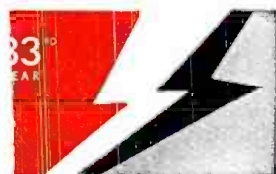


50 Cents



# BROADCASTING

THE BUSIN

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Air University Lib  
63-8999  
Serial Acq Section  
Maxwell AFB Ala

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MAY 64 CIN

ND RADIO

NEWSPAPER

JUARY 6, 1964

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'Secure' broadcast stocks are now courted  
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Rogers plans House hearing ..... 62

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## C'MON UNDER

Under the shelter of a single, all-embracing KPRC-TV sales plan. Programs, spots, participations — every kind of television you need, all through *one* source: KPRC-TV, Channel 2, In Houston, Texas. All through *one* man: Your Edward Petry & Co. representative. And all paid for with *one* easy-to-handle monthly payment. One station, one man, one payment — that's the *one* modern way to buy Houston television.

**P.S.** A friendly KPRC-TV representative is waiting for your call.

# KPRC-TV

HOUSTON, TEXAS CHANNEL 2

**"One station, one man, one monthly check to pay — that's the modern KPRC-TV way!"**

Courtesy of Travelers Insurance Companies, Hartford 15, Connecticut

**Billy Casper  
loves to  
get trapped  
into watching the  
COLUMBIA  
features  
on KFMB-TV  
San Diego!**

Air University Library  
Maxwell Air Force Base, Ala.  
PROPERTY U. S. AIR FORCE

**COLUMBIA**



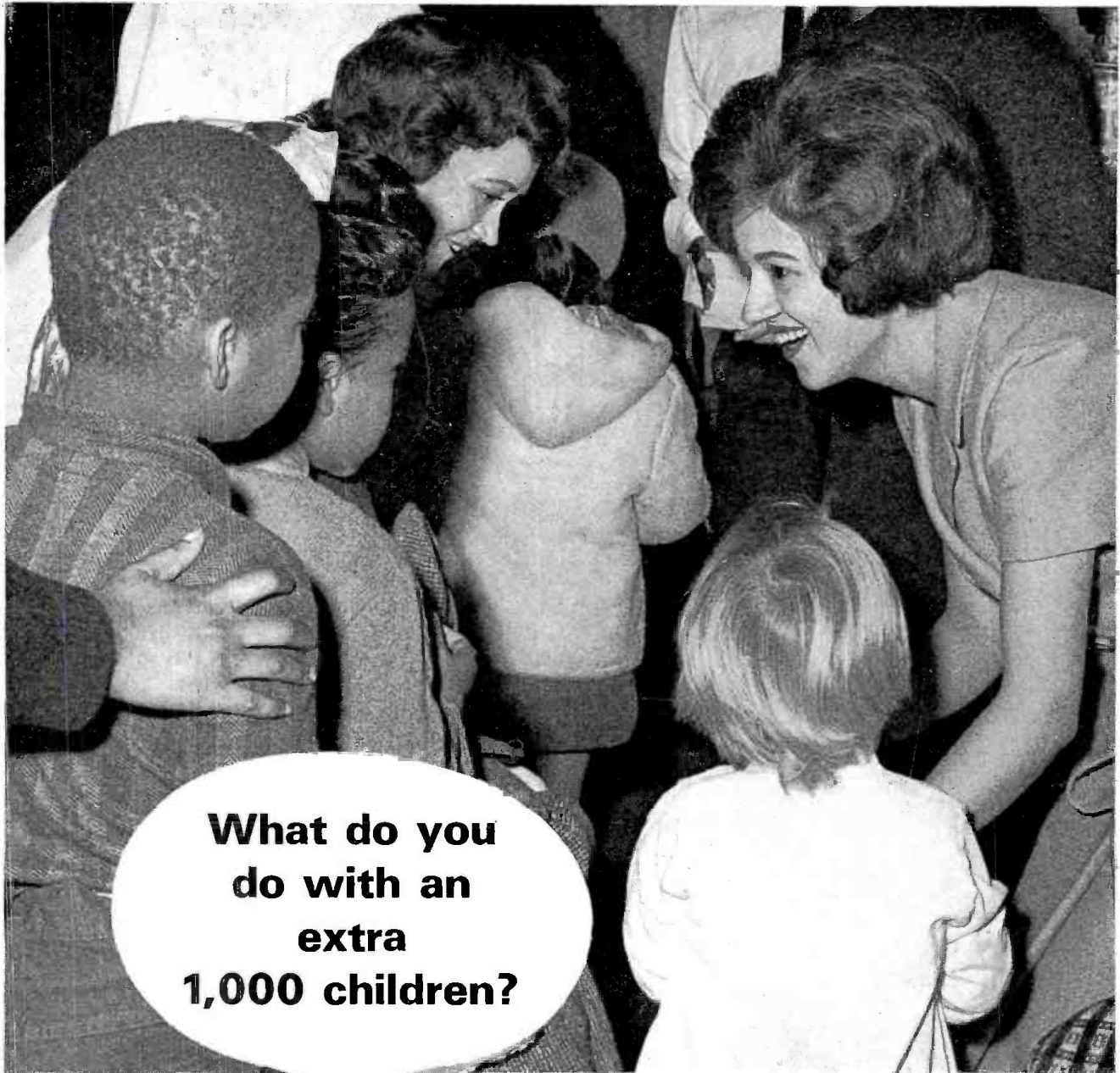
**PICTURES**

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

Distributed exclusively by

**SCREEN GEMS, INC.**





**What do you  
do with an  
extra  
1,000 children?**

The young lady is "Miss Lois" of our **Romper Room**. She's handling the heartbreaking chore of turning away 1,000 children from our recent **Romper Room** Party at a downtown theatre. (A gift, a smile and a reserved seat ticket to our next party helped soothe their disappointment.)

Inside the theatre 4,000 more kids excitedly await the start of the fun.

This is the power of **Romper Room** on KTVI, TV 2. After only a week of promotion, 5,000 children descended on downtown St. Louis early on a Saturday morning.

