioners on what form the revision should take are yet to be reconciled.

Work on a revised form for radio has not begun in earnest, but most officials feel this will be an easier project.

The backlog of renewal cases is imposing. According to the commission’s most recent report to Congress on the subject, 586 renewal applications were pending more than three months as of Aug. 31.

Reasons Vary • The applications are deferred for a variety of reasons. A principal one is the failure of stations themselves to provide requested information. There were 143 outlets in this category. But the programing issue, involved in the deferral of 92 applications, is a major one also.

The pressure for changes began building up rapidly this month as a result of the dissatisfaction of some commissioners with the manner the staff has handled the renewal applications of stations in West Virginia, Virginia, Maryland and Washington, D. C.

The renewal date for these stations was Oct. 1. The staff acting under its delegated authority renewed some 75. But it hasn’t acted on about 80 others.

In a majority of cases, questions about programing are among the reasons the staff has given for not granting renewal. These include questions about promise-versus-performance as well as about local live programing—or the lack of it—in prime time.

No Programing Letters • However, although the staff has sent letters to stations whose applications raise questions about engineering and other technical matters, it hasn’t sent any about programing. This is a sharp departure from past practice—and is indicative of the staff’s uncertainty regarding commission policy in this area.

Some officials say the staff has been
What do all these famous faces have in common?

They're all alumni of radio's oldest discussion series—Northwestern Reviewing Stand—30th year on WGN!

WGN Radio is proud to salute one of the most respected community service programs of all time—Northwestern Reviewing Stand—as it begins its 30th consecutive year. Reviewing Stand is produced by Northwestern University in cooperation with the WGN Public Affairs Department at the WGN Mid-America Broadcast Center. The award-winning series is widely acclaimed as the outstanding University radio production in the U.S. As it begins its 30th year, Reviewing Stand will be heard again on WGN Radio, 125 Mutual affiliates and a number of non-network stations. We at WGN have the feeling Reviewing Stand still will be going strong thirty Octobers from now!

WGN IS CHICAGO
the most respected call letters in broadcasting
Ask Ampex how Air Express keeps them ahead.
We make sure Ampex machines all over the country are up-to-date with Air Express.

—Robert L. Barry, Traffic Manager
Ampex Corporation, Redwood City, Calif.

Ampex, leader in the highly competitive field of magnetic recording equipment, is continually improving its products. To pass on these improvements to users of its equipment, Ampex relies heavily on Air Express. Regular, daily Air Express pick-ups speed modifications to customers as soon as the changes are perfected.

Ampex also uses Air Express to hold down its inventory of 21,000 different and expensive parts. Air Express’ overnight delivery service makes it possible to keep inventory to a minimum—and still get vital parts in time to meet production schedules.

Fast-moving companies like Ampex make Air Express a regular part of their operations. Try it and see how it adds to your success.

Theater owners fight California pay TV
A war chest of $500,000 to fight pay TV has been pledged by the Theater Owners of California. Subscription Television Inc. has announced its intention to start closed circuit pay TV operations next spring, initially in the Los Angeles and San Francisco areas, with big league baseball as its main attraction (Broadcasting, Aug. 26).

Meeting at the Beverly Wilshire hotel last Wednesday (Oct. 16), some 250 exhibitors representing over 800 California motion picture theaters approved a plan to circulate petitions to collect enough signatures to make the entrance of pay TV into the state a matter of public referendum. Fred Stein, Southern California chairman of the California Crusade for Free TV, who had called the luncheon meeting sponsored by the Theater Owners Association of Southern California, welcomed a delegation from the northern part of the state headed by Arnold Childhouse, vice president of United California Theaters and crusade chairman. That group promised full financial and other support.

“This marks the first time in California theater history that all theaters are unified in a common cause,” Mr. Stein said. He stated that “a broad, organized front of similarly-affected businesses, industries, clubs and organizations—joined by the general public—swiftly is organizing to join the theaters in this all-out fight to preserve free home TV by way of the ballot.”

The crusade has opened offices in San Francisco at 988 Market Street and in Los Angeles at 8255 Beverly Boulevard and has filed articles of incorporation in Sacramento, California’s capital, as a nonprofit organization formed to warn Californians against the “danger of pay TV.”

Comparative hearing on WABC ‘inevitable’

The FCC believes a comparative hearing between Hubbard Broadcasting Co.’s application for a new station on 770 kc in New York and WABC’s renewal application for the facility is inevitable and has asked the court’s approval to get the proceeding under way.

The commission last week asked the District of Columbia Court of Appeals to approve the agency’s decision to vacate the 30-day stay placed on the commission’s requirement that ABC file a renewal application for WABC which would propose nighttime protection for KOB Albuquerque, N. M., KOB, an NBC affiliate, is owned by Hubbard Broadcasting, and also is on 770 kc.

ABC has appealed the commission’s denial of a renewal of the network’s
nondirectional license for WABC and had requested the 30-day stay pending a court decision. ABC, when it went to court, said that it wished to assure itself "treatment comparable to that accorded to other networks." A 1961 court decision established that the FCC should take care that the KOB-WABC case did not damage ABC's competitive standing.

Determination Plus: The controversy began in 1941, when the commission gave KOB a special service authorization to operate on 770 kc with 50 kw daytime and 25 kw nighttime. ABC has been trying to force KOB off its class I-A channel ever since with protests to the commission and court appeals. The FCC appears determined to make WABC directional at night.

The FCC told the court that "whether or not ABC is finally determined to be correct in its asserted right to operate nondirectionally, the Hubbard New York application is entitled to a comparative hearing, having been filed when WABC's license was up for renewal." The commission noted that the hearing would involve "substantial comparative issues" beyond the directional antenna proposal. Hubbard's application proposes protective nighttime operation.

The commission also pointed out that vacating the 30-day stay will not affect ABC's appeal or its claim to a nondirectional antenna.

**FANFARE**

**Free publicity for army or for 'stars'?**

A Colorado broadcaster asked his senator last week why he should give free time to "show people fighting the battle for free publicity" who sneak in under the guise of helping Army recruiting.

Senator Gordon Allott (R-Colo.), who heads up the Republican minority on the Senate Independent Offices Appropriations Subcommittee, reported his anonymity constituent's comments from a letter he read at a hearing on the FCC budget Monday (Oct. 14).

The broadcaster referred to the Army's new series, Young Americans in Action, and said that instead of "robust young men fighting for their country . . . they [the personalities on the spots] are almost 100% show people, fighting the battle of free publicity. . . This is public service?"

The Army, on the other hand, said last week that the 13-week series has received "terrific" response from broadcasters. In fact, said Lieutenant Colonel Guy Groff, chief of the publicity branch for Army Recruiting, about 1,000 stations are carrying the series, and all of them requested the program. He explained that about 2,000 stations were asked if they would be interested in the series early this fall, and half requested it.

The first three offerings do include interviews recorded mostly with young people in television, radio, theatre, movies and music, Colonel Groff said, but interviews later in the series include "outstanding" young Americans in science, sports and other areas of achievement.

Young Americans in Action with Hugh Downs as interviewer is being produced for Army Recruiting by its agency, Ketchum, MacLeod & Grove, New York, the colonel said. The series runs about $2,100 for each of the 13 weekly segments, consisting of 10 to 15 two-minute spots each.

**FTC checking stations on ratings used in ads**

Radio and TV stations across the country have been asked by the Federal Trade Commission to furnish the agency with copies of all their advertising and promotions over the past six months.

An FTC official confirmed last week that the inquiries have been sent to stations as a part of the Trade Commission's investigation of use of rating claims by stations. He said each station which had been asked to supply the

Winfield, Kan., grant supported by court

Upholding the FCC, a federal court in Washington affirmed a grant for a standard broadcasting station in Winfield, Kan., to Courtney Broadcasting Co.

The daytime station (KNIC, 1550 kc with 250 w) was granted by the FCC which endorsed an examiner's proposed decision. The appeal to the U. S. Court of Appeals for the District of Columbia Circuit was taken by Lloyd Clinton McKenney, the unsuccessful applicant for the same facility in Winfield.

The unanimous three-judge decision was written by Circuit Judge Walter M. Bastian, for himself and Judges Wilbur K. Miller and Charles Faby. He held the commission acted reasonably and within its discretion in finding Courtney to be qualified.

**QXR live network begins**

QXR Network is scheduled to begin its 24-station live cable hookup tonight with broadcast of The Casper Citron Show, described as a "news magazine of the air," (11:15 p.m.-12:15 a.m. EDT).

Formation of the live network was announced last month by QXR (Broadcasting, Sept. 30).
Two new unique services to broadcasters: The first provides assistance in the demanding and difficult area of "Good Music" programming. The other, a pioneering public service plan that provides customized programming and/or production for every area that you choose and in the manner that you determine. Though of interest to all stations, of necessity we can convenience but a very limited number of licensees.

Morton J. Wagner

YOU ARE INVITED TO PREVIEW

**ALUMNI RADIO**

AN EDUCATED
PROGRAMMING AND PRODUCTION SERVICE
FOR STATIONS AND LISTENERS
WITH GRADUATING TASTES
THE PETER FRANK ORGANIZATION
IN CO-OPERATION WITH
THE McLendon CORPORATION
PROUDLY PRESENTS

ALUMNI RADIO

TO SELECTED STATIONS THROUGH:
RICHARD H. ULLMAN, INC.

Call collect H0lywood 2-6027,
or write now
RICHARD H. ULLMAN, INC.
5420 Melrose Avenue
Hollywood 28, Cal.

YOU ARE INVITED TO PREVIEW
**Radio, I N C.**, .. IN THE PUBLIC
INTEREST NECESSITY AND CONVENIENCE .. "
A NEW PROGRAMING AND PRODUCTION SERVICE
CREATED SO THAT PROFESSIONAL BROADCASTERS
MIGHT BETTER ACHIEVE
WELL-ROUNDED COMMUNITY INVOLVEMENT

**Radio, I N C.**, CAN BE OFFERED ONLY TO
A LIMITED NUMBER OF LICENSEES BECAUSE
OF ITS DEPTH, SCOPE AND COMPLETE CUSTOMIZATION
THE PETER FRANK ORGANIZATION
IN CO-OPERATION WITH
THE CROWELL-COLLIER
BROADCASTING CORPORATION
PROUDLY PRESENTS

**Radio, I N C.**, TO THE INDUSTRY THROUGH
RICHARD H. ULLMAN, INC.

See current issue of Sponsor (Oct. 21) page 41.
FTC with its ads already was suspect because of information in the agency's files containing rating claims which appeared to be unjustified. "This is usual procedure and does not mean that the ads are false or that the stations have done anything illegal," it was stated.

Close to 50 stations have received the inquiries from the FTC and none of this group is as yet under field investigation. Field investigations of another group of stations are underway in connection with the use of ratings, however. To date, no case involving a broadcaster's use of ratings has been presented to the full commission for disposition.

Drumbeats...
And a-one, a-two = WNAX Yankton, S. D., gave away more than $700 in prizes to listeners who came closest in guessing how many Lawrence Welk records the band had played between Jan. 1, 1958 and Jan. 1, 1963. The winning guess of 6,151 was only two short of the correct total.

Stars on 4 = WRC-TV Washington is conducting a "Channel 4 Lucky Star Time" contest through Nov. 16. Viewers whose cards are chosen on the daily contests will receive the prize listed on the back of their favorite star's photograph.

Fund day = Twenty-four civic and business leaders will participate as co-hosts on WNAJ Boston shows Tuesday, Oct. 22 for the United Fund. The action is designed to acquaint the public with the different phases of the fund.

Voices from above = A new sidewalk superintendent twist in Chicago at the construction site of new Equitable Life Assurance Society building opposite Wrigley building is running loud speaker commentary by sportscaster Jack Brickhouse of WGN there. Other WGN talent later will also tell folks what's going on before them. Equitable agency, Foote, Cone & Belding, will move to new building when it's ready in 1965.

EQUIPMENT & ENGINEERING

ENGINEER RULES TAKE EFFECT JAN. 1
3d-ticket regular OK'd if 1st-class man is parttime

After Jan. 1, 1964, AM stations operating with a power of 10 kw or less and a nondirectional antenna, and FM stations with less than 25 kw power, will be permitted to hire first-class engineers on a part time basis provided the routine transmitter operator holds at least a third-class license. In making the announcement last week the FCC reaffirmed the major points of a rulemaking adopted last summer providing for automatic logging and five-day-a-week inspections of transmitting facilities (Broadcasting, July 15).

The National Association of Broadcast Employes and Technicians had requested that the commission reconsider permitting the use of first-class engineers on a part time basis and asked for an oral argument (Broadcasting, July 29). NABET believes the quality of technical service will decline with part time engineers. Commissioner Robert E. Lee dissented to dismissal of NABET's request for a hearing.

The commission said the effective date of the rules is Jan. 1, 1964, but that a transitional period will be provided until April 19, during which time restricted license operators will be allowed to supervise routine transmitter operation. The commission prohibited the hiring of parttime engineers during this transitional period unless the station already employs a qualified third-class operator.

The commission also released instructions concerning the examination that will be required to obtain the third-class operator status. The examination will be required after April 19 and will cover basic law and operating practice and broadcast; present third-class operators will be required to take the test in broadcast. The commission is preparing a study guide which will be available to licensees.

New group to fight 'uncontrolled' CATV

The formation of Television Accessory Manufacturers Institute (TAME), consisting of television antenna and accessory manufacturers, has been announced. TAME was organized to combat what it calls "uncontrolled growth" of community antenna systems in areas where CATV does not serve a technical need.

A spokesman for TAME, Morton Leslie of the JFD Electronics Corp., Brooklyn, N. Y., said the group does not oppose systems installed in communities where TV signals cannot be received because of the topography. He said TAME will concentrate its attack on systems which are emerging in cities with normal TV reception and which claim to offer "a better TV picture."

TAME, he said, plans to launch an educational campaign both on a national and regional level and to direct "a fight to the FCC for proper control of these systems."


Teleglobe audio use described for AES

A detailed explanation of the audio system for the use of Denver Teleglobe Pay-TV was among the papers presented last week at the 15th annual meeting of the Audio Engineering Society in New York.

Ira Kamen, executive vice president of Teleglobe Pay-TV, describing the use of regular telephone lines for audio transmission and billing technique concluded that "it is anticipated that the Denver system will be the prototype for many installations in the future considering the progressive attitude of the FCC."

Te expects pay TV to "become a major telephone auxiliary service and an answer to the requirements for growing volume in urban areas so necessary to telephone companies."

Communication methods and tech-
"It's time to SPEAK OUT!"

Approaching our second anniversary in Rochester Broadcast Center, I see an excellent fall and winter ahead for both WROC's listeners and WROC's sponsors. Here's why:

1. BALANCED PROGRAMMING

"The WROC-Television lineup of Rochester's most popular personalities, locally originated programs and movies complement the excellent new NBC fall schedule of exciting programs in living color and black and white. There are shows to appeal to all ages...to the entire household.

2. COMPLETE SERVICE

"WROC is the only complete broadcasting service in Rochester—TV, Radio and FM.

3. PETRY RATE CLASSIFICATION

WROC-TV was one of the first stations in the U.S. to institute the new Petry Plan—the most efficient system yet devised for announcement rate classification. Here is the balance, the appeal that no other local station has.

Erwin F. Bryce
PRESIDENT
niques used in radio and television news coverage by NBC were outlined at the conference by Eugene Juster and L. A. McClelland, director and manager respectively of NBC News film.

Five papers at the AES meeting were presented by members of CBS Laboratories. Subjects of the papers: “Personal High Fidelity,” “A System for High Speed Multiple Duplication of 3-track 15/16 IPS Magnetic Tape Cartridges,” “On the Damping of Phonograph Pickup Stylus,” “The Saga of the Recording Stylus,” and “A Record for Measuring Vertical Pickup Angles.”

Requests for reprints of papers delivered at the AES meeting should be sent to the society, Box 383, Madison Square Station, New York.

Electronic firms in satellite research

Four major electronic firms are studying methods to permit active communication satellites to be used by multiple users. The latest in the field, under a $59,176 contract from the National Aeronautics & Space Administration is International Business Machines’ Federal Systems Division, Rockville, Md.

In August, the Communications Satellite Corp. announced $150,000 in research contracts on the subject of multiple access to three companies: AT&T, Hughes Aircraft and RCA. These are on existing systems that can be used in operational communication satellite systems.

In the NASA contract, IBM is ordered to conduct a study to evaluate all modulation techniques that will provide random access to active communication satellites for a large number of users. This work will be applied to future satellites, such as the advanced Syncom.

