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There’s more than just numbers in spot radio buys. p40
FCC unveils latest TV program reporting form. p80
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Watch out!

...another outstanding group of COLUMBIA FEATURES is being released for television!

Distributed exclusively by SCREEN GEMS
WTREffigies
Wheeling

CREATIVE DEPARTMENT
(Site of the Propagation Explosion)

#2 WTREffigy TV SERIES FROM WHEELING, W. VA.
Scan Zoo Animals, Inc., Los Angeles, California

NEW TOWER . . . 529,300 TV HOMES
Greater WTRF-TV Wheeling/Steubenville Industrial Ohio Valley . . .
A lively buying audience spending $1/3 Billion Dollars Annually . . .
Merchandising . . . Promotion . . . Rated Favorite!
WTRF-TV Wheeling!

Represented Nationally by

WTRF TV
WHEELING 7, WEST VIRGINIA
Complete news coverage includes human interest stories. Like the one on March 31, when four young explorers were lost in a cave near Rolla, Missouri.

The above picture (blown up from a 16 mm. news film frame) shows a KTVI news team on the scene to interview the teenagers as they emerged after almost twelve hours underground.

The newsmen joined the rescue crew in the cave after a 100-mile drive and an exhaustive trek through deep woods.

Not an earth-shaking story, granted. Worth the trouble? Yes sir. The real-life drama of people shares the daily spotlight with cold, hard news like national politics, earthquakes, the Iron Curtain and Cuba. The KTVI News Department covers all the news.

Howard Streeter, News Director
want an adult audience for one-minute spots in the Dallas-Fort Worth market? . . .

Of course you do. And KRLD-TV has it. 9 am-4 pm, Monday through Friday, KRLD-TV delivers more homes per average quarter-hour than all the other stations in the Dallas-Fort Worth market combined. *

Think of it!! An average of MORE THAN 50% of the TOTAL AUDIENCE is yours on Channel 4.

To get your message to the people who really do the buying — the ADULTS — see your ADVERTISING TIME SALES representative about one-minute spots on Channel 4.

*ARB Market Report, Jan. 64
NSI, Jan. 27-Feb. 23, 64
Ford decides to quit

Here are unvarnished facts on status of FCC Commissioner Fred W. Ford: He has decided to quit upon expiration of his term June 30 to enter private communications law practice in Washington. Administration wants him to stay and he has already been asked to accept reappointment for another seven-year term as one of three Republican members. It's obvious that powers that be don't want to rock FCC boat, realizing that in presidential election year new appointment to sensitive agency could provoke controversy.

If Mr. Ford persists in refusing to accept reappointment, it's likely White House will ask him to stay on job until his successor is qualified so FCC won't be confronted with possible tie votes with only six commissioners serving. If this happens, administration conceivably might not find qualified successor until after November elections, at which time many things could and likely will happen to change face of FCC—whether Democrats or Republicans win.

Hometown look

TV station program buyers putting together their schedules of off-network programs for fall are paying increasing attention to ratings programs initially scored in stations' own local market during their network runs rather than to programs' overall ratings on network. Some shows, which fail on network, score well in particular markets and others that are "hits" on network rate poor locally.

Toward five-year licenses

Couple of weeks ago Senator John O. Pastore, chairman of Senate Subcommittee on Communications, said he favored five-year licenses for broadcast stations instead of present three-year limit. National Association of Broadcasters is moving quickly to discuss matter, with President LeRoy Collins asking for meeting time soon. Date not yet set.

Plummer, ladies run

Accepting Ford report as gospel, campaign for his post has begun in earnest. First "insider" to pitch is FCC's executive director, Curtis Plummer, Maine Republican and longtime FCC engineering executive. At least three women are in running: Pauline Frederick, NBC's UN correspondent (Broadcasting, March 30); Mary Jane Morris, of Michigan, former FCC secretary and now practicing law in her native state; and Evelyn F. Epbley, attorney in FCC Rules and Standards Division, former chief legal assistant to ex-FCC Chairman John C. Doerfer and former law associate of Senator Hugh Scott (R-Pa.).

Eleven-den grab

Inside thinking at FCC on grab for 1110 kc facilities of KRLA, Pasadena, Los Angeles is that interim operator won't be same as applicant among 20 contending who will eventually get permanent grant (see page 64). Five of applicants seek interim operation so that service won't be lost to area during comparative hearing (which could run two years). And best guess is that Oak Knoll Broadcasting Corp., which seeks only interim operation and would use earnings to build up non-commercial educational TV fund, would be in driver's seat for interim grant.

When FCC last week granted present licensee, Donald R. Cooke, another month to operate KRLA, there was discussion as to how unprecedented proceeding should be handled. There was strong support for notion that interim operator, who presumably would get quick grant after oral argument, should not participate in comparative proceeding. If several of applicants for interim operation should merge, presumably some policy would be pursued, although there's nothing on paper on this.

Branch office

Television Bureau of Advertising plans to open its fourth office, hopefully this year. It'll be in Detroit, which puts more than $250 million annually into advertising—of which TV's share (gross time billings, excluding program expenditures) is currently about $70 million. TVB already has offices in New York, Los Angeles, Chicago. Man to head Detroit office not yet chosen.

ABC-TV and National Basketball Association are reporting ready to announce signing of contract for network to telesport NBA games next season. Contract reportedly calls for ABC-TV to telesport NBA games on Sunday afternoons for about 16 weeks. No figures were available as to cost. Return of NBA would mark end of two-year hiatus from network TV, though NBA formed its own network to telesport games in latter part of last season to about 24 cities.

Acquisitives*...Think Color in Cleveland

Cleveland acquisitives look to WJW-TV for community leadership. Within a month after WJW-TV brought local color programs to the viewers in the nation's 7th largest TV market Cleveland Acquisitives cleared the area's stores of color TV sets. Join the leader. Call your Storer TV Sales Representative for availabilities.

*Acquis-i-tive—given to desire, to buy and own.

ACQUISITIVES WATCH

WJW-TV
TV and radio advertising both hero and villain to audiences, 4-A study shows. Eight out of 10 noteworthy commercials are from broadcast media, but they're also more irritating. See...

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*Published every Monday, 53rd issue (Yearbook Number) published in November by Broadcasting Publications Inc. Second-class postage paid at Washington, D.C. and additional offices.*

*Subscription prices: Annual subscription for 53 weekly issues $4.50. Annual subscription including Yearbook Number $19.50. Add $2.00 per year for Canada and $4.00 for all other countries. Subscriber's occupation required. Regular issues 50 cents per copy. Yearbook Number $5.00 per copy.*

*Subscription orders and address changes: Send to Broadcasting Circulation Dept., 1735 DeSales Street, N.W., Washington, D.C. 20006. On changes, please include both old and new addresses plus address label from front cover of magazine.*
when you think
NEW YORK
RADIO

think
WMCA
570

REPRESENTED BY ROBERT E. EASTMAN & CO., INC.
FCC releases details of Capital Cable pact

AGREEMENT SHOWS CLOSE TIES WITH JOHNSON STATION

Option agreement between Capital Cable Co. and broadcasting company owned by family of President Lyndon B. Johnson indicates close relationship currently exists between two firms.

FCC, which received document from Capital Cable Wednesday, made it public Friday (April 24) (see page 58).

Agreement is in plea of TV Cable of Austin for waiver of requirement that it protect KTBC-TV Austin, owned by Johnson family's Texas Broadcasting Corp.

TV Cable, which is competing with Capital for subscribers, says option agreement gives station stake in success of Capital. Unlike TV Cable, Capital doesn't use microwave and, therefore, is free to duplicate station.

FCC Chairman E. William Henry said commission decided to release agreement because "we see nothing in it that warrants confidentiality." He noted all other documents in case are public and provisions in agreement "have been in the newspapers."

Under three-year option agreement, which became operative last year, Texas Broadcasting may purchase up to 50% of Capital Cable, with price to be based on amount of capital investment.

Agreement—signed in 1957—sets limits on amount of capital expenditures Midwest Video, Capital's parent corporation, can invest in community antenna system in Austin without getting Texas Broadcasting approval.

It also specifies amounts of various charges Capital would make, and states these cannot be changed during three-year agreement without Texas Broadcasting's approval.

Agreement says that KTBC-TV is to be one of stations carried by Capital. It also says that no TV signal, except channel 7 (KTBC-TV) is to be distributed on "the channel number of the station from which it is picked up." (However, agreement does not give Texas Broadcasting right to require Capital to refrain from duplicating KTBC-TV. TV Cable has suggested that this right was provided in agreement.)

Agreement prohibits Capital from paying dividends during option period. It also bars CATV from issuing stocks or debentures to anyone except Midwest or TBC, or from disposing of assets without approval of those parties.

Agreement, in addition, provides for lease by Capital of KTBC-TV tower to pick up signals of stations affiliated with each of three networks. Capital would pay Texas Broadcasting what it would cost to erect and maintain CATV tower, with payments to be spread over 120 months. Capital is paying station $1,000 monthly.

Justice and ASCAP to go to court again

Justice Department still doesn't like per-program offer by American Society of Composers, Authors and Publishers, and has again asked for contempt order from U. S. District Judge Sylvester J. Ryan in New York.

Hearing on Justice's request will be heard by Judge Ryan May 20.

Object of Justice's complaint is ASCAP's second per-program offer to CBS Radio (BROADCASTING, April 20), in which ASCAP said it would sign per-program license with network tied to percentage of aggregate of highest one-minute card rates for all stations broadcasting programs containing music by ASCAP.

Violation of ASCAP consent order is charged, Justice Department attorney John L. Wilson said, because per-program offer is not expressed in terms of specified amount for each performance or percentage of sum paid by sponsor of program. Instead, Mr. Wilson said, proposed fee is percentage of rate which sponsors "may or may not pay for time on local stations."

FCC reversal awards ch. 13 to West Michigan

FCC last Friday (April 24) reversed hearing examiner's decision and awarded channel 13 Grand Rapids, Mich., to West Michigan Telecasters Inc. Grand Broadcasting Co. was recommended for grant by Hearing Examiner Forest L. McLenning last spring (BROADCASTING, May 27).

Friday's decision denied, in addition to Grand Broadcasting, applications of Peninsular Broadcasting Co. and MKO Broadcasting Corp. Four parties have been operating channel 13 as wzzm-TV on interim basis.

Commission said West Michigan had "established a degree of superiority over all other applicants on the criteria of area familiarity and planning for program proposals."

TV network chiefs to meet with FCC

Operating heads of each television network will meet individually this week with FCC on pending proposals for equal distribution of network service in existing two-VHF metropolitan areas (CLOSED CIRCUIT, April 20).

CBS, presumably to be represented by CBS Inc. President Frank Stanton and CBS-TV President James Aubrey, meets with FCC Thursday morning (April 30). NBC, presumably in persons of Board Chairman Robert Sarnoff and President Robert Kintner, meets with commission Thursday afternoon. These networks opposed FCC suggestions for equal distribution.

ABC-TV, which supported proposals, is expected to be represented at its meeting on Friday (May 1) by Leonard Goldenson, president, AB-PT, and ABC-TV President Thomas W. Moore.

16 Peabody awards to be given Wednesday

Winners of George Foster Peabody awards for distinguished achievement in radio and television for 1963 are to be announced April 29 at Broadcast Pioneers luncheon in New York.

Recipients of 24th annual awards, jointly administered by Peabody Board and University of Georgia's Henry W. Grady School of Journalism: Eric Sevareid, CBS, for television news (commentary); The Danny Kaye Show, CBS, and Mr. Novak, NBC, for television entertainment; American Revolution '63, NBC, and Saga of Western Man, ABC, for television education.

Also, The Dorothy Gordon Forum, WBNR-TV New York and NBC Radio, for television youth programs; Treetop House, WGN-TV Chicago, for television children's programs; Town Meeting of the World, CBS, and Dr. Frank Stanton, network's president, for television contribution to international understanding; CBS Reports: "Storm over the Supreme
Paul Lazarus Jr., veteran motion picture producer, joins Subscription Television Programs, programming subsidiary of Subscription Television Inc., as VP responsible for development, procurement and programming of motion picture entertainment for STV. He joins Tom Galley, head of sports programming, and Sol Harok, cultural program advisor, in program hierarchy at STV. Merritt W. (Pete) Barnum Jr., 30-year veteran of radio-TV most recently writer and associate producer of Expedition series on ABC-TV, joins STV as VP in charge of program planning. Mr. Barnum's career in broadcasting includes executive posts at BBDO, Young & Rubicam, Guild, Boscom & Bonfigli and Ruthrauff & Ryan, as well as work in program development at both CBS and NBC, where, in 1949, he headed new program development for Sylvester L. (Pat) Weaver, then TV VP of NBC, and now STV president. Mr. Lazarus started in motion pictures in 1933, has worked at Warner Brothers, United Artists and Columbia Pictures Corp., where he resigned in 1962 as VP and general manager to join Samuel Bronston Productions as executive VP. At STV he will make his headquarters in New York offices at 60 East 56th Street.


Herbert F. Solor, director of daytime programs on West Coast for NBC-TV, resigns to join Desilu Productions, Hollywood, as general program executive. Before his current NBC-TV post, Mr. Solor had been West Coast director of daytime programs at CBS-TV, program director of NBC's California National Productions and agent and program packager for William Morris Agency in New York.

For other personnel changes of the week see FATES & FORTUNES

McLendon, Yarbrough reach partial agreement

Representatives of Senator Ralph Yarbrough (D-Tex.) and broadcaster Gordon McLendon reached temporary agreement late last week on time problem resulting from FCC ruling on senator's equal-time complaint against McLendon stations (see page 72).

Marcus Cohn, Washington counsel for Mr. McLendon, said senator would be provided 54 minute spots daily on each of three McLendon AM's in Texas—KLIF Dallas, KILT Houston, and KTSA San Antonio—Friday and Saturday (April 24, 25).

Senator Yarbrough and Mr. McLendon are opponents for Democratic Senate nomination in May 2 primary. Commission last week held that senator was entitled to accumulate time equal to that used by Mr. McLendon on his stations over two-month period.
Reflection of the Future

The formal opening of the new WTTG Television Center in Washington marks the realization of one of Metromedia's plans for greater service to the Capital and the Nation. The new antenna, the tallest in the region, increases range and picture quality. The new studios and expanded facilities will contribute to the further development of the responsible programming that has become the hallmark of Metropolitan Broadcasting Television.

Each of Metromedia's seven television stations across the Nation is deeply dedicated to community efforts. For over fifteen years WTTG has been a leader in bringing to the Washington area the distinctively specific local programming characteristic of an independent television station. WTTG's freedom to innovate makes it possible to better inform and entertain the community while reflecting local needs and views. WTTG's inherent flexibility of operation makes it possible to reflect the multi-faceted image of this premiere city of the Free World.

This has been true in the past, this is Metromedia's promise for the future.

WTTG Television
METROPOLITAN BROADCASTING TELEVISION
A Metromedia Station
The highest rating ever for a feature film on New York television! (In fact, among all programs this year, network or local, only the Beatles and Academy Awards scored higher.) Undeniably, movies on Channel 2 are bigger than ever. Channel 2’s April 11 showing of From Here to Eternity on Schaefer Award Theatre (11:20 pm to 1:30 am) scored a record-shattering 45.6 average rating, with an 85% share of audience. In other words, long after usual prime-time viewing hours, more than 4 million New York television viewers kept their eyes on Channel 2 to watch this Columbia blockbuster from Screen Gems.

Where do we go from here? Young Philadelphians, Man in the Gray Flannel Suit, Auntie Mame, Pajama Game are just a few coming attractions which guarantee that audiences throughout the New York area will continue to be where they have always been, tuned to CBS Owned WCBS-TV
Based on NSI television estimates, subject to qualifications which WCBS-TV will supply on request.
A calendar of important meetings and events in the field of communications.

**DATEBOOK**

**APRIL**

*April 25-27—Annual convention of Texas Association of Broadcasters. Speakers include William Ray, head of FCC’s Complaints and Compliance Division; Robert Pauley, president of ABC Radio, and Homer Leonard of Texas Brewers Institute. Galvez hotel, Galveston.*

*April 26-May 2—Affiliated Advertising Agencies Network conference, Andrew Johnson hotel, Knoxville, Tenn.*

*April 26-27—Board of directors meeting of the American Women in Radio & Television, Mayo hotel, Tulsa, Okla.*

*April 27—Annual stockholders meeting of Wometco Enterprises Inc., Forest Hills theater, Forest Hills, N. Y.*

*April 27-29—Forty-ninth annual convention of the Association of Canadian Advertisers. Guest speaker will be J. Alphonse Ouimet, president of Canadian Broadcasting Corp. Royal York hotel, Toronto.*

*April 28—Annual stockholders meeting of Reeves Industries Inc., Roosevelt hotel, New York.*

*April 28—Board of Broadcast Governors, public hearings at 425 Sparks Street, Ottawa.*

*April 28—Annual awards luncheon of Station Representatives Association, Waldorf Astoria, New York.*


*April 29-May 1—Institute of Electrical and Electronics Engineers region 6 conference, co-sponsored by Instrument Society of America, Salt Lake City.*

*April 30—Deadline for comments on FCC rulemaking to establish rules to govern ex parte communications during adjudicatory and record rulemaking proceedings, which have been designated for hearing.*

*April 30—Deadline established by Congress that all TV receivers shipped by manufacturers in interstate commerce be able to receive all 82 VHF-UHF channels of the TV spectrum.*

*April 30—Annual banquet of Indiana University Radio and Television Department. Keynote speaker will be Melvin A. Goldberg, NAB vice president in charge of research. Bloomington, Ind.*


**MAY**

*May 1—Maine Association of Broadcasters, Lewiston.*

*May 1—Annual stockholders meeting of Tele-Broadcasters Inc., Biltmore hotel, New York.*

*May 1—Conference on radio and community service co-sponsored by the University of Southern California and the Southern California Broadcasters Association. FCC Commissioner Lee Loewinger to be luncheon speaker. University of Southern California, Los Angeles.*

*May 1-2—Distinguished Service in Journalism Awards banquet of Sigma Delta Chi, region 11 conference and spring meeting of the national board of directors, Westward Ho hotel, Phoenix.*


*May 3-5—Eighth annual meeting of the Television Programing Conference, an association of southwestern programing executives. Speaker will be FCC Commissioner Lee Loewinger. For additional information, contact John Renshaw of KSLA-TV Shreveport, La., or Jay Watson of WFAT-TV Dallas-Fort Worth. Holiday Inn Central, Dallas.*

*May 4-6—Annual spring convention of Kentucky Broadcasters Association. James H. Topmiller Jr., WHAS Louisville, is chairman of convention committee. Louisville Sheraton hotel.*

*May 5—Symposium on “Do the People Have a Right To Know?” sponsored by the Massachusetts Broadcasters Association, Massachusetts Newspaper Information Service, Massachusetts Bar Association and the Boston Bar Association. Speakers include Donald H. McGannon, president of Westinghouse Broadcasting Co., and W. Theo—
NEW YORK

THE BACHELOR PARTY
Don E.G. Jack MURRAY MARSHALL WARDEN

FIRST RUN FEATURE SCORES AS WOR-TV's HIGHEST RATER, ALL WEEK...outpoints all features in double-A time slot in 5 previous weeks and tops their average rating...50.7%

ARBitron Feb. 23-29/Sun. 8-10 PM

...PROVIDENCE

VERA CRUZ
Burt Gary LANCASTER COOPER

FIRST RUN OFF NETWORK, VERA CRUZ TOPS PREVIOUS RATING OF TIME PERIOD...ties well-established net-work series in prime time.

WBRC-TV VERA CRUZ 21 rating 35% share
WBIR-TV Dr. Kildare/ Temple Houston 21 rating 35% share

ARBitron, Thurs., Mar. 19, 7:30-9 PM

...EL PASO

TRAPEZE
Burt Tony LANCASTER CURTIS LOLLORIGIDA

FIRST RUN OFF NETWORK, TRAPEZE RATES 21, IMPROVES KROD-TV's PREVIOUS ARB for SATURDAY, 9-11 P.M. pulls 34.4% of 9-10 viewers away from first run 'Rally Round the Flag, Boys', 'The Lieutenant', 'Thief of Baghdad' and BEATS ALL COMPETITION in 10-11 PM time.

ARB Overnight Survey, Mar. 7

...NEW YORK

"THE FUGITIVE KIND"
Marlon Anna Joanne BRANDO MAGNANI WOODWARD

FUGITIVE KIND LEADS ALL WOR-TV SHOWS ALL WEEK...rating tops 19 CONSECUTIVE FEATURES on station's "Big Preview", Sundays 8-10 PM.

ARB-Oct. 6-Feb. 16

...TAMPA-ST. PETERSBURG

THE HORSE SOLDIERS
John William WAYNE HOLDEN

FEATURE, FIRST RUN OFF NETWORK, RATES 31—in double-A time against famous network series, audience share is 54.4%

BEATS ARB's PREVIOUS RATING OF TUESDAY 7-9 SLOT BY 24%.

THE HORSE SOLDIERS 31 54.4%
Naked City/Red Skelton 20 25.1
Bronco/Combat/McHale's Navy 6 10.5

ARB Overnight Survey, Mar. 31
DIFFERENT WAYS AT ONCE

YOU need to cover a lot of ground these days if you want to reach all the people who have a hand in broadcast buying decisions. (You are, in fact, most fortunate if you even know who are all the people involved in a typical decision.)

A whole squadron of salesmen on motorcycles couldn’t do the contact job so thoroughly, effectively and economically as your own advertising in the broadcast business press. Nor could they make as many repeat calls as often, presenting your whole story exactly as you want the facts delivered.

- It takes a business publication to provide the **coverage, penetration, impact and continuous selling** that will establish these facts about you in decision-makers’ minds.
- It takes a business publication they respect, need and want enough to **pay for** . . . one they count upon for information that helps them make their decisions more profitably.
- It takes a business publication to lend **immediacy and believability** to a well-planned sales message — because, however forceful it may be, a greater urgency is gained within the editorial climate where your advertising appears.

A n effective business publication (such as **Broadcasting**) supplies a single, ready-made highway to the many specialists who evaluate, select and approve what media, markets and stations shall be used. It lets you cover the maximum number of key planners in the shortest time. It lets you reach them at the ideal time when they’re thinking about the broadcasting business, and minded to weigh your message in this favorable atmosphere.

S ome business publications in the TV-&-radio field reach better than others. **Broadcasting** reaches best of all. It’s the authoritative source that decision-makers rely on, week after week, for latest news about broadcasting. Unlike others, they **pay** to receive **Broadcasting**. They read it in a receptive mood.

S ales calls can come at awkward times, failing to register your whole story with an unwill-ingly captive audience. Your direct mail may not find them in a receptive mood. But a message in **Broadcasting** is a message delivered to a man who’s thinking, planning, deciding — at the moment — about his next moves in radio or television.

S erendipity is the knack of making happy discoveries by accident. The truly serendipitous business man is a rarity. Why take risks of missing the target by trying to go ten different ways at once? **Broadcasting** is a surer one-way express route to all kinds of decision-makers.

I t reaches them quickly . . . frequently . . . **thoroughly** . . . when they’re receptively minded . . . with **immediacy, believability, memorability** . . . on an issue-after-issue **continuity** . . . and at **far lower cost** than the cost-per-contact of salesmen’s calls or individual presentations. Which, when you stop to think about it, is quite a good deal.
dores Pierson, Washington communications attorney. Sheraton Plaza hotel, Boston.


May 5-6—Missouri Broadcasters Association. Speaker will be LeRoy Collins, NAB president. University of Missouri, Columbia.

May 6—Annual shareholders meeting of The Goodwill Stations Inc., to vote on dissolving corporation by selling all stock to Capital Cities Broadcasting Corp. (Broadcasting, March 2). 2800 Fisher Building, Detroit.

May 6—Deadline for entries in the 1964 creative competitions of the Advertising Association of the West, encompassing advertising in 10 media. Radio entries should go to Stan Spero, KMPC, 5939 Sunset Blvd., Los Angeles 90028. TV entries should go to Jack O’Mara, Television Bureau of Advertising, 444 N. Larchmont Blvd., Los Angeles 90004.

May 6—Annual stockholders meeting of Magnavox Co., Fort Wayne, Ind.

May 6-8—Forty-second annual convention of the Public Utilities Advertising Association. Speakers include James S. Fish, vice president and director of corporate advertising for General Mills, “Ethics in Advertising.” Radisson hotel, Minneapolis.

May 7—Annual stockholders meeting of Scripps-Howard Broadcasting Co., First National Bank, Cincinnati.

May 7-8—Montana Broadcasters Association, Yogo Inn, Lewiston.

May 7-9—University of Wisconsin Journalism Institutes. Participants include Edward P. Morgan, ABC News analyst; Richard E. Cheverton, news director of WOOD-AM-FM-TV Grand Rapids, Mich., and John R. Bucklew, RCA computer expert. Madison, Wis.

May 8—Banquet at the University of Missouri School of Journalism marking the conclusion of its “Annual Journalism Week.” Principal speaker will be Walter Cronkite, CBS News correspondent, who will receive an honor award for distinguished service to journalism. Jay H. Neff Auditorium, University of Missouri, Columbia.

May 10-12—Meeting of the Pennsylvania Association of Broadcasters, The Inn, Buck Hill Falls, Pa.

May 11—Deadline for reply comments on FCC rulemaking to govern grants in microwave services to systems supplying community antenna operators with facilities.

May 11-12—Spring meeting of Association of National Advertisers, Waldorf Astoria hotel, New York.

May 12—National Association for Better Radio and Television, 14th annual awards banquet. Sylvester L. (Fat) Weaver, president of Subscription Television Inc., will deliver the chief address. Wilshire Country Club, 7 p.m., Los Angeles.

May 12—Annual stockholders meeting of Metromedia Inc., New York.

May 13—Twenty-first annual Radio and Television Correspondents dinner, 8 p.m., Sheraton Park hotel, Washington.

May 14—Spring managers meeting of New Jersey Association of Broadcasters, Wood Lawn. Rutgers University, New Brunswick, N. J.


May 14-16—Iowa Broadcasters Association, Congress Inn, Iowa City.

May 15—New deadline for filing comments on Federal Trade Commission’s proposed rule to require cigarette labels and advertising to carry health hazard warnings.


May 15-16—Annual spring meeting of West Virginia Broadcasters Association. Included will be association’s second annual engineering exhibit. Charleston Press Club, Charleston, W. Va.


May 18—FCC hearing on proposed TV program reporting form. Formerly scheduled for April 16.


May 20—Annual stockholders meeting of The Outlet Co., Providence, R. I.

May 21—Los Angeles Advertising Women, presentation banquet to award “Lulu” trophies to winners in the 18th annual achievement awards competition for ads and related material created by western advertising and publicity women, used between April 22, 1963, and April 21, 1964. Entry blanks and information available from LAAM, 4666 Forman Avenue, North Hollywood, Calif. Banquet to be held at the Hollywood Palladium.

Indicates first or revised listing.

A briefcase to hold all the Crosley Broadcasting patents. Since the day WLW Radio went on the air in 1922, the men of Crosley have contributed outstanding inventions to radio and television transmission and have secured hundreds of patents in research, developmental and experimental broadcast work. The standing of a broadcasting corporation is unquestionably reflected and judged by the caliber of its engineering and scientific personnel. To an audience this means quality. To an advertiser this means audience.

Crosley Broadcasting engineering is just another achievement of the WLW Stations which has placed them among the most watched, most heard, most talked about Stations in the United States. And...
“Here comes the Caravan!”
The **WDSU-TV** Celebrity 6 Caravan
to receive a boisterous welcome at cities nearby...

to help salute civic accomplishments at **Grand Isle**...
carries our stars and cameras...

like Thibodaux, with the annual firemen’s parade...

or to meet folks at the fair in Franklinton
And then...
during a week-long salute to their community on WDSU-TV, the townspeople see themselves as the tapes are played back.
They see the interview with their mayor.
Civic leaders tell their plans.
Their women leaders chat with WDSU personalities.
The kids see themselves.

This builds station loyalty you cannot measure. Because with television—it’s not only how far you go—but how close you are to your People.

WDSU-TV Channel 6
NBC in New Orleans

Represented by Blair TV
Lively life

EDITOR: Your Profile about me in Broadcasting, April 13, made something interesting out of something that could have been very dull. Please accept my thanks and appreciation of your good efforts.—Alvin Kabaker, senior vice president, Compton Advertising, Los Angeles.

Appreciative note

EDITOR: On behalf of the executive committee of TFE '64, I want to tell you how much we all appreciate the splendid coverage you gave to our group during the NAB convention.

There is no doubt but that a great deal of the success achieved by the TFE is due to the excellent support of the trade press.—Richard Carlton (Trans-Lux), co-chairman, TFE '64, New York.

Look alikes?

EDITOR: I don't mind confusion—but just because Dick Dorso looks like Cary Grant, and I only vaguely resemble Danny Kaye, and just because we all have the same tailor is no reason to caption my photograph with Dick's name (Broadcasting, April 20).

By the way, where's my Ashley-Steiner—Famous Artists stock?—Bill Todman, Goodson-Todman Productions, New York.

Proper distribution

EDITOR: Your report on William Dozier's recent speech before the SMPTE (Broadcasting, April 20) quotes him as saying Nielsen has a disproportionate part of its sample in rural areas.

This is not true. The Nielsen NTI sample is distributed with the population and includes urban and rural households in proper proportions.

A bit later in his speech... Mr. Dozier makes the strange and unfounded statement that Nielsen uses half the sample for daytime ratings and...
saves the other half for nighttime ratings.

Mr. Dozier is another “ratings expert” whose long experience in television apparently hasn’t included much contact with research. This is unfortunate. A greater familiarity with ratings on the part of the programming people would tend to minimize the very kind of misuse Mr. Dozier fears. — Erwin H. Ephron, director of press relations, A. C. Nielsen Co., New York.

Impressive improvement

EDITOR: The revised cover design is an impressive improvement. The new logo is arresting and says “here is a modern magazine that communicates.” Congratulations. One always enjoys seeing an old friend make improvements that benefit both parties. — Patrick Collins, associate producer, Mutual of Omaha’s Wild Kingdom, Don Meir Productions, Chicago.

More on taxes

EDITOR: In Open Mike, Broadcasting, March 23, you printed ... a letter by Mr. Arthur B. Hogan which seems to be based on a gross misunderstanding of the tax law which “provides that in the event of a sale of a depreciated asset, the depreciation charges taken on that asset from Jan. 1, 1962, shall be added back to the taxable income of the corporation and treated as ordinary income.”

Obviously Mr. Hogan refers to Section 1245, Internal Revenue Code, which was added to the code by the Revenue Act of 1962. Under this section, gains from the sale of certain depreciable assets are treated as ordinary income to the extent of depreciation taken after Jan. 1, 1962. Therefore, not all depreciation since Jan. 1, 1962, is treated as ordinary income in case of a sale, but only excessive depreciation. Prior to the change in law a taxpayer could in effect convert ordinary income into capital gain by first taking excessive depreciation and after having thus decreased his basis, sell the asset at a gain. It was to close this loophole that Section 1245 was enacted. — John H. Blaine, controller, The Crown Stations, Seattle.

Emphasis added

EDITOR: Your piece on television replacing newspapers as the number one medium has come across my desk. I must compliment you. Everyone has recognized for a long time your support of this industry, and this should go a long way in emphasizing television’s acceptance nationally. — Martin L. Nierman, executive vice president, Edward Petry & Co., New York.
NOW DE-HYPHENATED!
(to address your message where your product goes)

After all, a good deal of your product probably winds up on FLINTSAGINAWBAYCITY shelves. So why, indeed, shouldn’t your commercials get a viewing in these three Michigan cities and their 23 surrounding counties? As well as a hearing from the one-and-a-half million people whose annual spendable income pushes the three-billion-dollar mark? If you’re writing up a schedule, write down WJRT—the station that created FLINTSAGINAWBAYCITY in the first place, and covers it from within.
AP covers state capital and political news more thoroughly, with more enterprise and always with the background facts so necessary to put the story in focus. AP does it with more newsmen, men with more seasoning—reliable newsmen you can trust for accurate, objective and fast reporting. AP does the better job on all regional and state news—the news that often comes first in audience interest and sponsor attractiveness. That’s because AP has the better and bigger regional
The Associated Press does not settle for less than best. AP also has far greater sources of state and regional news, in its greater and growing membership—now including more than 2,500 radio and television stations who won’t settle for less than best.
MONDAY MEMO from David Seigel, Riviera Manufacturing Co., Los Angeles

Uninterrupted movies pacify our customers

When people watch television it is for the sole purpose of relaxing and to enjoy favorite programs or movies. In so doing, a great source of irritation has arisen—the untimely commercial break. Realizing this inadvertent antagonism, we at Riviera decided to attempt something new in local television programming; that is why we initiated our "uninterrupted concept."

True, it may not be the greatest sales booster, but it is a definite sales pacifier. People can now enjoy their programs or movies, and not have to anticipate a break deluge with commercials. And most important, people appreciate this.

Like most untired things, it all began by accident. Milt Beckman (of Beckman-Koblitz, Riviera's ad agency) and I were at KTTV(TV) Los Angeles screening the memorable "Goodbye, Mr. Chips," starring Greer Garson and Robert Donat. The editor sitting with us kept interrupting every 15 or 20 minutes suggesting that this would be a good place to put in a commercial. All I know is that two hours of this beautiful production passed me—and Milt Beckman had the same feeling—to such a point that to break it with any kind of commercial announcement would have seemed "sacrilegious"—and at the time I said so.

No Breaks * The cost of "Goodbye, Mr. Chips" for a single run was $10,000 and the risk involved was tremendous, with no commercial interruptions during the movie, using only an opening and a close. Anyway, I said "Let's do it," and that's how our "uninterrupted" concept was born. To say I was excited is putting it mildly; then when to our knowledge, I realized no other American advertiser had ever attempted running a full-length feature before without commercial breaks, I couldn't wait to see the reaction this new approach would have.

My fear of innovating such a drastic change of pace on the local scene was soon alleviated as a grateful public rewarded this chance effort with ovations. People wrote and called from everywhere expressing their thanks and gratitude, and, best of all, a declaration of staunch loyalty to our product—Riviera's dual-purpose furniture. People expressed such relief and pleasure that this same type of uninterrupted programming was later used in San Francisco, Las Vegas, San Jose, Bakersfield and other cities. We used this with specials, hour-length news programs and live shows as well as fine movies.

Our unwritten agreement with people has become a most pleasant form of institutional advertising. We want to show our products in such a way that TV viewers can relax and enjoy themselves, yet at the same time learn from an easy-going message what advantages our fine products have to offer for gracious, modern living. To ever contrast this with hard-sell would completely thwart the good will we have established.

TV Turning Point * Another exciting chapter in the growth of Riviera is the part advertising has played. In the beginning, more than 10 years ago, we were five brothers with a single showroom in North Hollywood. For the first three years we allocated our advertising budget to occasional newspaper ads and spot television. Then, a spectacular Christmas TV special came our way, and in a minute of enthusiasm, we decided to splurge and spend everything on this single one-hour show.

We achieved the "impossible." We tied up all seven television stations in Los Angeles, three in San Diego, three in Bakersfield, and one station in Santa Barbara, 14 stations in all. Southern Californians relaxed and learned how to "Live on the Riviera—convertible sofa, that is!" It was this splurge that was our turning point, because over night Riviera skyrocketed to success and fame.

