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# BROADCASTING

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

So-Dak  
Dak

MARCH 2, 1964

As cigarette ad problems grow, cigars step up broadcast expenditures . . . . .	27	House OK's; by 317-43 vote, bill banning FCC's commercial time rulemaking . . . . .	44
All-channel sets: What the manufacturers expect after April 30 . . . . .	76	Broadcasters go to court in quest of radio music fees ceiling . . . . .	48

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**We  
regret  
to**

**announce...that Columbia Post-'48 features  
are being shown on only 182 stations covering  
only 91.3% of all U. S. television homes.**

***This proves...you can't sell 'em all!***

The Columbia features are distributed exclusively by

**SCREEN  GEMS**



## **We grew up with America's fifth richest market**

Forty years ago we read them the funnies. Then brought them Al Smith campaigning for the presidency, Amos 'n' Andy and the first Detroit Symphony broadcasts. And, later, Joe Louis' climb to a throne and Edward VIII's abdication of one.

We brought them the Hindenburg disaster, Munich and Pearl Harbor, too—and Myrt & Marge, Benny and Hope and the beloved Edgar A. Guest. And, more recently, Arthur Godfrey and Leonard Bernstein, the New York Philharmonic and Peabody-winner Karl Haas.

Yes, we grew up with America's fifth richest market. Or

*along* with it, really. From riding along in the very first cars with radios in them to going to the beach via transistor sets. And from 500 watts (which just about got us to the city limits in the twenties) to the 50,000 that take us throughout the Great Lakes region today.

Along the way, we developed the kind of radio that reflected the fifth market's developing interests. As well as the kind of programming that showcases the sponsor's message along with the stars.

What happens next? Tune in your Henry I. Christal man. He represents us.

**WJR**  
760 KC 50,000 WATTS  
**DETROIT**



This is Howard Streeter, former Washington News Bureau member, former White House correspondent ... winner of a 1963 Emmy Award and a 1961 UPI Award for best news documentaries.

Appointed News Director of KTVI, St. Louis, on March 1. Streeter's presence will bring new dimensions of news coverage to the vast St. Louis TV area. The news on KTVI bears "watching" in the coming months.





Another FIRST for the award-winning KRLD-TV News Team, headed by Eddie Barker, was the EXCLUSIVE Marina Oswald interview on January 27, also telecast on "CBS Evening News With Walter Cronkite."

People in the Dallas-Fort Worth market turn automatically to KRLD-TV for news. The same goes for entertainment. It all adds up to market dominance for KRLD-TV — the reason why your ad dollar goes further on 4. See your ADVERTISING TIME SALES representative.

# "THE MARINA OSWALD STORY"

## KRLD-TV

represented nationally by  
Advertising Time Sales, Inc.



**THE DALLAS TIMES HERALD STATIONS**



*Channel 4, Dallas-Ft. Worth*

Clyde W. Rembert, *President*

**MAXIMUM POWER TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts**



## Movement in radio matters

Several rulemaking decisions and orders affecting AM broadcasting are nearing top of pile at FCC. In next few months commission is expected to act on such significant issues as presunrise operation by daytimers, requests that 50 kw power ceiling be lifted for stations on remaining 12 unduplicated clear channels, and applications for new class II A stations on duplicated clears. These are in addition to FCC Chairman Henry's hopes of ending freeze on AM applications by May (BROADCASTING, Feb. 24).

*First matter off production line is expected to be rule affecting daytimers' presunrise operation. Neither fulltime stations nor daytimers themselves liked proposed rulemaking, based on local service, but staff is developing new approach. No final recommendations have been made but it's understood plan will, among other things, contain element of case-by-case approach.*

## ABC-TV goes to movies

Executive close to deal reports ABC-TV purchase of 30 United Artists motion pictures—package to be shown in prime time next season—has been consummated, signing actually taking place last Thursday night. Price was reported to be approximately \$8 million. MGM and Paramount already are signed as feature film suppliers next season for NBC-TV, which will play their features two nights weekly.

## Effects of ratings

FCC staff has undertaken big job of analyzing statistical data on TV ratings supplied by networks in October (BROADCASTING, Oct. 14). Information includes listing of all network prime-time shows in each of last three seasons, along with their Nielsen and ARB ratings. House special subcommittee probing ratings asked commission to obtain material in hope of getting insight into relationship between ratings and program mortality.

*Last week subcommittee asked for analysis to be used in preparation of its report. However, preliminary look at statistical data indicates it may not be enough for conclusive judgments. Some low-rated programs hang on for years, while others disappear after 13 weeks. Other factors appear to have been involved—which is what networks have said right along.*

## Validating on the scene

Representatives of Storer Broadcasting Co., which recently cancelled its contract with A. C. Nielsen Co., spent all of last week at American Research Bureau headquarters in Belts-

ville, Md. (Washington suburb), to survey and review ARB ratings methodology and research. Group, headed by Robert M. Storer, staff executive headquartered at Storer-owned WAGA-TV Atlanta, will evaluate review data and submit report to company.

*Accompanying Mr. Storer for survey were Robert Edell, director of promotion, Storer Broadcasting Co., Miami; Robert I. Guy, television program development manager and acting program manager of WJBK-TV Detroit, and Craig Jennings of McHugh-Hoffman, of Birmingham, Mich., research consultants for Storer television.*

## Goodwill deal

Proposed sale of Goodwill Stations Inc. (WJR Detroit; WJRT(TV) Flint, Mich., and WSAZ-AM-TV Huntington, W. Va.) for approximately \$21 million (story page 64) comes as sequel to FCC's approval fortnight ago of record-breaking sale of Transcontinent stations to Taft Broadcasting Co. and two other licensees. Although Transcontinent approval came by 5-1 vote, with six commissioners participating, two commissioners (Chairman E. William Henry and Kenneth A. Cox in concurring opinion) nevertheless lifted eyebrows on transfers of such magnitude and on feasibility of current multiple ownership rules. Commissioner Robert T. Bartley voted against and Commissioner Lee Loevinger, who balks at big deals, was absent (Commissioner Loevinger returns today after six weeks absence in Europe).

*Goodwill transaction, which won't become fait accompli until stockholders authorize sale at May 6 meeting, actually has been in works since last summer when offer initially was made for stock at same figure—\$30 per share or roughly \$21 million. Unlike other recent transactions, plum in deal is not television but radio station WJR, dominant in Detroit peninsular area, and original property of late G. A. Richards. Founded in 1922, property was taken over by Richards in 1926.*

## Time up in Twin Cities?

Preliminary conversations involving possible acquisition of WTCN-AM-TV Minneapolis-St. Paul from Time-Life reportedly were initiated last week for Chris-Craft Industries (formerly NAFI). Conversations had not reached point of firm offer, it's understood. Chris-Craft stations are ch. 13 KCOP (TV) Los Angeles and ch. 12 KPTV (TV) Portland, Ore., both independents as is Time-Life Twin Cities sta-

tions. KPTV until March 1 had been affiliated with ABC-TV, and has sued network for purported antitrust violations (story page 9).

## Other ways for ABC

ABC has decided against going to court on FCC's order rejecting proposal to drop short-spaced VHF channels into seven markets. That order dashed network's hopes of picking up additional VHF affiliates. Instead of continuing fight, network is now pinning hopes on "other" proposals under consideration at FCC for righting what ABC considers competitive imbalance among networks.

*It's understood ABC was referring to program-sharing and market-sharing plans. Under former, VHF stations in 18 top two-VHF markets would have to share programming with lone UHF station. Under latter, networks, in top 18 markets, would have to share VHF and UHF affiliates equally. However, ABC also feels that if neither of these proposals blossoms into rule, commission should go back to drop-in idea. Program-sharing and market-sharing plans are on FCC's agenda this week in form of proposed rulemaking. But there is no indication they will be put out for comment.*

## CATV status

Preliminary report on staff negotiations with committee representing National Community Television Association was handed FCC last week, setting forth points of agreement and disagreement. Whole question will be discussed by FCC staff with representatives of NAB, particularly in light of action of association's TV board's deprecating CATV expansion and tying it in with pay TV. Still to be arranged is meeting of FCC's high level committee (Commissioners Robert T. Bartley, chairman; Kenneth A. Cox and Fred W. Ford) with NCTA group.

## Help wanted

Executives of National Association of Broadcasters interviewed several applicants last week for vacant job of vice president for radio. However, decision was not reached and post still is wide open. NAB hopes to fill position before convention in Chicago April 5-8. Newly created job promoting NAB TV code is much closer to being filled with field narrowed from over dozen to "a couple of people." Code authority is anxious to get new man on job well ahead of start of new fiscal year April 1.

***This is Atlanta!***



***...and this is a fact! The Huntley-Brinkley Report  
is the only network news on Atlanta television  
between 6 and 11 p.m.***

**WSB-TV**

Channel 2 Atlanta



Represented by

Edward Petry & Co., Inc.

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



# WEEK IN BRIEF

Broadcasters are sweating on horns of dilemma: shall they appear in opposition to FTC's proposed rules on cigarette advertising or not? NAB's top command decided not to; now is reconsidering. See . . .

## IN A FIX OVER FAGS . . . 27

Cigar makers are plunging into major advertising schedules with large proportion set for broadcasting. Big three ad budgets running \$10-\$12 million each as cheroot firms breathe deeply (but don't inhale!). See . . .

## CIGAR COIN JINGLES LOUDER . . . 28

Campbell Soup's Budd worried about rising advertising costs in all media, but cites as one of his examples TV nighttime rates which have gone up 21% in two years whereas ratings have decreased by 2%. See . . .

## RISING COSTS CRITICIZED . . . 32

Hands-off commercials legislation is passed by House, but it's still not time to cheer. Senate passage is dubious and FCC is approaching problem differently now. Collins calls for stronger enforcement. See . . .

## HOUSE WINS, COMMISSION LOSES . . . 44

ASCAP music license fee system under attack on three fronts. Radio committee asks court to place dollar limit on payments; CBS Radio asks for per-program license, and TV committee is scheduled to argue appeal. See . . .

## CEILING ON RADIO MUSIC FEES? . . . 48

Sale of Goodwill Stations broadcasting properties to Capital Cities is announced. Consideration is over \$21 million for five stations (including two TV's). Capital Cities will have to drop one V outlet. See . . .

## ANOTHER GROUP GETS BIGGER . . . 64

If FCC is going to ask for legislation to protect broadcasters from CATV competition it ought to have the backing of the industry. That's why commission and NAB group is meeting. See . . .

## SEEKS NAB VIEWS ON CATV . . . 70

TV set makers are jittery as deadline for production of all-channel receivers nears. Many fear that increase in prices will dampen public's reception of 82-channel sets. But some feel dip may be short-lived. See . . .

## IMPACT OF ALL-CHANNEL SETS . . . 76

Cameras are booted out of Bobby Baker hearing before Senate committee. News chiefs protest vigorously and solons apologize profusely. Radio feeds appearances of Baker and former secretary, however. See . . .

## LOVE THAT RADIO AND TV . . . 58

Awards given by IBA to Kodak TV color commercial advertising color film for home movie fans, and for radio jingle used as program promotion by WHDH Boston. Ceremonies honor best commercials worldwide. See . . .

## CREAM OF COMMERCIAL CROP . . . 38

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## BROADCASTING

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when you think

NEW YORK  
RADIO

think

**wmca**

570



## KPTV(TV) sues ABC and Fisher stations

**AT STAKE: NEARLY \$13 MILLION AND MUCH MORE**

Treble damage civil antitrust suit, seeking \$12,750,000, has been filed against ABC and Fisher group of stations by KPTV(TV) Portland, Ore.

Scheduled to lose its ABC-TV affiliation March 1 when it goes to Fisher-owned KATU(TV) Portland, KPTV charges that network and Fisher group have conspired to restrain trade and acquire monopoly in Portland.

ABC said it will have no comment until it has chance to study document.

Complaint, filed Feb. 27 in federal district court in Portland, asserts Fisher group used its power in Seattle, where it owns ABC-affiliated KOMO-TV, to force network to grant affiliation in Portland.

**Power Play Alleged** ■ KPTV claims that Fisher let it be known that if ABC refused affiliation in Portland, KOMO-TV would seek affiliation with CBS in Seattle.

Charge reads: "In negotiating for the Portland affiliation, Fisher made it clear and ABC understood that if ABC did agree to affiliate with Fisher's Portland station, Fisher would continue to permit KOMO-TV to serve as the ABC affiliate in Seattle; but if ABC did not so agree, Fisher would seek an affiliation with CBS in Seattle and, if successful, would terminate its ABC affiliation there."

It adds: "By the use of its economic power . . . Fisher intended to acquire and did acquire substantial advantages in competing for affiliation in the Portland market. By making clear that its

decision to continue affiliation of its Seattle station with ABC would be influenced by ABC's willingness to affiliate in Portland, Fisher prevented competition among the Portland stations for affiliation with ABC on the basis of their respective merits."

**What it Wants** ■ KPTV asks not only for treble \$4,250,000 as damages, but also that court revoke TV licenses of both Fisher stations. It asks that ABC be enjoined from affiliating with any station in Portland owned or controlled by Fisher group, and that network be prohibited from affiliating in Portland with any licensee which also has ownership interests in TV station in Seattle. It also asks that Fisher be enjoined from affiliating with any network already affiliated with any station in which Fisher has direct or indirect interest or control.

KPTV is owned by Chris-Craft Industries Inc., diversified corporation which also owns KCOP(TV) Los Angeles.

## FCC OK's transfers to Cox Broadcasting

In double quick time, FCC approved transfers of 12 Cox stations to new Cox Broadcasting Corp. (BROADCASTING, Feb. 17).

Cox Broadcasting is owned 84% by James W. Cox and family. J. Leonard Reinsch is president; Mr. Cox, chairman. In application for FCC approval filed three weeks ago, Cox said it was considering offering 25% of stock to public.

In FCC action announced Friday (Feb. 28), following stations come under new corporation: WSB-AM-FM-TV Atlanta; WHIO-AM-FM-TV Dayton, Ohio; WIOD-AM-FM Miami; WSOC-AM-FM-TV Charlotte, N. C., and KTVU(TV) Oakland-San Francisco.

Stations previously had been licensed to subsidiaries of Cox newspapers in various cities.

## WDNG building dynamited

Explosion, police said, probably caused by one or two sticks of dynamite knocked WDNG Anniston, Ala., off air for 30 minutes Thursday night (Feb. 27). Thomas Potts, owner of station,

estimated damage at \$500.

Wooden transmitter building, about two miles from studio, was site of blast, which left transmitter unscratched. No one was injured.

Dynamiters were still free Friday, but believed motive of bombing was Mr. Potts's editorial stand, consistent over last three-and-half years, deploring violence set off by racial demonstrations.

## UHF will triumph by 1970, says Balash

A dominant position for UHF television, vis-a-vis VHF, in both commercial and educational programming by 1970 is forecast by Jerry Balash of Blonder-Tongue Laboratories. Mr. Balash, manager of B-T home products division, says by that time "number of U. S. homes being served by UHF will be greater than those served by VHF." He was to make remarks in speech set for Saturday (Feb. 29) to National Appliance & Radio-TV Dealers Association urging appliance dealers to seize opportunity presented by all-channel receiver law, in force after April 30.

Some 55 million TV sets now in use will be replaced in eight to nine years. Mr. Balash called for further efforts by all segments of broadcasting industry in campaign for elimination of excise taxes on UHF sets.

## FC&B gets 2, loses 2 in General Foods move

General Foods announced Friday (Feb. 28) that two new products would be handled by Foote, Cone & Belding, with two other products to be shifted from FC&B to Ogilvy, Benson & Mather, all New York.

FC&B on April 1 will get Twist and Kool-Aid accounts, same date that Good Seasons salad dressing mixes and Good Seasons sauce and gravy mixes are transferred to OB&M.

## Low-cost pay TV system produced by Kahn Labs

New pay TV system with equipment costs substantially below those of existing systems was announced Friday (Feb. 28) by Kahn Research Labs, Freeport, N. Y. Officials said it is "virtually cheat-proof" and "provides IBM

### Bunker to testify

Radio Advertising Bureau President Edmund C. Bunker plans to testify before Federal Trade Commission hearing on proposed rules requiring that all cigarette advertising be labeled as dangerous to health (see page 27), it was reported Friday (Feb. 28). RAB earlier in week had been undecided on whether it would appear in Washington but its involvement seemed resolved Friday.

National Association of Broadcasters still had not decided late Friday whether it would appear at FTC hearing.

## WEEK'S HEADLINERS



Mr. Ruwitch



Mr. Brazzil

**William R. Brazzil**, VP in charge of sales management for broadcast division of Wometco Enterprises, appointed general manager of Wometco-owned WTVJ (TV) Miami, succeeding **Lee Ruwitch**, VP in charge of WTVJ(TV), who has resigned and is buying nonbroadcast business in Miami which he'll operate. Mr. Brazzil remains officer of corporation while assuming new post. Mr. Ruwitch continues as president of WROD Daytona Beach, Fla., and of background music service in Fort Lauderdale, Fla. Mitchell Wolfson, president of Wometco Enterprises, stated that at next board meeting April 27 he would recommend that Mr. Brazzil be elected to position of VP in charge of WTVJ (TV) and of sales for broadcast division, comprising WTVJ(TV); WLOS-AM-FM-TV Asheville, N. C.; KVOS-TV Bellingham, Wash., and 47.5% of WFGA-TV Jacksonville, Fla. Mr. Brazzil joined WTVJ in 1956 as national sales manager, was elected VP in charge of WTVJ sales in January 1959, and appointed Wometco's VP in charge of sales management for broadcast division in 1962.

**Blair Vedder**, VP and director of media department of Needham, Louis & Brorby, Chicago, named VP in charge of media and programing, heading newly consolidated media and programing departments for TV-radio. He will report to Paul J. Schlesinger, recently named VP in charge of marketing services (AT DEADLINE, Feb. 24). **John Scott Keck**, NL&B VP of TV-radio programing, becomes VP-director of broadcast programing and facilities. **Gordon F. Buck**, VP-personnel director, named VP-director of media. **Everett M. Nelson**, media supervisor, has been

promoted to VP-associate director of media. Agency said consolidation recognizes growing integration between broadcast buying and programing with trend toward program participations and away from full sponsorships.

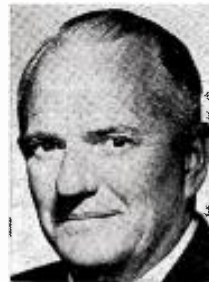
**Richard Harper**, syndicated sales director of MGM-TV, New York, and 18-year veteran with company, appointed director of newly formed Samuel Goldwyn Pictures Ltd., TV distribution and production arm of Samuel Goldwyn Studios (see page 60).

**Rollo W. Hunter**, formerly VP and director of radio-TV at Erwin Wasey, Ruthrauff & Ryan's eastern and central divisions, appointed VP in broadcast division of MacManus, John & Adams, New York, effective today. With Mr. Hunter's departure, EWR&R is realigning its radio-TV department with **Eugene F. Taylor**, VP and creative director, assuming responsibilities for creative functions of commercial production, and **Samuel S. Scott**, VP and media director, supervising programing, network negotiations and station relations.

**George C. Whipple**, PR director of Benton & Bowles, New York, named VP-director of newly reorganized PR division, which will restrict its service to agency clients. Also involved in B&B move away from service for outside PR clients, is **Harry Carlson**, president of General Public Relations, a B&B subsidiary, who has resigned.



Mr. Daniels



Mr. Foote

**Emerson Foote**, chairman of McCann-Erickson, moves from New York to Chicago assuming direct responsibility for Chicago office. He succeeds **Draper Daniels**, executive VP in charge

of central region since Oct. 1, 1963, who has resigned. No explanation was given for Mr. Daniel's resignation. Mr. Foote, who served jointly as president-board chairman of M-E until December 1963 when he relinquished presidency to Armando M. Sarmento, formerly served as president of Foote, Cone & Belding, New York.



Mr. Devine



Mr. Gerhold

J. Walter Thompson, New York, announced election of four executives: **John F. Devine**, administrative VP and general counsel, becomes secretary; **Edward B. Wilson II**, management supervisor, to senior VP; **Paul E. J. Gerhold**, director of research, to VP; and **Edward J. Malone**, director of marketing-merchandising, to VP. Mr. Devine joined JWT in 1946; Mr. Wilson in 1947. Mr. Gerhold joined JWT this year after serving as director of marketing services at Foote, Cone & Belding, New York. Mr. Malone joined agency in 1960.

**Carl T. Rowan**, former U.S. ambassador to Finland who was nominated Jan. 23 to succeed Edward R. Murrow as director of U.S. Information Agency, was sworn in Friday (Feb. 28) by President Johnson (see story, page 72).

**Roy Edwards**, formerly VP of West Coast operations of George P. Hollingbery, radio-TV sales representative, named VP in charge of Chicago office. He is succeeded on West Coast by **George Hemmerle**, who joined Hollingbery in 1957. **Clem Dowd**, member of Los Angeles sales staff for past 10 years, promoted to manager of Los Angeles office. **William F. Reitmann** joins Hollingbery in Los Angeles as salesman. He has been manager of The Bolling Co. there for more than three years.

### For other personnel changes of the week see FATES & FORTUNES

card billing by the subscriber himself." Costs of adaptor to encode program transmissions and decoder for attachment to receiver were said to be, respectively, one-half and one-third those of competing devices. Cost of decoder, installed, was put at \$30.

Officials said system was designed for on-air transmission but can also be used on existing community antenna systems.

They said number of "large groups" have shown interest in developing it but that plans were not definite.

### Mattel ups TV ad budget

Mattel Inc., Hawthorne, Calif., has set aside record \$9 million to advertise its toys in 1964, 25% more than 1963 ad budget, with \$7.9 million to

go for TV advertising six days a week throughout year, climaxed by heavy spot TV in major markets in fall.

Mattel's current TV schedule includes juvenile shows on all three TV networks Saturday mornings, 10:30 a.m.-12:30 p.m., and *The Funny Company*, Monday through Friday in 100 major markets. Carson/Roberts, Los Angeles, is Mattel agency.



# LAWMAN LOOKS THE SAME IN...

...Houston



1st

## ACROSS THE BOARD

Reaches 19% more homes than its closest competition — with 40% share of audience—Monday thru Friday, 5 to 5:30 pm, on KHOU-TV. LAWMAN also attracts more men, more women, more teens than its combined competition. Stars John Russell as Marshal Dan Troop. He's a ladies' man . . . a man's man . . . a LAWMAN.

...Kansas City



1st

## ACROSS THE BOARD

At 5:30 pm, Monday thru Friday, LAWMAN ropes 27% more homes for KMBC-TV than the closest network news program on a competing station. Program's growing, too! Up from 31% to 39% share in one month—with 50% more adults than first rating. Co-stars Peter Brown as the Marshal's youthful, but skillful deputy.

...Charleston (S.C.) ...Portland (Ore.)



1st

## ACROSS THE BOARD

On WCSC-TV, LAWMAN not only ranks No. 1 in its 6 to 6:30 pm strip—in rating, share and homes—but it reaches more homes than the combined competition from news and movies. It also reaches more of whatever the advertiser needs — men, women, teens, or children. Co-stars Peggie Castle as a frontier hotel owner.



1st

## ACROSS THE BOARD

In a four-station market, LAWMAN at 7 to 7:30 pm—Monday thru Friday on KPTV—ranks first in rating and share. Though a close second in homes, it reaches 39% more homes than programs in the same time period—same station—in November 1962. For stripping or once a week: 156 audience-winning half-hours of LAWMAN.

Source: ARB Reports, November 1963

WARNER BROS. TELEVISION DIVISION 666 Fifth Avenue, New York 19, N.Y., Circle 6-1000



ALSO: THE GALLANT MEN • HAWAIIAN EYE • CHEYENNE • MAVERICK • SURFSIDE 6 • SUGARFOOT • THE ROARING 20'S • BRONCO • BOURBON STREET BEAT  
BROADCASTING, March 2, 1964

# What's up in Detroit? WXYZ-TV!

UP  
**400%**

**The Big News**  
6:30 P.M. Mon. thru Fri.

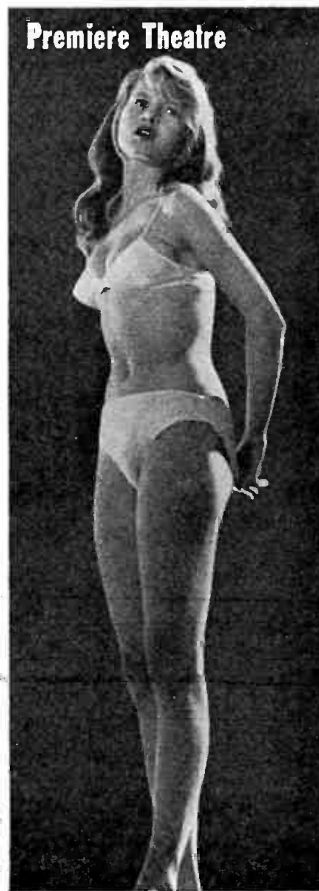
UP  
**60%**

**7 O'Clock Strip**



UP  
**40%**

**Premiere Theatre**



UP  
**40%**

**The Big Show**  
5-6:30 P.M. Mon. thru Fri.





# WXYZ-TV is up in Detroit!

## Here's why:

These spectacular ratings increases give you a fair idea of what's going on in Detroit. Programs like the 7 O'Clock Strip, The Big News, The Big Show and Premiere Theatre are what the viewers want to see—and they find them on WXYZ-TV.

But they find other things, too! During the past year, more than 50 "specials" produced by WXYZ-TV ranged from "on-the-scene" coverage of the Olympic Committee Meeting in Baden Baden, Germany, to a fascinating photo journal, "King Tut's Treasures" produced at the Detroit Institute of Arts.

In addition, WXYZ-TV speaks out editorially on matters of concern to the residents of our 17 county coverage area. An outgrowth of these editorials is a 29 page booklet *Who's Who in Public Office* produced by the station as a public service, and sent free to viewers who request it. Thus far, more than 15,000 copies have been distributed.

Popular local programs, a vital and dynamic approach to public service and news telecasts, and the exciting new shows of the ABC Television Network are among the reasons why WXYZ-TV is up in Detroit!

**WXYZ-TV DETROIT**   
An ABC Owned Television Station

The data used herein are estimates from the October-November ARB 1963 Vs. 1962. They are subject to limitations of sample size and other qualifications which are available on request.



Tanner of Pepper

## Who wants LONG TERM Business?

Who doesn't? But how do you convert the seasonal client to a long term contract? Give him greater service, more and better commercials! Show him results! You get Long Term business from Pepper's Creative Sales Service. This LIBRARY works! We hear it from men like Phil Richardson, KTKT Tucson, reporting substantial increases in monthly billings due directly to vigorous use of the Pepper Library. George Faulder, KCUL, Fort Worth, notes 100% usability. Bud Connell, KXOK St. Louis just signed a 5-year CSS renewal with Pepper. Why? Because "cost is minimum, product maximum, monthly releases always timely for sales and production. A truly superior Library service!"

### on the Pepper Scene:

Grady Edney and Chuck Renwick, WJW Cleveland, working on Wonderful Music pkg. with Pepper ID head Vinnie Trauth . . . Dick Broshar and Joe Godar, Midland Agency, Cincinnati, here for production of 8 exciting new Concepts for Burger Beer . . . just completed, H.L.H. Food Product spots for use on some 400 stations.

Hear our Library Tape  
We promise Only  
Rating and Revenue

# call collect

Area Code 901/274-6674  
Box 4006/Memphis, Tenn.

# pepper

## DATEBOOK

A calendar of important meetings and events in the field of communications.  
▪ Indicates first or revised listing.

### MARCH

March 2-4—National conference on the **Improvement of Teaching by Television and Radio**. Co-sponsored by the National Association of Educational Broadcasters and the University of Missouri, the conference will stress quality of instruction through programs on the roles of teachers, administrators, and producers-directors; and also programs on the application of research, the use of graphics and devices, and the inter-institutional exchange of broadcast materials. Memorial Student Union, University of Missouri, Columbia.

March 3—Tenth annual meeting and dinner of **New York State Broadcasters Association**, Ten Eyck hotel, Albany.

March 4—**International Radio and Television Society 24th anniversary banquet**. 1964 Gold Medal award will be presented to Leonard Goldenson, American Broadcasting-Paramount Theaters president. Waldorf Astoria, New York.

March 6—Seminar on TV commercials by **Weightman Inc.**, Philadelphia advertising agency. FCC Commissioner Robert E. Lee will speak. Sheraton hotel, Philadelphia.

March 6—**Detroit Adcraft Club** meeting. LeRoy Collins, NAB president, to speak.

March 7-8—Second annual **Radio Operations Seminar** of Oklahoma Broadcasters Association. Speakers include FCC Commissioner Kenneth A. Cox on "The Year 1963 in Review"; Douglas A. Anello, general counsel of National Association of Broadcasters, on "Section 315, an Election Year Review," and Miles David of Radio Advertising Bureau on broadcast ratings. University of Oklahoma Center for Continuing Education, Norman, Okla.

March 9—National Electronics Marketing Symposium of **Electronic Industries Association**. Keynote speaker will be Dr. Thomas A. Staudt, chairman of Michigan State University's Department of Marketing and Transportation Administration, on "Marketing Requirements in a Rapidly Changing Technological Industry." Statler Hilton hotel, Washington.

March 9—Sixteenth annual Writers Awards dinner of **Writers Guild of America, West**, combining screen and television-radio awards. Christopher Knopf, president of TV-radio branch, and Allen Rivkin, president of screen

branch, are co-chairmen. Beverly Hilton hotel, Beverly Hills, Calif.

▪March 9—Sixth annual broadcasting day of the **University of Florida and Florida Association of Broadcasters**. Among participants are Dan Rather, CBS News; Frederick W. Ford, FCC commissioner; Thomas H. Wall, partner in Dow, Lohnes & Albertson, Washington; Robert L. Heald, partner in Spearman & Roberson, Washington; Paul Taff, National Educational Television, New York; Jim Hulbert, NAB; Mark Olds, WINS New York; William McDaniel, NBC Radio; Peter Hackes, NBC News, and Winston B. Linam, KSLA-TV Shreveport, La. Student Service Center, University of Florida, Gainesville.

▪March 10—Luncheon meeting, **Broadcast Advertising Club of Chicago**. Howard H. Bell, director of National Association of Broadcasters' code authority, will speak.

▪March 11—Carl T. Rowan, director of U. S. Information Agency, is featured speaker at **International Radio and Television Society "newsmaker"** luncheon. Waldorf-Astoria, New York, 12:30 p.m.

March 11-12—Annual meeting of Southeast Council of **American Association of Advertising Agencies**, Riviera motel, Atlanta.

March 11-13—Meeting of executive board of **Inter-American Association of Broadcasters**, Columbus, Ohio.

March 16—New deadline for comments on FCC rulemakings to govern grants in microwave services to systems supplying community antenna operators with facilities. Former deadline was Feb. 24.

March 16-18—Public relations orientation seminar by the marketing division of **American Management Association**, LaSalle hotel, Chicago.

March 18—Meeting of Los Angeles chapter of **Broadcast Pioneers**. Carl Haverlin, retired president of Broadcast Music Inc., will speak. Hollywood Roosevelt hotel.

March 20—Deadline for comments on FCC rulemaking to authorize use of unattended, automatic mobile relay stations.

March 21—Twenty-fifth annual national convention of the **Intercollegiate Broadcasting System**. Host station is WKCR-FM (educational) New York. Speakers include James Hagerty, vice president in charge of corporate rela-



# Where was the Bell System on Feb. 28, 1964?



It was engaged with its cable ship, C. S. Long Lines, in laying a new under-sea telephone cable from Hawaii to Japan.



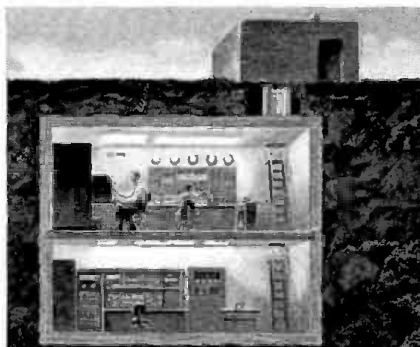
It was adding to its line of home services to give customers an ever-growing choice of phone styles, colors and uses.



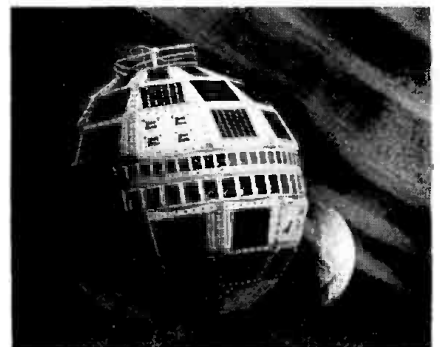
It was bringing out new equipment to help its Communications Consultants tailor more efficient services for business.



It was adapting transmission facilities to handle more and different kinds of data between distant business machines.



It was "hardening" its communications for defense by burying cables, bypassing major cities, training for emergencies.



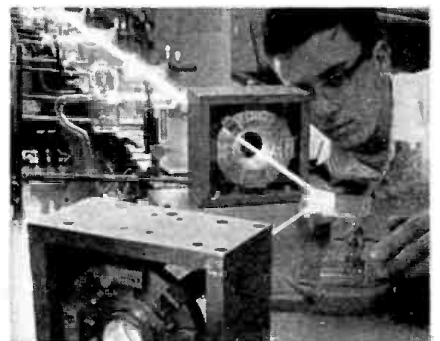
It was continuing experiments with space communications—the new art in which its Telstar® satellites were pioneers.



It was readying its exhibit at the New York World's Fair for an expected 30,000,000 visitors during 1964 and 1965.



It was extending microwave routes for TV, telephone and data, and designing new facilities for future growth.

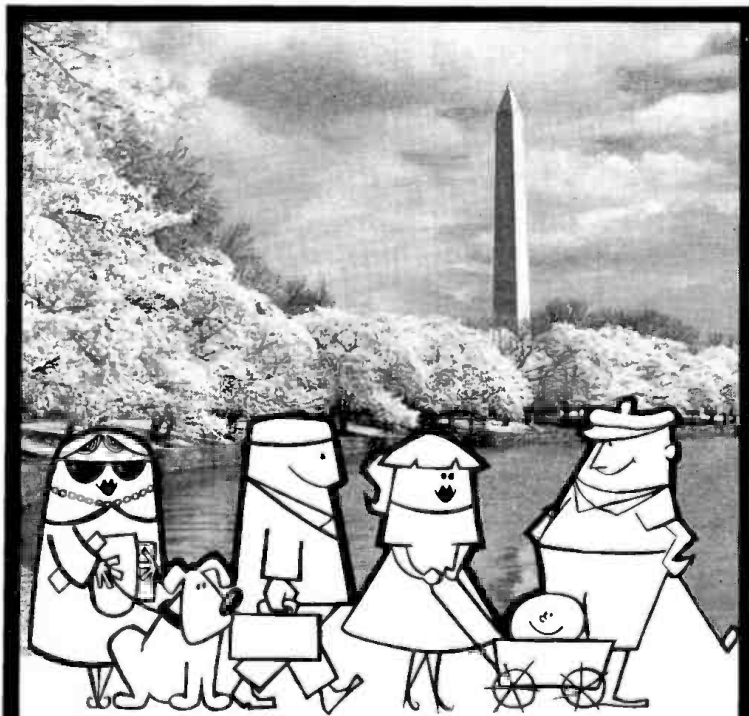


It was conducting research in many fields including studies of certain light waves and their communications potential.

As on every day, the Bell Telephone System was busy in many ways improving present services, bringing out new ones, and providing America with the world's finest communications system.



**BELL TELEPHONE SYSTEM**  
Serving you



## TAKE 2,174,704 OF THEM...THEY'RE YOURS!

2,174,704 more-than-prosperous people in the richest 5-county area in America . . . Washington, D.C.

Spenders of \$10,873,520 a day, they live, work, play, in this big area, spreading from Capitol Hill to miles beyond concentrated newspaper circulation.

Listening as they live, to 3½ radios per family, they are WRC's almost-captive audience. Because nowhere else in Washington can they find a more dependable, adult radio sound.

Talk to them. They're listening . . . to WRC.

AROUND WASHINGTON, D.C. WORD GETS AROUND ON WRC

# WRC RADIO



4001 NEBRASKA AVENUE, N.W., WASHINGTON, D.C. EM 2-4000  
AN NBC OWNED STATION / REPRESENTED BY NBC SPOT SALES



a smart  
addition  
to any  
newsroom

tions for American Broadcasting-Paramount Theaters Inc., and Robert E. Lee, FCC commissioner. For additional information contact Bob Freedman, Intercollegiate Broadcasting System, Bethlehem, Pa. Ferris Booth Hall, Columbia University, New York.

March 23—Awards dinner of the **Alfred I. duPont Awards Foundation**, Newton N. Minow, former FCC chairman and now executive vice president and general counsel of Encyclopaedia Britannica, will address dinner in first major speech to industry since leaving FCC June 1, 1963. Mayflower hotel, Washington.

March 23-26—International convention of **Institute of Electrical and Electronics Engineers**, New York Hilton and New York Coliseum. More than 1,000 exhibitors expected to display about \$20 million worth of electrical and electronic equipment.

March 30—Deadline for reply comments on **FCC** rulemaking to authorize use of unattended, automatic mobile relay stations.

### APRIL

April 1—**Nebraska Broadcasters Association-Nebraska University Journalism School** copywriters' clinic, Nebraska Center for Continuing Education, Lincoln.

April 3—New deadline for reply comments on **UHF** allocations tables proposed by **FCC** and **National Association of Educational Broadcasters**.

April 3—New deadline for reply comments on **FCC** rulemaking to authorize six **UHF** channels for airborne ETV in six midwestern states.

■April 3-4—**Arkansas AP Broadcasters**, Little Rock.

April 3-5—**National Association of TV & Radio Farm Directors**, Atlanta.

April 5-8—Annual convention of the **National Association of Broadcasters**, Conrad Hilton hotel, Chicago.

April 5-8—West Coast meeting of **Association of National Advertisers**, Del Monte Lodge, Pebble Beach, Calif.

April 6—Deadline for reply comments on **FCC** rulemaking to govern grants in microwave services to systems supplying community antenna operators with facilities.

April 11—**Michigan AP Broadcasters Association**, Kellogg Center, East Lansing.

April 11—**Alabama AP Broadcasters**, Birmingham.

■ Indicates first or revised listing

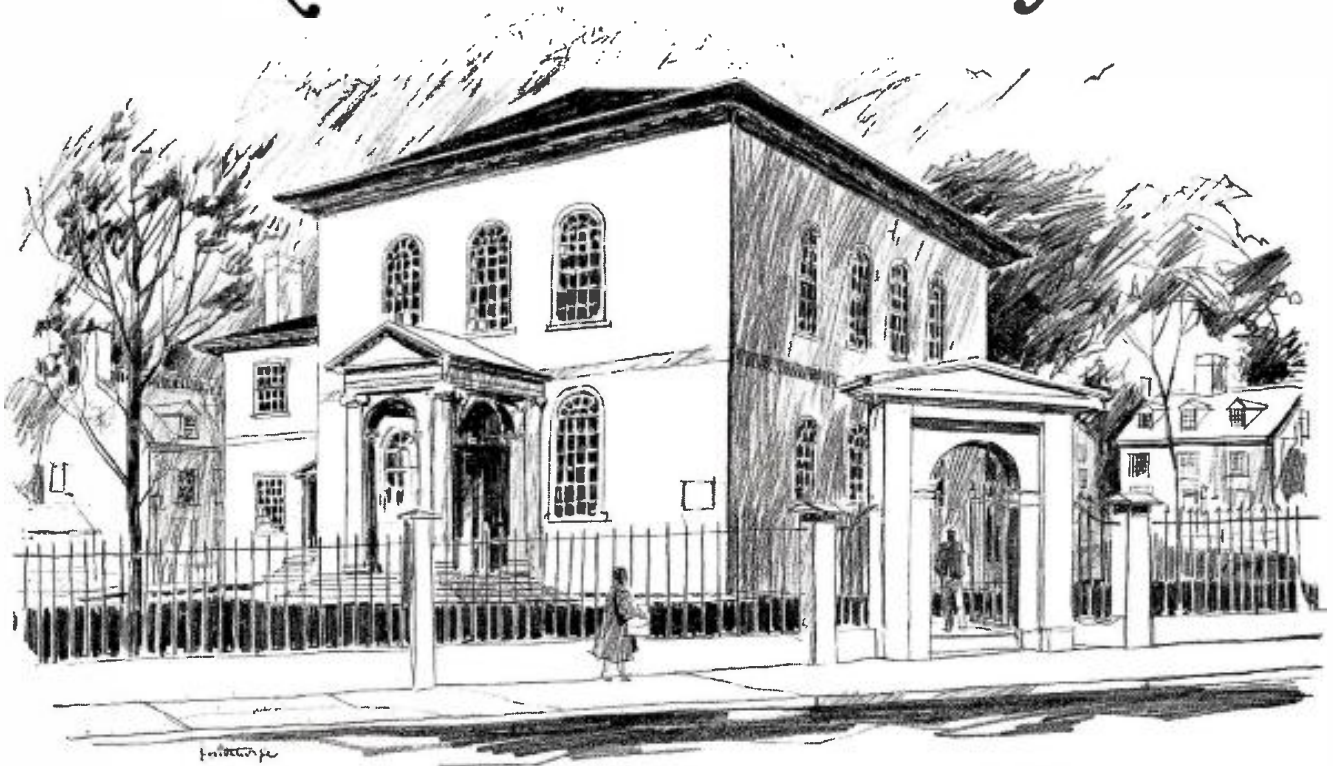
## Our country's oldest synagogue...Where is it?

"It's right in Newport, Rhode Island.

"Some Jewish folks in Spain and Portugal heard Roger Williams set up our state so nobody would get picked on for religion. Came over about 1658. First Jewish congregation in the country, 'ceptin' one in New York. Peter Harrison drew up plans for this Touro Synagogue they dedicated in 1763. Oldest one still standin' in North America — a National Historic Site.

"Most people know the Baptists started in Rhode Island. But did you figure Newport (big naval bases, jazz, cup races) for the oldest synagogue? Surprisin'!"

But then, the Providence market is full of surprises . . . in concentration . . . wealth . . . extension across Massachusetts and Connecticut state lines. Providence is Rhode Island. People in television say **Providence is WJAR-TV.**



Touro Synagogue Newport, R. I.  
Your personal print, suitable for  
framing awaits your card or call.



FIRST TELEVISION STATION IN RHODE ISLAND

AN OUTLET CO. STATION **NBC** — Edward Petry & Co. Inc.

BROADCASTING, March 2, 1964



## CALLING ALL CLIENTS!

CAR 54, "WHERE ARE YOU?" is a series made-to-order for a client looking to spark a sales campaign in one or many markets. In the two years CAR 54 was starring on the NBC Network, Procter & Gamble was the sole sponsor for products such as Soaps, Detergents, Dentifrices, Deodorants, Home Permanents and Shampoos. Let CAR 54's 60 half-hours speed your sales starting right now.



buy  
wsts  
&  
sell

TV 10 IN ROANOKE, VA.

VIRGINIA'S NO.1 TV MARKET \*

**THE KATZ AGENCY, INC.**  
National Representatives

\* Television Magazine

## OPEN MIKE ®

### Look and review

**EDITOR:** The following letter was sent by the undersigned to Robert C. Townsend, Avis Rent-A-Car, Trenton, N. J.:

"I am in receipt of your letter of Feb. 19, soliciting the business of our firm for your firm. You state that you have taken the liberty of sending a copy of your letter to your regional sales manager and gave his name and location, with the idea of his contacting us.

"I am taking the liberty of sending you a copy of an editorial from BROADCASTING magazine of Feb. 17, which very clearly states my views. If you have not previously seen this editorial, I think it might be helpful to you as a businessman to take a look at it and review the policies of your company. So far as I am concerned, your newspaper advertising referred to in this editorial is in about as poor taste as I have ever seen.—*August C. Meyer, president, WCIA(TV) Champaign, Ill.*

### A realistic approach

**EDITOR:** The MONDAY MEMO (BROADCASTING, Jan. 13) relating the exciting and almost incredible success story of the Pioneer Flour Mills campaign on KWEX-TV, the all-Spanish station in San Antonio, Tex., represents the all-time commercial success story within my experience, which dates back to the inception of this vital industry.

But, to me, that amazing article raises a question I should like to have answered by the Madison Avenue purists. For, here, is a vivid demonstration of success, despite the conspicuous absence of the following semantics: ratings, reach, clutter, composition, adjacencies, quantitative, qualitative, demography, per capita income, etc., etc.

The San Antonio story is a story of fantastic product sales. Somehow such consideration does not, but should appear among the normal guidelines of New York time buying.

I hope I will be forgiven for resurrecting such a realistic approach.—*Julian M. Kaufman, vice president and general manager, XETV(TV) Tijuana, Mex.-San Diego, Calif.*

### Woman unknown

**EDITOR:** While I thought BROADCASTING's [Feb. 24] article [reporting that a woman had shot at a man whom she mistakenly thought to be Mr. McLendon] was fair enough, for some reason it failed to include the fact that the woman said that she had never even seen or met me. Now that the district attorney has pointed out that he intends to file lunacy charges against

her, I would appreciate it if some follow-up could be run so that broadcasters can see that this was not someone I had known, nor were her allegations of "a connection with Communism" based upon anything more than mental derangement.—*Gordon McLendon, president, McLendon stations, Dallas.*

### Information galore

**EDITOR:** Your Feb. 17 issue ["Perspective '64"] was loaded with information that every station, every representative and every advertiser will want to keep.—*Lloyd George Venard, president, Venard, Torbet & McConnell, New York.*

### Conflicting reports

**EDITOR:** I noted with interest an article in the Feb. 17 issue in which it is stated that TV set sales were up, radio set sales down in 1963.

This seems to me to be in direct conflict with [other reports that] Far East imports alone were more than 10 million in the past year. I believe the negative data as reported by the Electronic Industries Association does not give the entire story on the boom in transistors that is adding to the dimensions of radio listenership.—*Robert Hyland, vice president and general manager, KMOX St. Louis.*

(The story was concerned only with domestic sales by domestic manufacturers as reported by the Electronic Industries Association.)

### On cigarette ads

**EDITOR:** Thought you might be interested in this editorial on the cigarette controversy [from a station that] doesn't have any cigarette spots:

"... All of the attention has been focused on radio and television advertising of cigarettes, and so far we have heard absolutely nothing from anyone concerning the ads in magazines and newspapers. Remember how some of those ads look? How they are supposed to make even the most objectionable product look inviting or even almost demanding? Why is it that there has been no concern among the publishers of the way their advertising of cigarettes is being presented?

"The only conclusion we can come to is that the public is not concerned about the printed ads, but is only interested in what manner commercials are presented on radio and television. This seems discriminatory in a way, but on the other hand it proves that radio and television advertising is more effective, or the interest would first be in newspapers and magazines."—*C. Curtis Sigmon, manager, WYCL York, S. C.*

# KFDI

A *Lynch Family* STATION

Wichita, Kansas

1070 Kilocycles

10,000 Watt

"Voice of Kansas"

Specializing in  
**NEWS PROGRAMMING**  
Local and National  
NBC affiliate

announces the appointment  
of the  
limited list  
representative...



**adam young inc.**

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

REPRESENTING RADIO AND TV STATIONS

## Ever take the PULSE of your HOOPER?

WILS did. We found our PULSE to be remarkably like our HOOPER. Both show how well Lansing likes Radio WILS... like this:

**PULSE: May 1-21, 1963**

6 AM-12 Noon WILS 12 Noon-7 PM

**63% 58%**

AUDIENCE ESTIMATE

**HOOPER: Jan.-Mar. 1963**

7 AM-12 Noon WILS 12 Noon-6 PM

**62.3% 68.8%**

SHARE OF RADIO AUDIENCE

Our PULSE audience composition showed WILS having from two to three times the adult listeners in each measured time period from 6 AM to 7 PM.

What earns this audience for WILS?



We broadcast 24 Hrs.-A-Day.

**48**  
NEWSCASTS

We have news 48 times a day... plus editorials

**6**  
GREAT D.J.'s

We feature our D.J. Personalities. They are liked.



We go where the action is. We did 125 trailer remotes last year.

Why Lansing is your market

**SALES MANAGEMENT** Ranks us:

21st in Retail Sales per Household (3rd in Metro Cities over 200,000)

94th in Population and Households (always in the top 100)

Lansing is the state capital and the home of Oldsmobile and Michigan State University (more than 25,000 students).

For more information contact our rep (Venard, Torbet & McConnell, Inc.) or, write to:

**RADIO 1320** 37

**WILS**  
ANSING

5,000 WATTS / 24 HOURS A DAY

## BOOK NOTES

"NBC Handbook of Pronunciation," third edition, by James F. Bender, revised by Thomas Lee Crowell Jr. Thomas Y. Crowell Co., 201 Park Avenue South, New York. \$4.95. 418 pp.