Obviously, our **Romper Room** audience offers you that wonderful and unique sales ingredient: enthusiasm.

**KTVI** <sup>HR</sup> **2** <sup>abc</sup> St. Louis



If you are interested in buying TV time in the Dallas-Fort Worth market, we suggest that you read the October-November, 1963, ABC Market Report. If, after reading the report, you don't buy KRLD-TV, we BOTH lose money.

See your ADVERTISING TIME SALES representative.

**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



## No fires, just smoke

Cigarette companies that are now studying their advertising policies in anticipation of U.S. surgeon general's report on smoking and health are inclining more toward subtle adjustments than toward convulsive departures from tradition. As matters look now, there'll be de-emphasis of straights and more emphasis on filters, or at least that's word from recent top level meeting of big tobacco company and its advertising agency. There's also quiet continuation of recent efforts to move nighttime TV network sponsorships to hours after 8:30 p.m. (CLOSED CIRCUIT, Nov. 4, 1963). Surgeon general's report is expected next weekend.

## Next: a radio form

There's at least outside chance FCC will put out for comments this week proposed program reporting form for AM and FM operators. Commission is holding special meeting on form tomorrow (Tuesday). As it stands, form is much simpler than that put out for TV last month. It would require survey of community needs (but no evaluation). Then, either in composite week, or week selected by applicant, and in proposed typical week, it would seek information on news and weather programs (in minutes and percentages), including data on locally produced shows, and amounts of time devoted to public affairs programs, commercials and "other" programming. Applicant would also have to list locally important issues and programs carried to deal with them, as well as public service announcements broadcast. If station has specialty entertainment format, it would be asked to explain community need for such programming.