Riviera has only one concept to sell, and that is convertibility of quality, dual-purpose furniture. This includes 35 different styles of convertible sofas, chairs and handsome cabinets designed with hidden beds. Therefore, without advertising, the public would never know our product. Television has especially proved advantageous because of the product demonstrations. Our sofas and cabinets open and close so easily even a child can manage, and this only television can show to the masses in a single commercial. Thus, Riviera offers the type of product that is tailor-made for television advertising; seeing the story as it is told, simply and easily, merits good will and good sales.

Quality Comes Hard * It's never easy to make good commercials that are interesting and still do a good selling job. But when we do produce commercials, we deem them all-important, and have the agency people on the set at all times; I'm there too, also my brother, Sanford S. Seigel, president of Riviera.

On Easter Sunday we used another unusual type of programming on television.

Riviera sponsored three different, special movies in full color on various Los Angeles television stations at various times of the day and evening. We also ran color film commercials throughout the day. As far as I know, this was the first time a local retailer ever used color film commercials for only a short-term promotion. As most MONDAY MEMO readers know, this can be quite costly. However, by filming in 16 mm on location and adding a soundtrack later, using a voice-over technique, we came up with a quality product for considerably less cost than the usual color commercial.

All in all, we feel we have set a new standard of television advertising on a local level. It is paying off here in Los Angeles as well as in our many out-of-town markets. By treating the viewer as an adult in our approach to commercials, and by giving him fine movies the way they were meant to be seen—uninterrupted—we feel we have made a definite contribution to good television.

David Seigel, vice president in charge of advertising, Riviera Manufacturing Co., makers of convertible sofas and other dual-purpose furniture, is one of five brothers who founded the firm 10 years ago with one showroom in North Hollywood. A graduate of Cleveland-Marshall Law School, Cleveland, Mr. Seigel moved to California in 1948. In studying the rapid growth of Southern California, he and his brothers realized that compact, "convertible" living could be a big business. It was and still is.
For his 400th—
Group W produces a series for television and radio
narrated by Dr. Frank Baxter

This is Shakespeare's year. His quadr-ricentenary. To celebrate the event, Group W created a special series of 56 television and 26 radio programs. The Fair Adventure: Readings in Shakespeare will be narrated by Dr. Frank Baxter, Professor Emeritus of the University of Southern California. Dr. Baxter has been widely acclaimed for his lively and entertaining interpretations of Shakespeare's life, times and plays. Now in a fresh new series, he makes Shakespeare come alive again for millions.

The Fair Adventure is a good example of an important new source of programming. The Group, with the creative, financial and management resources greater than the individual station, and with the local impact no network can match, represents a vital third force in the development of programs for radio and television.
Adults Only

The latest Pulse shows WIP Radio reaches 23% more adults, morning to night, than any other station in the Greater Philadelphia area.

We planned it that way.

Our programming is a careful blending of the news, the music and the personalities that attract and hold listeners, and keep cash registers ringing all over the Delaware Valley. Nice things happen to people who advertise on WIP Radio.

WIP/610

610 AM/93.3 FM, HARVEY L. GLASCOCK, V.P. & GENERAL MANAGER, REPRESENTED NATIONALLY BY METRO RADIO SALES
METROPOLITAN BROADCASTING RADIO, A DIVISION OF METROMEDIA, INC.

*OCT/NOV/DEC PULSE, AVG. QTR. HOUR 6 AM-8 PM
The hard impact of commercials

A massive research project finds that radio-TV advertising leaves deeper marks than print—and hence arouses stronger reactions pro and con

Television and radio advertising emerges as both hero and culprit in a far-reaching consumer-attitudes survey made public last week by the American Association of Advertising Agencies.

The AAAA study, described as probably the “most extensive and intensive project of its kind ever undertaken,” found that more than eight out of every ten advertising messages that people consider “noteworthy” come from the broadcast media. But these also tend to irritate more often than “noteworthy” print ads.

The survey also appeared to shed new light on the controversial issues of television “clutter” and “overcommercialization” by showing how much commercial people “think” there is—and by showing that many regard commercials and clutter as the same thing.

The study dealt with attitudes toward all major-media advertising, and AAAA officials felt its findings should go long way toward answering—and quieting, if not silencing—advertising’s perennial critics, particularly in government, education and some business circles.

It was designed to develop findings representative of the attitudes of the American people,” and it was conducted under the supervision of an academic review committee of professors from Harvard and the Massachusetts Institute of Technology. This was seen as insuring wider acceptability in normally hostile quarters.

The Implications • The first report of the findings and some of their implications was presented in seven speeches and presentations last Thursday afternoon as the AAAA opened its annual meeting at The Greenbrier, White Sulphur Springs, W. Va.

Speakers were Alfred J. Seaman of Sullivan, Sturtevant, Colwell & Bayles, who also presided; Walter Barlow, president of Opinion Research Corp., which conducted the survey; William M. Weilbacher, C. J. LaRoche & Co.; Donald L. Kanter, Tatham-Laird Inc.; Raymond A. Bauer, professor of business administration at Harvard; Robert T. Colwell, J. Walter Thompson Co., and William Bernbach, Doyle Dane Bernbach Inc.

Officials emphasized that detailed analysis of the mass of data collected in the study, embracing 2,000 consumers, is only beginning—that many questions remain to be explored, including, among others, the “inherent properties” of different media and how these affect attention and reaction to advertising.

Additional data on television clutter—credits, promos and other nonprogram material—may be available in the current data, but officials said the study had at least raised enough questions about clutter to justify further research on it.

Dr. Kanter said the current survey did not pretend to offer a “definitive” assessment of clutter’s role in “overcommercialization,” but that it had turned up this information:

Clutter and Advertising • “Thirty percent of the people lump advertising and clutter together.

Almost two-thirds of the people believe that clutter takes up five minutes or more of an average evening television hour.”

Dr. Kanter suggested that these findings be compared with those on the amount of time people think advertising consumes:

“Fifty percent of the people think that advertising takes 10 minutes or more of an average evening television hour.” (And those 50% are right. The code establishes a limit of 10 minutes and 20 seconds in any prime evening hour.)

“For one-third of the people, clutter has a mixed or unfavorable effect on their attitudes toward televiewing.”

Dr. Kanter continued: “These findings on the saliency of clutter raise a

AAAA survey interviewed 2,000 people twice

The size of the American Association of Advertising Agencies’ new national study of consumer attitudes toward advertising (this page) was suggested by these statistics offered by Walter Barlow, president of Opinion Research Corp., Princeton, N. J., whose firm conducted the survey:

It was conducted among 2,000 people from all parts of the country, and “with actually two separate interviews involved in each one of the 2,000 cases, the field force spent approximately 10,175 hours or about 60 man-months getting the raw data.”

It used enough paper—about 130,000 pieces of varying sizes—to cover approximately half of the first fairway on the old white golf course” at White Sulphur Springs, W. Va., site of the AAAA convention where Mr. Barlow is speaking. (The first hole at the Old White is 442 yards.)

It recorded 10,000 exposures to individual advertising messages, and these were “each accompanied by a series of individual probes that get at why people singled them out for praise or criticism, in effect giving us 10,000 little surveys within the main effort.”

It produced “fantastic quantities” of data: “Our computer people report that, conservatively estimated, 325,000 bits are available for the computers to chew on.”

In sum, Mr. Barlow said, it “will describe on a definitive, projectable basis the American people, 18 years of age and over, and so far as any of us in Princeton know, it is the most extensive and intensive project of its kind ever undertaken.”
question which this study cannot answer, but a laboratory-controlled study could: What would happen to consumers' perception of overcommercialization and television viewing in general if clutter were reduced and the entertainment period extended?

"Surfeit undoubtedly is increased, consciously or not, by clutter, because this study has demonstrated that clutter is a factor, to a sizable proportion of the audience. It becomes reasonable to suspect that it should be studied further to determine what its absence would do."

Confirm Earlier Report * The overall findings released last week confirmed those of a pilot study done in Syracuse and made public a year ago. The Syracuse findings showed that advertising is not a major issue with the public, and that although people "enjoy" complaining about advertising, they do not give it preference as an "institution" that needs changing (Broadcasting, April 29, 1963).

The new survey went much farther than the Syracuse study, however. Among other things it found that eight out of ten people tend to think advertising is essential, about three out of four believe at least partially that it raises the standard of living and almost the same number are inclined to think it results in better products. On the question of whether it lowers prices there is an almost equal division between those who tend to think it does (40%) and those who tend to think it doesn't (43%), with about 17% uncertain.

The survey found that the average consumer notices 79.8 advertising messages a day. This, officials said, is far less than the number he is actually exposed to. In addition to the messages that don't get through to him at all, the study also found that 85% of those he does notice fail to impress him as "noteworthy."

Panelists in the survey were given hand-counters and told to push the button each time they saw or heard an ad. In addition they were told to keep a record on all ads they considered "enjoyable," "informative," "annoying" or "offensive." The average panelist noted 12.4 ads a day—out of the 79.8 he was aware of—that fell into one of these categories.

Not Bad—Not Too Good * AAAA officials thought this 15% recognition score was nothing for the advertising business to be ashamed of considering the mass media's "staggering onslaught to the senses." But they agreed it ought to be improved.

Seven out of every 10 ads considered "noteworthy" were rated favorably by the consumers; 37% were considered "informative" and 34% "enjoyable," as opposed to 24% classified "annoying" and 5% "offensive."

In relation to all the ads noticed in a day, including those not deemed "noteworthy," about 5% of the total were considered "informative," another 5% were rated "enjoyable," less than 5% were "annoying" and less than 1% were "offensive."

Television and radio dominated as sources of "noteworthy" messages, with TV accounting for 69% and radio for 15%, as against 8% for magazines and 7% for newspapers (see table one). But the broadcast media also yielded higher percentages of "annoying and offensive" messages than did magazines and newspapers (see table 2, page 34).

It was emphasized that "noteworthiness" did not necessarily relate to commercial effectiveness, and that the media themselves could not be held entire.
were typical of the commercials chosen—among the television messages which caused most comment.

Others were Chevrolet's "Pinnacle" by Alexander Film Co.; Sinead's "To Market" by Filmex; Upjohn's "Chewables" by On Film; Levy's Jewish Rye's "Pigeons" by Elliot, Unger & Elliot; Goodyear's "Crossroads" by V.P.I.; Polaroid's "Trumpet" by Pelican Films; Pontiac Grand Prix's "Victor Borge" by Mogubgub; Renault's "Talking Cars" by Wyde Films; Upjohn Equi-

cap by V.P.I.; Cigarillo's "Maserati" by MPO; Ford Parade by Mogubgub; Personna blades by SIB Productions; Alcoa's "Transportations—People" by Audio Productions and Frito-Lay's "Bert Lahr" by MPO.

Three commercials were praised because they were examples of new production techniques. They were

Focus Lens
Valiant-Astrovision by Van Fragg; Alcoa Billboard-Prismatic Optical Effect by Quartet Films and Test of Selective Focus Lens by Fred Niles.

ly responsible for public attitudes toward their messages.

"The primary determinant of annoying and offensive advertising," Mr. Weibleman said, "must of course be the content of the advertising itself, as well as the frequency of presentation.

"The preponderance of categorized ("noteworthy") ads yielded by the electronic media suggests that the classic arguments in respect to the intrusive nature of these media are by and large true. And if the electronic media are more intrusive, the possibility for generating annoyance and offense might also be reasoned to be greater.

"The data seem to support such an interpretation. As such they give us new insight into the way these media perform their advertising delivery functions even though they do not give us final and definitive insight into the advertising productivity of specific advertisements placed in specific media."

Further Exploration • Professor Bauer suggested that this area will be explored in some of the data analyses yet to be made:

"It is clear that we will have to get away from the foolish numbers game that says the average person is exposed to more than 1,000 advertisements a day. The very meaning of the word "exposed" must come under close scrutiny. We would do better to ask about the process whereby advertisements attain varying degrees of saliency, and with what consequences.

"For example, it is my expectation that when our analysis is complete we will find quite contrasting patterns between the print media, the one hand and radio and television on the other, with respect to both the salience of advertisements and the ratio of favorable evaluations.

"This is based on the assumption that a person has more control over whether or not he will attend to advertisements in the print media. Since his ability to ignore print advertisements is greater, is it less probable that a given advertisement would get his attention to the point that it was clicked (considered noteworthy), but more probable that the ones which were clicked were considered salient. Furthermore, the proportion of favorable reactions will be higher in the print media, precisely because a person is not subject to the semi-forced attention imposed by radio and TV.

"If this pattern actually emerges it will confront the advertising man with a neat complex of advantages and disadvantages to consider in media selection or in the adaptation of advertisements to the media."

The study found that people tended to react favorably to advertising for products they liked, and that even their unfavorable reactions were motivated more by dislike of the product than of its advertising. It also learned that the same advertising can evoke widely varying reactions among different consumers.

The consumer panelists specified a total of 12,000 ads as either enjoyable, informative, annoying or offensive and out of 78 product categories, only two—aviation and aviation accessories, and steamship travel—were not represented in any of them. Six categories produced more unfavorable than favorable advertising; for the rest, it was the other way around (see table 3, page 34).

What People Want • The study showed, Dr. Kanter reported, that what people want most from advertising is information (mentioned by 60%), and what they chiefly do not want is false
What consumers think about ads: AAAA finds the answers

Table I.—Sources of Ads Considered Worth "Noticing."

<table>
<thead>
<tr>
<th>Media</th>
<th>Annoying</th>
<th>Informative &amp; Enjoyable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td>69%</td>
<td>15%</td>
</tr>
<tr>
<td>Radio</td>
<td>15%</td>
<td>76%</td>
</tr>
<tr>
<td>Magazine</td>
<td>15%</td>
<td>85%</td>
</tr>
<tr>
<td>Newspaper</td>
<td>21%</td>
<td>79%</td>
</tr>
</tbody>
</table>

Consumers in the AAAA study were asked to count all the advertising messages they saw or heard, and to make a note of those that struck them as informative, enjoyable, annoying or offensive. They counted an average of 79.8 messages per person per day, of which they considered 12.4 worth noting in one of the four categories. The table above shows that 84% of the categorized ads came from the broadcast media, with radio alone accounting for as many as magazines and newspapers combined. There was no breakdown to show the media source of messages not considered "noteworthy."

Table II.—Messages Categorized According to Media.

<table>
<thead>
<tr>
<th>Media</th>
<th>Annoying</th>
<th>Informative &amp; Enjoyable</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>31%</td>
<td>69%</td>
</tr>
<tr>
<td>Radio</td>
<td>26%</td>
<td>74%</td>
</tr>
<tr>
<td>Magazine</td>
<td>15%</td>
<td>85%</td>
</tr>
<tr>
<td>Newspaper</td>
<td>21%</td>
<td>79%</td>
</tr>
</tbody>
</table>

The broadcast media tended to offer a higher percentage of annoying or offensive messages than either of the two print media studied in the AAAA survey as indicated here. Of all the television commercials considered either favorably or unfavorably noteworthy, about three out of 10 were rated annoying or offensive, while one out of four "noteworthy" radio commercials fell into that category. The report noted, however, that while the "intrusive" nature of radio-TV may make its messages more likely to irritate, the "primary determinant" is the content and frequency of the advertising itself.

Table III.—Rating of Advertising by Different Product Groups.

<table>
<thead>
<tr>
<th>Product Group</th>
<th>Informative &amp; Enjoyable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Talc</td>
<td>15%</td>
</tr>
<tr>
<td>Depilatories, Deoderants</td>
<td>5%</td>
</tr>
<tr>
<td>Medicines, Proprietary</td>
<td>41%</td>
</tr>
</tbody>
</table>

Here, by product groups, is how consumers rated some of the advertising that they considered negatively or affirmatively noteworthy. In all, 12,217 individual messages in 76 product groups were categorized as annoying, offensive, enjoyable or informative. The top line in the table above shows what percentage of these fell into each classification. The next six are the only product groups that produced more unfavorable than favorable (with respect to cigarette advertising it was pointed out that the survey was made after issuance of the surgeon general's report branding cigarettes a health hazard). The next six product groups represent others in which advertising expenditures are "heavy." All products shown above are substantial radio-TV users except liquor, and its acceptability on radio is the center of a current controversy. Only two product categories produced no advertising that consumers considered noteworthy one way or another: Aviation and aviation accessories, and steamship travel.

By limiting the repetition problem, Dr. Kanter wondered, might it be worthwhile to consider "alternative waves of different media usage" in planning a campaign?

In a "creative" interpretation of the study Mr. Colwell said the surest way to make advertising enjoyable is to give it elements of "self-identification with viewers and listeners." Next to self-identification he ranked music, visual beauty and humor as factors in enjoyable advertising.

"Above all," he said, "this study showed that advertising becomes persuasive as it helps people recognize themselves and their needs.

In Mr. Bernbach's view the study showed that people are bored with most advertising, and he put much of the blame on "suicidal sameness." Good advertising, he said, needs freshness and honesty—and a good product.

"Don't look for tricks to sell merchandise," he advised. "The best trick in the world is a better product."

WKY-AM-TV refusal on spots taken to FCC

The National Council for Industrial Peace last week asked the FCC to investigate a refusal of wkky-am-tv Oklahoma City, Oklahoma, to broadcast spot announcements in opposition to pending right to work legislation in that state.

The council, which said it acted in behalf of the Oklahoma Committee to Preserve Free Marketing and Bargaining, said that the stations' refusal to carry the anti-right-to-work material amounted to censorship. The council said that wkky-am-tv's president, E. K. Gaylord, is "a principal backer of Oklahomans for the Right to Work, an organization promoting the antilcollective bargaining legislation."

A referendum is to be held May 5 on the legislation.

The council said that other Oklahoma stations have carried the spot announcements without protest, but "the fact is that we are barred from the station with maximum power and coverage by a decision which we can only deem as aimed at crippling our campaign."

The council asked for an immediate hearing on the matter.

Rep appointments ...
THE MOST SENSATIONAL SUCCESS STORY
OF ANY CHILDREN'S SHOW SYNDICATED BY
TRANS-LUX
THE LEADER IN TELEVISION PROGRAMS FOR CHILDREN
THE MIGHTY HERCULES

130 FIVE AND A HALF MINUTE PROGRAMS IN B/W OR COLOR
THE MOST PRE-SOLD ADVENTURE HERO OF ALL TIME.

● SEE HERCULES BATTLE THE FIVE HEADED HYDRA.
● SEE HERCULES CONQUER THE THRACIAN ARMIES.
● SEE HERCULES CRUSH THE DREADED MASK OF VULCAN.
● SEE HERCULES TAME THE CHRYSORIAN UNICORN.
● SEE HERCULES OUTWIT THE SEA WITCH.
● AND MORE! MORE! MORE!

© MCMLXII Trans-Lux Television Corporation

TELEVISION CORPORATION
NEW YORK, 625 Madison Avenue, PLaza 1-3110
CHICAGO • LOS ANGELES • MIAMI BEACH • ZURICH, SWITZERLAND
ENTERTAINMENT

IMPRESIARIOS

V1/NBC-TV

the entertainment business to entreprising age among New Yorkers. The en-

tertainment impresarios: whatever the prod-

duct or service you sell, you'll sell to a "bigger house" on WNBC-TV.
THIS IS THE PLACE! White Columns on Peachtree is what NBC's "Grindl", better known as Imogene Coca, calls home when she visits Atlanta. WSB-TV is also at home with 3,176,400 people* in its ever-increasing coverage area.

*1963 Sales Management "Survey of Buying Power"

WSB-TV
Channel 2 Atlanta
NBC affiliate, Represented by Patry

CBS Broadcasting Corporation stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WDGC AM-FM-TV, Charlotte; WBBR AM-FM, Miami; KTVU, San Francisco-Oakland.
molive practiced deception in its 1959 TV commercials which ostensibly showed how easy it is to shave sandpaper by using Rapid Shave. The so-called sandpaper was in reality a mock-up of Plexiglass and sand, and used the company said, because real sandpaper doesn't register as such for the TV cameras. Colgate-Palmolive won two appeals from the U. S. Court of Appeals for the First Circuit which in essence disallowed certain portions of the FTC order prohibiting the use of substitutes in TV tests or demonstrations without disclosure.

The sandpaper case was one of the first FTC moves which included in the complaint the advertising agency for Colgate-Palmolive, Ted Bates & Co., New York.

BBDO reorganizes TV-radio department

A reorganization of the TV-radio department of BBDO, New York, was announced last week by Bud Stefan, vice president and director, who reported that William J. Moore has joined the department as business affairs manager. He formerly was consultant to Middle East Broadcasting in Cairo, Alexandria and Aswan in the United Arab Republic.

Mr. Stefan said that departmental assignments have been added to the specific account responsibilities of the following staff members: Hiram Brown, vice president, program development; Al Cantwell, specials and actualities; Aaron Beckwith, live/video-tape operations; John Maupin, vice president, regional office liaison; Martin Starger, associate TV-radio director; Bill Hoffman, film syndication/radio; Dave Donnelly, sports, and Bob Levinson, network availabilities.

Agency appointments...

- Ken's Foods, Framingham, Mass., appoints Daniel F. Sullivan Co., Boston, for two of Ken's new products—homogenized French dressing and country-style blue cheese dressing. Media plans were not announced.
- LeFohns Scientific Beauty Aids, San Francisco, appoints Cancilla, Gore & Knapp Inc., that city. The firm now uses spot radio in Los Angeles and San Francisco.
- M. Polaner & Son, Newark, N. J., last week named Helitzer, Waring & Wayne Inc., New York, to handle advertising for its Polaner and Anna Myers lines of preserves and pickles. Radio and television will be used in upcoming ad campaigns.
- Hershey Chocolate of Canada Ltd., assigned to BBDO. Toronto and New York offices of the agency will jointly handle the account.
- Kirin Brewing Co., Tokyo, names Hixson & Jorgensen, Los Angeles, as agency for Kirin beer in the territory west of the Mississippi. Media planning is now in progress for a spring start.
- P. Lorillard Co., New York, has assigned new filter-tipped little cigar, Omega, to Grey Advertising, that city. Advertising is scheduled to begin in May in New York and in major markets in New England, Midwest and West Coast. Spot TV is expected to be used on substantial basis.

NAB schedules two summer sales seminars

Plans for August sales management seminars on the East and West Coasts were announced last week by the National Association of Broadcasters, which is scheduling the seminars in cooperation with the Radio Advertising Bureau and the Television Bureau of Advertising.

The first seminar will be held Aug. 16-22 at Stanford University, Stanford, Calif., and the second Aug. 23-29 at Harvard University, Cambridge, Mass., NAB announced.

Application forms for the seminars have been sent to NAB members and must be returned by June 15, with only one applicant from each station eligible. Each seminar is limited to 40 persons and will be open to radio and television executives who work primarily in the sales area, NAB said, noting that salesmen would be accepted only in exceptional cases.

The one-week seminars will cost $300 a person for tuition, teaching materials and room and board. Dr. Harper W. Boyd Jr. of the Stanford Graduate School of Business will direct the West Coast session and Dr. J. Sterling Livingston, a professor of business administration at Harvard, will be in charge of the East Coast seminar.
NEW MOON
over Kansas  The new, moon-shaped area on the map is plus-coverage from WIBW's new tall tower 1614 feet above downtown Topeka—an effective gain of 522 feet. We've moved west 18 miles into the Kansas Flint Hills to create a new moon of coverage, that provides you with 50,000 more TV homes at no extra cost. The new Topeka market reports will reflect this increased coverage.

The new tower and transmitter, with full power, (316,000 watts), is now in operation! Ask Avery-Knodel to show you the WIBW-TV bonus coverage today!
Is program appeal gaining on numbers?

SPOT RADIO BUYERS SHOWING MORE CONCERN WITH OTHER CRITERIA

Advertising agencies placing a substantial portion of the country's spot radio—an estimated $212 million business in 1963—are showing increased concern with the criteria they use in buying it.

Evaluation of a station's profile, including program type and appeal, is emerging as a key consideration in many cases where straight "numbers" buying was once thought sufficient.

A check by Broadcasting last week indicated this new emphasis was most prevalent among media directors who supervise the flow of spot money from larger radio billing agencies.

Several radio advertising executives go so far as to state that it's only a question of time before qualitative factors become more acceptable to spot radio advertisers as in their own best interests.

This view was by no means unanimous. Some media executives, though acknowledging that qualitative factors are significant, felt that these dimensions were difficult to measure.

First Step: A system for quantifying a station's intangible characteristics has already won wide agency support in principle as a first step in breaking the "cost-per-thousand" grip.

At stake for radio stations is a bigger share of national radio money—money which has recently been heading into networks at a faster pace than into national spot. While radio network spending was climbing an estimated 17.6% to $43.9 million in 1963, national spot business inched up by only 1.7% to its $212 million level.

Most agencies questioned felt these figures reflect new money going into network radio rather than defections of customers from spot to network. But there was a widespread feeling among radio buyers favoring the ease of purchasing network as contrasted to spot where it was necessary to "dope out" a schedule. This may be operating in the networks' favor.

A number of agency men noted the radio networks in recent years have done a higher-powered and more effective sales job than in the past.

There's a consensus that with a lack of buying tools at hand in the form of reliable ratings—a conceded reality—agencies have found it necessary to adopt new ways of looking at the radio medium.

Crosley Method: A method for taking a station's "personality" into account and attaching numbers to qualitative considerations was developed by Crosley Broadcasting Corp. last year for its W.W. Cincinnati.

Under the Crosley methodology, an advertiseer first decides in what proportion he will consider cost-per-thousand and qualitative factors. For example he may wish to weigh cost-per-thousand as 60% and objective judgements, 40% in his evaluation.

Criteria considered by Crosley are news, weather, dial and power, farm information, music, commercial policy, personalities and community stature.

In the case considered above the advertiser would give each of these factors a number rating depending on their relative importance to him, which in the aggregate would equal 40—corresponding to the 40% weighting originally assigned to the qualitative sector.

BBDO, a large radio billing agency ($18.5 million in 1963), sees merit in applying specific methods for measuring a radio station's qualitative aspects. Herbert Maneloveg, vice president in charge of media there, said the technique was something "most buyers should do automatically anyway," though he warned that not every agency is equipped with a large enough buyer corps or research department to profile a station's individual appeal.

The use of qualitative factors—practiced by BBDO for computer application—is, in Mr. Maneloveg's opinion, useful in training radio buyers. He said the importance of a station's programing and environment shouldn't be minimized.

BBDO, he noted, is more sophisticated in its approach to radio than were many other agencies, and that the agency has sought to urge its buyers to follow the qualitative route.

Another BBDO executive, Steve Semons, media group head, states it is important to "consider all types of local programing and relate this to the buying needs for your product.

"All programs have a very definite 'climate.' Some programs will enhance the impact of a client's commercial message more than others. And each station in a given market projects a different image when dealing with the same subject, i.e., news, music etc."

Programming Facts: According to Mr. Semons, stations should "rate" themselves on the full range of programing first, and rank editorial content "to the extent that any buyer can identify their (station's) judgment of their own distinctive sound."

Ruth Jones, broadcast supervisor at J. Walter Thompson Co., said the qualitative method of measurement "meets the needs of today's complex radio buying. Years ago you could know all about the 1,000 radio stations that existed. Today there are over 4,000 AM and FM stations, and this has added

Radio steals commercial format to sell self

A new commercial series that sells radio as if it were a "packaged product" has been issued by the Radio Advertising Bureau for use of member stations.

The commercials were released in anticipation of heavy air play during May which has been designated National Radio Month, though RAB noted the promotion could be used also at other times of the year.

Most of the announcements, RAB said, stress the ability of radio to move consumers to shop at a certain store and to ask for a special product but individual spots also salute such strengths as radio news and public service.

The 30-second version of the public service commercial—the commercials have been produced also in 10-second and 20-second lengths—can be described as follows:

A jazz vocalist sings, "radio moves," stretching out the word "moves" as the sound of a sports car zooms in the background. A voice then says: "radio moves projects...a charity drive, a community emergency, a national goal...radio moves people to help projects."

A musical bridge and then the sound of a car is heard and the voice continues: "radio moves services. Advertising media, like radio, help keep our economy moving. If you are an advertiser, radio should be moving for you."

The commercials appear on both sides of a seven-inch LP and were produced for RAB by the Commercial Recording Corp., Dallas.
to the need for an 'organized' method of evaluating 'climate' factors.

JWT, which had an estimated $15 million billing in radio last year, appears firm in the position of advocating a move to the qualitative factors as opposed to heavy reliance on ratings data. Miss Jones points to the lack of ratings data in radio, noting that it has become necessary for today's buyer to "look at a station's programing."

Buyers, she said, decide on each campaign as to how much weight they'll place on qualitative individual factors relative to ratings data. From her viewpoint, the Crosley method and similar techniques, help formalize a checklist for the guidance of a time-buyer to aid in his evaluation.

Herbert Zeltner, senior vice president and media director of Lennen & Newell, said there is no formal procedure at L&N for measuring the qualitative characteristics of radio or TV stations. He pointed out that for several years the agency has considered qualitative factors in selecting stations, with trained timebuyers, drawing upon their knowledge of markets and stations, making the critical decision.

Listener and Watcher = He cited a source of help to buyers at L&N over the past year: a programing specialist there who spends a considerable part of his time visiting stations throughout the country, listening and watching programs and making reports upon his return to New York headquarters.

Foote, Cone & Belding, an agency which has formally renounced radio rating data and told its buyers to devote full attention to other available information, commends the Crosley "radio yardstick" as a device which directs the buyer's attention to other factors than audience numbers.

Frank Gromer, vice president & director of marketing services at FC&B characterized the Crosley system as a "helpful device," but said "there are ways without numbers to document a radio station's character and appeal."

The associate media director of a large agency which spends some $14 million in radio held that network radio is getting a closer look these days and suggested that the principal reason was a "new salesmanship" on the part of the networks. He thought the Crosley measurement system "interesting in principle" but added that it represented only a beginning rather than a final answer.

McCann-Erickson, another major radio agency, feels research is not adequate to measure 'climate' factors. But in the words of Robert Coen, media research director at M-E, "I would not feel a buyer was doing wrong to use qualitative judgements to make his final decisions between buying the lowest cost per thousand station or buying one a bit higher, providing the qualitative factors indicated the higher cost per thousand station came closer to the client's goal."

Quality in Demand = Newman F. McEvoy, senior vice-president and media director at Cunningham & Walsh, believes there is a general move to buying quality radio. And he thinks a concerted effort by both agencies and stations is responsible for it—not just agencies alone.

Cunningham and Walsh, he said, places 20-60% weight on ratings when buying a station, depending on individual factors. He feels the Crosley method is "headed in the right direction" and "it is good that an attempt is being made" but says it might be a "bit ahead of its time."

He credits a resurgence in buying network radio to better programing, competitive rate scales and improvement in station clearances.

Joseph Braun, vice president and media director, Kenyon & Eckhardt, New York, endorsed the establishment of the Crosley "yardstick," noting it enables agencies to approach every station buying problem in an orderly manner. The checklist, he said, serves
Seven months to shoot a two-minute commercial

A two-minute color commercial for Chevrolet trucks, which took seven months to complete in various shooting assignments at the site of the New York World’s Fair, was scheduled to be shown last night (April 26) on NBC-TV’s Bonanza (9-10 p.m. EST).

The extended time spread for producing the commercial was the result of shooting in the fall, winter and spring while Chevrolet trucks were on actual job assignments at the fair. The commercial aims to illustrate the capability and durability of Chevrolet trucks in all kinds of weather and terrain conditions.

Sixteen different Chevrolet trucks were used in the commercial, which was shot on six different days, including a late-evening aerial assignment. A final segment was shot last week, prior to the opening of the fair.

Chuck Manno of Campbell-Ewald was executive producer. Michael Nebbia served as producer for the E.U.E. Commercial and Industrial Film Division of Screen Gems. Mike Elliot of E.U.E. was aerial photographer-director for sequences shot from a helicopter.

as a reminder to buyers to consider qualitative factors that could be overlooked.

Though K&E has not as yet adopted a formal checklist, Mr. Braun favors the practice.

Guide Applauded = Don Leonard, vice president and media director, Kudner Advertising, applauded the establishment of a set guide, stating that it “provides uniformity of evaluating procedure.” He said it is particularly useful to the beginning timebuyer, providing an education in radio values beyond audience statistics.

At Kudner, the checklist is used for certain accounts that require qualitative emphasis, he said.

Jack Hill, media research manager, Ogilvy, Benson & Mather, New York, sees a definite agency move toward a more qualitative approach in radio buying—and added, “this is a good thing.”

According to Mr. Hill, news of the Crosley method has caused many agencies to re-evaluate their buying approach and to put more effort into trying to “determine what they really need and what they want to avoid.” He felt “the Crosley people have done a service to the radio industry,” and thought the method might stimulate an industry-wide drive for more effective research while tending to reduce the general distrust of radio statistics.

Mr. Hill said that, although Ogilvy is looking for more qualitative factors in radio buying, the weighting of them varies with the product.

Guidelines = One important agency—a major user of spot radio—noted a general move among agencies to set up guidelines for consideration of qualitative factors in buying radio. The agency said it, and others, are placing more attention on these factors because the “image of the radio station is getting more important.”

This agency noted, however, it has, by no means, discounted the role of quantitative factors. A spokesman for the agency said, “in some cases, we have had to rely wholly on ratings when information on station quality is insufficient.”

Robert A. Wulforst, vice president and director of media and research at Needham, Louis & Brorby, thinks advertisers are becoming more concerned about projecting their image on the wrong station format. “We have to rely on our people to keep up with what’s going on,” he says. “Sometimes the agency asks for tapes from stations to hear what they sound like.” NL&B also sends people to local markets to check on station programming and format.

Station representatives, questioned on criteria asked for, or demanded by, agencies when buying radio, generally agreed that a new emphasis is being placed on station characteristics, but most denied that qualitative factors have yet supplanted ratings when actual buying decisions are made.

Numbers Count = A president of a representation organization with stations in leading markets asserts “the numbers are still king,” though he acknowledges “more talk about” a station’s “personality.”

Ronald Gilbert, sales manager, CBS Radio Spot Sales, indicated agencies are now in the position of trying to convince clients that “the numbers” aren’t everything, but that the task is a tough one. “Most big agencies,” he says, “are fearful of straying too far from the hard, tight cost-per-thousand buy.”

“Advertisers are so accustomed to a cost-per-thousand analysis, which is what they’ve grown to expect in case of TV, that agencies are wary of any outright disavowal of numbers buying.”

He suggests there’s a clearer trend in their thinking than in their actions in the use of qualitative radio data, but that a gradual change to greater concern with stations’ intangible characteristics and development of systems which quantify these variables is certain.

Confirming Opinion = A sales manager to another radio rep firm also denied audience numbers have not yet given way to qualitative considerations, “but things are pointing that way,” he said. As the qualitative emphasis spreads, he suggested, “the more modern or ‘rocker’ stations are likely to suffer. There are too many teens in their audience.”

A radio executive of a leading rep said that a qualitative checklist would have scant influence on a buyer’s decision. He claimed that except for a comparatively few specialized products, the buyer is seeking numbers.

Another radio official of a leading rep said it was his experience that agencies buy primarily by the numbers. He reported that agencies often claim they look for and consider data, but said he personally was skeptical of this contention. A rep can help buyers by “educating” them to the values of his station, but this is a long continuous process, he added.
Now KMJ-TV is the most powerful station in the Fresno area, and its first-class programming is available to an expanded service area in the prosperous San Joaquin Valley — a population increase of nearly 10% within the Grade B contour area. **KMJ-TV • FRESNO, CALIFORNIA**

McCLATCHY BROADCASTING COMPANY • National Representative, The Katz Company
Wade and Compton may merge

Decision expected this week, though possible product conflicts may foul up the whole deal

Will Wade Advertising merge with the Chicago office of Compton Advertising?