A compilation of words likely to trip the tongue, this book, originally conceived as a quick reference book for NBC announcers, covers the vocabulary from Aachen (AH-kuhn) to zymurgy (ZIGH-mer-ji). Each listing is followed by pronunciation guides as the work sounds in everyday American speech, as shown above in parentheses, and in the international phonetic alphabet.

The handbook has 20,000 entries, 25% more than the previous edition, and 40% of the material is new.

"Television and Human Behavior," edited by Leon Arons and Mark A. May. Appleton-Century-Crofts, 34 West 33d Street, New York. \$7.50. 307 pp.

Leon Arons, vice president for research at Television Bureau of Advertising, and Mark A. May, professor of educational psychology and director of Institute of Human Relations, emeritus, Yale University, have edited 18 research strategy plans that were winners of a competition sponsored by TvB (BROADCASTING, Oct. 23, 1963). Plans included are aimed at factors such as taste level, effects of violence, use of TV messages to evoke response and use of TV in researching behavioral science.

"A History of Communications," by Maurice Fabre, adapted from the French by Peter Chaitin. Hawthorn Books Inc., 70 Fifth Avenue, New York. \$5.95. 105 pp. Illustrations.

A writer bent on producing a history of England in 20 pages would scarcely have a harder task than Mr. Fabre has set for himself, but he has succeeded by limiting himself to the stark facts of communications history and relating them as concisely as possible.

The student of broadcasting will find little new or profound on his field—Mr. Fabre wisely shuns modern communications theory as "too complex and too technical for this book"—but *A History of Communications* is entertaining and expertly produced.

"Introduction to Modern Broadcasting," by Sherman P. Lawton. Harper & Row, 49 East 33d Street, New York. \$2.75. 157 pp.

Sherman P. Lawton, coordinator of broadcasting instruction at the University of Oklahoma, has compiled a classroom manual for beginners in broadcasting courses. Although largely oriented toward radio techniques, the manual continues through to television and can be of use to TV schools.

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## BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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\*Reg. U. S. Patent Office  
Copyright 1964: Broadcasting Publications Inc.



UNITED  
ARTISTS

**SHOWCASE 2**

# heidi and peter

**Elsbeth Sigmund**

**Henrich Gretler**



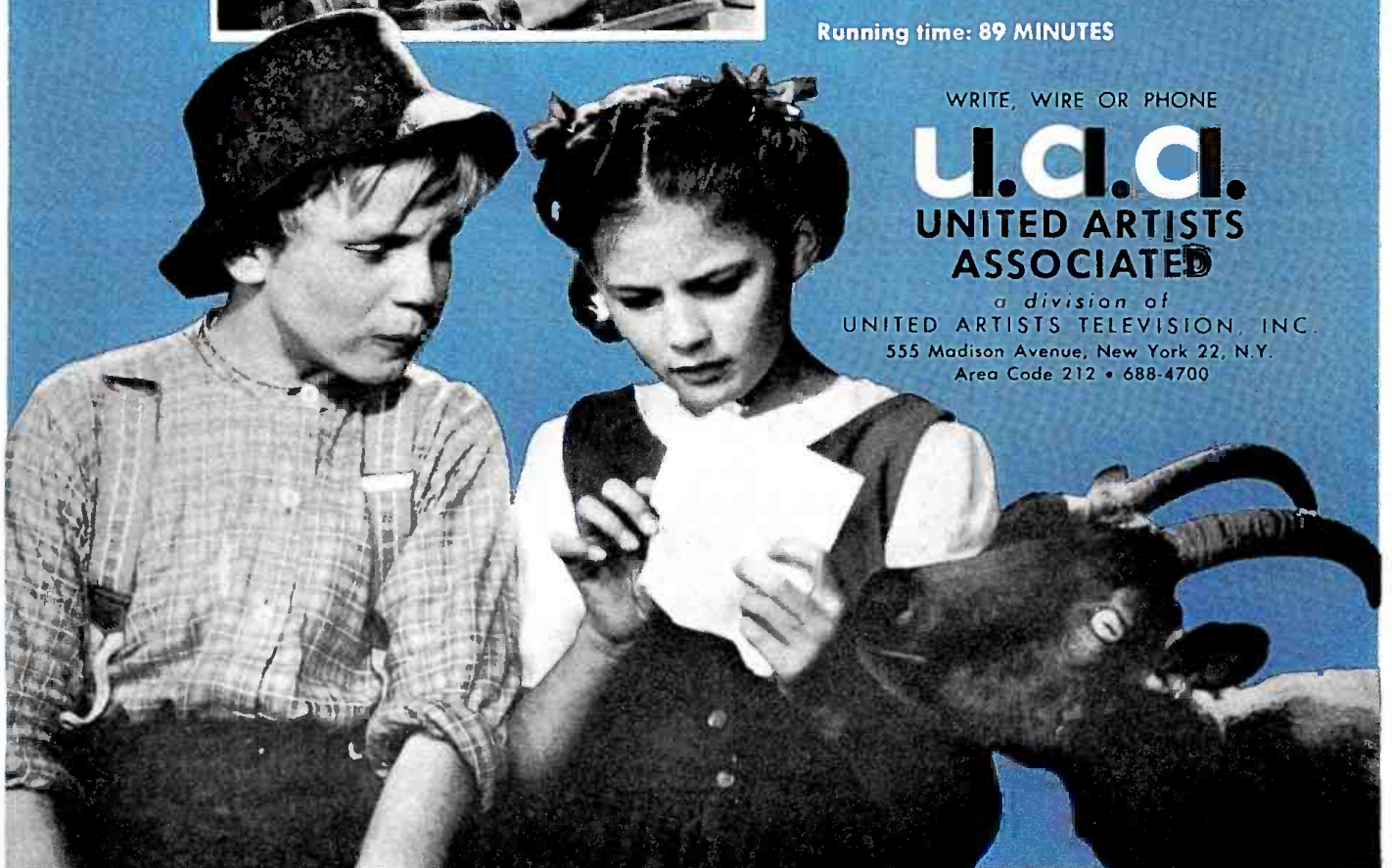
It's first-run on TV...  
It's a popular classic about  
kids (both kinds)...with stirring  
adventure in the great Alpine  
outdoors...Everything about  
H&P means big audiences.

**Running time: 89 MINUTES**

WRITE, WIRE OR PHONE

**U.A.A.**  
**UNITED ARTISTS  
ASSOCIATED**

*a division of*  
UNITED ARTISTS TELEVISION, INC.  
555 Madison Avenue, New York 22, N.Y.  
Area Code 212 • 688-4700







# INSIDE SAGA OF WESTERN MAN

*The story behind a new kind of television documentary from ABC News and how the worlds of Christopher Columbus, Thomas Jefferson and Theodore Roosevelt burst to life on ABC to focus on our own world of today.*

NIGHT HAD FALLEN. Round the walls of Granada, siege cannons from the fifteenth century belched orange flame into the blackness.

For forty minutes, the barrage kept up as ABC cameras ground and a local fire department stood by nervously.

The date was July 15, 1963—some 471 years after the actual event. Yet, when the barrage was over, another milestone in the Saga of Western Man had been accurately recorded—on the spot where it happened, using actual firearms of the time.

Saga of Western Man is a four-part series from ABC that focuses on 1964 and the decisions of today by tracing our evolution and development through three key years of decision in the past: 1492, 1776 and 1898.

How do you translate our early history into exciting, living television?

“There are three vital steps,” says John Secondari, executive producer for ABC’s Special Projects Division. “First, you go where the events actually took place. And use the words of the people who made them happen, as they themselves wrote them down.

“Second, you put the camera in place of the viewer—let the viewer *see* through the camera’s eye.

“And third, you try like blazes not to distort anything. You don’t use props. You use actual implements of the time, because they’re real and exciting.

Some of that excitement just *has* to come over the screen.”

It did just that. Here is what some of the critics had to say:

“...the overwhelming ocean and the tiny Nina, Pinta and Santa Maria came vividly to life...”

—*Detroit Free Press*

“It would be hard to imagine a more suspenseful sequence than the program’s excellent recreation of Columbus’ voyage...”

—*Houston Chronicle*

“...allows us the excitement of experiencing a great event of the past...”

—*Chicago Tribune*

“The years 1775 and 1776 came magically alive through imaginative marriage of camera and narrative.”

—*Associated Press*

And from *The New York Times*: “Honor came to the American Broadcasting Company last night... the program elevates ABC News to the forefront in use of the documentary technique that may stand as TV’s most lasting contribution—the ability to recreate the past in terms that are at once compelling and informative.”

Saga of Western Man, sponsored by The Upjohn Company, is another facet in the wide-ranging, diversified schedule on the new ABC. A schedule designed to give America fresh, imaginative television in news, sports and entertainment.

ABC Television Network 



## Creative radio upsets the rule

Marketing men talk so much these days about the intense competition in the food field, either to establish a new brand, or to build sales and new markets for a going brand. They contend this is especially true for the smaller manufacturer fighting for a share of the market against the big giants.

All of this may be true in many situations today, but in the case of one of our food clients, we have been able to prove the exception through the use of creative radio advertising.

We created a radio advertising campaign that combined sex appeal with salad dressings—and then watched the sales of a Milwaukee food manufacturer soar.

**Love for Henri's** ■ Henri's Food Products Co., utilizing the theme, "Everyone's in love with Henri's," saturated each of its 40 markets with approximately 500 romantic tongue-in-cheek radio commercials—all aimed at wooing the housewife.

This imaginative promotion was launched because we were fortunate enough to have a client who was willing to gamble, to buck the conservative yet formidable advertising traditions established years ago by competitive giants such as Kraft Foods.

The radio campaign ran for 15 weeks during the spring and fall of 1963. Nevertheless its successful results can just now be evaluated.

Until our agency obtained the account in 1961, Henri's advertising dollars went chiefly toward developing its relations with the trade. Realizing that this had been achieved, we recommended that the company now turn its attention to the consumer. When Henri's management gave us the green light, we decided to invest most of the ad money into radio as the most appropriate medium for initiating Henri's first concentrated consumer campaign.

**'Sexy' Spot** ■ If you were in Florida, Ohio, Michigan or 13 other states during the months of the promotion last year, you might have heard announcer Ken Nordine deliver a "sexy" radio commercial that began like this: "Start a love affair in your home tonight. Glorify your salad with Henri's salad dressings. . . ."

And if you didn't hear the low, resonant voice of Mr. Nordine, you probably would have heard a female vocalist delivering a bouncy tune beginning with these lyrics: "To make a feast out of a meal with salad sex appeal, enjoy Henri's salad dressings. . . ."

In addition to these commercials, Henri's received extra mileage when

Doner's account executive, Robert Cohen, conceived an "I'm in love with Henri's" sweepstakes. By creating the sweepstakes, he gave the radio stations in those 40 markets an opportunity to do a little sales promotion for themselves and at the same time give Henri's additional support.

Mr. Cohen shipped "golden gift boxes" containing Henri's salad dressing products to the participating stations. These were given away as prizes.

**Twin-Pack Tie-in** ■ As the "Everyone's in love with Henri's" promotion gained momentum, the company quickly placed a salad dressing twin-pack in chain stores and major independents. It was the first such promotion in the company's 29-year history and resulted in greater unit sales and high profits for the retailer. Distributors were supplied with point-of-purchase material and mass displays.

Still hitchhiking on the popularity of the campaign, Doner recommended a 10-cent-off sale which gave Henri's additional shelf space for its top seller, Tas-Tee salad dressing. The product has become a generic term, somewhat like General Foods' Jell-O.

This particular promotion was supported by either TV or newspaper advertising in each of the 40 markets.

Although our agency does not usually establish in-store promotions, it does provide counsel to Henri's management. We put on the brakes on some ideas and provide guidance on others for intelligent spending of promotional dollars.

The question frequently posed regarding this entire campaign is: why the tremendous amount of radio advertising? The answer is fairly obvious.

**Low Cost** ■ Doner realizes that it is economically impossible for some businesses to match—dollar for dollar—the tremendous advertising budgets of

larger companies. That's the reason we recommend radio as an excellent medium for reaching mass audiences at relatively low costs.

Such was the case with Henri's. Although the company is successfully marketing its salad dressing products in 37 states, it is still not a giant of the food industry. Therefore, dollars invested by Henri's in advertising must be spent wisely.

Although radio is the answer, advertising campaigns must possess a unique theme to hold the attention of the audience . . . stimulate the housewife to reach for the product when she reaches the supermarket in her area. Judging from our results, the "Everyone's in love with Henri's" promotion did just that.

Sales for the first month in 1964 are far greater in those 40 markets than they were during the same period last year. Detroit showed a 20% increase in sales, while Indianapolis boasted a 54% rise and Dayton, Ohio, a 41% increase.

Here's what led us to create this light, refreshing and discrete sex approach to selling salad dressings:

**Escape the Humdrum** ■ It was our opinion that the housewife's existence is generally humdrum. She is either busy with her children or household chores. Her one "escape," we reasoned, is preparing a salad—which presents a challenge to her creativeness.

That's why the "Everyone's in love with Henri's" theme was born . . . an advertising campaign suggesting that salads are romantic dishes—something more than just meat and potatoes.

The impact of Henri's "love theme" is still being felt. Because of its success we are returning to the same 40 markets this spring with a similar radio campaign. The promotion also will be extended to several new markets.



Marvin Frank opened the Chicago office of W. B. Doner & Co. in 1946 as vice president, and subsequently became president. In 1959 his jingle for "Z" Frank Chevrolet, Doner client for 11 years, won an award at the Cannes (France) Film Festival. He also wrote the words and music for the jingles used in the "Everyone's in love with Henri" promotion. A graduate of the University of Chicago, Mr. Frank was in the furniture business with his family before joining Doner.

# A SIMPLE STATEMENT OF FACT

WKNR subscribes to the Hooper Radio Audience Index. Notwithstanding whatever inherent problems there may be in measuring a radio audience, we feel we must have some yardstick to determine the progressive success of the new WKNR programming. We also subscribe to Pulse but the first full WKNR Pulse will be the January-February-March which will not be available to us until spring.

We hope you have seen the January-February Hooper. If you've been following the Hooper with us, you'll know that, whereas we were, and still are, #1 in Detroit at night according to the December-January Hooper, we have progressed from #5 to #2 in the afternoon from 12:00 noon to 6:00 pm according to January-February Hooper.



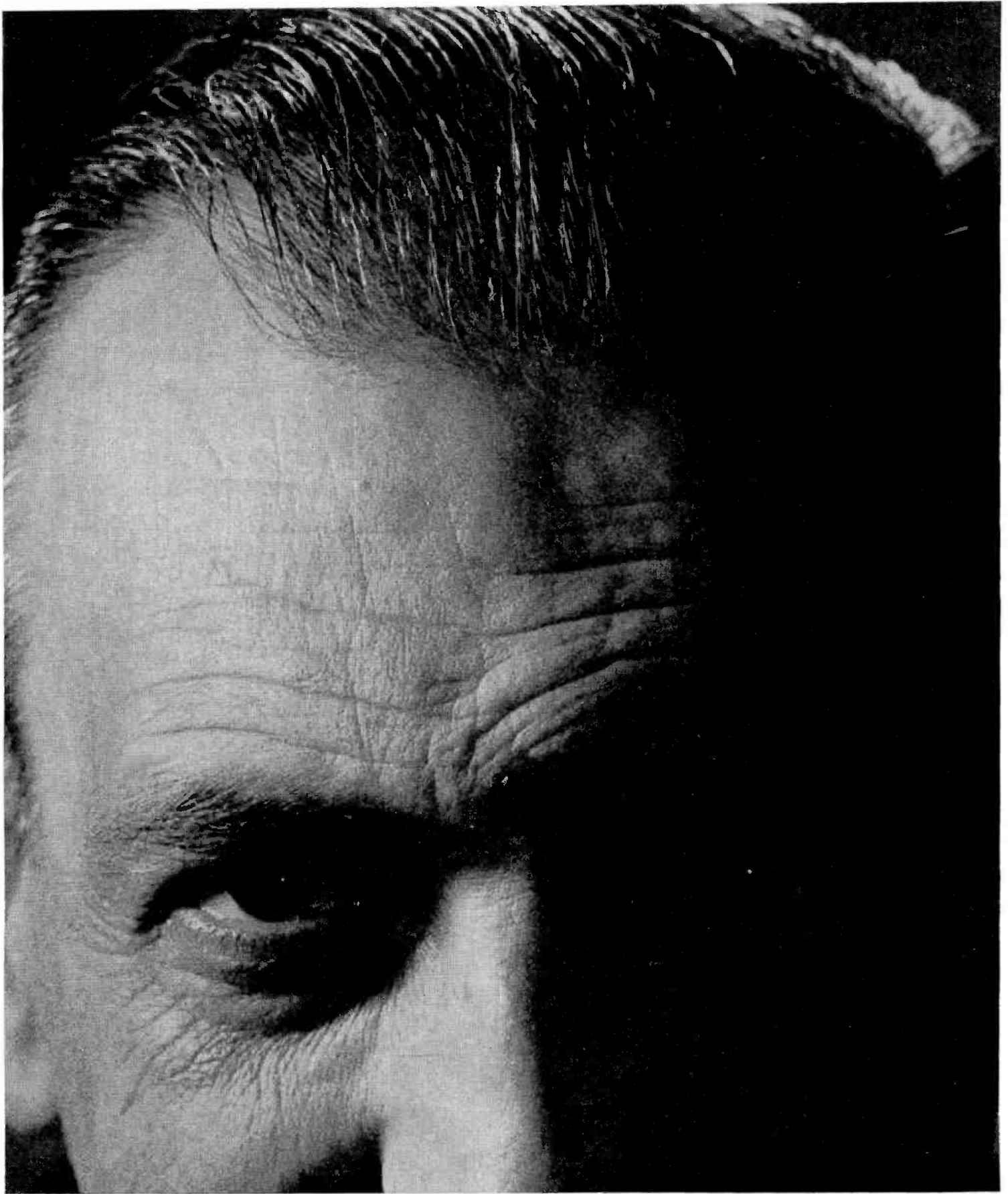
This makes us—and our advertisers—very happy. Now is the time to buy the winner!

## **KNORR BROADCASTING CORPORATION**

Mrs. Fred Knorr,  
President

Walter Patterson,  
Executive Vice President  
& General Manager

**REPRESENTED NATIONALLY BY THE PAUL H. RAYMER COMPANY**



**You are getting very sleepy.  
Your eyes are closing.**

**NOW!**

Pick up the phone. Call any Robert Eastman office or John F. Box, Jr., for the latest avails and ratings on K-BOX in Dallas and WIL in St. Louis. Now, when I snap my fingers you will wake up refreshed. You will remember nothing about this ad.

**NOW!  
Wake up.**

(snap, snap, snap, snap, snap, snap, snap)



# In a fix over cigarette ad rules

The broadcasters' dilemma: how to protect their image and their billings in a public fight against FTC restrictions on cigarette advertising

"We're damned if we do and damned if we don't."

That's how the predicament of broadcasters was described last week as they wrestled with the question of whether to take a public stand against government proposals to restrict cigarette advertising.

The uncomfortable choice confronting broadcasters was whether to oppose the tough rules that the Federal Trade Commission has proposed—and thereby risk the accusation of putting their private profits above the public health—or stay silent and risk the loss of advertising that they feel sure would be in-

evitable if the FTC's rules were adopted.

Complicating their deliberations was the broadcasters' general agreement that the rules, as proposed, would be harder on radio and television, especially radio, than on other advertising media. Yet nobody was eager to take the stand at the forthcoming FTC hearings to argue the broadcasters' case. There wasn't much time left to decide. The FTC hearings are set for March 16. Notices of appearance must be filed by March 5.

**The NAB's Position** ■ In week-long deliberations officials of the National Association of Broadcasters at first decided against making any appearance

at the hearings, and LeRoy Collins, NAB president, so advised the association's executive committee in a letter mailed on Wednesday (Feb. 26).

No sooner was the letter mailed, however, than Mr. Collins and his key executives began reconsidering. In the letter Mr. Collins had already laid out the pros and cons of testifying at the FTC hearing and had asked the executive committee—which consists of the chairmen and vice chairmen of the NAB boards—for advice. But late last Thursday the NAB was still undecided on the course it would pursue.

Several broadcasters, including the



These three leaders of broadcaster trade associations were under pressure last week to make the broadcasters' case for looser rules than the FTC now proposes to govern cigarette advertising. For once, individual broadcasters were reluctant to seek the limelight of a Washington hearing and were urging their group leaders into what might become the hot seat March 16 when the FTC

listens to arguments. The men confronted by the sticky problems of (1) whether to appear and (2) what to say were (l to r) Norman E. (Pete) Cash, president of the Television Bureau of Advertising; Edmund Bunker, president of the Radio Advertising Bureau, and LeRoy Collins, president of the National Association of Broadcasters. All agree restrictions would hurt broadcasters worst.

# Jingle of cigar coin gets louder

## RADIO-TELEVISION GETTING MAJOR SHARE OF INCREASED BUDGETS

The cigar industry, its eyes wide open to the market opportunity presented by the cigarette scare, appears set to capitalize on the situation with the largest advertising offensive in its history underway for 1964 and the expectation of still bigger budgets before the year's end.

Led by the three major cigar manufacturers—Consolidated, General and Bayuk—the major portion of the industry's increased advertising seems headed for, or already in, television and radio, both network and spot.

Overall budgets projected for each of the three majors in 1964 are estimated in the \$10-12 million range.

The *Tobacco Journal*, a weekly trade paper which carried a special section on cigars last week, editorialized in the same issue: "The cigar industry has been provided with a 'spotlight' through the courtesy of the U. S. government."

And the Cigar Institute, a trade association, for some months has advertised: "You don't have to inhale to enjoy a cigar." The same cry has been picked up and incorporated in ad copy of individual cigar manufacturers.

**The Smalls Gain** ■ The most dramatic sales of cigars during the past month, according to industry representatives, have been among brands most closely representing "cigarette substitutes"—thin and small cigars and those with plastic or wooden tips.

Cigar sales had been on the rise even before publication of the government's cigarette report in Janu-

ary. Internal Revenue Service figures released last week indicated consumption was up 21% for December 1963, compared to the same month of 1962. For the year, taxable cigar units exceeded 7.3 billion, an increase of 236 million units over 1962.

Biggest increases for the year came in the low-priced, so-called "Class C" group (5 or 6 cents each). Consumption in this class was up by 192.5 million units to about 2.85 billion and now accounts for nearly 40% of the total cigar market.

**The Brands** ■ Consolidated Cigar Corp., New York, largest in the industry, had sales of \$122.5 million in 1962, almost twice those of second-ranked General Cigar, and sales of \$132 million in 1963. Consolidated's 1964 advertising budget will be about \$10,250,000, up 10% over 1963. Taking by far the best part of the billings will be network television which will receive close to \$9 million.

An official of Consolidated said the company's smaller-sized cigars—Muriel Air-Tip (plastic tipped) and Muriel Coronella—are currently selling "at a pace such that we can't meet the demand."

Consolidated's network buys for the coming fall season include half-sponsorship of the five Danny Thomas Specials (NBC-TV). It will also have portions of two new ABC-TV shows, *Broadside* and *Wendy and Me*, in addition to *Pro Football Wrap-Up* on CBS-TV. The company's spending on NBC-TV alone

between the end of January and next September is estimated at \$1.8 million.

Consolidated also has a \$400,000 spot TV campaign planned, which will probably begin in the fall.

In the second and third quarters the cigar manufacturer will be participating in *Arrest and Trial*, *Ensign O'Toole*, *Hootenanny* and *Pro Bowler's Tour* (ABC-TV) and *Richard Boone*, *Espionage*, *Meet the Press*, *Temple Houston*, *International Showtime* and *Monday Night at the Movies* (NBC-TV).

Consolidated's agency is Papert, Koenig, Lois, New York.

**The No. 2 Company** ■ General Cigar's broadcast allocation, for 1964 difficult to project at this point, will probably be held at 70% of the firm's total advertising allotment.

Principal beneficiary of an overall increase for the company is network radio. Network TV, while getting a smaller percentage of the company's total budget, will still be making gains.

General provides one case in which a cigar company has taken over a schedule dropped by a cigarette manufacturer. It will carry one third sponsorship of the radio-TV lineup for Boston Red Sox baseball games dropped by American Tobacco after that company decided to discontinue its cigarette schedules in sports programming (BROADCASTING, Feb. 10).

In network radio, General began a 13-week schedule on NBC's *Monitor* Feb. 15, has bought announcements on Mutual for the first time

networks, were upset when they learned the NAB might not present an industry statement at the FTC hearing. The NAB board of directors had authorized an appearance at its January meeting when it amended its own TV code to restrict cigarette commercials with special appeal to minors (BROADCASTING, Feb. 3).

**By Default** ■ Although no individual broadcasters or networks were volunteering to testify, many said a no-show would encourage the FTC to adopt the rules, or even something more abhorrent, by default. And, almost to a man, broadcasters who were talked to last week were vehemently against the FTC

proposal.

"To let this thing go by default is very wrong," a network vice president said. "The NAB should be the industry spokesman and come up with something positive." He said, however, that he had nothing positive to offer the NAB in the way of testimony.

The Big Six cigarette manufacturers all plan to appear and present arguments against the restrictive advertising rules. In addition, the Television Bureau of Advertising is expected to testify, although it had not filed a notice of appearance by last Thursday, and the Radio Advertising Bureau, like the NAB, is re-evaluating its position.

RAB originally had planned not to go, but developments around the NAB last week caused the radio bureau to take another look.

The FTC has received "hundreds of letters" from the public on the cigarette issue and is acknowledging each one. Many are from nonsmokers, an official said.

**Liberalization Due** ■ There is a strong feeling among broadcasters, advertisers, agencies and even unofficially within the trade commission that any rules finally adopted may not be as damaging to cigarette advertising as those now proposed.

"This is all the more reason why we



on a Monday-Friday basis beginning March 1. It also has renewed sponsorship in the *Arthur Godfrey Show* on CBS Radio.

**Tiparillo Theme** ■ General Cigar credits an advertising theme begun on network TV two years ago for "sensational" current sales of its Robert Burns Tiparillos.

This theme was aimed at favorably disposing women toward cigars and today includes the provocative copy line, "Should a gentleman offer a lady a Tiparillo?"

A company official says results of its campaigning have not only eliminated a negative predisposition on the part of women toward the cigars, but that women now represented a plus factor in their sales.

General says it has more than doubled its sales of the smaller cigars during January as compared to that month last year, but that full effects of its advertising combined with those of the government's smoking report were incalculable because demand had so far outdistanced production and distribution capacity.

The Tiparillos, according to the General Cigar official, were the first brand to have sales "go right through the roof" following the smoking report. He noted "very strong play-back" after the cigar had been pushed on the *Arthur Godfrey Show* especially in winning over that program's largely female audience who were induced to buy Tiparillos for their smoking husbands.

General is spending an estimated \$2.3 million for a quarter sponsorship of NCAA football games next season (NBC-TV) and will continue to be in ABC-TV's *Friday Night Fights* up to September.

General Cigar's agency is Young & Rubicam, New York.

**Bayuk Pattern** ■ Bayuk Cigar Co.,

Philadelphia, whose major campaigns have been for Phillies, jumped into network television in 1958-59, pulling out of print in a wholesale way. This was at a time when all the cigar majors were heading into widespread campaigns. By 1959 Bayuk had moved about 90% of its budget into network TV. After three seasons of spending principally in that medium the company shifted to a "budget spending" technique — determining spending as a percentage of sales on a regional basis—and moved its money into spot television for that purpose.

Last year, with approximately 70% of its budget in broadcast, Bayuk entered heavily into radio, so that by year's end spot TV and spot radio were receiving even shares of the company's broadcast billing. Bayuk now uses radio-TV in the top 40 markets and has tentative plans for increasing that number.

A spokesman for Bayuk says a 50% ad budget hike in 1964 would be a "hyper-low" estimate and one evaluation of its spending plans puts the budget in the \$9 million range, again about 70% going to broadcast. The Bayuk account will leave the Wermen & Schorr agency, Philadelphia, June 30 as a result of "policy differences" and has not yet assigned a new agency.

Aside from the three major cigar advertisers, D-W-G, Detroit, which puts the bulk of its promotion dollars into spot television, will increase its spending in that sector from \$650,000 in 1963 to about \$865,000 this year. The company sells 15 cigar brands on a regional basis. It had unit sales of 350 million in 1963 and says it expects a 10% increase during 1964.

Agency for D-W-G is W. B. Doner & Co., Detroit.

a member of the NAB executive committee, said there is an obvious difference between a magazine ad costing thousands of dollars and a radio spot costing a few dollars. The proposed restrictions requiring an announcement with each radio ad would be unfair, he said.

**Single Announcement** ■ Some broadcasters were considering last week offering a proposal that the announcement that smoking is a health hazard be required only hourly or once a day by stations that carry cigarette advertising.

An FTC official said neither this idea or anything else has been ruled unsatisfactory in meeting public interest requirements by the agency. The proposed rules are only "something to shoot at" with all five commissioners "just as completely open-minded as any five people can be."

The FTC picked up a powerful ally last week when U. S. Surgeon General Luther L. Terry pledged the support of the Public Health Service to the rule-making. It was a report to Dr. Terry by a blue-ribbon panel of experts concluding that smoking is a health hazard (BROADCASTING, Jan. 20) which prompted the FTC rulemaking.

"We are convinced," Dr. Terry said, "that the American people have been deceived and misled by cigarette advertising—and their health has been harmed as a consequence."

He stressed the need for continuing research into the relationship between smoking and health and said that "perhaps our most effective ally in this effort will be the tobacco industry itself. I am not among those who believe that the tobacco industry has a dollar bill for a conscience." At any rate, he asserted, if the industry doesn't take corrective action, "someone else" will.

Speaking at a National Press Club luncheon in Washington, Dr. Terry said the health service has long-range plans to educate the public to the dangers of smoking. "We are thinking," he said, "in terms of a 10-year-plus program." In the field of research, he said that different organizations are now pumping some \$1.2 million into 105 separate projects.

**Strategy Secret** ■ Cigarette manufacturers refused to disclose their battle plans against the FTC. The networks said the broadcast position is secondary to the main issue, which is "client control." The policy of cigarette advertisers is at stake, network spokesman said, not the fact that radio and TV and other media are used.

Some of the tobacco people privately expressed the view that the FTC will not take such "drastic action" as has been proposed. "We can't believe the FTC will adopt a rule that will go as far as the publicity indicates," one tobacco man said. "There are many ramifica-

should testify," a prominent NAB official said.

The FTC rules as presently proposed require:

"Either one of the following statements shall appear, clearly and prominently, in every cigarette advertisement and on every pack, box, carton and other container in which cigarettes are sold to the public: (a) "CAUTION—CIGARETTE SMOKING IS A HEALTH HAZARD: The surgeon general's advisory committee on smoking and health has found that 'cigarette smoking contributes substantially to mortality from certain specific diseases and to the over-all death rate'; or (b)

"CAUTION: Cigarette smoking is dangerous to health. It may cause death from cancer and other diseases."

This language, it is argued, would kill the present \$20 million annual cigarette expenditures in radio because, as one broadcaster said, "all radio is front page. There is no six-point type." An audio announcement that smoking may cause death would be required with every cigarette commercial, as broadcasters now interpret the rule, while print could get by with "six-point type hidden in the corner" and television with an unobtrusive visual showing on the screen.

Ben Strouse, of wwdc Washington,



tions involved—the economy of the southeastern part of the country and tax revenue, for example—and there is still no definitive link of cigarette smoking and health hazards.”

Another cigarette official said: “I can assure you every company in the business is giving detailed and extensive consideration to plans to meet the problem in the event that health warnings in cigarette advertising become mandatory.”

The tobacco industry spokesmen refused to confirm the radio death prediction if the rules are adopted. It is too early to tell what will happen, they said.

## TvB reports TV set usage hits new high

Television sets last year were turned on an average of 5 hours 13 minutes a day, a new record, the Television Bureau of Advertising announced today.

On the basis of figures compiled by A. C. Nielsen, TvB said average daily viewing was seven minutes more than in 1962 and the eighth consecutive year that the average exceeded 5 hours a day. The previous high was 5 hours 9 minutes in 1957, TvB said.

Four of the Nielsen territories recorded increases in average daily viewing, three of which were records, and one territory remained the same as in 1962.

The Northeast had the highest average with 5 hours 24 minutes, followed by the East Central with 5 hours 16 minutes, the South with 5 hours 12 minutes and the Pacific and West Central, both with 5 hours 5 minutes.

## IRTS lines up speakers for March 10 seminar

The International Radio and Television Society, New York, last week announced speakers for its spring time-buying and selling seminar term—scheduled to start March 10. All sessions will be held Tuesday evenings (5:30-7 p.m. EST) in CBS studios (40 East 52d Street, New York).

The program for the spring term is: session one—“Broadcasting, Key to the Marketing Era” with Julius Barnathan, vice president and general manager, ABC-TV; session two—“The Advertiser’s Problem” with speaker to be announced; session three—“Broadcast Research Fundamentals” with Al B. Petgen, chairman of the seminar committee; session four—“Research in Planning and Buying” with Hal Mil-

## Rules committee vote blocks tobacco bill

The House Rules Committee by a six to five vote last week scuttled, at least temporarily, the only legislation affecting the tobacco industry that is now under consideration by Congress. The negative vote was on a proposal to clear the bill for House action.

The bill, backed by both the tobacco industry and the Public Health Service, would authorize government research on how to make cigarettes safe (BROADCASTING, Jan. 20). Objection to the bill centered around the financing of the \$5-10 million laboratory that the legislation would authorize.

Representative Harold D. Cooley (D-N. C.), chief author of the bill and chairman of the House Agriculture Committee, said that he is attempting to convince the tobacco in-

dustry to finance the laboratory’s construction. This prompted Representative Ray J. Madden (D-Ind.) to ask: “Wouldn’t that be a lot like hiring a fox as night watchman for the chicken coop?” Not at all, Mr. Cooley replied, as all the actual research could still be conducted by the government.

Another opponent of clearing the bill, Representative James J. Delaney (D-N. Y.), said: “The government spent two years establishing that smoking was bad for you, and now the industry wants a new study to show that it isn’t.”

But the vote wasn’t final, and the bill may yet be sent to the House floor. Last week only 11 of the committee’s 15 members voted, and if the proposal is reconsidered the outcome could be different.

ler, vice president and media director, Grey Advertising, New York; session five—“The Media Plan” with Don Leonard, director of media, Kudner Agency, New York; session six—“Professionalism in Timebuying” with Mike Donovan, vice president and media director, BBDO, New York; session seven—“Network Basics” with speaker to be

announced; session eight—“The Rep’s Job” with Maurie Webster, vice president and general manager, CBS Radio Spot Sales, and Cris Rashbaum, vice president and director of research and promotion, Harrington, Righter & Parsons, New York, and session nine—“Focus on the Future” with speaker to be announced.

## A glass of beer and laughter

Falstaff begins new ‘happy’ campaign on radio-TV;

‘Commercialless commercials’ set for 4 stations

A new broadcast campaign for Falstaff beer breaks in California and Nevada today (Mar. 2) on 65 radio and 29 TV stations. Created and placed by Wade Advertising, Los Angeles, the campaign theme is “the sound of laughter” symbolic of the good cheer that accompanies a glass of good beer.

The 20-second TV spots open with two full beer glasses side by side, whose contents slowly decrease with laughter in the background. When the glasses are empty, a man’s voice says, “two more Falstaff’s please,” and the glasses refill from the bottom up in reverse action.

The 30-second radio spots are chiefly young, feminine laughter, with a slighty breathless voice to match saying “I’ve got an idea . . . a great idea . . . let’s have some more Falstaff beer.”

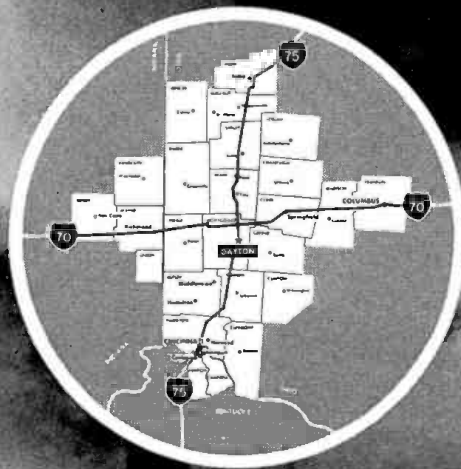
In addition to these spots, Falstaff is sponsoring a one-minute program “This Is Your Minute” at a fixed time each

evening on four major market TV stations: KTTV(TV) Los Angeles, KRON-TV San Francisco, KXTV(TV) Sacramento and XETV(TV) Tijuana-San Diego. The fixed time is so they can announce in the published program logs of these stations, Frank Rhylick, Wade vice president and creative director explained.

These one-minute programs, which he called “commercialless commercials,” present an announcer who tells the viewers “this is your minute” and invites them to use it any way they choose, to leave the room and go to the bathroom or kitchen if they want to, promising to call them back when the next program is ready to start.

In the first of this series, the announcer idles the time away until calling back the audience. In others, he argues with guests who want to do something, assuring them that there’s nobody watching, so to perform would

# Welcome to Megacity. 70 75



*... the tenth largest consumer market in America*

U. S. Routes 70 and 75 cross less than ten miles north of Dayton. Within 70 miles of that intersection live 3,500,000 people... many of them in seven metropolitan areas... with a buying power of over seven billion dollars. ■ At the center of Megacity 70-75 are our powerful transmitters reaching—via TV, AM and FM—a commanding segment of this rich market, and providing one of the best media buys in broadcasting today. ■ For proof of it listen to George P. Hollingbery—who knows Megacity 70-75, and knows how efficiently, effectively, and economically you can reach it.

WHIO-TV • CBS • CHANNEL 7

# WHIO

WHIO-AM-FM • DAYTON, OHIO

Associated with WSB, WSB-TV, Atlanta, WSOC, WSOC-TV, Charlotte, WIOD-AM-FM, Miami, and KTVU, San Francisco-Oakland

1104 FT.

definitely be silly.

A Falstaff shield in the upper left hand corner of the picture is the only visual commercial identification. A closing credit line: "This minute has been brought you by the Falstaff Brewing Co. of San Jose, Calif.," is the only audio sponsor identification.

The Falstaff broadcast agenda also

includes radio commercials for specialized groups, such as the Negro audience and the Spanish-speaking audience.

"We've tried to break the cliches that have tended to make all beer commercials look and sound alike," Mr. Rhylick said last Wednesday (Feb. 26).

said that from 1961 to 1963, nighttime costs for half-hour, evening TV programs rose 21% from \$34,360 to \$41,550. To the nighttime TV advertiser whose budget did not increase at least 21% from 1961 to 1963, Mr. Budd continued, "it meant one-fifth fewer television commercial exposures if he remained in nighttime television."

Mr. Budd said that another complication was that the average rating of half-hour nighttime programs in the same period dropped from 18.5 to 18.1—down 2%—and, accordingly, "the nighttime advertiser who remained in that medium not only bought fewer commercial minutes for the same dollar but bought a smaller audience per commercial minute."

To cope with the problem of rising advertising costs, he suggested that the various elements of the industry take "long objective looks at the many factors which over the years sneak into our costs." He indicated that more money should be spent on advertising and marketing research and more experimentation should be conducted with regard to media schedules and new advertising production techniques.

## McGannon gives ratings report to subcommittee

Donald H. McGannon, president of Westinghouse Broadcasting Co. and chairman of the Broadcast Rating Council Inc., explained last week where the council stands in its effort to improve rating methodology and provide audits of rating services. His remarks were prompted by members of the House Subcommittee on Investigations who have shown some impatience with progress in this area (BROADCASTING, Feb. 24).

"In May 1963," Mr. McGannon said, "Governor LeRoy Collins [president of the National Association of Broadcasters] and I presented a plan to the subcommittee on the matter of establishing standards and the auditing of the rating services on the one hand, and a long-range methodology research effort on the other. All elements of this plan have progressed according to some ambitious but self-imposed target date.

"While all members of the Broadcast Rating Council seek the most rapid accomplishment of all our objectives, we consider the progress achieved as being satisfactory, beyond that, our liaison with the chairman, membership and staff of the subcommittee has been regular, frequent and extensive.

"The written commendation and the encouragement received from many of these individuals have been most heartening and appreciated by the Broadcast Rating Council."

# Rising advertising costs criticized

## Campbell Soup ad director cites need for media to effect 'important savings' in marketing costs

There is an urgent need to effect "important savings" in advertising and marketing costs, Rex Budd, director of advertising of the Campbell Soup Co., told a meeting of the Advertising Club of Greater Miami last Wednesday (Feb. 26).

His speech, although not calling for outright cuts in media rates, reflected serious concern with trends in media costs and led some observers to speculate that it might be the forerunner of a more widespread show of concern among advertisers.

The whole subject of media costs is expected to get considerable attention at the general meeting of the Association of National Advertisers this spring.

Leading agency sources have indicated they do not see a substantial problem in television rates, specifically (BROADCASTING, Feb. 17).

Mr. Budd said that in the last eight years rates per unit of advertising "have increased from 4% to 60%, depending on the media analyzed." In contrast, manufacturers have been able to reduce substantially their production costs and increase consumer values, he said.

During the past eight years, Campbell Soup product prices on the average have not increased, though there has been a 51% increase in pay and benefits per employe, Mr. Budd observed. The company was able to maintain the price levels because of a "tremendous increase in farm productivity" and in the efficiency of its plant operations, he pointed out.

"However, in the past eight years, without an overall price increase, and with substantial reductions in production cost, our marketing cost has increased 32%—almost one-third—in the

same period of time," Mr. Budd asserted. "Another national marketer reports a 40% increase in his marketing costs in the last three years."

He contended that budgets are "being squeezed by a continuing yearly increase in the cost of advertising media," and added:

"I do not take a position that all or part of this increase is unjustified. Nevertheless, increasing yearly costs of advertising are a hard fact of life."

In citing an example of mounting advertising costs and the effects this is having on media buying, Mr. Budd



Campbell Soup's Budd Questions TV's tab





## PROVEN PROGRAM SPECIAL FOR EASTER

Good holiday TV specials are hard to come by. Triangle Program Sales has one already tested that is perfect for an Easter special in your market. It's "Podrecca's Piccoli Theatre," a one-hour, full-color children's delight featuring Dick Clark and the world-famed, almost human, king-sized Podrecca Marionettes. The troupe that set a record for mail response on The Ed Sullivan Show . . . Variety called them "A Marvel to Behold" in their Triangle program debut. The show that captured 34% audience share against strong network competition in Philadelphia and earned top ratings and reviews in markets across the nation is now available as a proven Easter special. Available in color or black and white.

  
 TRIANGLE STATIONS  
**PROGRAM SALES**

**TRIANGLE PROGRAM SALES • 320 PARK AVENUE • NEW YORK 22, N.Y. • 212-HA-1-2770**  
 OPERATED BY THE RADIO-TELEVISION DIVISION OF TRIANGLE PUBLICATIONS, INC.

# FCC eyes bank's commercials

Spots promoting a drawing pulled off 7 stations  
as the commission looks into lottery possibilities

some radio  
salesmen  
have too much  
to do



Ours move clients, not paper. That's because they represent a short list, they really know their stations, the markets, the competition. Metro Radio Sales has the highest ratio of salesmen per station in the industry...and we always will! To a harried timebuyer, this means a complete presentation, backed with concise research on these leading stations: WNEW, NEW YORK; K-LAC, LOS ANGELES; WIP, PHILADELPHIA; WHK, CLEVELAND; WCBM, BALTIMORE; KMBC, KANSAS CITY; WDRG, HARTFORD.

**Metro Radio Sales**

OFFICES: NEW YORK, CHICAGO, BOSTON, PHILADELPHIA, ST. LOUIS, DETROIT, LOS ANGELES AND SAN FRANCISCO.

The FCC has questioned seven Washington area radio stations about reports they carried commercials advertising a lottery.

The alleged lottery involved a contest used by the Fidelity National Bank of Arlington, Va., last month in a campaign to promote its opening.

The questioned contest was called off almost as soon as it got underway. But commission attorneys say this wouldn't affect the question of whether federal laws had been violated.

Stations that advertise lotteries are subject to fine and imprisonment sanctions under the U. S. Criminal Code and to license revocation or forfeiture under the Communications Act.

The alleged lottery was to have been run the first week the bank was in operation, Feb. 3-7. The seven stations began carrying the commercials advertising the contest the preceding Friday, Jan. 31, and were to have broadcast them all week. The commercials were supplied on tapes.

Over the weekend, however, the FCC staff heard of the commercials and began checking into the question of whether the contest was a lottery. When the bank was informed of the commission's concern, on Monday, it cancelled the contest and furnished the stations with new copy. Some of the outlets had already heard of the commission's inquiries and dropped the original continuity.

Bank officials say they heard of the commission's interest from the office of the U. S. Comptroller of the Currency.

**Prize Money** ■ The alleged lottery was to have involved the payment of prize money to depositors whose names were drawn from a bucket. Persons whose names were picked in the daily drawings were to have received \$100. The depositor whose name was chosen on the final day of the contest was to have had his deposit doubled, up to \$500.

The contest was cancelled, however, before any names were drawn.

Bank officials say the contest was included in the promotional campaign after clearances were obtained from their attorneys and top Virginia law enforcement authorities. The bank reportedly passed these assurances on to the stations.

But FCC staff members say federal law—which is their concern—is different from Virginia law on lotteries. It's

understood the commission staff feels the contest could be considered a lottery since only those who deposited money were eligible to participate.

The three major elements constituting a lottery are prize, chance and financial consideration. And the deposit of money, according to an interpretation at the commission, constitutes a financial consideration.

The stations contacted by the commission are WRC, WTOP and WWDC, all Washington; WAVA and WEAM, both Arlington, WEEL Fairfax, and WPIK Alexandria, all Virginia. The time was purchased and the taped commercials supplied through a Washington advertising agency, Kal, Ehrlich & Merrick.

The staff has written the stations asking for information on the commercials they ran concerning the alleged lottery. When all the stations have replied, the staff will submit a report and recommendation for action to the commission.

It's expected that the staff will submit a copy of its report to the Justice Department for consideration of whether a violation of the U. S. Criminal Code was involved. The commission routinely refers to Justice matters that appear to be within that agency's jurisdiction.

## Toy maker to expand its TV ad schedule

Milton Bradley Co., Springfield, Mass., toy manufacturer, through Richard K. Manoff, New York, plans an expanded 1964 advertising program which will include a fully-sponsored network television show for children and a heavy schedule of spot TV covering 67 markets.

The weekly children's program, *Shenanigans*, will star Stubby Kaye and is scheduled to start Sept. 26 (10-10:30 a.m. EDT) over ABC-TV. Advertising on the half-hour game show will be aimed at a new line of Milton Bradley action games, including: Time Bomb, Tussle, Kookie, Chicks, Pow Wow, and On The Ball.

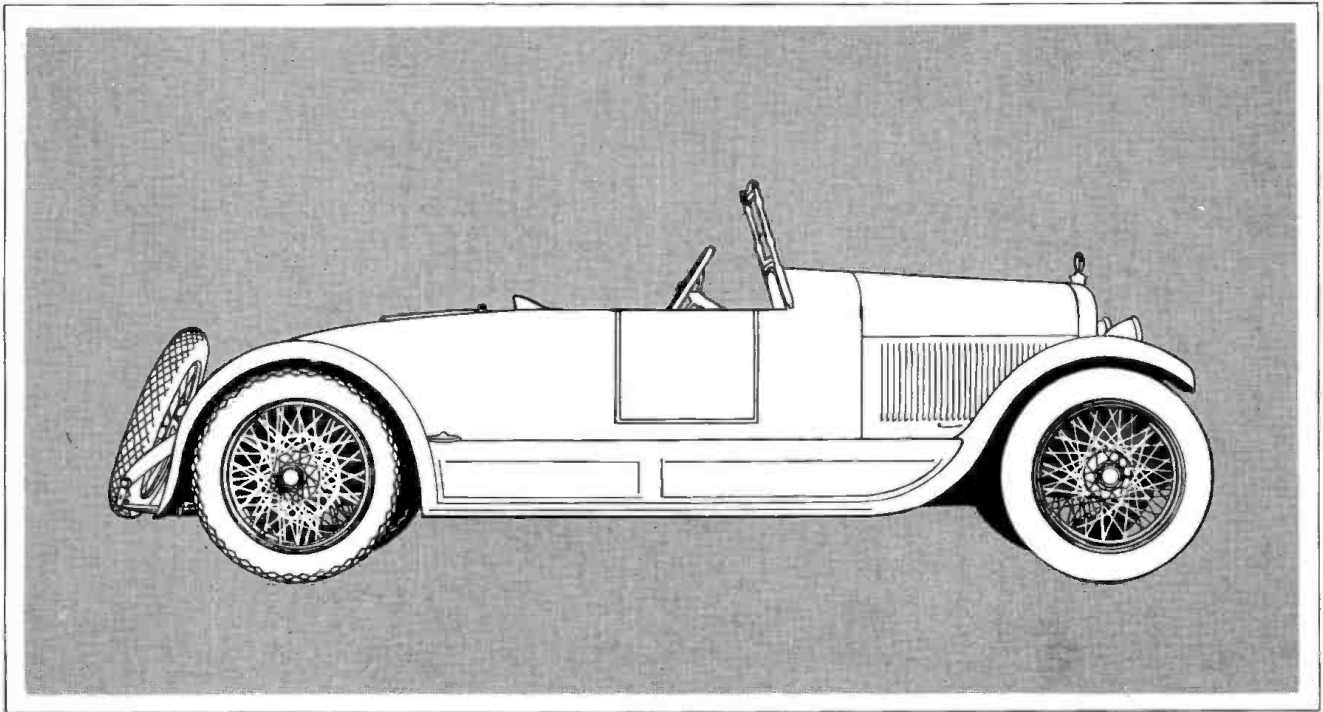
Milton Bradley's spot TV will start in late October and run through late December. The firm's products will also be advertised on an eight-week schedule of participations in NBC-TV's *Today* show. The *Today* sponsorship will also run from late October through December.