*Indications are that whatever shape program form eventually takes it will only be "interim" document. Commissioners feel agency needs to learn more about radio as result of impact of television before drafting "final" form. TV reporting form has been greeted coldly (see story page 50).*

## Considered for kudo

Three front runners for 1964 distinguished service award presented annually by National Association of Broadcasters are Carl Haverlin, retired president of Broadcast Music Inc., Donald McGannon, president of Westinghouse Broadcasting Co., and late President John F. Kennedy for posthumous award. If award goes to late President, there is hope that President Lyndon Johnson will go to Chicago convention to accept it. Committee that will select recipient is headed by Glenn Marshall Jr., WJXT

# CLOSED CIRCUIT®

(TV) Jacksonville, Fla., and Richard Chapin, KFOR Lincoln, Neb., who are also co-chairmen of 1964 convention. It will meet in conjunction with NAB board meetings beginning Jan. 27. In line with past practice, committee plans to submit only one name to board for approval.

## Attraction of cable

Gene Autry is joining ranks of prominent broadcasters who are diversifying into community antenna television ownerships. He's made bid for control of CATV system in Santa Barbara, Calif., in which Harry Butcher, onetime CBS Washington vice president and former TV broadcaster, now owns 51%. Present minority stockholders are being asked to approve new issue of 10,000 shares to be bought by Mr. Autry at \$22.50 each. Additionally, former cowboy star has offered same price for 30,000 shares now outstanding. Under Mr. Autry's proposal Mr. Butcher would get long-term management contract. Present system serves 2,000 subscribers, would undertake expansion if Autry capital goes in.

## Time out

FCC is expected to give official coup de grace to proposed commercial time standards at meeting this Wednesday. Staff will have draft opinion ready for consideration, it's reported, with prospects there will be at least five votes favoring cancellation of rule-making proceedings which had both congressional and industry-wide repercussions. Possible dissenters are FCC Chairman E. William Henry and Commissioner Kenneth Cox, though it wouldn't be surprising to see vote go unanimous.

## Fairness revisited

Broadcasters will probably find next FCC pronouncement on fairness doctrine more to their liking than July 26 statement, which stirred controversy in industry and Congress. Next statement, expected later this month, will come in form of primer that will be aimed at clarifying commission's position on fairness. According to those familiar with preliminary work on document, it will be "more realistic" than July 26 statement. For instance, one objection to that statement was that it could be interpreted to mean that broadcasters carrying spot political announcements attacking candidate would have to send that candidate transcript of pertinent con-

tinuity along with offer of time for reply by spokesman. Primer, reportedly, will make clear this isn't intent of statement.

## Travel note

FCC's newest member, Lee Loevinger, will be abroad for about six weeks beginning Jan. 24. He has been designated vice chairman of U. S. delegation to Aviation Radio Communications Conference in Geneva, which officially gets underway Jan. 27 and is scheduled to run four weeks. Chairman of U. S. delegation will be Arthur Lebel, chief of Telecommunications Division of State Department. There will be 10 in U. S. delegation: three from FCC, one from State Department, three from Federal Aviation Agency, two from Commerce Department and one from industry (Aeronautical Radio).

## Falling into line

More than 1,150 radio stations have now authorized All-Industry Radio Station Music License Committee to represent them in negotiations with American Society of Composers, Authors and Publishers for new ASCAP music licenses. Old licenses expired Dec. 31 but were automatically extended. Both sides agreed old rates should prevail until new ones are set, with any changes then to be retroactive. Committee is seeking lower rates; ASCAP, higher. No date set for further negotiations, but committee—headed by Robert T. Mason of WMRN Marion, Ohio, with Emanuel Dannett as legal counsel—has strategy meeting set for tomorrow (Jan. 7).

## Double jeopardy

Seven AM and FM radio stations, whose license renewal applications are now on deferred list at FCC, may have to answer questions about double billing when commission gets around to considering their cases. FCC staff last month reported to commission on investigation of alleged double billing of eight stations. One, WFHA-FM Red Bank, N. J., has already received letter from commission stating its license would be deferred until questions about double billing were answered (BROADCASTING, Dec. 9). Renewal applications of others were put on deferred list in course of investigation. Case against them, however, isn't considered as "serious" as that against WFHA-FM. Investigators suggested that commission look at evidence against them in processing their applications for renewal.