A decision possibly could be made this week, Hal Thruber, Wade president, indicated Thursday (April 23) although he reported that the negotiations "are at a standstill now." Both he and Albert G. Wade II, Wade board chairman, confirmed last week that a merger proposal is being considered.

Barton A. Cummings, board chairman of Compton, has been in Chicago to talk with Wade officials. It was noted that the discussions about possible merger had begun early this year before Wade lost the nearly $15 million Alka-Seltzer account effective Sept. 1, a major broadcast account it had serviced for 33 years (Broadcasting, March 30).

Wade, however, retains a $5 million-plus portion of the Miles Labs business despite the exit of Alka-Seltzer. The other Miles products that stay at Wade include One-A-Day vitamins, Chucks, Bactine and Nervein. Nearly 85% of the Miles budget now is spent in television.

Should the merger be accomplished, Compton's total billings would be increased to nearly $139 million, it was estimated. Compton last year spent nearly $82 million in the broadcast media while Wade spent about $23 million in broadcast, including Alka-Seltzer. Of its total all-media billings, Compton spends about three dollars of every four in broadcast.

It appears that part of the merger talks between Compton and Wade concern handling of a few accounts which may be competitive. Wade handles some billings for Toni Co.; Compton handles a large portion of Alberto-Culver. Wade also handles Internationa! Milling Co.; Compton, Quaker Oats Co.

Compton last week added still another major client. The estimated $5 million advertising account of the Kaiser Jeep Corp., a subsidiary of Kaiser Industries Inc., was moved from Norman, Craig & Kummel, New York, to Compton.

The account is active in network and spot TV, with approximately $3 million allocated to these media in 1963.

The Jeep account represents Compton's first major move in the automobile field. The agency has been heavily involved in the packaged goods field in the past.

Freberg-produced church spots off test run

The United Presbyterian Church of the United States has completed a two-city test of a new spot radio campaign and plans now to expand the drive to several major markets. UPC commercials, devised and recorded by comedian Stan Freberg, will be heard shortly in New York, Philadelphia, Chicago, Hartford, Baltimore, Pittsburgh, Cleveland, San Francisco and New Jersey.

A church spokesman said last week that, although the commercials precipitated some adverse comment during the test runs in St. Louis and Detroit, the campaign has been generally well re-

ABC-TV and the analysis

ABC-TV said last week it expects more than 1,000 agency and advertiser executives at a special morning presentation Thursday (April 30) at its studios in New York. The network will analyze the competitive position of the three TV networks this season and preview its fall schedule.

Commercials in production...

Listings include new commercials being made for national or large regional radio or television campaigns. Appearings in sequence are names of advertisers, product, number, length and type of commercials, production manager, agency with its account executive and production manager.

**Mel Blanc Associates Inc., 1600 North Vine Street, Hollywood 28.**

Associated Brewing Co., Detroit (Pfeiffer beer); campaign. Mel Blanc, production manager. Agency: Simmons-Michelson, Detroit.


FilmFair 1040 North McCadden Place, Hollywood 28.


California Oil Co., Denver (Chevron stations); two for TV, live and animated on film. Agency: White & Shuford, Denver.

Kimberly-Clark Corp., Neenah, Wis. (Kleenex napkins); one for TV, animation on film. Agency: Foote, Cone & Belding, Chicago.

Procter & Gamble, Cincinnati (Mr. Clean); one for TV, live on film. Agency: Tatham-Laird, Chicago.

Armour & Co., Chicago (Princess Dial soap); two for TV, live on film. Agency: Foote, Cone & Belding, Chicago.

Chevrolet, Detroit (spring sales); three for TV, live on film; two animation on film. Agency: Campbell-Ewald, San Francisco.

Bank of America, San Francisco (BanAmericard); three for TV, live on film. Agency: Johnson & Lewis, San Francisco.

Abbott Laboratories, North Chicago (Sucaryl); two for TV, live on film. Agency: Tatham-Laird, Chicago.

McDonald Systems Inc., Chicago (drive-in restaurants); two for TV, live on film. Agency: Tilds & Cantz, Los Angeles.

JLN Productions Inc., 124 East 40th Street, New York 16.

U. S. Coast Guard, Washington; three 60's, seven 20's for TV, live on film. Norton T. Grettler, production manager.

Mid America Videotape Productions, Division of WGN Inc., 2501 West Bradley Place, Chicago 18.


Perks Foods Co., Chicago (Vets' dog food); one 60, one 20, one 10 for TV, live on tape. Dale Juhlin, director. Agency: Stearns, Walters & Simmons, Chicago. Charles Tempkin, agency producer.

Dodge Dealers, Chicago (autos); two 60's for TV, live on tape, color. Dale Juhlin, director. Agency: BBDO. Ed Doody, agency producer.

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

General Motors, Detroit (GM Futurama); three 60's, one 30 for radio, electronic scoring. Charles Barclay, production manager. Agency: MacManus, John & Adams, Detroit. Bob Higgins, agency producer.

Pams of Dallas, 4141 Office Parkway, Dallas 4.


Shield Radio and TV Productions Inc., 919 North Ernst Court, Chicago 11.


BROADCASTING, April 27, 1964
ceived. The spokesman said that the commercials do not have a strong religious emphasis but primarily "challenge the money, success, pleasure cult of young adults and suggest indirectly that life without God is distorted."

Describing the production of the commercials, the spokesman said that Mr. Freberg waived his performance fees and in addition, contributed $1,800 to the project, which cost more than $10,000 to complete. Mr. Freberg's record-ings involved 30 musicians and 15 singers.

The American Federation of Musicians and the American Federation of Television and Radio Artists both gave two-year waivers of performance fees.

The initial test presentations of the commercials in Detroit, where 900 spots were run each week, involved some $400,000 in donated time by 26 AM and FM stations. Said the spokesman: "all our time is donated. We try convince stations that this is the type of message they want to carry."

Business briefly . . .

Union Oil Co. of California through Smock, Debnam & Waddell, Los Angeles, will sponsor the Saturday feature races from Hollywood Park for 11 weeks on a 24-station hookup, 5-5:30 p.m. PDT, starting May 18.

Five advertisers have renewed sponsorship in Dr. Kildare, which begins its fourth season on NBC-TV in September (Thursdays, 8:30-9:30). Sponsors are Warner-Lambert Pharmaceutical and Liggett & Myers, both through J. Walter Thompson; Maybelline, through Post-Keyes-Gardner; Colgate-Palmolive, through Norman, Craig & Kimmel; and Glenbrook Labs through Dancer-Fitzgerald-Sample.

Mattel Inc., Los Angeles, through Carson/Roberts, Los Angeles, has purchased alternate-week sponsorship of NBC-TV's "Flipper" series, which debuts next Sept. 19 (Saturdays, 7:30-8 p.m. NYT).

Florida Citrus Commission through Campbell-Ewald, Detroit will put $432,000 of its $750,000 summer advertising budget into network TV. ABC-TV will get $315,000 for 18 July-September specials for the Summer Olympic trials and CBS-TV will get $177,000.

Pittsburgh Brewing Co., through Ketchum, MacLeod & Grove, Pittsburgh, will use the city's three TV stations, four of its radio stations and other major advertising media to promote its Tech beer under revised label and packaging that features a Scottish Highland theme.

Sol Polk, Chicago retailer who has been a heavy local TV-radio advertiser for many years, has bought a package of
New York ETV caught in rebound of underwritten program

WNDT (TV) (Newark, N.J.), the New York area’s educational station on channel 13, last week became involved in a controversy over its acceptance of a $12,000 grant to do a program that apparently was favorable to the organization that underwrote the production.

The half-hour program, telecast last Monday (April 20) and was scheduled to be telecast again Sunday (April 26), was a documentary of the proposed renovation of lower Manhattan.

The program was underwritten by the Downtown Lower Manhattan Association, which supports the project. Its viewpoint, as well as the viewpoints of groups who oppose the project, were presented. Opponents of the project claimed after the program was shown that they hadn’t known who had underwritten the program and would have presented different arguments if they had known.

However, William Lamb, vice president of WNDT, said the opponents had commented earlier that they had been pleased with the way their views had been handled on the program because they hadn’t been cut. He emphasized that DLMA had no control over the program’s content; had not even seen the program until it was on the air, and did not have the right to withdraw its financial support even if it had learned the program would be inimical to its own interests.

At week’s end, several other organizations opposing the downtown renovation plan were demanding that WNDT provide them with equal time to answer statements made by DLMA in the original program.

Mr. Lamb added that his station intended to present continuing coverage to developments of the proposed downtown project. He said the practice of accepting grants on a similar basis as this one was handled is common to educational TV stations. He added that WNDT alone has accepted about 10 such grants during the past two years for a single program or a series.

500 spots for 26 weeks on WFTM (FM) Lake Success, N. Y. In behalf of his city’s tourist committee he wants to “sell” New York World’s Fair visitors on stopping off in Chicago “on the way home.”

General Cigar Co., through Young & Rubicam, New York, has purchased full sponsorship of CBS Radio’s coverage of the horse racing “Triple Crown” of the Kentucky Derby (May 2), the Preakness (May 16) and the Belmont Stakes (June 5). Win Elliot will provide the pre and post-race color descriptions.

Humble Oil & Refining Co., Houston, through McCann-Erickson, that city, has purchased full sponsorship in American Spectacle, one-hour color special to be repeated May 10 (10-11 p.m. EDT) on NBC-TV. The show was first presented March 20.

Frank Block Associates, St. Louis, is shopping for eight-week fall schedules in 40-50 markets for farm radio drive in behalf of Prolin, rodenticide ingredient made by S. B. Penick & Co., New York.

Albert Ehlers Inc., Brooklyn, N. Y., has started a one-year $150,000 buy on WNBC and WOR, both New York, for Ehlers coffee. The buy is in addition to regular Ehlers’ radio schedules. Agency: Co-ordinated Marketing, New York.

Borden Foods Co., New York, plans to introduce several new products in a forthcoming campaign that will feature heavy use of spot television. The campaign will be aimed primarily at Creamora, a new powdered nondairy coffee lightener; Danish margarine, to be made available shortly in 16 northeastern states; and omelet mixes, being introduced in western and southern states. Agency assignments were not disclosed.

Wham-O Manufacturing Co., through Anderson, Morgan, DeSantis & Ball, Los Angeles, is using TV juvenile shows in 85 markets across the country in a $250,000 campaign for “Monster Bubble.”

Five advertisers have purchased sponsorship next season in International Showtime (Fridays, 7:30-8:30 p.m. EDT): Warner-Lambert Pharmaceutical Co., through J. Walter Thompson; Block Drug Co., through Grey Advertising; Richardson-Merrel, through Morse International; National Biscuit Co., through McCann-Erickson, and Carnation Co., through Erwin Wasey, Ruthrauff & Ryan.

Texaco, New York, through Benton & Bowles, that city, will sponsor three one-hour specials with Meredith and Rini Willson on CBS-TV, June 4 and 30 and July 28.

$6.4 million ABC-TV sales

ABC-TV last week announced the receipt of $6.4 million in new business from eight advertisers on prime time programming as well as early and late evening news programs for the second and third quarters.

The sponsors are Chevrolet, through Campbell-Ewald; General Electric, through Young & Rubicam; General Foods, through Benton & Bowles; Frigidaire, through Dancer-Fitzgerald-Sample; Mennen, through Grey Advertising; Pepsi-Cola, through BBDO; Pharmaceutical Laboratories, New York, through Papert, Koenig, Lois, and WTS Pharmaceuticals, Rochester, N. Y., through Charles W. Hoyt, New York.

ABC-TV packs up all of Purex

Purex Corp. and ABC-TV last week announced the signing of a reported $4 million contract for a variety of news, public affairs and entertainment programs on the network this summer and through the 1964-65 season.

The contract reportedly commits Purex’s entire network television advertising budget to ABC-TV. The company previously had scheduled nighttime programs on NBC-TV.

Purex-sponsored programming to be seen on ABC-TV includes pre-political convention specials with an appeal to women, some public affairs specials to be telecast beginning early next year, coverage of the 1965 presidential inauguration, weekday news programs with Lisa Howard, seven Dinah Shore specials, Tennessee Ernie Ford’s daytime show this summer and other summer network advertising.

Edward H. Weiss & Co., Chicago, is the Purex agency for all the ABC-TV buys except the Dinah Shore programs, which previously were placed by Foote, Cone & Belding.
MORE OKLAHOMANS ARE NOW BEING SERVED

KOCO

TV Channel 5 - Okla. City

... from our new 1563-foot tower inside Oklahoma City. The signal from this new tower — one of the industry's tallest — blankets metro Oklahoma City and *57 counties with ABC-TV programming.

*Engineering estimate based on latest available ARB
Cox stands pat on drop-in view

Takes FCC majority to task on KHMA (TV) move-in vote

Commissioner Kenneth A. Cox's strong feelings about the FCC's decision to reject its own drop-in proposal haven't abated with the passage of time.

When the commission, by a 4-3 margin, initially rejected the proposal, which was aimed at providing a third VHF service for seven large markets, he issued a long, sharply worded statement criticizing the majority's "slightly hypocritical" position. That was in July (Broadcasting, July 8).

Then last fall, when the commission rejected the proposal again, after reconsidering petitions for reconsideration, he loosed a blast at the "illogic" of the majority's position (Broadcasting, Dec. 30, 1963).

Last week, he took his colleagues to task a third time in a dissent to the commission's action, on a 4-3 vote, approving a move-in for KHMA (TV) from Houma to Baton Rouge, La. (Broadcasting, April 20). The station has a construction permit for channel 11.

Baton Rouge is one of the seven markets where the commission had originally proposed assigning short-spaced VHF channels (and channel 11 was to have been the facility) in the drop-in proceeding. And Commissioner Cox, in his dissent last week, stressed that he favors a third VHF channel for Baton Rouge.

But he said he objects to the manner in which the commission accomplished the purpose. He objects "even more strongly," he said, "to the inconsistency of the majority . . . who are really voting for a drop-in for Baton Rouge for the very reasons which I believe also support drop-ins" for the other six markets—Johnstown, Pa.; Dayton, Ohio; Jacksonville, Fla.; Birmingham, Ala.; Knoxville, Tenn.; and Charlotte, N. C.

Don't Forget Others • If the commission majorly approves the Baton Rouge proposal, he said, it should grant "similar relief" to the other six communities. Dissenting also—but not joining in Commissioner Cox's statement—were Commissioners Robert E. Lee and Robert T. Bartley. They had been with the majority in rejecting the seven drop-ins.

Commissioner Cox made it clear his criticism of the majority was directed mainly at Chairman E. William Henry and Commissioner Lee Loevinger, who had voted against the drop-in proposal. He noted that the position of the other members of the majority—Commissioners Frederick W. Ford and Rosel H. Hyde—was consistent with their vote for the drop-ins.

The commission's action permits St. Anthony Television Corp., permittee of KHMA, to move its transmitter to a point 47 miles northwest of Houma and 18 miles from Baton Rouge. This would leave it shortspaced to wtok-tv (ch. 11) Meridian, Miss.

The drop-in proposal was rejected largely because of the commission majority's fear it would have an adverse effect on UHF development. In the Baton Rouge order, the commission said that city didn't offer fertile ground for UHF growth. It noted that no UHF stations are in Louisiana, that VHF signals from New Orleans and Baton Rouge cover the market area of any potential Houma station, that the Grade B contours of New Orleans and Lafayette, La., VHF outlets reach to within "a few signals from New Orleans and Baton Rouge is the smallest of the markets for which VHF drop-ins had been proposed. In addition, the majority said the commission is dealing "with an existing allocation and an existing permit." In the other drop-in cases, proposals for new allocations were involved.

"In all of these circumstances," the opinion said, "We think it reasonable to let the immediate needs of Baton Rouge for a third competitive service and the equally immediate need to improve the opportunities for nationwide competitive service by the three major commercial networks tilt the balance in favor of a waiver of the spacings rule to permit a third VHF service for Baton Rouge."

'Sudden Shift' • Commissioner Cox seized on what he called the majority's "sudden shift in emphasis. All of a sudden they are concerned about the considerations which led me to favor the carefully thought-out proposals for a limited number of drop-ins," he said.

Commissioner Cox said the needs of Baton Rouge for a third service and for improving the opportunities for nationwide competition by the networks have been "immediate" for years—"but the majority (excluding Commissioners Ford and Hyde) have been singularly unimpressed."

Commissioner Cox disagreed with the majority view that grant of St. Anthony's application for the move-in is an "appropriate vehicle" for bringing a third VHF service to Baton Rouge. The station has a studio in Houma and provide a city grade service to most of that city. The commission said no other method of bringing a third service to Baton Rouge would provide this service to Houma.

Commissioner Cox, however, said an effort to make the station serve both cities would result in impairing its ability to serve Baton Rouge. He also said the decision to move-in KHMA is not fair to others who might want to apply for a VHF station to serve Baton Rouge.

All-channel set strategy jells

Two approaches to price problem appear in plans

On Friday of this week every television receiver manufactured in the U.S., is going to have to be capable of receiving all 82 channels, covering both the 12 VHF channels (2-13) and the 70 UHF channels (14-83).

As the set makers gird for the changeover—they may continue VHF-only set production through April 30—two broad marketing approaches seem to be underway:

- Offer at least one all channel receiver at the same price as the present VHF-only sets.

- Shave the anticipated extra retail costs (estimated to run from $10 to $20) by an all out effort to cut manufacturing costs and skim profit margins from the factory right down the line to the dealer.

The first company to enter the all-channel set market without disturbing the existing retail price is Emerson Radio & Phonograph Co. Emerson offers a 19-inch, all-channel portable at $129.95. This is the same price it listed for its VHF-only 19-inch portable last year. Emerson's basic 16-inch portable, however, moved up by exactly $12.93—from $99.95 for a VHF-only, to $112.88 for an 82-channel set.

Other companies are expected to react to the Emerson strategy, but it isn't clear yet just how. It's believed that before too long most companies will have receivers at prices somewhat comparable to existing VHF-only prices, although they may not be the exact same sets.

The May 1 date was set by the FCC as the changeover deadline for all-channel receivers last year, after Congress passed the FCC-sponsored law requiring U. S. manufacturers to make TV receivers capable of receiving all

EQUIPMENT & ENGINEERING

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Chicago—first, among all U.S. cities, in building giant new skyscrapers for people to work and live in.

Chicago’s WGN Radio—first of all radio stations in Mid-America in homes reached—because it offers far greater coverage of skyscrapers and everything else that interests people.

WGN IS CHICAGO
the most respected call letters in broadcasting
TV channels. The commission hopes that the all-channel set will remove one of UHF's largest obstacles—no sets.

In industry circles the expectation is that most companies will attempt to shave costs by short-cuts, cutting corners or substitutions. Some substitutions that are being talked about: plastic cabinets instead of wood; cheaper plastics for the more expensive kind, masonite for wood, elimination of the audio power transformer and the use of selenium rectifiers for voltage regulation in the audio circuits.

In the last analysis, however, manufacturers, distributors and retailers may have to accept low markups in order to cover the increased $10-$20 on the price leaders. The market may rot, it's believed, show its basic outline until after summer.

ITA Electronics had a busy time in Chicago

Sale of seven transmitters at the National Association of Broadcasters convention has been reported by ITA Electronics, division of Triangle Publications, Lansdowne, Pa.

Sold were four 10 kw FM transmitters ($15,700); one 1 kw AM ($4,950), and two 250 w FM ($3,350).

ITA introduced its new 100 w UHF driver at the convention, the TVUL-100, priced at $25,000. The driver features a solid-state crystal oscillator in a temperature controlled oven, silicon rectifiers in all power supplies, water-cooled klystron and a modulator designed for color operation.

The firm also had a live stereo demonstration to show its 10 w stereo exciter which has modulation of 8 cycles to 15 kc. The exciter is priced at $1,295 and with stereo generator at $2,490.

Lightning experiment

KGUN-TV Tucson, Ariz., has come up with a slightly different approach to public service. It was a helping hand to Dr. Martin A. Uman, an associate professor of electrical engineering at the University of Arizona, who conducted an experiment in measuring lightning.

Dr. Uman, knowing that the TV station's towers on Mount Bigelow near Tucson are frequently the target of lightning, asked for permission to put Fiberglas boots on the lightning rods protecting the towers. The permission was granted, and results of the experiment show that lightning is at most 2-5 centimeters in diameter. Fiberglas could measure the lightning better than photographs because the latter blurs, it was said.

RCA unveils its new West Coast headquarters

RCA has moved its West Coast headquarters to its newly completed building at 6363 Sunset Boulevard, Los Angeles. RCA occupies six of the nine floors in the $5 million structure. About half the RCA space is devoted to recording facilities, the remainder to western offices of the RCA Broadcast and Communications Products Division, RCA Electronic Data Processing sales offices, West Coast sales and sales engineering of RCA Electronic Components and Devices, RCA western distribution and commercial relations offices, RCA Service Co. western region offices, RCA Custom Records Sales and RCA Victor Records. RCA Victor will be represented in the building by West Coast artists and repertoire, commercial sales, publicity, magnetic tape sales and recording technicians.

The new recording studios were described as "the world's most modern" by George R. Marek, RCA vice president and general manager of the RCA Victor Record Division, Tuesday (April 21), when he and John West, staff vice president, RCA western distributor and commercial relations, hosted an open house for more than 1,000 guests. More than twice the size of the old recording studios at Hollywood's Sunset & Vine Streets, only a block away from the new location, the new recording studios encompass 100,460 cubic feet and contain nearly 13 miles of cable. They were designed by Alan Stevens, general plant engineer of RCA Victor, in collaboration with John Volkman of RCA Labs.

Technical topics . . .

Midget TV camera • A 3-inch diameter portable TV camera weighing 4½ pounds has been adapted for use with standard broadcast equipment to provide coverage of outdoor news and sporting events has been announced by the Kin-Tel Division of Cohn Electronics, San Diego.

New light • A complete, lightweight, high-efficiency studio light has been introduced by Sylvania Electric Products. The iodine-quartz lamp, 5-inches long and 1½-inches in diameter, is a 2,000-watt lamp available in color balance of either 3,200 or 3,400 degrees Kelvin. The lamp will also be available in a 1,000-watt model. The light sells for less than $139. Initial deliveries are anticipated in about 90 days.

Light communications • A new system for transmitting voice communications on a light beam has been developed by the National Aeronautics and Space Administration's Langley Research Center, Hampton, Va. The Retrometer uses the human voice as a power source and is returning to the originating point by a simple reflector. Information on the Retrometer is available for 50 cents from the Office of Technical Services, Department of Commerce, Washington.

Admiral lifting prices $10-$20 for all-channel

The suggested retail prices of 82-channel monochrome TV sets made by Admiral Corp., Chicago, will run only $10 to $20 higher than previous VHF-only models, Admiral has announced. Admiral's 11-inch portable, at $99.95 for VHF, will sell for $109.95 all-channel.

Admiral also announced that the company is guaranteeing that 1964 and 1965 VHF-only models (excluding the 11-inch set) can be converted any time through Admiral dealers until April 30, 1965, for an installed price of approximately $20.

Admiral said its all-channel sets contain a new two-speed transistorized UHF tuner which provides both fast and fine precision vernier tuning.

Two new table-top all-channel UHF converters also have been introduced by Admiral. Top model is priced $39.95 with economy model at $29.95.
Providence? or Pforzheim?

"Right the first time. It's Providence, Rhode Island."

"We have somethin' in common with Pforzheim, Germany, though; we're both big in jewelry. Matter of fact, some mighty smart jewelry people moved here from Pforzheim . . . helped build up the big industry we have today.

"D' you know . . . countin' greater Providence and some Massachusetts neighbors, the Attleboros . . . we've got maybe 25,000 folks workin' in this one industry? Some say we're the jewelry center of the world!"

But then, the Providence market is a big center for a lot of things. For precision tools and gages, for instance. For textile machinery. For huge naval installations mounting operations over, under and on the sea. Providence is Rhode Island plus rich slices of Connecticut and Massachusetts. People in television say Providence is WJAR-TV.
The FCC, seeking more money to employ more personnel, was asked by Senator Warren G. Magnuson (D-Wash.) last week to come back in a month and see if it couldn’t do without the extra funds and manpower.

The remark came during the commission’s annual fund-raising plea before the Senate Independent Offices Appropriations Subcommittee, headed by Senator Magnuson, also chairman of the Senate’s Communications policy panel, the Commerce Committee.

The FCC has requested $1,010,000 above its current $15.6 million budget. Half the new funds are for “unavoidable” salary adjustments, explained FCC Chairman E. William Henry. The rest is mostly to add about 60 positions. Only two would be in broadcast regulation, the remainder in the common carrier and field engineering bureaus.

Details of the FCC’s closed door budget session with the House Appropriations Committee last month have not yet been made public. When the House has worked its will on the FCC request the commission will be invited back to the Senate panel to review the House action, probably in fewer than 30 days, Senator Magnuson indicated.

In an unusually brief, early-morning hearing Wednesday (April 22), cut short by the Senate’s resumption of the civil rights debate at 10 a.m., Chairman Henry and four commission colleagues coolly fielded a broad array of questions on commercials, pay TV, liquor advertising, license fees, community antenna television systems, its own computer and multiple ownership. Commissioners present: Chairman Henry, and Commissioners Rosel H. Hyde, Robert T. Bartley, Kenneth A. Cox and Lee Loevinger.

Updating the Senators • In most cases, the commission’s answers were intended to bring the senators up to date on the status of various communications problems; however there were some new developments:

- Senator Magnuson worried anew that broadcasters might yet succumb to the attraction of potential advertising revenues from the liquor industry. Told that WQXR-AM-FM New York and two near-sponsors apparently had backed off from their announced intention to begin a late evening hard liquor ad campaign, Senator Magnuson warned that if the National Association of Broadcasters’ voluntary ban against hard liquor commercials “becomes abused,” his Commerce Committee would take up pending legislation to prohibit such advertising by law (BROADCASTING, March 30). “I think hard liquor advertising would bring havoc on the broadcasting industry,” the senator commented.

- On the other hand, Senator Magnuson gave added evidence that he has little interest in letting his committee consider HR 8316, the House-passed bill that would prohibit the FCC from limiting commercials through rulemaking. The measure is “merely a directive within authority you now have; that’s the way I look at it,” he told commissioners. The commission terminated its rulemaking before the House approved the bill early this year (BROADCASTING, March 2) and said it would proceed on a case-by-case basis.

- The entire subcommittee showed interest in a discussion of the status of pay TV and whether the FCC had au-
Rogers gives views on pay TV, CATV

A congressman who led broadcasting's fight against FCC regulation of commercials thinks broadcasters ought to stand on their own feet in battles with community antenna television.

Representative Walter Rogers (D-Tex.), chairman of the House Communications Subcommittee, is expected to amplify this view—and his thoughts on pay TV—in a speech scheduled for delivery to the Station Representatives Association in New York tomorrow (April 28).

Going over some of his notes last week, Representative Rogers observed that development of pay TV seems almost a certainty and that steps should be taken to preserve the present system of broadcasting. One, he suggested, would be to charge pay TV firms for the use of the "publicly owned airwaves." Asked if this would represent protection of one enterprise from competition from another, he explained that the present TV system reimburses the public by giving programs in return for use of the air. If the public is going to be charged for programs it now receives for nothing, then it may be entitled to levy the user of its airwaves, Representative Rogers said.

The danger he sees in pay TV is that with its huge potential for revenues it would soon be able to drive broadcasters out of the program market. If, however, pay TV were required to pay the public for an easement to the air, then access to program sources could be equalized.

Representative Rogers seemed ready to put the FCC on notice that if it thinks the regulation of pay TV requires new laws, then it is the commission's duty to make recommendations for legislation—not to do its own legislating through rulemaking. The FCC and other regulatory agencies have recently tended to use powers which Congress gave them to administer laws to make policy instead, he said.

As far as CATV is concerned, Representative Rogers said, he thought broadcaster clamor for protection appeared somewhat paradoxical. Broadcasters fought vigorously to keep the FCC out of the economic aspect of their business, he said, referring to the FCC's abandonment of a rulemaking that would have set standards for the length and frequency of commercials (Broadcasting, Dec. 30, 1963). Now, however, they seem to be asking the FCC to step right back into this economic area to protect them from CATV, he said.

As Representative Rogers sees CATV, in most instances it is a local enterprise operating strictly in intrastate commerce. Anyone can stick an antenna into the air to catch a TV signal, he said. "Serious constitutional questions" would be raised if Congress sought to justify bringing such CATV's under federal regulation.

How to regulate CATV is the problem

When the NAB's Future of TV in America Committee meets in Washington May 13 to discuss CATV legislation, one of its main problems will be to decide what avenue to take in bringing cable systems under the Communications Act.

The committee seems to be one as far as all members agreeing that there is a need for legislation. The big question apparently is how to go about it. Two routes were laid out for the members' deliberations in drafts of legislation submitted to each member by Douglas A. Anello, general counsel of the National Association of Broadcasters. One proposal would simply arm the FCC with authority over CATV systems. This would require the commission to issue licenses to cable companies just as it does stations.

The other runs to a simple amend-
ment to Section 325 of the Communications Act. Section 325 is the provision which forbids one broadcast station to rebroadcast the signals of another station without permission.

By revising this provision to include CATV systems, the commission would be the final judge of whether or not a TV signal may be picked up by a CATV system and fed to subscribers even over wire. This would apply, it's emphasized, even where a station has given a cable company permission to use its signals.

The need for legislation is based on the NAB's contention that CATV systems upset the pattern of television formulated by the FCC in 1952. The extension of station signals via CATV's, by way of microwave relays or off-the-air pickups, the NAB board declared, must not be left to haphazard growth, but must be coordinated by the FCC to mesh into the whole TV picture. Early last month the NAB told the FCC that this was its viewpoint and that it would prepare legislative proposals to accomplish this regulation.

The seven members of the committee received the proposed drafts two weeks ago (Broadcasting, April 20).


"Whatever we do," one member said last week, "we hope it will meet the approval of the cable companies too.

TAME gives CATV views to Sen. Pastore

Representatives of the Television Accessory Manufacturers Institute (TAME) explained their position on community antenna television April 17 to Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee. A planned meeting on the same day with Representative Oren Harris (D-Mass) chairman of the House Commerce Committee, was postponed (Broadcasting, April 20).

The congressional contacts are part of TAME plans to step up its work in Washington. The manufacturers are attempting to persuade lawmakers, the FCC and broadcasters that CATV requires strong federal legislation, that local broadcast services should be protected and that CATV should not be permitted to enter communities where it is not needed.

A report of a TAME board of directors meeting in last week's issue of Broadcasting erred in stating that the session was addressed by Douglas A. Anello, general counsel of the National Association of Broadcasters. Mr. Anello was present only at a cocktail party following the meeting that was also attended by FCC commissioners, reporters and some congressional staff members.

Daytona Beach to vote on CATV for third time

Daytona Beach, Fla., which has twice defeated referenda on community antenna television franchises, is preparing for another vote, and this time two of four applicants are major group broadcasters.

Asked to prepare suggested criteria so that the city may select a firm for the ballot: Cox Broadcasting Corp., Atlanta; Florida TV Cable Inc., a joint operation in which Meredith Broadcasting and the Jerrold Corp, are each 50% owners; Daytona Beach Cablevision Inc., headed by William Shlank of Community Television Systems Inc. of New Haven, Conn., and Community Television Systems of Florida Inc., headed by Maurice Bailey, Connecticut theater chain operator.

Crawford on special NAFMB sales assignment

Arthur K. Crawford, commercial manager of KCBH (FM) Los Angeles, is on leave from the station on a special New York sales assignment for the National Association of FM Broadcasters.

The NAFMB is without a president since the resignation of James A. Scholke from that post. While Mr. Crawford denies that he is acting in an executive position for the trade group, associates on the West Coast said that in addition to doing selling for FM he is expected to help organize national research for the organization. Mr. Crawford has said that he expected to return to Los Angeles within "three months."

Pending appointment of a president of NAFMB the organization has announced a special committee to act in a management capacity. Members include Dave Polinger, WTPF (FM) New York; Abe Voron, WQAL (FM) Philadelphia, chairman; Stan Hamilton, WMAL-FM Washington and Frank Knott, WPKN (FM) Tampa, Fla.
These two daily weekday programs of WBEN-TV reflect the practical side of selling ... the side advertisers like to be on.

Practical because their content is all about the home, homemaking, home planning, home cooking which is what people at home find interesting and informative. In Western New York television, WBEN is the only station where they find such programming.

Both John Corbett and the Millers have enjoyed top audience loyalty for over a decade, proving their worth as entertainment and proving their value to satisfied sponsors.

If you are interested in the households that last year spent over 1.3 billion at the retail level (plus the vast Canadian market) you'll find them on these Ch. 4 "home" shows. And you'll find these experienced TV salesmen "at home" with your product.
The intramural fight on CATV

Broadcasters seeking CATV franchises find themselves being opposed by licensees of television stations

The growing number of broadcasters entering community antenna television now is creating situations in which they are fighting fellow broadcasters who either are competing for franchises or oppose CATV outright.

In central Missouri, for example, two long-time competitors, KOMU-TV Columbia and KRCO-TV Jefferson City, are fighting Meredith Broadcasting Co., a group broadcast owner seeking CATV franchises in six cities in the area. They are scheduled to clash head on today (Monday) at a Columbia city council hearing on CATV. Columbia is considering franchise applications from Meredith and Commonwealth Theaters Inc. Also in the fray are the Television Accessory Manufacturers Institute (TAME) and the Television Electronics Servicemen's Association, both opposing CATV in the area.

Just a short time ago two major group broadcasters squared off in Pennsylvania. Cox Broadcasting Co. wanted FCC approval of a microwave to bring signals of independent New York City and Philadelphia TV stations to its cable systems in the state but has been opposed by the Steimian Stations (BROADCASTING, March 23).

And more recently two other groups began taking each other's measure. Jefferson Standard Broadcasting Co. hinted a possible suit against Broadcasting Co. of the South, which operates a CATV in Florence, S. C., location of Jefferson Standard's WBTW(TV) (CLOSED CIRCUIT, April 13).

Missouri Story • Meredith, relatively new to cable television, has found it is not alone in desiring to bring CATV into central Missouri. In addition to its competition in Columbia, Meredith is running into other CATV applications in the area backed by Vumore Co. of Oklahoma City, a giant in the field; United Video Systems Inc. of Kansas City, Mo., operating in Missouri and Nebraska; and some local businessmen in various communities who plan their own systems. Franchises have been granted recently in Marshall, Booneville and Rolla and three applications are pending in Sedalia.

The Meredith entry in Missouri is its first solo move into CATV. The firm announced its CATV debut in January when it revealed it is 50% owner in several Florida communities with the Jerrold Corp., of Philadelphia, major CATV equipment manufacturer now returning to the field of system ownership.

In central Missouri, however, Meredith is alone and finding "terrible opposition" according to one spokesman. Meanwhile Robert Blosser, KRCO general manager, whose station finds itself affected by most of these central Missouri CATV proposals, thinks the Columbia hearing is the key. "If they are able to get it through here," he said this week, "they may be able to get it through the whole area."

The servicemen's association is reported to have urged the Columbia council to delay any action until it performs a detailed study of CATV. TAME has dispatched Paul Mettler of the Vinegard Corp., Atlanta, Iowa, and a TAME director, to attend the hearing.

A variety of comments on CATV rules

NAB Favors Them, NCTA Wants Case-by-Case Action

Comments last week on the FCC's proposal to regulate community antenna systems served by microwave facilities were predictably splintered. Broadcasters urged stronger controls and the CATV and microwave operators decried the proposed rules as a needless and unfair burden on their operations.