Hughes Aircraft, Culver City, Calif., received a $1.3 million contract from NASA last month to provide launch and orbital support for the Syncom project plus operation and maintenance of three ground stations (Lakehurst, N.J., Johannesburg, South Africa, and the USNS Kingsport). Hughes built Syncom II, now in operation.

Other contracts announced by NASA’s Goddard Space Flight Center in Greenbelt, Md.:

Adler Electronics Inc., New Rochelle, N.Y.: $421,000 for two mobile radio vans suitable for road and/or air transport. These high frequency systems will provide point-to-point communications between Goddard and remote tracking stations located in countries without adequate commercial relay facilities.

Diecraft Inc., Raytronics Division, Sparks, Md.: $109,115 to provide a universal TV test camera for testing various types of pickup tubes which hold promise for application in weather satellites. This type of test camera is needed to obtain information on the operation of slow-scan pickup tubes required for satellite operations.

Control Data Corp., Rockville, Md.: $98,039 representing two contracts—$49,759 for a magnetic tape unit, and $48,280 for a magnetic tape unit and control synchronizer. This equipment will be used to store computer data recorded during the integration and testing of the Nimbus advanced weather satellite.

Sanborn Co., Waltham, Mass.: $71,210 to furnish a magnetic tape recorder for Goddard’s mobile spacecraft tracking network, to be used to record digital command signals sent to the Gemini spacecraft, as well as voice conversations between the tracking stations and the craft.

Engineers hear TV technical papers

A series of papers outlining the latest technical developments in TV equipment and techniques was presented last week as part of the 94th conference of the Society of Motion Picture and Television Engineers in Boston.

Roger E. Peterson of Jansky & Bailey, consulting engineering firm in Washington, discussed TV picture evaluation and concluded that the achievement of consistently high-quality picture transmission requires at least two considerations: a staff of well-trained technical personnel and a management that can recognize a good on-the-air picture and insists that its technical staff perform the everyday maintenance tasks needed to obtain these results.

The experience of an educational TV station in operating a mobile video-tape production unit was described by Russ Morash of WGBH-TV Cambridge, Mass. He reported that WGBH-TV originally had planned to use its mobile unit conservatively until its capabilities could be tested. A fire destroyed the station’s studio two years ago, Mr. Morash said, and the mobile unit has been used since that time as a control room and recording facility for a large part of the station’s live and taped programs.

Michael Bellis of AT&T delivered a paper on the “tele-lecture.” He reported on the increasing use in the United States and Sweden of the long-distance telephone call to bring lectures by expert teachers, statesmen and scholars into the classroom.

Make it look good, Irving, we’re on TV. Coast to coast. Being carried on WITN-TV, and NBC in Eastern North Carolina. Watch the helmet. It’s not mine. ARB* reports WITN-TV now leads its market with 215,000 TV homes able to receive against Station Z’s 199,000. Stop showing off with the pike, Irv. And what a market. Doherty, Clifford, Steers & Shenfield places Greenville-Washington, N. C., among its 30 Advanced Markets and No. 82 nationally. WITN-TV increased its net weekly circulation 41.3% since they erected their High and Mighty tower, tallest structure in the state, Irving, are you listening? Don’t just sit there with your head hanging.

*ARB Coverage Study Feb./March 1963

BROADCASTING, October 21, 1963
YOU MAY NEVER USE THE STRONGEST GLUE

BUT... People Stick to WKZO Radio in Kalamazoo and Greater Western Michigan!

WKZO Radio is a station that listeners latch onto. The 6-county Pulse of Sept. '62 shows WKZO Radio outscoring all others in 358 of 360 quarter-hours surveyed, and winning all hours surveyed both in total listening and adult listening.

We apply this pleasant stick-um throughout Greater Western Michigan, too. NCS '61 shows WKZO Radio's circulation ahead of every radio rival in the area, and 40.4% greater than all other Kalamazoo stations combined.

It's a market worth holding. Sales Management has predicted that Kalamazoo alone will outgrow all other U. S. cities in personal income and retail sales between 1960 and 1965.

Let your Avery-Knodel man tell you more reasons why WKZO's word is its bond!

* Supercooled epoxy resin can withstand a shearing pull of 8,000 lb. to the square inch.
NIELSENS LIVELY TOPIC
CBS-TV still leader; NBC-TV shows improvement while ABC-TV is pleased with interest of audience

Audience ratings were the top event at network and advertising agency offices last week with the arrival of the first national Nielsen which touch on the new television season.

The audience statistics issued by the A. C. Nielsen Co. covered the two weeks ended Sept. 29. The arrival of the estimates of the relative audience strengths of the network prime-time periods set off a round-robin of competitive claims.

ABC-TV officials generally appeared satisfied that the network's early scheduling within a single week of the new season of all its new programming had gained it a strong position which they thought will prove beneficial over the long haul.

CBS-TV and NBC-TV, however, felt the two-week "average" in presenting the top 10 and top 20 rated shows (see table that follows) could hardly be interpreted as an indicator for even the start of a season.

Premiere Week • It was pointed out by network analysts that the first week covered was the premiere week for all of ABC-TV's heavily promoted programming, both existing and new series, while very few of their own shows had made a first appearance. Much of ABC-TV's schedule, they stressed, came on the air against summer reruns.

CBS-TV, which dominated the two-week average, pointed up its dominance was actually greater in the second week when considered apart from the two-week average. In the second week, the bulk of CBS-TV's new schedule, (except for its Monday night comedy block of The Lucy Show, Danny Thomas and Andy Griffith) had started. Several of NBC's shows also had started that week, though few new programs had not.

ABC-TV maintained that much of the high audience sampling of its premiere week was holding against the tough competition in the second week.

An Improvement • As one ABC-TV official put it; "we don't expect to be the first network, nor do we expect to take over in the 'top 10' in the program ratings. But we are confident — on the basis of performances already noted — that we will have more program workhorses in our prime time schedule this season than in the immediate past."

NBC-TV came up with its interpretation, which in essence came to this: On the basis of the second week in the two-week period, CBS-TV took six nights of the week while NBC-TV won Friday night and ABC-TV, on the second-week basis, had none. ABC-TV, this argument continued, remained as the third network.

Countered ABC-TV: The second week was CBS-TV's opportunity to benefit by any news programing sampling by the TV audience. So the discussion went.

Privately, however, each of the networks — and the agencies representing clients in network time — agreed that the national ratings season had only begun. Subsequent Nielsen and competitive trends will be studied closely.

The top 20 (two-week average):

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Beverly Hillbillies (CBS)</td>
<td>32.3</td>
</tr>
<tr>
<td>2</td>
<td>Bonanza (NBC)</td>
<td>31.4</td>
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<tr>
<td>3</td>
<td>Andy Sullivan Show (CBS)</td>
<td>26.8</td>
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<tr>
<td>4</td>
<td>Red Skelton Hour (CBS)</td>
<td>26.0</td>
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<td>5</td>
<td>Petticoat Junction (CBS)</td>
<td>25.9</td>
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<tr>
<td>6</td>
<td>Dick Van Dyke (CBS)</td>
<td>25.5</td>
</tr>
<tr>
<td>7</td>
<td>Bob Hope Show (NBC)</td>
<td>25.4</td>
</tr>
<tr>
<td>8</td>
<td>Opening Night Special (CBS)</td>
<td>25.1</td>
</tr>
<tr>
<td>9</td>
<td>Jack Benny Show (CBS)</td>
<td>24.3</td>
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<tr>
<td>10</td>
<td>Grindl (NBC)</td>
<td>23.9</td>
</tr>
<tr>
<td>11</td>
<td>Martin Gable (CBS)</td>
<td>23.3</td>
</tr>
<tr>
<td>12</td>
<td>Greatest Show (ABC)</td>
<td>23.3</td>
</tr>
<tr>
<td>13</td>
<td>Walt Disney (NBC)</td>
<td>22.9</td>
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<tr>
<td>14</td>
<td>Candid Camera (CBS)</td>
<td>22.0</td>
</tr>
<tr>
<td>15</td>
<td>McHale's Navy (ABC)</td>
<td>22.0</td>
</tr>
<tr>
<td>16</td>
<td>Jackie Gleason (CBS)</td>
<td>21.9</td>
</tr>
<tr>
<td>17</td>
<td>Comedy Hour Special (NBC)</td>
<td>20.8</td>
</tr>
<tr>
<td>18</td>
<td>Combat (ABC)</td>
<td>20.8</td>
</tr>
<tr>
<td>19</td>
<td>Wagon Train (ABC)</td>
<td>20.7</td>
</tr>
<tr>
<td>20</td>
<td>Dr. Kildare (NBC)</td>
<td>20.6</td>
</tr>
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"ADVOCATE" REACTION
TV critics more favorable to Westinghouse-backed play

"The Advocate," the first play to open on Broadway and television at the same time, drew lukewarm notice from theater reviewers last week, but fared much better with TV critics in the same newspapers.

There was speculation late in the week that the play's Broadway run, at New York's ANTA theater, might be ended last Saturday night, but authorities indicated no decision would be reached before Friday (Oct. 18).

Westinghouse Broadcasting Co. put up $60,000 of the $100,000 needed to put the play into the theater and in addition spent approximately $80,000 for a video-taped presentation shown on its five TV stations last Monday night, simultaneous with the play's Broadway opening (Broadcasting, Oct. 14).

It was acknowledged that the financial success of the venture would depend on the Broadway run. The first of two broadcast presentations to which WBC has rights for each of its stations was substantially sold out to sponsors but nevertheless returned no more than an estimated 25% of the broadcast company's investment.

The play, by Robert Noah, is based on the Sacco and Vanzetti case of the 1920's, and among Broadway reviewers the chief criticisms seemed to stem from the feeling that it offered little that is new on a subject that has been repeatedly explored. New York TV critics, generally more favorable, saw the television version in special screenings, since Westinghouse has no outlet in New York.

Mixed Reactions • In the New York Times Howard Taubman, drama critic,
This klystron was made the day that he was born. It is still in use today.

He's six years old. So is Eimac's 3K50,000LF power klystron. It is still going strong after 50,000 hours of almost continuous operation. That kind of performance is no accident. Long life is confidently planned—and realized—in Eimac's power klystrons. (And long life means lower cost to you.) We're able to do this because we know klystrons inside and out. We ought to. We've had more experience with more of them than any other manufacturer. May we put this experience to work for you? For details about a long-life Eimac klystron to meet your specific range and requirements write today to: Eitel-McCullough, Inc., San Carlos, California. Subsidiaries: National Electronics, Geneva, Illinois; Eitel-McCullough, S.A., Geneva, Switzerland.
Jack Gould, television and radio critic of the Times, saw signs that television and Broadway "already have a major point in common—script trouble." He rated Westinghouse "a bold angel" and the TV presentation "an act of formidable cultural bravado since [it] meant that viewers had to forget their usual weekly favorites out of Hollywood."

In the New York Herald-Tribune drama critic Walter Kerr characterized the play as "a good deed in what I am afraid may be an ungrateful world," with "stretches of performing that compelled absolute attention." He had some reservations, but John Horn, TV critic in the same paper, did not. From a TV standpoint, Mr. Horn said, the operation "was a success" and the TV version "a largely successful compromise of transposing the stage play into television terms."

In the New York World-Telegram and Sun Norman Nadel, theater critic, thought the play failed to do justice to the Sacco-Vanzetti story. But Harriet Van Horne, the paper's TV-radio critic, gave a better report. "Such defects as there were originated in the script, not in the acting or the camera work," she wrote. "True, there was little movement within the box of the stage, but for theater-starved folk out of town, surely this play was a great event."

John McClain, drama critic of the New York Journal-American, described the Broadway production as "a sincere and earnest effort" but said "it just isn't very exciting." He acknowledged, however, that "it may have been wonderfully well adapted to taped TV."

The New York Daily News rated it "more interesting technically than emotionally," but on the paper's TV side Kay Gardella gave it a long and favorable report.

The Associated Press and the now defunct New York Mirror thought it apt to have limited appeal, but United Press International gave it favorable notice from both stage and TV standpoints.

The Westinghouse TV stations are WBBZ-TV Boston, KDKA-TV Pittsburgh, KYW-TV Cleveland, KPIX-TV San Francisco and WJZ Baltimore.

Film sales...


Volume 3 (Seven Arts): Sold to WFMJ-TV Youngstown, Ohio, and WDBO-TV Orlando, Fla. Now in 115 markets.

Volume 4 (Seven Arts): Sold to WBTW-TV Charlotte, N. C., and WDBO-TV Orlando, Fla. Now in 91 markets.

Volume 5 (Seven Arts): Sold to WBTW-TV Charlotte, N. C. and WDBO-TV Orlando, Fla. Now in 89 markets.

Volume 1 (Seven Arts): Sold to WDBO-TV Orlando, Fla. Now in 144 markets.

Volume 2 (Seven Arts): Sold to WDBO-TV Orlando, Fla. Now in 121 markets.

Special Features (Seven Arts): Sold to KPTV-TV Portland, Ore.; KTVU-TV San Francisco; KGO-TV San Diego; KBTW-TV Denver; KSHO-TV Las Vegas and WFMJ-TV Youngstown, Ohio.
62.2% OF THE "MIDDLE-ROAD SINGLES" THROUGHOUT THE PAST YEAR AS COMPILED BY BILLBOARD ARE AVAILABLE AND LICENSED TO BROADCASTERS THROUGH

BROADCAST MUSIC, INC.  
589 FIFTH AVENUE, NEW YORK, NEW YORK  
CHICAGO, LOS ANGELES, NASHVILLE, TORONTO, MONTREAL

BROADCASTING, October 21, 1963
FAIRNESS CAUGHT BETWEEN

Reuther brothers report on 'radical right' calls on FCC to aid in curbing rightist growth

The FCC and its fairness doctrine have become involved in the controversy developing over a memorandum on "the radical right" that Walter and Victor Reuther submitted to Attorney General Robert F. Kennedy two years ago, but has only recently come to light.

The Justice Department says the document has been gathering dust in the files. But right-wing groups say the memorandum constitutes a blueprint for eliminating conservatism in the U.S.

The memorandum describes the growing strength of the right-wing movement, warns of the danger it poses for the Kennedy administration's domestic and foreign programs, and recommends measures for combating it.

Among other things, it suggests enlisting the aid of the FCC. The memorandum says the commission should investigate the extent to which radio and television stations give free time to representatives of the "radical right" and suggests that the commission "encourage" broadcasters to give free time for reply to spokesmen of opposing points of view.

Walter Reuther is vice president of the AFL-CIO and president of the United Auto Workers. His brother Victor is in charge of international affairs for the UAW. At the time the memorandum was submitted, he also headed UAW's legislative and citizenship activities programs.

Goldwater To Welch • The document describes the "radical right" as being bound "on the left by Senator [Barry] Goldwater [R-Ariz.] and on the right by Robert Welch," head of the John Birch Society.

Besides discussing the FCC, the memorandum recommends that steps be taken to end the tax exemptions given foundations supporting right-wing movements, and to prevent the "misuse" of corporate funds for political propaganda.

It also urges the administration to silence generals and admirals "who have lost faith in democracy," to add right-wing groups to the attorney general's list of subversive organizations and to put the domestic Communist problem "in proper perspective for the American people" and thus expose "the basic fallacy of the radical right.

Officers at Justice acknowledge receipt of the memorandum, which, reportedly, was submitted on Dec. 19, 1961. However, a spokesman said the document was unsolicited and that "nothing" was ever done with it.

FCC officials last week said they didn't even know the Reuther memorandum existed until receiving inquiries about it earlier this month. They also said that, to the best of their knowledge, Justice representatives never discussed the memorandum's proposals with the commission.

Right-Wing View • Despite these disclaimers, some critics of the commission's fairness doctrine, and the July 26 statement "clarifying" it, see a connection between FCC actions in this area and the Reuther memorandum.

Senator Strom Thurmond (D-S.C.), a severe critic of the July 26 statement, last week inserted in the Congressional Record a newspaper column by Edith Kermit Roosevelt, syndicated columnist, that sought to make this connection.

Miss Roosevelt, declaring that the FCC "has begun setting the stage for the 1964 presidential elections," wrote that "the key" to the July 26 statement is "to be found" in the Reuther memorandum.

She said stations would not want to comply with "the costly and bothersome details" of providing free time for reply to conservative broadcasts and, therefore, would simply eliminate "rightist programs" from their schedules. She said this would leave on the air only those programs favored by the administration.

Hargis Broadcasts Cited • In discussing the FCC, the Reuther memorandum referred to the free time it said 70 radio stations were giving at that time to Billy Joe Hargis's Christian Crusade. "Certainly," the document said, "the Federal Communications Commission might consider examining the extent of the practice of giving free time to the radical right and could take measures to encourage stations to assign some free time for an opposing point of view on a free basis." The memorandum also recommended that a check be made to determine whether FCC rules have been violated.