**Today you drive farther  
on a dollar... than you did  
in the "good old days"**

The average price of a gallon of "regular" gasoline is actually *lower* this year — 4.46 cents less, before taxes — than it was in 1922. And every gallon now gives you 50% more power to take you farther — to work, to shop, to school, to play, to travel.

The only "inflation" in gasoline prices has been in the taxes. They've gone up an average of 10¢ a gallon.

You're driving a bargain today because Humble and its affiliates have led the way in developing better gasolines and more efficient ways of producing and distributing them. To Humble, research provides another opportunity to fulfill the responsibility of leadership.



**HUMBLE** OIL & REFINING COMPANY... AMERICA'S LEADING ENERGY COMPANY



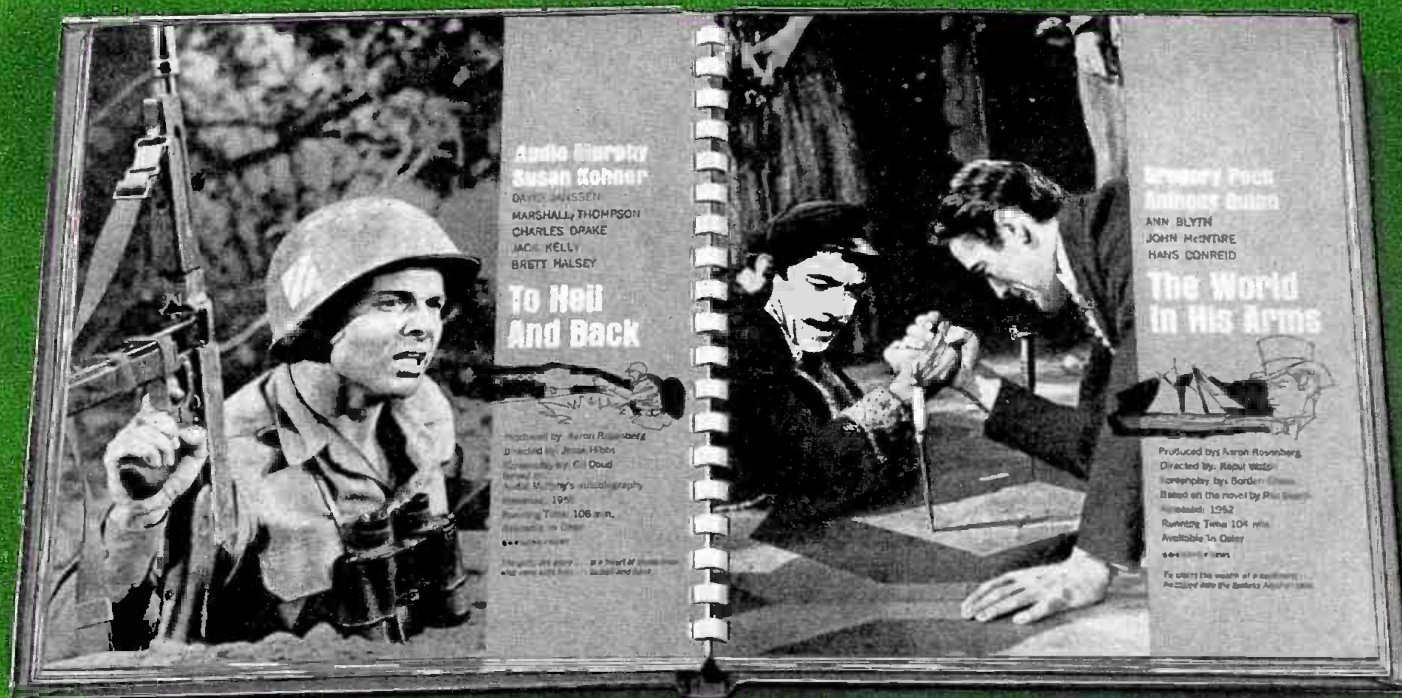
**Here's part 2 of the new Volume 9  
Universal-Seven Arts' "Films of the 50's"**

**What's in it?.**





# 54 audience-pulling feature films for top television programming



Fine motion picture entertainment for prime-time programming... with today's top stars... stories... directors... including NEVER SAY GOODBYE starring Rock Hudson and George Sanders WINCHESTER '73 starring James Stewart, Shelley Winters, Dan Duryea and Stephen McNally • THE ALL-AMERICAN starring Tony Curtis THE SHRIKE starring Jose Ferrer and June Allyson THE SPOTTERS starring Ann Baxter, Jeff Chandler and Rory Calhoun and the exuberant MA & PA KETTLE feature series.

All in Part Two, just one of four parts of the new Volume 9—a total of 215 Universal Features from the Seven Arts' library of 'Films of the 50's'



A SUBSIDIARY OF SEVEN ARTS ASSOCIATED CORP.

For list of TV stations programming Seven Arts "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)  
Individual feature prices upon request.

CONTACT YOUR NEAREST SEVEN ARTS OFFICE FOR MARKET AVAILABILITY  
NEW YORK: 200 Park Avenue YUkon 6-1217  
CHICAGO: 4630 Estes, Lincolnwood, Ill. ORchard 4-5105  
DALLAS: 641 Charleston Drive ADams 9-2855  
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif. STATE 8-8276  
TORONTO, ONTARIO: 11 Adelaide St. West EMpire 4-7193



# CREAM OF COMMERCIAL CROP

## Sweepstakes awards to Kodak for television, WHDH for radio; Pacific Bell, Cornnuts get special marketing citations

A television color film advertising color film and an open end jingle from a library service subscribed to by hundreds of radio stations won the Sweepstakes awards of the fourth International Broadcasting Awards competition as the best commercials produced anywhere in the world in 1963.

IBA trophies, metal spires rising from an arched base, symbolic of broadcast towers reaching upwards from the earth, were presented by the Hollywood Ad Club to the Sweepstakes winners and to the creators of the top commercials in 14 TV and eight radio categories Tuesday evening (Feb. 25) at a black-tie dinner at the Hollywood Palladium, with nearly 1,000 representatives of the community's advertising, broadcasting, and commercial productions in attendance.

The television Sweepstakes winner was a commercial titled "They can't take that away from me," advertising Kodak color film and produced by Sutherland Associates, New York, for the Eastman agency, J. Walter Thompson, New York. The color film, which also was judged the best entry in the live action, over 60-second class, showed a proud father taking motion pictures of his daughter and wife in a variety

of poses and backgrounds, all in color, using Kodak color film.

The radio Sweepstakes award went to "You really should," a singing jingle produced by Musicreations of Dallas and sold by Richard Ullman Inc., both subsidiaries of Morton J. Wagner Co.'s, and used by WHDH Boston as an on-air promo spot with a local voice-over suggesting that the listener really should listen to certain WHDH programs. Part of the "Big Sound" library, the "You really should" jingle is used for local product commercials as well as for program promotions by the several hundred subscribers to the service.

**Special Awards** ■ In addition to various commercial awards, two special marketing awards were made:

Television: "Let your fingers do the walking" (Yellow Pages), for Pacific Northwest Bell through Guild, Bascom and Bonfigli, San Francisco.

Radio: "Carlyle Bradford vs. Cornnuts" for Cornnuts toasted nuts through BBDO, San Francisco.

The complete list of winners by categories, giving commercial title, product, company, agency and producer are:

### TELEVISION

Live Action—"They can't take that away from

me"; Kodak color film; Eastman Kodak Co.; J. Walter Thompson, New York; Sutherland Associates, New York.

Live Action—"Pick-up airdrop"; Ford trucks; Ford Motor Co.; J. Walter Thompson, Detroit; Wilding Film Co., New York.

Live Action—"Laura Scudder supermarket"; Laura Scudder's corn chips; Laura Scudder; Doyle Dane Bernbach, Los Angeles; N. Lee Lacy & Associates, Los Angeles.

Animation—"duPont Dymetrol"; duPont fabric; E. I. duPont de Nemours; BBDO, New York; Ferro, Mohammed & Schwartz, New York.

Animation—"Dancer hands"; Clifton liquid detergent; Armour & Co.; Foote, Cone & Belding, Chicago; Filfair, Los Angeles.

Combination—"Melon"; GE soft-white bulbs; General Electric; BBDO, Cleveland; UPA Pictures, Cleveland.

Stop Motion—"Stop motion salad"; Wishbone Deluxe French dressing; Thomas J. Lipton Co.; Edward H. Weiss, Chicago; Joop Geesink, Amsterdam, the Netherlands.

Video Tape—"Haunted house"; Hallmark party decorations; Hallmark Cards Inc.; Foote, Cone & Belding, Chicago; NBC, Burbank, Calif.

ID—"Fuse"; automobiles; Ford Motor Co.; J. Walter Thompson, Los Angeles; Playhouse Pictures, Los Angeles.

Local—"Drop by drop"; savings account; First Philadelphia Bank; N. W. Ayer, Philadelphia; Harold Wondsel Productions, New York.

Integrated—"Snack time"; Post Grape Nuts; Post cereals; Benton & Bowles, New York; Mayberry Productions, Hollywood.

Humorous—"Pouring"; beer, Jos. Schlitz Brewing Co.; Leo Burnett, Chicago; no producer.

Public Service—"Cancer prevention"; Anti-Cancer Council of Australia; John Clemenger

## Harper sees direct link between media and economy

It is no coincidence that those countries with the most communications facilities and the most highly developed media enjoy the highest living standards, Marion Harper Jr., board chairman and president of the Interpublic Group of Companies Inc., said last Tuesday (Feb. 25).

Speaking at the fourth annual International Broadcasting Awards banquet held under the auspices of the Hollywood Advertising Club to honor the world's best TV and radio commercials, Mr. Harper accepted the IBA Free Enterprise award.

Peoples with "least exposure to news of choices and change stay pinned under the dead hand of poverty," Mr. Harper stated. "Almost everywhere, the impoverished are deprived not only of the necessities and amenities, but of the motivation to reach out for them—under the stimulus of communications," he said.

"The subject of enterprise usually



Interpublic's Harper  
Fighter for free enterprise

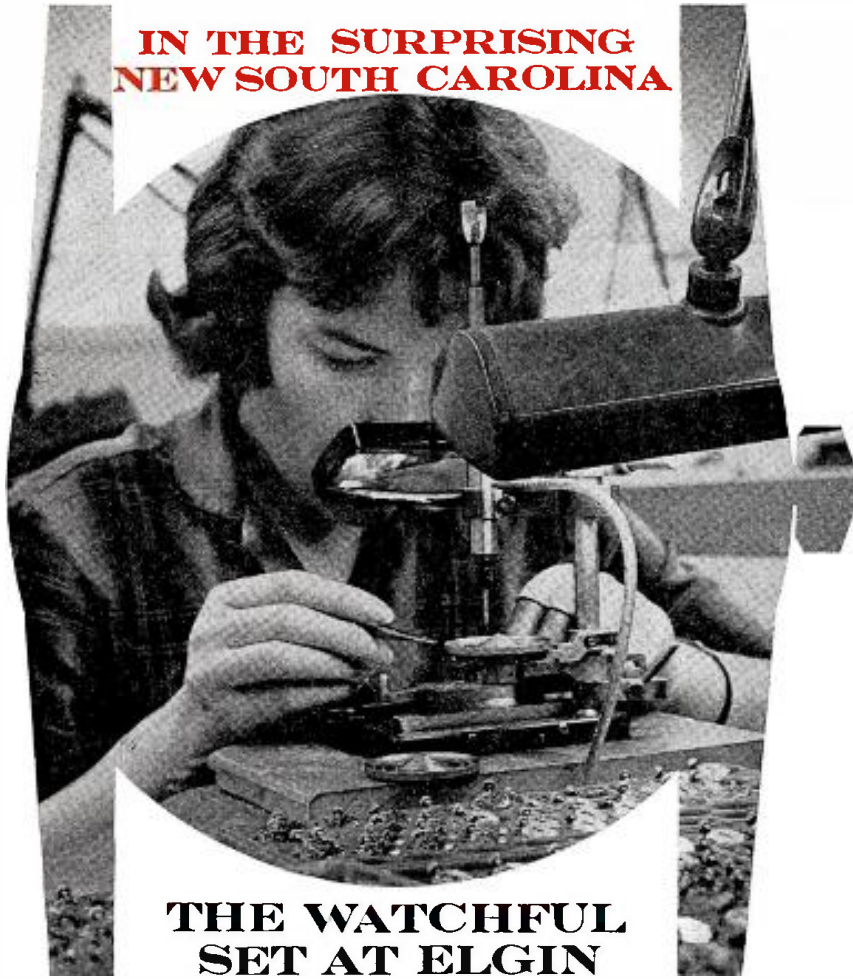
suggests free economies and controlled economies. The more critical distinction, I believe, is between free communications and controlled communications. To my mind the force of free communications through many committed and uncommitted nations abroad may prove to be the ultimate weapon of the West. For this reason:

"The countless messages of free communications in the end may be heard as a single message. That message is—'the market place has many different things for many different people. Enjoy the exercise of choice. Trade your effort for the effort of others who have created many choices for you.'

"This message, I suggest, is more compelling—and carries far more hope—than the message of controlled communications, which is: 'We know what's good for you. Here it is. Take it or leave it.'"



**IN THE SURPRISING  
NEW SOUTH CAROLINA**



## **THE WATCHFUL SET AT ELGIN**

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

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

# **WIS**

**TELEVISION**

Charles A. Batson, Managing Director

a station of The Broadcasting Company of the South  G. Richard Shafto, Executive Vice President

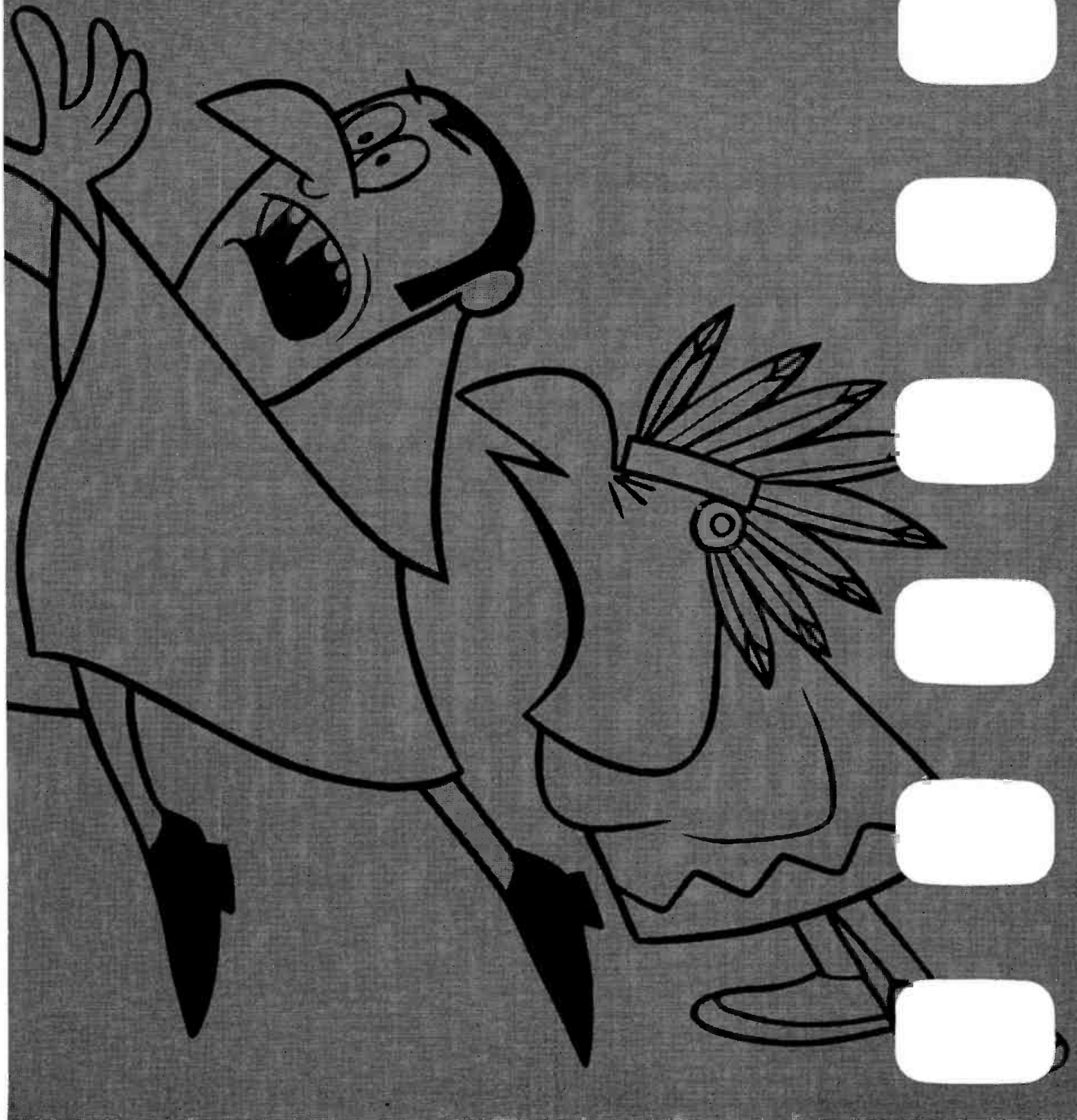
WIS Television: Channel 10, Columbia, S.C. ■ WIS radio: 560, Columbia, S.C. ■ WSFA-TV: Channel 12, Montgomery, Ala.

All represented by Peters, Griffin, Woodward, Inc.

## ***Is Public Service kid stuff?***

When a children's program, usually thought of as entertainment, patiently answers the who, what, when, where and why of nearly everything under the sun, isn't that public service? When it surprises, sparks the imagination and lights a home with laughter, isn't that serving the public? And how often have we found this to be just as true of adult programs.

The more programming we plan and do, the more we realize that the familiar compartments and categories can use some reappraising. Content is what counts. Form is secondary, and the old distinctions between public service and other programming seem less valid.



When we plan what are traditionally called "public service" programs, we aim to inform, to increase understanding, to stimulate thought. We choose a subject. Then we select the form which will do the most for... serve if you will... the public... in this case, our children who are informed and entertained every day by *their* favorite TV heroes and villains (sometimes disguised as cartoon characters so parents will understand.)

**RKO General Broadcasting** WOR AM/FM/TV NEW YORK • KHJ AM/FM/TV LOS ANGELES • WNAC AM/TV AND WRKO FM BOSTON • THE YANKEE NETWORK CKLW AM/FM/TV DETROIT-WINDSOR • KFRC AM/FM SAN FRANCISCO • WGMS AM/FM WASHINGTON, D.C. • WHBQ AM/TV MEMPHIS





Advertising, Melbourne; Fanfare Films, Victoria. Series—"Dog in park," "High school," "Recess"; dog food; Ralston Purina Co.; Gardner Advertising, St. Louis; Wilding Pictures, Chicago.

## RADIO

Open—"Fresh ground aroma"; regular Maxwell House; Maxwell House coffee; McKim Advertising, Toronto; R. I. Fleck, Toronto.

Musical—"Eight great tomatoes"; tomato paste; Contadina Foods Inc.; Cunningham & Walsh, San Francisco; Western Recorders, Hollywood.

Musical—"Swiss fiber"; textiles; Asahi Broadcasting Corp.; Fuji Agency, Osaka, Japan; Masayoshi Sugai, Osaka, Japan.

Humorous—"You really should"; WHDH Boston; Ullman Music Creations, Dallas.

Humorous—"Loan arranger"; loans; Centennial Industrial Bank; Connors Advertising, Denver; Fred Arthur Productions, Denver.

Local—"Instant service"; Valas TV; Valas TV; no agency; Fred Arthur Productions, Denver.

Public Service—"Play it cool—stay in school"; Women's Advertising Club, Detroit; McCann-Erickson, J. Walter Thompson, BBDÖ, Detroit; WJR Detroit.

Series—"Backstage at Symphony Hall," "Sue Allen bossa nova jingle," "Stan Freberg jingle"; Contadina, Contadina Foods Inc.; Cunningham & Walsh, San Francisco; Freberg Ltd. Hollywood.

# FM combination rate plan OK'd

## FCC guidelines expected when Loevinger returns from Paris conference

A combination advertising rate plan, submitted by FM Group Sales Inc., New York, which assures individual rates for participating stations, last week received FCC approval but with two reservations. The action is an exception to the agency's general policy barring combination rate plans by independent stations in the same market.

The commission's approval was expected since the agency has been working toward a clarification of its notice made last year that warned broadcasters against combination rate agreements (CLOSED CIRCUIT, Feb. 17). An illuminating document is believed prepared, but awaits the study of Commissioner Lee Loevinger, who is presently representing the U. S. at Paris meetings of the Organization of Economic Cooperation Development.

In its letter to FM Group Sales, the commission said the representative's "plan does not contravene the commission's general policy barring combination advertising rate agreements by independent licensees serving substantially the same area . . . and is otherwise in the public interest." The agency said it's decision was based on information submitted by FM Group Sales, giving

an outline of the plan.

FM Group Sales is organized "solely for the purpose of acquiring national spot advertising for FM licensees." The idea being that as in the past advertisers have had to deal with a number of FM stations in an area—to achieve the coverage an AM might give—whereas the group plan will simplify this process and encourage use of FM. FM Group Sales, in less than a year, has been able to obtain "commitments or placed national advertising . . . in excess of \$220,000."

**Each Its Own** ■ It is provided that "There is no direct or indirect agreement among or between licensees as to rates." There were two area organizational meetings, but none have been held since or are planned. The commission said each station makes and presents its own rates to FM Group Sales and there is no discussion of rates with other licensees. Stations are always free to change rates.

FM Group Sales doesn't offer discount group rates to advertisers and buyers may purchase any combination of stations so long as at least two outlets are included.

The services of FM Group Sales are available to any FM station in an area where there is a group in operation. Contracts, which run for one year, have no mention of a minimum guaranteed revenue.

The commission said that it felt the foregoing to be "a full and complete disclosure of the plan. . . ." In determining that the plan would be legal and in the public interest, the agency said, "Basic to our decision is that the purpose of the FM Group Sales plan is to enhance the competitive status of FM stations. This purpose is consistent with the commission's efforts to foster the development of FM broadcasting."

**Two Questions** ■ The commission said that although each station is to deter-

mine its own rates the agency "questions whether the lower rates offered solely for purposes of a group plan results in open and fair competition so far as the FM station which might choose not to participate in the FM Group Sales plan is concerned and the advertiser who would prefer to deal with a single station." The commission suggested that FM Group Sales might wish to file comments "setting out your position as to why such a practice is consistent with the public interest."

The other question raised by the commission dealt with Lester Vihon, 25% owner and director of FM Group Sales, who by virtue of his ownership of a Chicago FM station (WFMQ) may create a conflict of interest. The commission's concern centered on Mr. Vihon's knowledge of the rates of competing stations, although it was announced that as of March 1, 1963, he ceased to act for FM Group Sales in Chicago, the commission said. Rate information of Chicago stations will in the future be kept from him by the group.

The commission concluded that except in the two above instances, the "disparate rates and Mr. Vihon's participation in the plan in a dual capacity," the combination rate plan is acceptable.

## Insurance agents buy news

The National Association of Insurance Agents plans to spend part of its \$1.4 million 1964 budget on sponsorship in ABC-TV's evening news show with Ron Cochran. The sponsorship will run in the weeks leading up to the presidential election and through Nov. 14. The campaign will be aimed at "Protection Week," a promotion designed to dramatize personal attention shown by independent insurance agents to consumers. The association's agency is Doremus & Co., New York.

## How a watchmaker bought time on CBS Radio

A CBS Radio salesman, Bob Frank, more than a year ago looked at his wristwatch, forgot the time but noticed the name on the face and sold the watchmaker on a network radio contract. The manufacturer has been a network customer since.

The tale of salesmanship was recounted last week. Mr. Frank in September 1962 joined the sales staff at the network and got busy searching for new business. When his eye fell on the face of the watch, he noticed the name Incabloc. Curious, he checked, found it was the trade

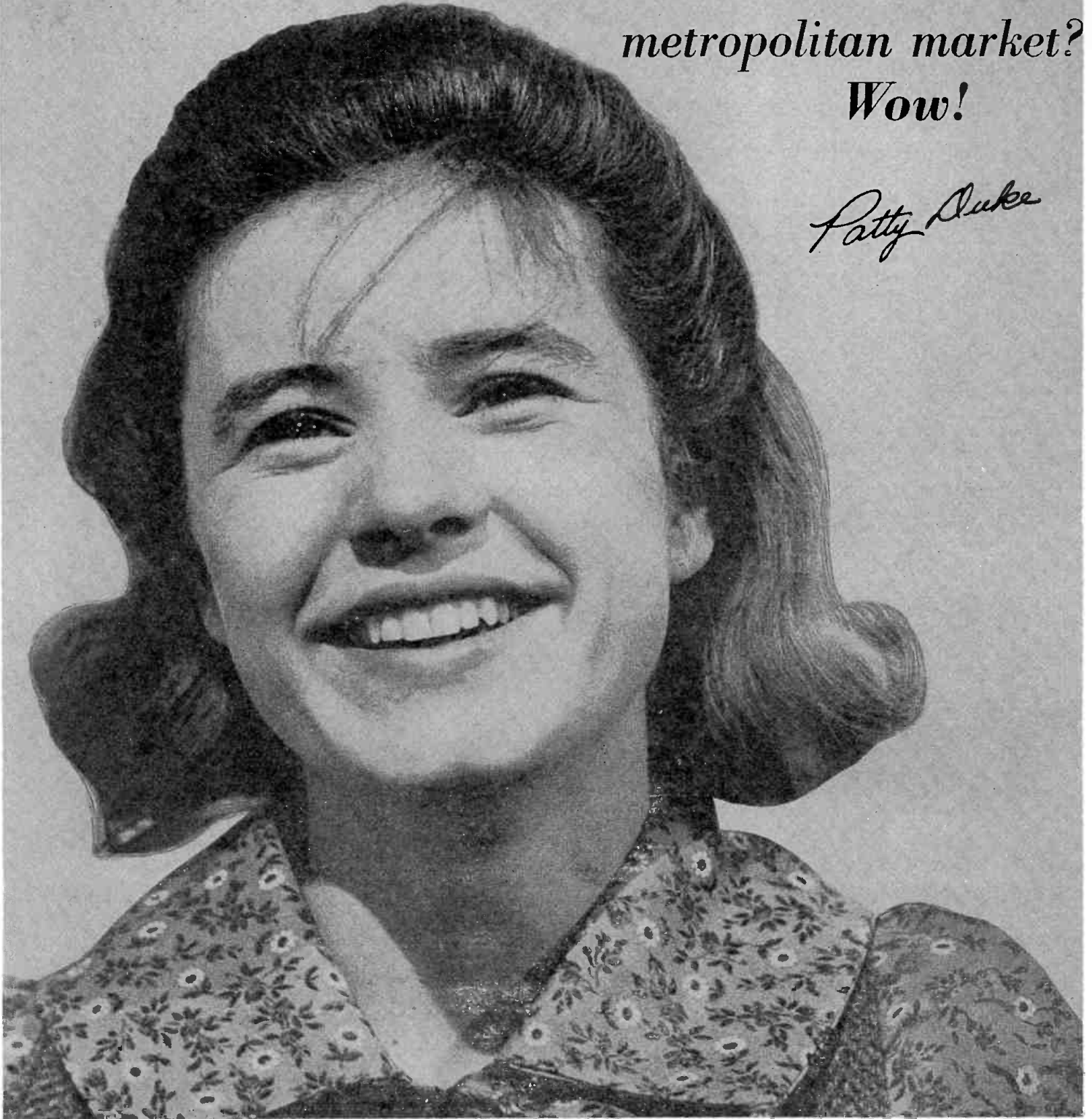
name for a self-contained shock proofing system installed in the mechanism and though made in Switzerland had a New York representative called Sidam Inc.

After a meeting with Sidam, a short-term Christmas "saturation" buy (about 20 segments) was consummated, the company's first use of radio. Last Christmas, the maker was back and at a higher budget (by about a third more). Before it joined the CBS Radio advertiser list, Incabloc placed all advertising in watch trade and consumer magazines.

*Hey! Have you seen my ratings  
in Toledo -- the 44th  
metropolitan market?*

*Wow!*

*Patty Duke*



Represented by Storer Television Sales, Inc. 

LOS ANGELES KGBS	PHILADELPHIA WIBC	CLEVELAND WVW	MIAMI WGES	DETROIT WJLW	TOLEDO WSPD	TOLEDO WSPD-TV
NEW YORK WHN	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	DETROIT WJLW-TV	STORER BROADCASTING COMPANY	

**WSPD**  
Television  
TOLEDO

# House wins, commission loses

Broadcasters find support in 317-43 vote against FCC setting standards on commercials; Senate gets bill, but similar vote there appears unlikely

The House last week overwhelmingly approved a bill to prohibit the FCC from setting commercial time standards through rulemaking, something the commission had decided not to do several weeks earlier.

Although it appeared that broadcasters, who worked hard for the 317-43 vote, had won a victory, there were several indications that they were in no way insured against further government action on overcommercialization.

The FCC, which already had begun attacking alleged commercial abuses on a case-by-case approach (BROADCASTING, Feb. 17, 10), received new encouragement for this tactic from both

the view of LeRoy Collins, president of the National Association of Broadcasters, "This was a very significant expression of confidence in our broadcasters. It is no signal to relax."

**Mandate Of Support** ■ The House action, Governor Collins continued, "is a direct mandate in support of efforts to make the NAB code program more effective as an instrument of self-regulation in the public interest."

The whole subject of broadcast advertising is currently under extensive discussion by broadcasters, advertising agencies and advertisers (BROADCASTING, Feb. 17). Governor Collins, who supports a major strengthening of code

crossed party lines as Republicans and Democrats declared their interest in the preservation of a free enterprise system of broadcasting. Only four Republicans were recorded as opposed to the bill.

Representative Walter Rogers (D-Tex.), the bill's author and chairman of the House Communications Subcommittee—who shepherded the legislation through the Commerce Committee and onto the House floor—also put the issue in terms that appealed to congressmen not necessarily sympathetic to broadcasting: Passage of HR 8316 "will preserve and protect the constitutional powers of the Congress," he said. Several House members also recalled their experience as broadcasters.

The small opposition, mostly liberal Democrats from metropolitan New York, fought the bill as an instrument that would permit stations to adopt programming policies in which "commercials would be interrupted for brief programs."

Representative John E. Moss (D-



Mr. Van Deerlin



Mr. Dingell



Mr. Moss



Mr. Younger



Mr. Harris



Mr. Rogers

All but two Republican congressmen and most Democrats voted last week to adopt HR 8316—the measure to prohibit the FCC from setting commercials standards through rulemaking. Representative Walter Rogers (D-Tex.), the bill's author and key supporter, led the large majority against a vocal minority mustered by Representative John E. Moss (D-Calif.). Representative Rogers was joined by Representative Oren Harris (D-Ark.) and J. Arthur Younger

(R-Calif.) in arguing to keep the FCC from eroding the free enterprise system of broadcasting that Congress intended when it passed the Communications Act in 1934. Part of the small array of members opposing the bill, Representatives John D. Dingell (D-Mich.) and Lionel Van Deerlin (D-Calif.) agreed with Representative Moss that passage would unfairly subject broadcasters to regulation without guidelines.

supporters and opponents of the House bill.

And the Senate, where HR 8316 has been sent for consideration, has shown little of the House's enthusiasm for the legislation. In fact, a number of House members who went on record in the vote Thursday (Feb. 27) indicated they did so to win favor with broadcasters although they believed the measure would not win Senate approval.

How these factors may diminish last week's triumph remained to be seen. In

commercial provisions and their enforcement, has persuaded key members of the Senate and House commerce committees to forestall action curbing commercials while broadcasters work to improve their self-regulating machinery.

**Broadcaster Strength** ■ The tenor of Thursday's 3½-hour floor debate, and the number of congressmen who spoke out for the legislation, demonstrated early that weeks of behind-the-scenes work by broadcasters and the NAB would pay off. Support for the bill

Calif.), floor leader for the minority and author of minority views appearing in the Commerce Committee's report on the bill (BROADCASTING, Dec. 23, 1963), warned congressmen that their constituents are aware of commercial abuses "not by responsible broadcasters but by the irresponsible—and there are many."

**OK For Case-by-Case** ■ Debaters on both sides agreed in part that the FCC should confine its regulation of commercial abuses to an individual approach, considering each station's case



separately at license renewal time. Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, said the FCC rulemaking proposal represents a commission attempt to exercise authority in the economics of broadcasting. This is "a basic change," Representative Harris noted, "never intended [by the Communications Act of 1934] and never attempted heretofore."

But, the chairman said, as he had during hearings on HR 8316 last fall (BROADCASTING, Nov. 11, 1963, et seq.), if the FCC does its duty, "I will stick by them when they do." In an interview later Representative Harris recalled that the FCC is holding up the renewal of two Tampa, Fla., TV stations (WTVT [TV] and WFLA-TV) to which it has written for explanations of their commercial policies. He said he had no knowledge of the merits of the FCC action. The FCC staff also has questioned 10 Florida AM stations about their policies on commercials.

Representative Harris also warned of "a tendency to believe all broadcasting's problems would be solved" with passage of HR 8316. "It's not that simple," he said.

This case-by-case approach, promised by the commission in its unanimous vote to withdraw the rulemaking proposal in December 1963, is better than no commercial policy at all, according to House opponents of HR 8316. But they feared enactment of the bill would be interpreted as an endorsement for no restraint on commercials.

Worse, some opponents said, is that without guidelines from the FCC or Congress, broadcasters now would be required to follow a vague FCC policy against overcommercialization. "Don't tell the broadcasting industry," argued Representative Lionel Van Deerlin (D-Calif.), a former television news director in San Diego and now a congressman, "that we're going to set no guidelines but still threaten to take licenses away if broadcasters don't follow the FCC's undefined policy on commercials."

**Another Issue** ■ Representative William H. Avery (R-Kan.), a member of the House Rules Committee who explained the bill's merits, said the basic issue "is whether the FCC is going to assume the right and authority to control programming of radio-TV broadcasters." Unless the bill was passed, Representative Avery warned, "it will not be very many more months before the FCC tries to regulate programming . . . and that means the end of free speech."

Representative Moss denied that the FCC was threatening free speech. Chairman of a freedom of information subcommittee for nine years, he said he "yielded to no member of this House on censorship" and advised his colleagues

not to believe inferences that "this is an opening wedge for censorship." He also decried irresponsibility in broadcasting, and recalled his experience on subcommittees that have investigated payola, rigged quiz shows, ex parte contacts with FCC commissioners and, more recently, broadcast ratings. "I would agree to give broadcasters guaranteed profits up to 30% to avoid overcommercialization," Representative Moss said.

Representative John D. Dingell (D-Mich.), told by bill proponents that the FCC has not shown a need for restrictions on commercials, asked whether the Rogers subcommittee would conduct hearings on overcommercialization. Rep-

### The 43 'nays'

**Republicans:** Representatives Baldwin (Calif.), Fino and Lindsay (both N.Y.) and Martin (Mass.).

**Democrats:** Representatives Blatnik (Minn.), Burkhalter, Burton, Cameron, Cohelan and Corman (all Calif.), Diggs and Dingell (both Mich.), Edwards (Calif.), Farbstein (N.Y.), Feighan (Ohio), Fraser (Minn.), Gallagher (N.J.), Gilbert (N.Y.), Gill (Hawaii), Green (Ore.), Hanna and Hawkins (both Calif.), Hechler (W.Va.), Joelson (N.J.), Kastenmeier (Wis.), King and Leggett (both Calif.), Macdonald (Mass.), Mailliard and Miller (both Calif.), Monagan (Conn.), Moss (Calif.), Philbin (Mass.), Pike and Powell (both N.Y.), Reuss (Wis.), Rosenthal (N.Y.), Roybal (Calif.), Ryan (N.Y.), Sickles (Md.), Sisk (Calif.), Thompson (N.J.) and Van Deerlin (Calif.).

representative Rogers replied, as he did to other questions about consideration of this issue, that if congressmen would offer legislation on the subject, it would be reviewed at the proper time. He made no commitment for a hearing otherwise.

Representative Dingell later disagreed with the contention of Representative J. Arthur Younger (R-Calif.) that "the difference is that the minority thinks the agency should regulate while the majority favors Congress doing the job."

Almost two-dozen congressmen included statements in the *Congressional Record* supporting the bill.

Several opponents derided the NAB codes. Several said they were frankly concerned that broadcasters would retaliate for their opposition to the bill at election time, but felt that the issue compelled them to speak out.

## Politicians buy radio-TV time

### Air campaigns used for three GOP candidates

### in New Hampshire primary

As GOP presidential aspirants lined up their advertising agencies last week, early reports were received of timebuying by the hopefuls, particularly in those states where primaries are scheduled.

Fuller & Smith & Ross, the agency handling Arizona Senator Barry Goldwater's campaign for the Republican presidential nomination, reported the use of radio and TV in New England. Five 5-minute vignettes for TV have been produced out of the five hours of footage taken from speeches the senator has delivered recently.

Goldwater radio spots are in one-minute and 30-second lengths. A rally for the senator will be telecast for a half hour Thursday (March 5), the program placed in Portland, Me., in Boston and throughout New England. F&S&R did not reveal budget figures but a spokesman said radio and TV could be expected to carry "the brunt" of the Goldwater drive for the nomination.

New York Governor Nelson Rockefeller's campaign officials were reluctant to disclose details. But it was acknowledged that one-minute TV and radio spots are being used. At present, the governor has entered four primaries. No long-range plans have been made, his officials said.

Rockefeller spokesmen indicated local agencies in California and in New Hampshire were handling primaries in those states, though other sections of New England were being supervised by a Boston agency. Among locations named: minutes on radio and TV in Manchester, N. H., Poland Springs and Portland, both Maine, and in Boston. Agencies are: Johnson & Quinn, Boston; Spencer Roberts Associates, Los Angeles, and Peter J. Agrafio Associates, Manchester, N. H.

Meanwhile, backers of Henry Cabot Lodge planned to use a 1960 TV film featuring General Eisenhower on television stations in New Hampshire to encourage write-in votes for Mr. Lodge, ambassador to South Viet Nam. In the film, produced in 1960 when Mr. Lodge was the GOP candidate for vice president, Mr. Eisenhower narrates a brief biography of the former Massachusetts senator. Sample ballots showing how voters may write in Mr. Lodge's name will be mailed after the showing.

The Leo Burnett Co., Chicago, has

## Your time is my time—but only at one-fourth the rate

Mr. Station Manager, if you have \$200,000 worth of unsold time available you can get \$50,000 cash for same from a very secretive New York firm which will sell the time.

In a "confidential communication," the unnamed enterprise is offering stations 25% of their lowest local retail rate and guaranteeing a "minimum return" through cash purchase from the stations "of a large portion of their excess capacity [unsold time]."

FCC officials, however, already have expressed an interest in the scheme and see a possible violation of the agency's rules, which require that contracts be filed spelling out all terms and conditions of time broker agreements. In January, the FCC announced that WNJR Newark was liable for a \$1,000 fine for failing to inform the commission of such an arrangement (BROADCASTING, Jan. 27).

The organization making the new

offer to stations does not identify itself and assigned a "code number" to each station receiving the offer to be used in seeking further information. "The measures for secrecy being employed do not mean that the suggestions below are in any way illegal or unethical," the offer states.

It claims a "unique and perfectly ethical method of promoting the sale of radio time," with advertisers using radio for the first time who "suddenly become happy users on a permanent basis." The offer goes on to state that the methods employed are "very expensive" and therefore a campaign is not started until a minimum guarantee can be made to a participating station.

Cash in advance is promised for run-of-schedule announcements provided 50% are in prime time, 25% "second class" and 25% "third class." "We are willing to pay a price equal to 25% of the lowest local retail rate now being billed by you

[for] 1-minute spots only," the firm said in its letter to stations. "We pay you cash in advance. We sell the time. We service the account. We bill the account. We bear all the responsibility for collection. . . ."

Stations are offered these four separate deals: \$200,000 in spot announcements for \$50,000 cash; \$100,000 in spot announcements for \$25,000 cash; \$50,000 in spot announcements for \$12,500 cash, or \$25,000 in spot announcements for \$6,250 cash.

Any broadcaster interested in further information at "no cost or obligation" is asked to check the appropriate offer and return to P. O. Box 241, Lenox Hill Station, New York 21.

"Do not sign or identify yourself," the offer warns. "The reply portion has been coded for the purpose of keeping all identities secret until a confidential personal consultation can be arranged."

been retained by the Republican National Committee since last year and already has conducted campaigns testing media and themes.

The Democratic National Committee, which has been agency shopping for several months, had made no selection as of Thursday (Feb. 27), although an announcement was expected soon. Sam Brightman, director of public relations, said the committee sought mainly an agency skilled in timebuying. But creative support would be essential, he added.

### Joy drops Burnett for Grey

Transfer of Procter & Gamble's Joy liquid detergent account from Leo Burnett Co., Chicago, to Grey Advertising, New York, effective June 1, was announced last week by P&G.

The account bills approximately \$4.5 million, of which \$4 million is in spot and network TV. Grey Advertising also handles a number of other P&G brands.

Burnett will continue as advertising agency for five P&G brands—Camay, Salvo, Lava, Secret and Lilt.

### Rep appointments . . .

■ WSHO New Orleans: Roger O'Connor, New York, as national representative.

■ WBAL-FM Baltimore: Good Music Broadcasters Inc., New York, as national representative.

■ WIGO Indianapolis: Mid-West Time Sales, Kansas City, Mo., as representative for Missouri, Kansas, Nebraska, Tennessee and Iowa.

■ WKYW Louisville, Ky.: Mort Bassett & Co., New York, as national representative.

■ WMAY Springfield, Ill.: Mid-West Time Sales, Kansas City, Mo., as regional representative.

■ WALE Fall River, Mass.: Bill Creed Associates, Boston, as New England representative.

■ KGBA Santa Clara, Calif., and KHOS Tucson, Ariz.: The Bolling Co., New York, as national representative.

### Agency appointments . . .

■ Alberto-Culver Co., Melrose Park, Ill., has moved its Command shave cream and after-shave lotion account from Compton Advertising, Chicago, to J. Walter Thompson there. About \$1 million in billings is involved. Compton continues to handle major share of firm's advertising, nearly all of which is in TV. JWT and BBDO also handle other A-C products.

■ The Storz Brewing Co., Omaha, has appointed BBDO, Minneapolis, as its agency, replacing Bozell & Jacobs, Omaha, which had handled the account for 18 years. Billing is estimated at \$1 million, of which approximately \$300,000 is in radio-TV.

### Business briefly . . .

RCA Victor, New York, through Grey Advertising, that city, will use a test FM radio campaign of spot announcements in New York and Los Angeles in its spring sales program for various products including magnetic tape, reels and snap-load cartridges.

The Colgate-Palmolive Co., New York, through Norman, Craig & Kummel, that city, has purchased full sponsorship in *The Tennessee Ernie Ford Hour*, a one-hour color special to be broadcast April 10 (8:30-9:30 p.m. EST) by NBC-TV.

The Rexall Drug Co., Los Angeles, through BBDO, that city, has purchased sponsorship in five daytime ABC-TV programs.

The Golden Grain Macaroni Co., San Leandro, Calif., through McCann-Erickson, San Francisco, has purchased sponsorship in all daytime programs on ABC-TV: *The Price Is Right*, *Trailmaster*, *Tennessee Ernie Ford Show*, *The Object Is*, *Seven Keys*, *Father Knows Best*, *Day in Court*, *General Hospital* and *Queen for a Day*.

The Union Underwear Co., through Grey Advertising, New York, has purchased sponsorship in three ABC-TV daytime programs: *Trailmaster*, *Father Knows Best* and *General Hospital*. The buys are part of a special campaign which starts May 25.



*Another important plus...*

In another step to better serve Mid-America with the most complete national and international news coverage . . . WGN is now operating a fully staffed Washington news bureau. The bureau develops and reports news, including exclusive interviews with

regional political figures, for both WGN Radio and WGN Television. (As well as KDAL Radio and Television, Duluth, Minn.) Another important plus for WGN audiences and advertisers and . . . one more example of why, in radio and television . . .

**WGN  
IS  
CHICAGO**

*the most respected call letters in broadcasting*



# A ceiling on radio music fees?

Broadcasters now say they were jobbed when they signed the last ASCAP contract, and they ask court to set a dollar limit 22% below 1962 fees

The American Society of Composers, Authors and Publishers and its hold on the radio and television users of its music were faced with a rising volume of unusual pressures last week.

▪ A federal court was asked to put a \$7.7 million ceiling on the first year's fees to be paid by radio stations under new ASCAP contracts. This would reduce ASCAP's 1964 local radio revenues 22% below 1962 levels and about 10% below those of 1957.

▪ In the same court, the CBS radio network was seeking the first ASCAP per-program license ever requested by a network—and ASCAP's response, it was revealed, raised the threat of a contempt action against ASCAP by the U. S. Justice Department.

▪ In another federal court, ASCAP and television station attorneys were slated to appear March 30 for arguments involving another attack on ASCAP's traditional way of doing business. This is an appeal by the stations relating to their bid for licenses that would free them from paying ASCAP for music used in future syndicated programs and feature films (see separate story below).

**Dollar Limit** ▪ The request for a court-imposed ceiling on ASCAP's 1964 collections from radio stations was made by the All-Industry Radio Station Music License Committee, representing 1,155 stations and headed by Robert T. Mason of WMRN Marion, Ohio. It was contained in papers filed last Monday asking the U. S. Southern District Court in New York to set "reasonable" fees for the use of ASCAP music on local radio, to be incorporated in new contracts replacing those that expired last Dec. 31.

It was the first time in the history of radio music license negotiations that stations had explicitly asked that ASCAP's total dollar revenues be limited. In the past this has frequently been the objective, but reductions have been expressed in terms of the rates paid by individual stations.

Although calling for a reduction in ASCAP's total take from radio, the all-industry bid presumably would permit payments to exceed the \$7.7 million

level in subsequent years of the contract—if radio's own revenues increased. The proposal includes rates designed to accomplish the reduction to \$7.7 million, but since the rates apply to stations' gross sales, future increases in sales would mean increases in ASCAP's revenues.

The petition does not specify the term of the proposed contract, but it was understood that the committee was thinking of a five-year license, covering the period from Jan. 1, 1964, through Dec. 31, 1968. In the meantime radio stations—and radio and TV networks and TV stations—are all operating under the terms of their old licenses, with the outcome of their respective negotiations and litigation probably to be

retroactive.

**Network Precedent** ▪ If CBS Radio succeeds in getting an ASCAP per-program license, it will be the first network to do so. Networks, like most stations, traditionally have elected to take blanket licenses, which permit them to use as little or as much ASCAP music as they wish with no difference in fees.

In the terms it offered CBS Radio for a per-program license—which supposedly calls for payment only on programs that use ASCAP music—ASCAP included an extra \$12,500 monthly fee that apparently struck the Justice Department, as well as CBS Radio, as going too far.

The Justice Department, involved because ASCAP operates under a consent decree, said in a brief filed last month that ASCAP's proposal violates provisions of the consent decree. The brief, presented by Justice Department attorney John L. Wilson, said that if the proposal was not withdrawn or justified at a Feb. 14 hearing, the

## Where TV stands with ASCAP

There'll be key court hearing soon on stations' attempt to escape all fees except on local shows

After more than two years in court, the nation's TV stations are getting close to an answer on the first basic question involved in their bid for a new form of music license from the American Society of Composers, Authors and Publishers.

Whether it'll be a final answer, however, is another question.

March 30 has been set as the date when the U. S. Second Circuit Court of Appeals in New York will hear arguments on an appeal taken by the stations—through the All-Industry Television Station Music License Committee— from a decision of Judge Sylvester J. Ryan of the U. S. Southern District Court in New York.

The question was whether, under the consent decree that governs ASCAP's operations, ASCAP could be forced to grant the type of license sought by the stations. Judge Ryan said it could not be forced to do so

(BROADCASTING, Sept. 17, 1962).