## Acquisitives\* are big earners in Cleveland

Clevelanders rank second (26.4%) earning incomes over \$10,000 annually among the nation's top twenty metro-county areas—just behind Washington, D.C. That's why Clevelanders have money to spend on luxuries of life.

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

**ACQUISITIVES WATCH**

LOS ANGELES KGBS	PHILADELPHIA WIBG	CLEVELAND WJW	MIAMI WGBS	TOLEDO WSPD	DETROIT WJBK	STORER BROADCASTING COMPANY
NEW YORK WJN	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV	

**WJW-TV**

# WEEK IN BRIEF

If it's two related products made by same company and commercial can be made to seem integrated, okay; otherwise TV piggybacks should be officially banned. Code board due to review Bell suggestion. See . . .

## PIGGYBACKS: ON THE WAY OUT? . . . 31

The financial community finds broadcast groups mature and seasoned investment opportunities. Effect of federal regulation discounted, but apparently keeps groups below average in price-earning ratios. See . . .

## STOCKS WIN RESPECT . . . 44

Proposed new TV program form alarms lawyers. Most feel it is too long, cumbersome, detailed and subjective. Minority feels that proposal is step in right direction since old form is outdated. See . . .

## OBJECTIONS TO PROGRAM FORM . . . 50

Milwaukee laboratory on advertising effectiveness is established with \$1 million. Sponsored by "Milwaukee Journal" and "Sentinel" (which owns WTMJ-AM-FM-TV), three-year program will test TV. See . . .

## PUREST AD DATA SOUGHT . . . 38

Another disc jockey with so-called humor gets station in trouble with FCC. WLAC is admonished after investigation of "inside" college type jocks aired by its night man. See . . .

## WLAC WARNED ON 'COARSE' DJ . . . 53

Could Oswald have received a fair trial had he lived? Law professor and defense lawyer claim overwhelming publicity would have made it impossible to find impartial jury. Minow feels coverage justified. See . . .

## IF OSWALD HAD LIVED . . . 52

Court orders 60-day stay on filing fee charges by FCC. Federal bench asks for comments on whether stay should remain in effect until appeal is decided. Commission postpones effective date. See . . .

## COURT BLOCKS FILING FEE PLAN . . . 62

Facing FCC in 1964: CATV regulation, AM allocations policy and revision of program forms. Chairman Henry feels most important 1963 accomplishments were satellite communications, educational TV growth. See . . .

## HENRY'S REPORT ON '63 . . . 66

Pacifica Foundation tells its executives they are free to reply to FCC questionnaire on political affiliations and that it's behind those who refuse. Shore's resignation is confirmed. See . . .

## OFFICERS FREE TO ANSWER . . . 67

Foreign politicians are studying U. S. use of TV in election campaigning. ABC survey shows nearly all European hopefuls looking into TV image building, although each country has variations. See . . .