FCC officials, however, say the Reuther memorandum could have had no effect on their deliberations since it...

Birchers against fairness policy, too, but will use it

Warning that an FCC public notice on fairness would, "If universally and objectively enforced . . . close down every radio and television station in America in three months," the John Birch Society has instructed its members to initiate "Operation Monitor," a program for opposing the FCC policy.

"Operation Monitor," as described in the society's current bulletin, calls for a three-part strategy:

* "Object emphatically. . . . on the grounds that it [the fairness policy] is an utterly illegal and unjustifiable usurpation of power . . . [requiring] that are entirely impracticable and impossible. . . ."
* "Make careful notes with regard to any or preferably all [these] members of Congress": Representatives Oren Harris (D-Ark.), Walter Rogers (D-Tex.), J. Arthur Younger (R-Calif.) and John Bell Williams (D-Miss.), all members of the House Commerce Committee, and Senator Strom Thurmond (D-S.C.), member of the Senate Commerce Committee.

The society is an ultra-conservative political action organization.

The FCC announced this summer that stations were obligated to seek out and offer time for opposing views to those carried either in their own editorials or in commentary and other opinion programs (Broadcasting, July 29 et seq). Some opponents of this policy have said it is a Kennedy administration tactic to silence political expression from the conservative and right-wing organizations (see separate story above).

In its October bulletin, the John Birch Society cautionedule its programs may now be slanted to the left, that in this situation and this argument [seeking opposing viewpoints] we are on their side.

Except where "Comsymps" control stations, the society says, "you will find even the liberal-leaning stations will welcome our support in this controversy.

"To summarize and repeat," the bulletin concludes, "we should fight with radio and television stations everywhere over their unfairness, but we should fight just as hard for them [italics the society's] against Washington's attempt to take over all of their responsibilities and make all of their decisions."
was never submitted to them. Furthermore, they note that the fairness doctrine, under which stations are obliged to present all sides of controversial issues, has been in existence since 1949, and a part of the Communications Act since 1959.

They also said that no across-the-board inquiry into the free time made available to right-wing groups has ever been made, nor is one contemplated. They said the only broad-scale studies the commission has made involved political broadcasting in general, and resulted from congressional reports.

The memorandum, expressing concern with what it said was the growing strength of the right-wing movement, urged efforts to dam the flow of funds to right-wing groups. It noted that some organizations it characterized as rightists have a tax-exempt status and said that corporate funds are used to put "radical right" views on radio and television for political rather than business reasons.

Life Line • It cited the case of the Life Line radio program, which appears on over 300 radio stations. H. L. Hunt, the Texas millionaire, is the largest single sponsor, acting through several of his corporations. But local businessmen throughout the country sponsor it also. The memorandum suggests that the Internal Revenue Service determine whether such sponsorship can be written off as a legitimate business expense for tax purposes.

This has also been a matter of concern of some members of Congress. Senator Maurine Neuberger (D-Ore.) recently criticized what she said was Mr. Hunt's practice of letting the federal government assume a substantial portion of the cost of his political crusades.

The IRS, reportedly at Sen. Neuberger's urging, is investigating tax-exempt foundations to determine whether they are using their funds for propaganda rather than charitable and educational purposes.

The first public mention of the Reuther memorandum is believed to have been in the book The Far Right, published early this year by McGraw-Hill. Its authors are two newsmen, Bernard Eismann, of CBS, and Donald Janson, of the New York Times.

Copies of the document began circulating outside the Justice Department at least as long ago as July, it was learned last week. Since then, conservative groups have been disseminating it among their members with the notation that the memorandum represents a plan "on how to destroy the conservative rebellion within the U.S."

The Justice Department has also sent copies to senators and congressmen who have made inquiries about specifics of the document.
ROCKY ROAD AHEAD ON MUSIC LICENSES

Radio and TV groups see possible court battles

Both radio and television music licensing committees are preparing for long negotiating sessions and possible court battles as broadcasters seek reductions in fees charged for music performance.

This was the word given last week to delegates to the National Association of Broadcasters' fall conferences in Hartford and Minneapolis (see stories pages 54 and 62) by Robert Mason, chairman of the All-Industry Music License Radio Committee, and Hamilton Shea, his counterpart for TV music licenses. "It appears the industry wants a fight to the finish this time," Mr. Shea said. "The committee has the stamina to follow through" on this course of action, he said.

Mr. Shea, president-general manager of WSVA-AM-FM-TV Harrisonburg, Va., limited his remarks to the current situation with the American Society of Composers, Authors & Publishers. Mr. Mason, president-general manager of WMRN Marion, Ohio, also discussed SESAC. Neither man reported any current problems with Broadcast Music Inc.

"Some disgruntled members" of the negotiating committee have complained to the Federal Trade Commission about SESAC (BROADCASTING, Oct. 14, Sept. 30) because they evidently felt the committee was not moving fast enough, Mr. Mason said. As a result, he said, members of the committee have "visited Washington several times and we shall let the matter rest there." He refused to discuss the scope of discussions with the FTC.

Several broadcasters complained about SESAC at the NAB convention last spring and as a result a SESAC subcommittee of the Mason committee was named. Attempts are being made to negotiate smaller ASCAP fees for small stations, Mr. Mason said.

ASCAP Expires - The radio music chairman said that negotiations for new industrywide contracts will start with ASCAP soon since present terms expire Dec. 31. He said the committee will ask (1) for major reductions in fees for music used in commercials; (2) that no sustaining fees be charged; and (3) liberalization of justifiable deductions of existing payments.

Mr. Mason said he would not go beyond this "because only the dummy exposes his hand."

He made a plea for more stations to support financially the committee's efforts and noted that Georgia, Florida and Oklahoma state associations have promised at least 75% membership in the music efforts. Despite the fact the committee has saved radio stations over $5 million in music performance fees, the industry still has "more than its share of free riders," Mr. Mason said.

Since the music industry is so dependent on radio and TV in selling its product to the public, he said, the licensing firms should pay broadcasters to play their music rather than the other way around. He hit the $250 penalty for copyright infringement and said this should be repealed.

Shea Watches Court - Mr. Shea noted that his committee is in its third round of negotiations with ASCAP and is currently waiting for the U.S. Supreme Court to rule on an industry appeal. Judge Sylvester J. Ryan of the U.S. District Court for the Southern District of New York has ruled that he does not have authority to rule on the committee's request that music fees be paid at the source rather than on a performance basis. For TV, this would mean that musical numbers would be cleared for all broadcasters' use at the program source.

The Supreme Court already has refused to accept the case once but it is back before that body a second time under a legal technicality. If the Supreme Court accepts the case and the industry wins, the committee then would go back to Judge Ryan and ask again for licenses based on payments at the source.

Two courses are open to the committee if the high court refuses to accept its case, Mr. Shea said. The industry can either file an antitrust suit against ASCAP or seek a full scale rate-making hearing before Judge Ryan. Although ASCAP has been operating for several years under a consent decree, the industry has never asked the court to set rates, the TV chairman said.

The committee is preparing for either course of action, Mr. Shea said, and already has conducted extensive legal research. The TV-ASCAP licenses expired Dec. 31, 1961, and since then the industry fees have been frozen by the court pending outcome of new negotiations.

Station Policies - Just prior to Mr. Mason's report, three broadcasters discussed their music policies and a representative of the record industry told broadcasters his side. William Gallagher of Columbia Records, representing the Record Industry Association of America, said that he is "appalled" at radio management's lack of knowledge of music matters. Many young talents remain undiscovered because so many stations use the "Top 40" format and
play the same records over and over, he said.

Howard L. Green, WOND Pleasantville, N. J., said that his station had discovered a new form of payola—lavish cocktail parties for disc jockeys. Following such parties, “floods of off-breed labels” have been aired, he said.

Fred Ruegg, CBS Radio, said the network-owned stations regularly police record selections as a necessary tool against payola. “The industry cannot stand another scandal of this sort,” he said. Daniel Kops, WAVZ New Haven, Conn., said that his station does not put the selection of records in the hands of disc jockeys. This, he said, is a management function.

**Equal time called a hindrance**

Charles H. Tower, executive vice president of Corinthian Broadcasting Corp., attacked both the equal-time law and the so-called fairness doctrine at the Indiana Broadcasters Association convention in French Lick Wednesday-Friday (Oct. 16-18).

He told the Indiana meeting the political broadcasting equal-time law has developed “a rat’s nest of complexities” and that the way to achieve more complete and informative political campaign coverage is “by immediate simplification and eventual elimination of the equal-time requirement.”

The fairness doctrine, he said, is even worse if imposed by regulation. He said he opposed it because “(1) it is contrary to . . . the first amendment, (2) there is no showing that such regulation is necessary, (3) the administration of it is time consuming, awkward and aggravating for both regulator and regulatee, (4) it has the effect of discouraging the use of broadcasting for the expression of opinion and (5) regulation in this sensitive area sets a dangerous precedent.”

Mr. Tower said that nobody would contend that the fairness doctrine could be applied to the print media without running afoul of the First Amendment to the Constitution—and that broadcasting enjoys the same constitutional protections as other media. Widespread abuse by broadcasting might suggest a need for regulation of fairness, he said, but “no such showing has been made—the complaints are few compared to the potential, and the situations of proven fault even fewer.”

He said some broadcasters probably would not observe a self-imposed fairness rule but that “this would not be a catastrophe.” Most broadcasters, he said, “will be fair as a matter of good business policy, simply because the overwhelming majority of them are men of both judgment and integrity.”

Edmund C. Bunker, president of the Radio Advertising Bureau, told the IBA that “twice as many radio stations will raise rates during the next 12 months as did last year.” Despite the rate increases, he said, radio’s cost-per-thousand will remain about the same or may actually decline because of increasing set sales, which “means more in-home, out-of-home and portable listening.” The RAB president justified the prediction of increased sales by calling radio “under-priced.”

**ABC News signs Drew**

ABC News has signed Robert Drew to produce a minimum of three hours of TV public affairs programming during 1964.

Mr. Drew is producer of the ABC-TV News special, “Crisis: Behind a Presidential Commitment,” scheduled for telecast tonight (Oct. 21, 7:30-8:30 p.m.).

Elmer W. Lower, recently appointed president of ABC News, called the arrangement “another step in the continued expansion of ABC News.”
Showmanship and public service

NEW PRODUCTION PACKAGE TRIES TO COMBINE THEM

Public service programming and how to fit it into a radio station's overall format so that it provides the desired public service without disrupting a carefully built station image is a tough problem for many station program executives. This is especially so at stations programmed on "top 40" or "good music" formulas where music predominates and news and other talk programs are limited to short time periods.

To help a limited number of stations achieve the desired "community involvement," the Peter Frank Organization, in cooperation with the Crowell-Collier Broadcasting Corp. has developed a program-production service, "Radio INC" (interest, necessity, convenience), encompassing seven areas of programming: agriculture, discussion, information, entertainment, news, religion and talk.

As announced by Richard H. Ullman Inc., distribution arm of PFO, "Radio INC" will offer a minimum selection of two "productions" in each of the seven areas each month. "Each area will be tailored; each area will afford a choice of production (billboarding and background) to fit the type of station; each area can be programmed as received or with locally arranged ingredients."

One educational feature in the service is a one-minute daily Spanish lesson; "Radio INC" tapes utilize the voice of an expert Spanish instructor, but it is suggested that for local involvement a teacher at a college or high school in the station's community may be substituted. A series of salutes to the states of the union or the nations of the UN falls under the heading of information.

A biblical quiz and Thoughts to Remember are among the religious program suggestions. Each item is fully produced, with appropriate wording, voicing background music and whatever other effects are needed. In addition to the category items, each station may get a fully developed local public service campaign each month, tailored to the station's own specifications for use in a local campaign, such as raising funds for a new hospital, aiding the schools in a fight against dropouts or whatever local movement is felt most in need of this support and offering the best opportunity for station involvement. Because of the demands of such personalized service on the producers of Radio INC, only 50 stations will be accepted as subscribers, one per state.

"Radio INC's" flexibility is stressed by Morton Wagner, PFO executive vice president. He points out that so long as a station provides a balanced program service to its community in accordance with its prelicense promises it is fulfilling its responsibility, regardless of whether the material is presented with or without sponsorship. Therefore, he says, the Radio INC productions are created to be commercial or sustaining as each station individually decides. The service is also flexible in that it may be used exclusively as produced by PFO or used as the basis for additional station production and local participation.

A second new PFO service is "Alumni Radio," designed for so-called "good music" stations or, as the announcement puts it, "for stations and listeners with graduating tastes." Produced in cooperation with the McLendon Corp., it is designed to provide stations that describe their programing as "mature, grown-up, adult, responsible, mellow [or] relaxed" with "missing ingredients, the subtleties that will assure smoothness, interest, subdued vitality, true professionalism." Unusual treatments, transitional music to fit any mood, as well as mood announcements for all times of day and night and commercials for all kinds of products and services, salutes to local personalities and a host of educational and/or informative capsules are included in this service, which is limited to 150 station subscribers, a large, medium and small station in each market.

"We call it a quantity of quality," Mr. Wagner says, "because it gives the station an assortment of brightly informative features to keep its audience listening between the musical selections, as well as musical identification concepts, conceived and produced in perfect harmony with the programing they accompany. For instance, there's the 'Golden Era' group of tunes made popular by the 'big bands' of the 1930's and 1940's, each performed in the style of the band that made it great. Or the 'Symphony of Sound' collection of piano classical intros for symphonic tie-ins."

The success of McLendon's XABL San Francisco in achieving top popularity for its "good music" programing prompted PFO to seek the help of that organization in developing "Alumni Radio," Mr. Wagner said. He added that Crowell-Collier stations (KFWB Los Angeles, KEBW Oakland-San Francisco, KDPW Minneapolis-St. Paul) have been equally successful in creating public service features of a minute's duration or less that have produced the desired results despite their brevity.

Susskind-Melnick firm plans move toward film

Talent Associates-Paramount Ltd., primarily based in New York and at one time identified solely with live or tape TV production, is moving more toward film as its medium.

The production company, whose principals are David Susskind and Dan Melnick, this season has a filmed drama, East Side/West Side on TV (CBS, Monday, 10-11 p.m. EDT) and is planning additional filmed productions for TV. The unit also has been engaged in production of motion pictures.

In move to bolster its plans for film, the company announced (Oct. 11) announcing the appointment of writer-producer Sam Rolf (credits include Eleventh Hour on NBC-TV, Have Gun, Will Travel, formerly on CBS-TV and now in syndication) as its vice president, Western division.
Plough shows increase in 9-month earnings

Continued upward trend of radio operations which started early in the second quarter, as well as strong demand for St. Joseph Vitamins for Children and continuing increases in sales and earnings of household products division helped make record nine months sales and earnings for Plough Inc., it was announced last week.


Nine months ended Sept. 30:

<table>
<thead>
<tr>
<th></th>
<th>1963</th>
<th>1962</th>
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<tbody>
<tr>
<td>Earnings per</td>
<td>$1.21</td>
<td>$1.06</td>
</tr>
<tr>
<td>share*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Net sales</td>
<td>$4,320,000</td>
<td>3,785,000</td>
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<tr>
<td>Net income be-</td>
<td>6,620,000</td>
<td>5,950,000</td>
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<td>fore taxes</td>
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<tr>
<td>Federal income</td>
<td>3,100,000</td>
<td>3,100,000</td>
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<td>tax</td>
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<tr>
<td>Net earnings</td>
<td>3,110,000</td>
<td>2,850,000</td>
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</tbody>
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| * Based on 2,737,234 shares outstanding as of Sept. 30, 1963 and 2,692,234 shares outstanding at same period last year. ** Adjusted for July 2, 1962 stock split.

GIC shows increase in sales and profits

General Instrument Corp., Newark, N. J., has reported sharp sales and profit gains, bolstered in part by increased shipments of UHF tuners to TV set manufacturers for incorporation in planned all-channel receivers. The company's F. W. Sickles Division is a major producer of these tuners.

General Instrument's board chairman, M. H. Benedek, said on Oct. 5 that an increase in the firm's per share earnings indicates "a continuing recovery after the loss sustained in the fiscal year ended last February 28." The firm says that for the second fiscal year quarter and the six-month period ending Aug. 31 it had the highest sales in its 40-year history.

Six months ending Aug. 31:

<table>
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<tr>
<th></th>
<th>1963</th>
<th>1962</th>
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<tbody>
<tr>
<td>Sales</td>
<td>$47,121,230</td>
<td>41,194,131</td>
</tr>
<tr>
<td>Profits before taxes</td>
<td>811,683</td>
<td>477,609</td>
</tr>
<tr>
<td>Net profits</td>
<td>908,182</td>
<td>255,200</td>
</tr>
<tr>
<td>Number of shares outstanding</td>
<td>2,570,401</td>
<td>2,585,401</td>
</tr>
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Dividend declared by Four Star TV

Four Star Television last week declared a 5% dividend on its common stock, the first dividend ever declared by the company.