The National Association of Broadcasters and the National Community Television Association prefigured the controversy in their sharply differing comments (BROADCASTING, April 20). The NAB called for adoption of the rules and requested a general legislative policy investigation. NCTA told the FCC that a case-by-case consideration of CATV-local television station situations is the best approach to regulation.

The contest is over two proposed rulemakings that would require that grants to common carrier and business radio microwave systems be conditioned on a CATV service not duplicating—for a 15-day before and after period—the programming of a local TV station, within its grade A service area. It would also require that a CATV system carry, without material degradation, the signal of a local station if requested to do so (BROADCASTING, Jan. 13).

The National Association of Microwave Common Carriers said the proposed rules place the microwave suppliers in a position of responsibility for the actions of the CATV, which it cannot control. NAMCC told the FCC that the commission would be "abdicated any control in advance to the local broadcaster," under the proposed rules. Local TV stations would gain control over microwave applicants, the association said.

A Need to Police • NAMCC said that the nonduplication provision of the rules opens the microwave facility to FCC punishment should there be any rules violation and not the CATV which is in control. The association said the microwave would find it necessary to police the CATV operation. NAMCC also saw the requirement that there be no material degradation of the local TV signal as placing the microwave in a similar position.

AT&T and the U. S. Independent Telephone Association objected to the rules applying to microwave common carriers that serve the general public. AT&T said that as a result of the commission's efforts to indirectly control CATV systems, it put the common carrier in a discriminatory position toward one of its customers, the CATV. The company said common carriers do business with other competitors of a local TV station such as movie theaters and newspapers, so why should it be asked to discriminate against a CATV because it competes with a local TV outlet.

The Association for Competitive Televisiop, representing UHF-TV licensees, told the commission that CATV "tends to splinter the viewing audience in the service area; generally CATV systems duplicate the programming of the local station on a nonprotected basis or do not carry the local signal at all; and, defective or inconveniently installed switching devices, and, quite often, 'leakage' from the CATV cable preclude or inhibit 'off-the-air' reception by the receiver owner."

ACT said that the extent of the service area of the local station that is to be protected is a serious matter. The association said that it is necessary to extend this protection to the grade B as well as the grade A service area.

Total CATV Control • ACT told the commission that the federal agency "must undertake to extend its regulatory authority to all CATV system operations." The association was joined by Springfield Television Broadcasting Corp., licensee of five UHF stations, in urging that the FCC regulate wire CATV's as well as those served by microwave facilities.

Springfield Television recommended that the commission adopt a schedule of fines against CATV systems that fail
Visiting Our Neighbors In Arkansas, Mississippi and Tennessee

Forrest City, Arkansas . . . Clarksdale, Mississippi . . . Dyersburg, Tennessee—they're good examples of Memphis' wonderful neighbors, and WREC-TV wants all its viewers to be acquainted with them as well as the many other fine cities that, with them, make up the greater Memphis Mid-South area. So, our Women's Director, Kitty Kelly, makes regular filmed visits to these neighboring cities which WREC-TV is presenting as a news and public affairs feature. Whether the camera strolls down a charming residential street, meets with the mayor, or takes an informing look at the industrial, educational and recreational advantages of each city, it's all a part of getting to know and understand one another better. Here again is an example 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.
to heed the proposed rules. A first violation, such as illegally duplicating a local program, would cost $1,000, the second infraction would cost $5,000, the third $10,000. The UHF licensee said that any further violation should result in a revocation of the system's operating authority.

The Montana Cable Television Association said that the proposed rules would place the local TV station in control of the programming of the local CATV. The CATV association said that a local TV station could arrange, or rearrange, its program schedule in such a way as to cripple or destroy a CATV system.

Copyright Clause • ABC and NBC both asked the commission to insert in the proposed rulemaking, which both support, a clause that would make it clear to CATV systems that the rules do not give them license to use copyrighted program material. NBC said the commission "should make sure that the language of those rules cannot be used for a claim of authority to use program material by a community antenna system, however spurious the claim may be."

NBC further urged that the rules require a CATV to obtain the permission of the originating TV station before using its signal. The network said it believes that the commission has the authority to require that CATV's seek permission when the systems are served by radio relays.

The Television Accessory Manufacturers Institute (TAME) told the commission that it was in support of the rulmakings, but suggested that the FCC not require a CATV system to carry the signal of a local station. TAME said that reception of a local station would be superior if taken directly off the air. The association said that it would be more effective to require that a CATV in no way impede the reception of local television.

Media reports...

Roper report • The Television Information Office of the National Association of Broadcasters is sending to all TIO sponsor stations a set of six slides with accompanying manuscripts concerning the latest Roper report on public attitudes toward mass media. The report includes data showing that television has supplanted newspapers as the most popular source of getting news.

Political handbook • A 1964 Guide to Conventions and Elections, compiled by the CBS News Election Unit, has been published by Dell Publishing Co. The 256-page paperback provides facts and figures and background information, on the men, parties and issues of the coming election.

FCC gets Texas CATV pact

Decision expected soon on TV Cable's request for waiver of protection

The FCC is expected to rule soon, probably this week, on the controversial question of whether to free TV Cable of Austin, Tex., from the requirement that it protect KTBC-TV, the Austin station owned by President Lyndon Johnson's family.

Commission sources, in disclosing this last week, said the agency would probably make public, along with its decision, the option agreement between Capital Cable Co. and Texas Broadcasting Corp., licensee of KTBC-TV.

Capital Cable, which had rejected two requests from the commission staff last week, filed a copy of the agreement after receiving a demand from the commission itself (Broadcasting, April 20). Capital Cable left it to the commission's discretion whether to publish the agreement.

But Eugene L. Burke, counsel for Capital Cable, submitted a letter declaring that the option agreement has no relevance to the proceeding in which TV Cable is seeking a waiver of the condition that it refrain from duplicating KTBC-TV's programs.

The agreement—which was signed in 1957—allows Texas Broadcasting (formerly the LBJ Co.) to acquire 50% of Capital Cable. Johnson company is now controlled by trustees.

Unfairness Charged • TV Cable, is competing with Capital for subscribers in Austin, where KTBC-TV is the only station. TV Cable has alleged that the agreement makes the station a party in interest in the success of Capital Cable.

In that situation, TV Cable says, it is not fair for the commission to require TV Cable to protect the station. Capital Cable maintains that there won't be any connection between the Texas Broadcasting until that company exercises its option.

There is some difference of opinion regarding the relevance of the option agreement among commission officials who have seen it. Some insist that there is "nothing in it" of any significance. Others, however, say there might be some basis for concluding that the station and Capital Cable have a "close relationship" now.

The case has attracted considerable attention because of President Johnson's involvement. Published stories have put Texas Broadcasting's stake in the success of Capital in the $5 million class.

Both CATV's relay signals from San Antonio stations. But Capital, which does not use microwave, is outside of commission jurisdiction and is free to duplicate KTBC-TV, which it does. TV Cable, on the other hand, accepted the condition that it not duplicate the station when it received a microwave grant. This is the same condition the commission has imposed on all CATV microwave grants during its consideration of a rule that would protect TV stations from microwave-fed CATV's.

Seeking Reconsideration • TV Cable, however, claiming it was at a competitive disadvantage, asked for a waiver of the condition. The commission rejected the petition. Then, TV Cable asked for reconsideration. This is the matter now before the commission.

Mr. Burke, in his letter, charged that TV Cable "injured the option agreement into the proceeding only for "political and pressure purposes." He said Capital would never have submitted the agreement except "for the innuendoes and inferences of something improper and sinister in this agreement that have already been given undue publicity for a private contract. . . ."

Mr. Burke also said that the company was not asking that the agreement be kept private. Capital Cable, and its parent corporation, Midwest Video, don't want "to be involved in any political controversy and leave it to the commission's best judgment" whether the agreement should be made public, in whole or in part.

When the commission failed to make the agreement public immediately, TV Cable filed a request that the document be published. Counsel for the company also submitted a letter denying TV Cable had attributed anything "sinister or improper" to the option agreement.

John P. Cole Jr., TV Cable's attorney, said that company has maintained that the agreement "does establish a definite community of interests between Capital and KTBC-TV, which is pertinent to the consideration of TV Cable's case for waiver." As a result, he added, TV Cable has sought "production of the document so that a decision can be made on a full record."

KFSA cautioned by NLRB

The National Labor Relations Board has ordered KFSA Fox Smith, Ark., to bargain, if requested, with the International Brotherhood of Electrical Workers as exclusive representative of the station's control-announcers and engineers.

The board cautioned KFSA not to threaten reprisals against employees for joining IBEW or otherwise try to discourage membership in the union.
M for MURDER...
A million thumbs turned down in California

More than one million California voters—one for every six registered voters in the state—have signed initiative petitions against pay TV, leaders of the Citizens' Committee for Free TV said Monday (April 20) in filing the papers with registrars of voters throughout the state.

Delivering the petitions: (front, l to r) Don Belding, state chairman of the Citizens' Committee for Free TV; Mrs. Fred S. Teasley, state vice chairman of the committee and radio-TV chairman for the California Federation of Women's Clubs; (rear, l to r) Frederick C. Dockweiler, Southern California chairman of the citizens' committee; Mrs. Glenn Bailey, California Federation of Women's Clubs, and Mrs. Frederick W. Spencer, president, California Federation of Women's Clubs.

A total of 468,250 certified signatures is needed to get the measure on the ballot at the Nov. 3 general election. Nearly that many were obtained in Los Angeles county alone, with more than 454,000 names affixed to the truck load of petitions delivered to Registrar of Voters Ben Hite by Don Belding, state chairman of the citizens' committee; Mrs. Fred S. Teasley, state vice chairman, and other committee executives. In all, 717,000 signatures came from Southern California voters; 340,000 from those in Northern California.

The petition is a "statewide pre-election hoax," perpetrated by an organization created and financed by an organization of 10 theater chain owners, according to Robert F. MacLeod, vice president of Subscription Television Inc., which is attempting to establish closed circuit pay TV systems in Los Angeles and San Francisco.

"The million signature figure is a fraud," Mr. MacLeod asserted in telegrams to California Attorney General Stanley Mosk and a dozen county clerks. "Its purpose is to create a psychological impact on the public mind and make it appear that this vicious special interest law is favored by the voters," he said. Mr. MacLeod cited the California Poll report finding a majority of California voters against the initiative (BROADCASTING, April 20). "By outlawing subscription TV in the home," he emphasized, "the initiative would preserve the present box office monopoly on pay TV entertainment." He predicted that when the signatures are examined, "up to 40% will be tossed out as invalid."

STV sticks to July 1 for pay TV start

On July 1, Subscription Television Inc. will begin delivering closed-circuit telecasts of the home baseball games of the Los Angeles Dodgers and San Francisco Giants and other programing to subscribers of STV's wired system of pay TV, STV President Sylvester L. (Pat) Weaver said Monday (April 20) at the first annual meeting of STV stockholders in Wilmington, Del.

The company has already exhausted its "contingency time," Mr. Weaver said, due to slow deliveries of equipment, labor difficulties, changes that had to be made and, principally, delays caused by the anti-pay TV campaign of the California theater owners, whom the STV president charged with having raised "a huge war chest" to try to prevent STV from going into business in the state. But, despite all this, "we still expect to open July 1 unless some difficulty arises or a blow is struck," Mr. Weaver asserted.

The meeting, attended by three STV officials, two other stockholders and three newsmen, was devoted chiefly to such routine business as the re-election of the board of directors for another year and the appointment of Arthur Anderson & Co. as independent auditors for fiscal 1964. No financial report was given to the stockholders, as an annual report is now being prepared and should be out in the next two or three weeks, according to Donald H. Kunsman, vice president for finance and administration and treasurer of STV.

"We are not yet an operating company," Mr. Kunsman said Thursday on his return to STV headquarters in Santa Monica, Calif., "but we are in a preoperating period, with preorganizational expenses, which will be prorated over a five-year period, but with no operating income to report." John Nelson Steele, STV secretary, was the third executive of the company to attend the meeting.
Meet Europe's favorite sleuth—Chief Inspector Jules Maigret of the Paris Surete. Maigret, bulky, human, unorthodox—brilliant creation of novelist Georges Simenon, who has produced more than 400 books to become one of the world's wealthiest writers of crime fiction. Inevitably, someone had to make a Maigret television series. Top production companies competed for the rights. Simenon unhesitatingly chose BBC TV for its unrivalled facilities, its quarter-century of know-how.

With a dynamic team of leading writers, directors, designers and technicians, BBC TV set about adapting 52 of the Maigret novels to television plays. An equally brilliant team of actors was cast to fill the 1,000-odd speaking parts, and a 3½ year production program got under way—with extensive filming in France to ensure authentic background.

The result? Unprecedented success. Whenever the Maigret series has been screened it has won top audience ratings, top awards. In Canada, where it is currently shown under Alcan sponsorship, Maigret has even challenged ice-hockey for top ratings, with Nielsen giving the long-established sports program a bare two points lead.
In Australia, where Maigret premiered last fall, it immediately soared into the top ratings in ABC's 17-city network—as the Aussie leading weekly said "it has won just about every award a TV series can".
In Britain, the Maigret series established a record by carrying off 5 top TV awards and reached a peak of 17 million viewers.
Now Maigret has come to the States. More details of this internationally top-rated series will automatically be mailed to all television stations within the next few days. Should you require additional information, please contact Peter Green at—BBC TV ENTERPRISES
FCC accepts bids for interim KRLA

The FCC last week waived its “freeze” rule on AM applications for new stations and accepted for filing five applications for interim operations with the facilities of KRLA Pasadena-Los Angeles.

A further action by the commission granted Donald R. Cooke another month to operate KRLA. The station was to have closed its operation by May 1 because of a license nonrenewal. The commission said that the extra month would give it time in which to consider the interim operation applications for the 1110 kc facility.

The five applicants for an interim operation are Oak Knoll Broadcasting Corp., Goodson-Todman Broadcasting Inc., California Regional Broadcasting Corp., Crown City Broadcasting Co. and Radio Eleven Ten Inc.

All of the interim applicants except Oak Knoll Broadcasting are seeking permanent licenses for the highly valued radio channel (BROADCASTING, April 6). Oak Knoll, an educational group, is seeking only to use KRLA’s facilities pending conclusion of what may be the longest comparative hearing in FCC history. There are 19 applicants for a permanent license.

Interim applicant Radio Eleven Ten is made up of five applicants for regular permits—Pacific Fine Music Inc., Radio Southern California Inc., Orange Radio Inc., Pasadena Civic Broadcasting Co. and Pasadena Community Station Inc. President of Radio Eleven Ten is Horace Heidt, radio-TV personality and band leader, who is sole owner of Radio Southern California (BROADCASTING, April 20).

Time Pressure • Although the month extension for KRLA gives the commission a little time, it will undoubtedly find itself pressed for a decision on an interim application. The FCC staff reportedly feels the commission ought to hold an oral argument to determine which bid to accept.

The argument would be open to all applicants and would first determine whether there is to be an interim operation and then which applicant should receive it.

Any interim operation has been opposed by Christina M. Jacobson and Leslie H. Hacker. Under the name of Radio Station KCJH they have applied to move KRLA’s frequency to Arroyo Grande, Calif., more than 170 miles north of Pasadena, using 500 w power. The applicant believes that an interim operation in the Los Angeles area would prejudice its application for a different locale.

Kfox Inc., and Topanga-Malibu Broadcasting also claimed that an interim grant would prejudice their applications.

Standard Broadcasting Co., licensee of KXOS Los Angeles, urged that the Oak Knoll application be granted as a means of avoiding prejudicing any of the 19 regular license applicants. It also pointed out that it and KFOX Inc., KFOX Long Beach, would be in violation of FCC duopoly rules if they participated in an interim operation.

Voice of Pasadena Inc., which is not seeking an interim operation, has urged the commission to approve the application of Oak Knoll Broadcasting. Voice of Pasadena noted that Oak Knoll wishes only an interim operation and has promised not to delay by any means the FCC’s final choice for a regular licensee. Voice of Pasadena also doubted that, considering the varied nature of the 19 regular applications, it is likely they could agree on an interim arrangement.

Two Ohio stations ordered off the air

The FCC last week ordered WWIZ Lorain and WXTV-TV on channel 45 in Youngstown, both Ohio, to cease operations by June 1, or within 60 days of the conclusion of all litigation.

The directive followed a commission decision that denied a license renewal for WWIZ and application for a license to cover the construction permit of WXTV. This action deleted two of the three broadcast properties in which Sanford A. Schafitz has an interest. The decision renewed his license for WPAR Farrell, Pa. (BROADCASTING, April 6).

The commission based its penalties on an unauthorized transfer of control of WWIZ from Mr. Schafitz to the Lorain Journal (45%) and failure to disclose in the WXTV license application that Guy W. Gully, 50% owner, had been indicted on a felony charge. Also denied was an application for transfer of the control of WWIZ to the Journal.

Changing hands

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

- KPIC-AM-TV Lake Charles, La.: Sold by T. B. Lanford and L. M. Sepaugha to a group of St. Louis businessmen and others for $2 million. Buyers include Pelham E. Mills Jr., present general manager of the stations, as president; Henry Chesley, D’Arcy Adver-
Collins stands up for freedom of speech

LeRoy Collins, president of the National Association of Broadcasters, involved himself in another controversial area when he interpolated a few remarks into his prepared text at the Louisiana-Mississippi Broadcasters Association meeting in Biloxi, Miss., April 18 (Broadcasting, April 20).

Calling on broadcasters to speak out on the right of free speech by college professors, Mr. Collins discussed the two incidents current in academic circles: That of Professor Revelo P. Oliver, University of Illinois, a proclaimed John Birch Society officer, and that of Professor James W. Silver, University of Mississippi, who is under attack for his writing about integration and Mississippi.

“Our constitutional cloak of protection [for free speech] is as broad as our land itself and covers every citizen. If it is torn from one American, all the rest are damaged regardless of who they are, where they live, or what they look like,” the NAB president said.

If broadcasters speak out in support of this right for the two teachers, Mr. Collins said, “you will not thus be defending your own right of free speech, but you would be discharging the high responsibility you have as guardians committed to protect this right for everybody else.”

In previous speeches, Mr. Collins has commented about integration at a South Carolina meeting, and about cigarette advertising to broadcasters and others.

EXCLUSIVE WESTERN PROPERTIES!

We have just exclusively listed three Western stations—all located within a fairly reasonable driving distance—offering you an opportunity to easily visit all of these properties in the course of one short trip.

$262,500—Last year’s owner cash flow was almost $50,000. 29% down and an eight year payout.

$183,750—Fulltimer with excellent dial position and valuable real estate. 29% down—long terms.

$157,500—Daytimer with heavy assets. Needs owner-operator. 29% down—eight years.

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

Baltimore ad women hear plea for rating council

Advertisers and agencies must insist that ratings services adhere to the new standards set by Broadcast Rating Council Inc. (Broadcasting, April 6) if ratings are to be substantially improved, Melvin A. Goldberg, National Association of Broadcasters vice president and director of research, told the Women’s Advertising Club of Baltimore.

Mr. Goldberg’s plea for support followed his presentation of the history and goals of the council. Another speaker, James G. Morton, special assistant to the U. S. Secretary of Commerce, Luther H. Hodges, said “advertising is possibly the most talked about and least understood industry in America today.” He spoke on the importance of advertising in an expanding economy.

Among other speakers was Willard R. Simmons, president of W. R. Simmons & Associates Research Inc., New York.

FCC sets June 5 for ch. 10 oral argument

The FCC last week refused to reopen the record of the Miami channel 10 case and set the proceeding for oral argument on June 5.

The reopening of the record had been requested by WLBW-TV, which is seeking a license renewal for the channel. Miami Television Corp. and Civic Television Inc. The three questioned the financial qualifications of a fourth applicant, South Florida Television Corp., due to a reported $400,000 loss by William B. McDonald, 80% owner of South Florida, while he was promoting the Cassius Clay-Sonny Liston heavyweight championship fight. A question of Mrs. McDonald’s character qualification was also raised, based on allegations that had been heavily on the outcome of the fight (Broadcasting, March 9).

South Florida in turn accused its three opponents with attempted “character assassination.” South Florida gained the support of the FCC’s Broadcast Bureau in recommending denial of the petition to open the record (Broadcasting, April 27, 1964).
The annual convention of the American Women in Radio and Television begins Wednesday (April 30) in Tulsa, Okla., with the theme "Freedom of Communications: Right and Responsibility."

Fred W. Friendly, president, CBS News, will deliver the keynote address at the opening session.

On May 1 a panel, moderated by Lawrence Laurent, radio-TV editor of The Washington Post, will discuss "The Broadcasting Industry." Participants include LeRoy Collins, president, National Association of Broadcasters; FCC Commissioner Frederick W. Ford, and Leonard S. Matthews, executive vice president, Leo Burnett Co., Chicago.

"New Developments in Audience Measurement" will be discussed Saturday morning (May 2). Participants include Hugh M. Beville Jr., vice president for planning and research, NBC; Edmund C. Bunker, president, Radio Advertising Bureau; John A. Schneider, vice president, CBS and general manager, WCAU-TV, Philadelphia, and William R. Wyatt, vice president, local broadcast services central division, A. C. Nielsen Co., Chicago.

A panel on May 3 will discuss the competitive sales picture of radio and TV, a new concept in TV rate cards and a projection of "Advertising 1980."

Panelists discussing advertising and sales include: Jake Evans, vice president, central division, Television Bureau of Advertising; Lee Fondon, station manager and director of sales, KLZ Denver, and Martin L. Nierman, executive vice president, Edward Petry & Co., New York.


The final panel, which will discuss film features, consists of Gene Allen, WXY-TV Oklahoma City; William Hart, Screen Gems, Chicago; R. K. Keitz, Keitz & Herndon, Dallas, and Robert Stabler, president, Filmstar Inc., Hollywood.
FINANCIAL REPORTS

AB-PT earnings up 20% in 1st quarter

American Broadcasting - Paramount Theaters, the center of much Wall Street attention over the past month, last week released a first quarter statement showing earnings up 20% over the 1963 first period.

A report to stockholders on first quarter business said the improved earnings situation could be attributed to increased audience reception of 1963-64 broadcasting schedules, lower federal taxes and gains in theater operations.

Heightened interest and activity in AB-PT shares in recent weeks has been largely attributed to positions taken in the stock by a few large investors; among them Hunt Foods & Industries President Norton Simon through McCall Corp. and several mutual funds (BROADCASTING, April 13, March 23).

Management has asked stockholders to vote to abolish the company's cumulative voting practice at a special meeting to be held May 19 in an effort to prevent these “special groups” from attaining seats on the AB-PT board of directors (BROADCASTING, April 20).

The letter to shareholders claimed recent prime-time network TV audience measurements “place our television network in second place in those markets where the three national networks have equal competitive facilities.”

AB-PT also asserted daytime audiences of ABC-TV for the quarter were up by 13% over last year's first period according to research data establishing a high of more than 2.5 million homes per average minute.

President Leonard Goldenson said present indications suggest continued improvement in earnings through the second quarter.

13 weeks ended March 31:

<table>
<thead>
<tr>
<th></th>
<th>1964</th>
<th>1963</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share (from operations)</td>
<td>$0.63</td>
<td>$0.52</td>
</tr>
<tr>
<td>Earned per share (net)</td>
<td>0.65</td>
<td>0.55</td>
</tr>
<tr>
<td>Pretax earnings from operations</td>
<td>5,034,000</td>
<td>4,097,000</td>
</tr>
<tr>
<td>Capital gains, net, after tax</td>
<td>118,000</td>
<td>123,000</td>
</tr>
</tbody>
</table>

Outlet Co. earnings show $100,000 drop

Net earnings for The Outlet Co.'s fiscal year ended Jan. 31 dropped to $842,445 ($1.69 a share) from $945,007 ($1.90 a share) the year before, the Providence, R. I., department store firm with broadcast holdings said in its annual report. The drop was due to

new pulse assignment switcher

Remotely assign any of three sync pulse generator outputs to any group of equipment... with no patching required. This new modular, solid-state switcher is ideal for independent sync-lock and VTR operation and costs no more than the old-fashioned emergency changeover and multiple isolating pulse amplifier systems. Provides undelayed pulses for color equipment and 1.2 μSec pulse delay to monochrome, compensating for color encoder delays.

from Visual... the leader in solid-state video switching systems
the entrance of a third television station into the Providence market, where the firm owns WJAR-AM-TV, the report said, but fourth quarter earnings were up 21.7% over 1962 and the increase is expected to continue through this year.

Net earnings from Outlet's broadcasting operations for the year were $674,891, down from $900,259 the preceding year. These figures reflect the earnings of WDBO-AM-FM-TV Orlando, Fla., since Outlet took over the station Aug. 1, 1963.

A proxy statement for the annual meeting to be held May 20 in Providence shows that Joseph S. Sinclair, president, was paid $35,685 in 1963 and Kenneth Logowitz, executive vice president and treasurer, was paid $32,143. The proxy statement also noted that 11 directors will be elected at the meeting, the 10 presently serving and Benjamin F. Smathers, an Orlando attorney. Mr. Smathers is a cousin of Senator George A. Smathers (D-Fla.).

Fiscal year ended Jan. 31:

<table>
<thead>
<tr>
<th>1963</th>
<th>1962</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share*</td>
<td>$1.69</td>
</tr>
<tr>
<td>Earned on sales and broadcasting revenue</td>
<td>24,408,707</td>
</tr>
<tr>
<td>Earned before federal taxes</td>
<td>1,967,877</td>
</tr>
<tr>
<td>Net earnings</td>
<td>842,445</td>
</tr>
<tr>
<td>*Based on 497,100 shares issued and outstanding.</td>
<td></td>
</tr>
</tbody>
</table>

**Cox stock sold out on first day**

Originally priced at 16¼, stock was trading at 17 bid, 17¼ asked at end of opening day

An initial stock offering by Cox Broadcasting Corp. last week was described by underwriters as "very well received" and a "general success." Selling at a premium, the 685,231 Cox shares were originally priced to the public at 16¼ and closed after the first day of trading last Wednesday (April 22) at 17 bid, 17¼ asked, indicating the issues had been sold.

The same day that Cox put its first stock issue on the market, J. Leonard Reinsch, president of the company and 5.5% stockholder, celebrated his 40th year in broadcasting.

Mr. Reinsch, who was executive director of the Cox stations for 23 years, broke into radio on April 22, 1924, on WLS Chicago. He joined the Cox group in 1934, taking command of WOIO Dayton, Ohio. He's a graduate of Northwestern University. Mr. Reinsch's milestone was recognized April 16 by Representative Charles L. Weltner (D-Ga.), who inserted greetings in the Congressional Record.

Of the total stock offered by Cox last week, 630,000 shares were new, 35,231 were offered by private holders, and 20,000 were offered by the company to employees.

A member of Lazard Freres & Co., leading underwriter of the issue, affirmed that all new shares had been sold. Lazard Freres heads a list of 83 firms participating in the underwriting. It was noted that a great deal of interest in the Cox shares was shown by investors in areas where the company owns stations.

Cox registered the offering with the Securities & Exchange Commission last month (Broadcasting, March 30). The company is preparing a request to be listed on the New York stock exchange, which will be submitted in the next few weeks.

It was divulged last week that the $15 million loan referred to in Cox's registration statement (Broadcasting, April 6) was made on terms of 20 years at 5½%.

**Metromedia gross is up but net earnings drop**

Metromedia Inc. reported last week that gross revenue and cash flow in the first 13 weeks of 1964 increased substantially over the first quarter of 1963 but net income dropped by almost $200,000.

John W. Kluge, president and chairman of Metromedia, explained the decline by saying that "operating income was 28% greater in 1964 than a year ago, but depreciation and interest charges were more than double this year over last because of acquisitions in the latter half of 1963."

For the first 13 weeks, ended March 29:

<table>
<thead>
<tr>
<th>1964</th>
<th>1963</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.27</td>
</tr>
<tr>
<td>Gross revenues</td>
<td>21,448,382</td>
</tr>
<tr>
<td>Net income</td>
<td>513,512</td>
</tr>
<tr>
<td>Cash flow</td>
<td>2,197,311</td>
</tr>
</tbody>
</table>

**Wometco's earnings, income show increase**

Wometco Enterprises Inc., a Miami-based diversified company with broadcasting holdings, last week reported net income for the 12 weeks ended March 21 were 35% above the same period in 1963.

Wometco's gross income for the first
GOOD MIXER

Research chemist with a mission! He’s changing the atomic arrangement of a complex molecular structure. Objective: create an entirely new material with new properties. Application: an improved adhesive for bonding metals together.

He’s one of more than 400 graduate engineers and scientists at the General Motors Research Laboratories, Detroit, who devote full time to pure and applied research . . . seeking new information, new and better ways of using existing knowledge.

Their work is not confined to discovering new products for GM or improving present products. A good share of their time and talent is aimed at answering basic questions. How do metals wear out? What factors govern the properties of semiconductors? Why is one lubricant better than another? To make the unknown known in the sciences of physics, chemistry, mathematics, mechanical engineering, metallurgy and electronics—that’s the continuing aim of the General Motors research team.

GM’s vitality is people—more than 600,000 employees, thousands of dealers and suppliers and over a million shareholders. Today and in the future . . . the basic essential of GM is people.

GENERAL MOTORS IS PEOPLE . . .
Making Better Things For You
quarter was reported as up 32% over the year before, and earnings up 33%.

Mitchell Wolfson, Wometco's president, was paid $42,009 in 1963 and had $1,217 set aside for him under the firm's profit-sharing plan. Lee Ru-

wich, then vice president in charge of Wometco's WTVJ (TV) Miami, was paid $32,539 and accumulated $907 through profit sharing. He resigned in Feb-

ruary (BROADCASTING, March 2) to buy a nonbroadcast business.

The remunerations were reported in proxy statements on the company's an-

nual meeting in New York, April 27. Stockholders will elect the eight direc-

tors at the meeting (all incumbents).

Mailed with the proxies was the firm's annual report (BROADCASTING, March 9). It noted that a subsidiary, Castel for Films, a division of a Wometco-owned Canadian firm, branched out in TV commercials, edu-

cational and industrial films in 1963, growing from a regional to an interna-

tional scale and doubling its volume.

12 weeks ended March 21:

1964 1963
Earned per share $0.60 $0.50
Gross income 6,608,326 5,620,284
Net income before taxes 1,340,904 1,044,947
Net income 710,904 524,647
*Based on 1,788,005 shares outstanding.

Tele-Broadcasters expands into CATV

Expansion of Tele-Broadcasters Inc. into CATV and other fields is reported in the company's annual financial report for 1963.

On March 1 the company acquired the CATV system in Charlotte Amalie, St. Thomas, V. I. The cable system transmits five channels—four from Puerto Rico and one from the local station on the island. The Virgin Islands subsidiary is also the franchised exclusive Motorola dealer on the islands. The CATV system was leased by Tele-Broadcasters for 17 years at a maximum rental of $200,000, payable at a minimum of $12,000 a year plus a portion of earnings. Tele-Broadcasters also gave the lessor a 5-year option to acquire 10,000 shares of Class A stock at $1.50 a share. Tele-Broadcasters also has an option to purchase the CATV system for the unpaid balance of the rental payments.

In addition Tele-Broadcasters has en-

tered into an agreement to acquire Max Grafco, monthly Spanish language

magazine published in Los Angeles, where Tele-Broadcasters owns KALI in San Gabriel.

The group also owns KOFY and KUFY-

FM San Mateo (San Francisco), KUDL

Fairway (Kansas City) and KECC-TV El

Centro, Calif. Earlier this month it re-

ceived FCC approval to purchase

KUAM-AM-TV Agana, Guam for $650,-

000 (BROADCASTING, April 13).

12 months ended Dec. 31, 1963:

1963 1962
Earned per share* $0.30
Net revenues 1,045,629 987,094
Operating income (loss) (134,834) ($192,302)
Gain on sale of WPOF 311,322
Net income (loss) 176,488
*Based on 774,418 shares of A Class A shares outstanding.

United Artists has

net loss in 1963

United Artists Corp. announced last week that in 1963 the company suf-

fered its first net loss during the 13-

year tenure of the present management.

Net earnings, after taxes, for the first quarter of 1964, however, were at a record high.

Robert S. Benjamin, board chairman, and Arthur B. Krim, president, advised stockholders in a letter that because several motion pictures released early in 1963 did not meet with wide popular acceptance, it was considered "prudent" to provide additional write-offs of $4 million to anticipate losses. The opera-

tions for the year 1963 consequently showed a net loss of $831,000 or 45

cents a share after a net credit of $935,000 for taxes on income, it was re-

ported.

Net earnings for the first quarter of 1964 were said to be approximately

$2,025,000, or $1.10 a share. It was pointed out that these earnings do not reflect in any way the proceeds from a recent television agreement made with ABC-TV for feature motion pictures.

Year ending Dec. 31:

1963 1962
Earned (loss) per share $ (0.45) $ 0.20
Gross revenues 124,573,000 126,259,000
Net income (loss) $ (831,000) 3,815,000
after taxes (831,000) 3,015,000

Scripps-Howard income up

Scripps-Howard Broadcasting Co.

April 14 declared a dividend of 25
cents a share, payable June 10, to stockholders of record May 22, Jack R. Howard, the firm's president, re-

ported last week.

Mr. Howard said that for the 12

weeks ended March 21, earnings per share were identical to the same period in 1963, although net income was approximately $10,000 higher.

12 weeks ended March 21:

1964 1963
Earned per share $0.58 $0.58
Net operating revenues 3,262,473 3,249,371
Net income 721,101 711,130

Cowles gross revenue

up $9 million in '63

A yearend report to stockholders on 1963 activities by Cowles Magazines and Broadcasting Inc. shows a slight gain in net earnings on a gross revenue increase of $9,554,811.

The report noted "substantial growth" over the year for the company's broad-

cast properties. Rising advertising re-

venues were announced for all stations: XRTV-Des Moines, Iowa, up 13%; KRNT, 6%; WREC-TV Memphis, 13%, and WREC, 30%.

A proxy statement issued last week

on the firm's annual meeting in New

York May 14 said the meeting would elect 16 directors, all incumbents.

Year ended Dec. 31:

1962 1963
Earned per share* $1.17 $1.16
Gross income 128,064,540 118,509,729
Net income 3,494,811 3,447,309
*Based on 2,850,501 shares outstanding.

Four Star foresees

better days ahead

A net loss was registered by Four Star Television for the last six months of 1963, but the company nevertheless is looking to the future with optimism, according to an interim report issued by the firm.

The report pointed to two reasons for the loss. First, the company said, it had only one show on network tele-

vision (Burke's Law). Second, the re-

port noted, was that Four Star pro-

duced and then cancelled The New

Robert Taylor Show.

26 weeks ended Dec. 28:

1963 1962
Earned per share (loss)* $ (0.91) $ 0.20
Net income (loss) (389,754) 187,117
Gross income 5,762,409 11,718,563
*Based on 665,960 shares outstanding.

Plough's earnings up

Plough Inc., Memphis-based pharma-

caceutical manufacturer with broadcast holdings, has reported that its first

quarter sales this year were 7% higher than for the same period in 1963. Per

share earnings for the quarter were list-

ed as up 15% over the period last year.

A company spokesman said: "Each of our major operating divisions is run-

ning ahead of last year, and it present-

ly appears that 1964 should be another record year in sales, earnings and earn-

ings per share."

Three months ended March 31:

1964 1963
Earned per share* $0.35 $0.33
Net sales 13,750,000 12,650,000
Income before taxes 2,000,000 1,600,000
Net income 1,040,000 900,000
*Based on 2,739,526 shares outstanding.
He's taking “LIVE” TV pictures...

with Sylvania’s “Newschief” TV camera and transmitter. It weighs 27 pounds and it’s wireless.