**Trip through Courts** ▪ The all-industry group appealed this decision to the U. S. Supreme Court, the second circuit court of appeals and back to the Supreme Court—en route to the date now set for March 30 in the second circuit court.

On the last visit, the Supreme Court remanded the case and told the second circuit court to consider it on its merits—which the court had originally refused to do, on jurisdictional grounds.

Then ASCAP claimed that the original appeal to the second circuit had not been made within the prescribed time limits, and the Supreme Court revised its remand to let that question be considered too.

Whichever way the second circuit court rules on either question, observers feel there's a good chance that that won't be the last of it—that the loser will probably appeal

Justice Department would seek an order requiring ASCAP to show why it should not be held in contempt of the consent decree.

Mr. Wilson said last week that the proposal was not withdrawn at the Feb. 14 hearing but that the department had not yet filed for a contempt order. Authorities thought the issue may have been bypassed when the court ruled that the proposal's compliance or non-compliance with the consent decree should be considered in further hearings.

Other networks had observers at the Feb. 14 hearing and are following the proceedings—now said to be in the exchange-of-papers stage—but have not joined in the per-program move. No further hearing had been set last week.

**Unexpected Rise** ■ In the all-industry radio stations' new move, the papers filed last week revealed that rate reductions in the stations' 1959-63 ASCAP contracts, intended to cut ASCAP radio station income below 1957 levels, had in fact resulted in a 15% increase by 1962.

This meant that ASCAP's 1962 local radio revenues, totaling \$9.86 million, were \$2.07 million or 27% more than anticipated by the 1959-63 rate reductions.

This turnabout, attributed primarily to increases in the gross revenues of stations, was believed to have been re-

sponsible for the committee's request for a cutback in ASCAP's total dollar potential in the next contracts.

The all-industry group's request was detailed in an affidavit by chairman Mason. In addition to proposing specific rate changes to cut ASCAP's total radio station fees to \$7.7 million, it asked for:

■ A two-year statute of limitations on ASCAP's right to audit reports filed by stations. This is intended to minimize what many broadcasters regard as harassment by ASCAP auditors in demanding evidence to support claims and deductions filed several years earlier.

■ The addition of an "optional standard deduction" for stations whose gross receipts are less than \$200,000. Instead of computing individual deductions allowed by current contracts, these stations would be permitted to deduct 25% of their gross revenues as a substitute for all other deductions except the standard 15% sales commission.

In papers accompanying Mr. Mason's affidavit Emanuel Dannett and William W. Golub, counsel of the committee, asked for a hearing March 11 before U. S. District Judge Sylvester J. Ryan, the court's specialist in music-license matters.

**Base of Appeal** ■ Mr. Mason con-

tended in his affidavit that all the factors that justified a reduction in ASCAP's local radio rates five years ago are even more impressive now. He also advanced some new justifications for a cutback, using arguments employed by ASCAP itself in its negotiations with television stations.

ASCAP's current rate for radio stations, he pointed out, is higher than its rate for TV stations. He used some of ASCAP's own arguments to support his contention that this is unjustifiable.

In the TV negotiations, he noted, ASCAP argued that the TV industry's rate of return on original investment was pertinent in setting music-license rates and on this basis had claimed that TV stations' rate of return had increased from 21.1% in 1957 to 32.9% in 1960.

But, Mr. Mason continued, radio stations' rate of return on investment "is a fraction of television's" and, unlike television's, has been declining rather than increasing—from 13.3% in 1958 to 10.1% in 1962. (Mr. Mason said the figures were based on FCC data and that 1958 was used as the base rather than 1957 because FCC published no data on radio investment for 1957.)

In the TV negotiations, Mr. Mason continued, ASCAP also argued that TV stations' rate of return on broadcast revenues had increased from 18.8% in 1957 to 23.7% in 1960.

Again, he said, radio's rate of return on broadcast revenues is "a fraction" of TV's and in addition has declined, from 12.5% in 1957 to 7.9% in 1962.

Also in the TV negotiations, he continued, ASCAP showed that the fees paid to ASCAP by TV stations amounted to 1.4% of TV broadcast revenues and 5.9% of TV broadcast income (before federal income taxes).

On both counts, Mr. Mason said, radio stations' ASCAP fees are higher than television's, amounting to 1.63% of radio revenues and 21.5% of radio income.

Thus, he maintained, although radio's nominal rates for ASCAP music may appear to be only fractionally higher than TV's, radio is in fact paying ASCAP at an "effective rate" 16.4% higher than TV's effective rate. There is "no reason" why this situation should continue, Mr. Mason asserted, adding that ASCAP itself has contended "that the combined visual-auditory nature of a television performance gave the television rights to its repertory a greater value than radio rights would have."

**Accentuated Trends** ■ Mr. Mason's affidavit also reviewed and brought up to date the committee's arguments of five years ago that radio should get a reduction because the use of ASCAP music has declined and the increase in station population has contributed to

back to the Supreme Court.

If the all-industry group wins, now or eventually, and is upheld in its view that ASCAP's consent decree can permit the kind of license the television broadcasters want, then there'll be another hearing before Judge Ryan to determine whether that kind of license *should* be granted.

Whichever way it goes, the answer to this question seems no less apt to be appealed than the first one.

The litigation could of course be terminated at any time by a negotiated agreement between ASCAP and the committee. This has been tried from time to time but there's been no indication of further efforts lately.

**Wild Beginning** ■ Some of the flashiest fireworks in music-licensing history developed from the first major attempt at negotiation, even before Judge Ryan handed down his decision. This effort, conducted under Judge Ryan's supervision, led ASCAP to offer a 16% reduction in TV station rates for 10 years—on condition that, among other things, broadcasters give up their ownership of Broadcast Music Inc., ASCAP's

only major competitor. This plan was eventually voted down by the All-Industry Television Station Music License Committee (BROADCASTING, March 12, 19, et seq., 1962).

The all-industry committee was headed for approximately three years by Hamilton Shea of WSVB-TV Harrisonburg, Va. Mr. Shea stepped down late last year to devote more time to an expansion program at his station. Charles Tower of Corinthian Broadcasting, the committee's vice chairman, became chairman and Mr. Shea became vice chairman (BROADCASTING, Nov. 11, 1963).

What the committee wants is an ASCAP license under which the stations will not be required to pay the society for use of its music in future syndicated programs and feature films. Since music on network programs is paid for by the networks under their own ASCAP licenses, this would mean that stations would have to pay only for such ASCAP music as is played in their local live programs.

The March 30 hearing will be before Judges Henry Friendly, Leonard Moore and Paul Hays—the same panel that heard the first appeal.

## ASCAP's 1963 melon

During 1963 the American Society of Composers, Authors and Publishers had gross revenues of \$37,798,908, George Hoffman, executive assistant to the president, reported Wednesday (Feb. 26) at the West Coast membership meeting. Receipts of \$37,305,743 from licenses (largely TV and radio), \$351,283 interest on investments and membership dues of \$141,881 made up the total. Operating expenses were \$7,213,480 (19.1% of income), leaving \$30,585,428 for distribution to members.

a worsening of a station's ability to pay. Both factors are more clearcut now than five years ago, he asserted.

He cited trade-paper polls as showing five years ago that the proportion of top-popularity music licensed through ASCAP had dropped from about 94% in 1948 to 43% in 1958. Since then, he said, the proportion has declined to about 25% in 1963.

"While previously there may have been some justification for not giving full recognition to the decline in ASCAP tunes on the ground that this decline was perhaps only temporary," his affidavit said, "this can no longer be said to be the fact. ASCAP's decline as a licensor of top tunes now extends over 15 years. A further rate adjustment should give recognition to this fact."

Although there has been an increase in local radio's total revenues, he continued, net income (before federal income tax) has declined on an industry-wide basis and, thanks to an increase in the number of stations, has slumped even more on a per-station basis.

He said FCC figures placed net income of local radio at \$55.1 million in 1957 and \$44.5 million in 1962. On a per-station basis, counting 3,076 stations in 1957 and 3,679 in 1962, the decline was from \$17,900 to \$12,100, or 32.4%.

"The comparison is even more drastic," Mr. Mason said, "when one considers that in 1941 the 784 stations in operation averaged \$34,600 in income, or almost three times as much as the \$12,100 in 1962."

**How ASCAP Gained** = ASCAP's gain in total local radio fees despite the 1959 reduction in its rates came about in this way, according to committee sources:

The all-industry committee had sought a 30% cutback in fees, but after negotiations conducted under the court's supervision it settled for "substantially less." Without the cut finally

agreed upon, however, fees paid in 1962 would have been even higher than they were—by about \$1 million, according to committee sources.

In the blanket license, which is the type used by practically all radio stations, the rate for music in commercial programs was reduced by 5.5%. The commercial rate accounts for about nine out of every ten dollars ASCAP gets from local radio, and the 5.5% reduction in this rate was set with the idea that ASCAP's revenues from this source would be reduced by about 5.5%.

In addition, it was agreed that ASCAP's revenues from sustaining rates—which normally provide about one dollar out of ten—should be reduced from a total of \$980,000 in 1957 to \$630,000 under the 1959-63 contract. Here there was explicit agreement on a \$350,000 reduction, and a new sustaining rate was devised that was expected to produce that result.

Thus it was contemplated that commercial fees, which had totaled \$7.58 million in 1957, would be reduced to about \$7.16 million. Added to the reduction agreed upon for sustaining fees, this meant that ASCAP's total revenues from local radio should drop from \$8.56 million in 1957 to \$7.79 million a year under the 1959-63 contract.

Instead of \$7.16 million, however, the new commercial rate produced \$9.04 million in 1962. And instead of \$630,000, the new sustaining rate produced \$820,000. So the 1962 total, instead of being \$7.79 million, turned out to be \$9.86 million.

The increase in total commercial fees was attributed to increases in stations' gross sales, which form the base used in computing individual station payments. The higher-than-expected volume of sustaining payments was attributed partly to increases in station rates for time, but mostly to insufficient data from which to project new sustaining rates that would bring about the agreed-upon reduction in sustaining fees.

**Proposed Cure** = Presumably it was to avoid a repetition of this situation that the committee now is seeking to limit total radio payments to \$7.7 million at the outset of the new contracts. In the blanket-license contracts this would be accomplished, according to Mr. Mason's affidavit, by:

1. Cutting the commercial fee rates from 2.125% to 1.7% of a station's "net receipts," after deductions.

2. Cutting the monthly sustaining-fee rate to an amount equal to the station's highest one-minute rate in the case of stations with annual net receipts between \$50,000 and \$150,000, and to one and a half times the highest one-minute rate for stations above

\$150,000. The sustaining rates for these groups are now twice the one-minute rate and two and a half times the one-minute rate, respectively. The sustaining-fee rate for stations with net receipts under \$50,000 a year would remain at \$1.

The rates in per-program licenses would also be reduced. These licenses are used by relatively few stations. The all-industry committee estimated that they account for "considerably less" than 1% of ASCAP's local radio fees.

The committee went into court, following procedures provided in the consent decree that governs ASCAP's operations, after it failed to come to terms on new license rates in private negotiations with ASCAP officials (CLOSED CIRCUIT, Jan. 13).

The committee is composed of chairman Mason and George W. Armstrong of the Storz stations, vice chairman; Elliott M. Sanger, WQXR New York, treasurer; Robert D. Enoch, WXLW Indianapolis; Thomas E. Carroll, Time-Life stations; Herbert E. Evans, Peoples Broadcasting stations; John J. Heywood, WLW Cincinnati; J. Allen Jensen, KID Idaho Falls, Idaho, and William S. Morgan Jr. and Calvin J. Smith, formerly of the McLendon stations and KFAC Los Angeles, respectively.

## Market growing for radio drama shows

There is a growing worldwide market today for quality radio shows in the drama and the "miniature vignette" areas, Sam Baker, sales director of Artransa Pty. Ltd., Sydney, Australia, reported last week.

Mr. Baker, who is in the United States for his fourth business trip since



Mr. Baker

1961 prior to attending the NAB convention, observed that programs of his Australian production company currently are being carried in 21 countries, including the United States. Though the United States is now experiencing a revival of interest in radio dramas, other markets throughout the world have been scheduling such programs for some time, Mr. Baker pointed out.

Artransa's program catalog lists more than 100 different radio shows, ranging from half-hour dramas to five-minute and one-minute capsule programs. The company places 12 new shows into production every year, and, according to Mr. Baker, has "become the main sup-



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

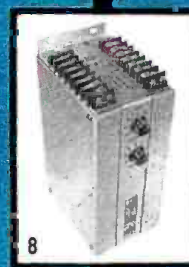
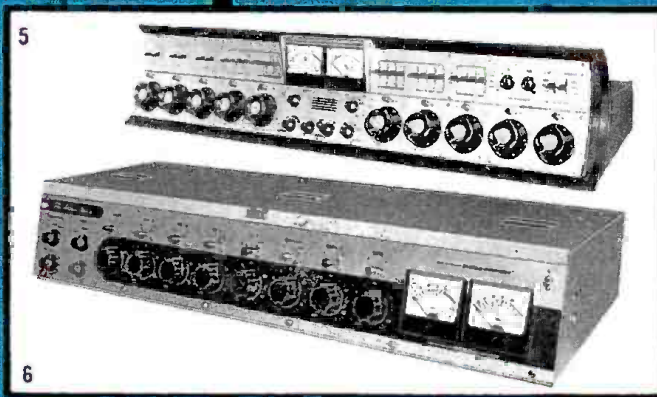
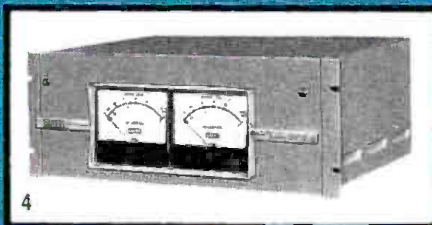
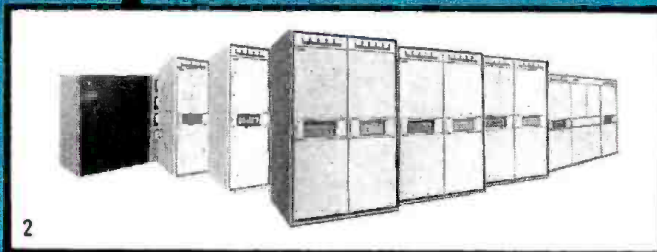
This exclusive system features a full power range of stereo transmitters from 10 watts to 20,000 watts, the new Cycloid antenna with one through sixteen bays, a dual peak limiter, stereo Cartritape, the choice of two stereo audio consoles and two professional stereo turntables (12 or 16-inch)—plus other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

All equipment in the package was researched, designed and manufactured after the FCC rules and regulations concerning FM stereo were finalized — yet each product has been extensively field tested.

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

Many FM stereo stations already on the air may find that they are not getting full stereo performance due to an incomplete system. By reviewing the package diagram on the right, they can determine the equipment needed to assure true stereo transmission. And the monaural station should investigate to see how relatively simple and inexpensive it is to convert to the "wonderful world of stereo" with the complete Gates package.

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



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Gates M-6160 Sub-carrier Generator 67 KC or 47KC. Switching Kit Optional

4 Gates M-6144 Stereo Dual Limiter

5 Gates M-6158 Executive transistor console — 10-channel stereo

6 Gates M-6188 Stereo Yard

7 Gates Stereo Cartritape II

8 Gates M-6169 Stereo Transistor Pre-amplifier

9 Gates CB-500 16-inch & CB-77 12-inch, with GE VR-1000 Gray 208S Stereo Cartridge Arm & Rest

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## GAC expansion pegged to future TV plans

General Artists Corp., which has been on an expansion spree in the past year with the acquisition of other talent agencies and a roster of name personalities, is exploring the international entertainment market as a source of television programming for the 1965-66 season.

Lawrence R. Barnett, board chairman of GAC, related in an interview in New York last week that the agency is in the process of assembling various television packages for 1965-66, including *The World of Comedy*, *The Story of Civilization*



Mr. Barnett

and *The Avengers*. The latter program is playing currently in Britain and is highly popular, he said, and it is GAC's intention to assign a producer it represents to co-produce an American version of the show.

"The concept behind *The World of Comedy*," he reported, "is to take advantage of some of the excellent comic talent throughout the world and bring it together each week on a television show. With GAC's ex-

pansion into various areas throughout the world, we have access to some of the top personalities and producers and directors that we could tap for this program."

GAC, he added, also envisions a television adaptation of Will Durant's *The Story of Civilization*, which would be produced by Bronston Productions. This series is planned for production in Spain.

GAC's role in TV programming is to bring together various creative elements—writer, performer, producer and director—on a package and serve as sales representative.

The talent agency's international bent stems in part from its stepped-up tempo in this field in recent years. In March 1963 it acquired a 50% interest in GAC-NCE Italiana Spa., Rome, which is operated by former MCA executives and represents clients in Italy, Spain and Yugoslavia. Several weeks ago John Redway and Associates merged with GAC, providing representation in the United Kingdom, France, Germany and Switzerland.

Mr. Barnett, formerly a top MCA official, joined GAC last July. In addition to the international gambit, he has been responsible for bringing a sizeable number of ex-MCA executives into the GAC fold. This was

accomplished largely through acquisition of IMA Talent Ltd. of Hollywood for cash and stock last month. That agency was staffed largely by former MCA executives, including Herbert T. Brenner, Richard Harris and Howard Rubin.

For the coming season, GAC served as sales representative on seven pilots and is hopeful that at least several of them will be included on network schedules in 1964-65. Herman Rush is the senior vice president of GAC's television department.

In the past year GAC's staff has grown from 180 to 240 and the number of entertainment workers it represents has risen appreciably, though Mr. Barnett was reluctant to discuss the figure because of competitive considerations. He observed that he was "highly pleased" by 1963 financial figures which show that GAC's gross revenue jumped to more than \$4 million as compared with \$2.9 million in 1962 and the net profit rose to \$223,000 from a loss of \$887,000 the preceding year.

Mr. Barnett cited a recent example of GAC's achievement in the international field: GAC represented The Beatles for their appearance on closed-circuit theater telecasts on four days this month (BROADCASTING, Feb. 24).

plier of packaged commercial radio programs in the world today."

Its programs have been bought in the United States, Canada, Solomon Islands, Fiji, Barbados, Bermuda, Trinidad, British Guiana, Jamaica, Malta, Kenya, Rhodesia, South Africa, Nigeria, Liberia, Aden, Singapore, Ceylon, Thailand, Malaya and Hong Kong. Artransa also handles foreign sales distribution of several American radio properties, Mr. Baker said, including shows spotlighting such personalities as Sammy Davis Jr., Bob Hope and Pat Boone.

### Film sales . . .

*Car 54, Where Are You?* (NBC Films): Sold to WMAL-TV Washington; KABC-TV Los Angeles; WXYZ-TV Detroit; WKBK-TV Chicago; KSTP-TV St. Paul-Minneapolis; WSB-TV Atlanta; KTSM-TV El Paso; KMJ-TV Fresno, Calif.; KOMO-TV Seattle; KATU-TV Portland, Ore.; WBEN-TV Buffalo; WTEV-TV New Bedford, Mass.; WBRE-TV Wilkes-Barre-Scranton, Pa., and WTIC-TV Hartford,

Conn. Now in 16 markets.

*Hennesey* (NBC Films): Sold to WDBJ-TV Roanoke, Va.; KMSP-TV Minneapolis-St. Paul; WRCV-TV Philadelphia; WIS-TV Columbia, S. C.; KPTV-TV Portland, Ore.; WCSC-TV Charleston, S. C., and WCAX-TV Burlington, Vt.

*Laramie* (NBC Films): Sold to KWTU-TV Oklahoma City; WRDW-TV Augusta, Ga.; WLS-TV Roanoke, Va., and KPTV-TV Portland, Ore.

*87th Precinct* (NBC Films): Sold to KTTV-TV Los Angeles and WSIL-TV Harrisburg, Ill.

*Superman* (Flamingo): Sold to WTVO-TV Rockford, Ill.; WPTV-TV West Palm Beach, Fla.; KVTU-TV Sioux City, Iowa; KCBT-TV Lubbock, Tex.; WTVJ-TV Miami; WTVT-TV Tampa-St. Petersburg, Fla.; WBTW-TV Florence, S. C.; KZTV-TV Corpus Christi, Tex.; WTVN-TV Columbus, Ohio, and WLKY-TV Louisville, Ky.

*Volume 8* (Seven Arts): Sold to

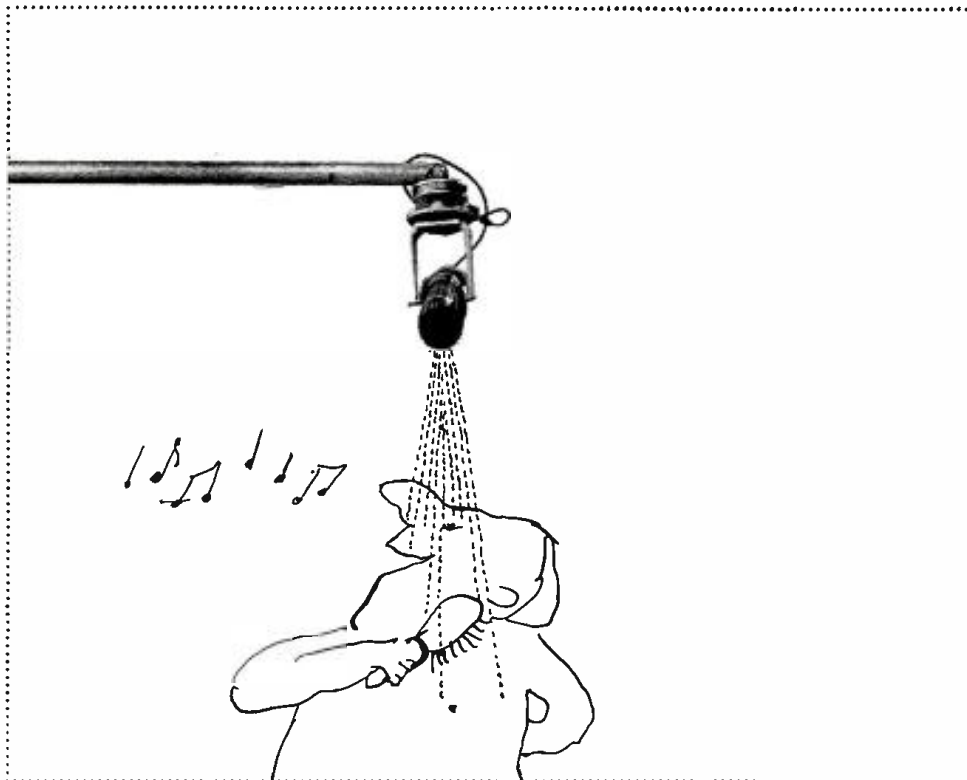
KABC-TV Los Angeles; KGO-TV San Francisco; WXYZ-TV Detroit; WRC-TV Washington; WKBW-TV Buffalo; KRDO-TV Colorado Springs-Pueblo; WISH-TV Indianapolis; WALA-TV Mobile, Ala.; WWL-TV New Orleans, and KCRA-TV Sacramento, Calif.

*Volume 7* (Seven Arts): Sold to KDKA-TV Pittsburgh; WXYZ-TV Detroit; KABC-TV Los Angeles; WALA-TV Mobile, Ala.; WLW-TV New Orleans, and KCRA-TV Sacramento, Calif.

### Librarians told TV is ally, not enemy

Detractors of television who criticize the medium on the premise that its viewers are deterred from more educational pursuits were, themselves, criticized by Charles S. Steinberg, vice president for public information at CBS-TV.

In an address before the annual Congress for Librarians at St. John's Uni-



**This is our average sponsor. On the average he's happier than the average sponsor on the other two networks. After all, we've drawn the biggest average daytime audiences since 1958, the biggest average nighttime audiences since 1955 and been the world's biggest single advertising medium since 1954. He might have taken a bath somewhere else.  
CBS Television Network**



versity, Jamaica, N. Y., he said that surveys have shown that television not only makes the public more interested in books, but also more selective in its reading. He attacked what he referred to as the popular assumption that because people spend large amounts of time watching television, an interest in books has declined.

Citing examples of heavy sales of books following their mention on TV programs, Mr. Steinberg laid the blame for deficiencies in people's reading habits on a shortage of libraries and bookstores and a passive attitude about promotion of books on the part of booksellers, teachers and librarians.

The opportunity for promoting books through television, he said, has been largely overlooked. The greatest such opportunities he suggested, are network information and public affairs shows, but he also pointed to local educational and commercial programs as prime vehicles for promotion of literature.

## Program curbs to be debated

Methodist group Friday will consider advocating FCC censorship powers

The Television-Radio Film Commission of the Methodist Church will meet in Chicago Friday (March 6) to consider a resolution that states that the content of all programming of every broadcaster must be subject to the scrutiny and licensing power of the FCC.

Exercise of the principle of freedom of expression requires this review in the public interest, the resolution as now drafted declares. It goes on to state that freedom of expression through radio and TV is granted the broadcaster by the people and must be exercised within the limits of the responsibility defined by the Communications Act.

The church commission has been asked to approve the resolution for presentation to the general conference of the Methodist church this summer in Pittsburgh. An earlier pronouncement, termed a "superficial alliance with censorship," was turned down by the commission late in January (CLOSED CIRCUIT, Feb. 10).

The new statement was drafted by a joint committee on the relation of the church to the entertainment arts and is titled: "The Concern of the Church in America for Movies and Television." It states there is widespread alarm at

the "increasing exploitation of sex in motion pictures, at the obsession with violence on TV and at the hedonistic materialism of radio and TV advertising which reinforces unhealthy moral trends in our society."

Many church leaders and parents have requested guiding principles to help them utilize and encourage the best and discourage the worst in films and TV programming, the statement continues. Therefore, the proposed statement concludes, certain restraints are necessary in the exercise of freedom of expression.

**Responsible Freedom** ■ While it recommends FCC control of broadcast programming, the resolution states that motion picture producers "should exercise their freedom of artistic expression with a keen sense of responsibility for the welfare of society, supported by a vigilant self-regulation within the industry." The statement stresses that the church must oppose precensorship of any artistic expression but that it should insist that the "irresponsible artist-producer remain subject to punitive action by the courts for violation of existing laws against obscenity or pornography."

The proposed statement says the church should support educational TV, pay TV and "similar supplementary plans to meet the needs of minority audiences and causes and to enhance the quality and diversity of all programming." The church is further urged to devise creative ways "of relating itself to the entertainment industries and arts."

Such steps would include a church effort to understand and take seriously the content of films and television programs and to evaluate it in the light of the Christian faith. In addition, the statement recommends that the church publish film and TV program reviews to give guidance for "intelligent and selective viewing." Such a step, the resolution concludes, will help Methodists develop Christian criteria to interpret programming.

Lee Fondren, KLZ Denver, and Thad Sandstrom, WIBW-AM-TV Topeka, Kan., are members of the Methodist commission which will consider the resolution this week.

## Humphrey, Ervin to aid ABC at political meet

Democratic Senators Hubert H. Humphrey of Minnesota and Sam J. Ervin Jr. of North Carolina will assume an assisting role in coverage by ABC of the Democratic National Convention in Atlantic City this summer.

The announcement has been expected

since the designation of former President Eisenhower as an "on the air" consultant for ABC of the Republican National Convention proceedings in San Francisco (BROADCASTING, Feb. 17).

Senators Humphrey and Ervin also will appear on a series of programs, radio and TV, during the campaign in the fall of 1964 and on election night (Nov. 3, 1964), ABC News' President Elmer W. Lower reported last week.

ABC said the senators would appear "singly," together or in discussion with newsmen and others.

## Cox, Pierson and policy: II

Commissioner, lawyer offer divergent positions on fairness doctrine facets

FCC Commissioner Kenneth A. Cox and Washington communications attorney W. Theodore Pierson took their road-show debate on commission policy to the National Lawyers Club in Washington last week in a discussion of the FCC's fairness doctrine—"Is It Constitutional? Is It Sound Policy?"

Mr. Pierson thought the doctrine—aimed at requiring fairness on the part of broadcasters who air controversial issues—was neither constitutional nor sound policy. Commissioner Cox thought it was both. Professor John P. Sullivan, of George Washington University Law School, Washington, who participated in the panel discussion, was not impressed with the doctrine as policy, and questioned whether it was constitutional.

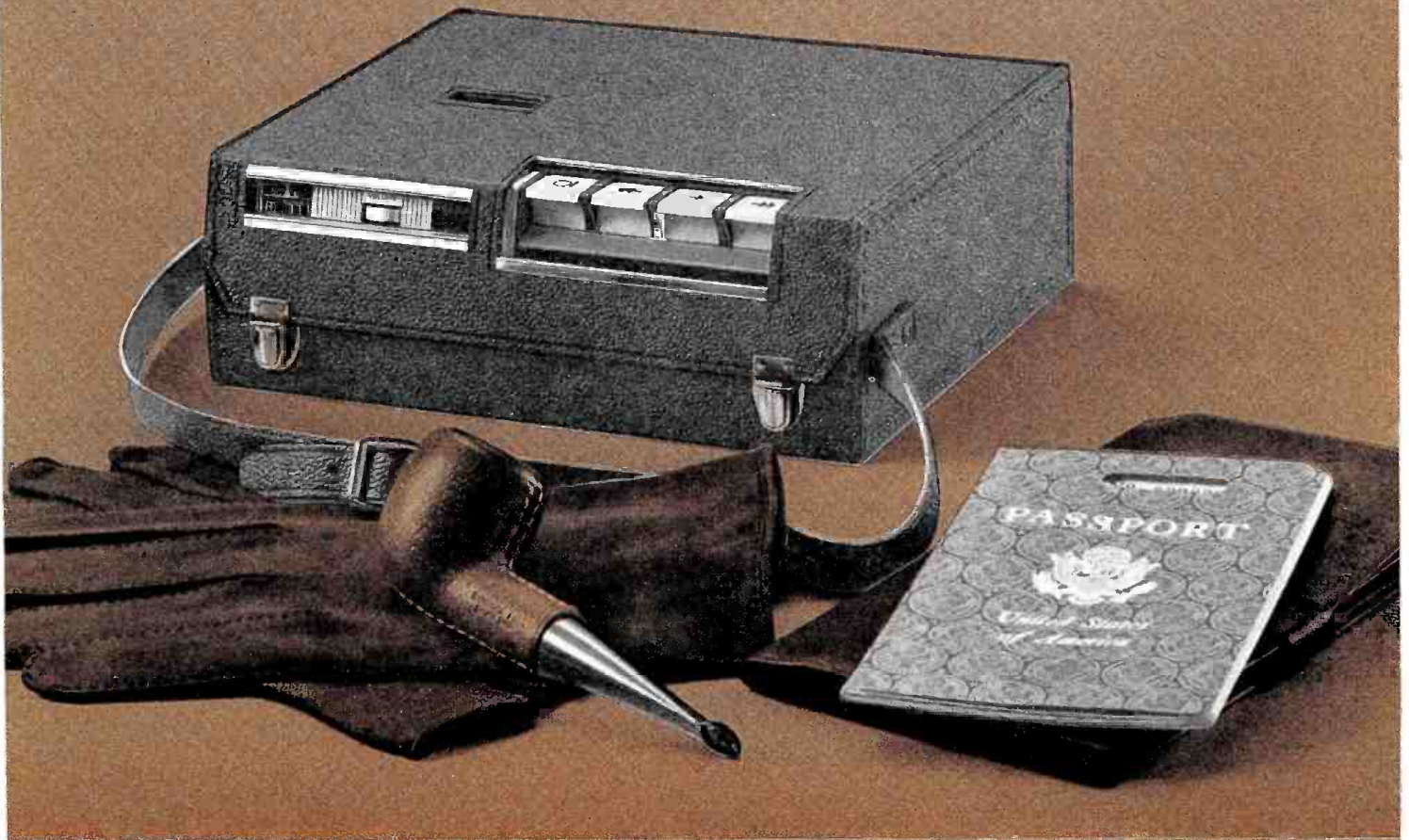
However, none of the speakers indicated there is any likelihood the legal question will be settled in the courts in the near future, if ever.

The discussion, sponsored by Phi Delta Phi law fraternity at GWU and the Washington area chapter of the American Civil Liberties Union, was the second in which Mr. Pierson and Commissioner Cox engaged within a month. In January they participated in debate at the annual Georgia Radio-TV Institute at Athens (BROADCASTING, Jan. 27).

Mr. Pierson, a frequent critic of commission policies on programming, has called the fairness doctrine bad policy in the past. But last week was the first time he called it unconstitutional, as well. However, he also conceded his position was not reflective of most

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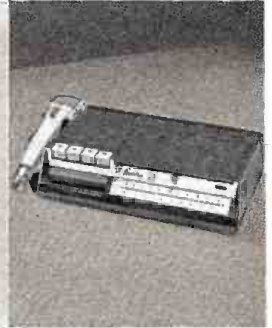
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broadcasters who, he said, subscribed to the doctrine.

He said the commission's effort to assure fairness by requiring broadcasters to adhere to standards "propels the government into the area of controversial issues, thus opening the door to censorship not justified by any social need." The First Amendment to the Constitution, which guarantees free speech, "won't allow this," he added.

**Inhibits Discussion** ■ To set standards of fairness, he said, "is to abort the first amendment" and, to a degree, close up the "open society" the free speech guarantee is designed to assure. He said a government agency can't make judgments on fairness without engaging in censorship.

He also said the doctrine suppresses diversity and discourages broadcasters from discussing controversial issues. The requirements of the doctrine, he said, are so complex and burdensome that broadcasters prefer to ignore controversial issues.

He said fairness could be achieved if broadcasters were given complete freedom in the area of the controversy. With the diverse views of the creative people in broadcasting, he said, all views would be aired.

**Cox's Views** ■ Commissioner Cox, however, said the doctrine is intended "to forbid a broadcaster from poisoning the democratic discourse by suppressing views with which he disagrees."

He also said the legality of the doctrine has never been successfully attacked in its 15-year history and expressed confidence the doctrine would be upheld "if we ever get a licensee to put his license on the line," and test the doctrine in court.

He said it was "milder" than Section 315 of the Communications Act, which imposes an absolute requirement on broadcasters to provide time to all candidates when they make time available to one. And that section, he said, has been affirmed by the courts.

As long as the commission leaves to the broadcaster the choice of issues, the selection of participants and other aspects of the program's format, he said, "we don't have to worry" about the broadcaster's rights.

"I don't want to deny the First Amendment to broadcasters," Commissioner Cox said. "He is encouraged to express his views. But then he is admonished to let others speak. How does that suppress diversity?"

He said he has heard of some voices that were stilled because of pressure from advertisers, but none because of government action.

He also disputed the contention that the requirements of the doctrine are so complex and difficult to apply as to discourage broadcasters from engaging

## New equal time bill

Representative Henry R. Gonzalez (D-Tex.) introduced legislation Wednesday (Feb. 26) that would require broadcasters to provide equal opportunities for reply to political candidates attacked—or clearly not endorsed when their opponents are—on broadcasting facilities. The measure, HR 10135, is identical to a bill, HR 7072, offered last year by Representative John E. Moss (D-Calif.), which is still in committee.

The House Communications Subcommittee explored Section 315 and editorializing problems last year. Representative Walter Rogers (D-Tex.), has said he intends to resume consideration of the issue this year.

in controversial issues. "Anyone who can read a rate card and compute discounts," he said, "can understand the fairness doctrine."

The commission hopes to issue, in the next few weeks, a primer designed to "clarify" the fairness doctrine. A draft of the primer prepared by the staff will be the subject of a special commission meeting March 13.)

**Is It Constitutional?** ■ Professor Sullivan acknowledged that the government has the authority to impose conditions on broadcast licenses. But he said, the question of whether the fairness doctrine "is a constitutionally supported condition" should be explored. The real problem, he said, "is to guarantee fairness in a manner consistent with the freedom of its citizens."

Professor Sullivan also questioned some of the fundamental reasons generally given as justification for such government-imposed conditions as the fairness doctrine.

He said the principal one—that spectrum space is limited and that, therefore, broadcasters should be fair in the use of their facilities—should be reconsidered. He said that, for economic reasons, "there aren't enough newspapers and magazines to go around" to those who would like to go into the publishing business. But this doesn't raise any First Amendment questions for those already publishing newspapers and magazines, he said.

He also noted that the number of broadcasting stations is continuing to grow rapidly—that by 1975 another 2,000 television stations are expected to be added to the more than 5,000 radio and television outlets now operating. Consequently, he said, the argument that scarcity of outlets justifies government intervention to assure fairness doesn't have the validity it might have had in the early days of radio.

## Congressman criticizes program-form proposal

The FCC's proposed adoption of a television program reporting form requiring that licensees closely investigate the needs and opinions of their listening public was sharply criticized last week by Representative Lionel Van Deerlin (D-Calif.) as an "unjust" burden on licensees.

Representative Van Deerlin, a former television news director, made the complaint in a letter to FCC Chairman E. William Henry. The congressman quoted from part B of the proposed rule which requires stations to "ascertain from civic leaders and the viewing public the needs and interests of the public" and to keep records of complaints against programing. The complaints would then have to be categorized and studied for indicated programing needs (BROADCASTING, Dec. 2).

The representative told Chairman Henry that "such a requirement would force stations to add additional staff members not required for normal operation. This might possibly, by some stretch of the imagination, be justified, if by any conceivable stretch of the imagination the rule itself could be justified." The congressman said that, he, as a former member of the broadcasting industry, could see no benefit to the public or to licensees arising from the rule.

Representative Van Deerlin said that "the general wishes and preferences of the viewing public will vary little from locality to locality, and will apply to all stations." It would be "futile" to make separate surveys—specifics can be learned in less costly ways, he said.

"In short, I consider that this particular portion of Section B . . . provides for a regulation that is both unjust and unnecessary and I request that steps be taken to rescind it," the congressman concluded.

## Buick 'buys' rights to its golf tournament

The Professional Golfers Association made more headway last week in its drive to become the bargaining agent for the television rights to PGA tournaments.

The PGA "sold" the TV rights to the Buick Open to Buick for about \$11,000. The auto company will televise portions of the final two rounds of the annual tournament over ABC-TV June 13-14.

Buick previously had sponsored television coverage of the tournament as well as the tournament itself and thus had no need to sell the TV rights to get it on the air.



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strong vertical component in your signal and this is apparently the answer. You can't imagine the difference between your signal and virtually all others — regardless of distance or strength, in the car... much better reception... I can only guess that you are intentionally radiating both a horizontal signal — like the one all along — *and* a vertically polarized component as well. Believe me, I couldn't have asked for more." Mr. EDH, Frostburg, Md.

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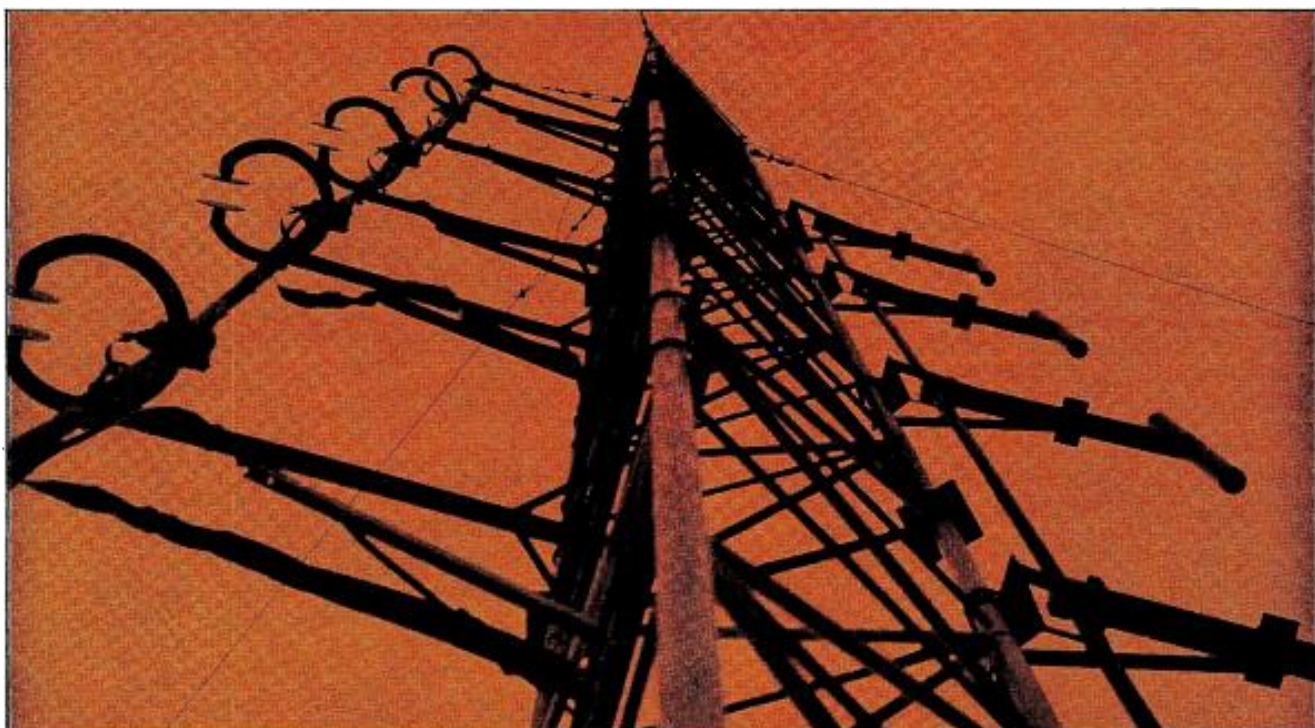
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# Senators really love radio and TV, but—

## Protestations of attorneys result in dimout then audio-visual blackout at Baker hearing

Broadcast newsmen, thwarted by lawyers, witnesses and a Senate committee were forced to withdraw their electronic facilities from coverage of the hottest news story in Washington last week—the investigation of the outside business dealings of Robert G. (Bobby) Baker.

Members of the Senate Rules Committee, who voted Tuesday (Feb. 25) to ban photography in the hearings—and that included TV cameras—almost fell over each other in their haste to explain to reporters later (and on camera) that they didn't really want to discriminate against the medium, but they had no choice.

Heads of network news operations fired angry telegrams at the committee, but by the end of the week even radio, allowed to stay during Tuesday's photography ban, had been kicked out of the Senate Caucus Room, scene of the hearing.

Edward Bennett Williams, Mr. Baker's lawyer, precipitated the ban Tuesday when he charged that the hearing (on Mr. Baker's work as secretary to the Democratic majority) was 'held solely for the purpose of holding Mr. Baker up to public obloquy on television.' Mr. Williams's contention was supported first by Senator Joseph S. Clark (D-Pa.), who said television cameras served "no useful legislative purpose." A majority of the committee agreed and the NBC-TV camera crew covered lenses on their cameras, although TV coverage continued (see photo).

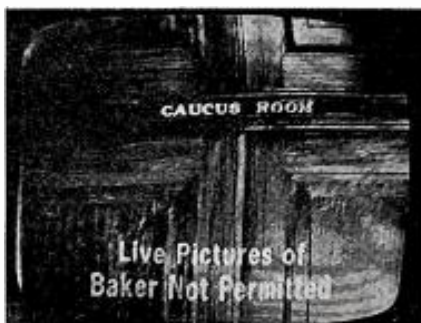
Mr. Williams thus maintained a successful record in defending his clients from television. He made history of a sort when his objections to TV on March 13, 1951, forced cameramen to avoid showing the face of gambler Frank Costello, then a witness before the Senate Rackets Investigating Subcommittee (BROADCASTING, March 19, 1951).

**Open Arms** ■ Wednesday's witness, Miss Nancy Carole Tyler, former secretary to Mr. Baker, welcomed radio and television and CBS-TV joined the NBC-TV live coverage. But on Thursday the ban was resumed at the request of Adrian Marshall, counsel to Edward Torres of Las Vegas, who also com-

plained that glaring lights and enthusiastic cameramen would "disturb and distract" the witness. The committee agreed unanimously and banned further electronic and film coverage, although reporters of all media were allowed to remain in the hearing room.

CBS News President Richard S. Salant said the "only criterion for news media is public policy and public interest." He also said TV cameras did not need extra lights and explained that supplemental lighting had been set up for the benefit of newsreel cameras.

William R. McAndrew, executive vice



When the Senate Rules Committee ordered NBC-TV to cap the lenses of its TV cameras located in the hearing room during a public session last week, the network maintained uninterrupted coverage by continuing its audio feed and training a camera on the closed door of the room.

president NBC News, said the ban was a "disservice to the public."

According to Robert Fleming, ABC News Washington bureau chief, the ban limited the public's knowledge and understanding of the proceedings.

Excluding radio news coverage was "unfair to the American people," said Stephen J. McCormick, vice president in charge of Mutual News.

Carl Sisskind, WIBW Topeka, Kan., and chairman of the freedom of information committee of the Radio-Television News Directors Association, urged the Senate committee, as did the network executives, to reconsider its ban.

Senator Howard Cannon (D-Nev.), a

### Oscar nominee on TV

A grand prize winner of the 1962 Cannes Film Festival that has been nominated for an Academy Award in the U. S. this year was shown on *Twilight Zone* on CBS-TV last Friday (9:30-10 p.m.), the first time the series has presented a program not written specially for it.

The film, "An Occurrence at Owl Creek Bridge," is based on a story by Ambrose Bierce and tells how a Civil War spy imagines his escape from the gallows just before he is executed. It won the Cannes award in the short subjects category and has been nominated for an Academy Award for live-action subjects.

committee member, explained that he was not against TV coverage and said, "I do not believe that one medium should be favored over another." Senator Hugh Scott (R-Pa.), who voted to bar TV after hearing Mr. Williams's objection to TV, said he did not object to coverage personally and expressed concern over "seeming unfairness to one medium of communication against another."

### AFTRA authorized strike calls at four stations

As expected, the Los Angeles local of the American Federation of Television and Radio Artists sanctioned strikes against three of that city's TV stations—KTTV, KTLA and KCOP (BROADCASTING, Feb. 24). Unexpectedly, the quarterly membership meeting, held Tuesday evening (Feb. 25), also included a radio station, KLAC, in the list of those against whom the union's negotiating committee was authorized to call a strike, Claude McCue, executive secretary of the local, said in announcing the strike vote. "Under present circumstances, a walkout is imminent," he said.

Although both KLAC and KTTV are owned by Metromedia, the strike approval for the radio station was handled separately from the TV vote, Mr. McCue said. Since the expiration of the KLAC contract with AFTRA on May 1, 1963, the station has submitted 34 proposals for a new contract, he reported, calling the vast majority of these proposals entirely unacceptable to AFTRA. The union wants parity on wages for announcers at KLAC with those of other leading independent radio stations in the city, whose wage scale is \$205 a week compared to \$170 at KLAC.

**OINK!**

## Buying a pig in a poke is no way to live high on the hog.

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# Program shuffling: on and on

The networks plan new shows and switch the old ones but gaps seem to open faster than they're plugged

The networks last week continued their program revisions for 1964-65, but it seemed as if the more changes they made, the more uncertain their schedules became.

ABC-TV, which earlier appeared to have locked up most of its schedule, now appears to have the most holes. The latest "tentative" alignment has the network filling the Sunday 9-11 p.m. slot with movies. This would knock out the new *12 O'Clock High* series and a half hour that the network previously had said it would return to its local outlets.

However, *12 O'Clock High* may end up in the 9-10 p.m. Friday position, followed by *Royal Bay* from 10-11 p.m. Both series would begin after, and if, the five National Football League games that ABC-TV hopes to telecast next fall are carried.

Another tentative change is to move

*Ben Casey* back to its original Monday, 10 p.m. position, where it first gained viewer popularity. What would go into the present *Casey* spot on Wednesday (9-10 p.m.) has not been decided.

NBC-TV said it was going to switch *That Was the Week That Was* and *Jack Benny* next year, putting *TW3* on Tuesday, 9:30-10 p.m., and *Jack Benny* on Friday, 9:30-10 p.m. The network still has Jack Paar penciled in to return to his Friday night show (10-11 p.m.) next season, though Mr. Paar has not publicly reversed his decision to quit his show after this season.

NBC-TV announced the \$7.5 million dollar purchase of a new package of recent feature films from MGM that will be shown on Wednesday and Saturday nights next season.

The movies include "Adam's Rib," "Bad Day at Black Rock," "Battle-

ground," "The Brothers Karamazov," "Green Mansions," "Les Girls," "Some Came Running," "Julie," "Rhapsody," "Torpedo Run" and "Teahouse of the August Moon."

NBC-TV also said it would insert a half-hour situation comedy titled *Karen*, replacing *That Old Gang of Mine*, into its new *90 Bristol Court* series, a 90-minute program of three separate stories about events in a modern apartment motel. The network also announced that production has begun on the first segment of the *Profiles in Courage* series based on the Pulitzer Prize-winning book by John F. Kennedy that will be telecast Sundays, 6:30-7:30. *The Rogues*, which previously had been included in the 1964-65 NBC-TV schedule, will have its premiere Sept. 13 (10-11 p.m.).