Four Star TV has 634,505 common shares outstanding. At its annual meeting in Hollywood last week the directors described diversification of the company's activities as accounting for an improving financial picture.

Since 1962, they said, the company's operations have branched into TV syndication, foreign distribution, motion picture production in addition to production of network TV product.

Financial notes...

- Gross Telecasting Inc. declared regular quarterly dividend of 40 cents a share on common stock and 7 1/2 cents a share on Class B common both payable Nov. 12, to shareholders of record Oct. 25. Gross Telecasting owns WJIM-AM-FM-TV Lansing, Mich.
- A regular quarterly cash dividend of 12 1/2 cents a share and a 2% stock dividend, payable Oct. 21 to holders of record Sept. 30, has been declared by the board of Technicolor Inc.

SEC stock report for September

The Securities & Exchange Commission reported the following stock transactions of officers and directors of broadcasting and allied companies in its September issue of Official Summary (all common stock unless otherwise indicated):

**Capital Cities Broadcasting—Harmon Duncan, sold 100, retains 21,444.**

**CBS Inc.**—William C. Fitts Jr., exercised option to acquire 1,800, holds 1,800; Kenneth W. Hoehn, acquired 688 on option, holds 1,688; Clarence H. Hopper, acquired 3,000 on option, holds 4,483; Lawrence W. Lowman, acquired 3,150 on option, holds 8,688; Richard S. Salant, acquired 5,402 on option, holds 5,521.

**Outlet Co. (WJAR-AM-TV Providence, R. I., and WDBO-AM-FM-TV Orlando, Fla.):** George O. Griffith, bought 100, holds 900; Bruce G. Sundun, bought 400, holds 2,025.

**Reeves Broadcasting & Development Corp.:** Harry L. Petersen, sold 1,200, retains 30; also sold 3,000 worth of 6% convertible subordinated debentures, retaining none.

**Rollins Broadcasting Inc.:** John W. Rollins, sold at public offering (BROADCASTING, July 22), 9,196 common and 15,964 Class B common, leaving none common and 184,036 Class B common; O. Wayne Rollins, sold at public offering 59,840, retaining 549,560.

The New York Stock Exchange reported last week that Hubert Taft Jr., chairman of Taft Broadcasting Co., sold 6,272 shares of common, reducing his holdings to 111,453.
State aiding program battle in Brazil
CENSORSHIP SEEMINGLY AIMED ONLY AT U. S. IMPORTS

Television Program Export Association reported last week that the U.S. government is protesting Brazil’s crackdown on imported TV shows as a result of TPEA’s protests.

John G. McCarthy, TPEA president, said he urged the State Department to protect a Brazilian decree which, in effect, removed from prime time there imported programs dealing with “police events of any nature, the Far West or sex.” Mr. McCarthy said the State Department has instructed the U.S. Embassy in Brazil to protest the decree because it appears to be directed specifically against U.S. programs.

Mr. McCarthy claimed the Brazilian action appears to be in violation of Article III of the General Agreement on Tariffs and Trade, to which Brazil is a signatory power.

In a related move, the television division of the Motion Picture Export Association of America reported that several telecasters in Brazil have taken legal action against the government decree, and a preliminary injunction has been favorable. The judgment was based on the basis that the decree is “actually unconstitutional,” MPEAA reported, and as a result the three TV networks are continuing to buy western and detective series for their 1964 programming.

MPEA said its Rio de Janeiro office has been working closely with Brazilian telecasters and advertisers in an effort to lift the decree. The association added that there is strong feeling in Brazil that the decree will not be enforced but said it planned to continue its effort to have the decree rescinded.

Hockey closed circuit draws capacity crowds

International Telemeter Co.’s program of pay TV sports events shown on large screens in a closed circuit telecast at nine Toronto theaters got off to a fast start Oct. 15, when the first away-from-home game of the Toronto Maple Leafs hockey team with the Chicago Black Hawks drew capacity crowds and a total gross of $24,000, ITC and Famous Players Canadian Corp. reported. The nine theaters, with a total seating capacity of 11,000 and prices ranging from $1.25 to $2.50, turned away an estimated 2,500 people for lack of seats for the game, first of 32 to be presented between now and March via the theater TV network. In addition, Telemeter’s pay TV home subscribers in the Toronto suburb of Etobicoke can tune in the games at a charge of $1.50 per game.

ITC, a subsidiary of Paramount Pictures Corp., is aligned with Famous Players Canadian Corp., which is 51% owned by Paramount, in a four-year agreement with the Toronto hockey team for presentation of its “away” games via closed circuit pay TV in homes and theaters. The nine theaters connected for the opening hockey game are equipped with the Eidophor large-screen system of TV reception.

Church leaders meet on Town Meeting of World


Seen simultaneously in the U.S. and Europe, the show featured Laurian Cardinal Rugambwa of Tanganyika and Reverend Dr. Hans Kung, dean of West Germany’s University of Tubingen theological faculty, in Rome; Bishop Lesslie Newbigin, associate general secretary of the World Council of Churches, in London; Dr. Franklin Clark Fry, president of the Lutheran Church of America and chairman of the Central Committee of the World Council of Churches, in Princeton, N.J.

Senate bill sanctions foreign hams in U.S.

The Senate last week passed legislation that would permit foreign amateur radio operators visiting the U.S. to operate their stations here if reciprocal agreements are negotiated with their countries.

S 920, sponsored by Senator Barry Goldwater (R-Ariz.), an amateur operator himself, won approval of the Commerce Committee, the FCC and other government agencies after it was amended to tighten up security precautions. Amendment of the Communications Act was required, supporters of the bill explained, because the present prohibits aliens from operating...
here. Thirty-one countries allow American hams to operate within their borders even though reciprocal agreements do not now exist. The bill, sent to the House Commerce Committee for consideration, was backed by the American Radio Relay League and, according to the Senate committee, "will potentially benefit any of the quarter of a million U. S. amateur radio operators. . . ."

Hughes wins contract for 10 VOA transmitters

The Voice of America announced Friday (Oct. 18) that a $2,228,192 contract for the construction of 10 250-kw shortwave transmitters has been awarded to the Hughes Aircraft Co. of Fullerton, Calif.

The transmitters will be installed at a 2.5 megawatt complex in the Philippines from which the Voice will be able to transmit a reliable signal throughout Asia, VOA said. The Hughes cost proposal was lowest of six submitted which met VOA specifications. Delivery is scheduled for Dec. 30, 1965. The VOA said it plans to be on the air with Project Bamboo in three or four years.

Five of the new transmitters, which will be capable of remote operation from distances up to two miles, will cost $229,600 each; the other five will be constructed without the remote capability and will cost $210,600 each. Another $27,192 will be for installation materials.

Central America TV interconnection mulled

Officials of American Broadcasting-Paramount Theaters and ABC International Television met in Mexico City last week with representatives of Central American Television Network to examine the possibility of live interconnection between CATVN stations.

CATVN has stations in Panama, Nicaragua, Costa Rica, Honduras, El Salvador and Guatemala. It was formed in 1959.

AB-PT executives attending the meeting were Leonard Goldenson, president; Simon Siegel, executive vice president; Donald Coyle, president of ABC International Television, and Frank Marx, president of ABC Engineers Division.

The meeting included talks on new programming and sales plans for the CATVN stations.

Harris leaves for Geneva

Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, is scheduled to leave for Geneva today (Oct. 21) to join conference attending the International Radio Conference on Space Allocations. Representative Harris is expected to remain in Geneva for about 10 days, or until the conference ends.

BBC's second TV network to start in April 1964

Monday, April 20, 1964 has been named as the day for the start of BBC-TV's second network, BBC 2. BBC Director-General Hugh Carleton Greene promised that the new network would not be a poor man's copy of the present BBC-TV, and it would not be dominated by the chase after the biggest possible audience.

BBC 2 will start in London and Southeast England and will initially be available to about 10 million people. It will then spread to other parts of the country and in 1965 will cover 60% of the population.

The BBC director-general added:

Pay TV is not a friendly face to Arkell

John H. Arkell is director of administration for the British Broadcasting Corp., and that organization has a reputation for being loath to take a position on controversial matters. But Mr. Arkell has some very definite views on subscription television and they are all negative.

If pay TV is established, Mr. Arkell says, it will deprive the viewer of what he now gets for nothing. "I feel," he says, "that pay TV could be considered against the public interest. People are going to have to pay for what they get free now. I don't like it."

Mr. Arkell also had a second observation: that the viewers with money will be getting the better programs. Unsaid but implied was the converse: that viewers who are strapped financially will have to put up with mediocre and worse programs.

The Britisher's views were made on an interview with Mark Evans, Metromedia Inc. vice president for public affairs. The taped interview will be shown over WTTG, Washington on Oct. 27.

Other views:

- BBC does not editorialize, although there is no legal prohibition. In Mr. Arkell's view it is better not to have a single opinion, thus safeguarding the impartiality of the service. Mr. Arkell stressed, however, that BBC endeavors to present a balance on controversial issues, presenting both sides either simultaneously or in separate programs.

- Although BBC does not have ratings services to determine the popularity of its programs, it has its own research department which interviews 4,000 families per day.
that after five years BBC 2 would be available to 95% of the population.

"In giving us the job of providing a second television network the government has given us an opportunity to provide a service which can be, if we go about it in the right way, of enormous value to the nation," he said. This would be the first time in any country that two networks would be planned together "to provide a choice instead of the haphazard chances of competition."

He said that BBC 2 will provide educational and minority interest programs at peak hours.

In answer to criticism that BBC was going ahead with such a big and expensive project without long term certainty of financial resources Mr. Greene said that the government had given BBC a firm guarantee of its responsibility toward insuring that BBC would obtain sufficient income.

EMI gets contract for Malaysian TV

EMI Electronics Ltd., London, has been appointed principal contractor for the supply of television studio and outside broadcast equipment to the Malaysian Ministry of Information and Broadcasting.

The company has been awarded a contract worth about $280,000 for equipment for the first phase of the Malaysian television service. This will provide TV coverage for the Kuala Lumpur area. It is scheduled to begin in December.

Included in the contract are two image orthicon camera channels, video and audio mixers and equipment for a medium sized studio, a complete master control installation and mobile unit equipped with three image orthicon camera channels.

FATES & FORTUNES

Ronald A. Sampson, formerly with Ebony magazine, joins Foote, Cone & Belding, Chicago, as assistant merchandising supervisor.

Harold A. Smith, VP, Needham, Louis & Brorby, appointed assistant to president. He will also continue in charge of NL&B's press relations. Mr. Smith joined NL&B in 1958 and was formerly with National Broadcasting Company's Central Division for 12 years in both local station and network promotion and sales development capacities.

James L. Thompson Jr., former buyer and most recently assistant media director at Benton & Bowles, New York, has been named media manager for Philip Morris Inc., New York. Donald S. Harris is PM's director of media and programming.

Robert Ross with Leo Burnett Co., Chicago, for two years in marketing named VP and creative director in creative services division. He formerly was with Arthur Meyerhoff Co. and before that Tatham-Laird Inc.

William C. Olendorf, VP-marketing, Tobias, O'Neil & Gallay, Chicago, becomes member of firm as executive VP and agency changes name to Tobias & Olendorf.

Adolph T. Cantisano, former director of advertising and promotion for Albany, N. Y., public markets, joins WJRZ Newark, N. J., in sales department.

Ken F. Campbell joins sales staff of The Katz Agency, New York. He was formerly in radio sales at H-R Representatives.

Carl J. Short appointed account executive in Los Angeles for Wade Advertising's newly acquired Falstaff beer account. He leaves Los Angeles office of Erwin Wasey, Ruthrauff & Ryan where he had handled Carnation accounts since 1953, his most recent position being senior account executive for Coffee-Mate.


Gerard Martin, VP-account supervisor and member of plans board of Kenyon & Eckhardt, joins Geyer, Morey, Ballard, New York, as VP-account supervisor.

Nick Barry, account executive with Ohio Stations Representatives, Cleveland, appointed sales manager of WCUE, WCUR-FM Akron, Ohio.

Peggy Prag appointed copy chief of Johnstone Inc., New York advertising agency.

Donald C. Waterous, account supervisor, and John G. Flagg, creative supervisor at Benton and Bowles, New York, elected VP's.

Fred L. Williams appointed advertising and sales promotion manager for Pennzoil Co. of Oil City, Pa.
Richard H. Riggs, assistant manager of WIMA-TV Lima, Ohio, for past four years, joins WJIM-TV Lansing, Mich., as sales manager.

Bernard F. Nosbaum, art director at Kenyon & Eckhardt, Chicago, joins Clinton E. Frank Inc. there in same capacity.

Gary Davis, account executive with Axelband, Brown & Associates, Cleveland advertising and PR agency, joins were, that city, in same capacity.


Tom B. Watson, former media buyer at BBDO and Ted Bates, and Ron B. Titus, promotion specialist at WOW Omaha, join New York and Chicago sales staffs, respectively, of CBS Radio Network Sales.

George H. Newi, assistant daytime sales manager, ABC-TV, promoted to director of sports and special program sales. Warren Boorom succeeds Mr. Newi. Mr. Boorom was formerly VP, sales development at Metromedia.

Harold Edeson appointed sales promotion manager for General Cigar and Escalante divisions of General Cigar Co., New York, and James W. Brawley as sales administrator for two divisions.


George V. Recht elected VP-controller of John W. Shaw Adv., Chicago.


Bill Hudson, sales promotion manager of WZAD Nashville, Tenn., resigns to head his own advertising agency, Bill Hudson & Associates, with offices at 1205 Eighth Ave., South, Nashville.

Robert C. Meade joins Pete White and Associates, Tulsa advertising agency, as account executive.

Joseph Scheideler joins Foote, Cone & Belding, New York, as vice president and management representative on Lever Bros. account. Mr. Scheideler had been director and executive VP at Fletcher Richards, Calkins & Holden.

Robert I. Grossman, sales manager of WPXM Tampa, appointed general sales manager of WGTU Cypress Gardens, both Florida.

Marty Glickman joins Cole Fischer Rogov, New York, as account executive.


Jean Borrelli, radio-TV supervisor at Wermen & Schorr, Philadelphia, appointed traffic manager.

Fred Von Hofen, former VP and general manager of KVI Seattle, joins KING-TV, that city, as account executive.

Betty Porter and Alan Hirschfeld join copy staff of BBDO's Los Angeles office.

Edward J. Galdikas, formerly with Hill, Rogers, Mason & Scott, joins W. B. Doner & Co., Chicago, as production manager.

Ralph P. McCasky Jr., account executive with Peters, Griffin and Woodward, joins TV sales staff of RKO General Broadcasting National Sales, Chicago.

THE MEDIA

William N. Ellison, program director of WJBA-TV Binghamton, N. Y., appointed station manager, replacing Warren M. Kelly, who resigned.

Ralph Grover, sales manager, appointed general manager of WEZY Cocoa, Fla.

Ed Neilson, air personality, named continuity director at WJNZ Newark, N. J.

Charles Warren named manager of Washington operations of Mutual. Mr. Warren also will continue in present position of news bureau chief.

Ira I. Hewey, assistant manager and national sales manager named station manager of WHAI-AM-FM Greenfield, Mass.

Raymond C. Giese, general manager of WOSU-AM-FM (Ohio State University) Columbus, named general manager of WOSU-TV (educational ch. 34), replacing Raymond J. Stanley, who resigned to become director of educational TV facilities program with U. S. Office of Education in Department of Health, Education and Welfare.

Bernie Strachota elected VP-general

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 special excess insurance to help ease the loss. DO IT NOW... BEFORE CLAIMS ARISE! For details and rates, without obligation, concerning protection against loss due to libel, slander, piracy, plagiarism, copyright violation and invasion of privacy, contact:

EMPLOYERS REINSURANCE CORPORATION
28 West 10th., Kansas City, Mo.

SPOTMASTER

EQUALIZED TURNTABLE PREAMPLIFIER

The Model "TT-20A" is a compact, low distortion, transistorised turntable preamp for turntable and record player, with built-in NAB equalization. Design ingenuity reduces residual noise level to below 65 db below signal output. Small current requirements permit 6 volt dry cell battery operation, eliminating AC hum worries. Response, 30-15,000 cpm ± 2 db...output — 12 dbm, 600 ohm emitter follower...distortion under 1% at double rated output plus noise, 1/4 x 1/4 x 1/4". Priced from $46.50; transformer output and power supply available. Also available as a flat amplifier Model BA-20A. Write or wire for complete details.