Now nothing is too remote for Sylvania “live” television.

A television cameraman can climb a mountain, sail a boat or fly a plane. Even parachute to earth and keep his audience with him every second — “live” with Newschief!

If your cameramen aren’t stevedores, that’s all right, too. Newschief is transistorized. The camera weighs about 5 pounds. The audio-video transmitter and its battery pack weigh twenty-two pounds.

Batteries are rechargeable and can be changed without interrupting a broadcast. They power Newschief for line-of-sight transmission up to a mile.

The camera is an adaptation of Sylvania’s 800 model, pioneer in a new series of 800-line resolution cameras that have brought new life to closed-circuit television.

This Newschief has a tunable RF output, zoom lenses and through-the-lens viewfinder. Sylvania will design Newschief units to meet any broadcaster’s specifications.

From electronic component production to complete systems responsibility, no one says capability in TV better than Sylvania.

For additional information, contact: Sylvania Commercial Electronics, 730 Third Avenue, Dept. B1, New York, N. Y. 10017.

SYLVANIA

SUBSIDIARY OF

GENERAL TELEPHONE & ELECTRONICS GTE

BROADCASTING, April 27, 1964

71
McLendon has a big equal time problem

Candidate's three Texas AM's asked to provide Yarborough with 57 hours following FCC ruling

For two months, broadcast executive Gordon McLendon has been making extensive use of the three AM and two FM radio stations he heads in Texas in his campaign for that state's Democratic nomination to the U. S. Senate. Last week he was presented with a bill for 57 hours of equal time, to be provided free, before the May 2 primary.

The demand came from a representative of Senator Ralph Yarborough, Mr. McLendon's opponent in the primary and an old hand at equal-time questions. The senator is chairman of the Senate Watchdog Subcommittee, which oversees the way broadcasters cover political contests.

The demand followed an FCC ruling that Senator Yarborough was entitled to accumulate equal time without making specific requests each time his opponent went on the air. And Mr. McLendon has been using the stations about 18 minutes a day, every day, since Feb. 10. The commission held that the senator was entitled to equal time from Feb. 20.

Suggests Mutual Solution • However, the commission also said it was aware of the rapidly approaching primary, and suggested the two sides attempt to reach a "reasonable solution." The FCC cited a 12-year-old ruling in which it held that a candidate cannot delay a request for equal time and expect the equal opportunities provision of the Communications Act to "give him the right to saturate pre-election broadcast time."

The first effort to reach an agreement failed. Emerson Stone Jr., the senator's campaign manager, on Thursday demanded 18 hours and 54 minutes on each of the three AM's—KLIF Dallas, KILT Houston and KTXA San Antonio. The two other McLendon stations in Texas, KLIF-FM Dallas and KOST(FM) Houston, duplicate their sister AM's during portions of the day.

Marcus Cohn, Washington counsel for Mr. McLendon, said he rejected this demand but would continue to seek a mutually satisfactory arrangement with the senator's representative in Texas.

The commission announced its decision in a letter to Mr. Stone that it made public. The letter stressed the particular obligation it felt Mr. McLendon carried as a result of his dual role as candidate and principal—he is president and stockholder—of the licensee corporation.

The commission vote was 5-0. Commissioner Robert T. Bartley, a Texan, abstained, and Commissioner Robert E. Lee was absent.
The mad scramble to get LBJ on the air

The moment that went on at television networks last week when President Johnson asked for time to report to the nation on the settlement of the railroad negotiations may have pushed nearer to agreement the proposal submitted four months ago by the networks to establish a permanent TV installation at the White House.

The President's request for time was made around 3:30 p.m. on April 22. His appearance on the air was at 6:45 p.m. In those 3 hours and 15 minutes the networks were required to clear time, arrange for patching into the CBS News studio in Washington and inform their affiliates of the special.

"What the President doesn't realize," one network bureau chief in Washington said the next day, "is that there has to be some scheduling. He has no idea what he's throwing off the air."

The first call to the CBS News bureau (it was CBS's turn to pool the coverage) was for a remote crew at the White House. CBS couldn't do it in the time allotted. The second proposal was to have the President speed up Connecticut Avenue to ABC's newsroom, not far from the White House. The Presidential motorcade, however, rushed up Wisconsin Avenue to WTOP-TV's Broadcast House where CBS News maintains its studios. William L. Small, CBS News bureau chief, got the word 20 minutes before the President arrived that he was on his way.

By the time the President arrived, CBS News had cleared its large studio 11 and had patched into the AT&T's test board in downtown Washington from which point the other networks and independents picked up their feeds. Mr. Small had to ask the President to wait for one minute while he flashed the cue signal to the circuits.

After the 15-minute report was over, the President asked to see a rerun from tape. He and his party were taken up to the Broadcast House's conference room and the President's announcement was run for his benefit.

Fish Room Facility * At the request of George Reedy, news secre-
tary to the President, a meeting to further discuss the network's proposal to install three TV cameras permanently in the White House's Fish Room has been set for tomorrow (April 28) at 2:30 p.m. in Washington.

Attending the April 28 conference will be the same three network representatives who have previously met on the matter: Frank Stanton, CBS; Robert E. Kintner, NBC and James C. Hagerty, ABC.

The networks' proposal calls for four cameras to be installed in the Fish Room, across the hall from the President's office. Three fixed cameras are to be recessed into corners of the room, kept in warm-up condition and staffed six days a week by a crew of 12 men (nine on duty, three off). The $1 million installation and the estimated $200,000 a year operating costs will be underwritten by the networks. The plans also call for cables to various other key points of the White House and into the White House grounds, and for a permanent control board in the basement.

Payola charged by L.A. promoter

Huskey cites "unfair and illegal means" in $230,000 suit against disk jockeys, record companies and others

Payola is not dead, despite the earnest efforts of Congress to eliminate it from the broadcast scene, according to Albert Huskey, Hollywood record promoter. But, Mr. Huskey asserts, record promoters who don't take part in the game by paying the right people might just as well be dead so far as getting their clients' recordings on the air of a number of radio stations.

In a $230,000 damage suit, filed for Court by attorney Max Fink, the rec-Mr. Huskey in Los Angeles Superior ord promoter charges that a conspiracy of station executives, disk jockeys, record companies and record promoters has forced him out of his business because he refused to participate in the "surreptitious and devious means" employed by the defendants. As a result of the conspiracy, he alleges, during the past three years he has lost "employment, gainful occupation and earning ability and capacity, to his damage in the sum of $30,000." In addition, Mr. Huskey is asking for $200,000 punitive damages.

In his complaint, he charges that the conspiracy resulted in records getting on the air for the personal gain of the defendants rather than because of actual public demand. The defendants, he states, "have foisted upon the public by broadcast and otherwise false and misleading information and of concerning records, the desirability and popularity thereof and demand therefore, all to their own personal gain and benefit." These practices, in addition to deceiving the public, the complaint alleges, "were and are designed to and do preclude fair and honest competition and have prevented plaintiff [Mr. Huskey] and others similarly situated and records and musical compositions from competing upon a fair basis."

Specifically, Mr. Huskey charges the record companies and promoters named as defendants with inducing the disk jockeys and other station personnel to play their records by "unfair and illegal means and for improper considerations." The complaint lists these improper considerations as including pay-
ment of cash and of doctors and dentists bills "the furnishing of prostitutes and female company . . . use of apartments and hotel suites, alcoholic beverages, clothing . . . participation in ownership of record companies, participation in artists' management fees, delivery of commercial quantities of records without further charge . . . the services and appearances of performing artists at so-called 'hops' or shows" presented by the air personalities, from which they "reaped substantial benefits by reason of the appearance and services of such artists without appropriate compensation."

The defendants are listed as: Crowell-Collier Broadcasting Corp.; KFWB Los Angeles (owned by Crowell-Collier); James Hawthorne, Crowell-Collier vice president in charge of programs; Joseph J. Bernard, general manager of KFWB; Don Anti, record librarian at KFWB; Bill Angel, KFWB newsman, and W. Martin Dale, Roger Christian, Eugene Weed, Sam Riddle, William Balance, all KFWB disk jockeys, and James O'Neil, formerly at KFWB. Also named are the following disk jockeys: Herman Griffith, Hunter Hancock and William Mercer, all of KGFJ Los Angeles; Rudolph Harvey and Thomas Smalls, KDAY Santa Monica; Brian Lord, KMEN San Bernardino; Charles Daugherty, KDEO San Diego; R. Foster, Ted Quillan and Casey Kasem, KRLA Pasadena. (Mr. Foster is also program director of KRLA.)

Other defendants are: Park Avenue Records Co.; Garex Records, Peter Gram, Gram Bros. Automotive Service, Liberty Records Co.; Swinging Records, Roger Davenport, Linda Records, Edward Davis, Dorothy Freeman, Buckeye Distributing Co., Record Sales Co., Al Sherman and 25 John Does. Mr. Huskey identified this group of defendants as record manufacturers, distributors and promoters.

Joe Drilling, president, Crowell-Collier Broadcasting Corp., said last Thursday the company has not been served with the Huskey complaint as yet and would make no comment on it until they have a chance to study it.

AP adds 814 new subscribers

The Associated Press said last week it added 814 members and subscribers in the U. S. and abroad in 1963. The total included broadcasters and newspapers.

The AP board of directors in an annual report released in New York, said the news service now serves nine more countries, with growth particularly marked in Latin America. It was reported that AP had a total of more than 2,500 radio-TV subscribers as of the first of this year, and 8,500 worldwide.

As AP's general manager's report had noted in an earlier accounting of activities in 1963, "broadcast members continued to increase their contributions to the AP news report," the annual report stated. "In some states," it said "the increase over the previous year exceeded 100%",

During the year, the AP said, the news report for broadcasters in each state was subjected to "intense examination by task forces of newsmen who have specialized in producing news for radio and television" and that on the basis of findings, "outdated routine was eliminated" and broadcast writing improved while regional news was "packaged better for faster use by stations."

The AP directors reported revenues of $44 million in 1963 compared with $42.4 million the year previous. In their report, the directors gave special attention to KERN Anchorage for its cooperation during the earthquake disaster in Alaska—the teletype at the station provided the only link for days to the outside world of the staff of "45 men who eventually covered the disaster."

AP re-elected Paul Miller, president of Gannett Newspapers (WHEC-TV Rochester, WBNR-TV Binghamton, both New York; WDAN Danville, Ill.; WREX-TV Rockford, Ill.) as its president. Re-elected to the board were: Kenneth MacDonald of the Des Moines Tribune (owned by Cowles, which also owns KRNT-AM-FM Des Moines, among other properties), as first vice president; Harry F. Byrd Jr. of the Winchester (Va.) Evening Star, as second vice president; Harry T. Montgomery, New York, secretary; and Robert Booth, New York, treasurer.

UPI expands broadcast services

An expansion in the worldwide services of United Press International for broadcast stations and newspapers was pointed up in the annual report of UPI presented by Mims Thomason, president and general manager, during the annual meeting in New York last week.

He pointed out that the number of UPI subscribers was 5,846 in 114 countries, a net gain of 157 during the past year. The news agency has 3,015 radio-TV stations and organizations as subscribers for its various services.

Mr. Thomason reported that last October UPI established its own facilities for worldwide newsfilm coverage for television, with headquarters in New York and bureaus and processing facilities in Washington, Chicago, Seattle,

KFWB milestone

KFWB Los Angeles, which had been under attack by the Congress of Racial Equality for allegedly discriminatory employment practices and had been the subject of street demonstrations and sit-ins by CORE, last week hired Larry McCormick, Negro disk jockey. Joint announcement was made by Jim Hawthorne, vice president and national program director of Crowell-Collier Broadcasting Corp. (licensee of KFWB), and James Tolbert, president of the Hollywood-Beverly Hills chapter of the National Association for the Advancement of Colored People. The act was hailed as a milestone in the continuing program of cooperation between NAACP and CCBC, owner of KFWB Oakland-San Francisco and KFWB Minneapolis-St. Paul as well as KFWB.

bird-watchers

love WGY 810 KC
50 KW

and so do housewives, doctors, students, executives, farmers, and secretaries in the 25 counties surrounding Albany, Schenectady, and Troy. Ask Henry I. Christal.

A GENERAL ELECTRIC STATION

BROADCASTING, April 27, 1964
How to make a Bombay Martini. Take 4 parts gin.
Too much 'hell' can be a bad thing

CBS-TV has cautioned its program producers and production companies on language used in adult drama.

In a memorandum sent to producers last week, Michael Dann, vice president for programs, said that "while we do not permit under any circumstances references to the Diety in other than reverent fashion, a number of dramatic episodes have employed 'hell,' 'damn' and the like."

Mr. Dann said CBS-TV didn't wish to "restrict creative effort as toemasculat or bowdlerize our programs," but that he was convinced that "the instances of the use of questionable slang can be further and significantly reduced."

Asked about the new directive, Mr. Dann said his memorandum had been prompted by a "growing tendency in TV drama" to use questionable language, the increase notable particularly when compared to the earlier years of TV and radio drama. He acknowledged that the network had received complaints and noted, "the public is very sensitive" to questionable language used on the air.

Mr. Dann's memorandum referred to "increased presentations of realistic and meaningful drama" which he said he suspected had given rise to "an increase in the use of expressions which a significant number of viewers find unacceptable."

CBS-TV considers such programs as this season's East Side/ West Side, The Defenders and The Nurses to be in the "adult drama" category.

San Francisco, London and Tokyo. Television staff bureaus also were opened byUPI Newsfilm Inc, in Nicostia, Rome, Johannesburg and Vienna. During the previous 12 years, UPI had distributed film coverage supplied by 20th Century-Fox.

UPI's audio news service for radio stations, called Univoice, extended its 24-hour line to subscribers in Vermont, Tennessee and Indiana, according to Mr. Thomason. Overseas audio service also was begun to South Africa during 1963. Mr. Thomason noted that Univoice's coverage of the Kennedy assassination was the basis of a record album, "Four Days That Shocked the World," produced in association with Colpix Records. The UPI broadcast wire, according to Mr. Thomason, expanded its regional news and sports coverage and added news features.

In Asia, Mr. Thomason reported, UPI began a 24-hour radiophoto beamcast from the U. S. to Japan, providing Japanese TV stations and newspapers with around-the-clock newspaper service for the first time.

UPI is operating with a budget of $43.5 million per year, Mr. Thomason said, not including the multimillion dollar operation of its wholly owned subsidiary, UPI Newsfilm Inc.

No. 1 son returns

Charlie Chan is back on the air after an absence of five years. Twentieth Century-Fox TV reported last week that it has placed into syndication The Best of Charlie Chan, a group of 21 selected feature films.

Initial sales were reported on the package to WNBC-TV New York, KUJ-TV Los Angeles, WGN-TV Chicago, WFAL-TV Dallas-Fort Worth, WJAR-TV Providence, R. I., and WINS-TV Columbus, Ohio. The features, which are pre-1948 and star Warner Oland and Sidney Toler in the title role, have not been in TV syndication for the past five years, according to a company spokesman.

Official Films plans new first-run series

Official Films Inc. has sold its first-run activity series, Survival!, in seven markets for a fall start and is negotiating with several regional advertisers for multiplicity purchases, Seymour Reed, Official president, said last week.

The half-hour series, which deals with individuals who have survived major catastrophes (Alaskan earthquake, Andrea Doria collision, Texas City fire), has been sold in New York; Los Angeles; Denver; Seattle; Portland, Ore.; Jacksonville, Fla., and Tampa-St. Petersburg, Fla., according to Mr. Reed. He disclosed that Official plans to begin production in June on another first-run series, which will be ready for a January 1965 telecasting, but said he could not provide details on this project for several weeks. This increased activity, Mr. Reed said, has resulted in the appointment of Albert S. Goustin to the post of general sales manager for Official. Mr. Goustin formerly was with United Artists Television, Paramount Television Productions and Ziv Television Programs in various sales executive capacities.

Westinghouse to make Shakespeare series

Westinghouse Broadcasting Co. will produce a series of 56 television and 26 half-hour radio programs narrated by Shakespearean authority Dr. Frank Baxter during this year's 400th anniversary of the birth of William Shakespeare.

The Fair Adventure: Readings in the Plays of Shakespeare, will be carried by the 11 Westinghouse stations and will be available for syndication. The series will be produced by KPFI(TV) San Francisco, in association with the University of Southern California and the Shakespeare Birthplace Trust in England.

Dr. Baxter's narration of the life, times and plays of Shakespeare will constitute the bulk of the programs, though occasional film clips of some action of the plays will be included. The series will be produced by Ray Hubbard, program manager of KPFI and directed by Don Devendorf.

Film sales . . .

Constellation Features (Republic): Sold to WATE-TV Knoxville, Tenn.; WICU(TV) Chicago; WOC-TV Davenport, Iowa; WINK-TV Fort Myers, Fla.; KTVF(TV) Fairbanks, Alaska; KIMA-TV Yakima, Wash.; KTVG(TV) Anchorage, Alaska; KCTV(TV) San Angelo, Tex.; KSBO-TV Las Vegas, and KHSL-TV Chico, Calif.


Leave It to Beaver (MCA-TV): Sold to WPTA(TV) Roanoke, Ind.; WJAR-TV Providence, R. I.; WTKO-TV Meridan, Miss., and WSBF-TV South Bend, Ind.

Frontier Circus (MCA-TV): Sold to KPTV(TV) Portland, Ore.

Bachelor Father (MCA-TV): Sold to WAGA-TV Atlanta and WDSU-TV New Orleans.

Johnny Staccato (MCA-TV): Sold to KTBS-TV Shreveport, La.


Checkmate (MCA-TV): Sold to KSWO-TV Lawton, Okla.

Broadway Goes Latin (ITC): Sold to KCH(TV) San Bernardino, Calif.; WTVY(TV) Knoxville, Tenn., and KGBT(TV) Harlingen, Tex.

Brave Stallion (ITC): Sold to WBFB-TV Baton Rouge; WTVY(TV) Dothan, Ala.; KCST-TV Santa Maria, Calif., and KCMY(TV) Alexandria, Minn.
Now...a new EASTMAN Sound Recording Tape!

Look! No stretch...when it breaks—it breaks clean!

NEW! Support material for EASTMAN Sound Recording Tapes is DUROL Base. A specially prepared form of cellulose triacetate—smooth, tough, durable, highly flexible—provides high strength with low elongation. When equipment accidents happen, it breaks clean. Splices are made easily, quickly—with minimum program loss.

Another important feature: "Lifetime Coding," your assurance of highest quality. Printed on the back of all EASTMAN Sound Recording Tapes is a continuously repeated, permanent legend. This identifies Eastman Kodak Company as the manufacturer and provides a convenient means of indexing these tapes.

New "R-type" binder. This gives a smoother, tougher surface, thereby reducing tape noise and distortion. In addition, it provides extreme abrasion resistance, preventing oxide build-up at the head. Even more important, however, are the amazing magnetic properties of coatings of "R-type" binder which make possible two superlative tapes—both available now...

At leading electronic supply houses: Ask for Type A303 for all general recording work. It has vastly superior low-print through characteristics. Need a special purpose high-output tape with remarkably low noise performance? Try Type A304!

For information, see your electronic supplier or write Magnetic Products Sales

EASTMAN KODAK COMPANY
Rochester 4, N.Y.
Moore's plan: instant baseball

Suggested 60-game season plus changes in other athletic fields isn't too palatable to sports executives, rival networks

"Unrealistic" was the way baseball executives reacted to suggestion of Thomas W. Moore, ABC-TV president, that the major league baseball season should be shortened to 60 games, to be played on Saturdays and Sundays. And CBS and NBC spokesmen said their viewpoints didn't coincide with Mr. Moore's.

In a talk to the Hollywood Advertising Club Monday (April 20), Mr. Moore cited the "happy marriage" of television and professional football as an example which might well be taken to heart by other major sports. The TV network president said he had no doubts "that baseball is suffering from a malady similar to some television comedians, some political candidates and one or two of Hollywood's uninhibited sirens—overexposure." Under the present 162-game schedule "the major league teams today play so many games and carry a roster of so many players that it is impossible for anyone but the most dedicated aficionado to follow the daily gyrations of the teams and players," he stated.

Instead, Mr. Moore proposed a 60-game weekend schedule, winding up early in September to avoid the present overlap of the baseball and football seasons. "The games would be televised nationally with blackouts of only those areas where the games are played and always the team's away games would be seen back in its home town," Mr. Moore said. "The teams would be able to reduce their rosters, fielding only their best players. A team would need only three or four top pitchers. I believe this would increase attendance at the games, greatly increase television audiences of baseball and put the game on a much sounder financial basis all over the country and not just in a few selected towns."

Some Good, Some Impractical * A CBS spokesman said that some of Mr. Moore's suggestions were good, but that some also were impractical at the present time. He added that none of the suggestions necessarily reflected CBS-TV's viewpoint.

Carl Lindemann, vice president of NBC Sports, said he hoped Mr. Moore's remarks would not be interpreted as an industry position. He said that NBC-TV was more involved in telecasting sports than ABC-TV, and that NBC-TV certainly had no intention or idea of dictating how sports events should be run.

Bob Reynolds, president of the Los Angeles Angels and Buzzie Bavasi, general manager of the Los Angeles Dodgers disagreed with Mr. Moore. "It's unrealistic so far as baseball is set up today and out of line with the economics of the sport," Mr. Reynolds observed. "The only thing that would bring about such drastic a change would be for TV to become baseball's paramount source of income, which it certainly is not today."

Mr. Bavasi noted that under the present schedule a ball team plays 26 weeks a year, whereas the Moore-shortened season would run 30 weeks. The Dodgers played to some 2.7 million fans in its home games during the 1963 season and Mr. Bavasi observed that it would be difficult to reach this total in 30 games (assuming that none was to be rained out) in a park that seats 55,000.

Other Areas * For college football Mr. Moore recommended a retention of the present system set up by the National Collegiate Athletic Association—up to a point. The large schools and the small schools would compete in their own class for the regional or conference championships. Then, there should be an elimination play-off "to establish the national champion in each category," Mr. Moore suggested, with the playoff games replacing "the present multiplicity of post-season bowl games. And he added that "if this plan seems impractical, remember that a similar system is now used in college basketball."

On the Links * Mr. Moore said that his plan for golf would be for the "tour" of professionals from city to city under the aegis of the Professional Golfers Association to continue much as it does now, "starting with the Los Angeles Open in early January and . . . climaxing with the PGA championship in late summer." But he suggested a definite pattern of awarding points to the touring golfers, in addition to the prize money. The week-to-week changes in standing, he said, would add interest—and audience—to the tour.

Mr. Moore suggested that hockey could get much greater interest if it lined up with the requirements of TV instead of the present schedule of Stanley Cup playoffs, which "couldn't be less suitable for television coverage if it had been deliberately planned to avoid the medium." Auto racing also needs better organization with TV kept in mind to achieve its maximum mass audience appeal.

Shiny Coin * Professional football, Mr. Moore said, "is the shiniest example of a sport properly using television," but the medium has found millions of new fans for track and field meets as well. Because, "when radio and television came on the scene, the track and field promoters were quick to break with tradition," drop the "frequent periods of deadly dull activity," and reorganize for TV coverage.

But the overall TV picture is not completely bright, Mr. Moore admitted. Boxing, he said, "is dead as a major TV sport." The reason is economics, with the knockout punch delivered by theatre television.

"Advertiser-supported television," Mr. Moore said, "can no longer pay the price of a championship fight when there is no assurance that the fight will last as long as it takes you to get one of those quick, clean shaves with Gillette. Because a boxing match is of unpredictable length, it is too big a risk for an advertiser," he commented, adding that recent championship fights would have cost a sponsor around $1 million a minute had they been on commercial television, and at that price no advertiser could afford it.

The loss was not only to commercial television when boxing moved into theater TV, Mr. Moore stated. Boxing, too, "lost millions of viewers and the public support they represent. Other sports that are suitable for advertiser-supported television might keep this lesson in mind—once the television viewer has to purchase a ticket of admission either by theater or subscription TV, the audience and public interest in that sport must diminish to the same
degree that the audience is reduced.”

View from Gallery  ■  Thomas S. Gallery, in charge of sports programing for Subscription Television Inc., said he couldn’t understand Mr. Moore’s logic when he proposed to shorten the baseball season by a schedule that would extend it five weeks. Noting how few games have actually been played since the opening of the major league season for reasons of adverse weather, Mr. Gallery said adoption of the ABC-TV president’s proposal would necessitate starting the season in March—“when this year we couldn’t have played anywhere in U. S., including Los Angeles”—or running it to October 15, really into the football season.

Mr. Gallery also took a dim view of Mr. Moore’s comment about the diminishing audience for boxing with the move of the major bouts from advertiser-sponsored television to theaters via closed-circuit TV. “I dropped fights seven years ago at NBC,” he commented, referring to the time when he was director of sports for NBC’s radio and TV networks.

“Why? Because the fights which at one time had given us as much as 59% of the audience had dropped to 1-2%.

We figured that was time to drop them and that was when ABC-TV picked them up, not a very forward-looking thing to do. They couldn’t compete with the other two TV networks with fights between a pair of boys that neither Tom Moore or I or their managers ever heard of before.”

94-game NFL schedule announced by CBS-TV

CBS-TV last week announced that it will telescast 94 regular season National Football League games on 19 dates next fall, including five consecutive Sunday doubleheaders.

The schedule, which begins Sept. 13 and ends Dec. 13, includes regional telescasts on 14 Sundays, three national telescasts on Thanksgiving Day and two December Saturday afternoons and two local telescasts of Monday night games.

The doubleheaders will be divided into eastern and western games, with CBS-TV affiliates, except in cities where NFL games are being played that day, carrying both contests.

The three nationally telescast games will be Chicago at Detroit on Thanksgiving; Green Bay at Chicago, Saturday, Dec. 5, and Cleveland at New York, Saturday, Dec. 12. The Green Bay at Detroit game on Monday night, Sept. 28 will be carried only in the Green Bay-Milwaukee area, and the Baltimore at St. Louis game on the night of Oct. 12 will be telescast only in the Baltimore area.

Access problems in the Midwest

Radio stations fight actions of city governments to keep microphones turned on in public meetings

In Hutchinson, Kan., KWHK has filed for a permanent injunction against the city and its five commissioners. In Cincinnati, WCKY is engaged in a battle with the majority leader of the city council.

In both cases the catalyst is access to public proceedings.

KWHK’s action filed April 17 charges the city commission with violating the free speech provisions of the U. S. and Kansas constitutions by prohibiting microphones or tape recording equipment for broadcast in the chamber during commission sessions.

(In a similar case in 1951, the New Jersey superior court ruled that the Asbury Park City Council had violated the freedom of the press provisions of the Constitution by refusing to allow WLAK Asbury Park to broadcast a tax hearing. The court applied federal and state constitutional protection to radio, and by inference, to television [BROADCASTING, Oct. 1, 1951].)

The city commission, KWHK said in its filing with the Kansas district court in Hutchinson, has acted in a “capricious, arbitrary and discriminatory” manner. The station said the commission denies radio reporters the tools of their trade, but permits newspapers to take photos and allows silent TV filming of its proceedings.

In January the commission voted 4-1 against live broadcasts, and when the station attempted to tape the proceedings for delayed broadcast, the commission voted 4-1 against this procedure.

Opposition Voice  ■  The sole supporter for the broadcasts was Hod Humiston, city commissioner, mayor and KWHK’s sports director. Mr. Humiston’s term as mayor expired last Tuesday (April 21), however he is still a member of the commission.

The city said it would fight the court action and noted that it had banned live broadcasts in June 1961 because some people used the broadcasts to “grandstand” and others were afraid to speak because of the live microphones.

Both KWHK and KWKY Hutchinson had carried live commission broadcasts prior to the 1961 ruling.

David R. Mackey, vice president and general manager of KWHK, said he felt “very definitely” that the station’s editorial position on “certain city matters” played a role in the radio ban.

Robert E. Schmidt, vice president and general manager of KAYS Hays, Kan., and president of the Kansas Association of Radio Broadcasters, said the association would “give every possible assistance in the suit” and would probably file a friend of the court brief.

In Ohio  ■ Last Wednesday (April 22) in Cincinnati WCKY attacked the action of that city council’s majority leader when he called for a ban on tape recorders during the council session and then a censure motion against a minority member for taping a statement. A 5-4 vote passed both motions offered by Republican Vice Mayor Eugene Ruehlan. The votes followed party lines.

According to a UPI account of the session, Councilman Theodore Berry requested Dave Nichols of WCKY to tape a speech the councilman was going to make on a fair housing ordinance.

Mr. Ruehlan tried to stop Mr. Berry and called for a vote banning use of tape recorders during a council session. However, Mr. Berry insisted on delivering the statement before the microphone and then Mr. Ruehlan called for the censure motion. The motion was sent to the law committee of which Mr. Berry is a member.

In an editorial broadcast following the council session and again Thursday (April 23), Paul Miller, WCKY station manager, accused the majority leader of “a double set of standards as they apply to the press.” He charged newspaper reporters and photographers receive favored treatment since “two newspapermen sit at a desk right smack in the middle of the council floor. Why not move the radio reporters up to the same desk, or remove the desk and provide equal space for all reporters?”

Mr. Miller also noted that Councilman Berry previously had openly recorded his comments during a council session.

Chamber wants news access

A new policy endorsing freedom of information is on the agenda of the U. S. Chamber of Commerce during its 52d annual meeting April 26-29.

The proposed policy, which will be voted on by delegates, states that “Except for matters clearly affecting national security or otherwise covered by statute, all business of government should be fully disclosed to the public. The burden of proof must rest with government in every instance to justify withholding any information from the public.”
The detail is still around

Commission offers its new model in TV program reporting forms; issues separate one for renewal applicants; oral hearing set for May 8

Television broadcasters have a chance this week to start examining the FCC's latest proposal in its four-year-old effort to revise its program reporting form.

The proposal, issued last week, involves two forms—one to be used by renewal applicants, the other to be filed in connection with applications for assignment and transfer, new stations and major changes in facilities (Broadcasting, April 20).

The documents supersede a proposed form issued in December (Broadcasting, Dec. 23, 1963), and are the product, largely, of a special committee composed of broadcasters, federal communications bar attorneys and FCC staffers.

The special committee was created after the commission's form attracted heavy criticism from broadcasters who felt it would be too burdensome.

The commission, which plans an oral hearing set for May 8, made it clear it wasn't endorsing all aspects of the forms. Because of its desire to resolve the matter "with reasonable speed," the commission said it decided to issue the forms without giving full consideration to every problem.

Even so, the vote to issue the forms was only 4-2. Commissioners Robert T. Bartley and Frederick W. Ford dissented, Commissioner Robert E. Lee was absent.

Three-year Report - The commission accepted the committee's view that annual filing, which would have been required in the December proposal, should be dropped. The proposed forms would be filed every three years by renewal applicants.

However, the commission asked for comments on annual filing of information on determining community needs and on the programing development to meet those needs, as well as on commercial practices.

The new proposal also seeks comments on alternative approaches to the ascertainment of community needs. One, similar to that included in commission's December proposal, includes consider-
report, in terms of a proposed typical week, on the time to be devoted to entertainment, sports, news and "other," programs, and in the source of that programming.

Commercial Practices • Both forms would also seek information on past commercial practices. Licensees would have to report on the amount and percentage of time devoted to commercial matter and public service announcements during the composite week. They would also be asked the number of program interruptions during 60-minute segments.

These questions are similar to those in the December form. However, the new proposal does not require a detailed exposition of future programming plans, as the December form does. Instead, it asks only the maximum number of interruptions in any 60-minute segment which the applicant expects.

The commission asked comments on whether public service announcements which break into program continuity be counted as interruptions. The commission said such announcements may have the "same character" as commercials. But the commission added, if they are treated as commercials, stations might put them between programs and add to the clutter of announcements.

The commission also asked for comments on the extent to which promotional announcements not involving advertising should be considered interruptions.

Warner Bros. adds more TV cartoons

Warner Bros. Television is stepping up its activities in the cartoon program production area, with The Sylvester and Tweety Show, a likely candidate to follow The Porky Pig Show into television.

Joseph Kotler, vice president of Warner Bros. TV, last week noted the company intends to use the same approach for Sylvester and Tweety that it has used for Porky Pig. The latter cartoon series was sold recently to ABC-TV (Broadcasting, April 20). It consists of theatrical cartoons that are reinforced by new animated bridges. Mr. Kotler indicated there is a strong possibility that the company will use other cartoons from its theatrical backlog, add animated bridges and emerge with additional TV series.

Under its contract with ABC-TV, Warner Bros. retained its rights for simultaneous syndication. Exposure on each side will help the other.

Mr. Kotler noted that Warner Bros. no longer produces cartoons especially for presentation in theaters, but he said there is a possibility that such production may be resumed. He indicated that cartoons would be presented initially in theaters and subsequently released for network and syndication presentations.

Allied Artists reports brisk feature film sales

Sales of various feature film packages have been announced by Allied Artists Television Corp., which noted that many of the transactions were completed during the NAB convention.

Robert B. Morin, AATV vice president, said that the sales activity was headed by the "Cavalcade of the 60's Group III" package of 17 features, introduced during the convention. Known also as "The Billy Budd Package" because the feature of that name is in the group, it has been sold to WOR-TV New York; KJL-TV Los Angeles; KOIN-TV Portland, Ore.; KONO-TV San Antonio, Tex.; WTEV(TV) New Bedford, Mass.; WLOS-TV Asheville, N.C.; WHEN-TV Syracuse, N.Y.; WTVJ(TV) Miami, and WPGA-TV Jacksonville, Fla. Some of the features in the package were sold on a delayed basis, pending the completion of theater play dates.

Sales also were reported on "Cavalcade of the 60's Group I" (40 features) to WBRG-TV Birmingham, Ala.; WQAD-TV Moline, Ill.; KSL-TV Salt Lake City; WTVJ(TV) Miami and WPGA-TV Jacksonville, and on "Group II" (32 features) to KONO-TV San Antonio; KUTV(TV) Salt Lake City; WTVJ(TV) Miami; WPGA-TV Jacksonville; WQAD-TV Moline and WBRG-TV Birmingham.

TV program conference set for May in Dallas

The Eighth Annual Television Programming Conference will be held May 3, 4, and 5 at the Holiday Inn Central, Dallas, John Renshaw of KSLA-TV Shreveport, La., announced last week.

Southern and southwestern program directors will hear speeches by FCC Commissioner Lee Loewing; Dr. George Crothers of CBS; Craig Fisher, NBC, producer of Sunday; Lawrence DuPont, vice president of Tracy-Locke, Dallas advertising agency; Robert Gould, program director of WABP-TV Fort Worth; A. C. Kellner of the American Research Bureau, and others.

Events include panels on programming, and a luncheon Monday at which Commissioner Loewing will speak. The conference is open to anyone wishing to attend. Registration is $25. Further information may be obtained from Mr. Renshaw at KSLA-TV or Jay Watson, WFAA-TV Dallas.

20th Century sells 30 features to ABC

ABC-TV last week paid a reported $9 million to 20th Century-Fox for a package of 30 recent feature films.

The purchase gives the network exclusive rights to the films for two years, which ABC-TV's five owned and operated stations get the rights for the following seven years.

A network official said the films probably wouldn't be televised before the fall of 1965 because another recent purchase by ABC-TV of 30 United Artists movies will fill the Sunday evening time slot to be devoted to movies next season.

Syncom may be used for live Olympics TV

Tests last week show that satellite system is usable, but time difference poses problem

A test of the Syncom II satellite last week has increased the possibility that NBC-TV will be able to relay portions of next fall's Olympic Games from Tokyo live to U. S. audiences.