CBS-TV said it will move its popular *Petticoat Junction* to Monday, 8:30-9 p.m., to be followed by *Andy Griffith* (9-9:30 p.m.), thus plugging the gap left when Lucille Ball decided to terminate *The Lucy Show* at the end of this season.

Another tentative shift at CBS-TV will put *Gilligan's Island* on Saturday, 8:30-9 p.m. next season. The comedy series will star Alan Hale, Jim Backus and Bob Denver.

*Gilligan's Island* will be followed by *Mr. Broadway*, a new hour series about a New York press agent. *The Defenders* will be shifted to Thursday, 10-11 p.m., and *The Nurses* moved to Tuesday (10-11 p.m.).

On April 5, CBS-TV will fill the 9-10 p.m. slot left vacant by the demise of the *Judy Garland Show* with two panel programs: *Made in America*, 9-9:30 p.m., and *Celebrity Panel*, 9:30-10 p.m.

## Goldwyn films set for television

Richard Harper named to head TV distribution and production arm with 26 movies due for immediate release

One of Hollywood's prestige film libraries, and the last major holdout from television, the Samuel Goldwyn features, will probably begin to be shown this year.

Last week Richard Harper, an 18-year veteran with MGM, was named to head the newly formed Samuel Goldwyn Pictures Ltd., the TV distribution and production arm of Samuel Goldwyn Studios.

Mr. Harper, syndicated sales director at MGM-TV, will move to the Goldwyn organization as a director of television and theatrical activities to oversee worldwide distribution of the Goldwyn products. At the same time it was announced that Mr. Goldwyn would enter television production for feature-length productions.

Of the 55 features in the Goldwyn files, 26 will be released to TV for this season, but what route they'll take to the home audiences is still not known.

Mr. Harper, in New York last week, suggested that the features were strong enough to form a regular network series.

Two weeks ago, the Goldwyn films had been considered set for ABC-TV under Gillette sponsorship (BROADCASTING, Feb. 24). But that deal fell through as Gillette appeared to have moved its



Mr. Goldwyn



Mr. Harper

motion picture backing to NBC-TV for next season.

The 26 films set for distribution include: "Raffles" with David Niven; "Guys and Dolls" with Frank Sinatra and Marlon Brando; three Danny Kaye pictures, "Hans Christian Andersen," "Secret Life of Walter Mitty" and "Kid from Brooklyn"; "The Best Years of Our Lives"; "The Bishop's Wife" with Cary Grant; "Dead End" with Humphrey Bogart; "Wuthering Heights" with Merle Oberon and Laurence Olivier; "The Princess and the Pirate" with Bob Hope; "The Little Foxes" with Bette Davis, and three Gary Cooper pictures, "The Westerner," "Ball of Fire" and "Pride of the Yankees."

## Decca enters program field

Decca Records, New York, after two years of research has entered the radio programming aid field with the development of "That Haunting Theme." Created by Henry Jerome, Decca recording artist and A&R director at Coral Records, the program aid has been recorded on a 45 rpm record.

One side of the record contains six instrumental aids, running from 3½ to 40 seconds each, and reportedly suitable for almost any instance where musical fills and bridges might be required to open or close a segment of a show. The other side has seven vocal program aids varying in lengths from 5 to 11½ seconds. The latter have been specifically geared to be used in conjunction with time, weather, traffic, news and contests.

Along with the program aids, Decca also is making available a full-length 45 recording of "That Haunting Theme" by Mr. Jerome's orchestra and chorus and featuring Stan Harper's harmonica.

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# Liston-Clay set TNT record

Closed-circuit gross may top  
\$3.5 million; Relay carries  
it to 16 European nations

A new closed-circuit television record for boxing was set by the Liston-Clay heavyweight championship bout last week, and Theater Network Television, which had the rights, is looking forward to carrying the return fight.

Although official returns are not in, TNT expects the theater gross to exceed \$3.5 million, topping the old record of \$3.2 million for the first Patterson-Liston fight in 1962. A total of 271 large-screen television locations provided about 1.1 million seats, another record. Although the seats were not all sold, attendance was sure to top the old record of 530,000 for the Patterson-Liston fray.

Another innovation of this fight was that it was carried via Relay satellite to Europe, where Eurovision officials estimated that some 165 million persons in 16 countries saw it. The fight was carried about an hour after it happened and rebroadcast later in the day. TNT supplied the feed to Relay free of charge and paid for the pickup expenses of most European stations.

It was reported that TNT will keep 15% of the closed circuit receipts, with the rest going to Inter-Continental Sports, which promoted the bout.

## Pros and cons of pay TV in L.A.

Pay TV last week continued to be a storm center in Los Angeles, where Subscription Television Inc. is preparing a closed circuit system for operation with a target date of July 1. On the one side, Mrs. Oma Umhey, education chairman of the Los Angeles County Federation of Republican Women, warned the board of that organization that a successful pay TV operation could clear the way for a government takeover of free TV. On the other, the Screen Actors Guild registered a formal protest with the Los Angeles county board of supervisors for supporting a proposed referendum measure to outlaw pay TV in the state.

Mrs. Umhey, in a talk urging support of the anti-pay-TV measure, quoted the heads of the three TV networks as predicting "that a successful pay TV operation would be able, through superior purchasing power, to pre-empt most of the major sports and

entertainment television programs." This could result, she said, in private enterprise free TV being driven into pay TV, in which case, "it would be quite logical for the government to step into the void by entering the free TV field.

Meanwhile, SAG, in a letter signed by John L. Dales, national executive secretary, strongly protested the action of the Los Angeles county supervisors in supporting "a proposal to outlaw pay TV in California without a fair opportunity for the public to view the results of a pay TV system and to indicate its acceptance or rejection by the degree of support it proffers to that medium." Noting that "the moral, cultural and economic implications of your action without a public hearing call for earnest reconsideration," SAG urged the supervisors to permit "all interests—public, industry, management and labor" to present "a full picture of all pertinent facts and data. Free enterprise box-office television has a right to compete with all other entertainment."

## Bell hits Hollywood in his war on clutter

Howard Bell, director of the National Association of Broadcasters' code authority, carried his campaign against TV "clutter" to Hollywood last week. In discussions with the Alliance of TV Film Producers, his main target was "below-the-line" credits.

"The situation has gotten out of hand and the list of credits has become too long and boring," he said. Mr. Bell said the TV film producers were sympathetic and expressed optimism that they will cooperate with the NAB.

Below-the-line credits are those for technical personnel (cameramen, production staff, soundmen, etc.) involved in the production of a program. Mr. Bell has called clutter the code's number one problem and has promised to propose an amendment to correct the situation (BROADCASTING, Feb. 17).

In talks with West Coast network program people, the code director attacked alleged clutter which results from on the air promotions for coming programs. He discussed an NAB research project designed to determine viewer reactions to nonprogram material on TV (BROADCASTING, Feb. 3).

## Congressman sues CBS for 'History of a Rumor'

A California congressman claiming he was defamed in a *CBS Reports* program last November, has sued the network for libel and is asking \$5,250,000 in damages.

Representative James B. Utt (R-

Calif.) of Santa Ana, Calif., claims that the network and sponsors conspired to defame and degrade him to his associates in Congress, to his constituents in Orange and San Diego counties in California, and throughout the state of California.

The suit, filed Feb. 24 in the U. S. District Court in New York, names CBS, Gene De Poris and Fred W. Friendly, producer and executive producer respectively of the program, and Travelers Insurance Companies, Union Carbide Co. and North American Philips Co., sponsors, as defendants.

CBS said it would have no comment on the suit until it submitted its reply.

The program attempted to trace the genesis of a rumor circulating last year that the Army's scheduled "Water Moccasin" exercise in Georgia was in reality a secret mobilization by foreigners to take over the government.

The program implied that the rumors started in a newsletter sent by Mr. Utt to his constituents in February 1963.

Featured on the program, "Case History of a Rumor," were Roger Mudd, CBS commentator; Senator Thomas Kuchel (R-Calif.) and Fred Eden, editor of the *Claxton (Ga.) Enterprise*.

## Are you a witness if you see it on TV?

Is someone who sees a crime on television a witness? Can he be a juror? These are two vital legal questions raised last week in the Ruby trial in Dallas. They have been raised by Jack Ruby's defense counsel and apparently are going to have to be decided by the U. S. Supreme Court.

The defense team in the Ruby trial made an attempt to get a ruling on this question, but was unsuccessful. It asked the Texas Supreme Court to order Judge Joe B. Brown, the district judge in the trial of the Dallas strip joint owner for the murder of Lee Harvey Oswald, to dismiss for cause all prospective jurors who saw the shooting on TV. The state tribunal unanimously refused to hear argument on the petition and dismissed the motion.

Chief defense counsel Melvin Belli set the scene for an appeal on this point in a series of questions to the veniremen being examined for the jury box. He attempted to have one of them, who acknowledged he had seen the shooting on TV, subpoenaed as a witness. This was denied, however, by Judge Brown.

Ordinarily, in U. S. criminal law, a witness to a crime cannot serve as a juror in the case. The big question is, however, whether being a witness to a crime via TV makes the viewer ineligible for jury duty in that particular case.

Prosecution lawyers have countered



Mr. Belli's contentions in this regard in one way: the TV scenes did not show Jack Ruby full-face; in fact all TV showed was a man coming into camera range from the right and shoving a gun into Oswald's stomach. The gunman was immediately knocked down by police and hustled away.

## Poll results okay TV in Congress but not courts

According to a survey by Guide-Post Research, Pittsburgh, among 1,500 adults, 70% of the public thinks courtroom trials should not be televised. But there was a brighter side too—60% believed that Senate committee meetings (now open) and congressional debates (closed) should be open to TV cameras.

The questionnaires used in the survey carried brief expositions of the pros and cons of televising trials, but said nothing about the government proceedings. Respondents were told that opponents of televised trials contend that it sensationalizes the legal process, and "it has even been said that [Lee Harvey] Oswald would not have been shot by [Jack] Ruby if the Texas police had not been preoccupied with the surrounding TV cameras."

On the other hand, the questionnaire notes, those in favor of televised trials contend that cameras can be placed in courtrooms so that they cause no disturbance at all.

## Amendment would add limits to pro TV games

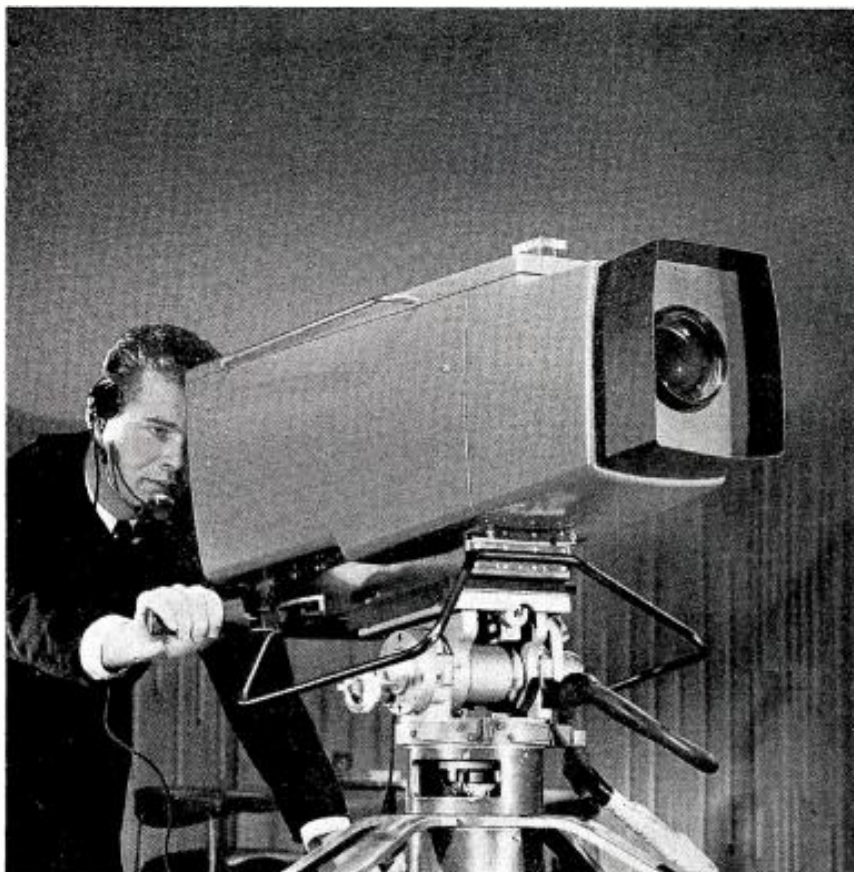
A bill introduced in Congress last Thursday (Feb. 27) by Representative T. A. Thompson (D-La.) would extend to high school football the same protection from televised professional games that now covers collegiate contests.

The legislation (HR 10176) was seen as an attempt to squash alleged plans by ABC-TV to carry five National Football League games on Friday nights next fall (BROADCASTING, Jan. 27 et seq.). The possibility that professional games might be aired on Friday evenings has spurred resounding complaints that such programing would seriously hurt attendance at high school contests.

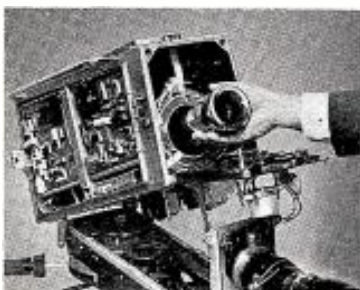
Representative Thompson's legislation is aimed at amending the 1961 law that exempts professional football from anti-trust restrictions that would otherwise curtail its right to sign package television plans. The current law, however, specifically forbids the telecast of the professional games in conflict with Friday or Saturday collegiate games, and Representative Thompson wants to give similar protection to the secondary school football games.

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# Another group gets bigger

**Five Goodwill stations to be sold to Capital Cities for \$21 million; buyer will have to sell one of TV outlets to keep within FCC regulations**

Within a week after the FCC approved the biggest sale of station properties in the history of broadcasting (the \$38.5 million purchase of 11 Transcontinent Television Corp. stations by three broadcasting groups [BROADCASTING, Feb. 24]) another record-making purchase was announced.

This is the sale of all five Goodwill Stations' outlets to Capital Cities Broadcasting Corp. at an aggregate price of over \$21 million.

The board of directors of Goodwill Stations at its meeting Feb. 24 recom-



Goodwill's Patt

mended that the Capital Cities offer be accepted. Goodwill Stations' stockholders will vote on the recommendation at their annual meeting May 6 in Detroit.

The Capital Cities offer, originally submitted last summer but rejected then by majority stockholders of Goodwill Stations, is \$30 a share on the outstanding 704,711 shares.

Because the acquisition of the Goodwill stations would give Capital Cities six VHF television stations (one more than the FCC limit of five VHF TV outlets), Capital Cities must dispose of one of its VHF stations.

It's believed that Goodwill's WJRT (TV) Flint, Mich., will be spun off before applications are filed with the FCC asking approval.

In addition to the Flint station, Goodwill is the licensee of independent WJR Detroit, a pioneer 50 kw clear channel station on 760 kc; its FM adjunct and of WSAZ-AM-TV Huntington, W. Va. Goodwill bought the Huntington stations in 1961 for \$6.1 million.

WJRT, on channel 12 and affiliated with ABC, began operating in 1958. WSAZ-TV is on channel 3, affiliated with NBC and began broadcasting in 1949. WSAZ operates on 930 kc with 5 kw day and 1 kw night; and is also affiliated with NBC.

**Richards Family** ■ Goodwill is principally owned by two trusts of the late G. A. Richards which add up to almost 31%. Other major stockholders: Rozene R. Moore, 4.89%; F. Sibley Moore, 2.99%; Frances S. Cartmell (widow of Mr. Richards), 3.5%; John F. Patt, 5.11% and Worth H. Kramer, 4.32%.

Mr. Patt, a veteran of 42 years in broadcasting (he started in 1922 with WDAF Kansas City, Mo.), is chairman of Goodwill; Mr. Kramer, whose broadcast experience goes back to 1930 with WTAM Cleveland, is president.

In 1962 Goodwill had total revenues of \$7.9 million and a net profit of \$673,118, equivalent to \$1 a share. In its nine-month report for 1963, Goodwill reported gross revenues of \$6.16 million and a net income of \$548,502, equal to 79 cents a share.

The Goodwill directors have recommended the liquidation of the corporation. It is believed that the liquidating figure, taking into account other considerations in addition to the \$30 per share Capital Cities offer, will amount to nearly \$22 million.

Sold over-the-counter, Goodwill last Tuesday had an 18 bid. On Wednesday the bid price reached 24 and the asking price was 27¾. When the market closed Thursday, the bid and ask price for Goodwill was still the same.

**TV Baby** ■ Capital Cities, whose principal stockholders are Frank M. Smith and radio commentator Lowell J. Thomas, was organized in 1954 when

it bought WROW and WTEN(TV) Albany, N. Y., for \$298,800. Three years later Capital Cities bought WTVD(TV) Durham, N. C., for \$1.4 million, and in 1959 it bought WPRO-AM-FM-TV Providence, R. I., for \$6.5 million.

In 1961, Capital Cities made two multi-million dollar purchases: WKBW-AM-TV Buffalo, N. Y., for \$14 million and WPAT-AM-FM Paterson, N. J. (in the New York area), for \$5.35 million.

Capital Cities also owns WDCB(TV) Adams, Mass., on channel 19. This station is programed from Albany.

Mr. Smith, president of Capital Cities, is 9.53% owner; Mr. Thomas, 3.98%. Other stockholders: John P. McGrath, 2.97%; J. Floyd Fletcher, 2.46%; William J. Casey, 1.9%; Harmon L. Duncan, 1.62%; William S. Lasdon, 1.65%; Virginia D. Duncan, 1.46%; Mildred M. Fletcher, 1.52%; Gerald Dickler, 1.34%; John P. Saw-



Capital Cities' Smith

yer, 1.13% and others.

Capital Cities' stockholders approved the offer of Goodwill last summer, so no action on their part is needed.

Last April Capital Cities acquired 40% of New York Subways Advertising Co. In 1963, Capital Cities reported gross revenues of \$19.3 million and net income of \$2 million, equal to \$1.58 a share on an average 1,267,813 shares outstanding (see page 80).

Traded on the American Stock Exchange, Capital Cities had a high of 24 on Wednesday but closed at 23½. On Thursday, Capital Cities opened at 23½ and closed at 22½.







# Cox, Lee oppose rejection of KRLA as gift

## CLAIM PUBLIC INTEREST WOULD HAVE BEEN SERVED

Would the FCC's power to punish be weakened if the agency allowed the transfer of a nonrenewed license, if the transaction would help achieve a much desired goal? Commissioner Kenneth A. Cox, joined by Commissioner Robert E. Lee, last week offered his views in a dissent to the FCC's action denying transfer of KRLA Pasadena-Los Angeles to the Broadcast Foundation of California Inc.

The FCC has called Donald R. Cooke, 100% owner of KRLA's licensee Eleven Ten Broadcasting Corp., unqualified to be a licensee. After exhausting all appeals Mr. Cooke proposed that the commission approve a gift of his Eleven Ten stock to the Broadcast Foundation. This the commission rejected by a 4-2 vote on the ground Mr. Cooke simply no longer possessed a license that could be legally transferred (BROADCASTING, Feb. 24).

The foundation was to have used 80% of the first five years' profit to support the operation of an educational television station on channel 28 in Los Angeles.

Commissioner Cox said he believes that transfer of the station from Mr. Cooke's hands would have been in the public interest, leaving "unimpaired the main thrust of this proceeding, which

was to terminate Donald Cooke's broadcast authorization. . . ." The commissioner said the transfer would have permitted "something to be salvaged out of this whole unfortunate situation through continuing a broadcast service which has apparently won wide public approval," while aiding the development of Los Angeles's first ETV station.

**No Profiteering** ■ Commissioner Cox didn't think the agreement with Broadcast Foundation, whereby the organization would assume a \$360,000 debt owed to Mr. Cooke's brother, Jack Cooke, would allow the licensee to profit. The commissioner saw the agreement to repay the debt to Jack Cooke as returning money he loaned KRLA to improve its competitive status. Jack Cooke also holds a five-and-a-half-year lease on the station's site and equipment, which would have to be taken over by the foundation. Mr. Cox decided that "the discharge of these obligations of the corporate licensee would not result in a profit to Jack Cooke."

The commissioner further stated that Donald Cooke's attorney had told the commission that Mr. Cooke would not claim the donation of his stock as a tax deduction, but would only take the business loss deduction that is right-

fully his. Mr. Cox also said that although agency policy cannot be founded on concern for the employes of a nonrenewed licensee (KRLA has 43), however, "I do not think we can totally ignore the human factors involved."

Prospective applicants for the KRLA facility, which is to be vacated by May 1, argued that the commission would not have had the authority to modify its final judgment. Mr. Cox agreed that this is a strong argument, but added that he doesn't believe "that an administrative agency with wide discretion and the procedural flexibility which the courts have recognized are possessed by the commission, is so handcuffed that it cannot achieve the result sought here if it believes it can make a reasoned finding, as I feel to be the case, that the public interest would thereby be served."


**'Goulish' Hopes** ■ "It is true, of course, that we [the FCC] can perhaps exact an extra pound of flesh or two by insisting that KRLA must die and by leaving its frequency to be fought over by those who have been following these proceedings with rather goulish interest," Mr. Cox said. But the commissioner felt that Mr. Cooke had been punished sufficiently and future use of the facility should be dedicated to a public service.

The commissioner said that the prospective applicants for the Pasadena frequency would not have had their rights to apply for the outlet violated if the transfer would have taken place. "If any of these prospective applicants believe they can demonstrate that they would better serve the public interest in the use of this frequency, they would be free to file a competing application when the station's [KRLA's] license would have come up for renewal on Dec. 1, 1965. They could, in fact, have done so in connection with the renewal at issue in this proceeding," Mr. Cox concluded.

Mr. Cox did think that the transfer of KRLA to Broadcast Foundation would undermine the commission's policy guarding against questionable licensees selling their facilities in order to dodge a hearing on their qualifications. He said he believed that the commission "should not permit a broadcaster whose license is in question to sell his station at its full market value, because that might tempt some to engage in improper practices in the expectation that even if caught they could make an advantageous sale."

But, he added, that wasn't the issue in the proposed transfer to Broadcast Foundation. Mr. Cox doubted that many licensees would run the risk of losing a license because they could transfer it to "some charitable institution, recouping only funds actually still invested in working capital and physical facilities. . . ."

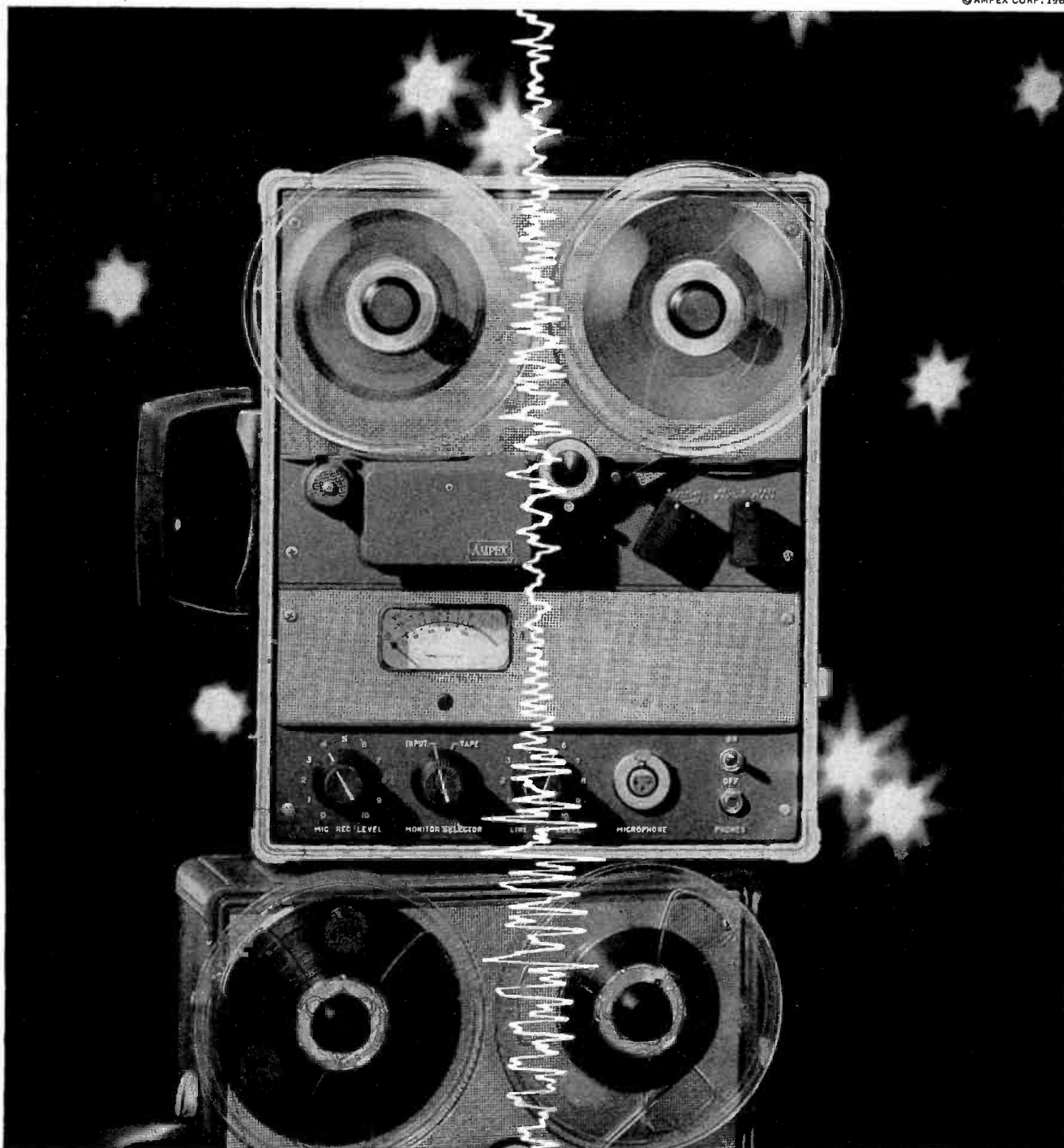
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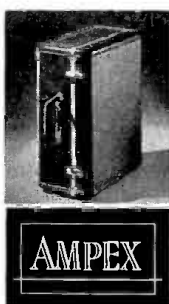
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## The hubbub over Quinlan's departure

The departure of Sterling C. (Red) Quinlan as operating head of ABC's Chicago station, WBKB(TV), has touched off an outcry in that city which attracted the attention of the FCC last week.

The FCC staff began a preliminary inquiry to determine whether the commission should look into whether the personnel change raises any question about the assurances ABC has given the commission regarding the Chicago outlet.

Mr. Quinlan resigned Feb. 21 as vice president in charge of WBKB but has been retained as a consultant of the network (BROADCASTING, Feb. 17). He had been with the station since 1947, and was made a network vice president in 1954.

Chicago's newspapers have been sharply critical of the network as a result of Mr. Quinlan's resignation. They say he was forced out because of his "independence" of ABC's New York headquarters and his fondness for producing local live shows. They profess to see Mr. Quinlan's departure as a

signal for an increase in the number of film shows the station will carry.

The issue reached the commission in "10 to 15 letters" that expressed concern about the Quinlan affair, according to one agency official. Most were addressed to Commissioner Robert E. Lee, who is a native of Chicago and who conducted the commission's hearings on local live programming in that city two years ago.

**AFTRA Wants Hearing** ■ The Chicago chapter of the American Federation of Television & Radio Artists, in a letter to FCC Chairman E. William Henry, said the commission should hold a new hearing on network control and policy regarding the Chicago stations before renewing the licenses of the owned-and-operated outlets. The Chicago stations are up for renewal in December.

There has been little enthusiasm at the commission for local programming hearings since the last one, in Omaha last year. And the commission, although it has asked for legislation that would permit direct regulation of the networks, hasn't expressed interest in licensing authority.

**Stand On Programs** ■ Commission officials, in discussing the Quinlan affair, say the agency would be concerned if it appeared the network was not living

up to the representations it has made concerning local autonomy of the Chicago stations and the local live programming it carries. These representations were made in the Chicago hearing, at the time WBKB's license was renewed and in response to letters the commission sent all three networks in November 1962.

ABC has thus declined to comment on the controversy. But Mr. Quinlan's successor as operating head of the station, D. Thomas Miller, who has been WBKB's general manager for the last three months, has said he plans to be "as aggressive or more so in local live programming as WBKB ever has been in the past."

## Changing hands

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

■ WJR-AM-FM Detroit, WJRT(TV) Flint, and WSAZ-AM-TV Huntington, W. Va.: Sold by Goodwill Stations Inc. to Capital Cities Broadcasting Corp. for estimated \$22 million (see page 64).

■ KIX(TV) Los Angeles: Sold by Central Broadcasting Corp. to Television Broadcasting Corp. for approximately \$375,000. Central Broadcasting is owned by H. Calvin Young, Martha White Mills Inc. and Jerry Glaser, who own or control in varying amounts WENO Madison, Tenn.; WYAM Bessemer, Ala., and WGUS North Augusta, S. C. Television Broadcasting is principally owned by KPOL-AM-FM Los Angeles (Hugh R. Murchison, president). KIX(TV) began broadcasting in April 1963 as a Negro-programed station, but reduced its program service to two hours a night last fall. Station is on channel 22.

**APPROVED** ■ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 85).*

■ WEAT-AM-TV West Palm Beach, Fla.: Sold by Rex Rand (80%) and Bert Lebhar (20%) to Gardens Broadcasting Co. for \$2.1 million. Gardens Broadcasting is owned by Royal American Industries Inc. whose president is John D. MacArthur, chairman and president of Bakers Life & Casualty Co., Chicago, which in turn owns KGA Spokane, Wash. WEAT-TV on channel 12 was established in 1955 and is affiliated with ABC. WEAT is a fulltimer on 850 kc with 1 kw and is affiliated with MBS.

■ Kso Des Moines, Iowa: Sold by Larry Bentson, Joseph L. Floyd and Edmund R. Ruben to Des Moines Broadcasting Co. for \$375,000. Des Moines Broadcasting is subsidiary of Whitehall Stations, licensee of WTAC

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Flint, Mich., which is principally owned by Gene Milner. Messrs. Bentson, Floyd and Ruben retain other BFR stations (KELO-AM-TV Sioux Falls, KDLO-TV Florence, KPLO-TV Reliance, all South Dakota; WLOL-AM-FM Minneapolis, and WKOW-AM-TV Madison, Wis.). Founded in 1921, KSO operates on 1460 kc with 5 kw fulltime.

## Justice drops suit, CBS its appeals

By agreement, a Department of Justice antitrust complaint against CBS involving its Incentive Compensation Plan, was dismissed, and three CBS appeals against the FCC's ruling against the plan in the U. S. Court of Appeals in New York were withdrawn.

The government's suit was filed in 1962. It charged CBS, by instituting the new compensation plan, with virtually forcing affiliates to take all of network's afternoon and evening feeds, thus barring stations from carrying the programs of syndicators and independent producers.

CBS maintained that the plan, introduced a year before, did not violate the antitrust laws.

The FCC found that the plan violated its rules. When the commission ended all option time last year, it ruled that the CBS plan, in effect, attempted to restrain stations from accepting programs of other networks or other suppliers of programs. CBS appealed each of the FCC's three rulings.

Under the plan the network proposed to pay its affiliates a rising scale of compensation based on the number of hours of network programing carried. About 25 stations signed the new contracts at the time they were introduced. After option time was prohibited, the network voluntarily resumed paying all affiliates under the standard contract provisions. These provide that stations furnish their networks with the first five hours free of charge; thereafter affiliates receive 30% of the network-station rate for all network programs carried.

## Metromedia buys part of L.A.'s Mount Wilson

Metromedia Inc., owner of KTTV(TV) and KLAC-AM-FM Los Angeles and broadcast properties in other cities, last week became landlord to KNBC(TV) and KFAC-FM, both Los Angeles, through the purchase of 720 acres on top of Mount Wilson. The peak, overlooking the city, is the site of transmitters of all Los Angeles TV stations

and some FM stations as well. Aside from KNBC and KFAC-FM, however, the other TV and FM transmitters on Mount Wilson are on land not contained in the acreage purchased by Metromedia.

The acquisition includes the Mount Wilson Co., a hotel-restaurant and the land leased by the Mount Wilson Observatory on the mountain top, which is annually visited by more than 110,000 people for the view of Los Angeles and its outlying territory.

Metromedia's other stations include WNEW-AM-FM-TV New York; WTTG (TV) Washington; WHK-AM-FM Cleveland; WIP-AM-FM Philadelphia; WTHV (TV) Peoria and WTVP(TV) Decatur, both Illinois; KOVR(TV) Stockton, Calif.; KMBC-AM-FM-TV Kansas City, Mo. and WCBM-AM-FM Baltimore. The company also owns Foster & Kleiser, outdoor advertising concern, Ice Capades and the Los Angeles Transit Authority advertising franchise.

## 3 stations get AP plaques

KBON Omaha, WFBR Baltimore and KGRN Grinnell, Iowa, have been awarded plaques by the Associated Press Radio and Television Association for outstanding achievements in cooperative news coverage in 1963. The association

also presented eight other stations with honorable mention certificates for cooperative news coverage last year. They were: WTRC Elkhart, Ind.; WOKA Douglas, Ga.; WALK Patchogue, N. Y.; WAKY Louisville, Ky.; WDGY Minneapolis; WDSU New Orleans; WKXL Concord, N. H., and KRSA Alisal-Salinas, Calif.

## Breach of contract charged in sale

A suit for breach of contract has been filed by Gilmore Broadcasting Co. against the New Mexico Broadcasting Co. for failure to go through with the sale of the latter's KOGM-AM-TV Albuquerque and KVSF(TV) Santa Fe, both New Mexico.

James Gilmore, president and principal owner of Gilmore Broadcasting, claims he has a valid contract to pay \$2,750,000 for the three stations (CHANGING HANDS, Jan. 6). Mr. Gilmore claims that Bruce Hebenstreit persuaded his father to reverse himself on the contract. A. R. Hebenstreit is 60% owner and S. P. Vidal is 11% owner with others of New Mexico Broadcasting.

Gilmore Broadcasting owns KODE-AM-TV Joplin, Mo.

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# FCC seeks NAB views on CATV legislation

## Future of TV committee to meet with commission staff in effort to work out compromise legislation

The FCC has moved to bring the National Association of Broadcasters into the effort to draft legislation that would authorize the commission to regulate community antenna systems.

The commission will meet March 13 with the NAB's Future of TV in America Committee on the legislation which the commission staff has been negotiating with the representatives of the National Community Television Association.

The meeting is a sign the commission feels the end is finally in sight for the long effort to work out a bill on which it could agree with the cable operators. But the meeting might result in a setback to those negotiations.

The FCC wants to assure itself the broadcasters will back the bill that is finally worked out with the NCTA and submitted to Congress. One commission official said last week there would be little point in sponsoring a bill to provide protection for television stations if the NAB wouldn't support it.

But the NAB committee and the NAB have come out for stricter legislation than that which is now taking shape. The NAB feels that any local programming originated by CATV's should be considered pay television, and that pay-TV should be barred by law from private homes. The future of TV committee, in addition, says television stations should be protected from competing CATV's through a system of nonduplication requirements that would be based on program types (BROADCASTING, Feb. 10). The committee is headed by Dwight Martin, WDSU-TV New Orleans.

The commission has not attempted to deal with pay-TV in the proposed legislation. And the proposed bill would require only simultaneous nonduplication of stations within 15 miles of the CATV system. The commission would not be authorized to make any greater amount of protection—either to stations outside of the 15 mile area or for more than simultaneous nonduplication—except on a case-by-case basis until the expiration of an "initial period."

**Under Discussion** ■ The length of

this period still has not been agreed on by the FCC and NCTA staff negotiators. The FCC officials have argued for a two-year period for CATV's served by microwaves and a four-year period for those that pick up their signals off the air. The NCTA negotiators have urged initial periods of three and five years.

Negotiators feel this difference can be resolved. But the problem has been complicated by the NAB position on nonduplication. The NAB feels there must be a compromise on this.

Under the association proposal, CATV's would be prohibited from showing feature films for up to 30 days

### Fee hearing date set

A public hearing on legislation to prevent the FCC from proceeding with its collection of license application fees will be conducted by the House Communications Subcommittee Wednesday through Friday (March 4-6), Representative Walter Rogers (D-Tex.), chairman, said Wednesday (Feb. 26).

Representative Rogers, author of the bill, HR 6697, contends the FCC lacks authority, although other congressmen, the agency and the Bureau of the Budget disagree. Last year the commission resisted the congressman's request to delay its fee schedule and made the fees effective last month. Nonbroadcast licensees won a temporary injunction in January, but the FCC subsequently has been instructed by a federal court in Chicago to proceed with its collections; however, it must retain the funds in a suspense account in the U. S. Treasury pending the outcome of further litigation (BROADCASTING, Feb. 17).

Meanwhile, the FCC has begun construction of a facility for the collection and storing of money in its Washington office.



before they were carried on the television stations to be protected. Stations would be protected for eight days before the showing of network programs in Eastern and Central time zones and for 15 days in Mountain and Pacific zones. Only simultaneous nonduplication would be required for sports events, and stations would not be afforded any protection in the showing of special events and syndicated films.

An NAB spokesman last week said a compromise between the association's position and the simultaneous nonduplication position favored by the NCTA is possible if the NCTA concedes the necessity for local protection and the NAB recognizes that CATV's can serve the public interest.

The NAB committee members will meet among themselves on March 12 to discuss the position they will take in their meeting with the commission on the following day. The FCC members plan a preliminary meeting among themselves on the CATV legislation also, but the date has not been set.

The commission plans to meet with the officials of the NCTA after getting the views of the NAB committee. The date for the meeting, which, if all goes well, will be to iron out final details, remains to be fixed.

## WOKZ employes to vote on union representation

Wokz Alton, Ill., has an election in its future, but the details of the balloting, including the date, are to be decided. What is known are the voters' alternatives: whether employes want to be represented by the teamsters union, the International Brotherhood of Electrical Workers or remain nonunion.

Station management met last Tuesday (Feb. 25) with local representatives of James Hoffa's teamsters union before a National Labor Relations Board examiner in St. Louis, across the river from Alton (BROADCASTING, Feb. 3). IBEW requested, and received, permission to intervene, and both unions presented their cases.

The teamsters union (official name: International Brotherhood of Teamsters, Chauffeurs, Warehousemen and Helpers Union) wants to organize wokz's engineer, program director, announcers and clerical help; IBEW's plans are similar, although the union is less interested in the clerical workers. Both

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groups at the formal hearing, however, stressed that they would be happy to settle for whatever voting unit the NLRB specifies. The NLRB is expected to decide on the election ground rules within two weeks.

The teamsters union so far represents only one station, WGNU Granite City, Ill., also just outside St. Louis, although it has approached KHAK Cedar Rapids, Iowa.

## Salina approval is new step toward CATV guide

The FCC took another step last week toward defining the conditions under which it would approve the sale of television stations to companies that have common ownership interests in community antenna systems in the same communities.

The guidance came in an order approving the sale of KSLN-TV Salina, Kan., a UHF outlet owned by Prairie States Broadcasting Co., to Mid-America Broadcasting Co., for \$43,000. The station, the only one in Salina, went on the air Jan. 2, 1962, but has been dark because of financial problems since April 23, 1963.

Two of Mid-America's stockholders, each of whom owns 25%, also owns 25% each of the CATV system serving Salina.

The sale had been opposed by Witchita Television Corp., applicant for a new TV translator station in Salina. Witchita's chief argument was that Mid-America's common ownership in the CATV system would result in a conflict of interest.

The possibility of such a conflict—which presumably could work against any aggressive effort by the owner to promote the TV station—has troubled the commission in considering applications for CATV systems to purchase TV stations.

The commission, however, noted that it has no rule against such common ownership, and that it considers the question on a case-by-case basis. It has in the past, the commission said, approved ownership of TV stations by persons having CATV interests in the same communities "where the circumstances . . . supported a finding that a grant was in the public interest." Such common ownerships have been permitted in Yuma, Ariz., and Helena, Mont.

In Salina, a community of 43,202, the only television station was "compelled to cease operation due to financial difficulties despite the absence of competition from other TV stations," the commission noted.

It added the sale to Mid-America would "assure the resumption of local



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television in Salina at any early date." This consideration, when added to the assurances made by the assignee . . . justifies a finding that the public interest will be served by a grant. . . ."

Among the assurances given by Mid-America was that it would make the station a "worthwhile medium of self-expression," and that it would not "hinder or handicap the station for some alleged advantage to the CATV system."

The commission also noted that the CATV system is small, having only 122 customers, and is attractive to people willing to pay for additional television service from distant cities.

The commission added that Mid-

America contends that the UHF station would fill a different function "providing a medium for self-expression and serving all of Salina and outlying area, which the CATV cannot do."

### Media reports . . .

**Petition approved** - The FCC last week granted a petition by Spanish International Television Inc. to vacate the stay imposed in the Paterson, N. J., TV comparative proceeding involving channel 37. Spanish International, Progress Broadcasting Corp., Bartell Broadcasters Inc. and Trans-Tel Corp. had all applied for the channel, but a subse-

quent rulemaking assigned the channel to radio astronomy (BROADCASTING, Oct. 14, 1963). The commission announced that each applicant has now indicated a willingness for channel 66 or another future allocation.

**Stereo in L.A.** - Of the 1 million FM homes in Los Angeles and Orange counties, Calif., more than a third are stereo homes, according to FM research projects being conducted for KCBH(FM) Los Angeles by the John B. Knight Co. Made in October 1963, this poll showed 45.4% FM penetration in the two counties, projected to a total of 1,063,268 FM homes, of which 36.3% are equipped to receive stereo.

## INTERNATIONAL



### Senate approves Rowan as USIA chief

The questioning was sometimes sharp, but real opposition was nonexistent at the Senate Foreign Relations Committee's hearing last Tuesday (Feb. 25) on the nomination of Carl T. Rowan, previously ambassador to Finland, to succeed the ailing Edward R. Murrow as director of the U. S. Information Agency (BROADCASTING, Jan. 27). The com-

mittee, headed by Senator J. William Fulbright (D-Ark.), gave Mr. Rowan its approval and later that afternoon the full Senate confirmed him without dissent.

The most pointed questioning at the hearing came from Senators Bourke B. Hickenlooper (R-Iowa), Frank J. Lausche (D-Ohio) and John J. Sparkman (D-Ala.), who

were primarily concerned with the showing abroad of the USIA film, made during the tenure of Mr. Murrow, depicting last August's civil rights march on Washington.

Senator Hickenlooper set the critical tone when he voiced "serious misgivings" because the film's impact on him "was that the U. S. is a land of slavery of the Negro" and showed none of the Negro's progress. The movie reinforces Soviet propaganda, he asserted, noting the reservations about the film that have been expressed by the agency's outposts abroad.

Mr. Rowan said that "you generally have to assume that a chief of a mission knows his country better than anyone in Washington" and pledged that the decision to show the film would rest there. He defended the movie and said that in some areas of the world it could have an excellent effect.

Mr. Rowan several times during the hearing expressed a determination to present "the whole truth" while directing USIA. And he answered in the affirmative when Senator Hubert H. Humphrey (D-Minn.) asked him if he intended to "pursue the Murrow philosophy of reporting the facts. . . ."

Mr. Rowan, shown above at extreme left with Senator Fulbright, was sworn in by President Johnson Friday (Feb. 28).

### March 15 closing date of Montreux competition

The "Golden Rose of Montreux" international television competition will run from April 17-24 in Montreux, Switzerland. The contest, to be spon-

sored by the city of Montreux and the Swiss Radio and Television Corp., will feature the judging of commercial-free television programs submitted by many nations. The final date for entries is March 15.

The major aims of the competition are to promote the international exchange of programs and encourage the

creation of original shows. Program categories are: variety shows, musical revues, song and light music shows and comedy presentations. First prize is a gold rose and 10,000 Swiss francs—about \$2,300.

Last year's top winner was CBS-TV's *Julie and Carol at Carnegie Hall*, a musical show starring Julie Andrews and

Carol Burnett. According to the Swiss Broadcasting Corp., that program has since been broadcast by 11 networks throughout the world.

## U.S. Senate ratifies spectrum rule changes

The Senate, by an 88-0 vote, Tuesday (Feb. 25) ratified a partial revision of international radio regulations that provides a spectrum allocation for space communications.

The revision, adopted at a 70-nation conference in Geneva last fall, was endorsed by the Johnson administration and was approved earlier by a unanimous vote of the Senate Foreign Relations Committee (BROADCASTING, Feb. 24).

## Commercial comments

The Board of Broadcast Governors, Ottawa, at its March 10 hearing will hear comments on the proposed amendment to radio and television regulations that would change the hourly limit for advertising from 16 to 12 minutes, with no change in the limit of 20 commercials in that time. The BBG has told broadcasters that it has received a fair number of complaints from television viewers especially, about the number of announcements per hour.

## Abroad in brief...

**ABC expansion** ■ ABC Worldvision last week announced the addition of a new TV station in Quito, Ecuador, bringing to 49 the number of stations in 21 countries on its network. The new channel 6 outlet in Quito, scheduled to begin operations about April 1, will be the only commercial TV station in the country.

**New Canadian AM** ■ CBZ, the Canadian Broadcasting Corp.'s new outlet at Fredericton, N. B., is to begin operations Wednesday (March 4) on 1480 kc with 10 kw fulltime. Effective that date, CBZ will replace CFNB Fredericton as the CBC network's English radio affiliate in that city.

**More licensees** ■ The number of combined radio and TV receiver licenses in Great Britain and Northern Ireland increased in November by 46,000, bringing the total to 12,777,635. Radio only licenses now total 3,128,433 including 567,333 for car radios.

**Burke bought** ■ The 32 episodes of the *Burke's Law* series have been bought for showing in the United Kingdom by Granada, Associated Rediffusion and

ATV, Many Reiner, vice president and general manager of Four Star Television International, has announced. The series is produced by Four Star Television.

**Atlas change** ■ Atlas Telefilm Ltd., Toronto, Ont., has changed its name to Allied Telemedia Ltd., and shares are so listed on the Toronto Stock Exchange, as of Feb. 10. Shares were exchanged earlier on the basis of 25 shares of Atlas Telefilm for 25 common shares of Allied Telemedia and one 6% cumulative redeemable nonvoting preferred share with par value of \$10.

## Canadian set sales rise

Canadian-made radio and television receiving set sales were up in 1963 over 1962, according to the Dominion Bureau of Statistics, Ottawa, Ont. Radio receiver set sales totaled 788,862 units last year compared with 680,606 in the calendar year 1962. Canadian-made television receivers sold numbered 451,290 as compared with 420,168 in 1962.

Imports of radio receivers, mostly transistorized, for the first nine months of 1963 numbered 657,913, while television receivers imported totaled 16,224 in the January-September 1963 period.

# INTERNATIONAL FILM TV-FILM AND DOCUMENTARY MARKET

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## A WORLD-RESOUNDING SUCCESS

MIFED - the International Film, TVfilm and Documentary Market - will hold its Ninth Cine-Meeting in April next. MIFED meets in Milan twice a year. In APRIL at the time of the Milan Fair, the world's largest annual trade show. Then again in OCTOBER.

MIFED's 1963 Meetings drew 306 film men who showed 2570 film and TVfilm titles to 750 cine-circuit managers and buyers. They came from 62 countries.

MIFED has great pleasure in inviting representatives and interested persons to its Ninth Cine-Meeting. To be held from 15 to 25 April 1964, it is already attracting a wide-spread response.



Information from: MIFED - Largo Domodossola 1 - Milano (Italy)  
Telegrams: MIFED - Milano

# DATELINE: American TV fare in Britain

by John McCarthy

## Alleged unpopularity is now said to be 'unfounded'

In recent weeks a number of articles have appeared alleging that U. S. television programs are losing their popularity abroad and that their preeminent status in the television program field is beginning to crumble. As a recent example, in the February 17th issue of BROADCASTING, Leslie T. Harris, formerly with Associated Television Ltd., one of the "big four" British program contractors, expresses alarm and apprehension over "faintly ominous portents" that U. S. television programs are slipping in popularity with European audiences, and he makes the categorical assertion that "American programs in Europe are losing the ratings battle."

I am glad to be able to reassure the writers of these articles that their fears and apprehensions are unfounded. American programs in Europe as well as elsewhere in the world are selling at an unparalleled rate with constant in-

crease in volume and in prices obtained for these programs in virtually all markets. And 1964 already gives promise of exceeding substantially the record year 1963, which in turn was far ahead of 1962, and so on back to the beginnings of sales of U. S. television programs abroad.

little room for ratings battles. Here again, I must emphasize that sales of U. S. programs to these markets are constantly increasing, which is the sign of popular approval we enjoy most.