BROADCAST ELECTRONICS, INC.
8800 Brookville Road
Silver Spring, Maryland
Walker named head of Collins division

A. Prose Walker, assistant to vice president of Collins Radio Co. and former National Association of Broadcasters director of engineering, has been named director of Collins’ broadcast communications division.

Entire division has been moved to Dallas, it was announced last week.

Named assistant director and sales manager for broadcast unit is Thiel W. Sharpe, who was director of commercial sales for company’s international division. Carl F. Rollert continues as production manager.

Mr. Walker was with FCC from 1940 to 1953 when he left to direct engineering activities of NAB. He joined Collins in 1961 as assistant director of development and in 1962 was named assistant to vice president of Cedar Rapids, Iowa, division.

Mr. Sharpe joined Collins in 1949; previously he served in engineering capacities with Texas radio stations WFAA Dallas and KARC and WOAI, both San Antonio.

Mr. Rollert joined Collins in 1956. He was with WDAF-TV Kansas City, Mo., and KCRC-TV Cedar Rapids, in engineering positions before then.

In consolidating broadcast communications division in Dallas, Collins will retain in Cedar Rapids research and development including manufacture of low power transmitters and audio equipment. Dallas division will handle sales and production for all of Collins’ broadcast equipment including its high power transmitter and studio-transmitter link lines. Collins also has branches in Newport Beach, Calif., and in Toronto, Ont.

Howell Ashford, WCRC Morristown, elected president of Tennessee Association of Broadcasters, replacing Jack Plank & Prose—a?ad

Michael, WREC-TV Memphis. Other officers elected: James C. Wilson, WJCL-AM-FM Johnson City, VP for East Tennessee; Franklin H. Brown, WBOC McMinnville, VP for middle Tennessee; Ken Marston, WWXX Jackson, VP for West Tennessee; and Hugh Trotter, WSEV-AM-FM Sevierville, secretary-treasurer.

PROGRAMING

Marshall Schlam has been elected president of script supervisors Local 871 International Alliance of Theatrical, Stage Employees & Moving Picture Operators. Other new officers, all for two-year terms, are: VP, Michael Preese; secretary, Betty Fancher; treasurer, Wallace Bennett, and Sergeant at Arms, Richard Chaffee.

Dixon G. Dern, assistant secretary and general studio attorney for the past three years for Desilu Productions, Hollywood, has been appointed West Coast counsel, business affairs, for United Artists Television. Before joining Desilu he had been with legal department of CBS.

Erwin Bernstein appointed director of marketing for TNT Electronics, engineering subsidiary of Theatre Network Television, New York.

Willis Duff, formerly program director at WPRI Providence, R. I., joins KLAC Los Angeles as production-creative director.

Jim Anderson, announcer-director at KHJH-TV Honolulu, appointed production manager, succeeding Jack Annon, who resumes studies at University of Hawaii.

Tommy Holland, former news director of KBIZ Freeport, Tex., joins announcing staff of KTEM Temple, Tex.

Ben Laurie, staff announcer at KXOL Ft. Worth, Tex., joins WFAA-AM-FM Dallas-Ft. Worth as air personality.

Niles L. Goodsite appointed production manager of WOTR Watertown, N.Y.

Don Jeffries joins announcing staff of WHAM-AM-TV Knoxville, Tenn.

Jerry Mallard, production supervisor, promoted to production manager at WCVY (TV) Charleston, S. C.


Lloyd Haynes, formerly with Heat-er-Quigley Productions, has joined Daystar Productions, both Hollywood, as production assistant. He will concentrate on developing new daytime TV programs.

Henry Vars, who composed musical score for motion picture, “Flipper,” signed to write original music for new MGM-TV series inspired by that film. New series is now in production in Nassau and Miami with Leon Benson as producer-director.

Pat Patterson, former music director and assistant program director at WPRO Providence, R. I., joins WOR Buffalo as air personality.

John Riley appointed production director of WBGU Altoona, Pa., succeeding Al Wolfe, who has purchased part
Kirby Brooks joins WIOD Miami as air personality.  

Bill Holley, announcer at WFUN South Miami, Fla., named program director, replacing Bob Gordon, who resigned to accept similar post with WCPO Cincinnati. Roger Knight, formerly of WMMV Miami Beach, joins WFUN as air personality.

Georgis Hann, attorney formerly with Composers & Lyricists Guild of America, appointed resident counsel for Writers Guild of America, West.

Larry Finley, director of premium sales at Dot Records, joins MGM/Verve Records, New York, as director of special products department.

Edward Grossman, an attorney, joins Composers and Lyricists Guild of America, Los Angeles, as executive director. Elsa Clay continues in guild's office as assistant to Mr. Grossman.

G. Richard Bowen, vice president of Dallas Jones Productions, joins Filmack Studios, Chicago, as production coordinator.

Clair Chotzinoff promoted to director of literary services at Columbia Records. He was previously copy editor, special projects, masterworks.

Ed Smith and Ed Washburn named art director and assistant art director, respectively, at KGO-TV San Francisco.

Terry Berman named farm director of WKRK Aurora, Ill.

Gregory Stone, program director and sportscaster at WTAL Tallahassee, Fla., joins WSOC-AM-FM Charlotte, N. C., as night newsman and staff announcer.

Joe Scully named producer of Repertoire Workshop series on KXNT-TV Los Angeles.

Harry R. Flory retires as general manager of communications for UPI. R. T. Eskew, formerly executive sales manager, succeeds Mr. Flory. James F. Darr named to newly created post of assistant general manager of communications department. Mr. Darr was previously central division communications manager for UPI, Chicago.

John Griffin, news director of KSLA-TV Shreveport, La., joins WSRM-AM-FM-TV Norfolk, Va., in same capacity. Mr. Griffin replaces Clayton Edwards, who resigned to join NASA in Washington.

Arch Deal, WFLA-TV Tampa-St. Petersburg, Fla., named assistant to newly created post of assistant news director. Fred Worthington, film editor, named assignment editor. Howard Stonecipher and John Hayes join WFLA-TV news staff as cameramen-reporters. Also joining St. Petersburg news bureau as roving reporter is Ray Blush.

Andy Scott, newscaster at WLIB Columbia, S. C., joins air staff of WFBG-AM-TV Greenville, S. C.

Robert Hager and Ben Waters join news staff of WHT, WBTB-TV Charlotte, N. C.

Milt Hoffman, production manager of KHAS-TV Hastings, elected state chairman of Nebraska AP Radio and TV Association. Lee Hall, newscaster director of KOLT Scottsbluff, was elected vice chairman.

Charles Munro named morning news editor of KFAC-AM-FM Los Angeles, replacing Peter Klute, who is leaving to resume studies at Loyola University and take PR post with Southern Counties Gas Co.

William H. Capellaro joins news staff of WISN-TV Milwaukee as writer-reporter.


Joe L. Langston joins WBRC-TV Birmingham, Ala., as newscaster.

Jim Kincaid, formerly with WWL-TV New Orleans, joins news staff of KMOS-TV St. Louis.

Terry Morrison joins news staff of KRON-TV San Francisco as newsmagazine producer.

Howard K. Smith, ABC News, signed to portray himself in film version of Gore Vidal play, "The Best Man."

Joseph P. Hanley, special events manager for Macy's department store in New York, joins WCB-AM-FM New York as director of public information.

Jeanne Toncre and Donald G. Merritt Jr. join promotion department of KRON-TV San Francisco.

Jim Corcoran, veteran radio newscaster and program personality, and since 1956 on administrative staff of Philadelphia Daily News, joins Triangle Stations, Philadelphia, to handle publicity and public relations.

Bernard Rutenberg named assistant to Phil Cowan, VP of Metromedia's public relations department.


INTERNATIONAL


Joe Flory

Mr. Flory

Mr. Hanley

Mr. Hanley
Frank Beatty dies of cancer at 62

J. Frank Beatty, a senior editor of Broadcasting, died of cancer at his Bethesda, Md., home Oct. 14. His death occurred on the eve of his 29th anniversary of service with the magazine. He was 62.

Mr. Beatty's last article, a special report on FM broadcasting, appeared in Broadcasting July 29. He fell ill during the final stages of work on that story but insisted upon completing it before entering a hospital. After abdominal surgery that disclosed an inoperable condition he was returned to his home where he remained until his death.

For the past decade Mr. Beatty had specialized in writing regional economic reviews and situation reports. Twice he won Jesse H. Neal merit awards, which are given annually by the Associated Business Publications for outstanding work in business journalism. Associated Business Publications comprises magazines that are audited by the Audit Bureau of Circulations.

Born in Greensburg, Pa., Nov. 17, 1900, Mr. Beatty entered journalism at the age of 17 on his home town paper, the Greensburg Record. He continued to work on newspapers while attending Washington and Jefferson College, Washington, Pa., and Dickinson School of Law at Carlisle, Pa. He was a reporter for the Washington (Pa.) Observer in 1921-22, for the Latrobe (Pa.) Morning Review in 1923-24 and the Harrisburg (Pa.) Telegraph in 1924-28.

In 1928 he moved to Washington and joined the United States Daily which became the United States News in 1933 and was later to become the weekly magazine, U. S. News and World Report. On Oct. 15, 1934, Mr. Beatty joined Broadcast- ing as managing editor.

Mr. Beatty was a member of Delta Tau Delta, the National Press Club, the White House Correspondents Association, the F&amp;AM Masonic Lodge of Greensburg, Pa., and Trinity Lutheran Church of Bethesda, Md. He is survived by his wife, Mrs. Ruth Reymer Beatty, and a daughter, Mrs. Thomas Wardwell, of Oklahoma City. Burial was at Sewickley, Pa., on Oct. 18.

DEATHS

Natt Hale, 47, assistant to president of ABC-Paramount Records, died at Roosevelt Hospital, New York, Oct. 15 after six-week illness. Mr. Hale, veteran of 25 years in record business, joined ABC-Paramount at its inception in 1955.

John M. Printup, 66, manager of KRB Mason City, Iowa, died Oct. 11 following heart attack.

Frank B. Walker, 73, formerly MGM vice president and general manager of MGM Records, died Oct. 15 of heart attack at his home in Little Neck, N. Y. Mr. Walker, who originated idea of low-priced pop records, organized MGM Records Division 1945. He also served as VP of Loew's Inc., VP of RCA, general manager of RCA Victor Records and VP of Columbia Phonograph Records.

EQUIPMENT & ENGINEERING

Wendell C. Morrison appointed chief engineer of RCA’s broadcast and communications products division, responsible for engineering activities of radio-TV broadcast equipment, microwave communications systems, scientific instruments, two-way mobile radio, radiomarine equipment and audio-visual products. Mr. Morrison, who has been assistant to chief defense engineer for past two years, joined RCA at Camden, N. J., in 1940.

Thomas O. Doner, former Eastern regional manager for electronics division of Fansteel Co., appointed Midwestern regional manager for components group of Litton Industries, with headquarters in Chicago.


Joseph Stefan, member of executive management group of RCA, New York, elected VP in charge of magnetic tape and custom products for RCA Victor Records, with headquarters in New York. In newly created position, Mr. Stefan will direct RCA Victor’s custom record activities and expanding magnetic tape business which manufactures and markets tape for entertainment, computer and instrumentation fields.
STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting Oct. 10 through Oct. 16 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 results, rule changes and cancellations, and roundup of other commission activity.


Existing FM stations

APPLICATIONS


Ownership changes

ACTIONS BY FCC


KLOA Ridgecrest, Calif.—Granted assignment of 25% of interests in Israeli Shofrhyly (100%), d/b/a Ridgecrest Broadcasting Co., to Norval Dorman (100%). Consideration $5,500. Mr. Dorman is insurance agent. Action Oct. 16.

WQTY Arlington, Fla.—Granted assignment of license from Sam G., Farris E. and N. Joe Rahall (each 33 1/3 %), d/b/a Rahall Broadcasting Co., to John Jones College. No financial consideration involved, as assignment constitutes gift to college. Jones College is business school. Action Oct. 16.

WLAK Lakeland, Fla.—Granted assignment of license from Frank W. Nebish and Howard W. Can Jr. (each 50%), d/b/a Florida Central Broadcasting, to Doris B. Potter (50%) and Robert B. Brown and Roland B. Potter (each 25%), d/b/a Sentinel Broadcasting. Consideration $225,000. Mr. and Mrs. Potter are WREBB, M. North Wilkesboro, WATA Boone and CP for new AM in Mocksville, all North Carolina, and WHRB Hartsville, Va.; Mr. Brown, son of Mr. Potter, owns WTLK Taylorsville, N. C. Action Oct. 16.

WHWE Riviera Beach, Fla.—Granted assignment of license from Robert Hecksher (10%) and Service Broadcasting, to Don R. and Lee H. Cole (each 50%), d/b/a Service Enterprises Inc. Consideration $170,000. Mr. and Mrs. Cole have wide broadcast experience. Action Oct. 14.

WZFH Zephyrhills, Fla.—Granted assignment of license from John C. Dent (40%), Ralph C. Wason (30%), Edward L. Cutler (25%), and Robert C. Henderson (10%), d/b/a Zephyr Broadcasting Co., to Paul Lasibok (100%). Consideration $30,000. Mr. Lasibok is in floor covering and tile business, at Dunedin. Action Oct. 14.

WGIG Brunswick, Ga.—Granted assignment of license from H. K. (45% plus), R. L. (15%) and J. L. (25%) Toliussa and E. M. Champion (30%), to John J. Throneburg (33%), d/b/a Brunswick Broadcasting Corp., to Richard J. Throneburg (33%) and others, tr/a Golden Isles Broadcasting Co. Consideration $250,000. Mr. Throneburg has interest in KLEM LeMars, Iowa. Action Oct. 16.

KFXD Nampa, Idaho.—Granted reassignment of negative of control of licencee corporation, Fletcher Mitchell Corp., by Jonathan M. Fletcher (25% after transfer 50% before) to Wayne C. Cornelius (25%). Consideration $350,000. Mr. Cornelius is KFXD station operator. Action Oct. 16.

WLAP-AM-FM Lexington, Ky.—Granted assignment of license from William R. Sweeney (100%), d/b/a Thoroughbred Broadcasting Co. to Dee O. Coe and Robert F. O’Meara (each 20%) and John D. Blackstep Jr. and Incite Capital Corp. (each 10%), tr/a/Thoroughbred Broadcasters Inc.; Incite Capital is owned by group of Illinois and Indiana banks. Consideration $400,000. Mr. Coe is part owner of WWCA Gary and WLOI Laporte, both Indiana; Mr. O’Meara owns travel bureau, paper company and other businesses; Mr. Blackstep is advertising manager of cement association and tr/a/World Wide Concrete. Action Oct. 16.

WMOX Mississin, Miss.—Granted assignment of license from Birney Imes Jr. (100%) and Louisiana Broadcasting Co., to Paul D. Batterly (50%) and WLNJ Grenada, all Mississippi. Action Oct. 9.

KBTC Houston, Mo.—Granted assignment of license from Maurice W. Covert, Warren R. Martin, Tye B. Wynn, and William H. Duft and Nolan K. Hutchen (each 15%), d/b/a Radio Co. of Texas County, to same persons tr/a Radio Co. of Texas County Inc. Action Oct. 9.

WTMM-AM-FM Trenton, N. J.—Granted assignment of license of Peoples Broadcast Co., controlled by National Mutual Insurance Co., to Herbert Scott (75%), Herbert Simberg (13%), Ralph Mellon (7%) and Margaret Levine (2.5%), tr/a Scott Broadcast Inc. Consideration $375,000. Principals are stockholders in WPAZ Pottstown, Pa.; Mr. Scott is part owner of WCAU Philadelphia. Consideration $260,000. Mr. Mellon owns WCAT Orange, Mass. Action Oct. 9.


KOGM-FM Tulsa, Okla.—Granted assignment of license from George C. Lynde (30%), W. E. Rowsey Jr. (30%), Harry E. Kenney (20%) and others, d/b/a Bound Unlimited Radio Enterprises Inc., to Sidney Mark (40%), Patricia G. Mark (40%), tr/a KARK of Tulsa. Consideration $15,000. Mr. Mark is exec. vp. and Frank Wirth is manager. KARK is sec. of KARK. Action Oct. 9.

KJAC(FM) Alvin, Tex.—Granted transfer of control of licensee corporation, Alvin Broadcasting Co., from Odell V. Robinson (57%), Amanda W. Robinson (5%) and Jesse W. Robinson, to Barry T. Taylor (8%); other ownership remains unchanged. Consideration $10,000. Mr. Taylor is presently 1% owner of Alvin FM in Dickinson, Tex. Action Oct. 16.