## TV'S ROLE IN FOREIGN POLITICS . . . 69

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## BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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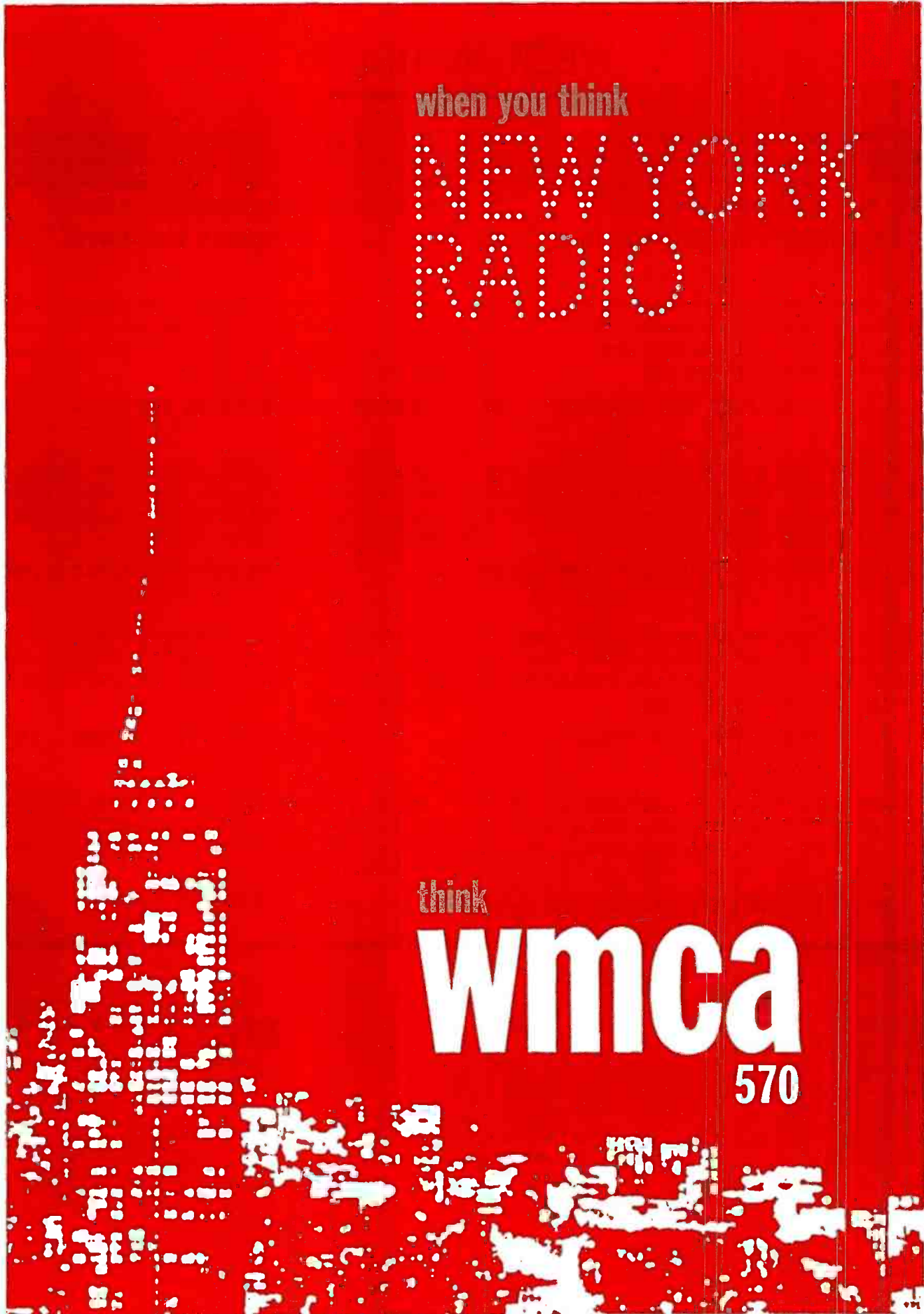
when you think

NEW YORK  
RADIO

think

**wmca**

**570**



REPRESENTED BY ROBERT E. EASTMAN & CO., INC.

BROADCASTING, January 6, 1964



## WHDH asks for new examiner at hearing

WHDH Inc. has asked that David I. Kraushaar not preside over comparative hearing involving licensee's renewal application for channel 5 Boston because examiner served as counsel to chief of FCC Broadcast Bureau in "factually related" case.

"Factually related" case WHDH-TV referred to was hearing which led to licensee's grant in April 1957 which, after long litigation, was reaffirmed in September 1962. However, at this juncture station was given only four-month license.

Three parties have filed applications for new station on channel 5 in competition with WHDH-TV's renewal application (BROADCASTING, April 1, 1963). Competitors are Boston Broadcasters Inc., Greater Boston Television Co. and Charles River Civic Television. Boston Broadcasters has been urging commission to start comparative proceeding, despite pending court of appeals hearing.

U. S. Court of Appeals in Washington further complicated case by issuing commission "show cause" order why agency's four-month license renewal to WHDH-TV should not be reversed. Commission's reply is due this week (BROADCASTING, Dec. 30, 1963).