The test picture, carried by landline to Fort Dix, N. J., then relayed to Syncom II and bounced back to An- dover, Me., where it was fed back via landline to New York, was below standard network quality. But NBC-TV felt it was good enough for use in emergency situations or for telecasts of a few minutes duration.

Thus, the network said it would intensify its study as to the feasibility of carrying live pictures of the Olympics. Because of a 14-hour time difference between Tokyo and New York, network officials felt that most live pictures that would be carried to the U. S. would be taped for airing at a more convenient time. Most events will be taking place in Tokyo during the predawn hours in the U. S.

NBC-TV particularly hopes to carry the opening-day ceremonies live Oct. 10. This program will be one of the few colorcasts and, if carried live, would be telecast sometime after midnight in the U. S.

Otherwise, NBC-TV will fly tapes of each day's events to Seattle, where its affiliate, KING-TV, will feed the programs to the network.

NBC-TV tentatively expects to program a minimum of 14½ hours of Olympics competition during the two weeks of action. There will be a short report each evening with longer programs during the weekends. It was not disclosed how the possibility of live telecasts each day would affect this scheduling.

The network announced that Bud Palmer, Jim Simpson, and Bill Henry will handle the commentary of the events from Tokyo.

British Interested - Britain's Independent Television Authority has approached the Communications Satellite Corp. seeking to make arrangements to pick up tapes of the Olympics in the United States and to fly them to London. This would permit the showing of Olympic events the same day in London. ITA had planned to fly films to London but the network's showing until the next day. Commenting, that are bullish on the possibility of live coverage of the Tokyo games, were told an official request was on its way from ITA.

Some government space-communications experts were, however, still dubious. Even if the pictures from the next Syncom were passable, they say, there's still a real question about the efficiency of adapted antennas in Tokyo for transmission and at Point Magu, Calif., for reception. Syncom III is now scheduled to be launched in the next 60 days.

Three companies make 'Around the World' series

A three-way production effort involving Screen Gems, Pacific Film Productions of Melbourne, Australia, and the TBS Network of Japan has been announced by Lloyd Burns, Screen Gems vice president in charge of international operations. The three production companies are cooperating on a series of 39 seven-minute episodes, My Friends Around the World, travelogues as seen through the eyes of children.

Mr. Burns reported that sales already have been made on the series in Argentina, Mexico, Brazil, Venezuela and pick up tapes of the Olympics in the United States and to fly them to London. This would permit the showing of Olympic events the same day in London. ITA had planned to fly films to London but this would not permit their showing until the next day. Commenting, that are bullish on the possibility of live coverage of the Tokyo games, were told an official request was on its way from ITA.

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Radio Moscow leads increased Red radio broadcasts

Communist international broadcasting efforts continued to grow in 1963, reaching a high of 4,288 hours a week, a growth of about 11% over 1962, according to a research report by the U. S. Information Agency.

The most spectacular expansion was Radio Moscow's 500% increase in Russian-language programing directed at Soviets living abroad. It instituted a worldwide around-the-clock service.

The much-publicized ideological squabble between Russia and Red China also was reflected in those countries' international broadcasting. In early 1963, Soviet broadcasts in Mandarin and Red China's Russian programing were about equal, but since then China has stepped up its efforts, the USSR reciprocated, and China spurred ahead again.

The Red radio shows have an edge to them, and China's Russian broadcasts no longer start "Dear friends," but "Dear radio listeners." Russia has retaliated by accusing Red China of pirating radio frequencies, and it has been reported that the Soviets have begun to jam Radio Peking's Russian broadcasts. The Soviet Union has not jammed USIA's Voice of America broadcasts since June 1963.

In a USIA breakdown of the Red world effort, the USSR increased its international broadcasts 11%, Communist China 14%. Eastern European countries and North Viet Nam expanded their joint broadcasts abroad by 20%. Cuba was up about 10%. Communist international broadcasting by the end of 1963 was in 67 languages.

Communist nations in 1963 leaned more heavily than ever on contests among their listeners. Propaganda is often a prime element of these contests. Arab listeners, for instance, at one time were asked to write in "the best examples you know of in illustration of Soviet-Arab friendship." A winner of one of the contests might get a free trip to Russia.

Japan. Thirteen of the 39 segments have been filmed in such locations as Japan, Manila, New Zealand, Samoa, Fiji, Australia, Lebanon, Germany, Cambodia, Italy, Hong Kong and France and more are planned in Canada, the U. S. and other parts of Europe.

**BBC-2 starts TV operations day late**

Great Britain's half-million UHF-equipped viewers got their first look at BBC-2 last week as the country's third TV network made its belated debut April 21. The new channel was scheduled to begin April 20, featuring a first night dominated by clowning, musical comedy and fireworks. Unfortunately, a fire at London's electrical works resulted in a first night featuring blank screens and dominated by music and apologies.

BBC-2, like BBC-1, is government owned, though operated in a semi-independent status. Unlike BBC-1 and the Independent Television Authority, established in 1955, the newcomer broadcasts in the UHF band, producing a theoretically superior 625-line picture (BBC-1 and ITV use 405-line VHF). Coverage is presently limited to the comparatively few UHF receivers within a 60-mile radius of London, but all new sets are equipped for UHF and UHF reception, and 17 additional transmitters will eventually cover the entire country.

Technically, the new network is designed to be compatible with other European systems. Its programming will fall somewhere in between the older networks. Program Director Michael Peacock is looking for something "new and different." He doesn't want to "simply present new kinds of program, but new approaches to old ones, and especially new faces." BBC-2 is committed to block programing—it will reserve one night for education, one for comedy, one for reruns and so on. It plans to be on the air 30 hours a week, compared to 50 each for BBC-1 and ITV.

**BBC TV overseas sales up 50% in 1963**

More than a 50% increase in the number of programs sold overseas was reported last week by BBC TV Enterprises. The program sales arm of the British Broadcasting Corp. said a total of 6,975 TV programs were sold and distributed in 95 territories last year compared to 4,357 in 83 territories the previous year. Of that amount in 1963, 200 programs were sold in the United States. Other main purchasers were Australia (693 programs) Kenya (684), Canada (548) and Rhodesia (377).

In the U. S., BBC TV Enterprises' most recent sales were The Man Shakespeare and nine plays to educational TV; a Shakespearean series of nine programs, The Spread of the Eagle, to six RKO General stations; 10 plays to WOR-TV New York; 18 plays to KHU-TV San Francisco, and coverage of the Grand National and Oxford-Cambridge Boat Race for ABC-TV.

**'Rudolph' to go overseas**

Videocraft Productions, New York, is dubbing its 60-minute color special, *Rudolph the Red Nosed Reindeer* into German, French and Spanish for sale overseas during the 1964 Christmas season. The program will be carried in the U. S. on NBC-TV, sponsored by General Electric, on Dec. 6 (4:30-5:30 p.m.). The special is being produced with a budget of approximately $500,000. Producer Arthur Rankin reported last week that Burl Ives has been signed as narrator of the program.

**TV homes in UK more than 14 million**

According to a survey by Television Audience Measurement Ltd., 45.52 million people in 14.3 million private households in the United Kingdom can now watch television.

Of these, says TAM, 42.11 million people in 13 million homes can receive both the commercial network and BBC transmissions. This is an increase in the potential commercial network audience.
of 690,000 since September 1963. The survey also shows that 2.97 million private households in Britain are without a television set.

The figures are estimates for January 1964, based on TAM's survey data and the Registrar General's estimates of population. The Channel Islands are excluded from the television set count, it was said.

K&E CPV buy minority interests in each other

Kenyon & Eckhardt Inc., New York, and Colman Prentis & Varley Ltd., a major British agency, last week announced that they had entered into an agreement under which each has acquired a minority interest in the other company.

Overseas offices will operate separately where appropriate or jointly when advisable, it was said, but Kenyon & Eckhardt and Colman Prentis & Varley will continue as independently managed companies. The combination of K&E and CPV offices abroad now will total 25, including Belgium, France, Germany, Italy, Spain, Switzerland, United Kingdom, Iran, Colombia, Chile, Venezuela, Mexico, Guatemala, Panama, Nicaragua, Jamaica and Trinidad.

Abroad in brief...

British Bits • British Information Services, New York, is offering a new series of quarter-hour TV programs featuring various news events in Britain.

Agency change • Ralston Purina Co.'s international division has appointed In- tergard, the international subsidiary of Gardner Advertising, St. Louis, to handle its Latin American advertising effective Oct. 1. D'Arcy Advertising, St. Louis, currently handles the account.

Rep signal • CSR, Weyburn, and CJSL, Estevan, both Saskatchewan, are now represented by National Times Sales Ltd., Toronto.

Film sales • United Artists Television, New York, reported last week that it has sold Lee Marvin Presents—Lawbreaker in 13 foreign countries. Among the purchasers of the series were ATN-HSV Australia; Associated Rediffusion, Hong Kong; Tokyo Broadcasting System, Japan; Republic Broadcasting System, Philippines; Ol Mainos TV Reklam Ab, Finland; and Thai Television, Thailand.

Swedish electronics exhibit • American electronics manufacturers are being invited to participate in the U.S. exhibition at the annual Stockholm Technical Fair, Oct. 2-8.

FANFARE

Petry report emphasizes TV sports programing

A report issued by the Television Division of Edward Petry & Co. emphasizes that the growing accent on sports in network, local station and special service programing has increased the potentialities for spot television packages.

The study offers statistics showing that TV audience figures for sports programs have grown and that women represent a substantial segment of the over-all audience, and, in some instances, outnumber men. It stresses that interest will be heightened this year because of the Olympic Games.

The Petry study lists national TV sports events from March 1 through Jan. 1, 1965, as scheduled by the networks and such independent services as the Sports Network and the Fourth Network. In addition, the presentation illustrates the scope of the local sports programs to be offered on Petry-represented TV stations.

The report suggests that spot TV campaigns can be built around this programing and points out that advertisers can key their sales efforts to their distribution patterns and marketing objectives through the use of the medium.

Drumbeats...

New address • Public relations firm of McFadden, Strauss, Eddy, Irwin & Goodman, formed from the merger of Cleary-Strauss-Irwin & Goodman and McFadden & Eddy Associates, has moved from the former offices of the companies into new combined headquarters at 1017 North La Cienega Boulevard, Los Angeles. Zip Code: 90069. Telephone: Olympia 7-4330.

Traveling news • A $100,000 traveling message unit on the new Gulf American Land Corp. building in Miami will go into operation May 11, with news supplied by wcxt(tv), that city. The sign, more than twice the size of the one in Times Square, New York, uses more than 2,000 traffic signal lamps and operates from a transmitter in the wcxt newsroom.

Group greeting • Executives of Speidel Broadcasters, Columbia, S.C., and managers of Speidel stations inaugurated the newest addition to the group, with Norfolk, Va., newest to a tour of businesses in the Norfolk area. A reception for agencies and clients in the area was held and efforts were made to sell the stations as a group.

ABC-TV O&O meeting set

Advertising and publicity director of ABC-owned TV stations meet May 4-6 in New York on plans for the fall season and a review of current activities. The group will meet May 3 with Leonard H. Goldenson, president, and Simon B. Siegel, executive vice president of American Broadcasting-Paramount Theaters Inc., and Theodore F. Shaker, president of ABC Owned Television Stations Division.

Also attending work sessions: Symon B. Cowles, director of advertising and publicity for the group; Don Foley, vice president in charge of advertising for the broadcast division; Michael J. Foster, vice president in charge of ABC's press information, and Gerald Flesher, sales promotion manager, ABC Television Spot Sales. ABC-owned stations are WABC-TV New York, WXYZ-TV Detroit, WKBW(TV) Chicago, KGO-TV San Francisco, and KABC-TV Los Angeles.

WLW's Ruth Lyons wins McCalls' top award

Ruth Lyons, hostess of the 50-50 Club radio show aired on WLW Cincinnati, has been named Top Award winner of McCall's Publication's 13th annual Golden Mike Awards. Miss Lyons was cited for her continuing role in the Children's Christmas Fund which she organized in Cincinnati 24 years ago.

Other Golden Mike winners and the categories involved are: Service to the Community—general—Marie Sanders, WNEW New York; Helen Kimball, KIRO Seattle; Service to the family—Alice Weston, WIBC(TV) Pittsburgh; Service to the American future—Ella F. Hartlie, WRC-TV Washington; Lucy Jarvis, NBC-TV, and Marty Camp, KOMO-AM-TV Seattle.

The awards will be presented to the broadcasters at the annual dinner (May 2) of the American Women in Radio and Television at the Tulsa Assembly Center (also see page 66).
Wilson F. Fowle Jr. elected VP-director of marketing for toilet articles division of Colgate-Palmolive Co., New York. He was named director of marketing for division in October 1963, following division assignments as general product manager, group product manager, and product manager since joining C-P in 1960.

Neil Reagan, administrative VP and program director of television programming of McCann-Erickson, Los Angeles, assigned expanded responsibilities as director of television program operations in that office.

Mary Hardin, associate creative director of Compton Advertising, Chicago, joins Needham, Louis & Brorby there as VP and copy supervisor. Miss Hardin becomes only woman VP at N&L&B.

John Nazzaro, with Chirurg & Cairns, New York, since 1956, elected VP and creative director of Boston office.

Arthur H. Hawkins joins Grey Adv., New York, as VP and creative supervisor. He was formerly VP and associate creative director at McCann-Marshalk, that city.

Robert Cronin, for past three years with Chicago office of The Bolling Co. and before that with Blair Television Associates there, joins George P. Hollingbery Co., Chicago, as TV account executive.

Philip Mergener, formerly sales manager in Chicago for United Artists Television, appointed general sales manager of week-TV Peoria and wweq-TV La Salle, both Illinois. Stations are licensed to West Central Broadcasting Co., owned by Kerr-McGee interests.

Russell R. Kelly, since 1961 creative director and account executive at Strauchen & McKim Inc., Cincinnati advertising agency, elected VP. He also will continue to serve as account executive.

Austin D'Alton, former VP of McCann-Marshalk and head of agency's Chicago office, joins The Gumbinner-North Co., New York, as VP and supervisor on Elgin National Watch Co. and Ruppert Knickerbocker accounts.

Jules Trieb, account supervisor at McCann-Erickson and formerly director of advertising for B. T. Babbitt Co., joins Doyle Dane Bernbach, New York, as account supervisor.

James B. Devlin, Douglas Slye and Sam Eadie join wmm-TV Chicago as account executives. Mr. Devlin formerly was with Peters, Griffin. Woodward. Mr. Slye previously was with Robert E. Eastman & Co., and Mr. Eadie was with Storer Television Sales, Chicago. Warren B. Beardow, formerly space sales manager with Westchester County Newspapers, New York, joins wbbm-tv as national sales service manager.


Gene H. Samuelsen, formerly with Sunbeam Corp., Chicago, joins Clinton E. Frank Inc., that city, as account supervisor.

Thomas H. Dunkerton, VP and research director of Compton Adv., New York, elected senior VP of agency. Mr. Dunkerton returned to Compton in July 1961 after six years as market research director for Vick Chemical Co. From 1950 to 1955 he had been research account executive at Compton.

Jayne Shannon, media supervisor at J. Walter Thompson, New York, resigns May 8 to start work on law degree at New York University in New York, with plans to go into communications law. She has been with JWT for 20 years.

Walter M. Erickson, VP of Gray & Rogers, Philadelphia and Newark, named director of agency's radio-TV...


**F.C. Brokaw retires after 31 years with Raymer**

Fred C. Brokaw, executive VP and partner of Paul H. Raymer Co., New York, is ending 31-year association with station representative organization and is retiring May 1.

Mr. Brokaw plans to spend his retirement years on farm in Lake Winnipesaukee, N. H., which he bought several years ago. He has one immediate project in mind but has declined to reveal it, even to his friend of 44 years, Paul H. Raymer, president of company bearing his name.

“...But we suspect strongly that Fred will be writing a book,” Mr. Raymer ventured, “and we believe that all of us here at Raymer are going to be in it.”

Mr. Brokaw became acquainted with Mr. Raymer at Cornell University, Ithaca, N. Y., in 1919. In 1933, year after Mr. Raymer organized his representation company, Mr. Brokaw, who had been sales representative for Forum magazine, joined Raymer for stint that ultimately lasted three decades and a year. During his years with Raymer, Mr. Brokaw concentrated on sales. Mr. Raymer, who devoted himself largely to the administrative functions, commented last week:

“We balanced one another wonderfully. We never had an unpleasant word between us.”

Mr. Brokaw

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Duane Eastvold and Bob Janecek appointed local sales managers of KMMT-TV Austin, Minn., and KWWL-TV Waterloo, Iowa, respectively. Stations are owned by Black Hawk Broadcasting group.

Cuyler Caldwell, for past 5½ years director of market research for Dr. Pepper Co., Dallas, appointed product manager for Pommac, company's new imported soft drink from Sweden.

Charles F. Schroeder joins J. M. Mathes, New York, as account executive. He was formerly at Rockmore Adv., that city, and prior to that was advertising director of Reeves Brothers Inc., textile manufacturers, New York, for 15 years.

Lewis S. Krones, account executive at WICC Fairfield, Conn., joins wins New York in same capacity. He replaces Jack Magan, who resigned.

Edward L. Kobiltz has opened his own agency, The Kobiltz Co., at 915 North La Cienega Blvd., Los Angeles. 90046. He was formerly principal in Beckman, Kobiltz Inc., agency which has been dissolved.

Schuyler F. Otteson, chairman of advertising department at Indiana University, Bloomington, elected president of American Marketing Association for 1965-66 and joins AMA executive committee this July 1 for one-year term as president-elect. He will succeed Edwin H. Sonneck, Goodyear Tire and Rubber Co., 1964-65 president, who takes office July 1 replacing Dr. William R. Davidson, professor of business organization, Ohio State University, Columbus. Dr. Davidson continues on AMA executive committee as immediate past president.

George F. Frerichs, director of research at Earle Ludgin & Co., Chicago, elected VP of agency. Mr. Frerichs joined Ludgin in August 1963 and before that was with The Pure Oil Co., Palatine, III.

Marvin S. Mord, regional sales manager of ABC-TV network, and Alain J. Tessier, of Chicago Tribune, join Networks - Agencies - Film - Advertisers (NAFA) sales division of American Research Bureau as account executives. Mr. Mord will make his headquarters in New York; Mr. Tessier in Chicago.


Walter S. McLean, VP of Campbell-Ewald Co., Detroit, appointed assistant to President Thomas B. Adams. Mr. McLean joined Campbell-Ewald in 1954.

James M. McMullin, for past 2½ years radio account executive at Advertising Time Sales, New York, joins CBS Radio Spot Sales, that city, in same capacity.

Arthur L. Iger, marketing consultant to grocery products industry and previously director of marketing for American Kitchen Products Co., joins Cunningham & Walsh, New York, as account executive.

Jack Torrey, San Francisco manager of Fawcett Publications, joins McCann-Erickson, that city, as account executive.

John D. Clarke, formerly copy group head at Compton Adv., Chicago, joins Leo Burnett Co., that city, as copy supervisor.

William H. Loughran promoted from account executive to account service director and assistant marketing manager at Ball & Davidson, Denver. Virginia Likins, formerly media and production director at International Adv., joins B&D as director of media. Noble de Roin joins agency as VP supervising industrial accounts and directing marketing and servicing of technical and aerospace accounts.

Milton Schwartz appointed copy supervisor at Kenyon & Eckhardt, New York.

Evelyn Stern, assistant art director at McCann-Marschalk, New York, joins radio-TV department of Hoefer, Die- terich & Brown, San Francisco, as assistant to Don Cusenberg, radio-TV director.

Colonel Richard F. Whitcomb appointed sales manager of WDHA-FM Dover, N. J.

Kenneth H. Alstad, Robert Kuepler, Hal Weinstein and Otto N. Whittaker, copy supervisors at Leo Burnett Co., Chicago, promoted to associate creative directors.

William H. Norris, VP and account supervisor at Edward H. Weiss & Co., Chicago, joins Chas. Pfizer & Co., New York, as director of marketing for agrig...
Eight newsmen receive grants from CBS Foundation

CBS Foundation last week announced selection of eight CBS Foundation News Fellowships for 1964-65. Fellowships, established in 1957, offer men and women broadcast journalists year of study at Columbia University, New York, to devote to special subject areas and generally increase their understanding of radio and television news and public affairs programming.


cultural division.

Joseph Noonan appointed merchandising manager of Falstaff Brewing Corp., St. Louis.

Robert J. Hennessy, management consultant, joins Westinghouse Broadcasting Co., New York, as controller.

Charles H. Warner, formerly local and regional manager of WSPA-TV Spartanburg, S. C., joins WTOP-AM/FM Washington as assistant sales manager. Previously, Mr. Warner held sales posts with WTOP-TV as well as Avery-Knodel and WCBS-TV New York.

Wayne A. Welsh, Denver advertising and PR man who for past two years has been operating his company in conjunction with other firms, is now operating independently again as Wayne Welsh Inc., at 1711 Pennsylvania Street.

James M. Shivas joins Morse International, New York, as account supervisor. He was formerly with Young & Rubicam, that city.

William Gaspar, VP-general manager of WYFI(FM), Norfolk, joins WTMJ-FM, that city, as local sales manager.

Jerry M. Sawyer, formerly station manager of KXAT Phoenix, joins KRXV, that city, as account executive.

Sandra Allen, for past five years traffic manager in Los Angeles office of Doyle Dane Bernbach, joins San Francisco office of Campbell-Ewald Co. in same capacity.

Don Staley, of New York TV sales staff of The Katz Agency and 24-year broadcast veteran, retires April 30. After three-month vacation in Europe, Mr. Staley will join Recording for the Blind Inc., New York, as assistant national director. He joined Katz in 1947 as manager of San Francisco office.


THE MEDIA

Arthur M. Wirtz elected board chairman of Milwaukee Broadcasting Co. (WEMP-AM-FM Milwaukee) and KWK Radio Inc. (KWK St. Louis) upon purchase of controlling interest of both companies from Hugh K. Boice. Other new directors and officers elected: James E. Coston, president and director of both companies; William W. Wirtz, VP-treasurer and director of both companies; R. Mortenson, VP-director of Milwaukee Broadcasting; Emory Jones, VP-director of KWK Radio; Arthur M. Solomon, director-secretary of Milwaukee Broadcasting and secretary of KWK Radio; and Frank Hughes, assistant secretary and assistant treasurer of Milwaukee Broadcasting.

Storer Broadcasting Co., Miami, last week elected Lawrence M. Carino, general manager of WJBK-TV Detroit, Harry A. Steenerson, company treasurer, and Abiah A. Church, attorney and assistant secretary, as assistant treasurer was Arno W. Mueller, budget director. Mr. Carino, formerly general manager of WWJ-TV New Orleans, joined Storer in 1961 as WJBK-TV general manager.

Deane D. Osborne, station manager of WMGS Bowling Green, Ohio, resigns to accept similar post at WEAW-AM-FM Evanston, Ill.
Snelgrove elected president of TvB of Canada

Ralph T. Snelgrove (seated second from left), president and general manager of CKVR-TV Barrie, Ont., elected president of TvB of Canada, succeeding Jean A. Pouliot (standing second from left), managing director of CFCM-TV and CKMI-TV, both Quebec City.

Other officers elected at association's second annual meeting in Quebec City are Orville J. W. Shugg, director of sales and planning and policy of Canadian Broadcasting Corp., Ottawa, first VP; Henri Audet, president and general manager of CKTM-TV Trois Rivieres, Que., second VP, and William D. Byles, president of Stovin-Byles Inc., Toronto, secretary-treasurer.

Newly elected directors are Fred A. Lynds, president and managing director of CKCW-TV Moncton, N.B.; Maurice Valiquette, director of sales for Canadian Broadcasting Corp., Montreal; Al Bruner, director of sales and marketing for CKCH-TV Hamilton; Spence W. Caldwell (not in photograph), president of CTV Television Network Ltd.; Gordon L. Carter, executive VP of CKCM-TV Calgary, Alberta; Gordon Ferris, president of Radio-TV Representatives Ltd., Toronto, and Roy G. Chapman, general manager of CHBC-TV Kelowna, B. C.

Seated (1-r) are Messrs. Shugg, Snelgrove, Ferris, Chapman and Byles.

Standing (1-r) are Messrs. Audet, Pouliot, E.F. Lawless (executive VP of TvB of Canada), Bruner, Carter and Lynds.

David W. Small, formerly with sales department of KILT Houston, appointed general manager of KBOO Waco, Tex.

Donald J. Kelly, with Metromedia Inc. since 1962 and most recently as program consultant for WCGR-AM-FM Baltimore, named assistant to John W. Cluge, Metromedia president-board chairman.

Paul Bragg, formerly of KUEN Watson, Wash., joins KKRO Aberdeen Wash., as assistant manager and director of operations.

Patrick Driscoll appointed to newly created post of assistant to treasurer of Taft Broadcasting Co., Cincinnati. George Castrucci replaces Mr. Driscoll as chief accountant for Taft's WKKC-AM-FM-TV Cincinnati.

Dean Alexander, news director of KOWA St. Paul, Minn., resigns to become general manager of WRCR that city, new daytime outlet to go on air next month with 250 w on 1010 kc. Studio and transmitter are at 406 South Century Ave. in Maplewood, Minn. Station is authorized to

WRCR Broadcasting Co., owned by Gerald H. Bell, St. Paul businessman.

Herbert Mitgang, for past 18 years editor, writer and critic with New York Times and on newspaper's editorial board for past year, joins CBS News in newly created post of assistant to Fred W. Friendly, president and executive editor. Appointment is effective May 1.

Harley R. Drew Jr., formerly of WFNL Augusta, Ga., named news director of WBBQ-AM-FM, that city. He replaces Mike Collins, who has resigned.

John B. Swainson, former governor of Michigan (1960-62), has been signed by WJBK-TV Detroit as on-air news analyst for Democratic National Convention Aug. 24-28. Mr. Swainson now practices law in Detroit.

Jim Brown, for past two years newscaster at KPOL Los Angeles, joins KNXT (tv), that city.

George Zary, former editor and general manager of Dowagiac (Mich.) Daily News and for past year with Ann Arbor PR firm of D. J. Mitchell & As-

Bill Robbins and Glenn Wilson appointed news editors for WLY and WLWT-TV (Cincinnati, respectively).

James W. Hardiman, director of publicity for Screen Gems, New York, moves early in May to CBS-TV, Hollywood, as director of press information, succeeding late Ernie Stern. Mr. Hardiman was director of special projects for CBS-TV Hollywood press information department in 1958-59, leaving to go to Walt Disney Productions as director of radio-TV promotion. From there he moved to Screen Gems.

Michael McClellan, previously news director of wton Cicero, Ill., joins news staff of WTOP-AM-FM-TV Washington.

Ed Pyle joins news staff of WFLA Tampa, Fla.


Paul Archinard, manager of NBC News' Paris bureau, retires Thursday (April 30) after 25 years with NBC. Mr. Archinard, 65, has been manager of Paris bureau since 1952.

INTERNATIONAL

Ralph Hart, advertising manager of Lever Bros. Ltd., Toronto, elected president of Bureau of Broadcast Measurement, that city, industry cooperative audience survey organization, succeeding Jack Glasier, advertising manager of Ford Motor Co. of Canada Ltd., Oakville, Ont. Elected VP's were Ralph Draper, Foster Advertising Ltd., and Doug Trowell, CKEY, both Toronto.

Fred J. Sorrell, account executive with CBE Windsor, Ont., joins CKLW-TV Windsor-Detroit in similar capacity.


Keith MacMillan, staff producer for Canadian Broadcasting Corp., Toronto, appointed executive secretary of Canadian Music Center, succeeding late John Adaskin.

PROGRAMING

Jerry Thorpe, who earlier this month resigned post of VP-programming at Desilu Productions (BROADCASTING, April 6), joins MGM-TV, New York, effective May 1, to develop new TV properties and produce feature motion picture for theatrical release. This marks Mr. Thorpe's return to MGM where he started as script supervisor in 1944. He left in 1952 to join Desilu where he produced and directed 12 Westinghouse Playhouse shows and was executive producer of The Untouchables for three years before becoming VP.

Seymour Berns, director of The Red Skelton Hour on CBS-TV, appointed producer of program, succeeding Cecil Barker, who has terminated long association with program and network to form his own production company.

Bertram Berman appointed production executive of Bob Hope Chrysler Theater series at Revue Studios, where weekly hour-long NBC-TV show is to be produced. He formerly served program...

Retired program VP dies

Bernard L. Mullins, 66, retired VP-programmes for WATIC-AM-FM Hartford, Conn., died April 23 at St. Francis Hospital, that city, following four-month illness. Mr. Mullins, who retired last October, joined Travellers Broadcasting Service Corp. (licensee of WATIC-AM-FM-TV) in 1935 as announcement. He was appointed PR director in 1947, elected VP in charge of PR for WATIC-AM-FM-TV in 1957 and named VP-programming for WATIC-AM-FM in 1959. He was elected director of Travellers in 1961.

In similar capacity at Young & Rubicam, Hollywood (Y&R is agency for Chrysler), Mr. Berman will become executive producer for next five weeks, while Dick Berg, Revue VP and executive producer of series, is holding writer-story conferences in New York and Europe.

Carlton Skinner appointed Northern California manager of Subscription Television, in charge of new STV office at 30 Van Ness Ave., San Francisco. His background includes service as first civilian governor of Guam; executive...
NEW IDEA FROM EIMAC:  
a power tube with the quick-heat characteristics of a transistor

It used to take up to a minute for the cathode of a power tube to warm up. Now it takes mere tenths of a second with Eimac's new 250 watt X2013 series of tetrodes. These new tubes reach 70% of full plate current in 100 milliseconds with simple "hot-shot" circuitry: just apply three times rated voltage to the heater to start up—a built-in control diode switches to normal voltage when current reaches operating value. They make possible high power push-to-talk vacuum tube final amplifiers in circuitry using solid state driver stages—with no compromise for warm-up. How is it done? Eimac has invented an ingenious new directly heated oxide coated cathode. Now heater voltage is applied directly to the cathode. Result? With simple design, an X2013-powered transmitter will warm up from a cold start to full effective output power faster than the user can push and talk. The X2013 series also offers compactness, ruggedness and reliability. Available in three versions: convection cooled, conduction cooled, or forced-air cooled—with plate-dissipation ratings of 15, 100 and 250 watts respectively. That's why the most advanced mobile, hand carried and airborne transmitters from now on will be designed around this new idea from Eimac. Eitel-McCullough, Inc., San Carlos, California. Subsidiaries: National Electronics, Inc., Geneva, Illinois and Eitel-McCullough, S.A., Geneva, Switzerland.

**X2013 CHARACTERISTICS**

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<th>Characteristic</th>
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*Dependent on tube version and cooling method*

![Eimac X2013 tube image](image-url)
Canadians install

Ten directors were installed at third annual meeting of Radio Sales Bureau of Canada, at Quebec City, representing various sections of country. They are: John J. Hirtle, CKCW Bridgewater, N.S., representing Atlantic Association of Broadcasters. Jean-Paul Lemire, CKCH Hull, Que., French-language broadcasters; Waldo Holden, CFBB Toronto, Central Canada Broadcasters Association; Donald Hartford, CFAC Calgary, Alta., Western Association of Broadcasters; and Clare Copeland, CFAX Victoria, B. C., representing British Columbia Association of Broadcasters.

From Canadian Association of Broadcasters directors appointed were Allan Waters, CHUM Toronto; John Moore, CHLO St. Thomas, Ont.; Conrad Lavigne, CFCL Timmins, Ont.; and Don Jameson, CJON St. John's, Newfoundland. Andy McDermott, Radio & Television Sales Inc., Toronto, is director for Canadian Station Representatives Association.

assistant to president of American President Lines; financial VP of Fairbanks Whitney Corp. and U. S. commissioner of South Pacific Commission.

Ira Gottlieb, president of Flamingo Telefilm Sales, New York, resigns to become VP and director of Wolper Productions' East Coast headquarters with temporary offices at 529 Fifth Ave., New York. After June, permanent offices will be 555 Madison Ave.

Jennings Lang, manager of new product division of Universal City Studios, Universal City, Calif., appointed senior VP in charge of TV production at Universal. Mr. Lang joined Universal in 1950.

Dan Donahue, formerly with National Screen Service, joins Sandler Film Commercials, Hollywood, in charge of all post production activities. William Heske appointed production head. Morley Skolnek named account executive, coming from National Silver Corp.

Merrill McClatchey, formerly producer for National Educational Television and Radio Center at University of Michigan, Ann Arbor, joins WDTM(FM) Detroit as program director.

Dale Starkey, formerly of KCNO Kansas City, Mo., appointed program direc-

tor of KXYZ Everett, Wash.

Sheldon Cooper, executive producer at WGN-TV Chicago, named assistant program manager in addition to present duties. He joined WGN-TV in 1950.

Paul Salinger, on-air personality at WGN, joins radio promotion and research department.

Bob Rosen joins Screen Gems' merchandising division, New York. He was formerly national sales manager for Colpix Records, that city.

Henry Slesar, who has written for Alfred Hitchcock Presents and The Twilight Zone, signed by NBC-TV in New York to develop half-hour comedy series.

Everett Freeman, writer-producer of CBS-TV's Bachelor Father series, signed by network to develop new comedy series for 1965 season.

Milfred F. Alberg, Milberg Enterprises, appointed to board of governors of New York chapter of National Academy of Television Arts and Sciences, filling post left vacant by resignation of Garry Moore. Mrs. Alberg, former producer of The Hallmark Hall of Fame and Our American Heritage TV shows, is currently producing feature motion picture.

Jack Wilson, former NBC Radio scriptwriter and editor, named story editor for ABC Radio's forthcoming drama series Theater Five. Also joining Theater Five, as directors, are Warren Somerville and Frederick Bell, both staff producer-directors at ABC Radio.

Richard Goldstone named producer of Peyton Place, series which 20th Century-Fox is making for ABC-TV for airing in 1964-65 season. Paul Monash is executive producer of series, which will be broadcast in two installments weekly, Tuesday and Thursday at 9:30-10 p.m. Mr. Goldstone produced 49 episodes of Adventures in Paradise for same studio and network a few years back.

Jerry Olin named sports director and production manager of WMGU-AM-FM Berlin, N. H.

Fred Hessler named sports director of KMFC Los Angeles.

Fred Cusick, president of Beacon Sports Network, Boston, appointed TV director of Boston Bruins hockey club. Mr. Cusick recently resigned as sports director of WEEI Boston to assume new duties.


Joseph Weber named associate director at KYW-TV Cleveland.

Alex Daybreak named director of spe-
cial events and executive producer of New York World's Fair programs at WEVD-AM-FM New York. Mr. Daybreak will produce live programs Monday-Friday, 3-4:30 p.m. EDT.

Robert A. Armstrong, program director of WNEW Belleville, Ill., joins United Fund of Greater St. Louis as assistant to director of PR—radio-TV representative.

Tom Evans named public service director of WCOF-AM-FM Boston.

EQUIPMENT & ENGINEERING

Roland J. Kalb elected group VP and director of newly formed electronic home entertainment and special products division of The Jerrold Corp., Philadelphia. New division will be responsible for overall direction of Pilot Radio Corp. of which Mr. Kalb is VP-general manager.

Mark Druck, formerly head of his own film production company, appointed to newly created post of industrial production director for MGM Telestudios, New York.

George A. Louis joins semiconductor products division of Motorola Inc.,
Phoenix, as manager of microwave devices.

Robert Peticolos joins engineering staff of WGBB Freeport, N. Y.