To begin with, the British market, from which Mr. Harris and other critics base their unfavorable comments, is the most restricted market in the world from the standpoint of the non-British seller. The Independent Television Authority, which is the regulatory authority established by the British government for the commercial channel, has imposed the limitation that 86% of the program content on these stations must be British. This leaves 14% or one hour a day for all other television programs from all other countries including the U. S. The BBC, a public corporation created by the British government, confines itself, as a matter of procurement policy, to approximately

any show on the latter network starts off with a secondary status and a large gap to make up in a ratings sense. Despite this handicap, you will still find one or more BBC-U.S. shows in the top 20 listing.

But what of the top 10 shows regionally in which U. S. shows have always played a substantial role? The answer is they still do. Even though U. S. shows on both networks are used to cut down the competing network's top attractions; even though they are played out of prime time or with a weak lead-in program; even though one top U. S. program is used to cut-down the rating of another top U. S. program; even though they are outnumbered five to one in prime time on both fiercely competitive with the top British programs under the most adverse programing conditions imaginable.

**Dwindling Did You Say?** ■ When 35% of the total U. S. shows in the difficult London area can qualify in the top 20 listing; when 25% of our programs during the week of February 16 were among the top 10 throughout London and the eleven regions rated regionally; when *Naked City* can drop *Maigret* from the top 10 in the London area on a 41 to 35 rating; when *Lucy* can show a 42 rating on the BBC, the second highest rating of the night; when *Ben Casey* can hold *Z Cars* to a 42-37 score; when *Dr. Kildare* is pitted against *Empire* with a 34-43 split; when *Burke's Law* wins its spot with a 51-26 score over the opposition; when *Beverly Hillbillies* at 10:30 Sunday night scores up to a 50 rating for the commercial program contractor, there is nothing wrong with U. S. television programs in the British market that less nationalistic programing could not fix very quickly.

However, some observers have pointed out that runaway ratings for U. S. shows could have an unpleasant effect on the stagnant prices offered by British buyers and on British efforts to force co-productions or purchase of the British product. Factors of this kind are, I think, more pertinent to an understanding of the British situation than Mr. Harris' principal explanation of the "sophistication of British television" as "something to bear in mind when trying to explain why British programs have supplanted those from the U. S. in the affections of United Kingdom viewers." While sophistication might apply to a few BBC shows, I would

John G. McCarthy, president of the Television Program Export Association, New York, since its formation in 1960, is a graduate of Williams College, Williamstown, Mass., and of Harvard Business and Law Schools, Cambridge, Mass. He served from 1957 to 1960 as U. S. minister to NATO and to the Organization for Economic Cooperation. Previously, Mr. McCarthy was VP-international affairs for Motion Picture Association of America and VP of Motion Picture Export Association.



10-12% non-British material.

**Promote Own Product** ■ Within these narrow limitations the British importers of U. S. television programs have changed their handling of U. S. programs and no longer utilize them in a manner that would permit them to become the key rating programs. In the case of the commercial network no American TV series now gets a full network showing, a fact which automatically excludes the show from the national top 20 list, and hence renders meaningless this so-called ratings chart as a reflection of the success or popularity of U. S. TV shows in the United Kingdom. The BBC's American shows do get national exposure but at the present time the commercial network is running so far ahead of the BBC on most nights of the week that inevitably



hardly apply the word to *Coronation Street*, or *Steptoe and Son*, or *Sunday Night at the London Palladium*, or *No Hiding Place*, or *Emergency Ward 10* or other hardy perennials that have dominated British ratings for a long, long time.

Nor can I accept Mr. Harris's statements that "American sales organizations in England can definitely improve program acceptance by taking certain obvious steps. Just peddling the film is no longer enough." Anyone who has dealt with British buyers in this severely restricted, fiercely competitive, artificially created buyers' market would testify to the contrary.

To sum up, it is our conviction that British ratings could be revolutionized over night by the rescheduling of even the limited number of U. S. programs that are allowed into the United Kingdom under the country's most restrictive quota. In the meantime, it is at least reassuring to see, despite all the allegations of "slipping popularity of U. S. TV shows," that every British television station is constantly running its full quota of allowed material.

## CBC plans independence for four FM outlets

Canadian Broadcasting Corp. plans to operate its FM stations at Montreal, Ottawa, Toronto and Vancouver separately from their AM affiliates starting sometime after Oct. 1, J. Alphonse Ouimet, CBS president, said Feb. 21.

The FM operations will be on the air from 7 a.m. to midnight with separate programming but may carry their AM affiliate programs after midnight, as at present. They will not be connected as a network because of the high cost of transmission lines, at least not until

there are more FM receivers in use. But for news and commentaries, where instantaneous transmission is essential and high fidelity would be superfluous, at least Montreal, Ottawa and Toronto will be created into a FM network.

Eventually stereo transmission will be used on CBS FM stations. About 80% of FM programming is planned to be music on disks or tapes.

## Color TV standards for Europe delayed

Electronic experts representing over 20 countries failed to agree on color TV standards for European telecasting. They completed their meeting in London Feb. 25 with a suggestion that standards be established next year for recommendation to the countries.

The group which just completed its meeting is a subcommittee of Study Group 11 of the International Radio Consultative Committee (CCIR). Study Group 11 is the television unit of CCIR which has as its purpose the recommendation of worldwide technical standards for radio communications and broadcasting.

The subcommittee did approve a comparative report listing the technical characteristics of the three main color systems under consideration: the National Television Systems Committee standards, used by the United States; the French SECAM and the German PAL systems.

Study Group 11 is scheduled to meet in Vienna next year. If it adopts a single set of standards for European color TV, it will submit it to the full CCIR in 1966.

## MPEAA accepts associates

The Motion Picture Export Association of America announced last week it has established an associate membership classification, permitting independent TV program distributors to join the group. In the past, membership was restricted to major motion picture companies with overseas theatrical and television activities.

The first two independent TV program exporters to join MPEAA under the new arrangement are Four Star Television International Inc. and Trans-Lux Television Corp. Other TV members are Allied Artists Television Corp., MCA-TV, Metro-Goldwyn-Mayer Television, Paramount International Pictures Corp., Screen Gems Inc., United Artists Television, Universal International Films Inc. and Warner Brothers Pictures International Corp.

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# The impact of all-channel sets

**Adverse public reaction to price increases for new receivers may cause midsummer drop in sales, but rapid recovery is predicted**

Television set manufacturers, unlike most people who are looking forward to the coming of spring, are eyeing the coming months with mixed emotions. They see April 30 on the horizon, and to them it means that from then on all TV sets sold in the United States must be all-channel sets. They aren't happy about it.

They fear that set sales patterns are going to be dislocated and may remain so for a good while. Set sales have been running a comfortable 6-7 million a year and prices have been quite stable. Now, it's feared, higher prices are at hand, and this always throws the market out of whack.

The word is that television receivers with UHF are going to carry a retail price tag that is \$20 to \$40 higher than VHF-only sets today. The \$20 boost will be on the low end of the line (the \$99.95 set is going to cost \$119.95); the \$40 boost will be on the big ticket items, like color TV and furniture-piece consoles.

What's going to hurt, manufacturers feel, is that the public is going to have to pay these prices whether or not it wants or needs UHF.

**Poor Equation** ■ Marketing men in the TV set field are agreed almost unanimously that a \$20 increase in retail price means a 10% drop in unit sales. This could mean, it is pointed out, that set sales may decline by between 600,000 to 750,000 sets this year. This equates to a \$150 million retail loss.

This grim picture, which is not completely unanimous, can be turned 180 degrees into a cheery canvas if the 10% excise tax on TV receivers is removed from all-channel sets. The industry, through the Electronic Industries Association and the FCC, is urging this move to relieve the manufacturer—and the public—from the price increase. They have talked to, and are still talking to the Treasury Department, and the House Ways and Means Committee. Unfortunately, they have run up against the policy decision at the Treasury and also on Capitol Hill that all excise taxes will be reviewed next year. The outlook for an excise

revocation or reduction for the 82-channel TV receivers doesn't look good at the moment.

Of a dozen major TV set manufacturers, three are bullish for 1964.

Ray Saxon, TV marketing manager for RCA, recalls that last November RCA estimated that 7,600,000 sets would be sold this year. Last week he said he saw no reason to change this estimate. "Of course, there'll be a certain amount of confusion," he acknowledges, "but it shouldn't take long for a recovery."

It will take, he observes, about three months to get VHF-only receivers out of the pipeline and the public accustomed to the new set prices for all-channel receivers. Those three months, June, July and August, are the usual "dog days" for TV set sales anyway, Mr. Saxon emphasizes.

RCA, he says, has already begun its first 1965 line, to be introduced to distributors in May in New York. They are all-channel, he reports.

**Brief Drop** ■ The "dip," as Ben Abrams, president of Emerson Radio & Phonograph Co., puts it, may be as much as 50% of normal sales, but, he hastens to add, it will only be temporary—"maybe only 30-60 days, until the public is educated to the change."

Mr. Abrams is pretty sanguine about

## Sears reports good sales of UHF converters

Sears, Roebuck & Co., Chicago, reported good sales of UHF converters there following the debut of WCIV (TV) ch. 26 Chicago as the city's first high band TV station. Converters at both \$19.95 and \$29.95 are being featured by Sears along with a combination UHF-VHF indoor antenna at \$9.95.

Sears made a major time purchase on WCIV of six hours daily six days a week for 52 weeks to help promote its line of UHF-VHF sets and UHF converters (BROADCASTING, Feb. 10).

the year as a whole: "We will wind up the year selling more sets than we did in 1963," he predicts. His great hope hinges on the portable, being sold as second sets, as well as the "new" small-size personal receivers. Emerson, he says, will start making 11-inch receivers in June.

He agrees, however, that the VHF-only receivers in the pipeline must be permitted to disappear into the hands of the public before the all-channel receiver market settles down. This is all right, he adds, since there are many markets that have no need for an 82-channel set now or for some time to come.

He estimates that the normal number of receivers in the industry pipeline is about 20% of production. This means, he believes, that there may be anywhere between 1.25 million and 1.5 million VHF-only receivers to be disposed of before there is nothing but all-channel receivers for sale.

The rollback, Edward R. Taylor, executive vice president of Motorola's consumer products, predicts, will come probably during the summer. No matter how severe, he says, and there is no known measurement that can be used, the year should end with as many receivers sold as were sold in 1963.

Mr. Taylor sees the 11-inch personals taking up the slack; he foresees about 500,000 of these being sold in 1964.

"Don't underestimate the power of football games to spark a pickup in sales for the fall," he remarks. "And apparently the networks think so too, or they wouldn't be paying the money they're laying out for these games." This refers to CBS's paying \$28.2 million for the National Football League games (BROADCASTING, Jan. 27), and NBC paying \$13 million for the collegiate NCAA football games and \$36 million for the American Football League games beginning in 1965 (BROADCASTING, Feb. 3).

Mr. Taylor says he's not worried about inventory. In June, he estimates, there will be about 1.5 million VHF-only receivers in the pipeline, and that's when the sales slump will begin. But it should be over by the close of the three summer months, he calculates, and then the bloom will return to the market.

Motorola starts producing its all-channel 1965 line April 1, Mr. Taylor notes. The low end of the 1965 line was put into production in December,

he acknowledges, and not all are all-channel.

**Worried Folks** ■ Others are not so sanguine. The "dislocation" will start as soon as the pipelines are cleared of VHF-only receivers—and this will come sometime between May and August. This is the view of Ross Siragusa Jr., president of Admiral Corp.

The possible loss in unit sales, Mr. Siragusa estimates, will run about 10% of 1963's production. He figures this will amount to perhaps 750,000 sets and the loss will not be recovered during 1964. The worst part of the "dip," he concludes, "will be concentrated in the fourth quarter."

Normally, he points out, there are about 1 million TV sets in the pipeline between manufacturer and distributor. If the distributor-retailer conduit, plus the sets on retailers shelves are added to this, the so-called pipeline of VHF-only sets could reach 1.5 to 2 million units, he surmises.

Admiral is scheduled to start its 1965 line in mid-April. Virtually all will be

have UHF service. The customer is going to be asked to pay \$20, or \$30 or \$40 more for the UHF band and yet the retailer is going to have to answer honestly there's no need for it. "What would you think if you were the customer?" he asks?

**Where Are UHF Stations?** ■ This lack of need is a worrisome aspect to marketing men. An EIA study paper shows a total of 118 UHF stations on the air as of Dec. 31, 1963. Of these 86 are commercial and 32 educational. In a five-year projection, EIA estimates there will be 208 UHF stations on the air; 129 commercial and 79 ETV. This isn't much growth, is the comment.

More plaintively, the EIA asks: Where are these stations going? Into the markets already served by VHF stations, the association answers. A study of applications indicates, EIA says, that the UHF movement is for cities like Chicago, Los Angeles, Washington and such.

As of the end of last year, EIA says,

maker has list-priced its 1965 all-channel model at \$124.95.

Marketing experts feel that 80% of all sets sold this year and next are going to be in the "portable" category. Therefore, any impact on sales in this level price is going to hurt.

It is in the area of the "tinyvision" market that American manufacturers see grim days ahead. Not only is the price rise expected to rock the stability of the market, but increasingly this is the very area in which Japanese TV manufacturers are enlarging their share.

Last year, over 390,000 Japanese TV sets were sold in the U. S., EIA estimates, with about 450,000 actually exported to this country. The difference of 60,000 units is accounted for by those remaining in bonded warehouses in this country.

Next year, industry sources estimate, Japanese imports may well grow to 750,000-900,000 units. And most of them will be the small-screen portables, the big sellers on the American market.

Although there is some fear that



Emerson's Abrams



RCA's Saxon



Motorola's Taylor



Admiral's Siragusa

all-channel receivers, until May 1, when all will be VHF-UHF, Mr. Siragusa reports.

Mr. Siragusa's pessimism is echoed by a number of marketing specialists.

One, recalling the New England Yankee adage ("Use it up, wear it out, make it do, do without"), makes this point: Most set sales today are portables, being bought as replacements or as second sets. If the customer is geared to a \$99.95 price and this figure is upped by \$20 or more, there's immediate resistance. His reaction is to forego the new purchase and spend \$20 or \$30 in repairing his old set or, if he is seeking a second set, to skip it entirely.

Another sales expert is more disturbed about the public's reaction to the increased prices for something he has no need for. More than 80% of the markets today, he points out, do not

there were only four construction permits or applications for the 18 prime UHF markets—those with a population of 200,000 or more and with no VHF stations. Six of these cities have UHF stations on the air, it is pointed out, but no applications.

**Small Screen Rush** ■ The mass seller in TV today, it's emphasized, is the portable, ranging from the \$99.95 leader to the \$149.95 quality set. But coming up fast is the small screen set, the 11-inch and smaller tube sizes in the transistorized chassis.

These personal sets, the second and even third receivers in the home, are the market of 1964 and next year, it's believed. What's going to happen, it's asked, when the prices rise \$20 or more for these receivers, which the price-conscious public has come to accept as the "under \$100" items.

Already one principal 11-inch set

Japanese receivers may not be all-channel, and thus have a price advantage over U. S.-made sets, it is pointed out that the law requires all TV receivers sold in the United States, manufactured or imported, to be capable of receiving both the VHF and the UHF channels. FCC officials have been in touch with Japanese government officials and manufacturer associations. They don't believe there will be any problem there.

Fostered by the FCC as the last, best answer for UHF, the all-channel law was passed by the 87th Congress and signed into law by President Kennedy in July 1962. It authorizes the FCC to require that all TV receivers shipped in interstate commerce or imported for sale or resale to the public be capable of receiving "all frequencies allocated by the commission to television broadcasting."

After a series of meetings between



FCC officials and TV set manufacturing representatives, the commission set April 30 of this year as the last day for the manufacture of VHF-only sets for sale in the U. S.

For export, manufacturers may, however, continue making VHF-only receivers.

## GE awarded patent on FM stereo standards

General Electric Co. last week announced it has received a patent from the U. S. patent office on the FM stereo broadcasting standards adopted by the FCC in 1961.

The patent (No. 3,122,610) was issued to Antal Csicsatka of GE's radio receiver department in Utica, N. Y. It covers, GE said, home FM stereo receivers, kits, broadcast transmitters and certain service equipment.

R. C. Wilson, general manager of GE's radio and TV division, said the company would license all responsible companies and that licensing offers were in the mail to 100 radio and electronics producers. A similar mailing to FM stereo broadcasters will be made soon, Mr. Wilson said.

To stimulate the growth of FM stereo

broadcasting, GE said, a nominal royalty of \$50 for each transmitter will be levied. This will cover the entire 17-year life of the patent, GE emphasized. GE estimates that there are 275 FM stereo stations on the air now, with the number expected to reach more than 400 by the year's end.

Manufacturing royalty rates announced by the company were as follows: For each reception device (radio, tuner or adapter or parts kit), 50 cents; for each transmitter, \$50; for each test signal generator and kit, \$1.

At the time the FCC adopted stereo standards for FM broadcasting there was a dispute between GE and Zenith Radio Corp. on whose system had been used. Following GE advertisements in newspapers hailing the standards as its system, Zenith President Joseph S. Wright wired the Federal Trade Commission and asked for an investigation. Nothing further has been done, as far as it is known.

## Sony gets licensing rights to color tube

Paramount Pictures Corp., New York, has announced a new licensing agreement with Sony Corporation of Japan, giving the Japanese company the right

to manufacture and sell sets in this country using Paramount's single-gun "chromatron" color tube. All color sets currently manufactured in the U. S. employ three-gun tubes.

Sony had been licensed by Paramount in 1962 to manufacture tubes in Japan using chromatron's design. Sony reports the chromatic technique is advanced to the point that it expects to have sets using the principle on the U. S. market in the near future.

## FCC fines WAIL \$500 for logging violations

The FCC last week ordered WAIL Baton Rouge to pay a \$500 fine for "willful and repeated violations of the logging requirement rules."

The Baton Rouge station, licensed to Merchants Broadcasters Inc., was notified of the fine last fall. At that time the commission said the composite week engineering logs WAIL submitted with its last renewal application showed "improbable conditions and raised serious questions as to the validity of the readings" since they didn't vary (BROADCASTING, Nov. 18, 1963).

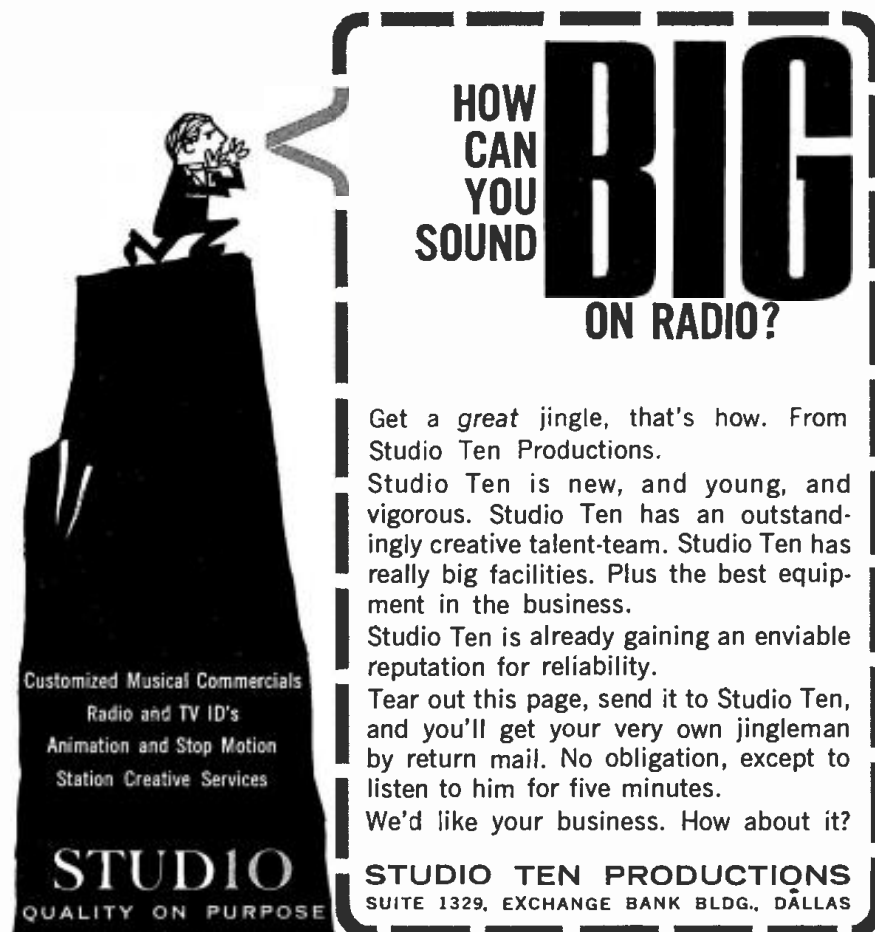
The commission added last week that "in view of the extent and seriousness of the violations and the actions of the licensee" it would not reduce the fine.

## DeWitt award will key engineering conference

An astronomer and two internationally-known engineers will be featured speakers at the Broadcast Engineering Conference April 6-8 in Chicago, held annually in conjunction with the National Association of Broadcasters convention.

Highlight of the conference will be the presentation Feb. 8 of the NAB's engineering achievement award to John H. DeWitt Jr., president of WSM-AM-TV Nashville (BROADCASTING, Jan. 20). Mr. DeWitt, a pioneer in both broadcasting and space communication, was the first man to bounce a radio signal off the moon.

The engineering conference will run concurrently with management conferences at the convention, according to George Bartlett, NAB engineering manager. The broadcast engineers will have separate luncheons featuring F. C. McLean, director of engineering for the British Broadcasting Corp.; Francis K. McCune, vice president for engineering, General Electric Co., and Professor George C. McVitte, head of the University of Illinois astronomy department.



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### Three on a stick

Applications were filed with the FCC last week for removal of the antenna of WBAP-TV Fort Worth

(NBC) to the candelabra tower array used for the past nine years by KRLD-TV (CBS) and WFAA-TV (ABC), both Dallas. The 1,521-foot tower, jointly owned by the latter stations through a subsidiary, was the first TV candelabra to be erected in the U. S.

WBAP-FM also will move to the candelabra, from which the FM adjuncts of WFAA-TV (ch. 8) and KRLD-TV (ch. 4) also transmit. WBAP-TV is on channel 5.

WBAP-TV officials expressed the hope that the change could be effected by Sept. 1. The candelabra was built at a total cost of \$1,250,000. WBAP-TV, owned by the *Fort Worth Star-Telegram*, will pay rent of \$60,000 per year under a 10-year lease, with a five-year renewal option.

Pictured at the contract signing are (l to r) J. Lee Johnson, WBAP-TV; James M. Moroney, WFAA-TV, and Clyde W. Rembert, KRLD-TV.

## FINANCIAL REPORTS

# RCA 1963 figures top estimates

Final statement shows total sales of \$1.79 billion; net profit of \$66 million is \$14.5 million increase

A final yearend statement for 1963 issued by RCA last week showed total sales for the corporation to be \$1.79 billion with profits of \$66 million. Both figures are above estimates in the company's pre-Christmas preliminary report (BROADCASTING, Dec. 30, 1963).

The earlier report placed sales at \$1.78 billion or \$10 million under the actual level and profits at \$65 million representing a \$1 million underestimation.

Brigadier General David Sarnoff and Elmer Engstrom, RCA's board chairman and president, respectively, in a joint statement reported profits up 28% over 1962, the previous peak year, on a sales gain of just over 2%.

RCA's government contracts through 1963 represented \$560,635,000 in business, a 9% decline from 1962.

General Sarnoff and Mr. Engstrom, commenting on the future of color television, predict retail sales of color sets throughout the industry will climb to \$1 billion during 1964. The electronic data processing market, they said, "should expand from \$1.4 billion in total sales and rental revenue in 1963

to an estimated \$4 billion in 1970. 12 months ended Dec. 31:

	1963	1962
Earned per share	\$3.61	\$2.84
Products and services sold	1,789,277,000	1,751,646,000
Cost of operations	1,653,644,000	1,643,711,000
Profit before federal taxes	135,633,000	107,935,000
Net profit for year	66,033,000	51,535,000

## Revenue, earnings up for Gross Telecasting

Broadcast revenues of Gross Telecasting Inc. (WJIM-AM-TV Lansing, Mich.) were up 8% for 1963, with local sales recording the greatest increase, it was reported last week.

Harold F. Gross, president, said in the first nine months of 1963 sales exceeded the same period in 1962 by 21%. This increase would have continued in the fourth quarter, Mr. Gross explained, except for the cancellation of all commercials during the four days of the Kennedy assassination and funeral, plus the fact that in 1963 there were no state and local elections which brought in

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Write for complete specs on all models.

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Westwood Division

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additional revenues in 1962 during October and November.

The corporation paid \$1.60 on common and 30 cents on Class B common shares, for a total dividend distribution of \$380,000, it was reported.

12 months ended Dec. 31, 1963:

	1963	1962
Earned per share*	\$ 1.71	\$ 1.66
Total revenue	2,813,053	2,610,095
Operating expenses	1,399,564	1,297,447
Net income	683,489	662,648

\*Based on 400,000 shares outstanding.

## MGM expects profitable year

Metro-Goldwyn-Mayer stockholders at an annual meeting in New York last week heard a prediction of profitable operations by the company for the current fiscal year with profits in the second half outstripping first half gains.

Robert H. O'Brien, MGM president, said the feature film and TV production company expects "most satisfactory profits" for its 1964-65 operations.

A first quarter report had shown the company in a return to profitable operation after losses of \$17.5 million for the fiscal year ended Aug. 31, 1963 (BROADCASTING, Jan. 20, 1964). Mr. O'Brien referred to the firm's television division as "one of our most fruitful and promising activities."

MGM last week announced the sale of 27 feature films to NBC-TV (see page 60).

All of the company's divisions, reported Mr. O'Brien, "are ahead of the similar period a year ago, both in revenues and in earnings."

New shows being produced by MGM-TV for the 1964-65 network season are the hour-length *Solo* and half-hour *Flipper* for NBC-TV and half-hour *Many Happy Returns* for CBS-TV.

The MGM president made particular note of the company's move into live-on-tape production, with *Science All Stars* now running on ABC-TV and a new series, *Made in America* which is set to start on CBS-TV in April.

MGM plans a consolidation of facilities at its Culver City, Calif., studios which is expected to lower production costs and free "substantial" real estate for other development or sale.

## Chris-Craft has income gain of \$600,000 in '63

Chris-Craft Industries, diversified company owning two TV stations on the West Coast, reported an increase of \$600,000 in 1963 consolidated net revenues. Consolidated net earnings were almost equal to those in 1962.

Also last week, a stock sale of 96,988

shares of Chris-Craft by former owners of the company before it was merged into what was the Nafi Corp., became effective. The sale will bring over \$1.3 million to the sellers (BROADCASTING, Dec. 23, 1963).

Chris-Craft's stations are KPTV(TV) Portland, Ore., and KCOP(TV) Los Angeles.

12 months ended Dec. 31, 1963:

	1963	1962
Earned per share*	\$ 1.43	\$ 1.44
Consolidated net revenues	69,977,390	69,399,700
Federal income tax	1,635,000	1,490,000
Consolidated net earnings	2,072,411	2,084,893

\*Based on 1,455,505 shares outstanding.

## Eitel-McCullough up

Eitel-McCullough Inc., San Carlos, Calif., tube manufacturer, had a 10% increase in profit despite a 7% decrease in sales in 1963.

Eimac's international sales of \$3.3 million are 10% over the division's 1962 revenues and accounted for 12% of total sales.

W. W. Eitel, president, said the company's backlog is \$8.9 million compared to \$7.7 million a year ago.

12 months ended Dec. 31, 1963:

	1963	1962
Earned per share*	\$0.45	\$0.41
Consolidated sales	27,428,000	29,451,669
Earnings	835,000	757,392
Nonrecurring income**	198,000	...

\* Based on 1,842,913 shares outstanding.

\*\* Primarily from sale of property; brings earnings per share to 56 cents.

## Capital Cities up 27%

Capital Cities Broadcasting Corp. reported net income up 27% in 1963, a record earning for the eighth consecutive year.

12 months ended Dec. 31, 1963:

	1963	1962
Earned per share*	\$ 1.58	\$ 1.24
Gross revenues	19,339,118	17,833,756
Net income	2,006,777	1,576,320
Cash flow generated from operations	3,312,308	2,904,179
Cash flow earnings per share	2.61	2.29

\*Based on 1,267,813 average shares outstanding in 1963.

## Financial notes . . .

■ The annual stockholders meeting of Wometco Enterprises Inc., diversified business with large broadcast holdings, will be held April 27 at the New York World's Fair. The meeting will be held at the Midway Motor hotel, Flushing, N. Y.

■ MCA Inc., New York, last week declared a quarterly dividend of 37½ cents per share on the company's convertible preferred shares. The dividend is payable March 31 to stockholders of record March 18.

## WHDH revenues \$10 million in '63

The operations of WHDH-AM-FM-TV Boston brought in more than \$10 million in net revenue to the parent Boston Herald-Traveler Corp. during 1963, the company has announced.

The \$10 million from broadcasting was less than the \$16.8 million of net revenue attributed to newspaper advertising, and more than the \$8.4 million reported for circulation, the year-end report indicates.

Publisher of the morning *Boston Herald* and evening *Boston Traveler*, the company is awaiting a ruling from the U. S. Court of Appeals for the District of Columbia on an appeal from the FCC's 1962 decision reaffirming its 1957 grant of Boston channel 5 to WHDH Inc. and giving it a four-month license. WHDH is also seeking the setting aside of certain unfavorable conclusions in the commission's decision. The re-litigation of the 1957 grant was caused by allegations that the late Robert B. Choate, then president of the company, spoke to former FCC Chairman George C. McConaughy about the case while it was being heard.

12 months ended Dec. 31, 1963:

	1963	1962
Earned per share*	\$ 2.69	\$ 3.33
Net revenue	35,266,991	34,822,277
Operating expenses	32,117,441	31,176,324
Operating profit	3,149,550	3,645,953
Income before federal income tax	2,967,431	3,370,143
Net income after federal income tax	1,367,431	1,572,577

\*Based on 507,939 shares outstanding in 1962, compared to 472,397 in 1962.

## Rollins increases dividend

A 25% increase in dividends was voted by the board of Rollins Broadcasting Inc. last week. The board voted a quarterly dividend of 12½ cents a share, and 6¼ cents a share on Class B common, payable April 24 to stockholders of record March 25. In previous quarters the company paid 10 cents and 5 cents a share.

A sharp increase in earnings was also reported for the nine months of the fiscal year ended Jan. 31. Cash flow amounted to \$1,509,308 (\$1.57 a share).

Nine months ended Jan. 31:

	1963	1962
Earned per share*	\$ 0.67	\$ 0.46
Revenues	6,328,508	5,915,663
Operating expenses	4,068,673	3,880,616
Depreciation and amortization	864,947	1,000,869
Other deductions (total)	90,425	100,203
Estimated federal income taxes	660,102	497,556
Net income	644,361	436,419

\*Based on average of 959,221 shares in 1963, and 957,001 in 1962.



## Can radio be TV's best friend?

KABC-TV airs off-beat spots on six L. A. radio outlets  
in promotion campaign aimed at garnering more viewers

KABC-TV Los Angeles is conducting a most unusual audience promotion campaign.

First, radio is the sole medium being used to inform the Southern California public that there's a lot of enjoyable viewing available on channel 7. Second, the radio promotion is not limited to KABC-TV's sister radio station, KABC Los Angeles, but includes five other stations, each with a specialized programming format, insuring KABC-TV that its messages will reach a half-dozen types of listeners and with a minimum of overlap. Third, the campaign is not confined to a few spots for a few days but is a saturation campaign to run for six weeks with an average of about 50 spots per station per week. Finally, the radio commercials were not knocked out by KABC-TV's own promotion department between other chores but were created and produced by Alan Alch Inc., well known for radio and TV commercials produced for such accounts as Del Monte Foods, Bank of America and Manischewitz wines.

The format of the KABC-TV radio spots is an announcer interviewing a familiar TV character as to his reasons for watching channel 7. There's the Hired Gun ("I travel around cleaning up corrupt towns, righting wrongs. . .") who particularly likes the action hour each evening at 11:30, by which time, "even on the roughest day, you've got your horse stabled, the old gun oiled and put away and you can begin to relax. I just watch the action hour and drop off like a baby."

There's the Colossal Man, who likes to watch the science fiction and horror movies on channel 7 Sunday night at six: "After a hard week, I find them

soothing." Asked about his hard week, the Colossal Man replies: "Well, you know how it is in the suburbs. One day you fight off giant shrews, the next day you're being invaded by the mysterious saucer men. By the time Sunday comes, you want to relax."

**There's More, Folks** ■ There's the Mad Scientist, who likes the weekday seven o'clock shows, especially Wednesday's *World of Giants*, whose hero has been reduced to the height of six inches. And the International Jewel Thief, whose favorite is *Lawbreaker*, Friday's at seven, no matter whose house he's watching from. And the Two-Fisted Romantic Hero, who likes the movies on Saturday and Sunday nights, "action pictures with plenty of leaping about, real life pictures with folks triumphing over odds . . . on Saturday and Sunday nights I wouldn't step out of the house to rescue my best friend."

Naturally, each spot concludes with a jingle:

Watch Channel Seven,  
You gotta watch Channel Seven,

For the best in TV programs old and new. So don't forget you stagecoach drivers, teenage werewolves, counter spies. There's a nice relaxing channel seven program just for you.

The stations selected by Jack Brembeck, KABC-TV's promotion-publicity director, to carry the spots are: KABC, with "conversation" format; KFAC, classical music; KFOX, country and western; KLAC, popular music; KFVB, top 40; XETRA (Tijuana, Mexico, but with a good signal in Los Angeles), all-news. The campaign, started Feb. 17, will run through March.

## NBC publicists vote to drop NABET tie

The 15 publicists employed by NBC in Burbank, Calif., have disassociated from the National Association of Broadcast Employes and Technicians (NABET). On Monday (Feb. 24) an election held under auspices of the National Relations Board resulted in a vote of six in favor of remaining with NABET and nine for decertification of NABET.

On Tuesday the group met with Oscar Turner, West Coast manager of personnel and labor relations, who told them that their pay had been raised from the previous \$207 a week to \$225,

### Once more into the sun

Jane Dahlgren, timebuyer at Honig-Cooper & Harrington, San Francisco, is Carribean bound for the second time in three years.

Miss Dahlgren won the grand prize of a \$2,000 Carribean cruise, from among the more than 1,000 agency people and advertisers who entered a contest sponsored by wowo Fort Wayne, Ind. In 1962, she won a two-week Carribean vacation in a WBKB(TV) Chicago Timebuyers Talent Test.

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ROHN is the largest company of its kind exclusively manufacturing communication towers and allied equipment. They can supply a wide range of both guyed and self-supporting towers from all heights up to 800'. They have available engineering and manufacturing facilities for special tower systems and complete engineering and design services. Also ROHN makes microwave passive reflectors and complete tower lighting equipment. So whether it's a single tower or a complete communications system, contact ROHN for dependable and reliable equipment and service.

**ROHN** Manufacturing Company  
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"Pioneer Manufacturers of towers of all kinds—Representatives world-wide"

retroactive to Feb. 1. They had asked for \$257, with \$300 a week for certain types of publicist whose duties, according to the publicists' way of thinking, merited extra compensation.

Meanwhile, ballots were in the mail for all NABET members employed by NBC and ABC and their owned stations across the country for ratification or rejection of the terms agreed on by negotiating committees of the union and the networks. Terms of this 38-month contract include a raise for senior NBC publicists to \$225 a week for the first 24 months of the new agreement, and \$240 a week for the final 14 months (BROADCASTING, Feb. 10).

## Beatles promotion gets unofficial naval aide

A British sailor has led to sizzling promotion campaigns by dozens of U. S. radio stations and enabled many Americans to get picture albums of the Beatles at a nominal cost.

It all started around Christmas when the sailor heard WPTR Albany, playing some of the Beatles British recordings. He sent the station a copy of the 32-page album that contains some 75 pictures of the singing group.

WPTR then obtained U. S. and Canadian marketing rights and began con-

tacting radio stations. More than 60 stations already have begun marketing the album, mostly on a nonprofit basis with prices ranging from 50 cents to \$1. Many of the stations have pegged their price to their frequencies.

With sales already reported at more than 200,000 in three weeks, WPTR Program Director James W. Ramsburg predicted the total would eventually go as high as a million. He said that WPTR hoped it would remain strictly a radio promotion, but acknowledged that radio stations bought exclusive rights to their own cities when they contracted to sell the picture albums and could market them as they saw fit.

## FATES & FORTUNES

### BROADCAST ADVERTISING



Mr. Williams

**Ted Williams** joins Tatham - Laird, New York, as VP-supervisor on Whitehall division of American Home Products account. He formerly was VP-account supervisor at Foote, Cone & Belding there.

**Robert B. Hetrick**, regional advertising manager for Jos. Schlitz Brewing Co., promoted to advertising and merchandising director for Schlitz malt liquor. **Earle C. Albright**, Schlitz regional account executive with Leo Burnett Co., rejoins Schlitz as manager of Schlitz regional advertising.

**Robert E. Weed**, who joined Chicago headquarters advertising staff of Quaker Oats Co. in 1957, appointed advertising manager for Quaker's Puss 'N Boots cat foods. **Robert E. Greenway**, formerly with Allied Paper Co., joins Quaker as manager of marketing budgets and controls.

**Martin Connelly**, formerly with New York sales staff of Metro TV Sales, appointed to newly created post of general sales manager of Metromedia-owned WTTG (TV) Washington. Previously he was national sales manager of KTLA(TV) L.A.



Mr. Connelly

**Bob Allrich**, VP-account supervisor at John W. Shaw Adv., Chicago, named chairman of agency's plans board.

**John Signor** named VP-general manager of Philadelphia office of Erwin Wasey, Ruthrauff & Ryan. Mr. Signor, who will continue as account supervisor, replaces **Horace Nalle**, who takes charge of agency's business development on national basis.

**Mack Stanley** named VP-executive art director of Geyer, Morey, Ballard, New York.

**Edward Carlson** named assistant sales manager of WVUE(TV) New Orleans.

**Dick White** named VP-marketing director of Doherty, Clifford, Steers & Shenfield, New York.

**F. Beaven Ennis** named manager of new products, household products division, Colgate-Palmolive Co., New York. He formerly was group product manager in division.

**Dennis Shearman**, formerly of Arks Publicity Ltd., London, joins New York office of N. W. Ayer & Son. **George Parker** and **Jack Bidus** named copy group directors at Ayer, Philadelphia.

**Wallace L. Hutchinson** named manager of Blair-TV, San Francisco. He succeeds **Ned Smith** who resigned to enter real estate business. Mr. Hutchinson had been salesman for Blair-TV.

**Raymond McArdle**, formerly of Morse International, New York, joins Street & Finney there as VP-media director.

**Thomas A. Pilkington**, formerly assistant advertising manager of Inland Steel Co., joins Edward H. Weiss & Co., Chicago, as account executive.

**Thomas F. Scannell Sr.**, who recently retired as VP-general sales manager of Falk Corp., Milwaukee, joins Cooper, Strock & Scannell Adv. there as senior sales management consultant.

**Kenneth Ancell**, formerly with Campbell-Mithun, Chicago, joins Post-Keys-Gardner there as broadcast writer-producer. Others newly added to PKG Chicago staff include **Craig Wiese**, copywriter, formerly with Leo Burnett Co.; **Ronald E. Bean**, art director, formerly with Campbell-Ewald; **Don Brockell**, illustrator and TV art director, previously with Tatham-Laird,

and **Philip A. Watt**, marketing research department project manager, formerly with Norge. **Robert L. Whitehead**, previously with Guild, Bascom & Bonfigli, joins San Francisco office of PKG as account executive.

**Don Stuart**, formerly with KYW-TV Cleveland, joins Chicago office of Harrington, Righter & Parsons, station representative, as account executive.



Mr. Hatch

**Kenneth Hatch**, general sales manager of KSL-TV Salt Lake City, Utah, joins KIRO-TV Seattle in same capacity. Both stations are owned by Mormon Church.

**Peter Soutter** named VP-account supervisor at Henderson Adv., Greenville, S. C.

**Robert H. Levine** joins Norman, Craig & Kummel, New York, as associate marketing director-pharmaceuticals. He was formerly director of marketing and planning for pharmaceutical division of International Latex Corp. there.

**Thomas Clarke** and **Robert Hendrickson**, both account supervisors, and **Jeanne Cronin**, director of women's services, all with McCann-Erickson's San Francisco office, named VP's.

**Bridget Smiley** and **Sylvester Cleary** join Nozzema account group at Sullivan, Stauffer, Colwell & Bayles, N. Y.

**James Austin** named local sales manager of KSTT Davenport, Iowa.

**Eugene Plastrik** named media research supervisor for Gardner Adv. in St. Louis.

**John Heaney** of Sylvania Electric Products, New York, joins PR staff of J. M. Mathes Inc. there.

**Edwin Peterson** joins sales staff of WWJ Detroit. He has been head of

Automotive Radio Group, Detroit broadcast representative firm.

**Joseph Kimble** named account executive at WEJL Scranton, Pa.



Mr. Steele

**Ted Steele**, VP of Henry Golightly and Co., management consultants, New York, joins Lennen & Newell, that city, as senior VP and director of personnel planning.

**Albert J. Sullivan** joins Sudler & Hennessy, New York, as account executive. Mr. Sullivan was formerly with Alfred Auerbach Associates, that city.

**Charles Dyer**, formerly with sales staffs of NBC and CBS in Chicago, joins William E. Sproat Adv. there as head of radio-TV department.

**Anders Krall** named manager of market research department of Cunningham & Walsh, New York. **Jan van Emmerik**, formerly of Geyer, Morey, Ballard, New York, joins C&W there as manager of media research.

**Richard Loveton** named account executive at KNXT(TV) Los Angeles. He was national sales representative since 1962. **Dotty Herzfeld** named KNXT sales traffic manager.

**Lou Greco** named sales manager of KCFI Cedar Falls-Waterloo, Iowa. He replaces **Dean Clagett**, who becomes sales manager of KHUZ Borger, Tex.



Mrs. Ryan

**Lina Lee Ryan** named advertising and promotion director for KOTV(TV) Tulsa, Okla. She formerly was director of sales research and development for station.

**Saburo Matsunobu**, VP, and **Hichinosuke Yoshioka**, manager, New York office of Dentsu Adv. Ltd., return to home office in Osaka, Japan. **Seiji Hashimoto** of Japan office moves to New York, succeeding Mr. Yoshioka.

**Stanley Birnbaum** joins TvQ, TV research organization, New York, as manager of research. He was formerly administrator of TV network sales research at NBC.

**James Evanos**, formerly in sales service department at ABC-TV, joins The Meeker Co. as account executive in New York TV division.

**Thomas L. Papich** joins sales staff of H-R Representatives, Los Angeles. He was formerly general manager of KGLM Los Angeles.

**George W. Linn** joins Advertising Counselors, Al Vaughan & Associates, Portland, Ore., as senior account executive and creative director.

**Dave Martin** named national sales coordinator of KPIX(TV) San Francisco.

**Lee Gorman**, formerly with WINS New York, joins sales staff of WTCX St. Petersburg, Fla.

**Roger H. Sheldon** named Eastern sales manager of TV division at Adam Young Inc., New York. He joined organization three years ago serving as branch office manager in both Chicago and St. Louis.

**E. Melvin Pinsel**, eastern sales representative for WBBM Chicago, joins CBS Radio Spot Sales, New York, as account executive.



Mr. Kline

**John Kline** named general sales manager of WPBS Philadelphia. He formerly served in same capacity at WGBI Scranton, Pa.

**Dick Appleton** of Household Finance Corp., Los Angeles, named account executive at KHJ-TV there. He replaces **Art Doty**, who resigned.

**Paul Gabriel** and **Tom Griffin** named senior product managers at Borden Foods Co., New York. **H. Worthington Kalt**, **Victor Incorvia** and **Frederick Wickemeyer** named product managers, and **Bill Westgate** named sales promotion manager.

**Joseph Smith** joins sales staff of WJZ-TV Baltimore. **Joseph Chairs** named financial accountant succeeding **Fred Koehler**, who was named assistant business manager. Mr. Smith replaces **John Burk**, who resigned to open his own advertising-PR firm, New Concepts Inc., there.

**Robert Baird**, station representative, rejoins Savalli/Gates as director of At-

lanta office. Mr. Baird opened Atlanta office in 1955 and managed it until October 1959.

**C. Burt Oliver** has sold his interest in The Melvin Co., Las Vegas agency, to Jack Melvin, president.

**Bob Leetch** named account executive at Kircher, Helton & Collett, Dayton, Ohio.

**Felix Adams** named national advertising manager of KRAK Sacramento, Calif. He was station manager of KAYO Seattle.

**Tate Brown** and **Bill Schmick**, account supervisors, and **Allan Bowermaster**, account executive, promoted to VP's at BBDO, New York.

**Clifford Bolgard** of Compton Adv., Chicago, joins Campbell-Mithun there as associate media director.

**Albert Samuelson**, formerly of Warner Brothers, named writer-producer at Gardner Adv., St. Louis.

**Gus Parmet** named sales representative in Rhode Island area for WTEV (TV) New Bedford, Mass.

**Elizabeth Pike** named VP-assistant creative director for Compton Adv., New York.

**Francis Martin Jr.**, VP-general manager of Grant Adv., San Francisco, elected to board of Pacific Air Lines there.

**Dino Kotopoulos** named associate creative director; **Bill Fleischmann**, advertising production manager, and **Gilbert Harris**, art director, all at Helitzer, Waring & Wayne, New York.

**Norman Lichtblau** named executive art director of Firestone-Rosen, Philadelphia.

## THE MEDIA

**Sam Kravetz** of WITH-AM-FM Baltimore joins WRAN Dover-Morristown, N. J., as executive VP-general manager.

**Edward Farni** named general man-

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ager of Tedesco-owned KTCR Minneapolis. He formerly was general sales manager of KDWB St. Paul. Mr. Farni will also supervise KDUZ Hutchinson, Minn., and WIXX Fort Lauderdale, Fla., also Tedesco stations.

**Glen Halbe** named general manager of KRGI Grand Island, Neb., replacing **Vern Stedry**, who resigns to become VP-general manager of KHUB Fremont, Neb.

**James Watt** named station manager of KSTT Davenport, Iowa.

**George Utley**, for six years manager of WFAA-AM-FM Dallas, promoted to administrative assistant to **Mike Shapiro**, general manager of WFAA-AM-FM-TV. Mr. Utley is succeeded by **Dan Hydrick Jr.**, formerly of KIXL Dallas.

**John Adkins** appointed general manager of WLSI Pikeville, Ky., succeeding **Roy Alexander**, VP-general manager, who has resigned. Mr. Adkins has served as acting general manager since December 1963, when Mr. Alexander announced his intention to leave station.

**Kenneth MacDonald**, sales manager of WBZ-TV Boston, named assistant general manager of WJZ-TV Baltimore. Both are Westinghouse stations.

**Morris Schechter** elected secretary and treasurer of Reeves Broadcasting Corp., New York. Mr. Schechter was formerly assistant treasurer and comptroller. Reeves Broadcasting stations are WUSN-TV Charleston and WHTN-TV Huntington, both West Virginia. KBAK-TV Bakersfield, Calif., was recently sold by Reeves, subject to FCC approval.

## PROGRAMING



Mr. Victor

**Harvey Victor** has formed his own production company, Harvey Victor Films Ltd., at 14 E. 75th St., New York. Telephone: Yukon 8-1485.

**Gene McCabe** resigns as VP of Bill Burrud Enterprises, Los Angeles. **Nino Ronnow** named administrative assistant to Bill Burrud, firm's president.

**Dick Wookey**, formerly with Screen Gems, joins NBC-TV in Burbank, Calif., as manager of casting department.

**Sal Marchiano** named sports director of WJRZ Newark, N. J.

**John Benty**, head of own industrial consultant firm in Long Beach, Calif., named industrial design manager for Westinghouse Electric Corp.'s radio-TV division at Metuchen, N. J. He replaces **Seymour Silverman** who recently was

named manager of replay products department.

**Bill Ellison** named program director of WNHC-TV New Haven, Conn., replacing **Harry Shoubin**, who moves to WFIL-TV Philadelphia as operations director. Both facilities are owned by Triangle Publications Inc. Mr. Ellison was with WBJA-TV Binghamton, N. Y.

**John McCarthy** joins New Sounds of Selling Division of Mel Blanc Associates, Hollywood, as writer-lyricist.

**Lawrence S. Elikann**, formerly at NBC-TV, joins VPI, New York, commercial film producers, as director.

**Samuel Schulman**, president of Mission Pak Co., Los Angeles, named VP of National General Corp., Beverly Hills, Calif.



Mr. Salzer

Mich., has entered radio production field. Studios of new company, Grand Valley Broadcast Services, are in Saranac. **Doug M. Harrington** has joined new service as program director.