In asking for Mr. Kraushaar to remove himself from comparative hearing, WHDH-TV cited U. S. Supreme Court ruling that regulatory agencies, in judicial proceedings, are bound by same legal traditions as other courts. Supplementing this point, WHDH-TV added that U. S. Code prohibits presiding officer of court to take part in case if officer had served as counsel to one of parties in related proceeding.

## Collins applauds NAB's record in '63

National Association of Broadcasters enjoyed its "most successful and productive year in NAB history" in 1963, President LeRoy Collins said Friday (Jan. 3) in yearend statement. He cited such accomplishments as record level in membership (BROADCASTING, Dec. 23, 1963); thwarting of FCC in its proposal to limit commercials; new significance and increase in subscribers for codes, and assurance of future reliability in ratings.

There has been "improved efficiency and broadened efforts" in all areas of NAB operations, president said, with "splendid record of achievement" in

government relations and substantial improvement in state association liaison.

Governor Collins said there are three special areas in which NAB should concentrate in 1964. These include further code improvement, special attention to development of new trends in radio programming and improvement in commercial practices and relations with advertisers and agencies.

## KTLA(TV), Paramount sued for \$10 million

Damage suit for \$10 million was instituted Friday (Jan. 3) against KTLA (TV) Los Angeles and its parent company, Paramount Pictures Corp., by Leo Seltzer, creator of *Roller Derby*, charging unfair trade practices.

Suit, filed in U. S. District Court in San Francisco by Harold Silen of law firm of Bernstein & Silen, asserts that after many years on KTLA, *Roller Derby* has been replaced with *Roller Skating Championships*, an imitative program whose inclusion on KTLA's schedule constitutes "piracy" and violates Federal Unfair Practices Act. KTLA attorney Harry Warner said there would be no comment or action until KTLA has had opportunity to read complaint.

## Post-Newsweek outlets endorse CBS time offer

Chairmen of Democratic and Republican national committees were told last week that Post-Newsweek stations, WTOP-AM-FM-TV Washington and WJXT

(TV) Jacksonville, Fla., both CBS affiliates, give whole-hearted support to CBS free time offer for joint TV-radio appearances of major presidential and vice presidential candidates this fall.

Letters from John S. Hayes, Post-Newsweek president, released Friday (Jan. 3), expressed hope Congress would pass HJ Res 247, legislation to suspend equal time requirement which has endorsement of both parties and wide support from broadcasters.

Mr. Hayes said "clarification and joinder of issues" in such appearances "will bring immeasurably deepened understanding to our citizens."

Resolution, passed in slightly different versions by House and Senate, is pending before House Commerce Committee.

## Politz shelves plans for all-media audit

Plans of Alfred Politz Media Studies for five-media audience audit, along with separate, but interlocking network TV audit, have been shelved by research firm for at least 1963-64 period. Politz entry into syndicated research field, partially prompted by government ratings hearings, was announced last June (BROADCASTING, June 17, 1963).

Field work, which began early in November, was halted 20th of that month after reports reached Politz from advertisers, agencies and publishers that several publications were "hypo-

## Cable TV seeking expert saboteur

Cable TV of Santa Barbara, community antenna system, is offering \$500 reward for arrest and conviction of person or persons who sabotaged company's equipment early New Year's morning with adverse effects on subscribers' reception of Rose Parade broadcasts. Offer was made in full page ad in *Santa Barbara News-Press* for Jan. 2, which reports service was off at 7 a.m. Jan. 1 and "examination of the mounting of the 6-foot microwave above the [transmitter] building disclosed that the two bolts which adjust and anchor the direction of the rifle-like beam of the microwave had been loosened and the dish wrenched out of alignment. These nuts require a 14-inch wrench to tighten or loosen."

After dish had been re-aimed and

service restored, pictures were snowy, which "indicates a weak signal, very bad for color reception." Checking, Cable TV engineers found hollow tube wave guides "stuffed with tinfoil . . . [which] absorbs and distorts the waves." Normal service was restored at 11 a.m.