FANFARE

Stephen J. Krasula, with promotion department of WMAQ and WNBQ(TV) Chicago since 1953, named manager of advertising, press and promotion for WMAQ under new policy establishing new departments for NBC-owned radio and TV outlets. Chet Campbell continues as director of advertising, promotion and press for WNDQ. Dave Hart, promotion manager, and Dan Anderson, press manager, continue to report to Mr. Campbell.

Virginia West, director of publicity at KABC-AM-FM Los Angeles, joins ABC-TV press information department in Hollywood as unit publicist. Ed Velarde, TV network unit publicist for 11 years, succeeds Miss West at KABC.

ALLIED FIELDS

Richard D. Heffner, communications consultant and former VP and general manager of WOR(TV) (educational ch. 13) Newark-New York, appointed professor of communications and public policy at Rutgers University, New Brunswick, N. J., effective July 1.

Gerald L. Appy, associate director of Center for Continuing Education at University of Georgia, Athens, named VP of Educational Television Stations. ETS is newly organized division of National Association of Educational Broadcasters, Washington. C. Scott Fletcher, formerly head of Fund for Adult Education of Ford Foundation, is director of ETS. Hartford N. Gunn Jr., general manager of WCBN-TV (educational ch. 2) Cambridge (Boston), Mass., succeeds Mr. Appy as member of ETS board of directors.

DEATHS

Junius Zelp, 40, general manager of St. Louis office of Edward Petry & Co., died at his home there Wednesday (April 22) following heart attack. He had been in St. Louis for several years and before that for many years with Petry in Chicago.

William S. Zimmerman, VP and production supervisor at Embassy Pictures Corp., New York, died April 14 at Mt. Sinai Hospital in that city. Mr. Zimmerman, formerly with MGM, joined Embassy last year.

Robert E. Blackburn, 43, creative director at Wade Adv., Chicago, died at home in suburban Northfield April 10 following long illness.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, April 16 through April 22, and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. d.—day. n.—night. LS—local sunset. mod.—modification. trans.—transmitter. un.—unlimited hours. ke—kilobytes. SCA—subauditory communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. education—al. Am.—announced.

New AM stations

Pinellas Park, Fla.—Pinellas Radio Co., Granted CP for new AM on 570 kc, 500 w, DA, D. P. O. address 334 44th Ave., St. Petersburg, Fla. Estimated construction cost $35,000. first year operating cost $35,000, revenue $35,000. Principals include William D. Mangold, 60%, Edward F. Landt and Willis G. Boneyn, 20% each. Mr. Mangold has interest in WILZ St. Petersburg which must be sold before program tests will be authorized. Mr. Landt is in construction. Mr. Boneyn is architect. Action April 15.

Dalton, Ga.— Cherokee Broadcasters Granted CP for new AM on 1530 kc, 10 kw, DA-2, D. P. O. address c/o Sanford J. Wills, Route One, Rocky Pecan, Ga. Estimated construction cost $37,731; first year operating cost $36,000; revenue $50,000. Principals: A. H. and S. J. Wills (each 50%). Mr. A. H. Wills is local businessman; Mr. S. J. Wills is employee of WRCO Dalton, Ga. Action April 15.

Covington, Ky.—Kentucky County Broadcasters Granted CP for new AM on 1320 kc, 50 w, D. P. O. address 49 Oak St., Kansas City, Mo. Estimated construction cost $74,685; first year operating cost $15,000, revenue $75,000. Irving Schwartz, sole owner, is general manager of KUDL Kansas City. Action April 15.

Pasadena, Calif.—Radio Eleven Ten Inc. 1110 kc, 10 kw, 50 kw LS, DA-2, unlimited (requiring interim operation only and facilities relinquished by KRLA) D. P. O. address 1088 Wilshire Boulevard, Los Angeles, Calif. Estimated construction cost $4,000; first year operating cost $50,000; revenue $1,000,000. Principals: Radio Southern California Inc., Orange Radio Inc., Pasadena Civic Broadcasting Co., Pacific Fine Music Inc., Pasadena Community Station Inc. (each 20%). (All of above parties are applicants separately for permanent use of KRLA facilities.) Ann. April 21.

Existing AM stations

Passaic, N. J.—Grand Action to increase daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w; and waived Sect. 73.188(b) of rules to permit designation of station location as Knoxville, to which

EDWIN TORNBERG 
& COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewett Ave., Pacific Grove, Calif. • FR 5-3184
Washington—711 14th St., N.W., Washington, D.C. • BI 7-8531
Fountain City is now annexed. Action April 22.

New FM stations

**ACTIONS BY FCC**

Bay Minette, Ala.—Faulkner Radio Inc. Granted CP for new FM on 105.3 mc, channel 26A, ERP 3 kw. Ant. height above average terrain 155 feet. P. 0. address Box 426, Bay Minette. Estimated construction cost $10,551; first year operating cost $8,800; revenue $12,490. Initial audience $1,560,000. **WBCA** Bay Minette. Action April 15.  

Mobile, Ala.—Mobile Broadcasting Service. Granted CP for new FM on 98.1 mc, channel 241, ERP 39.7 kw. Ant. height above average terrain 219 feet. P. 0. address Box 181C, Mobile. Estimated construction cost $20,380; first year operating cost $36,000; revenue $42,480. Initial audience $1,362,000. **WMBM** Mobile. Action April 15.

**APPLICATIONS**

WKLF-AM-FM Clanton, Ala.—Seeks acquisition of control licenses of CBS Enterprises Inc., owned by E. T. O’Neal (33 1/3% before, 65% after), through transfer of control of WKLF-AM-FM (1500) and WZTV (TV) 3 (39% before, 65% after). Before. Action April 15.

KGMU-Tucson, Ariz.—WEHT-TV (BC) A. Grant of control of licensee corporation, KGTV-TV Inc. and WEHT Inc. respectively, through transfer of control of KGTV-TV (ci) from Henry S. Hilleberg, Inc. (29%), and others to Gilmore Broadcasting Corp. of Arizona (55%) and Gilmore Broadcasting Inc., owned by James S. Gilmore (100%). Consideration $6,000 and assumption of $19,000 liability. Mr. O’Neal is manager and secretary. Mrs. Hilleberg is president and Mrs. O’Neal is vice-president. Mr. and Mrs. O’Neal also own Gilmore Broadcasting Corp. Action April 15.

KMBY Monterey, Calif.—Seeks assignment of license from John Burroughs Inc., owned by Mrs. Burroughs (25% before, 49% after) to Frances S. DeGola (49% after). Before. Action April 15.

KKMJ Santa Rosa, Calif.—Seeks transfer of control of licensee corporation, Bay Area Broadcasting Inc., owned by Messrs. B. Lee, deceased, (67.5%) to City Trust Co. of Danbury, executor of personal **Action April 15.**

**OWNERCHIPS**

**ACTIONS BY FCC**

KKAN Phillipsburg, Kansas—Granted assignment of license from North Central Broadcasting Inc., owned by Oban and Douglas (65%) and Pat Lyon (35%). Consideration $72,000. KIMB is licensee of KIMB. Action April 15.

WMOU Berlin, N. H.—Granted assignment of license from Berlin Broadcasting Co., owned by John (51%) and L. I. Singer (49%), to Edward Bowman (47.5%) to Coos County Broadcasting Co., owned by Christian (50%) and Pat Lyon (50%). Consideration $876.00. Action April 15.

WMTW Mount Washington, N. H., and WMTW-TV Poland Springs, Me.—Granted assignment of license from Mount Washington Broadcasting Co. (75.5%) and Ann Christiansen (24.5%) to KKAN Inc., owned by John (51%) and L. I. Singer (49%). Action April 15.

WTVT-FM Mount Vernon, N. Y., and WTVT-TV New Bedford, Conn.—Grants assigment of license from Wachusett Broadcasting Co., owned by Mr. and Mrs. Maloney (60%) to John P. Caruso, Jr. (40%), for a new FM station to be assigned to a new CP. Action April 15.

WAVE Emerson, N. H.—Grants assignment of license from WLAC, Inc., owned by John P. Caruso, Jr. (60%) and Mr. and Mrs. Maloney (40%), to John P. Caruso, Jr. (40%) and Mr. and Mrs. Maloney (60%). Action April 15.

**FCC**

**Applications**

*Stanford, Calif.—Board of Trustees of Leland Stanford Junior University. Granted CP for new FM on 90.1 mc, channel 22, ERP 3 kw. Ant. height above average terrain 155 feet. P. 0. address All City Radio Co., Stanford, Calif. Estimated construction cost $5,047; first year operating cost $2,650; revenue $4,200. Principals: president, trustees. Action April 15.

Melbourne, Fla.—Indian River Radio Inc. Granted CP for new FM on 102.3 mc, channel 272, ERP 3 kw. Ant. height above average terrain 155 feet. P. 0. address WADP, Miami. Estimated construction cost $36,000; first year operating cost $42,000. Indian River Radio is licensee of WMWB Mel- bourne. Principals: A. Ardrey, c/o WPIA. Action April 15.

Pennsacola, Fla.—WCOA Radio Inc. Granted CP for new FM on 100.7 mc, channel 272, ERP 6 kw. Ant. height above average terrain 155 feet. P. 0. address Box 1859, Pensacola. Estimated construction cost $32, first year operating cost $36,000; revenue $42,480. WCOA Radio Inc. is licensee of WCOA Pen- sacola. Action April 15.

California—WCOA Radio Inc. Granted CP for new FM on 107.3 mc, channel 328, ERP 4 kw. Ant. height above average terrain 155 feet. P. 0. address Box 1357, Columbus. Estimated construction cost $5,047; first year operating cost $8,000; revenue $9,800. Principals: C. A. McCullar (25%), W. F. Brown (25%), Dr. P. W. Clark (25%) and Miss Margaret Brown have interest in WMGY Montgomery. Action April 22.

WMOU Berlin, N. H.—Grants assignment of license from Berlin Broadcasting Co., owned by John (51%) and L. I. Singer (49%), to Edward Bowman (47.5%) to Coos County Broadcasting Co., owned by Christian (50%) and Pat Lyon (50%). Consideration $876.00. KIMB is licensee of KIMB. Action April 15.

**Ownership Changes**

**ACTIONS BY FCC**

WKLF-AM-FM Clanton, Ala.—Seeks acquisition of control licenses of CBS Enterprises Inc., owned by E. T. O’Neal (33 1/3% before, 65% after), through transfer of control of WKLF-AM-FM (1500) and WZTV (TV) 3 (39% before, 65% after). Before. Action April 15.

WZTV Tuscan, Ariz.—WEHT-TV (BC) A. Grant of control of licensee corporation, KGTV-TV Inc. and WEHT Inc. respectively, through transfer of control of WEHT-AM-FM (1550) from KGTV-TV Inc. (33 1/2%) and others to Gilmore Broadcasting Corp. of Arizona (55%) and Gilmore Broadcasting Inc., owned by Mr. and Mrs. O’Neal (100%). Consideration $6,000 and assumption of $19,000 liability. Mr. O’Neal is manager and secretary. Messrs. O’Neal also own Gilmore Broadcasting Corp. Action April 15.

KMBY Monterey, Calif.—Seeks assignment of license from John Burroughs Inc., owned by Mrs. Burroughs (25% before, 49% after) to Frances S. DeGola (49% after). Before. Action April 15.

KKMJ Santa Rosa, Calif.—Seeks transfer of control of licensee corporation, Bay Area Broadcasting Inc., owned by Messrs. B. Lee, deceased, (67.5%) to City Trust Co. of Danbury, executor of personal **Action April 15.**

WDMV Peomokeo City, Md.—Seeks assignment of license from Clackamas Broadcasting Inc., owned by Harold (25%) and Edith (20%) and Irwin S. (33%3) and Priscilla R. Adams (16%). Republic Broadcasting Inc. is licensee of KDKG (BC). Action April 15.

KGMU-Tucson, Ariz.—WEHT-TV (BC) A. Grant of control of licensee corporation, KGTV-TV Inc. and WEHT Inc. respectively, through transfer of control of KGTV-TV (1500) and WZTV (TV) 3 (39% before, 65% after). Before. Action April 15.

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Hearing Cases

INITIAL DECISIONS

Hearing Examiner H. Gifford Irion issued initial decision looking toward granting application of W. G. Davis and William G. Egerton, d/b/a D and E Broadcasting Co., for new daytime AM on 1540 kc, in San Antonio, Texas; condition, and (2) denying application of Great State Broadcasters Inc., seeking new station on same frequency with 10 kw, DA, in San Antonio, Texas.

Hearing Examiner David I. Kraushaar issued initial decision looking toward granting application of WTLY, Inc., for new FM station on channel 91, at Tulelake, Calif., with 23,000 watt power, 175,000 feet antenna height.

Hearing Examiner H. Gifford Irion issued initial decision looking toward granting application of KMPO-AM, for new FM station on channel 91, at McClellan Field, Calif., in the Sacramento, Calif., area, with 11,000 watt power and 1735 feet antenna height.

Hearing Examiner H. Gifford Irion issued initial decision looking toward granting application of KALY-AM, for new FM station on channel 91, at Redding, Calif., with 4,500 watt power, 1770 feet antenna height.

Commission gives notice that Feb. 26 initial decision which looked toward granting applications of WPTL-AM, for new FM station on channel 91, at Miami, Fla., and WRJ-AM, for new FM station on channel 91, at Oklahoma City, Okla., was filed in good faith and -application of WPTL-AM and WRJ-AM was continued indefinitely.

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SUMMARY OF COMMERCIAL BROADCASTING
Compiled by BROADCASTING, April 22

ON AIR NOT ON AIR TOTAL APPLICATIONS

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<td>571</td>
<td>138</td>
<td>138</td>
</tr>
</tbody>
</table>

OPERATING TELEVISION STATIONS
Compiled by BROADCASTING, April 22

<table>
<thead>
<tr>
<th></th>
<th>VHF</th>
<th>UHF</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>105</td>
<td>79</td>
<td>82</td>
</tr>
<tr>
<td>Noncommercial</td>
<td>43</td>
<td>329</td>
<td>0</td>
</tr>
</tbody>
</table>

COMMERCIAL STATION BOXSCORE
Compiled by FCC, March 31

<table>
<thead>
<tr>
<th></th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>3,869</td>
<td>1,119</td>
<td>521</td>
</tr>
<tr>
<td>CP's on air (new stations)</td>
<td>78</td>
<td>43</td>
<td>668</td>
</tr>
<tr>
<td>CP's not on air (new stations)</td>
<td>154</td>
<td>80</td>
<td></td>
</tr>
<tr>
<td>Total authorized stations</td>
<td>4,049</td>
<td>1,318</td>
<td>668</td>
</tr>
<tr>
<td>Applications for new stations (not in hearing)</td>
<td>202</td>
<td>245</td>
<td>64</td>
</tr>
<tr>
<td>Applications for new stations (in hearing)</td>
<td>100</td>
<td>21</td>
<td>66</td>
</tr>
<tr>
<td>Total applications for new stations</td>
<td>302</td>
<td>266</td>
<td>130</td>
</tr>
<tr>
<td>Applications for major changes (not in hearing)</td>
<td>198</td>
<td>66</td>
<td>43</td>
</tr>
<tr>
<td>Applications for major changes (in hearing)</td>
<td>43</td>
<td>1</td>
<td>7</td>
</tr>
<tr>
<td>Total applications for major changes</td>
<td>241</td>
<td>61</td>
<td>50</td>
</tr>
<tr>
<td>Licenses denied</td>
<td>7</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>CP's deleted</td>
<td>2</td>
<td>0</td>
<td>1</td>
</tr>
</tbody>
</table>

1 Does not include seven licensed stations off air.

2 Includes three noncommercial stations operating on commercial channels.

By Hearing Examiner Thomas H. Donahue

By memorandum opinion and order in proceeding on AM applications of Meredith Colton Johnson (WFCJ, 2630x700, WSHC, 700x263), both Mississippi, in Dockets 15248-70, decided that the stations in Colton's inten-

tion to take depositions, and denied plead-

ings by Johnston and broadcast bureau to

extent that they operated in depositions

under those terms or seek some other

form of relief.

In proceeding on application of Frank-

lin Broadcasting Co. to transfer control of W

(WJFL), Pompano Beach, Fla., to William F. Johns Sr. and William F. Johns Jr., granted motion by transferor

to extend time from April 20 to May 20 to exchange exhibits and to continue May 4 hearing to June 5. Action April 17.

In Miami TV channel 7 proceeding in Dockets 10/64-6, granted joint motion by

Sunbeam Television Corp. (WCKT) and Community Broadcasting Service Inc. to extend

April 16 to April 23 to file replies to their proposed findings of fact and con-

clusions of law. Action April 15.

In proceeding on applications of Board-

man Broadcasting Inc. and Daniel Ente-

rprise Inc. for new stations in Kaufman

and Warren, respectively, both Ohio, in Dockets 15196-1, granted petition by Boardman to extend time from April 21 to April 28 to file proposed findings. Action April 15.

By Hearing Examiner Charles J. Frederick

Granted motion by Blackburn Broadcast-

ing Co. (WSDB), Sterling, Ill., to continue

without date prehearing conference

(now scheduled for April 24) and hearing

(now scheduled for May 28) in proceeding on AM application. Action April 17.

By Hearing Examiner Millard F. French

Granted petition by Saul M. Miller to con-

tinue April 22 hearing to May 7 in pro-

ceeding on his application and that of Bi-

 sandwiches Broadcasters of Kutztown and

Annville-Cleona, respectively, both Pennsylvania. Action April 21.

By Hearing Examiner Walther W. Guenther

Granted request of broadcast bureau for

further prehearing conference on April 23 in proceeding on applications of Coosa

Valley Radio Co. and Rome Broadcasting

Corp. for new FM's in Rome, Ga. Action April 17.

By Hearing Examiner Isadore A. Honig

Granted motion by Charles L. Hamilton

Sr. and Mildred B. Hamilton (KBAB), In-

dianola, Iowa, to continue its exhibits 5, 6 and 7, cancel May 1 further hearing, designate May 21 to file proposed briefs and continue prehearing con-

ference on May 25 and hearing on May 26 in proceeding on AM application. Action April 21.

By Hearing Examiner H. Gifford Iri

Canceled May 21 further prehearing con-

ference on FM applications of Cascade

Broadcasting Co. and Sunbelt Broadcasting Co. (WIXX-FM), Yakima, Wash. Action April 21.

In proceeding on applications of D and

E Broadcasting Co. and Great State Broad-

casting Inc. for new stations in San Antonio, Tex., redesignated by new numbers certain exhibits tendered by Great State which in-

advertently received duplicate numbers during course of hearing. Action April 21.

Scheduled further prehearing confer-

ence for April 31 in proceeding on FM ap-

plications of Cascade Broadcasting Co. and

David Zander Pugliese, tv'sus Sunset Broad-

casting (KOKI-FM), both Yakima, Wash. Action April 20.

By Hearing Examiner Jay A. Kyle

By memorandum opinion and order, granted

petition by Pepino Broadcasters Inc. for

leave to amend for new AM in San Sebastian, P. R., to reflect withdraw-

al of Felix Bonnet Velez from corpora-

tion and to include in the application, with

commission approval, after grant of applica-

tion: returned amended application to

sion in Docket 14419, and denying applica-

tion of Service Broadcasting Co., for facili-

ties in Kenosha, Wis. Oct. 9, 1963 ini-

tial decision looked toward action. Action

April 17.

By memorandum opinion and order in con-

sidering proceeding applications of Commu-

nity Broadcasting Service Inc. and

Morlimer Hendricksen and Vivian Eliza

Hendricksen for new FM's in Vineland, N. J., granted Community's petition to en-

large issues to determine whether staff pro-

posal by Community's and Vivian Eliza

Hendricksen is adequate to operate their pro-

posed FM in conjunction with WDVL Vine-

del, Action April 16.

Granted request by Hinson-Frank Radio

Enterprises to correct transcript of March 16 oral argument in proceeding on its

application for new AM in Houston. Action

April 15.

By memorandum opinion and order, denied

petition by James R. Williams for recon-

sideration of Jan. 15 decision which denied Williams' new AM in San An-


Granted motions by Outlet Co. and

Pinellas Radio Co. to correct transcript of

March 16 oral argument in proceeding on

Pinellas' application for new AM in Pinellas

Park, Fla. Action April 15.

In proceeding on applications of Great

Northern Broadcasting System and Mid-

western Broadcasting Co. for new AM's in

Traverse City, Mich., grand jury's joint petition to waive Sect. 1.594 of rules insofar as it

requires publication of hearing issues im-

mediately following release of order spec-

ifying time and place of hearing. Action

April 15.

Members Berkemeyer, Pincove and

Stone adopted decision (1) granting appli-

cation of Pacific Northwest Coast Broad-

casting Co. for new AM on 1530 kc, 10 kw, DA, D, in Bridgeport, Conn., conditions include pre-

scheduling-pre-sunrise operation with daytime

facilities pending final decision in Docket

14419, and (2) denying application of Garo

W. Ray for new station on same channel with 250 w, D, in Seymour, Conn. July 5, 1963 initial decision looked toward action. Action

April 14.

ACTIONS ON MOTIONS
By Chief Hearing Examiner

James D. Cunningham

Declared Examiner Elizabeth C. Smith to

preside at hearing in proceeding on ap-

plications of United Auto Corp. and North-

end-Broadcasting Co. for new FM's in

Rochester, Minn.; scheduled prehearing confer-

ence for May 19 and hearing for June


Declared Examiner Charles J. Fred-

erick to preside at hearing in proceeding on

applications of Central Broadcasting

Corp. and WCRB Inc. for new FM's in

Wareham, Mass.; scheduled prehearing con-

ference for May 18 and hearing for June


Declared Examiner Forest L. Mo-

Clellan to preside at hearing in proceeding

on FM applications of Pati Dean Ford

(WPFL), Wabash Valley Broadcasting Corp.

(WFTH) and Radio WBOW Inc. all Terre

Haute, Ind.; scheduled prehearing confer-

ence for April 18 and hearing for July


Granted petition by Pepino Broadcast-

ers Inc. for new AM in San Antonio, Tex.,

to extend time from April 18 hearing, but without date, and ordered that

new hearing date will be specified by pre-

siding officer in proceeding on Pepino's ap-

plication for new AM in San Sebastian, P. R. Action April 15.

In proceeding on applications of Guada-

lupe Valley Telecasting Inc. and Victoria

Television, Inc. for new TV's on channel 19 in

Victoria, Tex., granted petition by Guada-

lupe to extend dismissing, but with prejudice, the application and retained in

hearing status Victoria application. Action

April 14.

By Hearing Examiner Basil P. Cooper

Scheduled further prehearing confer-

ence for April 18 in proceeding on applica-

tions of Ultrasion Broadcasting Co. and

WEBR Inc. for new TV's on channel 19 in

processing line and cancelled May 6 hearing. Action April 21.

Granted by Progress Broadcast Corp., New York, to re-schedule for May 6 date for exchange of exhibits for new court commencement of hearing in proceeding on AM application. Action April 20.

On own motion, scheduled hearing for May 6 in proceeding on application of Pelton Brothers Inc. for new AM in San Sebastian, P. R. Action April 17.

By Hearing Examiner

Chester F. Naumwicz Jr.

Granted petition by Broadcast Bureau to extend April 20 to May 22 time for filing of proposed findings and from May 11 to May 22 for replies in proceeding on applications of WJWR (FM) Palmyra, Pa. — Granted SCA on subcarrier frequency of 87 kc.


By Hearing Examiner Herbert Shafman

Rescheduled April 20 hearing to May 11 for new TV channel 6 proceeding. Action April 17.

In proceeding on applications of Great Northern Broadcasting System and Midwestern Broadcasting Co. for new FM's in Traverse City, Mich., in Dockets 1259, 1300, pending action on Midwestern's petition for renewal of WTVT-FM in Traverse City, and without objection by other parties, Hearing Examiner granted April 12 hearing for July 15 and extended 60 days other dates mentioned in statement and order release March 10, Action April 15.

Granted unopposed petition by Victoria Television Co. for amendment to application for new TV channel 19 in Victoria, Tex., by setting forth additional business interests of partnership. Action April 10.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of April 21

WJWR (FM) Palmyra, Pa. — Granted SCA on subcarrier frequency of 87 kc.


KGGC Rural Mindilla County, Burley and Rural Cassia County, Idaho. — Granted license covering changes for VHF TV translator.

KQCV Summer, Wash. — Granted CP to include Puyallup, Wash., in principal community, change frequency from 107.5 to 88.7, and make changes in antenna system for VHF TV translator.

WVCA-FM Gloucester, Mass. — Granted CP to make changes in antenna system for VHF TV translator.

Nonrenewal

By decision, commission denied application by Melody Music Inc. (equally owned by Jack Barry and Daniel Emrich) for renewal of license for WMGL Hollywood, Fla., and allowed Melody Music until June 29, 1964, to operate WMGL in order to wind up its affairs. Commissioner Lee dissented and

Continued on page 103
CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 2¢ per word—$2.00 minimum
- HELP WANTED 25¢ per word—$2.00 minimum.
- DISPLAY ads $20.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS & EMPLOYMENT AGENCIES advertising require display space.
- All other classifications, 35¢ per word—$4.00 minimum.
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington, D. C. 20036.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos etc., sent to box numbers are sent at owner's risk. Broadcasters expressly repudiate any liability or responsibility for their custody or return.

RADIO—Help Wanted

Management

New Jersey station needs experienced manager. Must have successful background of sales and management. Salary plus percentage of gross in rapidly growing area! Resume, photo, and references with addresses and personal photo and qualifications. Send resume and snapshot to Box D-295, BROADCASTING.

Midwest—manager for group owned station in competitive market. City population 35,000. Compensation geared to profits. Must have clean and successful record. Send resume and photograph to Box D-213, BROADCASTING.

Station manager . . . To head dynamic crew at newly opened profitable lively adult country rock music format. Background must include sales and public relations. Box D-282, BROADCASTING.

Combination top manager—star salesman. We are seeking an experienced administrator and proven star salesman to completely run with supervisory responsibility a long-established radio station in medium size Massachusetts market which has substantial growth potential. Must have sound eastern client and agency contacts. Position offers liberal base salary plus a generous profit sharing program. If you are fully qualified and interested please send resume, photo and five personal and five business references to Box D-297, BROADCASTING.

Opportunity for qualified manager at FM-stereo station in Fort Clinton, Ohio. Must be able to assume full responsibility for station operation. Excellent position for growth in five-station group. Send complete resume to J. A. Landot, P.O. Box 547, Norwalk, Ohio.

Sales

Large East Coast market. Chain operation. Intelligent newcomer to adult program work at adult programmed station will provide decent living. Apply in confidence. Box P-282, BROADCASTING.

Baltimore. Experienced top salesman, capable of taking sales to next level. Good salary plus plus top station, multiple chain. Please write fully, Box D-288, BROADCASTING.

Midwest—sales openings with group serving cities of 20,000 to 40,000. Draw against commission with guarantee first few months. Send resume, photo, Box D-212, BROADCASTING.

The man we need is a professional radio salesman, young, aggressive and a self-starter. Recent experience in California with fast growing major market chain. Top salary and incentive. All replies held in confidence. Box C-282, BROADCASTING.

Sales trainers (2) . . . Group stations in east instituting sales training program, require sales personnel at grad. or college radio backgroup helpful. Good salary plus car required. Box D-283, BROADCASTING.

If you have a proven record and want an opportunity to work into an aggressive group of seven stations in the Midwest join us at our newest. Good salary, commissions and training available. Send resume to Richard Creamer, Sales Manager, WITL, Lansing, Michigan.

To big for present station? Come to Indianapolis! Guaranteed against 15%. Radio's most creative sound. Everything's right. Are you? Call or write today, Roger Kiley, WNDY, Indianapolis.

ANNOUNCERS

Experienced staff announcer on way up for strong community-news and middle road music New York City area. Adult alert personality. Good voice, music, takes direction. Program manager potential. Starts range $440 monthly. Tape and resume to Box D-101, BROADCASTING.

Wanted immediately—DJ for afternoon show, 3rd class ticket necessary for resort area station. No. 1 in market. Reply immediately. Send tape and resume to Box D-269, BROADCASTING.

2-combo announcer, 1st phone. One scanner for early A.M. show, one scanner for late afternoon show. Both must be top ticket; production men. 1-Capable newsmen. Get it and report it. 1-Junior salesman. Staff expanding, so area manager market. Complete details and tape in first letter. Box D-387, BROADCASTING.

1090 Watts—central Illinois radio has immediate opening for announcer with first phone. Must have good voice and reasonable record.ارغ想要, photo and resume (quick) to Box D-289, BROADCASTING.

Announcer . . . Near NYC . . . Lively middle road music—Heavy news. 1st class ticket helpful. Car required. Box D-284, BROADCASTING.

New Jersey: Capable dj-newman for adult music station. Background and experience necessary. Pay for top quality. Send resume, tape Box D-304, BROADCASTING.

Full-time, small market independent in growth area western North Carolina has one, possibly two openings. Middle road programing; no screaming or chatter. Will consider broadcast experience, three to five years, experience must include news. Send tape, resume and endorsement. Position requires top flight effort. Send tape and resume. Box D-316, BROADCASTING.

Top C&W fulltime station in the nation's 5th largest market. Open immediately, 1st—a disc jockey who has all the tools—knowledge, top air salesmanship, and clean, attractive presence. Newman capable of strong air sales, news background and public relations. Excellent writing and radio background. Send resume, tape, salary requirements, and marital status to Box D-312, BROADCASTING.

Immediate opening for mature announcer. Middle-of-the-road music and production work. Excellent working conditions with the finest equipment and salary and resume. Ken Stahl, KFOR, Lincoln, Nebraska.

1st phone announcer for top 100 5-10 PM trick. Present man going into expanding local market. Announcer married man with two years board experience. Top starting salary. Regular increases. Many side benefits. Send resumes to: Phone Jim Jae, Manager, KHMO, Hannibal, Missouri. A'cademy 1-3459 or in first phone stop by for interview. Position is open now.

Experienced announcer. Send tape, complete information. Good pay. KLIC, Monroe, Louisiana.

Immediate opening—young single announcer with third class license. Adult quality format. KVWM, Showlow, Arizona.

Immediate opening. Announcer or newsmen position with station in Texas. Strong music background. Send full resume. KWCO, Chickasha, Oklahoma.

ANNOUNCERS—(Cont'd)

Florida. Calling DJs and newsmen. Top station offers you great chance modified top 40. We want jocks who can deliver and newsmen who please the public with music, take direction. Program manager potential. Starts range $440 monthly. Tape and resume to Box D-101, BROADCASTING.


First telephone. liner, personality, top 40 operation. WRDG, Station WORF, N. C.

Announcer needed with 1st phone license. No maintenance. Modern well equipped station playing up tempo big band music. Send resume, tape and photo to Frank Wilson, WMBG, P.O.B. 5229, Richmond, Virginia.

Experienced announcer with first phone. Afternoon shift. No maintenance. Adult format. New college town. A.M. Send tape, resume, references to WRNK, Box 632, Newark, Del.


Fast pace clever dj for tight top 40 operation in medium size market. Send tape, resume, and photo to Channel One Radio, P.O. Box 1798, Hickory, N. C. No phone calls.

Expansion has created openings for newsman-announcers, salesmen and engineers. Five station group in Ohio. Only qualified people need apply. Send complete resume to James A. Lendt, P.O. Box 547, Norwalk, Ohio.

Technical

Two first class engineers wanted. Minimal announcing schedule required. 500 watt daytimer. Minimum market. Maintenance a must. Send resume to Box D-221, BROADCASTING.

Experienced studio-transmitter engineer for regional station. Apply Box D-243, BROADCASTING.

Chief engineer/audio. Major market, east coast. Must be experienced chief. Reliable. No advertising. Excellent equipment, working conditions. Rare opportunity. Send resume, photo and recent references to Box D-252, BROADCASTING.

Video switcher, immediately opening. first phone, KCLJ, Reno, Nevada.

Central Massachusetts station desires chief engineer. Contact: Don Robison, Station WARW, Ware, Mass. Chance for real opportunity.

Immediate opening for qualified first phone engineer. Light announcing, WSYB, Rutland, Vermont.

Are you a 1st class engineer with direction- al experience, capable of assuming full engineering authority? We have a strong job for you. Send resume or call, Orv Koch, Box 581, Newark, Del. Phone 432-6666, Stuart Broadcasting Co.
Production—Programming, Others

Experienced news editor on way up for strong community news-oriented New York City area. Must have quality, authoritative voice, be imaginative, good writer and interviewer. News director potential. Starting range $460 monthly, Tape and resume to Box D-192, BROADCASTING.

Program Director for North Carolina daytime, can handle sales and production. Some air work. Box D-169, BROADCASTING.

Veteran newsmen, writer, reporter, sober, reliable, experienced Florida station. Box D-188, BROADCASTING.

Texas medium-market needs qualified program director to handle short shift plus internal operations of responsive radio station. Excellent chance for assistant manager duties. Top salary Box D-285, BROADCASTING.

News editor, qualified through experience or schooling, wanted for long established full time kilowatt, strong in news coverage. News director already on staff, also news mobile unit in operation. Pleasant, prosperous eastern Illinois city. Better than average pay, extra hours and opportunity. Give full details of experience, references to Box D-286, BROADCASTING.

Dominant station in one of the 10 largest markets (East coast) is looking for best top 40 talent in business. Send tape, resume, references and picture to Box D-291, BROADCASTING.

Top paying program directors job open. Send tape. Middle of the road top 40. Box D-296, BROADCASTING.

News director for gathering, writing, broadcasting. Good salary. Write KTOO, Mankato, Minn.


News director. Need experienced, professional announcer with news background and FM voice. Send resumes, references. Box D-300, BROADCASTING.

Operation manager needed for 1 of our largest mid-market TV stations. A responsible position for a responsible person. Tape, resume, at once to Orr Koch, Box 391, Lincoln, Nebraska.

RADIO—Situation Wanted

Management—(Cont'd)

Do you need a good station or general manager? I'm 32, married, engineer, no family or personal problems. Have good record and currently manager of station in midwest. Four years experience and know how to sell, program & promote. Any size market or size of audience will be answered promptly. Prefer Carolinas, Georgia, Virginia, West Virginia. Station is now manage is being sold. Available in May. Box D-286, BROADCASTING.

Wish to move to the Florida west coast. Mature sales management experience. Presently employed, Box D-290, BROADCASTING.

Aggressive radio man with 20 years background in management, sales, all phases of radio and public relations now available. Family. Prefer East. Box D-303, BROADCASTING.

Mr. Pro. Age 39, family. Eighteen years experience. First eight: announcer, P.D. News director, assistant manager. Next ten: manager, corporate officer, partner in ownership. Excellent record each level. Strong administrator, local/national sales. Seeking station and ownership. Very aggressive assistant post, AM or TV. Consider all markets. Opportunity substantial and honestly sound. Box 303, BROADCASTING.

From red ink to black in seven months. My TV success as major market voice. New market can make your operation profitable. Seek return to Florida. Box D-310, BROADCASTING.

Long and consistent record of experience and success in all phases of broadcasting; includes management. Mature, family man, active in community and church affairs. Box D-312, BROADCASTING.

Radio manager, TV sales manager: strong on sales, community relations; high industry, presidential, recommendations. Box D-314, BROADCASTING.

Presently employed General Manager in small market would move to a larger market. 17 years experience as announcer, sales manager, program director. 5 of this experience as manager, 5 more as salesman. Married. 5 children. Active in community affairs. 35 years old. Box D-321, BROADCASTING.

Aggressive-knowledgeable broadcaster desires change. General and Sales management (both radio and TV) covering 18 years in both major and medium-sized markets. Rep, experienced, thorough, back on national spot and local business procedures and have age 49, 4 children. College degree. Currently employed. Box D-324, BROADCASTING.