**Mort Crowley** joins WTRX Flint, Mich., as program consultant.

**Dick Wesson** resigns as producer-head writer of *Petticoat Junction* at Filmways, Hollywood, to organize independent company, Wrightwood Productions.

**John L. Hutchinson Jr.** named director of special events and public affairs for WBEN-TV Buffalo. **James A. Christensen**, executive producer, named WBEN-TV program director.

**Joe Ceslik** joins promotion staff of United Artists TV, New York, in research capacity.

**Ray Miles** named program director WVIP-FM Mount Kisco, N. Y.

**Bill Burch**, producer-director of *Tennessee Ernie Ford Show*, named VP of Mr. Ford's Betford Corp. and executive producer of show. **Jim Loakes**, previously executive producer, becomes executive VP of Betford. **Bill Martin**, associate producer of Ford program, moves up as producer, and **Selwyn Touber** joins company as show's director.

**Julian Barber** of WTOP-TV Washington elected president of Washington-Baltimore local of American Federation

of TV and Radio Artists.

**Hal Marc Arden** joins Sturgis-Grant Productions, New York, as associate producer and director of PR. He was formerly national radio-TV-film director of American Heart Association.

## INTERNATIONAL

**Larry Henderson**, Canadian newscaster, joins CTV Television Network to handle news from CJOH-TV Ottawa.

**Harold Olson** and **Kristin Olson** named manager and assistant manager, respectively, of Prairie region of Stovin-Byles Ltd., Toronto station representation firm. They will headquarter at Winnipeg, Man.

## NEWS

**Charles Rich**, formerly of WGHN Grand Haven, Mich., named news director of WKLA Ludington, Mich.

**Jim Bischoff**, formerly of KTVF(TV) Fairbanks, Alaska, joins news staff of KTVB(TV) Boise, Idaho.

**Austin Schneider** named news director of KVOO-AM-TV Tulsa, Okla. **Cliff Barrett** and **Mike Miller** join KVOO-TV's news staff.

**Frank Beatty** named UPI regional executive for Michigan, succeeding **Jack Limpert**, who resigned.

**Owen S. Comora** and **Kenneth P. Donnellon** join NBC press department in newly created positions of coordinators, national press. Mr. Comora was formerly assistant director, program promotion department at Young & Rubicam, New York. Mr. Donnellon was account executive with Rogers & Cowan, that city.

**Jim Hartz** named news director of KOTV(TV) Tulsa, Okla.

**Hardie Mintzer** named assistant news director of WNEW-TV New York. He was formerly with CBS News.

## EQUIPMENT & ENGINEERING

**Robert Weismann**, general manager of video and instrumentation division of Ampex Corp., Redwood City, Calif., named VP of corporation.

**Donald Tucker**, previously marketing manager for Herron Optical Co., Los Angeles, named assistant sales manager of Mitchell Camera Corp., Glendale, Calif.

**Joseph Novik** named to Washington office of Granger Associates, Palo Alto, Calif., radio communications firm. He has been with ITA Electronics, Philadelphia, since 1959.

**Sid Lund**, formerly of Universal Pic-

ture Co., joins sales staff of General Film Laboratories, Hollywood film processing organization. He will provide technical assistance to General Film customers producing TV and theatrical films.

**Melvin Kaplan** named sales manager covering Atlantic and Midwestern states for Standard Radio Corp., New York.

**Milton Shapp**, president and board chairman of The Jerrold Corp., Philadelphia, has withdrawn as candidate for Democratic nomination for U. S. senator from Pennsylvania.

## FANFARE

**Bob Kost**, PR director of Murphy Motor Freight Lines Inc. for 16 years, joins KSTP-AM-TV Minneapolis-St. Paul, as director of PR and promotion.

**Scott Dial** named publicity director of KLZ-AM-FM-TV Denver. He had been manager of news bureau for Frontier Airlines there.

**Kip Jamison**, with PR department of WGN-AM-TV Chicago, promoted to assist-

ant manager of department.

**Chris Duffy** joins promotion department of WJW-TV Cleveland. He had been with *TV Guide*.

## ALLIED FIELDS

**Robert Petranoff**, assistant professor of radio-TV at Indiana University, Bloomington, named to new post with university's news bureau as coordinator of radio-TV. He formerly was program manager of WTTV(TV) Bloomington-Indianapolis. Mr. Petranoff will continue to teach in radio-TV department.

## DEATHS

**Guild Copeland**, 48, executive VP Lennen & Newell, New York, died Feb. 22 in New York. Before joining L&N in 1957, Mr. Copeland was VP and creative director at Ted Bates & Co., New York.

**Philip P. Hoffman**, 58, financial officer of Lennen & Newell, New York, died Feb. 20 at French hospital there. He joined L&N five years ago.

**Donald B. Harris**, 63, senior executive engineer at Stanford Research Institute, Menlo Park, Calif., died Feb. 17 at Palo Alto Stanford Hospital after brief illness.

**William C. Wines**, well-known trial lawyer and pioneer in courtroom TV drama shows, died Feb. 21 in Chicago. Mr. Wines wrote for *They Stand Accused*, courtroom show produced by WGN-TV Chicago in 1948.

**William J. McCambridge**, 75, for 15 years president and chairman of Press Wireless and before that assistant general manager of AP, died Feb. 21 in Memphis, Tenn. He retired in 1962.

**Robert Henry Colman**, 58, founder-director and secretary of Colman, Prentis & Varley, London, died Feb. 15 of heart attack at his home at Beckenham, Kent.

**Harold J. Barich**, 43, division marketing manager at Young & Rubicam, New York, died Feb. 26 at Stamford, Conn. Prior to joining Y&R Mr. Barich was VP of Seamless Rubber Corp., division of Rexall Drug Co.

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Feb. 20 through Feb. 26 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. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. \*educational. Ann.—announced.

#### New AM stations

##### APPLICATIONS

Monticello, Fla.—Radio Monticello. 1090 kc, ERP 1 kw, daytime. P. O. address c/o WCNH Quincy, Fla. Estimated construction cost \$14,283; first year operating cost \$45,000; revenue \$60,000. Principal: William S. Dodson (100%). Mr. Dodson is owner of Big Bend Broadcasting Corp.; Quincy, Fla., licensee of WCNH Quincy and WBSC Bennettsville, S. C. Ann. Feb. 20.

Lincoln, Me.—The Radio Voice of Lincoln. 1450 kc, ERP 1 kw, unl. P. O. address c/o Frank Alvin Delle Jr., Sunset Way, Cliffwood Beach, N. J. Estimated construction cost \$12,991; first year operating cost \$38,-

000; revenue \$50,000. Principals: George Rahoche (66 $\frac{2}{3}$ %) and Frank Alvin Delle Jr. (33 $\frac{1}{3}$ %). Mr. Rahoche is employe of American Cyanamid Co., Linden, N. J.; Mr. Delle is employe of CBS New York and has 50% interest in application for new AM in Middlebury, Vt. Ann. Feb. 20.

Catonsville, Md.—Catonsville Broadcasting Co. 940 kc, ERP 1 kw, daytime. P. O. address 6426 Baltimore National Pike, Catonsville. Estimated construction cost \$30,242; first year operating cost \$90,000; revenue \$75,000. Principals: J. Stewart Brinsfield Sr., Ray E. Robinson, J. Stewart Brinsfield Jr., A. Marvin Brinsfield and John C. Kepley (each 20%). Mr. J. Stewart Brinsfield Sr. has interest in WCBC Catonsville and WTOF Canton, Ohio; Mr. A. Marvin Brinsfield is employe of WCBC; Mr. Robinson is dean of Peabody Conservatory of Music, Baltimore; Messrs. J. Stewart Brinsfield Jr. and Kepley are local businessmen. Ann. Feb. 19.

#### Existing AM stations

##### ACTIONS BY FCC

WSTA Charlotte Amalie, V. I.—By letter, denied request for waiver of AM "freeze" rule to accept for filing as-yet-unprepared

application to change frequency and power (not specified); meanwhile is withholding action on present application to increase daytime power from 250 w to 1 kw, continued operation on 1340 kc, 250 w-N, to afford licensee further opportunity to consider interference to station HIPT San Francisco de Macoris (1340 kc), Dominican Republic in violation of North American Regional Broadcasting Agreement. Action Feb. 26.

KVOC Casper, Wyo.—Granted renewal of license. Action Feb. 26.

WDOT Burlington, Vt.—Granted renewal of license, including alternate night main and day auxiliary. Chairman Henry and Commissioner Cox dissented. Action Feb. 19.

#### New FM stations

##### APPLICATIONS

Carmel, Calif.—Carmel Broadcasting Inc. 101.7 mc, channel 269A, ERP 3 kw, unl. Ant. height above average terrain 243 feet. P. O. address Sam S. Smith, Route 2, Box 552, Carmel. Estimated construction cost \$28,754; first year operating cost \$12,000; revenue \$14,000. Principal: Sam S. Smith, president. Ann. Feb. 24.

\*Sepulveda, Calif.—Valley Park Baptist Church of Sepulveda Inc. 88.5 mc, channel 203, ERP 19 kw. Ant. height above average

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terrain minus 519 feet. P. O. address Everett Curry Jr., Valley Park Baptist Church. Estimated construction cost \$1,250; first year operating cost \$750. Principals: board of trustees. Ann. Feb. 20.

Pensacola, Fla.—WCOA Radio Inc. 100.7 mc, channel 264, ERP 25.73 kw, unli. Ant. height above average terrain 157 feet. P. O. address Box 1669, Pensacola. Estimated construction cost \$24,832; first year operating cost \$36,000; revenue \$34,500. Principal: WCOA Radio Inc. (100%). WCOA Radio Inc. is licensee of WCOA Pensacola. Ann. Feb. 25.

West Palm Beach, Fla.—Ken-Sell Inc. 107.9 mc, channel 300, ERP 25 kw, unli. Ant. height above average terrain 175 feet. P. O. address Joseph S. Field Jr., 711 South Flagler Drive, West Palm Beach. Estimated construction cost \$24,250; first year operating cost \$10,000; revenue \$25,000. Principals: Joseph S. Field Jr. (72.8%), Rome J. Hartman (26.4%) and Bruce B. Gruber (.8%). Messrs. Field and Hartman are local businessmen; Mr. Gruber is student at Georgia Institute of Technology. Ann. Feb. 25.

Louisville, Ky.—WHAS Inc. 97.5 mc, channel 248, ERP 100 kw, unli. Ant. height above average terrain 505 feet. P. O. address 525 West Broadway, Louisville. Estimated construction cost \$79,550; first year operating cost \$139,000; revenue \$35,000. Principal: WHAS Inc. (100%). WHAS Inc. is licensee of WHAS-AM-TV Louisville. Ann. Feb. 20.

Kingston, N. Y.—Kingston Broadcasters Inc. 94.3 mc, channel 232A, ERP 3 kw, unli. Ant. height above average terrain 87 feet. P. O. address William H. Rich, 601 Broadway, Kingston. Estimated construction cost \$18,256; first year operating cost \$24,000; revenue \$30,000. Principals: William H. Rich and Alastair B. Martin (each 50%). Mr. Rich has interest in WMGW-AM-FM Meadville, WPIC-AM-FM Sharon, both Pennsylvania, WTRU Muskegon and WGRD Grand Rapids, both Michigan. Mr. Martin has interest in WMGW-AM-FM, WTRU and WGRD. Ann. Feb. 24.

McAlester, Okla.—Little Dixie Radio Inc. 101.3 mc, channel 267, ERP 27.8 kw, unli. Ant. height above average terrain 135 feet. P. O. address Francis D. Stipe, Box 780, McAlester. Estimated construction cost \$22,379; first year operating cost \$13,500; revenue \$20,000. Principals: Gene (99%) and Francis D. Stipe (1%). Messrs. G. Stipe and McSherry are local attorneys; Mr. F. D. Stipe is manager of KNED McAlester; Little Dixie Radio is licensee of KNED. Ann. Feb. 25.

Conroe, Tex.—Rigby Owen, 106.9 mc, channel 295, ERP 29.07 kw, unli. Ant. height above average terrain 146 feet. P. O. address Box 609, Conroe. Estimated construction cost \$13,770; first year operating cost \$12,900; revenue \$17,475. Principal: Rigby Owen (100%). Mr. Rigby is publisher of Conroe Courier. Ann. Feb. 25.

## Ownership changes

### ACTIONS BY FCC

KVOY Yuma, Ariz.—Granted assignment of license from King Lees, receiver, to KVOY Radio Inc., owned by Neil Sargent

and William L. Lindsey (each 25%), John L. Hogg and John R. Williams (each 20%) and Clara L. Wilfert (10%). Consideration \$20,000 and assumption of liabilities. Mr. Sargent is manager of KVOY; Mr. Lindsey is national sales manager of KOY Phoenix, Ariz.; all principals are associated with KVOY. Action Feb. 24.

WFFG Marathon, Fla.—Granted assignment of license from Gilmore N. Nunn (33.33%), John W. Betts, Charles P. Clarke and James M. Finch Jr. (each 22.22%), d/b as Key Broadcasting Inc., to WHOO Radio Inc., owned by Bluegrass Broadcasting Inc. (100%). Consideration \$250,000. WHOO Radio Inc. is licensee of WHOO-AM-FM Orlando, Fla. Bluegrass Broadcasting Inc. is licensee of WVLLK-AM-FM Lexington and owns WINN Louisville and WCMI-AM-FM Ashland, all Kentucky. Notice in Broadcasting Feb. 17, incorrectly listed ownership of WHOO Radio Inc. Action Feb. 5.

WEAT-AM-TV West Palm Beach, Fla.—Granted assignment of licenses and CP from WEAT-TV Inc., owned 80% by Rand Broadcasting Co., (Rex Rand) licensee of WINZ Miami and WINQ Tampa, Fla., and 20% by Bertram Lebar, to Gardens Broadcasting Co., wholly owned subsidiary of Royal American Industries Inc.; Royal American is approximately 2/3 owned by Bankers Life and Casualty Co. Consideration \$2,100,000. Action Feb. 25.

KSO Des Moines, Iowa.—Granted assignment of license from KSO Inc. to Des Moines Broadcasting Co., owned by Whitehall Stations Inc. (100%); N. L. Benton is president of KSO Inc.; Lorin E. Milner is president of Des Moines Broadcasting. Consideration \$375,000 plus \$60,000 for real estate. Whitehall Stations Inc. is licensee of WTAC Flint, Mich. Action Feb. 25.

KSLN-TV Salina, Kan.—Granted assignment of license from Melville L. Gleason family (100%), d/b as Prairie States Broadcasting Inc., to James P. Sunderland (50%) and Ralph L. Weir Jr. & Robert K. Weary (each 25%), tr/as Mid-American Bcstg. Inc. Consideration \$43,000. Three principals all have interests in CATV systems and Mr. Weir owns KJCK Junction City, Kan. Action Feb. 26.

WCME-AM-FM Brunswick, Me.—Granted assignment of license (AM) and CP (FM) from Westminster Broadcasting Co., owned by William N. McKeen and Robert H. Strawbridge (each 50%), to Central Maine Broadcasting System Inc., owned by Roland G. Fortin (36%), Maurice L. Goulet (24%) and John J. and Gerald R. Pineau (each 20%). Consideration \$127,500. Messrs. Fortin, Goulet and G. R. Pineau are businessmen; J. J. Pineau is engineer of WGAN-TV Portland, Me. Action Feb. 20.

WXEL, WOMC(FM) Detroit and WHGR, WJGS(FM) Houghton Lake, Mich.—Granted acquisition of negative control of licensee corporation, Sparks Broadcasting Co., by Garnet G. and Gordon A. Sparks (each 50% after transfer, 29.2% before) through transfer of stock from Jacob B. Sparks, deceased. No financial consideration involved. Action Feb. 24.

WFMV-TV Greensboro, N. C.—Granted transfer of control of licensee corporation, Greensboro News Co., from Beverly C.

Moore, administrator, C. T. A., of the estate of Edwin B. Jeffress, deceased (57%), to C. O. Jeffress, Mrs. Rebecca J. Barney, Edwin B. Jeffress Jr., Mrs. Mary Louise Jeffress McLean and Mrs. Sarah J. Jolly (each 11.4%); other ownership remains same. No financial consideration involved. Action Feb. 24.

WDOT Burlington, Vt.—Granted assignment of license from Fortune and Anthony Pope (each 50%), d/b as Dot Broadcasting Corp.; to William A. Hunter and family (70%) and others, tr/as Hunter Broadcasting Inc. Consideration \$110,000 and \$27,500 for agreement not to compete in broadcasting. W. A. Hunter is operations and news director of WPTZ-TV Plattsburgh, N. Y.; J. Hunter is assistant VP of trust company. Action Feb. 20.

KATI Casper, Wyo.—Granted assignment of license from KATI Corp., owned by Patrick H. Meenan (100%), to Casper Family Radio Inc., same owner. No financial consideration involved. Action Feb. 20.

## APPLICATIONS

KPGE Page, Ariz.—Seeks assignment of CP from Wendell W. Motter (100%) to Harold Arnoldus (100%). Consideration \$30,000. Mr. Arnoldus is owner of KDJI Holbrook, Ariz. Ann. Feb. 20.

WTVM Columbus, Ga. and WTVC Chattanooga, Tenn.—Seek transfer of negative control of licensee corp., Martin Theatres of Georgia Inc., from C. L. Patrick (1/2 before sale) to Roy E. Jr. and E. D. Martin (each 49 3/4 before, 50% after). Consideration \$400. Ann. Feb. 24.

WJIL Jacksonville, Ill.—Seeks assignment of license from Donald Earl Udey (100%) to Morgan County Broadcasting Inc., owned by Everett G. Wenrick (25%), Mildred Wenrick, Harold and Larita F. Fleck (each 8 1/2%), Glen Stanley, J. Wayne Douglas and Dan Smede (each 16 2/3%). Consideration \$70,000. Mr. Wenrick has interest in KBOE Oskaloosa, Iowa, KITT Columbus, Neb., and KFXD Nampa, Idaho; Mrs. Wenrick has interest in KBOE; Mr. Stanley has interest in and is employe of KBOE; Mr. Fleck has interest in KBOE; Mrs. Fleck is housewife; Mr. Douglas is local businessman (West Oskaloosa, Iowa); Mr. Smede is employe of WJIL. Ann. Feb. 20.

WNKY Neon, Ky.—Seeks assignment of license from Letcher Broadcasting Corp., owned by Ray Collins, Sam Quillen, Dee Dawahare, Alma Kincer (each 12.735%), Dave L. Craft, N. W. Collier, Rayphael Salyers and Phillip Holstein (each 12.264%), to Headwaters Broadcasting Corp., owned by Hoover Dawahare (66 2/3%), Charles (33%) and Bobbie J. Whitaker (1/2%). Messrs. Dawahare and Whitaker are Kentucky businessmen; Mrs. Whitaker is housewife. Ann. Feb. 20.

WJMY-TV Allen Park, Mich.—Seeks assignment of CP from Triangle Broadcasting Co., owned by Robert P. Spanos (20%), Donald J. Postma and Albert Vanden Bosch (each 15%), Roy O. Makela (12.5%), Frank Larner, Henry Voetberg and Thomas Nesbitt (each 6.25%), Henry Faber (5.6%), George Mannes and Elmer T. DeFrell (each 3.75%), Harvey Dykstra (3.15%) and Robert G. Vander Hooning (2.5%), to United Broadcasting Inc. Consideration \$115,000. United Broadcasting owns 100% of its voting stock, which is voted by Richard Eaton, president. Mr. Eaton has interest in WANT Richmond, Va., WBNX New York, WJMO and WCUY (FM) Cleveland Height, Ohio, WFAB Miami-South Miami, Fla., WFAN(FM) Washington, WINX Rockville, Md., WMUR-TV Manchester, N. H., and WSID-AM-FM Baltimore. Ann. Feb. 19.

KWK St. Louis—Seeks acquisition of positive control of Milwaukee Broadcasting Co. (parent corp. of licensee corp., KWK Radio Inc.) by Arthur M. Wirtz (44.5% before purchase, 53.5% after) through purchase of stock from Hugh K. Boice Jr. (9% before). Consideration \$45,000. Milwaukee Broadcasting is licensee of WEMP-AM-FM Milwaukee, Wis. Ann. Feb. 14.

KDET Center, Tex.—Seeks transfer of control of licensee corp., Center Broadcasting Co., from Tom E. Foster (51% before transfer) to Tolbert Foster, trustee of Thomas M. Foster trust (51% after transfer). No financial consideration involved. Mr. Tolbert Foster currently holds 34% interest in Center Broadcasting. Ann. Feb. 25.

KBAL San Saba, Tex.—Seeks assignment of license from H. A. Stephens (50%) and Reuben Senterfitt (50%), d/b as San Saba

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## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Feb. 26

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,856	84	104	285
FM	1,117	38	130	265
TV	522 <sup>1</sup>	60	81	129

## OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Feb. 26

	VHF	UHF	TV
Commercial	477	95 <sup>2</sup>	572 <sup>1</sup>
Noncommercial	53	29	82

## COMMERCIAL STATION BOXSCORE

Compiled by FCC, Jan. 31

	AM	FM	TV
Licensed (all on air)	3,856	1,117	522 <sup>1</sup>
CP's on air (new stations)	84	38	60
CP's not on air (new stations)	102	116	79
Total authorized stations	4,042	1,271	661
Applications for new stations (not in hearing)	178	236	63
Applications for new stations (in hearing)	105	20	60
Total applications for new stations	283	256	123
Applications for major changes (not in hearing)	208	62	44
Applications for major changes (in hearing)	43	2	7
Total applications for major changes	251	64	51
Licenses deleted	0	0	1
CP's deleted	1	0	0

<sup>1</sup> Does not include six licensed stations off air.

<sup>2</sup> Includes three noncommercial stations operating on commercial channels.

County Broadcasting Co., to H. A. Stevens (100%), tr/as company of same name. Consideration \$20,000. Ann. Feb. 25.

WHVF Wausau, Wis.—Seeks assignment of license from Lakeland Broadcasting Corp., owned by Hilding V. (50%) and L. Rosalind Foreen (35%), Frank E. Bachhuber (5%) and Harold Ladin (10%), to Radio Wausau Inc., owned by Post Publishing Co. (100%). Consideration \$59,700 and assumption of \$8,300 mortgage. Post Publishing controls WEAU-TV Eau Claire and WAXX Chippewa Falls, both Wisconsin and KTVO (TV) Kirksville, Mo. Ann. Feb. 25.

## Hearing cases

### INITIAL DECISIONS

■ Hearing Examiner Basil P. Cooper issued initial decision looking toward granting application of Whiteville Broadcasting Co. to increase power of WENC Whiteville, N. C., on 1220 kc, D, from 1 kw to 5 kw; conditions include precluding pre-sunrise operation with daytime facilities pending final decision in Docket 14419. Action Feb. 26.

■ Hearing Examiner Millard F. French issued initial decision looking toward (1) granting applications of Wellersburg TV Inc. for three new VHF TV translators on channels 8, 11, and 13, Wellersburg, Pa., to rebroadcast programs of WJAC-TV (ch. 6), Johnstown, Pa., WMAL-TV (ch. 7) and WTOP-TV (ch. 9), both Washington, conditioned that operation shall not commence until appropriate applications have been filed and granted whereby three TV translator antennas shall be oriented in direction approximately 105 degrees true toward Wellersburg, and (2) denying for failure to prosecute applications of People's Community Television Inc., LaVale, Md., for three new VHF TV translators on channels 7, 9, and 12. Action Feb. 26.

■ Hearing Examiner Chester F. Naumovic Jr. issued initial decision looking toward dismissing with prejudice, for failure to prosecute, application of Big Chief Broadcasting Inc. for nighttime operation of KLPR Oklahoma City with 500 w, DA-N, continued operation on 1140 kc, 1 kw, D. Action Feb. 25.

■ Hearing Examiner Walther W. Guenther issued initial decision looking toward granting application of Northland Broadcasting

Corp. to change operation of KWEB Rochester, Minn., on 1270 kc from 500 w, D, to 5 kw-LS, 1 kw-N, DA-2; conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in Docket 14419. Action Feb. 20.

### DESIGNATED FOR HEARING

WCER Charlotte and WPLB Greenville, both Michigan—Designated for consolidated hearing application of WCER to increase power on 1390 kc, DA, D, from 1 kw to 5 kw and WPLB to change facilities on 1380 kc from 500 w, DA, D, to 500 w-N, 1 kw-LS, DA-N. Action Feb. 26.

WXXX Hattiesburg, Miss.—Designated for hearing application to change operation from 1310 kc, 1 kw, D, to 1290 kc, 1 kw-N, 5 kw-LS, DA-2; issues include violation of 10% rule and nighttime service which would not cover city. Action Feb. 26.

WMPL Hancock and WHDF Houghton, both Michigan—Designated for consolidated hearing applications of WMPL to change facilities from 920 kc, 1 kw, D, to 1400 kc, 250 w-N, 1 kw-LS and WHDF for license covering operation on 1400 kc, 250 w, U; made WATW Ashland, Wis., and WMAB Munising, Mich., parties to proceeding. Action Feb. 26.

### OTHER ACTIONS

Paul Kafoury, tr/as Radio Center Newport and Otter Rock, Ore.—Granted application for new UHF TV translator on channel 76 to rebroadcast programs of KEZI-TV (ch. 9), Eugene; condition. Action Feb. 26.

K72BC, K75AT, K78AG Leadville, Colo.—Waived Section 74.732(d) of rules and granted applications to convert from UHF to VHF frequencies—K72BC to channel 11, K75AT to channel 13, and K78AG to channel 8—to rebroadcast programs of Denver stations KLZ-TV (ch. 7), KBTW (ch. 9) and KOA-TV (ch. 4). Action Feb. 26.

■ By order, commission granted petition by Spanish International Television Inc., to vacate stay in Paterson, N. J., TV comparative proceeding which had been imposed pending completion of rulemaking affecting channel 37 (each applicant now has indicated willingness to amend to specify channel 66 or another channel finally assigned); ordered resumption of hearing on date to be specified by hearing examiner who, as

well as Review board, will proceed to act on pending motions filed by parties. Commissioner Ford not participating. Action Feb. 26.

■ By order in proceeding on "770 kc" applications of Hubbard Broadcasting Inc. (KOB), Albuquerque, N. M., and American Broadcasting-Paramount Theatres Inc. (WABC), New York, commission dismissed as moot petition by ABC for reconsideration of Oct. 17, 1963 memorandum opinion and order which would, subject to, and effective upon, approval of court of appeals, vacate stay pending appeal of 30-day period within which ABC may file application for mod. of WABC facilities. As result of court's Nov. 12, 1963 order deferring ruling on commission's motion for such approval until after hearing on merits of appeals from commission's July 8, 1963 decision in proceeding, commission's Oct. 17 action will not become effective, hence ABC has been accorded re-life requested in petition for reconsideration. Commissioner Cox not participating. Action Feb. 26.

■ By order, commission denied application by Deep South Broadcasting Co. (WBAM), Montgomery, Ala., for review of Oct. 16, 1963 decision by Review Board which granted application of Thomas County Broadcasting Inc. to increase power of WKTG Thomasville, Ga., on 730 kc, D, from 1 kw to 5 kw. Commissioner Cox not participating. Action Feb. 26.

K71BD, K77BE, K83AS, K80BG Lakeport, Calif.—Granted assignment of licenses and CP for UHF TV translator's to Lake County Television Club; consideration \$20,035. Action Feb. 19.

■ By memorandum opinion and order, commission denied petition by National Association of Broadcast Employees and Technicians for reconsideration of Sept. 25, 1963, action which granted applications for assignment of license and CP of WROK-AM-FM Rockford, Ill., from Rockford Broadcasters Inc., to WROK Inc., and which denied association's opposing petition. Commissioner Bartley abstained from voting. Action Feb. 19.

■ Commission returned as unacceptable for filing tendered application for transfer of control of Eleven Ten Broadcasting Corp. from Donald R. Cooke to Broadcast Foundation of California Inc. and advised Eleven Ten that permission to continue operation of KRLA Pasadena, Calif., will terminate May 1. Commissioners Lee and Cox dissented. (Commission's March 15, 1962 action denying renewal of KRLA's license was, on July 5, 1963, affirmed by court decision, and station has been afforded time to wind up affairs.) Action Feb. 19.

## Routine roundup

### ACTIONS BY REVIEW BOARD

■ Granted petition by Progress Broadcasting Corp. to extend time to March 5 to file oppositions to Spanish International Television Inc. supplement to petition to enlarge issues in Paterson, N. J., UHF TV proceeding. Member Nelson not participating. Action Feb. 26.

■ Granted motion by Salem Broadcasting Co. to extend time to March 2 to submit further supporting affidavits and commencement of publication if deemed necessary in proceeding on application for new AM in Salem, Ohio, et al. Member Slone not participating. Action Feb. 26.

■ Rescheduled March 10 oral arguments for March 24 in proceeding on AM application of 1360 Broadcasting Inc. (WEBB), Baltimore; and WKYR Inc. (WKYR), Cumberland, Md. Action Feb. 24.

■ Granted petition by Brainerd Broadcasting Co. (KLZ), Brainerd, Minn., to extend time to Feb. 27 to file replies to exceptions to initial decision in proceeding on AM application. Action Feb. 20.

■ Members Berkemeyer, Pincock and Slone adopted decision which (1) granted motion by Salem Broadcasting Co. and dismissed with prejudice for failure to prosecute application of Leader Broadcasting Co. for new daytime AM on 1350 kc, 500 w, in Edwardsville, Ill. and (2) denied Salem application to increase power of WJBD Salem, Ill., from 500 w to 1 kw, continued operation on 1350 kc, D, in Salem, Ill. July 1, 1963 initial decision looked toward denying both applications. Action Feb. 19.

■ Granted petition by Northern Indiana Broadcasters Inc., to extend time to Feb. 27 to file oppositions to motion by Clarence C. Moore to enlarge issues and other relief in proceeding on Northern's application for new AM in Mishawaka, Ind. Action Feb. 19.

## ACTIONS ON MOTIONS

By Chief Hearing Examiner  
James D. Cunningham

■ In consolidated FM proceeding on applications of Floyd Byler, Charles H. Chamberlain, and Brown Publishing Co., Urbana, and Paul Dean Ford and J. T. Winchester, London, all Ohio, granted petition by Floyd Byler to extent of dismissing, but with prejudice, his application and retained in hearing status remaining applications involved in proceeding. Action Feb. 25.

■ In proceeding on applications of La Fiesta Broadcasting Co. and Mid-Cities Broadcasting Corp. for new AM's in Lubbock, Tex., granted petition by Mid-Cities to extend time to Feb. 24 to file oppositions to La Fiesta's request for field hearing. Action Feb. 19.

By Hearing Examiner Thomas H. Donahue

■ Granted request by Broadcast Bureau to extend time from Feb. 19 to Feb. 25 to submit memorandum of law covering issues 4 and 5 in proceeding on applications of Boardman Broadcasting Inc. and Daniel Enterprises Inc. for new AM's in Boardman and Warren, respectively, both Ohio. Action Feb. 24.

By Hearing Examiner Millard F. French

■ On own motion, made certain corrections to transcript of hearing in proceeding on applications of Wellersburg TV Inc. and People's Community Television Inc. for new VHF TV translators in Wellersburg, Pa., and LaVale, Md., respectively. Action Feb. 25.

By Hearing Examiner Walther W. Guenther

■ Issued memorandum of ruling made on record Feb. 18 in proceeding on AM applications of Abacoa Radio Corp. (WRAI), Rio Piedras (San Juan), and Mid-Ocean Broadcasting Corp., San Juan, both Puerto Rico, granting request by Abacoa to extend to Feb. 24, inclusive, time to file replies to Mid-Ocean's petition for leave to amend. Action Feb. 18.

By Hearing Examiner David I. Kraushaar

■ Scheduled further hearing, limited to issue added by memorandum opinion and order of Review Board, released Feb. 11, to commence March 6 in proceeding on application of Raul Santiago Roman for new AM in Vega Baja, P. R. Action Feb. 19.

By Hearing Examiner Forest L. McClenning

■ Granted motion by KAYE Puyallup, Wash., to correct transcript of record in proceeding on AM application. Action Feb. 19.

By Hearing Examiner Chester F.  
Naumowicz Jr.

■ In proceeding on applications of Edina Corp. and Tedesco Inc. for new AM's in Edina and Bloomington, respectively, both Minnesota, granted petition by Tedesco to extend time to file proposed findings of fact and reply findings to April 6 and 27, respectively. Action Feb. 19.

By Hearing Examiner Sol Schildhouse

■ Granted motion by Central Broadcasting (WCGC), Belmont, N. C., to correct transcript of hearing in proceeding on AM application. Action Feb. 24.

■ In proceeding on applications of Integrated Communication Systems Inc. of Massachusetts, United Artists Broadcasting Inc., and WGBH Educational Foundation for new TV's on channel 44 in Boston, rescheduled Feb. 28 prehearing conference for March 13. Action Feb. 18.

■ Ordered prehearing conference to be held March 19 concerning applications of United Artists Broadcasting Inc., with all parties in Boston, Cleveland and Houston TV proceedings to participate. Action Feb. 24.

■ In proceeding on applications for new TV stations on channel 65 in Cleveland, granted petition by Superior Broadcasting Corp. for leave to amend application to specify new trans. site and granted in part petition by Cleveland Telecasting Corp. to extent of permitting amendment to application to supply citizenship data relating to stockholder Mclau, make minor corrections to Section IV of applications and make engineering changes. Action Feb. 25.

By Hearing Examiner Herbert Sharfman

■ Granted request by Beamon Advertising Inc. to extend time from March 2 to March 23 to file proposed findings and from March 30 to April 20 for replies in proceeding on

application for new AM in Daingerfield, Texas. Action Feb. 24.

By Hearing Examiner Elizabeth C. Smith

■ Pursuant to agreement of parties at Feb. 24 prehearing conference in consolidated FM proceeding on applications of Floyd Byler, Urbana, Ohio, et al., in Dockets 15278-81, continued March 16 hearing to April 20. Action Feb. 24.

## ETV applications

Following applications for matching federal funds for educational television have been announced by Department of Health, Education and Welfare:

■ Auburn, Ala.—Auburn University; for \$104,954 to expand facilities of University Production Center of Alabama State Network at Auburn; total project cost \$139,939.

■ University, Ala.—University of Alabama; for \$97,064 to expand facilities of University Production Center of Alabama State Network at Tuscaloosa; total project cost \$129,418.

■ Lincoln, Neb.—Nebraska Educational Television Commission; for \$156,643 to activate channel 3 at Lexington, Neb.; total project cost \$313,287.

■ Lincoln, Neb.—University of Nebraska; for \$304,314 to expand facilities of \*KUON-TV, (ch. 12), Lincoln; total project cost \$412,778.

■ Schenectady, N. Y.—Mohawk-Hudson Council on Educational Television Inc.; for \$162,566 to expand facilities of WMHT-TV, (ch. 17), Schenectady; total project cost \$245,765.

■ Charlotte, N. C.—Charlotte-Mecklenburg Board of Education; for \$206,976 to activate channel 42, Charlotte; total project cost \$275,968.

■ Hershey, Pa.—South Central Educational Broadcasting Council; for \$200,000 to activate channel 65, Hershey; total project cost \$562,010.

■ Pullman, Wash.—Washington State University; for \$92,782 to expand facilities of \*KWSC-TV, (ch. 10), Pullman; total project cost \$123,711.

## BROADCAST ACTIONS

by Broadcast Bureau  
Actions of Feb. 25

American Broadcasting-Paramount Theatres Inc. New York—Granted extension of authority to transmit programs to stations under control of Canadian Broadcasting Corp. or to any licensed station in Canada for period ending Feb. 25, 1965; conditions.

WAJR-FM Morgantown, W. Va.—Granted CP to change facilities from 99.3 mc, ERP 1 kw, ant. height 10 feet to 101.9 mc, ERP 50 kw, ant. height 270 feet, change trans. site and install new trans. and ant.; conditions.

WTOC-FM Savannah, Ga.—Granted CP to change facilities from 97.3 mc, ERP 7.9 kw, ant. height 397 feet to 94.1 mc, ERP 100 kw, ant. height 370 feet.

K07BS Lower Evans Creek at Rouge River, Ore.—Granted renewal of license of VHF TV translator.

K81AO, K74CF Carrizo Springs and Crystal City, Tex.—Granted CPs to change frequencies from channels 70 and 77 to channels 81 and 74, respectively, for UHF TV translators.

Actions of Feb. 24

WKNY Kingston, N. Y.—Granted mod. of license to change name to Kingston Broadcasters Inc.

K07EC, K09EF, K12EW Beverly, Wash.—Granted CPs to include Royal City, Wash., in principal community; change type trans. and make changes in ant. system; and change frequency from K11EL to K12EW.

K03BQ Ukiah, Ore.—Granted CP to change primary TV to KNDU, ch. 25, Pasco, Wash.

K07DB, K10DG, K13DE Avon, Eagle, Edwards, Gypsum and Wolcott, all Colorado—Granted CPs to change type trans.

KVOY Yuma, Ariz.—Granted renewal of license.

K11GK Castella, Calif.—Granted mod. of CP to change frequency from channel 9 to channel 11 and primary to KRCR-TV, ch. 7, Redding.

Actions of Feb. 20

KOSA Odessa, Texas—Granted increased daytime power on 1230 kc, from 250 w to 1 kw, continued nighttime operation with 250 w and installation of new trans.; conditions.

KLVT Levelland, Texas—Granted increased daytime power on 1230 kc, from 250 w to 1 kw, continued nighttime operation with 250 w and installation of new trans.; conditions.

WAXE Vero Beach, Fla.—Rescinded action of Jan. 24 which granted renewal of license.

WEFF Highland Park, Ill.—Granted license for AM; specify main studio location and geographic coordinates.

KGON Oregon City, Ore.—Granted license to extent of authorizing operation on 1520 kc, with 10 kw nighttime and 50 kw daytime employing directional ant. day and night.

WRLB(FM) Long Branch, N. J.—Granted license covering changes in ERP, ant. height, ant. system and type ant.

WEFF-FM Highland Park, Ill.—Granted license for FM and specify studio location.

WFGM-FM Fitchburg, Mass.—Issued CP, pursuant to third report, memorandum opinion and order in Docket 14185, specifying operation on 104.5 mc; ERP 50 kw; ant. height 280 feet.

Beacon T.V. Inc. Duck Creek Area, Douglas Island, Mansfield Peninsula and Old Auke Village, Alaska—Granted CP for new VHF TV translator on channel 4 to re-broadcast programs of KINY-TV (ch. 8), Juneau, Alaska.

Actions of Feb. 19

K03BB, K13DQ Glenwood, Wash.—Granted CPs to make changes in ant. system for VHF TV translator's.

K03BJ, K07EM, K10EG Richmond, Spray, and Twickenham, Ore.—Granted CPs to replace expired permits for VHF TV translator's.

KRNY Kearney, Neb.—Granted change in remote control authority.

■ Remote control permitted for following: KBSF Springhill, La.; KSDR Watertown, S. D.

Action of Feb. 18

KGKL San Angelo, Tex.—Granted change in remote control authority (remote control permitted while using nondirectional ant.).

Actions of Feb. 14

WADO New York, N. Y.—Granted change in remote control authority (main and alternate main trans.).

■ FCC Form 340, July 1963, "Application for Authority To Construct or Make Changes in a Noncommercial Educational TV, FM, or Standard Broadcast Station," contains error in Section IV, Statement of Program Service. All persons who have obtained copies of form are hereby advised that Item 4 of this section should be deleted.

## Fine

■ By memorandum opinion and order, commission ordered Merchants Broadcasters Inc. to forfeit \$500 for willful and repeated violations of logging requirement rules by WAIL Baton Rouge, La. Notice of such apparent liability was issued November 13. In view of extent and seriousness of violations and actions of licensee, commission decided not to reduce forfeiture. WAIL has 30 days in which to request mitigation or remission of forfeiture. Action Feb. 26.

## Rulemakings

PROPOSED

■ Commission invited comments by March 27 on proposed rulemaking to amend table of assignments as follows: Lawrenceville, Ill.: add 276A; Ishpeming, Mich.: delete 261A, add 222; Marquette, Mich.: delete 222, add 261A; Beattyville, Ky.: add 272A; Apple Valley, Calif.: delete 240A, add 272A; Twenty-nine Palms, Calif.: delete 237A, add 239; Farmville, N. C.: add 232A; Grifton, N. C.: delete 253; New Bern, N. C.: delete 232A, add 252A; Huntingdon, Pa.: delete 244A, add 292A; State College, Pa.: add 244A; Kingston, Pa.: add 276A; Junction City, Kans.: add 233; Grand Island, Neb.: delete 233, add 268; Superior, Neb.: delete 265A, add 280A; Beloit, Wis.: delete 240A, add 237A; Dallas: delete 238.

PETITION FOR RULEMAKING FILED

■ Big Sandy Broadcasting Inc., Paintsville, Ky.—Requests amendment of rules to change table of assignments as follows: Paintsville, Ky.: add channel 249A.



# CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—\$2.00 minimum • HELP WANTED 25¢ per word—\$2.00 minimum.
- DISPLAY ads \$20.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS & EMPLOYMENT AGENCIES advertising require display space.

- All other classifications, 30¢ 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. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

## RADIO—Help Wanted

### Management

General manager for Midwest daytimer plus FM. Strong in sales and programing. Successful record and good references essential. Box C-3, BROADCASTING.

Oregon FM station seeks sales manager on way up, looking for ownership opportunities with established operators. The usual compensations at start. Box C-72, BROADCASTING.

### Sales

San Francisco . . . Strong salesman, proven management abilities. Top opportunity. Salary plus top station, multiple group. Box C-5, BROADCASTING.

Are you an R. Thompson? Thompon, through sales, earned so much money his management cut his sales commission three times before he got wise and decided to look for greener pastures. The R. Thompson we hire is going to be our fair haired boy with only the best to look forward to in our expanding organization. If you're an R. Thompson, we want you in this rich Ohio market. Resume, history and photo to Box C-75, BROADCASTING.

Wanted: Good experienced salesman. \$500 guaranteed plus. KSEN, Shelby, Montana.

Salesman—immediate opening in Westchester market. Salary, incentive, benefits. Send resume to Donald E. Macfarlane, Manager, WVOX, New Rochelle, New York.

## Announcers

Personality dj modern format Virginia. Send tape, picture, resume and all details 1st letter. All tapes returned. Box B-239, BROADCASTING.

Announcer—with first phone—prefer some news experience. Family man ready to settle for good opportunity in Michigan. Send resume and tape. Box B-251, BROADCASTING.

Experienced staff announcer for good music kilowatt near Chicago. Excellent starting salary, many extra benefits for mature man who can gather, write and deliver news, newsmobile reports, plus bright music shows. Send tape, complete resume, telephone number, Box B-299, BROADCASTING.

Religious chain operator expanding. Needs top religious experienced personnel in all phases of radio. Send complete resume and picture. Box C-10, BROADCASTING.

Immediate opening for experienced announcer knowing radio with ambition to be station manager. Small market FM with good music AM format. Resume and tape, no prima donna's. Box C-20, BROADCASTING.

Announcer or newsman with first phone. Midwest regional in aggressive college town. Experience required. Box C-26, BROADCASTING.

## Announcers—(Cont'd)

Looking for the world's biggest bargain in morning—man for large Midwest market. Can pay only \$650 per month until ratings go up. If you can raise them with a non-rock pop format, send resume tape to Box C-50, BROADCASTING.

Sports-dj some local play-by-play. Middle of the road. Small New England metro market. Afternoon trick, nightly sports. Good conditions. Year round resort area. Resume and audition. Box C-76, BROADCASTING.

Radio announcer join long established outlet in southern Arizona medium market. Acute need. First required. Good music format. Mature voice and attitude. Must write copy, production, follow through on various assignments in limited staff operation. Experienced hard workers apply. Prima donnas don't bother. Send tape, resume to Box C-83, BROADCASTING.

Announcer for station in growing Texas Gulf Coast area. Start \$455 monthly. KBRZ, Freeport, Tex.

1st phone announcer—basic duty as afternoon and early PM newsman. Gather, write and air. Also limited dj trick and some production. Top salary for right man. Call Jim Jae, General Manager for appointment, KHMO, Hannibal, Missouri. AC-1-3451.

Experienced morning man for "Happy Sound" middle-of-the-road station. Best equipment, crew, and working conditions in area. \$85 per week first month then \$90, plus 10% on sales and servicing. Send photo, tape, and resume to Roy A. Maple, KIML Radio, Gillette, Wyoming.

Permanent job for top notch announcer. Would like to pay \$500 to \$600 per month but will go higher if talent warrants. Contact J. A. Shepherd, KWIX, Moberly, Missouri.

Announcer—First phone man needed immediately. Apply in person or phone 319-352-3550, Manager, KWVY, Waverly, Iowa.

Announcer for 1,000 watt Southeastern Michigan fulltimer. Nite shift open. Must have knowledge of good music. Also experience in airing news. Good starting salary, working conditions. Paid vacations and fringe benefits. Send resume and other information to Gene Baril, Program Director WABJ, Adrian, Michigan.

Top forty announcer-announcer engineer-announcer, production-announcer copywriter. Contact Manager WAPX, Montgomery, Ala.

Need immediately newsman-announcer to gather, write and report for quality news operation. Send resume, tape, photo. WASA, Havre de Grace, Md.

Immediate opening for morning man, capable on news, sports and announcing. Send tape and resume. WDDY, Gloucester, Virginia.

New station accepting applications for all positions. On the air in one month. Send resume to Mr. Tom Anderson, General Manager, Radio Station WJRC, Box 914, Joliet, Illinois.

Outstanding personality wanted for afternoon traffic slot on successful Midwest middle-of-the-road music station. No top 40 hotshots. Excellent salary plus fringe benefits including major medical and life insurance. Send tape and full particulars to J. Maxim Ryder, WQUA, Moline, Ill.

Young, energetic, first phone, all night dj wanted by modern central New York operation. Rush resume, tape, photo and references to: Bill Quinn, WTLB, Utica, New York.

## Announcers—(Cont'd)

Announcer with first phone, no maintenance, WAMD, Aberdeen, Md.

Alert, aggressive newsman wanted by number one upstate New York station. Send tape, resume, photo and references to: Paul Lockwood, WTLB, Utica, N. Y.

Complete staff new 5 kw day tight pop music in Seattle. Airmail tapes, info to: Radio, 1728 Sherman, Denver, Colorado. 80203.

DJ's learn the professional way to introduce records 300 interchangeable, intelligent intro by excellent writers for vocals and instrumentals. \$4.00. Broadcast Intros, 975 N. 35th, Milwaukee 8, Wis.

Top quality announcer—prefer experienced with interest in public affairs and special events programs. Family man preferred. Ideal location in university town with many cultural and educational advantages. E. M. Sears, Box 62, Bloomington, Indiana.

## Technical

Need: First Class ticket with good announcing voice, program director experience or program director training and a person desiring to work in Northwestern college town. Send application to Box C-29, BROADCASTING.

Wanted immediately: First class engineer for 5kw directional quality operation full time only experience thoroughly qualified, responsible, sober man need apply and quote salary, Florida. Box C-31, BROADCASTING.

Engineer needed by regional AM-FM station for studio and transmitter duties. Apply Box C-48, BROADCASTING.

Maintenance chief for Southwest station. Must have superior technical qualifications. Box B-88, BROADCASTING.

Engineer experienced—all phases AM-FM operation needed by non-directional kilowatt station. Complete maintenance knowledge & personal interview essential. Send resume to WASA, Havre de Grace, Md.

Midwest regional AM-FM needs first class engineer now. No announcing, contact chief engineer. Call 223-2060 or write WIMA, 223 N. Main Street, Lima, Ohio.

Real opportunity for qualified engineer to become chief at important Midwest AM station. Excellent salary with fringe benefits including major medical and life insurance. Write or call J. Maxim Ryder, WQUA, Moline, Ill.

Need experienced first phone engineer. Light announcing. Light maintenance. Send audition tape and information. WSYB, Rutland, Vermont.

Central New York operation has an immediate opening for an experienced chief engineer. If you have served as chief—or have the technical background to move up to such a position—rush all details including photo and references to: William Dudley, WTLB, Utica, New York.

Broadcast equipment engineers—Need engineers with station experience for design development and field service and test work. Ideal location in university town with many cultural and educational advantages. E. M. Sears, Box 62, Bloomington, Indiana.

## RADIO—Help Wanted

### Production—Programing, Others

Young aggressive, ambitious program director. Are you an idea man? Can you gimmick up a station with audience getting promotions? Can you produce selling spots using station talent and sound libraries. Can you increase station ratings with one hard hitting promotion after another? If you can, then you're our man! You'll start as program director of our headquarters station of a group of stations and if you do a good job you'll take over as group program director and travel the circuit. We don't want a big shot reputation. We want an ambitious young man seeking to establish himself but we ask that you have evidence of your past accomplishments. We have the stations and the major markets to prove your talent. Salary is open with a sizable bonus if you are able to produce the ratings. Our station group programs to the Negro audience but we don't require a P.D. with Negro experience but rather one with ideas and imagination. Send detailed resume including past earnings record. Box B-300, BROADCASTING.