"Motive?" asks Cable TV. "Plenty. Someone resents the competition of Cable TV, which makes housetop antennas as unnecessary as they are unsightly. . . . He must know his microwave gear, though, for his sabotage was cleverly hidden to delay discovery long enough to give Cable TV a black eye. He (or they) knew which dish to turn and which wave-guide to stuff with tin foil—not those of KEYT(TV)," whose service was not interrupted.

ing" audiences with increased distribution of free copies.

Politz has decided that even with resumption of field work now, distribution date for survey results would be pushed back from early spring into summer, outdated study before its release. TV audit planned as adjunct to five-media research would have drawn information from same interviews.

Firm has not decided whether research plan will be reinstated for 1964-65, but indicated, if it were, field work periods might not be announced.

## Paper rates grow faster than readers

National advertising rates of U. S. daily newspapers in 1963 continued to rise faster than circulation, according to annual study of "Newspaper Circulation and Rate Trends" being issued today (Jan. 6) by Association of National Advertisers.

Study, covering 1946-63, examines trends in English-language dailies, Sunday newspapers and Sunday magazine and comics groups, with figures on aggregate basis and also individually for each daily and Sunday paper with more than 50,000 circulation.

Using 1946 data as index base of 100, study shows circulation index for dailies rose from 122.3 in 1962 to 122.4 in 1963, while line-rate index went from 212.3 to 216.5, and rates-per-million-circulation index rose from 174.0 to 177.1. For Sunday papers, circulation index went from 137.5 to 139.8, while line-rate index climbed from 209.6 to 215.3 and rates-per-million moved from 152.4 to 154.1.

Since 1946, dailies' circulation has increased 22.4% as against 116.5% gain in line rate and 77.1% increase in rates-per-million circulation. For Sunday papers, gains since 1946 have been: in circulation, 39.8%; in line rates, 115.3%, and in rates-per-million, 54.1%. Line rate is based on 5,000 lines; circulation is total net paid.

Copies of 145-page study are available to nonmembers of ANA at \$15 each. Address ANA, 155 East 44th Street, New York 17.

## Dutch W.I. high power station is protested

Establishment of 500 kw radio station on 800 kc in Netherland West Indies in Caribbean near Curacao is being protested by Association on Broadcast Standards, U. S. group primarily representing regional stations. West Indies station is already receiving attention of U. S. State Department and FCC. It is being built by Trans World Radio (Dr. Paul E. Freed, Chatham, N. J., president) which operates radio outlet in Monte Carlo, Monaco, selling time for religious programs only. Presumably

## WEEK'S HEADLINERS

Donald Tennant, VP in charge of creative services division at Leo Burnett Co., Chicago, elected executive VP in charge of that division and continues as member of agency's creative review committee, to which he was appointed in 1958. Mr. Tennant joined Burnett in 1950 as radio-TV commercial writer-producer, became agency's first full-time TV writer, and after two years was appointed TV copy supervisor. He was elected VP in charge of TV commercial department in 1958, member of board of directors in 1960, and VP in charge of creative services division and member of agency's executive committee in October 1962.

for other personnel changes  
see FATES & FORTUNES

Antillean station will follow this practice. With transmitter on Bonaire Island, about 30 miles east of Curacao, and with salt water paths all around, interference is feared to southeastern U. S. stations on 790 kc and 810 kc. It definitely will affect WKVM San Juan, P. R., on 810 kc, it's understood. 800 kc is Mexican clear channel.

## Extras get 5% increase in TV commercial work

Increase of 5% in payments for extra work on TV commercials is called for in new three-year agreement negotiated by Screen Extras Guild with national advertisers, advertising agencies and producers, SEG is to report today (Jan. 6). New pact, retroactive to Nov. 16, 1963, also gives SEG its first national recognition as exclusive bargaining agent for all work within its jurisdiction (except in New York, where extras are covered by similar contract with Screen Actors Guild).