WNAM Neenah-Menasha, Wis.—Granted transfer of control of licensee corporation, Neenah-Menasha Broadcasting Inc., from Hel *********************************************************************

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<table>
<thead>
<tr>
<th>COMMERCIAL STATION BOXSCORE</th>
<th>Compiled by FCC, Sept. 30</th>
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<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>3,838</td>
</tr>
<tr>
<td>CP's on air (new stations)</td>
<td>197</td>
</tr>
<tr>
<td>CP's on air (new stations)</td>
<td>197</td>
</tr>
<tr>
<td>CP's not on air (new stations)</td>
<td>213</td>
</tr>
<tr>
<td>Total applications</td>
<td>1,182</td>
</tr>
<tr>
<td>Applications for new stations (not in hearing)</td>
<td>185</td>
</tr>
<tr>
<td>Applications for new stations (in hearing)</td>
<td>123</td>
</tr>
<tr>
<td>Total applications for new stations</td>
<td>208</td>
</tr>
</tbody>
</table>
| Applications for major changes (not in hearing) | 52
| Applications for major changes (in hearing) | 52
| Total applications for major changes | 104
| LICENSEES DELETED            | 4                          |
| CP's deleted                 | 2                          |
| TOTAL                        | 521 (70%)                  |

1 Does not include seven licensed stations off air
2 Includes three stations operating on unreserved channels

### INITIAL DECISIONS

**Hearing Examiner Basil P. Cooper** issued initial decision looking toward granting application of WLYR Keyser, W. Va., to Cumberland, Md., for increase operating hours from day to time with 1 kw-N, DA-2, continued operation on 1270 kc, 5 kw-D. Action Oct. 11.

**Hearing Examiner Basil P. Cooper** issued initial decision looking toward granting application of Edward Walter Fiscek and Jerrard K. Whitefield for new FM on 98.7 mc in Des Plaines, Ill. Action Oct. 11.

**Hearing Examiner David I. Kraushaar** issued initial decision looking toward granting application of Hampden-Hampshire College to increase day time operation to 1 kw which includes utilization day rise operation with daytime facilities pending final decision in Doc. 14149, Action Oct. 15.

### DESIGNATED FOR HEARING

**By memorandum opinion and order, commission (1) designated for hearing application of Big Chief Broadcasting Inc. for higher operation of channel 70String Blue City, with 500 W, DA-2, continued operation on 1 kw-D (slight change in day time operation), and made WRVA Richmond, Va., party to discontinue disallowed by KJPR to strike WRVA's objection. Action Oct. 15.

**WENC Whiteville, N. C.—On own motion, waived Sect. 1.31 of rules and designated for hearing application for increased power on 1220 kc, D, from 1 kw to 5 kw; made WALD Walterboro, S. C., party to proceed. Hearing Examiner Lee dissented. Action Oct. 9.


**Edman Brodcast Inc., Columbus, Ohio; Daniel Enterprises Inc., Warren, Ohio—Designated for consolidated hearing application of WFOX Columbus, Ohio, Oct. 1790 kc, DA—Boardman with 1 kw and Daniel with 500 w, made WKYR Akron party to proceeding. Action Oct. 9.

### OTHER ACTIONS

**By memorandum opinion and order, commission reaffirm and signed the, added, and order concerning operator requirements for licensees with power less than 5 kw and make further appeals concerning the rights of non-DA, and FM stations with the next act to be decided. Action stems from petitions for reconsideration and for oral argument filed by National Association of Broadcasters Inc. Commissioner Lee dissented. Action Oct. 15.

**By memorandum opinion and order, commission denied petition by Tribune Publishing Co. for reconsideration and rehearing of Dec. 12 action which returned as unacceptable for filing and application for new FM on 1 2 in Portland, Ore. Action Oct. 15.

**By separate memorandum opinions and orders, commission denied petitions by John W. Severson and others to move WLYR Keyser, W. Va., for increase operating hours from day to time with 1 kw-N, DA-2, continued operation on 1270 kc, 5 kw-D. Action Oct. 11.

**By separate memorandum opinions and orders, commission denied petitions by Butte, Mont.—Granted CP for new VHF TV translator station on 7 to relief of KMSO-TV (ch. 13) Missoula. Action Oct. 15.

**By order, commission denied petition by South Carolina Broadcasters Inc. to stay of July 8 decision which granted application of Greene County Radio for new AM on 1500 kc, 500 w, in Xenia, Ohio, which denied mutually exclusive application of
**Proceeding**

Speidel for new station on 1510 kc, 10 kw, DA 22, Atlanta, Georgia. Request denied, pending petition for reconsideration of July 8 decision. Commissioner Loewinger not participating. Action Oct. 16.


- By memorandum opinion and order in proceeding on applications of John A. Egle and Tedesco Inc. for new AM stations in Golden Meadow, La., commission, on application for partial renewal by KLFT Radio, Inc. of CP for renewal of C-P of a station at Edina, Minnesota, denied application for change in location and increased antenna height. Action Oct. 15.

- By memorandum opinion and order in proceeding on applications of John A. Egle and Tedesco Inc. for new AM stations in Golden Meadow, La., commission, on application for partial renewal of CP by KLFT Radio, Inc., a station at Edina, Minnesota, denied application for change in location and increased antenna height. Action Oct. 15.

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Help Wanted—Management

Southern California, immediate opening for solid salesman, capable of management, top station multiple chain. Good starting salary. Box M-159, BROADCASTING.

Manager: Strong on sales for a Colorado small market station. Young man seeking first managerial post. Radio sales knowledge and experience necessary. Recent photo, resume and references. Salary, commission, car furnished. Box M-151, BROADCASTING.

Sales

Sales promotion writer, strong on research, sales presentation and ideas in top five market. Excellent potential. Box M-160, BROADCASTING.

For a radio salesman energetic and experienced the number one station in metropolitan midwest city, not Chicago, has a lucrative position. Unlimited earning potential in thriving market. Guarantee, commission, car allowance. Replies confidential. Box M-21, BROADCASTING.

Ambitious young man to grow with progressive organization. Box M-138, BROADCASTING.

$500 monthly guarantee to man who can produce in rapidly growing Arizona market. Job requires application. Send full application to Box M-138, BROADCASTING.

Detroit—Immediate opening for solid salesman, capable of management, top station multiple chain. Good starting salary. Box M-189, BROADCASTING.

Broadcast service organization desires salesman experienced in station management or station ownership. Attractive position plus commission plus fringe benefits. We will develop new skills for qualified man. Position requires a willingness to travel, results go to commissions. Send resume to Box M-419, BROADCASTING.

Immediate opening, experienced radio times salesman, established account list with good billing potential. Wishes to work in pleasant Iowa community—KCHA Charles City, Iowa.

Wanted—Salesman/announcer for small-medium 5 kw station. Sales primary, announcing secondary. Ability determines salary. Contact Manager, WCWC, P.O. Box 46, Ripon, Wisconsin, 414-768-5111.

Immediate opening sales manager for full time country music station. Excellent opportunity for right man! Contact Carl Davis, Manager, radio station WFMX, Statesville, N. C. Tel. 972-5969.

Needed at once experienced salesman for full-time Ohio regional station. Excellent income plus sales bonus. Big active account list. Call or write C. B. Heller, WIMA, Lima, Ohio, C-3060.

Manage a winner. No. 1 for 5 years. No. 1 local and national sales. 400,000 mark. Working sales manager needed for 5 man station. Excellent opportunity to own or become a part owner. Husband resident, radio station WLEB, Richmond, Virginia.

Salesman, Washington, D. C., Quality music station—WQMR has immediate opening for top flight major market salesman. Unique selling technique plus unparalleled research material gives you the strongest selling market you can imagine. Big radio salesman. Send resume & salary requirements to WQMR, Box 5660, Wash. D. C. or Mr. Dorf, Whitehall 6-1069.

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only. [FINAL DEADLINE—Monday preceding publication date.]

- SITUATIONS WANTED 20¢ per word. 
- DISPLAY ads 20¢ per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS & EMPLOYMENT AGENCIES advertising require display space.
- All other classifications, 30¢ per word—$4.00 minimum.

Announcers

Immediate opening for 1st phone-announcer for AM radio station in mountain area West Virginia. Reply Box M-20, BROADCASTING.

Announcers

Immediate opening for 1st phone-announcer for AM radio station in mountain area West Virginia. Reply Box M-20, BROADCASTING.

If you can produce, you're in demand. Write and application details. Broadcast Employment Service, 4320 Tenth Ave. S., Minneapolis, Minnesota, 55417

Announcers

Immediate opening for 1st phone-announcer for AM radio station in mountain area West Virginia. Reply Box M-20, BROADCASTING.

For Sales -169,

Chicago — Quality Illinois Illiana market seeks salesperson. Must carry $115 to $135 weekly salary. Must have good experience. Reply to Box M-22, BROADCASTING.

Newspaper—announcer for Texas station. Must gather, write, deliver news. Box M-43, BROADCASTING.

Immediate opening at established good music station for mature, experienced air man. Pleasant voice, good news delivery. Blue collar position. Excellent opportunity. Reply Box M-138, BROADCASTING.

WANTED—Immediate opening at established good music station for mature, experienced air man. Pleasant voice, good news delivery. Blue collar position. Excellent opportunity. Reply Box M-138, BROADCASTING.

WANTED: Experienced announcer, First class license helpful but not absolutely necessary. Send replies to WCLW, 711 McPherson St., Mansfield, Ohio.

WANTED—Immediate opening after noon personality on good music station. Must have bright adult sound and production. Reply Box M-138, BROADCASTING.

Box M-45, BROADCASTING.

Announcers

Immediate opening for fresh, lively personality with top 40 experience. Top-rated 5 kw in eastern market. Salary open. Photo, tape, resume to Box M-112, BROADCASTING.

Metropolitan 5 kw Michigan station has immediate opening for an alert air personality with smooth, easy and spontaneous professional delivery. Must be able to deliver copy in screamers format. No screamers. Send complete resume, tape, life photos to Box M-138, BROADCASTING.

Announcers

Announcers

Immediate opening for fresh, lively personality with top 40 experience. Top-rated 5 kw in eastern market. Salary open. Photo, tape, resume to Box M-112, BROADCASTING.

Announcers

Eastern major market looking for morning man with flair toward humor. If you are presently working in a smaller market and think you'd like to be the talk of the town, send audition tape and resume. Box M-186, BROADCASTING.

Interesting, bright personality, also sportscaster—Immediate openings. Box M-174, BROADCASTING.

Personality-type DJ wanted for southern New England AM station. Must be capable of tight rhythm and think in terms of the younger audience. Call or write, WZSO, New London, Connecticut.

Announcers

Announcers

Kentucky 5 kw opening for staff announcer with good background in music and experience. For forward complete resume and audition to program director, WLWI, Pikeville, Kentucky.

WANTED: Experienced personality announcer with bright sound. No rockers, prima donnas or non-conformists need apply. Box M-242, BROADCASTING.

Anketts, combination sales or 1st phone—no maintenance. Salary for right men. WPAC, Patchogue, N. Y.


Announcers—Cont'd

Announcers—Cont'd

Announcers—Cont'd

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Announcers—Cont'd

Announcers—Cont'd
Help Wanted

Announcers—(Con’d)

Night man for good music station, NBC affiliate. Must be experienced. Immediate opening. Tape, photo and resume to Ed Huot, WTRC, Elykhart, Ind.

Choose your job carefully. Many openings with Broadcast Employment Service, 435 Tenth Ave. South, Minneapolis, Minnesota. 55417. Write today.

Announcers! All stations. Tapes to Darden Agencies, Box 531, Roosevelt, N. Y., 125-TW6-1245.

Technical

Radio engineer of good character, best technical qualifications for South Texas station. Box M-52, BROADCASTING.


Chief engineer for Detroit area FM station $100.00. Box M-170, BROADCASTING.

Immediate opening for qualified man to serve as chief engineer for 1 AM in New Mexico city. 5,200-watt school; beautiful church; dry, healthy climate; progressive town of 12,000. Live one hour to Carlsbad N.M.; two hours to 8,000 ft. Cloudcroft; deer hunting, fishing; plenty of opportunity for maintaining all broadcast equipment. Must keep up on FCC regulations; some announcement work. Good pay. Congenial staff. Apply to: Bob Hess, General Manager, KICON, Box 38, Artesia, New Mexico.

Wanted engineer for WARE radio in WARE, Massachusetts.


Studio engineer for nite operation. 1st phone license required. Five day week. Excellent benefits. WJTV radio. 162 West Avenue, Cleveland 15, Ohio, c/o studio supervisor.

Transmitter- studio engineer, WRFK-FM, Union Seminary, Richmond, Va.


Radio and TV, Register for opportunity. Write, Mr. J. H. C. Shumay, 4025 Tenth Avenue South, Minneapolis, Minnesota, 3417.

Phone for Connecticut AM/TV-experience not necessary. Starting salary with overtime. $90.00. Call collect—Bob Corbett—203-739-1173.

Chief engineer for 50 kw day—10 kw night in Jackson, Mississippi. Experienced—sober — reliable—self starter—permanent employment with expanding southern radio group. Excellent salary—fringe benefits. Contact Ray Horton, Director of Engineering, McLendon Communications Company, 3715 Jackson Hts. Between 4:00 p.m. and 9:00 p.m. every day.

Production—Programming, Others

Production, Programming & Others

Continued

Somewhere there is a radio newsman who can read and write authoritative broadcast news. If you are on your way up and ready to join a top flight 20 kw operation, contact immediate. News director, WHAM, Rochester 4, N. Y.

Situations Wanted—Management

Manager with eleven years experience, available as general or operations manager. Program, promotion, news, sales, sports, first phone. College, mature family seeking opportunity to invest. Box M-117, BROADCASTING.

General manager available soon. Excellent background and top, flight record. Box M-182, BROADCASTING.

Looking for a sales manager or station manager? Can offer eight years of successful sales experience, college education, business background and enthusiasm. Box M-177, BROADCASTING.

Semi-retired broadcasting executive desirous of management position where experience and ability come first and age second, small salary and expenses to augment other income. 26 years experience plus ownership, Prefer southwest. Box M-185, BROADCASTING.

Controller—Business manager. Top NYSE broadcast company experience, all phases finance and sales support functions. Seeking broader opportunity with group of station or station representative organization. Finest references. Box M-152, BROADCASTING.

Will manage your radio station, 30 years experience, no salary, a good commision. Box M-209, BROADCASTING.

General Manager—pro American conservative. Dynamic news and commercial delver. Strong, Prefer managerial—but will work in sales and or program capacity with right team. Applicant must be interested in people and organization. Best references. Box M-201, BROADCASTING.

Will manage your radio station, 30 years experience, no salary, a good commision. Box M-209, BROADCASTING.

Controller—Business manager. Top NYSE broadcast company experience, all phases finance and sales support functions. Seeking broader opportunity with group of station or station representative organization. Finest references. Box M-152, BROADCASTING.

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Sales

Hard working thoroughly experienced executive for medium or major market quality station, ownership, management, major market sales, programing. Excellent listening audience. Desire management or sales management position with progressive station. Applicant must be interested in people and organization. Best references. Box M-201, BROADCASTING.

Salesman—4 years experience, grossing $60,000 and over. Does he receive any interest offering. Box M-218, BROADCASTING.

Imaginative, aggressive, broadcast salesman seeking eventual management position, small-medium market. Could invent. Thirty years experience all phases. Married, college grad. Box M-229, BROADCASTING.

Announcers

Sports announcer, seven years experience, Excellent voice, finest of references. Box L-353, BROADCASTING.

First phone—4 years professional, college, draft free, ownership, major-markets, Box M-128, BROADCASTING.

Good music stations only! Announcer-dj, 3 years experience, veteran, rich authoritative voice, professional delivery. Box M-146, BROADCASTING.

Humorous, lively, but non-frantic morning personality. Number one in twenty-five market. Box M-160, BROADCASTING.

News director. 8 years radio. Currently small east market. Thorough knowledge news/promotions/indipendant. Box M-186, BROADCASTING.

Announcer-dj—strong news background—1st phone—4 years exp. with reference. Family. Box M-187, BROADCASTING.

Announcers—(Con’d)

Gal announcer—single, 25, tape, college & recent broadcasting school grad. desires with sound station. Box M-178, BROADCASTING.

Bright air personality, experienced, family, authoritative newscaster, will settle down, not want to be a star, money no problem, married, age 30. Box M-178, BROADCASTING.

Looking for position in Iowa or midwest. Experienced, hard worker, will work, no money no problem, married, age 30. Box M-178, BROADCASTING.

Attention: Seattle area, Pacific Northwest. Experienced announcer,announcer, announcer, announcer, announcer, announcer. Box M-178, BROADCASTING.