Experienced copy writer with ideas for production commercials and station promotional ideas. Send experience and sample copy to Box C-21, BROADCASTING.

Bright, happy-sounding announcer with good voices. Strong on production and promotions. Ideas, contests, voices important. 3rd phone required. Box C-30, BROADCASTING.

Experienced, dependable newsman-photographer, adept at gathering and writing news. Box C-87, BROADCASTING.

News-special events director needed for adult-format, strong public affairs 5 kw Eastern station. Consider #2 man now in active news department or news editor from smaller station. Resume, tape and salary required to Box C-90, BROADCASTING.

News director and afternoon announcer, dj. Excellent working conditions. Must furnish good references. Immediate employment both positions. Phone Bill Hausman, Program Director, WGL, Fort Wayne, Indiana.

WKBW, nation's most dynamic radio station, adding newsman to nation's most dynamic news department. Salary open. Send non-returnable tapes and resume to Irv Weinstein, News Director, WKBW, Buffalo, New York.

## RADIO—Situations Wanted

### Management

Let me run your station into the black with mature, aggressive management and sales ability. Prefer Midwest medium market. 30 years old, excellent record and references. All phases. Box C-27, BROADCASTING.

Selling manager available! 20 years as announcer, dj, sales mgr., station manager, salesman, experienced every phase small and medium station operation. Create and sell spot campaigns and programs. Florida, Gulf Coast States, California. Area code 305-268-9062 or write Box C-36, BROADCASTING.

Are you interested in a manager who can sell, announce, program, write copy for small station? Available immediately. Box C-40, BROADCASTING.

Young aggressive account executive in metropolitan market seeking first general manager position. Strong on sales. Background includes sales management, programing, bookkeeping. Prefer Midwest or upper Midwest, small or medium market. Family man. Box C-45, BROADCASTING.

Chain or group! Seasoned pro, 45, sixteen years AM dual general mgr./sales mgr., competitive market wants chain-wide responsibilities; gets things done with harmony & team effort; license. Box C-65, BROADCASTING.

## RADIO—Situations Wanted

### Management—(Cont'd)

Executive, attorney, accountant. Now general manager diversified operation including radio stations. Interested administrative—legal opening with radio enterprise of class 3 and 4 stations. Prefer location upper five Mississippi River states. Box C-79, BROADCASTING.

Manager, experience references & ambition. Will relocate. Ken Stuck, 26 Erie Ave., Hornell, New York.

### Sales

College graduate (radio speech) with 2 years announcing experience seeking sales trainee position with reputable, adult radio-TV station. Box C-12, BROADCASTING.

### Announcers

Sports announcer looking for sports minded station, finest of references. Box P-74, BROADCASTING.

Beginner, Broadcasting school graduate, young, talented, top 40, anywhere. Box B-202, BROADCASTING.

Experienced dj/announcer. Bright sellable sound top 40—middle of road—tight board, fast production. News—family man—permanent position. Box B-257, BROADCASTING.

Baseball play-by-play wanted. Up and coming sportscaster with excellent references wishes work. Write immediately. Box B-273, BROADCASTING.

Do you have a missing link on your announcing staff? Well here is a Northeastern Pennsylvania young man that would like to put the link back in. Box C-9, BROADCASTING.

13 years experience—deejay—sportscaster—newsman—programing—excellent background. Box C-11, BROADCASTING.

Competent combination engineer-announcer wants genuine offer from progressive station in East. College, five years chief. Employed by good music station. Box C-13, BROADCASTING.

Need an experienced, conscientious broadcaster who believes that radio can serve the public and still be financially sound? Please write and tell me what you have to offer. College grad., married, 26, excellent voice, delivery and musical knowledge. References. Now at medium market net affiliate. Want larger market. Box C-23, BROADCASTING.

Major market sportscaster—Desires play-by-play or sports director's position. Proficiently experienced in TV & radio on-air—sales—production—public relations. College grad. Locate anywhere. All opportunities considered. Personal interview if desired. Box C-32, BROADCASTING.

DJ announcer: Authoritative newscaster, bright air personality, tight board, cooperative, dependable, not a floater. Box C-39, BROADCASTING.

DJ-announcer—2½ years experience, GI, 25, married, mature, dependable, sales, sports, news, interviews, tight format, news ideas in production, will not use as a stepping stone. Box C-41, BROADCASTING.

Newsman-announcer seeking sound stable station. Experienced with top references. Give complete description of job and staff. Box C-42, BROADCASTING.

Experienced 3rd ticket will travel . . . generous—lively top 40 only! Box C-43, BROADCASTING.

Announcer, first phone, some experience, seeking immediate position. Box C-44, BROADCASTING.

1st fone/announcer, 4 years experience, degree, prefer Chicagoland, Box C-47, BROADCASTING.

## RADIO—Situations Wanted

### Announcers—(Cont'd)

First-phone personality—C&W, top-40, middle-road. Sales, copy, production, news, farm, metropolitan. Sober, family man, no problems, solid in community. Excellent audience rating. Only sound operations that can afford \$125 weekly minimum need reply. Box C-51, BROADCASTING.

Top rated, happy sounding morning man with five years experience seeks security. Presently with 50,000 watter in Midwest. Excellent references, not a floater or screamer. Tight board. Good news. Box C-52, BROADCASTING.

More than a decade experience catering to regional morning audience, which controls most of the purchasing power, looking for big opportunity. Family man who can substantiate claims. Box C-55, BROADCASTING.

Highly recommended, extremely versatile announcer, eight years experience, seeks major market tie with future. Strong commercials, news, sports, music, writers, rewrites well too. Dependable family man. Now employed Northeast. Box C-58, BROADCASTING.

Sports director—minor league baseball and/or college football and basketball—15 years experience—11 years present station. Sober family man—will consider any location. Box C-59, BROADCASTING.

First phone announcer, experienced news director, looking for news—sports situation, sales experience, available immediately, excellent references. Box C-62, BROADCASTING.

Top 40/c&w dj—specializing in news/public contact events. Strong teenage appeal. Four years experience in Southwest and Chicago area. 23, seeking permanent Southern Arizona position. No tape, will call. Box C-68, BROADCASTING.

Sick of non-broadcast minded stations and loafers. Want progressive top 40. Box C-69, BROADCASTING.

Southern top 40 R&B stations . . . I want to work for you. Box C-70, BROADCASTING.

Young, dj, tight board, news, some experience, will take direction. Box C-85, BROADCASTING.

Female dj, 18, 1st phone, no experience. Just dying to do top-40, will consider FM. Calif. only. Cathi Murry, 1-805-483-4065.

Rescue needed for cold announcer in frigid Northwest! Write: Alex Kuhn, 510 South Montana Street, Apt. 10, Butte, Montana.

Four years major top forty early morning personality first phone. 211 North, Waverly, Dallas, Texas.

### Technical

Experienced first phone engineer seeks position in Midwest or East. Some announcing. Box B-292, BROADCASTING.

Competent first class engineer, presently employed chief—old prestige station, looking for opportunity to broaden experience, advancement. Reliable morning man with flare for fun. Five years all around experience. Excellent references. Prefer Alaska. Will consider all. Box B-295, BROADCASTING.

Experienced engineer, maintenance, transmitters, studio and directional systems prefer Florida or southern states. Box C-14, BROADCASTING.

Over 10 years AM-FM experienced, degree, first phone. Broad Tech. and business background, age 34, married. Southeast only, \$155.00 min., personal interview my expense. Will consider investment. Box C-15, BROADCASTING.

Chief or asst. Chief engineer. BSEE degree, first class license, 11 years experience in operation, design and construction. Southwest preferred. Box C-33, BROADCASTING.

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**RADIO—Situations Wanted**

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**Technical—(Cont'd)**

I run the technical department and run it well. At \$550 per month, I am the cheapest technician you can buy. Now employed as chief of a small AM-FM station. But looking for something better, would prefer FM stereo. For complete resume write Box C-46, BROADCASTING.

Chief engineer-program director, or chief engineer-news director. Sixteen years experience, twelve as chief. Construction-operation-proof. Four years combo news-sports. Two years program director. Married, 40, four children, two college age. Prefer relocation near college with engineering school. Can furnish tape. Desire interview. Box C-49, BROADCASTING.

First phone transmitter experience wants permanent maintenance position, prefer to learn TV, start immediately. Box C-67, BROADCASTING.

Five years in sales, announcing and engineering. Prefer country and relocate. Box C-78, BROADCASTING.

4 years experience radio and TV transmitter maintenance. Desire AM chief or TV transmitter position in California. Will accept announcing. Box C-80, BROADCASTING.

Presently chief engineer. AM directional-audio proofs & installation looking for experience in AM-FM & or TV. Good electronics background — voice. Phone 813-639-3862.

First phone, will travel. Radio or TV. Two years board operations, radio. DeVry Tech, Chicago graduate. Gary McClendon, 210 Rose Road, Albertville, Ala., 878-1221.

**Production—Programing, Others**

Newsman—experienced, authoritative, literate delivery, copy, editing, interview and actuality work. Larger market, some opportunity for TV experience preferred. Box B-216, BROADCASTING.

Steady newsman with family, college degree, five years experience and \$200 asking price, top-rated in N.E. market. Box C-17, BROADCASTING.

Top rated, top 25 market, top 40 man wants program director opportunity with free hand in medium market. Where, when, salary . . . Box C-18, BROADCASTING.

Director seeks larger market. B.A. degree. Married and exempt from military. Resume available upon request. Write Box C-19, BROADCASTING.

Copywriter . . . male, excellent references. Good straight copy. Want job in sun. Southwest desert, or anywhere below Mason-Dixon line. New owner may oust March 1st. No traffic . . . no TV. Will phone my expense upon receipt your reply. Box C-28, BROADCASTING.

FM personality available to program, produce specialized FM evening schedule. Box C-38, BROADCASTING.

Detroit area AM or FM . . . News, writing, research, production work desired. BS degree in Broadcasting. Young, draft-free, experienced. Currently working in Michigan radio. Box C-63, BROADCASTING.

Robert Shafto seeks overseas or other stimulating assignment. Formerly London news bureau chief for MBS (61-2), Hollywood for BBC ('52-60), now columnist on SUN, Box 4275, Las Vegas, Nev. ('63-4). For reference, call Bill Maher, MBS, N. Y.

Program director, sportscaster with seven years experience available immediately. Experience includes broadcasting minor league baseball in New York and college basketball in West Virginia. Married draft exempt desire permanent position. Call 304-632-6162.

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**RADIO—Situations Wanted**

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**Production—Programing, Others  
Continued**

First phone PD-MD-DJ, top 40 or modern format, extensive pop knowledge. Personality, dependable, creative, versatile, married, 25, likes competitive challenge. Six years experience top \$500 present salary. Rick Knapp, 109 East Broadway, Butte, Montana, 406-792-1189.

**TELEVISION—Help Wanted****Management**

Wanted: Sales manager, aggressive, capable selling independent television. Big potential for hustler. High calibre operation with outstanding experienced personnel. Immediate opening. Box C-66, BROADCASTING.

**Announcers**

Southeastern network affiliate seeking announcers with news, weather & MC experience. Send resume, photo and audio or video tape to Box B-85, BROADCASTING.

Immediate opening for TV-staff announcer. Send full details, photo and audio tape to Len Cane, WPTZ-TV, 357 Cornelia St., Plattsburgh, N. Y.

**Technical**

Major east coast network station requires several TV experienced employees for April through October period. Good salaries and working conditions with potential for permanent employment. Must have 1st class FCC phone license. Reply to Box B-177, BROADCASTING.

Television broadcast engineer—Willing to take as trainees good young men with first class license for major Midwest television station outlets. Apply Box C-34, BROADCASTING.

Wanted UHF chief engineer for new Midwest station. Must be experienced and able direct crew. Opportunity for growth. Give full details. Box C-53, BROADCASTING.

N.Y.C. opportunity for prog-production man able to supervise all aspects of daily live TV information program. Must be able to direct program and technical personnel. Understanding of local TV operation helpful, willingness to work for high standards of operation essential. Box C-81, BROADCASTING.

Studio and transmitter engineers wanted. Must be familiar with maintenance of RCA equipment. These openings are for maintenance work, not operators. Reply in confidence, with picture and salary required to Jerry E. Smith, KRIS-TV, Box 840, Corpus Christi, Texas.

Studio technician heavy on maintenance RCA equipment. Contact Ray Krueger, Chief Engineer, WQAD-TV, Moline, Ill.

Several temporary Broadcast Technician positions available in Ohio and Indiana. Opportunity for regular employment as opportunities arise. Applicants should have two years experience in studio or technical operations or equipment maintenance and have a first class FCC license. Send application to Personnel Department, Crosley Broadcasting Corporation, Cincinnati 2, Ohio.

First phone experienced studio and microwave maintenance. Upper Midwest station. Call Dave Chumley, 232-5081, Fargo, N. D.

Southwest TV station needs qualified program director in good three station market. Send air mail complete resume and salary requirement. Box B-323, BROADCASTING.

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**TELEVISION—Help Wanted**

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**Production—Programing, Others  
Continued**

Television newsman with emphasis on air work, to join five man staff in Midwest. Send complete resume and picture to Box C-1, BROADCASTING.

**TELEVISION—Situations Wanted****Management**

General manager—sales manager. In broadcasting since age 14; radio—17 years; television 8 years. Past decade in nation's 24th market. Nationally known and connected. Producer of ratings, profits and prestige. Box C-4, BROADCASTING.

Operations manager with exceptional experience in production, programing, film buying, news and public affairs, videotape & operations. Box C-8, BROADCASTING.

Operations director or manager. 6 years experience, 2 VHF stations as operations director, asst. mgr., sales mgr., production, announcing. Creating, selling local shows specialty. Available two weeks. Write Box C-37, BROADCASTING.

General manager—top commercial manager, fully qualified, ready for move up. Complete resume. Box C-60, BROADCASTING.

Top flight television manager offers integrity, energy, and unusual degree of dedication. Experienced in major market. Outstanding record. Available March 15. Box C-71, BROADCASTING.

**Announcers**

Overstaffed. Desire to place qualified people. Salesman, announcers, directors, engineers, cameramen. All are highly recommended. Please contact John Brodd, Business Manager, WQAD-TV, Moline, Illinois.

Girl, attractive, experienced announcer, writer, news, commercials, humor, women's, children's programs, will invest, Jerome 8-5657. New York, N. Y.

**Technical**

Eleven years experience. Same company. Seven as chief maintenance engineer. Two yr. DeVry Technical school graduate. Desire relocation in larger market as transmitter, maintenance and/or operations engineer. References. Midwest. Box B-283, BROADCASTING.

Chief engineer: Aggressive, experienced in TV-AM station design, construction, and operation, management capabilities, college graduate, excellent references, Box C-61, BROADCASTING.

News cameraman, film and tape editor. All phases TV production. Young, not a floater. Three years experience. Sound and film studio. Box C-77, BROADCASTING.

Break needed, experienced TV. First phone engineer, married, seeking permanent position in New York State or vicinity. Desires to cease traveling. Box C-84, BROADCASTING.

Transmitter engineer, TV or radio. Over ten years experience combined AM, FM & TV operation. Available immediately. D.A. Price, 416 19th St., Bettendorf, Iowa. 319-355-3627.

Presently chief engineer AM directional Good electronics background. Now TV experience needed. Wages not the big item. Phone 813-639-3862. Wayne Davis, 128 Central, Charlotte Harbor, Fla.



## TELEVISION—Situations Wanted

### Production—Programing, Others

Creative director/producer/writer TV film, advertising, documentaries: Award winner. Six years 4-A: Four years major VHF. Highest references. Seeks challenge, hard work, growth opportunity. Box B-282, BROADCASTING.

Production manager-executive producer: 8 years commercial television, 5 years radio. Full experience in programing, production, news, sales and film. Excellent creative and administrative abilities, degree, family. Resume available. Box B-301, BROADCASTING.

Producer/director—creative, competent, cooperative and packed with ideas, know-how and solid experience—seeks staff post in sales-ahead station. Write Box B-307, BROADCASTING.

Program manager with fifteen successful years of VHF experience available soon. Box C-7, BROADCASTING.

Bright young man, college grad., thoroughly experienced in radio-TV operations with TV chain supervisory background, seeks position with future in operations sales service or promotion. Box C-22, BROADCASTING.

If your news director is a "lazy dog," this "quick brown fox" is waiting to "jump over his back" and give you a 18 years experience, local and network, N.Y.-S.F.-L.A. as a working, writing on camera reporter. Excellent TV-radio versatile background. Excellent character and references. Box C-74, BROADCASTING.

TV production man. Camera, film editing, directing. Don Martin grad. (Caught in production cut back). Seeking future, will relocate. Warren Powers, 310-D Pajaro Street, Salinas, Calif. 408-422-4612.

## WANTED TO BUY

### Equipment

Will purchase for cash three Stainless G-15 towers with lighting, each 200 feet. Would be interested in other makes of towers. Box B-264, BROADCASTING.

Sturdy 300 foot guyed tower, late model FM monitor, Ampex 352 Transports for Michigan. Box C-24, BROADCASTING.

We have immediate need for one RCA type TP-16 TV projector in good condition with douser if available. Contact Chief Engineer, WJBF-TV, Augusta, Ga.

Will buy or trade used tape and disc recording equipment — Ampex, Concentone, Magnecord, Presto, etc. Audio equipment for sale. Boynton studio, 10 B Pennsylvania, Tuckahoe, N. Y.

3 Bay antenna tunable to 100.9 and 95.9 mc, with minimum 3.1 Gain. Write or call, Clarence Jones, WQIZ, St. George, S. C. 563-4371 day or night.

## FOR SALE

### Equipment

UHF 1 kw continental transmitter, modified for color, presently tuned for Channel 18. Offering does not include the filter-plexer. Transmitter in excellent condition—\$9,500.00. Contact J. W. Robertson, Chief Engineer, WLEX-TV, Lexington, Kentucky.

For Sale: One complete Gates "Nite Watch" Automation setup. Complete with audio console and large Ampex recorder. Priced for quick sale. Practically new. Has less than 10 hours on it. Bryan Davidson, Chief Engineer, WJBD, Salem, Illinois.

Television/radio transmitters, cameras, microwave, tubes, audio, monitors. Electrofind. 440 Columbus Ave., N.Y.C.

Xmission Line; Teflon insulated, 1 1/4" rigid, 61.5 Ohm flanged with bullets and all hardware. New—unused, 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California, Templebar 2-3527.

## FOR SALE

### Equipment—(Cont'd)

350 foot Triangular, heavy duty, FM tower. John J. Hoke United States Tower Construction, 249 Bartow Lane, Petersburg, Virginia.

Thermometer, remote electrical: used by over 100 stations, enables announcer to read the correct outside temperatures from mike position. Installed in less than an hour. Send for brochure, Electro-Temp Co., Box 6111, San Diego 6, Calif.

Commercial crystals and new or replacement crystals for RCA, Gates, W. E. Billey and J-K holders, regrinding, repair, etc. BC-604 crystals, also AM monitor service. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electronic Company, Box 96, Temple, Texas.

RCA BTE-10B 10 watt FM exciter, excellent condition, 1/2 year old. Richard Haskey, KGUD, Santa Barbara, California.

Heliac coaxial cable, HJ5-50 type, new, 85¢ ft. FOB, E.E.E.E., P.O. Box 2025, La Mesa, Calif.

250 ft. self-supporting galvanized tower. Excellent condition. Make offer, Eastside Broadcasting, 114 Lakeside, Seattle, Washington.

Microwave Systems, used one watt 7kmc \$3,200 each with new klystrons. Spiroline 1/2 inch 50 ohm 200 and 300 ft. sections 60¢ per foot new. Micro-Vision Box 3245, Van Nuys, Calif.

2—RCA line amps. 5—RCA pre-amplifiers. 1—Pre-amp. power supply. 2—RCA Monitor amps. Complete package—\$500. Write or call WRFM, 41-30 58th St., New York 11377, New York-212-Defender 5-1051.

RCA TP-16D film projector, RCA TG-1A synch generator, RCA TG-45A genlock, RCA 580D power supplies, chief engineer, WJAC-TV, Johnstown, Pa.

For sale: Used Western Electric 1-kw transmitter, good condition, \$1000 F.O.B. Hull, Mass. Contact: WBZ Boston, W. H. Hauser.

Ampex, model 401, 8-12 hour playback unit in handsome wooden cabinet, 3 3/4 and 7 1/2 speeds. Entire unit in best condition. Box C-54, BROADCASTING.

Gray model-216 tone arms. Two, good condition, \$20.00 each. One, fair condition, \$15. Station KBRZ, Freeport, Tex.

Four (4) RCA 44-BX senior velocity microphones in good condition, less stands \$95.00 each. WPIK Alexandria, Virginia.

Tape duplicator system. Crown international 800 master and five slaves plus master recorder with tape and disc playback—new condition—cost over \$15,000.00, sell at great savings or lease. Box C-91, BROADCASTING.

## MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 1000 Super dooper hooper scooper one liners exclusive in your market. Free sample. Lyn Publications, 2221, Steiner St., San Francisco.

"Broadcast Comedy" a free booklet available to disc jockeys doing light comedy. Write, including call letters—Show-Biz Comedy Service (Dept. BC) 65 Parkway Court, Brooklyn, N. Y. 11235

Independent TV-Midwest wants prizes for plugs—women's show. Whachagot? Box C-2, BROADCASTING.

Jack Ruby trial—Independents—Exclusive, daily authoritative telephonic newscasts, weekly tapes wrap-up from Dallas. Low cost. Newscast Associates, P.O.B. 22042, Dallas, Texas. FRanklin 5-5680.

## MISCELLANEOUS—(Cont'd)

New! 100 Hitliners (hip gags & patter about today's hits). Only comedy written for the top rated top 50 entertainers. 100 for \$1.00. Details about weekly service. Hogan Comedy Service, 313 North Center, Hickory, North Carolina.

World's Fair opening April 22. Our reporters will feed your station via "Beeper" or live. Advisers will buy the package. Also, one hour program for stations that use our reports. Write or wire Press and Radio Associates, Box 903, Pittsfield, Massachusetts.

168 hours—A complete summary of the week in review, accenting the major stories of the past 168 hours. A perfect 15 minute program, spaced with actualities, and the sounds of the news—Air Mail Special Delivery for weekend broadcasting. Top audience response—added depth and prestige—amazingly low cost. Write Box N-125, BROADCASTING.

## INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write: Dept. 4-K, Grantham Schools, 3123 Gillham Road, Kansas City, Missouri.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing, programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

San Francisco's Chris Borden School continues top placement record. Proven 1st phone and "modern" sound. Illustrated brochure, 259 Geary St.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting May 13, July 15 & September 23. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Why waste time and money? Come to beautiful sunny Sarasota and get your FCC 1st class radio-telephone license in 5 weeks. Complete tuition \$295. Your license is guaranteed or a complete refund. Write Dwain Glenn at his new beautiful location, Radio Engineering Institute, Box 3855, 1336 Main St., Sarasota, Fla.

## INSTRUCTIONS—(Cont'd)

Special accelerated first phone preparation available at Los Angeles Division of Grantham Schools. New classes begin March 16, May 18 and July 20. Lab training and advanced electronics available after first phone course, to those who wish to continue. For free brochure, write: Dept. 4-B, Grantham Schools, 1505 N. Western Ave., Los Angeles, Calif. 90027

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance, Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

Intensive thirteen week course in announcing, control board operation, production, news and copy writing. All new and most modern equipment, facilities. Graduates enter first jobs with confidence. P. L. Hughes, Director, Broadcasting Institute of America, Inc., P.O.B. 53321, New Orleans 50, Louisiana.

America's pioneer. 1st in broadcasting since 1934. National Academy of Broadcasting, 814 H St. NW, Washington 1, D. C.

Pittsburgh, FCC first class "success-proven" accelerated course now in Pittsburgh. Day or evening. Free placement. For brochure, write American Electronics School, 415 Smithfield St., Pittsburgh 22, Pa. Phone 281-5422.

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## RADIO—Help Wanted

### Management

#### WANTED

**GENERAL MANAGER, FM STATION**  
Midwest community of 100,000. Real good FM market. The man we want has a successful managerial background in a competitive market and strong in sales. Good habits, elvise record and family situation required. Salary is open. Part ownership available for right man. Send resume, photograph.  
Box C-83, BROADCASTING

### Announcers

#### MORNING PERSONALITY

A major prestige station in a top eastern market is seeking a morning entertainer. Not a formula man. Rather, a man who can talk to people, who can be funny without loading his show with gimmickry. A man who has developed his own style, yet who is more conscious of his listeners than of himself. For this paragon, we offer a fine contract well into 5 figures, excellent working and living conditions, and a bright future. All replies confidential. Rush tape and resume to:

Box B-322, BROADCASTING

#### WE NEED

An early riser, with third class license, for morning show. Also news director, strong on local reporting. Prestige positions. Excellent local cooperation. WCMY, Ottawa, Illinois.

## RADIO—Help Wanted

### Technical

#### ENGINEER-ANNOUNCER

#1 Hooper and Pulse rated WNOE, New Orleans, needs all nite engineer-announcer. Must know audio and be capable of performing maintenance on Automatic Tape Control, Collins, MacKenzie, and Continental Electronics remote control equipment. Salary open. Send tape of air work and resume including engineering background, to:

B. Marc Sommers  
WNOE, New Orleans, La.

### Production—Programing, Others

#### CREATIVE GENIUS PRODUCTION MANAGER

Hooper and Pulse rated No. 1, a leading Eastern Radio Station in top fifty market. Wants an imaginative, productive minded performer to create and voice production spots as well as produce a outstanding three hour record show daily. We are a high I.Q. top forty format. Salary in five figures. The man we hire will join an outstanding staff of radio pro's at the top station in a major growth market. He will work closely with a hard hitting sales force in well equipped new studio. He will replace a man leaving to establish his own advertising agency. We want a air salesman who can sell us. Send your presentation in confidence to:

Box C-82, BROADCASTING

#### NEWS MAN

Professional broadcast journalist for expanding local news operations. Combination leg man and on-the-air newscaster. Fully equipped newsroom. All we need is you. Send tape, writing samples, resume, and photograph to Bob Moore, News Director, KSTT Radio, Davenport, Iowa.

## TELEVISION—Help Wanted

### Technical

#### UNIQUE OPPORTUNITY

Wanted: Seasoned in-depth Chief Engineer and/or Transmitter Supervisor for new high power TV station in large New England Metro Market. Must be capable administrator and working engineer. Must be good organizer and familiar with systems planning and implementation. Transmitter construction ready to commence. Salary open. Submit full resume in confidence.

Box C-16, Broadcasting

## BUSINESS OPPORTUNITY

### Franchise Distributorships for Background Music Systems

Leading U. S. manufacturer, expanding distributor territories, offers to those who qualify distributor franchises for background music, both wire/studio and on-location systems. Manufacturer backs your operation with factory field engineering service, selling aids, national advertising. His experts train you, work with you to help assure your success. For personal executive interview:

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## MISCELLANEOUS

#### CONSERVATIVE NEWS COMMENTATORS

KAIL TV Fresno, Calif. reaching a half million viewers offers prime time to all sponsored—pre-sold conservative political broadcasts at radio rates. . . . Now carrying Dan Smoot, Manion Forum, Richard Cotten and Dr. Fred Schwartz. . . . Your TV program costs are only \$35 1/4 hour, and \$65 1/2 hour. . . . Lower rates on 52 non cancelable contract. . . . Contact Harvey Sheldon for availabilities. . . . Telephone 209-299-2104 or write KAIL TV, P. O. Box 4232, Fresno, California.

## INSTRUCTIONS

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Accredited liberal arts college. Specialization in radio, TV, theatre arts, speech, speech and hearing therapy. B.A., B.S., M.A., M.S. degrees. Day, evening, summer sessions. Broadcasting, announcing, writing, radio and TV production. Electronic production studio, theatre, FM radio station, speech and hearing clinic. Outstanding opportunities for achieving professional competence in acting, directing, and script writing for radio and TV. Coed. 84th year. For catalog write: Director of Admissions.

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**Equipment**

**USED AMPEX**

Professional  
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Models 300 & 350

Mostly consoles, some rack mounted.

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**WANTED TO BUY—Stations  
Continued**

**WANTED**

**RADIO STATION IN THE SOUTHWEST**  
Financially qualified group of broadcast personnel with management and ownership experience will consider either fulltime or daytime station in \$15-18,000 down-payment range. Must have good potential. Prefer southwest, though adjacent areas acceptable. Brokers invited.  
Box C-58, BROADCASTING

**I'LL INVEST \$10,000 AND 14 YEARS OF**  
Successful Sales and Management experience into the right Radio property on a Buy-In basis. Family man, Mid-thirties. Your reply held in strictest confidence.  
Box C-86, BROADCASTING

**NEED HELP?  
LOOKING FOR A JOB?  
SOMETHING TO BUY  
OR SELL?**

**For Best Results  
You Can't Top A  
Classified AD**

*in*

**BROADCASTING**  
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

**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

**INVESTOR  
WOULD LIKE TO PURCHASE**

Radio station within 100 mile radius of N.Y.C., Pref. Conn. and adjoining NY state (excluding Long Island.) Devoting part-time to management with exp. Mgr. in charge.

Box C-92, Broadcasting

**FOR SALE—Stations—(Cont'd)**

**MAJOR MARKET  
RACE STATION**

Southeastern market of 700,000. Consistently top-rated General Market. '63 gross \$240,000—'64 gross \$270,000. Unusually good equipment and facilities. Term price \$565,000 including valuable real estate.

Box C-94, BROADCASTING

**TV STATION**

Wanted direct from owners. Please give complete details first letter. Reply in confidence to:

Box B-247, BROADCASTING

**FOR SALE—Stations**

**CALIFORNIA METROPOLITAN**

Death of owner forces sale of promising new station in top growth market. Exceptionally well-equipped and appointed studios. Asking \$375,000 on good terms. Offers invited.

Box B-317, BROADCASTING

**TAMPA, FLORIDA**

10,000 Watts—Non-directional day—1550 KC. New equipment—building—studios. Florida's largest industrial city. Ideal opportunity for Country—Western—Religious format. Substantial principals with cash resources contact: John McLendon—Box 197 Jackson, Miss.—901-948-1617.

**STATION WANTED**

Multiple Station Operators just sold one property for cash; want additional properties within 200 miles of Cleveland Ohio. No property too large. Contact Harrison Fuerst, President, KVOR Inc., 931 Society National Bank Building, Cleveland 14, Ohio.

**FOR SALE**

Highly profitable fulltime AM and FM in single station middle Atlantic market for \$300,000 cash for physical assets. Price slightly over four times annual cash flow. Bank financing can be arranged for substantial buyer with \$100,000 cash plus working capital.

Box B-318, BROADCASTING

**WANT TO BUY STATION**

Successful radio operators want additional properties in top 50 markets only. Will pay cash. Write Shel Singer, Box 1291, Colorado Springs, Colorado.

**FOR SALE  
TO SETTLE ESTATE**

California 1 KW daytimer in heavily populated Growth area. Average monthly gross over \$8,000. Priced at \$115,000 on excellent terms. Less for Cash.

Box B-14, BROADCASTING

**UNUSUAL  
OPPORTUNITY**

5KW/1KW at Jackson, Mississippi—Metropolitan Population 225,000. Ideal market for Country & Western or Top 40 operation. Equipment, Buildings excellent condition. Priced for quick sale. Ni-Mac Broadcasting Company, Inc. Box 197 Jackson, Miss.—601-948-1617.

**NEED A HI-POWER EXEC.?**

I want to buy part of a Good radio or TV station (or Group) \$25,000 to \$100,000 available—all replies considered.  
Box C-25, BROADCASTING

To buy or sell Radio and/or TV properties contact:

**PATT McDONALD CO.**  
P. O. BOX 9266 - GL 3-8080  
AUSTIN 56, TEXAS

**STATIONS FOR SALE**

CALIFORNIA. Exclusive. Priced at \$150,000. Terms.  
SOUTH. Medium market. Priced at \$100,000. Terms.

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6381 Hollywood Blvd.  
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Gulf	single	daytime	\$ 75M	terms
Georgia	medium	daytime	55M	SOLD
Fla.	metro	fulltime	240M	29%
N. C.	metro	daytime	175M	terms
N. E.	Top 50	daytime	400M	29%

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# She has a rare gift...

It's courage.

Janice's legs are crippled. But there's nothing wrong with the rest of her. She laughs easily. Loves kid games. And she's determined to run, jump rope, dance and play like any other girl her age.

But right now, learning to walk is no picnic. Each step comes hard. Thanks to *you*, she'll beat her problem.

Your Easter Seal contribution last year helped buy expensive equipment to guide Janice's steps,

strengthen her legs, and ease her pain. Your contribution helped the therapist and other skilled personnel at your local Easter Seal chapter.

That's why your Easter Seal contribution is so much appreciated. It gives hope and help—instead of pity. All the pity in the world won't do as much good as a single contribution. Your contribution. When your Easter Seals arrive, take the first step for a crippled child. Give to Easter Seals. As you did *last year*.



***The first step is yours—  
your gift to Easter Seals***

Send to: Crippled Children, Postmaster (Your City and State)



**255,000 CRIPPLED CHILDREN AND ADULTS WERE  
TREATED LAST YEAR AT EASTER SEAL CENTERS**

It used to be that when talking to Bob Lambe, president and general manager of WTAR-AM-FM-TV Norfolk, Va., one had a chance to hear about how fine his stations were, or of his latest recipe for Chesapeake Bay oysters or maybe even about the newest gadget he'd bought for his camera.

But these days Robert Marion Lambe talks (and proudly) about just one thing: WTAR-TV's title as the station with the largest proportionate average prime time audience in the CBS-TV network according to an American Research Bureau report for November-December 1963 (BROADCASTING, Feb. 24).

"It's really quite understandable," a friend said last week. "Bob's been claiming he runs the best CBS operation all along. Now he's got proof!"

Harold Essex, president and general manager of WSJS-AM-FM-TV Winston-Salem, N. C., who gave Bob Lambe his first job in broadcasting 24 years ago, didn't hesitate to put the WTAR achievement under Mr. Lambe's direction in perspective: "Quite evidently he has awfully big feet because he needed them to fill the shoes of Cam Arnoux."

Campbell Arnoux, president of the WTAR Radio-TV Corp., and the man who built WTAR into a successful regional station decades ago, brought Bob Lambe into his operation and trained him to take over as operating head. WTAR-TV's CBS affiliate honor testifies how well he learned.

Mr. Lambe's career—from the days when he was a printer's devil in a small Georgia print shop to his association with Cam Arnoux and the WTAR operation—has been colored by his relationship with former newspapermen, now in broadcasting.

**Gentle Persuasion** ■ Born in Columbia, Ala., in 1920, he was raised in the Albany, Ga., area where he coupled selling subscriptions to the *Literary Digest* with high school. He became an apprentice in a print shop. One afternoon he was persuaded that it might be healthier to continue his formal education. The "persuader": a pig of iron heaved at him by the printer during a verbal disagreement. Abandoning any hope of repairing this breach in their employer-employee relationship, he returned to school.

A graduate of North Georgia College, a branch of the University of Georgia, he was a reporter for the *Albany (Ga.) Journal* before an uncle, Al Resch, put him to work as editor and general manager of the *Liberty (N.C.) News*, one of his weeklies. He was a "pretty good reporter," Mr. Resch recalls, "and a corking good writer. He had a natural talent for communications."

Wanting his nephew to have room to develop his talents ("the boy had a

## An able skipper topside can spell success

better potential than we needed on a small town weekly"), Mr. Resch brought him to an old newspaper friend, Mr. Essex at WSJS in 1940. While there Mr. Lambe met Laura Heard, who was advertising manager of Sosnick's Department store. She displayed unshakeable resistance to his sales pitch for radio time, Mr. Essex recalls, but that apparently didn't affect their personal relationship. They married about a year after Mr. Lambe en-

### WEEK'S PROFILE



Robert Marion Lambe Jr.—president and general manager, WTAR-AM-FM-TV Norfolk, Va.; b. Columbia, Ala., May 28, 1920; graduate of North Georgia College and attended Graduate School of Business, Columbia University, New York; reporter, "Albany (Ga.) Journal," 1938; editor and general manager, "Liberty (N.C.) News," 1938-1940; salesman, WSJS Winston-Salem, N. C., 1940-42; 2d Lt. Army Air Force, 1942; officer in charge, control tower at MacDill Air Force Base, Tampa, Fla., and public information officer, Army Air Force Communications Service, Asheville, N. C.; separated as captain, 1946; helped establish WNCA Asheville, N. C., general manager, 1946-49; WFMV-TV Greensboro, N. C., 1949; WTAR general sales manager, February 1951; vice president, sales, Jan. 1, 1958; president and general manager, Feb. 1, 1960; past president—Cavalier Yacht & Country Club; past president, Virginia Associated Press Broadcasters; secretary-treasurer, Virginia Association of Broadcasters; member—Norfolk-Portsmouth Sales Executives, Virginia Club, Commodore Club, Chesapeake Cub, Norfolk Yacht & Country Club, Tidewater Sales Representatives; m. Laura Heard, April 17, 1943; children—Laura Jeane, 19, Robert M. III, 15; hobbies—photography, golfing, fishing, cooking.

listed in the Army Air Force in 1942.

**His Own Boss** ■ He returned to radio in 1946 as his own boss. With several of his wartime service buddies he put WNCA Asheville, N.C., on the air. Fred Rabell, now owner of KITT (FM) San Diego and a National Association of Broadcasters board member, was one of the crew. WNCA (today the calls belong to Siler City, N.C.) wasn't the success the boys had expected, and Mr. Lambe later worked for WMPB Memphis. He got into television when he joined WFMV-TV Greensboro, N. C., in 1949.

Gaines Kelley, general manager of WFMV-TV remembers that they "saw eye-to-eye" immediately. "We were television pioneers in those days before the network cable came down," Mr. Kelley said. "Bob was beating the bushes for sales here and I was in New York pounding the pavement." He has a keen eye for a sale or a promotion, said Mr. Kelley, who has watched Mr. Lambe's career ever since.

**Rising Fortunes** ■ Cam Arnoux, a former newspaperman like Messrs. Kelley, Essex and Resch (the WTAR company owns the area's two daily newspapers, the *Norfolk Virginian-Pilot* and the *Ledger-Dispatch & Star*), hired Mr. Lambe as his sales manager in 1951.

The Norfolk-Portsmouth area has doubled in population since the war (now 600,000) and is ranked by the Bureau of the Census as the nation's 49th largest metropolitan market.

Mr. Lambe quickly became involved in Norfolk civic activities and it was his broad interest in the development of the entire community that spurred him to lead the area's three television stations in the joint advertising promotion of the \$200-million Chesapeake Bay Bridge Tunnel in 1961-62.

Mr. Lambe may be a community man, but his heart belongs to the stations, making informal visits to all departments twice a week. With two-way radios installed in his family cars, Mr. Lambe also is able to keep in constant touch with the producer in charge of the WTAR command center. Despite his reputed ability to monitor three televised football games simultaneously, Mr. Lambe's air personalities are well aware that he listens to radio. Judging from his frequent comments on programming, they are convinced he does nothing else.

A two-pack-a-day smoker, he enjoys relaxing on the golf course (the Lambe home is nestled right on the course in Virginia Beach), at a poker table or, his kitchen where he has earned a reputation as a chef. His wife has remained in advertising and is president of the Laura Lambe Advertising Agency in Virginia Beach. Mr. Lambe is vice president.

## The name of the game

**T**HE way things have been going, baseball will soon be eclipsed as the national pastime by a new game, not yet formally titled, that can be described generically as "Put the Bite on Television." It is played by sport entrepreneurs and is not to be confused with another, older pastime, popular in highbrow, pseudo-highbrow and government circles, called "Pin the Tail on Television."

It would be inaccurate to say that the new game was inspired by the orbital prices that CBS and NBC recently put up for professional football rights. "Put the Bite on Television" has been played for years by baseball and football club owners in particular, often with consummate skill but usually with at least one eye on reality. What the new football prices did was lift the "bite" game out of the sandlot class and serve as a popularizing influence that may yet prove comparable to what was done for football, for example, by Knute Rockne's discovery of the forward pass or for tennis by Gussie Moran's invention of lace panties.

When word of football's TV millions got around, the golfers redoubled their efforts to get control of television rights to their tournaments, the baseball owners showed new interest in developing a TV package plan of their own, and who knows where it will all end? The cross-country runners, underwater swimmers, horseshoe pitchers and tightwire walkers may be heard from yet. (For whatever consolation this may offer, it does seem reasonable to think that the women rasslers and the seven-day bike riders have probably missed their big chance.)

"Bite" is obviously a game that any number can play, but we would suggest that the sports entrepreneurs not be too cut throat about it. There is no doubt that sports is a hot attraction on television. But if they drive the prices higher than advertisers will pay, they'll find that the name of their new game is Solitaire.

**A**ND while in the arena of bitesmanship, it is just as well—indeed fortunate—that those showmen who manipulated the Liston-Clay performance in Miami chose the more lucrative theater-TV exhibition rather than live television. It was an ordeal for ABC Radio which had the radio rights. Its commentators had a tough time trying to describe the pandemonium in an 18-foot ring, before, during and after the so-called world's heavyweight championship had changed hands.

One by one, the networks have decided to forego professional prizefights on regular schedule. The audience appeal is limited and declining. The Miami farce should clinch their judgment that pugilism is not a sport but an industry.

## Time to face the problem

**T**ELEVISION is losing ground in its long campaign to gain access to public trials and public hearings.

A year ago the American Bar Association voted to retain its Canon 35 which prohibits broadcast and film coverage of the courts.

Soon afterward the Rules Committee of the U. S. House of Representatives dropped into its bottomless pigeonhole a proposal to permit television coverage of House committee sessions.

This year is starting no less badly.

Television has been excluded from the trial of Jack Ruby although television presented live before a nationwide audi-

ence the crime for which he is being tried.

Last week the Senate Rules Committee shut television out of its public interrogation of Bobby Baker.

It must be dawning on all television journalists by now that something is basically wrong with their case. What is wrong, we suggest, is that television cannot enter a hearing room unobtrusively. It takes in not only its own considerable gear and numerous technicians but also trains of equipment and operators from associated and rival crafts.

Open a hearing room to television coverage and the following situation occurs.

Live cameras are installed. They operate silently and may need no special lights if the room's normal illumination is bright enough to read by. But the live cameras that are now in use are bulky, require networks of cables and clusters of supporting gear and must be manned by numerous technicians. Only if the hearing room is so designed can live installations be made unobtrusive.

But the problem of disruption does not stop there. Once live television is admitted, custom decrees that film and still cameras will be admitted too. Film cameras make noises and require extra lights. Still cameramen tend to swarm toward changing points of vantage. Put live television, film camera crews and not-so-still photographers in the same enclosure, and no witness or participant can escape the feeling of being pinned under the eye of the world.

What can television journalists do about it?

First, they must demand and, hopefully, get a miniaturization of live television equipment. As long as cameras stay as big as they are their presence in a hearing room will make it look like a studio and hence like a scene for a show.

Second, they must hope for technical developments that will silence sound-on-film camera gear and reduce it to less conspicuous dimensions (many of the film cameras at any news event are as apt to be making footage for television as for other media).

Third, they must take the initiative in cooperative efforts to impose self-discipline among all the users of equipment at any pre-arranged event. Considering the competitive instincts that are at work within an assembly of television, film and still cameramen, an orderly accommodation may be difficult, but it is at least worth trying for the mutual benefit of all.



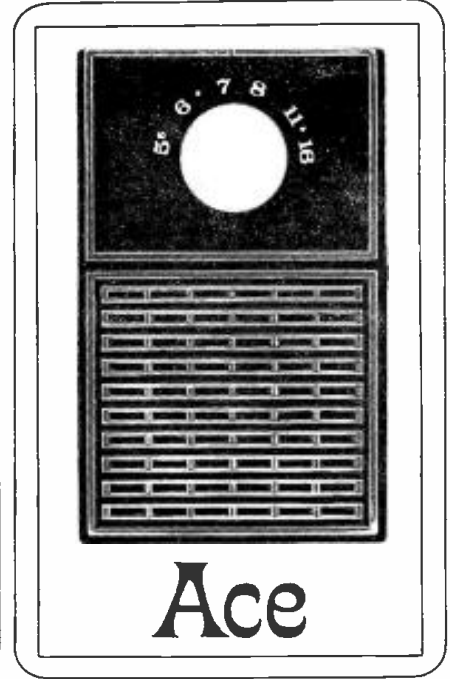
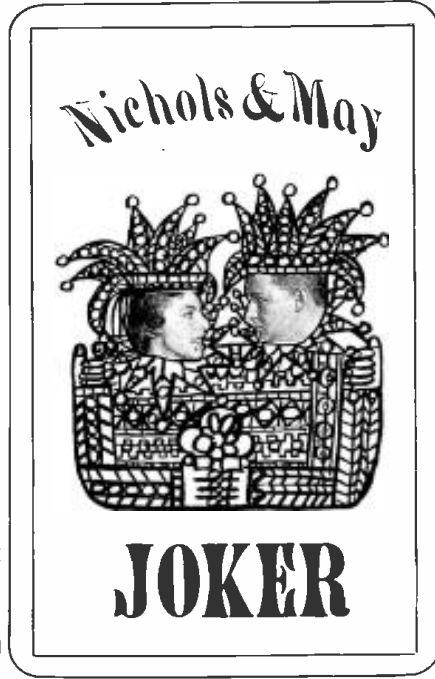
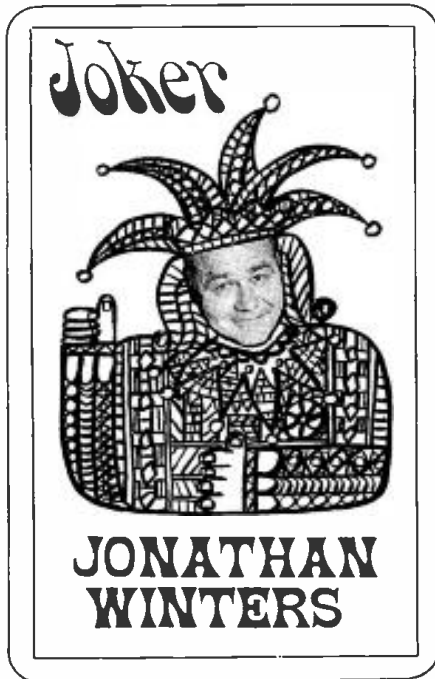
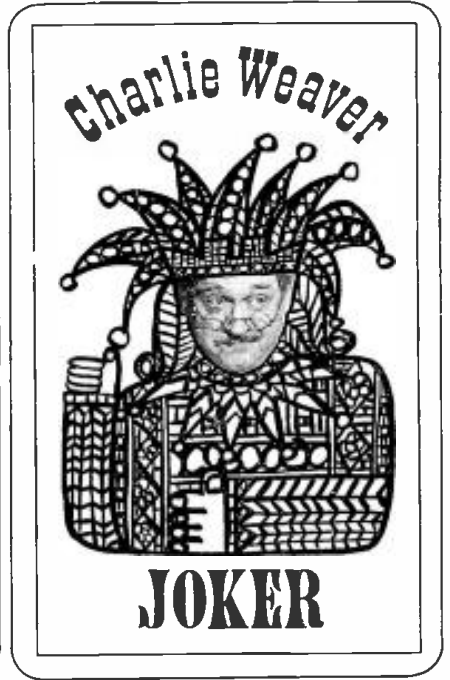
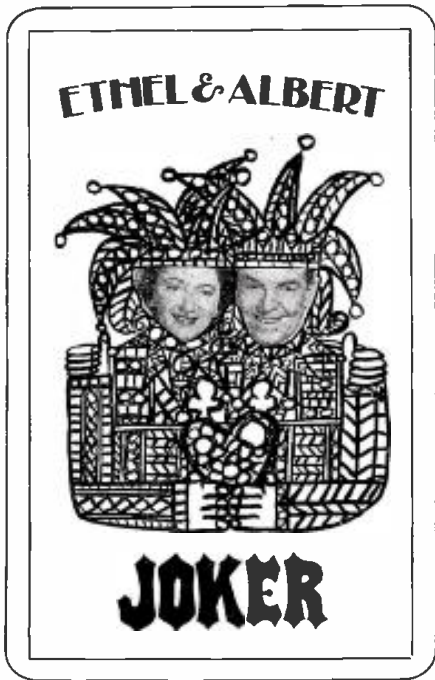
Drawn for BROADCASTING by Sid Hix  
"I've heard about clutter on television, but this is ridiculous."





FORT WORTH—DALLAS

THE ONLY TELEVISION STATION IN THE WORLD  
COMPLEMENTING YOUR SALES MESSAGE WITH  
TOTAL DESIGN DISCIPLINE THROUGH IKONOGENICS.



**NBC RADIO**  
**This is the light**  
**and laughter side**  
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**This is**  
**NBC RADIO.**