CATV manager desires return to broadcasting. Experienced in advertising and promotion, sales planning, public relations. Several years experience in both media, talented, good contact, sense of humor. Box D-329, BROADCASTING.

Manager—Polished professional eager to return radio. Long successful record small-market to large-market stations. Former owner,שנתיים, chemical, energy, initiative; bondable, reliable. Familiar with all phases of management. Tackle promising situation anywhere, west-east. Write Mr. C. Young, 1628 Albany, Los Angeles, 90013.

Sales

Youth, aggressive sales manager looking for greatest growth opportunity. Family man . . . active in community . . . college. Profit and willing to consider any reasonable offer in sales, sales management or management. Willing to locate anywhere. Write Box D-330, BROADCASTING.

Interested in tech, rep sales, engineering. Experience in electronics, Solid, exploitation, engineering experience. Construction, proof AM, FM, stereo, SCA. Present employment in black. Fashionable 33, married. Box D-277, BROADCASTING.

Good salesman! Now make five figures. 35, 10 years radio-TV talent. Production, news. Box D-303, BROADCASTING.

Sales—(Cont'd)

Young broadcaster, experienced in announcing. Sales looks excellent: available, starting on station in east. Box D-319, BROADCASTING.

Salesman & manager, 15 years. Experience will add $10,000 extra business short term. Now experience—good records. Box D-323, BROADCASTING.

Anouncers

Married professional announcer, good music, news, sports, 412 month. Box D-327, BROADCASTING.

Announcer D.J.—cut all shows, good board—combo—married—and reliable. 4 years experience—good record, in sales. Box D-331, BROADCASTING.


Swinging personality top 40 DJ with voices. Number one market. Wish to relocate. Box D-245, BROADCASTING.

Two of you—grass green from Broadcast School, seeking first job in industry—radio or TV. Would consider production/writing oriented. Take one or both. Box D-249 (R). Box D-260, BROADCASTING.

Announcer-DJ, experienced, personable, fast board, authoritative, no foiler. Box D-270, BROADCASTING.

Two friendly sounding adult type jocks currently in non-progressive medium market want to move up to a more progressive medium market station: years experience. Mainly interested in air-work. Minimum $475.00 per month. Box D-300, BROADCASTING.

Radio-TV 20 years experience, production, disc jockey. Currently employed Pacific Northwest quality radio, desires relocation California. Tape & resume on request. Box D-269, BROADCASTING.

Experienced—first phone announcer seeking major market. Presently No. 1 in large metro area. Family man—prefer top forty. Top talent for top price. Box D-270, BROADCASTING.

Radio showman—Ambitious young, personable, single. Desires variety work. Likes hops, remotes, activity. Married, college, bone in hand discharged. Box D-373, BROADCASTING.


Newscaster 3 years experience, mature sound, family, bright dj, dependable, personable, will settle. Box D-284, BROADCASTING.

Versatile announcer available June 1 for twelve weeks replacement. First phone. Box D-276, BROADCASTING.

Used personality in good condition. Plenty of trouble free miles left. Now metro morning man. Box D-288, BROADCASTING.

Weekend winner/number one station, medium market. Desires swinger. Anywhere. Box D-289, BROADCASTING.

Too cold here! Top northeastern air personality, desires combination, full time operation. No top 40. Available immediately. Box D-294, BROADCASTING.

Sportscaster/announcer. Excellent experience in all phases of sportscasting. Employed. Family. Box D-285, BROADCASTING.

First phone showman—6 years major market experience. Excellent experience, pd production, play by play, $75.00 minimum. Box D-299, BROADCASTING.

If you are the station that would like to get a Coast-to-Coast Executive, write a start in the announcing field then here is your chance. If you don't then don't bother to reply. Box D-306, BROADCASTING.
Announcers—(Cont'd)

Announcer, fully experienced and mature
seeking employment with adult progressive station. Third class license. Completely committed to
reliable. Box D-308, BROADCASTING.

College Junior seeks vacation employment.
Four years experience in nearly all phases and
type of air work. Box D-347, BROADCASTING.

6 years announcing experience prefer east
coast-acceptable-_call
dependable. Box D-308, BROADCASTING.

Tennessee or Kentucky preferred. First
phone, announcer, disc jockey. Available.
Box D-311, BROADCASTING.

Highest rated DJ in one of nation's first 40
markets. Have the figures to prove it. One
liners and taped inserts my specialty. Magnetic
personality. Dependable, young, mar-
ried with a dedication to radio. 4 years
solid experience. College degree. Seek
dj position with possible MD on side. Sharp
dj for picking hits. $165 minimum. Available
3 weeks. Top 40 stations . . . Let's talk.
Box D-316, BROADCASTING.

Looking for a relaxed, breezy morning Pro,
with first phone license. Presently program
director . . . interested in moving up to a
heated civil promotion. Non chain station.
Box D-332, BROADCASTING.

Smooth, first phone morning man. Experience
two to three state salary. Box D-324,
BROADCASTING.

Veteran, eight years, desires position with all
levels of station. Prefer South, West or
or south west. Reply Box D-325,
BROADCASTING.

Announcer, dj. Personable, married, family
experience, tight production, sales, Author-
tative newscaster. Not "floater" or "premudonna." Box D-329, BROADCASTING.

Staff announcer looking for an opportunity
with station, agency or race track that
needs a "local." Could do running de-
scription after minimal familiarization. Any-
where, Box D-332, BROADCASTING.

DJ that isn't looking for news opening,
Can sell and converse intelligently. Authori-
tative sound. Renumeration should be com-
mensurate for position. Medium-major mar-
kets. Anywhere. Box D-333, BROADCAST-
ing.

Who'll give a college senior his first taste of
the college community? Senior receiving
college graduation in June, desires
announcing job. 4 years experience college
radio, AM, FM, Station Manager, disc jockey,
voice, willing to locate anywhere and work.
For tape, pic, resume, write Don Streit-
kreutz, Brandt Hall, Valparaiso, Indiana.

Attention fun radio: Do you need a young,
energetic dj with 1st phone this summer?
Nothing better waiting in your neck of the
woods. Must be back in college in September.
Jim Bartlett, 822 Howard Ave., Clearwater,
Florida.

Michigan first phone, now modern or con-
temporary experienced dj w/ ideas, avail-
able immediately. Write Box 212, Tawas
City, Michigan.

First phone, good voice, ready for your job.
Jenny Simmons, 3929 Liverly Lane, Dallas,
Texas.

Available August 3rd. Married college grad-
uate; three year's experience: knowledge
of music, intelligent news delivery. Prefer
equivalent radio/live-door or adult format
stations. Degree others considered. Gene Galsula, Route 1, Box 82, Williamsburg, Virginia, 23188.

Announcer, engineer, 1st phone available now.
References. Frank, 246-3541, 567 Mills
St., Bainbridge, Ga.

College graduate, 25, broadcasting endorse-
ment, seeks first position in Midwest. Two
years school Broadcast training. Sports,
Speciality. References. Contact Matt Hart,
2025 Granville, Chicago, Illinois.

Announcers—(Cont'd)

Young, country and western personality will
travel anywhere. Outstanding references
and background. Single, ten years experi-
ence, preferably in affiliated station.
Jimmy Brown, 1735 North Elinor Street, Appleton,
Wisconsin. Régent 9-3182.

First phone license—Good voice dependable,
mature, married—and located in
Frank Capp—5833 West Knoll Dr., West
Veteran disc jockey, single, sincere, wants Western States, details tape,
Box 1234, Denver, Colorado, 80201.

Situated Wants

Technical

First phone combe: Sober, experienced,
college. You like? Right! Write! Box D-136,
BROADCASTING.

Chief Eng'r—Announcer—seeks permanent position. Prefer Colorado radio or TV, but
all offers considered. Box D-247, BROADCAST-
ing.

Engineer, 1st class, 2 years technical school,
3 months experience at 1000/250 AM and
124 KW FM. Prefer southeast. Box D-251,
BROADCASTING.

Experienced all phases AM, FM, radio. Solid
engineering experience. Construction, proof
AM, FM, sales and promotion employment.
in black, FM major market. 35, married.
Box D-253, BROADCASTING.

No experience—First phone. Willing to learn.
12121 Brisbane, Farmers Branch, Texas.

Production—Progrming, Others

Newman—Six years experience. S.1. Missouri
graduate. Married. Currently $135. Want
a permanent home. Box D-178, BROADCAST-
ing.

Sportscaster, major market. Extensive ra-
dio-TV play-by-play and sports review ex-
perience. Intimate knowledge of sports, crea-
tive. Box D-200, BROADCASTING.

Sports director—7 years experience basket-
ball, football, play-by-play. Family, college
grad, veteran. Box D-216, BROADCAST-
ing.

Copywriter, Radio and agency background.
Good commercial and news voice. Currently
employed. Box D-203, BROADCASTING.

Program director experienced. Top sports-
caster/announcer. Desire permanent career,
good operation. Box D-208, BROADCAST-
ing.

Looking for dynamic sportscaster? Eight
years experience, all sports. Married, looking
for bigger challenge in radio or TV. Tape
and resume available. Tops in news and
special events also. Box D-317, BROADCAST-
ing.

Quality FM program director, announcer
(Experienced AM, TV) Handle entire FM
operation. Mature, quality voice. Music,
theater, business background. Strong classi-
cal, popular music, news. Versatile, crea-
tive copywriting, production. Active com-
munity affairs. Box D-318, BROADCAST-
ing.

Newman available soon. A widely experi-
enced man with a history of success. Seven
years commercial and educational radio-
TV. Manager in allied field. Capable of solid
one-man operation or directing staff. Can handle sports also. Mar-
ried—good salary. In Midwest preferred but
will relocate anywhere for good offer. Box D-335, BROADCASTING.

TELEVISION—Help Wanted

Technical—(Cont'd)

Travel Russia—Video tape engineer—6 months
available 1 June 64; operate and main-
tain Ampex recorder in complete resume.
Box D-339, BROADCASTING.

CBS affiliate in mid south has immediate
opening for TV technician experienced in
studio maintenance, repair, etc. Must be
ambitious, dependable and have 1 st phone
licensed. Write to Box D-1000 for confi-
rence. Send qualifications, references, salary require-
ments and recent photograph to Chief En-
gineer, WLAC-TV, Nashville, Tenn.

Production—Programming, Others

Traffic manager sought by leading NE VHF.
Salary depends on experience and ability.
Box D-38, BROADCASTING.

Newscaster. Aggressive, proficient newsmen
for top-rated newscast on midwestern group
station. You will prepare your own new-
cast as part of a three-man news staff
which ranks at the top in our area. We will
consider a radio newsmen interested in TV.
Send details of training, experience to Box
D-396, BROADCASTING.

If you're on your way up here's an out-
standing opportunity. Southeastern VHF in
100 market needs a sound newsmen
that isn't cold, write, edit and present news
on the air. Send picture, resume or phone
tape to Box D-331, BROADCASTING.

Newsmen for combination radio-TV opera-
tion, this excellent opportunity for right
man—good salary. Married, no drinkers or
drifters, you will be thoroughly checked,
send tape, picture, complete resume and
references to Raymond, KFBC-TV. Cheyenne,
Wyoming.

TELEVISION—Situated Wanted

Management

Mature individual seeks permanent associa-
tion with either sales manager in top 100 mar-
kets or local sales manager in top 50. Ex-
perienced in both large and small market
operations. Porte is in organization and
supervision. College graduate. Married. Box
D-172, BROADCASTING.

Television station manager—Thoroughly
qualified, 23 years experience in all phases
of broadcasting; sales production, research,
promotion, public and FFC duties, execu-
tive relations, etc. Presently station manager,
but anxious to relocate with small or medium
market management to a major market
executive. References and resume upon request. Box D-342, BROADCASTING.

Experienced, successful, hard-driving. Form-
er ZTV-TV salesman. Now in management.
Exper onal sales administrator. Box D-
271, BROADCASTING.

Sales

Managers. Tired of paying for nothing?
Self starting aggressive, know how sales-
man with proven record, interested in fu-
ture. 6 years at all phases—radio, TV, com-
mission preferred. Box D-248, BROADCAST-
ing.

Good salesman! Now make five figures. 32
years radio-TV—Production, news. Box
D-303, BROADCASTING.

Announcers

Experienced TV announcer, college gradu-
ate. Excellent personality. Common-sense
air check, brochure on request. Box D-208,
BROADCASTING.

Major markets only: Top rated major mar-
kets—radio-television. Available Box D-257, BROADCASTING.

Technical

Technician . . . can't eat titles or live on
glamour—10 years of experience in elec-
tronics. Currently employed as TV trans-
mition engineer. Supervisor. Box D-315, BROADCAST-
ing.
WANTED TO BUY

Equipment

One 5 kw video amplifier/UHF in good working condition. Write Box D-24, BROADCASTING.

FOR SALE

Equipment—(Cont’d)

FOR sale: RCA type CTUB1 UHF 1 kilowatt transmitter, excellent condition—$15,000. Box C-308, BROADCASTING.

RCA BFT-3B 3 kw FM transmitter in excellent condition. Will dismantle and prepare for shipment. Available in 90 days. $4,500. F.O.B. Chicago, Box D-228, BROADCASTING.


TV antenna and transmission line. RCA TRUAN six bay, Channel 12, 560 feet 3 1/4 inch Teflon, Andersen flanged both ends, 380 feet 3 1/4 inch Seattle, RCA, flanged both ends. 29 gashion hangers for dual run of 3 1/4 inch line, clamps for angle, mounts. D.M. Number 3211A. All items used, good condition. Will sell in piece lots. Extra discount if bought as complete package. WRVA TV, P. O. Box 2270, Richmond, Virginia.

180 ft. Tower, beacon included, dismantled, ready for shipping. F.O.B. St. Paul, Minn. $500.00. Box D-282, BROADCASTING.

GR modulation monitor type 731-A $75. Eight new modulators and 120 each 702-788-1214 or Box D-279, BROADCASTING.

Two Collins 642A1 cartridge playbacks $350.00 each. Two Collins 210E-1 record amplifiers $250.00 each. Two Mohawk midget tape recorders $75.00 each. Two 3127T remote control panel $30.00. All equipment good condition. Carriage equipment less than 2 years old. Inland Broadcast Company, Mervin K. Ling, President, Superior, Idaho. Phone 208-436-4754.

One Dumont I.O. television camera pickup head $908-C. One camera equipment frt feed housing, one camera equipment tripod, one television, accessory dolly. 100 feet camera cable, one control unit and monitor, one power supply, and one auxiliary pickup. These items in good condition and available for reasonable price. Please contact Ralph L. Weir, Jr., 74145 North Washington Street, Junction City, Kansas.

Two (2) Stantill-Hoffman M-9 minitear recorders, 1 1/2—F.T. Used very few hours.... Each $375.00. 2 $75.00 trade in chargers. Used very few hours... each $45.00. Contact Mr. Cooper, Allied Technical Services, 298 M St. NW, Washington, D.C., telephone 202-965-1300.

Xmission line, RCA Steistel, insulated, 31/2", rigid, 260 feet sections, like new. Also a new 125 Icabo galvanized self-supporting tower, disassembled University of South Florida, Tampa, Florida.

Two Blaw-Knox type CK self-supporting towers of square by square section tower. One 399 feet, one 352 feet. Write Box C-451, BROADCASTING.


MICHELIN

30,000 Professional Comedian Lines! Topical laugh service featuring decay comment, introduction of one of our new Comedy Books, Atlantic Beach, N. Y.


MISCELLANEOUS

FOR SALE

Equipment

Television/radio transmitters, cameras, microphones, studio furnishings, etc. Electrodine, 440 Columbus Ave., N.Y.C.

Xmission Line; Teflon insulated, 1% rigid, 53.6 Ohm flanged with bulle and all hardware. New—unused, 20 foot length for $45.00, 260 foot length for $390.00. Stock list available. Sierra-Western Electric, 1401 Middile Harbor Road, Oakland 20, California. Tem- plebar-3237.

FOR SALE

Equipment


Newscaster, 4 years radio, 4 1/2 years TV (1 year reporter). Edit and writes. Experienced in all phases except photography. Emphasis on air. Video tape on request. Box D-309, BROADCASTING.

Director versatility... Imagination... a creative industrious man for television. Three years experience in all phases of production, directing, photography, professional organization. Key man, 25, single, will relocate immediately. Salary open. Box D-282, BROADCASTING.

Top TV news man. Twenty years in radio/TV, 15 years in writing, reporting and editorial writing. Former network "on camera" reporter. Finest references. Box D-255, BROADCASTING.

Television newsmen—news and documentaries. College degree. Wants to re-settle with family on east coast. Film available. Please state job details and salary. Box D-284, BROADCASTING.

Creative photographer experienced in news and sports, seeks news, documentary, and specialized photography. Young—College graduate, experienced in writing and announcing. Good references. Box D-313, BROADCASTING.

Dynamic young man with experience in all phases of production, direction, and performance seeking position with "room at the top." Std Langer, 528 Craig Avenue, Madison, Wisconsin 53705.

FOR SALE

Equipment—(Cont’d)

MICHELIN—Comedy/Show Bus, new 6000 A M., 35/18 tires, .50 cent. $15,000 plus freight. Call or write above.

1401A Type-A 3kW Microwave Transmitter, Cat. No. 8114A103. E. A. 750000154, 53707. BROADCASTING.

1401A Type-A 3kW Microwave Transmitter, Cat. No. 8114A103. E. A. 750000154, 53707. BROADCASTING.
INSTRUCTIONS—(Cont’d)


America’s pioneer. 1st in announcing since 1934, National Academy of Broadcasting. 814 H St. NW, Washington 1, D. C.


FCC license in six weeks. Total cost $285.00. Complete combination course, DJ, newscasting, etc., Total cost $450.00. Train in fabulous Houston. Houston Institute of Electronics and Broadcasting, 804 M and M Building, Houston, Texas. CA -7029.


RADIO—Help Wanted

Announcers

If you now do a tight top 40 show and if you are tops in Production of commercials and station promos. We have an opening that comes in a lifetime. You must be alert and show evidence of job stability. TOP 10 MARKET, EAST COAST. Send air check and resume to: Box D-330, BROADCASTING

Leading Midwest Metropolitan Radio Station looking for personality whose prime responsibility will be late afternoon show. Fine opportunity for the right man. Send tape, picture and full information to: Box D-80, BROADCASTING

Help Wanted

Production—Programing, Others

Major Market Program Director

The man we are looking for may be a top flight personality or a production director with programing know-how but should have the desire to move into operations management. Only aggressive, creative personalities with at least five years experiences will be considered.

Salary and opportunity for advancement dependent on ability and achievement. Top station in first ten markets.

If you are qualified send aircheck/audition tape plus full resume to:

Box D-331, BROADCASTING

FARM DIRECTOR WANTED

For one of Nation’s outstanding award winning stations. Excellent opportunity. Must be thoroughly experienced. Send complete resume to:

Manager, KWTO, Springfield, Missouri.

Production—Programing, Others

Continued

PROGRAM DIRECTOR

Thoroughly experienced and with history of proven success in ratings. Top 40 programing. Must be mature, creative and energetic. Capable of taking full charge of Programing Department. Excellent salary for the right man. Immediate opening. Send complete resume and other pertinent facts along with picture to:

Mr. David Mendelsohn
WTRX RADIO
P. O. Box 1300
Flint, Michigan

OPERATIONS MANAGER

Top station in top ten market seeks versatile, creative operations manager, capable of supervising creative, production, programing, traffic and continuity. Unusual opportunity for advancement. Submit resume and audition tape to:

Box D-330, BROADCASTING

Situations Wanted—Technical

MANAGER OF ENGINEERING
SALES ENGINEER

Over 15 years of active Broadcast Engineering, primarily as ownership, specialized Consulting Engineer, married, family, willing to relocate.

Box D-285, BROADCASTING

Production—Programing, Others

NETWORK SPORTSCASTER
TOP METRO MARKETS ONLY

If you want to cash in on the sports business (radio, TV, or both), it has national TV, multiple NFL, football, plus major college, basketball, football and baseball teams. Available soon.

Box D-374, BROADCASTING

EMPLOYMENT SERVICE

OPPORTUNITIES

ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U. S. MARKETS
MIDWEST SATURATION
WRITE FOR APPLICATION NOW

BROADCAST EMPLOYMENT SERVICE

8125 10th Ave. So.
Minneapolis, Minn. 55447

MISCELLANEOUS

NEW COMEDY SERVICE FOR D.J.’S!

Net a $10 of old joke books, but a new package of fresh material each month prepared individually for local djs. Available with or without character voice tapes. Send $1 for useful sample tape and material to:

FUNNYBIT PRODUCTIONS
Box 2134, Davenport, Iowa

Help Wanted—Radio-Television

Management

FINANCIAL

For top-level assignment now, able to become Treasurer and Director in the predictable future. We are a national personal service corporation in the Broadcast-Advertising industry with a staff of 200 people.

The man we seek has a college degree, is a CPA, with at least ten successful years in fiscal management. The income potential is $40,000.

Responses confidential, of course.

Box D-320, BROADCASTING

WANTED TO BUY—STATIONS

Radio Station

Wanted direct from owners. Please give complete details first letter. Qualified buyer. Reply in confidence to:

Box B-248, BROADCASTING

TV STATION

Wanted direct from owners. Please give complete details first letter. Reply in confidence to:

Box B-247, BROADCASTING

Want to Buy

VHF OR UHF TV

Wish to purchase Television Station or CP. Write in strict confidence giving full details to:

Box D-291, BROADCASTING

AM RADIO STATION

Southern California-Southwest wanted direct from owners. Please give complete details in first letter. Qualified broadcaster. Reply in confidence.

Box D-265, BROADCASTING
Continued from page 97

issued statement; Commissioner Cox not participating. May 1, 1963 initial decision looked toward granting renewal application. Action April 15.

Fines

**Commission notified Florida Air-Power Inc. and Findlay Publishing Co. that they have incurred apparent liability of $250 and $600, respectively, for repeated violations of rules by WWL-FM and WFLM-FM Plant Lauderdale, Fla., for failure to maintain modulation levels within prescribed limits. Such over-modulation by FM's may cause spurious emissions with consequent interference with reception by other stations. afflicts fidelity of signal of over-modulating station, causes distortion and results in increased in volume of reception. These are first assessments imposed solely for modulation interferences. Stations have 30 days to request mitigation or pay forfeiture. Action April 15.**

Rulemakings

**FINALED**

**Commission made following changes in table of assignments: Pascagoula, Miss., add channel 259; Clarion, Iowa, add 293; Morgantown, W. Va., delete 359; Marshfield, Wis., delete 360, add 224A; M. C. Wilhoit, Miss., 1963, delete 30A, add 224A, add 228A, Elgin, III., delete 290A; Glen Ellyn, Ill., delete 290A; Canton, Miss., add 224A, delete 30A, add 228A, delete 580, delete 250; Conneaut, Ohio, add 288A, delete 285A; South Bend, Ind., add 278A, delete 285A.**

**PROPOSED**

- **Commission invited comments by May 15 on proposed rule changes in Table of assignments: Paintsville, Ky., delete channel 239, add 249A; Port Washington, Wis., delete 359A, add 225A, add 229A, add 293A; Wisconsin Rapids, Wis., delete 292A, add 285A; Columbus, Ohio, delete 285A; London, Ohio, add 225A; Middleport, Ohio, delete 285A, add 225A.**

**PETITIONS FOR RULEMAKING FILED**

- **KAIL-TV, Fresno, Calif., Requests amendment of rules so as to make channel 18 available for general use at Fresno, and to reserve channel 53 for educational television; also requests issuance of order directing petitioner to show cause why KAIL-TV should not be directed to change its frequency from channel 53 to channel 18.**

| LTV, Beaumont, Tex., Requests following changes in table of assignments: Port Arthur, Tex., delete channel 221, add 259; Beaumont, Tex., delete 259, add 301. |**J. J. Kirk, Memphis, Requests following changes in table of assignments: add channel 228A, add 303A.**

- **J. J. Kirk, Memphis, Requests following changes in table of assignments: add channel 228A, add 303A.**

**ADDED TO 1954 BROADCASTING YEARBOOK**

 Corrections to the 1964 BROADCASTING YEARBOOK. For readers' convenience, the information is arranged in order of YEARBOOK section and page number.

- **A---Facilities of Television**
  - A16---WCHU Champaign, Ill., Change network affiliation to NBC-TV, NBC-TV to make Robert Lumph, prod dir; Mark A. Anderson, news dir.
  - A49---WEJC-TV Rochester, N. Y., Correct gen mgr name to read Glover DeLaney.
  - A72---WEJC-TV Hampton, Va., Under ownership add: Harrold A. Brauer Jr., 7%. A122---Add WCHB-TV, Knox, Ill., Licensed to WENY Inc., owned 16.66% by Harland Murphee, publisher, Duncan newspaper list; Ocean City Sentinel-Ledger to Cepe May Court House Gazette. Also add WOND Pleasantville, and WGMGM(AM) Atlantic City, both New Jersey.
  - A132---Delete WXXL-Delco, N. Y., A133---WGMGM(AM) Atlantic City, N. J., Change last line to read; See also WOND Pleasantville, N. J., and WNYE Elmir.

- **B---Facilities of Radio**
  - B7---WGWG Selma, Ala., Change to read: 1340 kc; 1 kw, w-n.
  - B15---KRCR Altal, Calif., Change entire listing to Salinas, Calif.
  - B16---KFOJ Phoenix, Calif., Change listing to read 1250 kc; 1 kw.
  - B33---WWIL Plant Lauderdale, Fla., Change facilities to read 1380 kc; 10 kw-D, 5 kw-N, DA-2.
  - E6W---WKLFS(AM) Atlanta---Change facilities to read 86.1 mc; 19 kw.
  - B56---KGW-AM-FM Oregon City, Ore., Insert listing; KGW Oct. 12, 1952: 1061 mc; 3 kw, Ant. 175 ft. Dup WCHO 335.
  - B62---WAXC Georgetown, Ky., Insert 1580 kc; 10 kw, DA-D.
  - B102---WYEM Ellington, N. C., XNC, XNC, News, Newswrap.
  - B102---WNE Endicott, N. Y., Delete “See Newswrap.”
  - B132---WIRK-FM Hickory, N. C., Insert new listing, on air Dec. 1, 1952: 95.7 mc; 11.5 kw, Ant. 365 ft. Dup WIRC 751/240.
  - B142---WJZJ St. George, S. C., Holly Lonnie Frye, stn mgr; and J. T. Greene, chief eng.
  - B175---KNBX Seattle, Wash., Change call letters; KDLE, KDLE-FM programs separately from KBUL.
  - B175---WMDY Ravenna, Wash., Add Spec pro, Chris O'Brien, Oak Branch, pres; William M. Watson, gen manager.
  - B175---WVAR Richwood, W. Va., Delete Spec prod, delete exec. Insert: W. Courtney Evans, pres.
  - B176---WDUZ Green Bay, Wis., Insert Net: 12 kw, 1 kw.
  - B176---WDBX Waupaca, Wis., Change executives to read Joseph W. Honezak, adv dir; Dan Yales, chief eng; Cliff Graf, superv.
  - D---Program Services
  - D17---Logos Ltd., Change executives to read Michael E. Chany, vp & gen mgr; Charles F. Rieke, vp; Joseph W. Honezak, prod & prod dir.
  - E---Miscellaneous

**FORSALE—Stations**

**TAMPA, FLORIDA**

10,000 Watts—Non-directional day—1500KC new equipment—furnishings—studios. Assets include transmitter properly with new building. Excellent opportunity for Coast West.—Religious.—Looking toward renewal application. Action April 15.

**FOR SALE—Stations**

Pacitic Northwest College Town
Active sports area. 1 kw Daytimer ideal for owner/operator. Low cost operation. Priced at slightly over last year's gross. $75,000 on terms.

Box D-337, BROADCASTING

**AM Daytime Station**

Single market needs GOOD MANAGEMENT. Eastern Pennsylvania.

Box D-338, BROADCASTING

**To buy or sell Radio and/or TV properties contact:**

PATT MCDONALD CO.
P. O. BOX 9266 - CL 3-8080
AUSTIN 56, TEXAS

N.H. single daytime 1000M terms
Mich. medium daytime 80m 20m
Ala. medium daytime 5 kw-D 109m 29%
Fla. meter power 200m 54%
N. L. Top 50 daytime 400m 29%

**buying and selling, check with**

CHAPMAN COMPANY INC.
2045 PEACH TREE RD., ATLANTA, GA. 30005

**STATIONS FOR SALE**

1. MIDWEST TV. $750,000. 29% down.
2. SOUTHEAST. Major market. Daytime. $50,000 down.

JACK L. STOLL & ASSOCIATES

6381 Hollywood Blvd.
Los Angeles 28, California

**BROADCASTING,** April 27, 1964

(FOR THE RECORD) 103
Give to fight

MS
Multiple Sclerosis

the great crippler of young adults

SEND...

...today!

BROADCASTING, April 27, 1964
From 'murder' to a corporate dream in D.C.

perceptive and accomplishes what he sets out to do. He's one of the finest and most able persons I've met in this business in the last 25 years.

"Don't let that smooth appearance fool you," Mr. Welch concludes. "When the chips are down, he's real. A solid citizen. . . ."

Mr. Fraiberg looks like a collar ad out of Playboy, but there's substance too. As personable as he is, he's practical as well as creative.

His career at Metromedia—he joined the company in 1959—has been marked by a steady rise. His first job was to help prepare the firm's application for channel 12 in Wilmington, Del. When Metromedia dropped this application, he was assigned as an account executive with the corporation's WNEW-TV New York. After a year, however, he left to work on an application for a group in which he was, and is still, a vice president and 20% stockholder.

This is for channel 13 in Rochester, and the group is the Citizens Television Corp., one of 11 applicants seeking the dropped-in VHF channel. An initial decision was issued last January, favoring the application of a joint commercial-educational group.

Mr. Fraiberg returned to Metromedia in 1962 as manager of Metro TV Sales in New York.

Idea Ferment * Even in school, the young Fraiberg had three great interests: theater, advertising and foreign affairs. The intellectual side of Mr. Fraiberg flourished in San Francisco. For two years he was a leader of a Great Books discussion group. He was also a panel member in the Great Issues discussions.

Lest he be accused of solely intellectual pursuits, he also participated actively in the Salvation Army's playground program for underprivileged children as sort of an unpaid counselor for the kids.

Even when he was in Japan and the Philippines as his battalion's information and education officer, his imagination led him to include a gripe column for enlisted men in the newspaper he founded. He knew it was successful when the commanding general called him on the carpet for the outspoken comments it carried.

Success In D. C. * Mr. Fraiberg's approach for WTW is two-pronged: a diversified programming schedule and a commercially acceptable announcement schedule.

To that end, he has established a series of monthly documentaries that are community-oriented—school system, air traffic control, rapid transit plans, June brides, and one on fortune telling and palmistry. A newly established public affairs department runs these specials, under the direction of Yale Newman, former ABC newsmen.

As befits a bachelor in Washington, Mr. Fraiberg is ensconced in the quaint, but fashionable, Georgetown section of the capital city. He occupies rented quarters on P Street, two blocks away from Jacqueline Kennedy's home. It's a four-story Federal house, and Mr. Fraiberg has decorated it in the decor of that period. It's there that he enjoys his hobbies—bridge, his classical and jazz record collection and parties.
Are ETV rate cards next?

IT'S time to blow the whistle on educational television stations that are selling advertising in defiance of the government regulation that is supposed to prevent them from engaging in commercial operation.

Take the case of WNDR (TV) New York which, as reported elsewhere in this issue, accepted money from the Downtown-Lower Manhattan Association to produce a program about an area redevelopment project in which the association is financially interested. The association wants to build a World Trade Mart in New York's lower West Side. It is opposed by merchants who would be evicted if the association's plans went through.

Although both sides of the dispute were presented in the program, the merchants are objecting. Whether they have a point is not of interest here. What is important, it seems to us, is that WNDR accepted some $12,000 from the Downtown-Lower Manhattan Association to produce a show on a subject in which the association has a vast financial stake. No clearer example of sponsorship can be found on anyone's air.

The educators already have favored status at the FCC in the form of station reservations that are held exclusively for them. Is the commission to extend that favoritism to the point of exempting the educational stations from prosecution for violation of the FCC's rules?

WNDR is a special case. It was originally a commercial property. But in applying for approval of its purchase of the facility, the educational association that runs it now promised to be noncommercial. At the very least a question of performance vs. promise is raised.

The ASCAP tangle

WHENEVER broadcasters and the American Society of Composers, Authors and Publishers start negotiating new radio or television music licenses, the proceedings invariably get complicated and usually wind up in court. This time, however, they seem apt to set a new record for both complexity and litigiousness.

To begin with, both radio and TV negotiations are now in court at the same time. The all-industry committee representing television stations, which filed suit for court determination of "reasonable" fees two and a half years ago, is currently rebounding from an adverse appeals-court decision but says it has no intention of lessening its fight. For radio broadcasters, the fight is just beginning.

The issues are almost indescribably complex. As a generality it may be said that the broadcasters want to pay ASCAP less, while ASCAP wants them to pay more, but the various broadcast groups are seeking reductions in various ways. The all-industry TV station group is seeking a restricted form of music license (which the courts say, thus far, that ASCAP is not required to give). The all-industry radio station committee wants a 22% reduction in station payments. CBS Radio is seeking to change its contract from the traditional blanket license to a per-program license. And the Metromedia stations want a new basis for computing their payments, claiming the present basis is discriminatory.

ASCAP's offers, particularly in radio, are not so hard to describe as they are hard to understand. It has offered to extend the current blanket-license terms for networks—but not for stations. It has offered to extend (with certain "modifications") per-program licenses for stations—but for networks has drafted per-program terms that, according to network estimates, will be substantially more expensive than blanket licenses. By coincidence or otherwise, its new blanket-license offer to stations would increase their payments, according to station sources, by exactly the same rate that stations think they should be reduced. And as yet ASCAP has given no hint of why it thinks any of these offers is justified.

How it will all come out is beyond prediction. Momentarily, at least, ASCAP is ahead in the TV case. It appears, however, that the multiplicity of demands, particularly in the radio case, is putting intense pressure on ASCAP and its lawyers—merely to keep up. Broadcasters who have squirmed under ASCAP pressures over the past generation may derive some satisfaction from this prospect, but they will hardly expect ASCAP to retreat as a result.

Certainly this is no time for either radio or television broadcasters to slacken their efforts to get new rates that are fair to all. They are now paying ASCAP some $30 million a year, which is at least 80% of ASCAP's total income. Thus any significant change in the rates will mean hundreds of thousands and probably millions of dollars. When the stakes are that high they are worth fighting for—even if, as at this moment, the fight looks to be long and sweaty.

Month with meaning

THE merry, merry month of May is taking on a new meaning in this country. It is National Radio Month and it offers the opportunity of displaying to Americans the benefits they derive from the most ubiquitous and the freest radio in the world.

In this year's observance of Radio Month, broadcasters have much that is exciting and different to talk about. Audiences are growing. Diversity in programing is sweeping the country, supplementing, and in some instances replacing, formula operations. Drama, which all but disappeared from radio in the post-television era, is returning, not only in vintage reruns, but in new product that already has found ready audiences and gives promise of swift expansion. "Talk" stations are developing new audiences.

All of these moves toward diversity benefit the public, which, in this transistorized and mobile age, listens everywhere.

Add the essential ingredients of news when it happens and local public events which only local radio can handle spontaneously, and you have, in America, the all-encompassing mass communications medium. Every day of every month is Radio Day.