I need your particulars, but if you're really interested? I'll send them. Announcer, dj. Box M-21, BROADCASTING.

R & B lock, tired of doing good music. Want to do what I like. Can anybody help? Box M-159, BROADCASTING.

R & B lock, music director, production, sales, programming. If you need an all around man in this category—try me. Box M-158, BROADCASTING.

Need start in small market. Limited experience, Central or S. California preferred. Will pick up all phases. Main goal, Mature, married, dependable. Box M-160, or call Los Angeles—Normandy 1-3610.

Experienced dj, first phone, family man. Prefer Florida, $140 minimum. Box M-178, BROADCASTING.

Great telephone talk show host-newman, but available from format change. Offers over $150.00 weekly. Box M-178, BROADCASTING.

Authoritative newscaster. Bright personality. Want to settle. Not a prima donna or floater. Box M-196, BROADCASTING.

Announcer, 1st phone, 4 years experience. News & sales. seeks challenging opportunity with stable station. Box M-197, BROADCASTING.

Air personality. Bright sounding dj with tight board, also mature newscaster with crisp authoritative delivery. Will settle down. Wants to be nearby. Not a prima donna or floater. Box M-198, BROADCASTING.

I'm about the best morning man I know! Not the funniest, but 20 years experience has developed a warm, friendly, authoritative style listeners like, plus a proficiency at programming and production, copy and news writing. Will work any size market, but want to be more than record spinner. Married, 38, BA. Box M-202, BROADCASTING.

Now available immediately, top 40 personality, desires position with stable adult music or country in major market. Smooth, intelligent delivery, 8 years experience. Married. Reliable. Box M-287, BROADCASTING.

Dj-newman with first phone available soon. Young, sober, top 40 & adult format experience. Box M-218, BROADCASTING.

Will relocate for good position in growing market. 15 years experience, top 40 single, lively, good references. Box M-214, BROADCASTING.

Basketball announcer, copywriter, salesman, available immediately, Prefer Indiana. Box M-224, BROADCASTING.

Top 40 dj first phone, experienced after noon personality, part time desired. Like to relocate in West or South. Contact Doug Johnson, KQAZ, Racine, Minn. After Oct. 31, contact at 231-9466, Mpls, Minn.


BROADCASTING, October 21, 1963

99
Announcers—(Cont'd)

Announcer, deejay, bright ad lib sound, no scrumm, newscasts, write copy, dependable family man, no prima dona, references. Bill Schuler, KGST, P. O. Box 100, Jackson Hole, Wyo.

Country disc jockey desires relocation at a country and western station that provides country music. Four years experience. Please do not answer this advertisement if you want a button pusher. If your answers make false promises, if you are not full time, or not dependable, you cannot or will not pay at least $125 starting salary. Requires a family man with country and western that programs very popular country music. Box M-228, BROADCASTING.

15 years experience, A-1 voice, third phone, 516-PARK 7-697.


Young ambitious Negro, fresh out of broadcasting school, now being tutored at WPEN. Will do full or part time employment. Can play rock, R & B, Jazz, and go on to do bright, tight production show and excellent commercials. Bill Schuler, 1220 Peach St., Wilmingon, Del., 19801.

Technical

Experienced radio-TV operating engineer. Any location considered. No advertising. Box M-217, BROADCASTING.


Production—Programming, Others

Young man 18 years old, interested in broadcasting, no experience. Box M-96, BROADCASTING.

Personality. Now working network o & o station. Wish to move my children/adult to midwest or east. My children are a wild and completely unique. Work with your station for three years. Include movie host, dance show host, variety show host, movie host, play various net- work appearances. Management sorrowfully aware of this ad. Full story and VTR on your request. Box M-110, BROADCASTING.

Attention Biloxi - Gulfport - New Orleans areas. Experienced copywriter, 5% years one station, U. of Mo, graduate. Know production, taping, tape, dialogue writing. Hires for day work or weekend. Write for interview. Little TV experience, but interested. Ditto agency. Box M-135, BROADCASTING.

Why management? I like it! Responsible, talented, professional program manager. Ten years radio experience. Available now for medium or major market. Box M-181, BROADCASTING.

Attention Philadelphia and vicinity! I want to specialize in news—writing and editing. 12 yrs experience, able to speak, 3 years announcing. Plan to study journal- ism. Box M-162, BROADCASTING.

Experienced voice, phases studio activity, especially production, voice-overs, technical, di- recting, operating all types camera, audio consoles, writing, directing live television commercials, creative formats for new TV shows. Experience with scenery and props. Graduate RCA TV Institute. Additional success, will relocate. Box M-199, BROADCASTING.

Production Programming & Others

Announcers

Program director with ten years experience, currently managing number one station in medium market looking for position with major radio and TV operator. Personal rating highest on station. Major market experience and excel- lent reputation. Family man with college background. Box M-253, BROADCASTING.

Program director—mature, able, aggressive, specialist in news, sales and production. Successful in all phases of station opera- tion, public affairs and merchandising know-how. Desires move to major market as program executive with station offering growth potential in major market. Highly respected. Outstanding references. Box M-258, BROADCASTING.

Need an experienced production man? I have background of eight years as produc- er/director—unit floor manager and cameraman. Employed on network spot events. Presently working in top ten mar- ket. Prior promotional experience in New York. Call for appointment. Single. Box M-211, BROADCASTING.

P&some air, small to medium large market. Sixteen years programing, top sports. Presently large network. Box M-215, BROADCASTING.

13 years radio & television experience as announcer/program director. Wish position as program director or news manager available 31 October. Leaving present position at own decision. Box M-221, BROADCASTING.

Sports Director In major college market. Seven years play-by-play. Wishes to devote fulltime to building or maintaining your sports department. Write to wait for right opportunity. Married. Employed. Box M-252, BROADCASTING.

Aggressive news director available. Excellent young man. Has 3 years newspaper, AM-TV experience. Journalism grad. Box M-258, BROADCASTING.

Production engineer. Excellent board work. Have FCC, second class phone. George St. Phinn, 825 Quincy St., Brooklyn 21, N. Y.

TELEVISION

Help Wanted—Management

Television sales manager midwest network affiliate experience, able direct local sales staff. First class job for first class man. Boonishes flow if you don't reply. Con- genial staff, fine living conditions for ag- gression. Starts down, raise family, join church. Work hard and make money. Send $10,000 plus. Box L-283, BROADCASTING.

Help Wanted—Technical

Experienced engineer, best technical qualifi- cations, for Texas station. Box M-64, BROADCASTING.

Qualified TV engineer trainable with first phone for Texas station. Box M-65, BROADCASTING.

Maintenance chief for southwest station. Must have superior technical qualifications. Box M-60, BROADCASTING.

Assistant chief engineer with proven ability for TV stations. Box M-61, BROADCASTING.

Wanted: First phone engineer with TV studio equipment maintenance experience. Write or call WGT, Cincinnati 19, Ohio, phone: 381-6553.

Have opening for experienced first phone engineer at KLBB-TV, Lubbock, Texas. Also have opening at KWAB-TV, Big Spring, Texas. Experience desired, but not essential. Charles Shannon, Chief Engineer, KLBK-TV, Box 1550, Lubbock, Texas. Phone SH 4-2454.

Technical—(Cont'd)

Experienced transmitter and studio engi- neer needed. Must be familiar with RCA black & white and color TV equipment, in- cluding studio, film, transmitter, microwave and frequency maintenance experience essent- ial. Contact Dr. Robertson or Harry Barfield, WLEX-TV, Lexington, Ky.


Production—Programming, Others

Texas VHF station looking for excellent continuity writer. Box M-49, BROADCAST- ING.

Director with creativity wanted in south- west market. Box M-48, BROAD- CASTING.

Experienced, dependable newsmen-photog- rapher, adept at gathering and writing news. Box M-69, BROADCASTING.

Alert newsmen-announcer to gather write and photograph news, southwest station. Box M-63, BROADCASTING.

Television engineer. Has interest in all aspects of television engineering. Six years experience. Presently working with large southeastern market station. Must be able to assume management responsibilities of traffic operations. Write or wire: WALT-TV, Atlanta, Ga.

Cameraman for documentary film unit creating programs for major midwest video chain. Must be thoroughly experienced with film: double system sound, capable of both creative photograph and editing. Unit produces 9 films per year in variety of documentary forms ranging from spot news to dramatic dialogue technique. Must be able to supply standard cameras on which you have full photography and editing credits. Write personnel department, Crocker, Broad- casting Corporation, Cincinnati, Ohio, 45202.

TELEVISION

Situations Wanted—Management

General manager available for television station. Must be available, dependable, top record. Box M-161, BROADCASTING.

National sales manager. Twelve years con- tinuous experience in television sales and sales management in New York city. Possesses thorough knowledge of: ideal sta- tion—national representation; the creation of rate structures that are com- petitive and profitable; programming which meets the needs of advertisers which will create sales; all agency and advertiser Nichols involving personal service to corporate officers. Have directed local sales sta- ff. Aggressive, untiring, relates family man. Excellent references throughout the industry. Write for complete resume, or call for meeting. Box M-185, BROADCASTING.

Announcers

Sports director, 11 years experience, all phases radio & television. Box M-194, BROADCASTING.

Top TV sportscaster desires employment in the major market. Five years experience includes play-by-play on state network. Box M-23, BROADCASTING.
Situations Wanted—Continued

Technical

Engineering supervisor, 13 years experience, TV construction, maintenance, direction, and operation. Excellent experience in transmission. Presently employed, excellent reference. Box M-194, BROADCASTING.

Chief engineer, 12 years radio experience, studio, directional systems, technical school, desires television. Married. Presently employed on references. Box M-219, BROADCASTING.

Production—Programming, Others

Announcer-newscaster-writer, buried alive in major market VHF and 50 kw, AM, seeking TV or local market TV. Graduate, 13 years experience. Box L-58, BROADCASTING.

TV production and programming: Nine years experience in all phases of TV operation including on air announcing. Desires to relocate in major southwest market. Details on request. Box M-3, BROADCASTING.

A substitute for experience? None's been invented yet! I have 15 years in most phases of radio-TV on local and network levels. Prefer small city gathering and editing. Each reply promptly answered. Box M-34, BROADCASTING.

Experienced radio newsmen, top delivery and open line for major broadcasting opportunity Box M-154, BROADCASTING.

4 years experienced, switcher, cameraman, program, and maintenance all phases. One year as studio supervisor. Married, dependable and honest. Available immediately. Ist phone Box M-179, BROADCASTING.

TV production: Big ten grad., TV major with theatrical background. Box M-179, BROADCASTING.

Mott's attention—20 years as General Manager, news and sports director plus other facets of management and broadcasting. Prefer to work for Lantzitz, anywhere. I produce, or no salary will satisfy. Box M-180, BROADCASTING.

TV Program Manager looking for aggressive, creative station. 12 years experience, major eastern market, all phases program operations, including station-network relations, news, sports, promotions, union contracts, program planning, direction and development, network affiliation. In major group. Seeking permanent situation. Box M-180, BROADCASTING.

Film editor and/or photographer news or commercials or Class B. Looking for experienced dark room technician. What do you need? Broadcast, Amusement, Nature, News, TV, newspaper and commercial photography. Box M-180, BROADCASTING.


WANTED TO BUY

Equipment

For channel 5 we need 500 or 1000 watt transmitter and a 25 watt antenna. Box M-56, BROADCASTING.

RCA or GE studio cameras, Must be in good condition. Box M-100, BROADCASTING.

Wanted—2 good used Ampex 502 or 601 recorders or equivalent at bargain price. Also a shortwave radio. Weathervane board. WMDQ, P. O. Box 886, Chattanooga.

Wanted: Used 250 watt AM transmitter. Prefer late model Raytheon RA250. Send photograph or description to Gene Newman, WHRT, Hartsville, Ala.

Need zoom lens for 3" image orth. Will consider Lumiere, Berthod or Varostor II. Write stating age, condition, and price. Box M-191, BROADCASTING.

FOR SALE

Equipment

Television/radio transmitters, cameras, microwave, tubes, audio, monitors. Electrofoid, 440 Columbia Ave., Des Moines, Iowa. Xmission Line; Tefion insulated, 154" rigid, 51,5 Bush ft. Umhm filled with bullet and all hardware. Newfot length for $40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California, Tempelar 2.

Two (2) Stanell-Hoffman minitaape M-9 portable tape recorders, with battery chargers and carrying case. Less than two months old. Write Box L-10, BROADCASTING.

RCA TSSA tuned to channel 2. Priced to sell quick. Write Box M-50, BROADCASTING.

GPL 16mm Kincope recording unit complete. Good condition. Contact Al Poley, WMAL-TV, Washington, D. C. Kellogg 7-1100.

Will sell or swap for light fixtures new General Electric Type PF-3-L TV slide projector or maybe used. Box M-180, BROADCASTING.

Raytheon RL-10 limiting amplifier, $250.00. WABO, Cleveland.

Gates spot talker $760. Gray viscous damped arms, $35 each. WLR, Garden City, N. Y.

8are turnable motors type, Bodine NYC-12. Fits Gates standard broadcast tables. Used but completely rebuilt and in turnable tables use. $18.55 each, Cash, check or money order please. Shipped prepaid anywhere in U. S. Electromagnetic Products, P.O. B. 51, Lexington, II.

Mohawk tape recorder and play back amplifier with good condition. May offer cash. Reeco cut table 33 and 78 rpm turntable. Make offer. Box M-171, BROADCASTING.

For sale: RCA WX-D2 field intensity meter, $200.00. First class. Tallahassee, Ky.

RCA TTU-1B—Good physical electrical condition. Needs work and some parts. Purchaser for overhaul but an emergency demands immediate sale. Bargain—no time to write—please phone for particulars. John Ledbetter, Broadcast Engineering Services, Box 391, Buena Park, Calif., 201-0171.


For sale: 3V color television film system, original price $40,000 also 55 ft. television movie roll, driven only 3000 miles. Includes 60Hz, 120V, stand-up generator, 5000 watt voltage regulator, isolation transformer, rack of video and audio equipment. For complete details, write Box M-151, BROADCASTING.

Collins, mod. 42E, ant. tuning unit, complete remote MTR transformer. 3 RCA Universal, 2 RCA lightweight pickup arms, filters, spare heads. Best offer. Wallace Guttill, KATE, Albert Lea, Minn.


Western Electric 10 kw FM Transmitter Model 510. Excellent condition. WHIO, Dayton, Ohio.

Used UHF 1 kw RCA transmitter excellent condition. Northern California. WRCT, WCT, 2222 Chickasaw Street, Cincinnati 15, Ohio.

BUSINESS OPPORTUNITY

Small market on Florida Gulf Coast, excellent coverage, good frequency. Best living conditions, vacation area plus industry. Willing to sell to buy up to 45% interest to qualified manager. Allied business interests reason for claiming if interested. All communications will be confidential. $10,000 cash required. Box M-194, BROADCASTING.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deep voice commentaries. Fee covered. Write Orben Comedy Books, Atlantic Beach, N. Y.


Recording studio, serving southeast from metropolitan area, fully equipped, A-1, reputation, strong potential. Reply Box M-70, BROADCASTING.

Resume professionally prepared by mail. Free descriptive brochures. Broadcast Development Institute, Box B-341, Beltsville, Maryland.


Attention program directors and 41st— Terse, controversial comment in the actual voice. Excellent condition, strong potential. Reply Box M-24, BROADCASTING.


Jockey Joker is a new series of one line gags for deseyes. This publication will be half-size, forming the First TV-Bingo Comedy Service (Dept. BJ) 68 Parkway Court, Brooklyn 35, New York.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Gray School of Broadcasting, Los Angeles, Seattle, Kansas City and Washing- ton, Goodjones Radio School, Inwood Road, Dallas, Fort Worth, Radio Service (Dept. BJ) 3183, Gratzman School, 3123 Gilham Road, Kansas City, Missouri.

Eklins training now in New Orleans for FCC First Class License holders. Nationally known for top quality theory and labora- tory training. Eklins Radio License School, 1130 North Street, N.W., Atlanta, Georgia.

Be prepared, First class FCC license in six weeks. Top gun, theory and labora- tory training. Eklins Radio License School, 2003 Inwood Road, Dallas, Texas.

Eklins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing, programming, console operation. Twelve weeks intensive, practical train- ing. Finest, most modern equipment available. Good condition, School of Broadcasting, 2605 Inwood Road, Dallas 33, Texas.

Since 1937 Hollywood's oldest school devoted exclusively to radio communications. Graduates on more than 10,000 stations. pistons to graduate approximately six to one. Day and night classes. Write for 40 page brochure and graduate planning list. Don Yocca, Radio and TV Arts & Sciences, 1603 North Cherokee, Hollywood, Calif. "No cram school!"
INSTRUCTIONS—(Cont'd)


Special accelerated schedule. For the man who must get his 1st phone in a hurry, the Los Angeles Division of Grantham schools now offers the proven Grantham course in an accelerated schedule. Next class starts November 11 and January 13. For free brochure write: Dept. 3-B, Grantham Schools, 1505 N. Western Ave., Los Angeles 28, Calif.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating station. One price includes everything, even room and board. Can be financed. American Academy of Electronics, 7635 Sheridan Battle House, Mobile, Alabama.

FCC license in six weeks. Total cost $265. Our graduates pass all their licenses and they know electronics. Houston Institute of Electronics, 653 M and M Building, Houston, Texas. CA-5930.


Pittsburgh, PA. FCC first class "success-proven" accelerated course now in Pittsburgh, Day or evening. Free placement. For brochure, write America School, 415 Smithfield St., Pittsburgh 22, Pa. Phone 281-5401.

Intensive thirteen week course in announcing, control board operation, production, news and copy writing. All new and most modern equipment, facilities. Graduates enter first jobs with confidence. Paul L. Hughes, President, Broadcasting Institute of America, Inc., P.O. Drawer, New Orleans 50, Louisiana.

For Sale—Management

SALES ENGINEER
Broadcast Equipment

Midwest equipment manufacturer has immediate sales opening to headquarter in San Francisco area. Wonderful career opportunity with excellent starting salary, sales incentive program, profit sharing, insurance, and all travel expenses provided. Requirements include thorough technical knowledge of AM, FM, and Audio Broadcast Equipment, demonstrated sales ability, plus the initiative and energy to travel and to work effectively without close supervision. Send complete resume to:
BOX M-227, BROADCASTING

ANNCR.—TOP MAN

We want a production-conscious, mature deejay, who has at least 5 years experience (some in major market) for our head-up formula station. Rush your resume and tape—including references: Ivy Schwartz, KUBL, 800 W. 47th St., Kansas City, Mo.

Production Programing & Others

—NEWSMAN—

One of the nation's leading radio operations is looking for a number of major changes in it's air staff. We're a 50,000 watt network o & o in one of the nation's top 3 markets. If you can gather, write and deliver a network quality newscast with enthusiasm and interest, send tape, picture and complete resume to:
Box M-204, BROADCASTING

CAN YOU PRODUCE?

Creative Ideas
Copy That Sells
Production That Sells

Pop Format station in top 20 Eastern Market seeks Production-Continuity Chief. Rush resume-copy tapes to:
Box M-226, BROADCASTING

WANTED TOP FLIGHT
production-promotion man must be creative, top flight production accent on ideas, knowledge of new trend in format production. DeeJay ability helpful but not essential. Contact D. J. Brien, or Ken Elliott, WNOE, New Orleans.

Help Wanted—Sales

SALES ENGINEER

Broadcast Equipment

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Production Programing & Others

—NEWSMAN—

One of the nation's leading radio operations is looking for a number of major changes in it's air staff. We're a 50,000 watt network o & o in one of the nation's top 3 markets. If you can gather, write and deliver a network quality newscast with enthusiasm and interest, send tape, picture and complete resume to:
Box M-204, BROADCASTING

CAN YOU PRODUCE?

Creative Ideas
Copy That Sells
Production That Sells

Pop Format station in top 20 Eastern Market seeks Production-Continuity Chief. Rush resume-copy tapes to:
Box M-226, BROADCASTING

WANTED TOP FLIGHT
production-promotion man must be creative, top flight production accent on ideas, knowledge of new trend in format production. DeeJay ability helpful but not essential. Contact D. J. Brien, or Ken Elliott, WNOE, New Orleans.

Help Wanted—Sales

SALES ENGINEER

Broadcast Equipment

Midwest equipment manufacturer has immediate sales opening to headquarter in San Francisco area. Wonderful career opportunity with excellent starting salary, sales incentive program, profit sharing, insurance, and all travel expenses provided. Requirements include thorough technical knowledge of AM, FM, and Audio Broadcast Equipment, demonstrated sales ability, plus the initiative and energy to travel and to work effectively without close supervision. Send complete resume to:
BOX M-227, BROADCASTING

ANNCR.—TOP MAN

We want a production-conscious, mature deejay, who has at least 5 years experience (some in major market) for our head-up formula station. Rush your resume and tape—including references: Ivy Schwartz, KUBL, 800 W. 47th St., Kansas City, Mo.

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Continued from page 97


By Hearing Examiner Sol Schildhause

On own motion, continued Oct. 18 pre-hearing conference to Oct. 21 in proceeding on petition for a renewal of WMEB-AM Broadcasting Co. to change trans. location, increase ant. height and make other changes. Granted renewal of WMEB-AM Broadcasting Co. to change trans. location, increase ant. height and make other changes. Attended

By Hearing Examiner Herbert Shartman


By Hearing Examiner Elizabeth G. Smith


By Hearing Examiner Edward S. Brown


By Hearing Examiner Herbert Shartman


By Hearing Examiner Elizabeth G. Smith


By Hearing Examiner Edward S. Brown

Judge TV picture quality here and you'll be fooled!

View it on a tv tube and you'll see why today's best-selling pictures are on SCOTCH® BRAND Video Tape.

Don't fall into the "April Fool" trap of viewing filmed tv commercials on a movie screen in your conference room! The only sensible screening is by closed circuit that reproduces the film on a tv monitor. Then you know for sure how your message is coming through to the home audience.

When you put your commercial on "SCOTCH" Video Tape and view it on a tv monitor, you view things as they really appear. No rose-colored glasses make the picture seem better than it will actually be. No optical-to-electronic translation takes the bloom from your commercial or show. Every single image on the tape is completely compatible with the tv tube in the viewer's home.

You've just completed a commercial you think is a winner? Then ask your tv producer to show it on a tv monitor, side-by-side with a video tape. Compare the live-action impact and compatibility that "SCOTCH" Video Tape offers agencies, advertisers, producers, syndicators. Not to mention the push-button ease in creating special effects, immediate playback, for either black and white or color. Write for a free brochure "Techniques of Editing Video Tape", 3M Magnetic Products Division, Dept. MBX-103, St. Paul 19, Minn.
OUR RESPECTS to Charles Rossiter Stuart Jr.

Ad manager for an untypical bank

"Radio and television are real workhorses on our media team," Charles R. Stuart Jr., advertising manager of the Bank of America, said last week. "We look to the broadcast media for hard selling. We give them the tough jobs, such as introducing a new bank service, and we expect them to deliver results."

If that statement seems a far cry from the philosophy that produced the "tombstone" newspaper ads which used to typify bank advertising, there's a reason. The Bank of America is not a typical bank. It's the world's largest. Its headquarters are not in New York or Chicago, but in San Francisco. It serves California with more than 800 branch banks in about half a dozen major cities throughout the state. It achieved its dominance through aggressive business practices, aggressively introduced into banking by its founder, A. P. Giannini, described by Mr. Stuart as "the Henry Ford of banking."

Aggressive Advertising • The Bank of America's advertising has matched its other procedures from the start. In 1939 the American Banker stated: "The Bank of America uses its advertising as a straight merchandising medium. It sells 'loans' just as American Tobacco Co. sells Lucky Strikes. It is doubtful that there is a single literate person in California who has not heard of the willingness of the Bank of America to lend money."

In its advertising, the Bank of America has never hesitated to leave the well-traveled highway of publicity and explore. It was one of the first banks to use radio, sponsoring a state-wide network show with a young orchestra conductor named Meredith Willson. When television came along the Bank of America was again in the forefront. But perhaps the best example of the willingness of the Bank of America to break with advertising tradition was the appointment of Charles Stuart as advertising manager before he had celebrated his 30th birthday.

Banks are notoriously close-mouthed when it comes to revealing details of financial transactions, particularly when it's their own money that's being talked about. But it has been estimated that today the Bank of America is spending some $6 million a year for advertising. This is roughly double the advertising budget in 1957, when Mr. Stuart became advertising manager. The largest portion goes for radio and television. The rest is divided among outdoor, newspapers and magazines, with international advertising a new factor that is becoming increasingly important.

Humor And Hard Sell • Mr. Stuart's department and the bank's advertising agency, Johnson & Lewis, San Francisco, spare no pains to make the Bank of America advertising attractive, attention-holding and memorable. Humor is a favorite tool, but it is always accompanied by a solid sales message. A case in point is the introductory campaign for Bankameriscard, Bank of America's entry in the credit card arena. Top-flight comedians like Mike Nichols and Elaine May, Bob and Ray, Stan Freberg, won it a warm reception from radio listeners. Animated TV spots featuring the "little maestro" captivated the TV audience (and the judges of the International Broadcasting Awards competition, who selected this as the world's best television advertising of 1961).

But this was just the frosting on the cake. The important result was the insertion of thousands upon thousands of Bankameriscard ads into wallets and pocket-books of California consumers.

A Born Ad Man • Charles Rossiter Stuart Jr. is a native Californian, born June 23, 1928, in Glendale, where he was graduated from Glendale high school and Glendale College before going on to the University of Southern California, where he majored in advertising. It could be said that Charles was born into advertising, since his father owned an agency with offices in both Los Angeles and San Francisco. The Bank of Italy (which became the Bank of America in 1930) was a client of the Stuart agency, but Mr. Stuart denies any connection between that relationship and his present position, pointing out that his father retired in 1940, when he (Charles Jr.) was only 12 years old.

(9fhe Stuart agency became the Johnson agency, which became Johnson & Lewis, so it also could be said that the Bank of America has had the same agency since 1917, when Mr. Stuart Sr. secured the account.)

It was after his graduation from USC (and a postgraduate year in France) that Mr. Stuart was making the rounds, talking to anyone who might be helpful in getting him started in advertising. One such man was L. M. Giannini, who had succeeded his father as Bank of America president. "Why don't you come to work here?" he asked. After Charles had explained he was interested in advertising, not banking, the banker reminded him that banks were advertisers too. So Charles became a member of the executive development training program, a two-year course which took him into many departments of the bank's branches, with the promise of a job in the advertising department when the training period was over.

Starting with the Bank of America in Los Angeles, Mr. Stuart was transferred in 1953 to advertising headquarters in San Francisco. The following year he was appointed assistant advertising manager and in 1957 he was promoted to his present position. "It's a full time job," he says, "with no time left for hobbies. Management leaves advertising up to the advertising department and it's up to us to do the job on our own. A bank deals in services that are largely personal relationships, so the direct results of advertising are hard to measure, but I think it's fair to say that the success of the Bank of America in pioneering new bank services is proof of the effectiveness of its advertising."

Perhaps he has no time for hobbies, but Mr. Stuart has always found time to help advance the cause of advertising in general. He is past president of the San Francisco Advertising Club, past president of the Milline Club of San Francisco, past chairman of the Northern California Bank Advertisers' Association, treasurer of the Advertising Association of the West, advertising manager of the governor's traffic safety program ("which has used radio with gratifying results"), representative of western banks on the financial public relations committee of the Foundation for Commercial Banks and has served on a number of committees of the Association of National Advertisers.

Mr. Stuart has two daughters—Mary Robin, 7, and Marlleigh, 3, and a son, Charles III, 5, who live in Belvedere with their mother, from whom he was divorced last year. He occupies an apartment in the city, on Telegraph Hill.
EDITORIALS

Season's greetings

This is the time of year when the television critics trot out the fancy negatives with which they earn their keep, and at the risk of sending them into apoplexy we suggest that the trouble with programing—from their standpoint—is not that it's as poor as they say, but that it has become too good.

Viewers and critics have grown accustomed to expect a little more from television each year, which is as it should be. But improvement always is greater at first, for the simple reason that there's more room for it. In any evolution the time must come when further advances are achieved only with much difficulty. At such times, critics tend to fret.

The fact that mass-audience programing no longer generates new outbursts of wild excitement at each beginning of a season does not mean that the quality of programing as a whole is at a standstill. There is still progress, but it's in a different—and much more meaningful—direction. We refer, of course, to informational programing. No other force has come close to matching television's accomplishments in making the American public aware of the really important issues confronting it.

These accomplishments are subsidized, if you will, by the entertainment shows that the critics—but not the viewers—are quibbling about. When the time comes that advertisers will give informational programing their support to a degree approaching their current interest in entertainment, television will be able to put more jam on what is now its bread and butter. That time is coming, even if progress is slow. Meanwhile, what the critics call run-of-the-mine entertainment cannot be faulted for pleasing the viewers while it also pays for a great deal of programing that is superb by any rational calculation.

A serious assignment

Now that hearings have been called on bills to prohibit the FCC from limiting the length and frequency of broadcast advertising, broadcasters had better muster their best brains to prepare their arguments in support of the legislation. They haven't much time. Representative Walter Rogers (D-Tex.), chairman of the House Communications Subcommittee, set the hearing dates as Nov. 6 through 8.

More than the question of commercial regulation is involved. The bill that Mr. Rogers and others have introduced would amend the Communications Act to impose a definite limit on the FCC's power. It will not be enough for broadcasters to defend their record of commercial practice and to cry out against the FCC's threat to impose new regulation over advertising. The broadcasters must make a case, and indeed a good one can be made, for congressional restraints on an agency that is bent on stretching its current authority to the breaking point.

Unmanaged news

The extensive broadcast coverage of Mrs. Ngo Dinh Nhu during the recent missionary travels of that outspoken first lady of South Vietnam has proceeded despite what amounted to a State Department suggestion that she be given less attention. On the eve of Mrs. Nhu's arrival in the U. S., a high American official, speaking under the promise of anonymity at a State Department briefing for broadcasters and print journalists, rebuked the news media for planning the considerable exposure she has received. He said it was counter to official U. S. policy.

The wish that was implied in the official's remarks was for a system of journalism that would take its editorial guidance from the government. It is a wish that has probably occurred to almost every high official in every administration when the course of the news, as presented in the various organs of journalism, has run at cross-purposes with whatever project the official was seeking to advance. This type of wishing is by no means exclusive to the Kennedy administration, although certain activists in the incumbent officialdom may be more eager than some of their predecessors to transform desire to accomplishment.

As licensed media of journalism, radio and television are especially susceptible if official wish becomes the father of official fiat. A year ago, it may be recalled, NBC-TV postponed a broadcast of a documentary on the digging of a tunnel under the Berlin wall when the State Department objected that the presentation would harm negotiations with the Russians.

As far as can be determined, the observations of the official at the State Department briefing had no effect on plans for broadcast coverage of Mrs. Nhu. There is no evidence that they figured in the decision of CBS News to cancel her appearance on Face the Nation, although that program was broadcast earlier on the same Sunday that she appeared on NBC-TV's Meet the Press.

Whether the news value in Mrs. Nhu justified the amount of exposure she was given on the air and in print is a matter for debate. It is not, however, a matter for government decision, although clearly some officials wish it were. Surely, some itchy bureaucrat was tempted to counter Mrs. Nhu by an invocation of the fairness doctrine on radio and television. We must presume he was frustrated by the lack of a request from the Buddhist bloc for equal time.

A pro to the last

Frank Beatty, senior editor of Broadcasting, died last Monday. Two weeks earlier, knowing he was fatally ill, he had written his own obituary, the substance of which appears in this issue. He was that kind of newsmen. In his three decades with us, Frank covered the spectrum of broadcast news. He never lost the verve or enthusiasm of a cub. He was a talented reporter with unbounded faith in our free institutions and in unfettered journalism.

We mourn the loss of a devoted and inspired co-worker. All broadcasting has lost a competent journalist and a goodwill ambassador. We extend our sympathy to his beloved wife, Ruth, and to his daughter, Jayne.
TAPE DUO DELUXE AT WBRE

"A Prestige Builder with Our Customers"

This is the look of leadership for the years ahead—new excellence of design and brilliant performance. With two TR-22 Deluxe TV Tape Recorders, this station can record on one unit while on air with the other. The two units occupy the space of a previous single tape unit.

Fully transistorized design does away with the problems of power and heat, reduces maintenance, and assures a new standard of excellence. Clients are impressed with the efficient “look,” the quality of performance, the increased versatility. It’s a prestige builder with customers. Your own studio can benefit from this symbol of the finest in TV Tape.

See your RCA Representative. Or write RCA Broadcast and TV Equipment, Building 15-5, Camden, N.J.
STARTING OUR SECOND DECADE OF ENTERPRISING LOCAL COMMUNITY SERVICE

WREX-TV 'Live' Remote Telecast of Rockford Memorial Day Parade

Joe M. Baisch, Vice Pres., Gen. Mgr.
Represented by H-R Television, Inc.

Remarkable ROCKFORD, ILL.