Agreement also provides for increase of employers' contribution for health and welfare benefits to 5% of gross compensation including adjustments. Pact also institutes "television commercials cooperative committee" on which SEG and industry will be equally represented, to "deal with special problems relating to the administration of the television commercials agreement" and "other problems of mutual concern..."

## 'Hercules' planned as future ABC-TV series

ABC-TV and Embassy Pictures have signed agreement for Embassy to develop its first TV series, *Hercules*, for 1965-66 season, it is being announced today (Jan. 6) by Edgar J. Scherick, ABC vice president in charge of network programing.

Joseph Levine, president of Embassy,

will serve as executive producer of one-hour *Hercules* series, which will be filmed on various locations around world. Embassy brought to America such motion pictures as original "Hercules," "8½," "The Sky Above—The Mud Below," and "Bocaccio '70."

## Power leap may be ahead for grandfathered FM's

FCC is considering rulemaking that would allow many FM stations to increase their power.

Stations are those that were grandfathered into new FM table of allocations at short spacing and with less than maximum power. FCC official said "several hundred" outlets would be affected.

Rulemaking, as drafted by staff, contains several possible choices for FCC consideration. One would permit all short-spaced stations to go to maximum power authorized under new rules.

Commission is expected to discuss proposal at its Jan. 8 meeting.

## New recommendation

Federal Trade Commissioner A. Leon Higginbotham was reported Friday (Jan. 3) to be one of two persons Justice Department had recommended to President Johnson for appointments to federal bench. Their nominations by President Kennedy lapsed with end of first session of Congress (story page 42). Neither was given nomination hearing before Senate Judiciary Committee during last session.

## Larger campaign for Bruce

E. L. Bruce Co., Memphis wax firm, will begin its biggest national ad campaign with spring house-cleaning season in March.

Bruce's Household Products Division will buy time on five ABC-TV network series, TV spots in 71 local markets and newspaper cooperative advertising. Time on *Ernie Ford Show*, begun last year, will be tripled, and Bruce will add *The Price Is Right*, *Queen for a Day*, *Seven Keys* and *The Object Is*. North Advertising, Chicago, is agency.

## A late starter

Aunt Jane's Foods, division of Borden Co., will begin using national radio Jan. 7, for first time in 43 years of company.

Aunt Jane's entry into national advertising will be on CBS Radio's weekday *Arthur Godfrey Show*. Campaign is scheduled for 26-week period and will be coordinated with promotions in other media.

Borden Co.'s agency is Young & Rubicam, New York.



...*"A marvel to behold"* **VARIETY**



\**"Captivating"*—Ben Gross, New York Daily News

\**"Better than . . . human beings"*—Donald Kirkley, Baltimore Sun

\**"Amazingly realistic . . . A bonus Christmas present"*—Harry Harris, Philadelphia Inquirer

## OPPORTUNITY TO BUY SUCCESS

*"Imaginative, charming . . . a marvel to behold"* says *Variety's* flattering review of Triangle's "Podrecca's Piccoli Theatre" featured in a one-hour special in more than 40 markets last month.

Podrecca's king-size marionettes are the syndicated hit of the season. Acclaimed by critics everywhere\*, they have earned outstanding ratings against top network competition: 9.4 (16% share) in New York, 19 (34% share) in Philadelphia, 13 (30% share) in Baltimore.

Now this delightful programming success which set fan mail records on Ed Sullivan's Show, is available February 1 in a library of 65 beautiful full-color five-minute vignettes, utilizing over 1,200 different marionettes in "The Colorful World of Music." Each program is a marionette interpretation of a selection from the world's great music.

Ideal for local sponsorship, slot these five-minute fantasies during children's viewing hours.

Buy Podrecca's success for *your* market before your competitor does. The one-hour special also continues to be available for showing at any time during the year.



*Another Creative Program Service of the Triangle Stations*

TRIANGLE PROGRAM SALES, 320 Park Avenue, New York 22, New York. Telephone: 212-421-2770

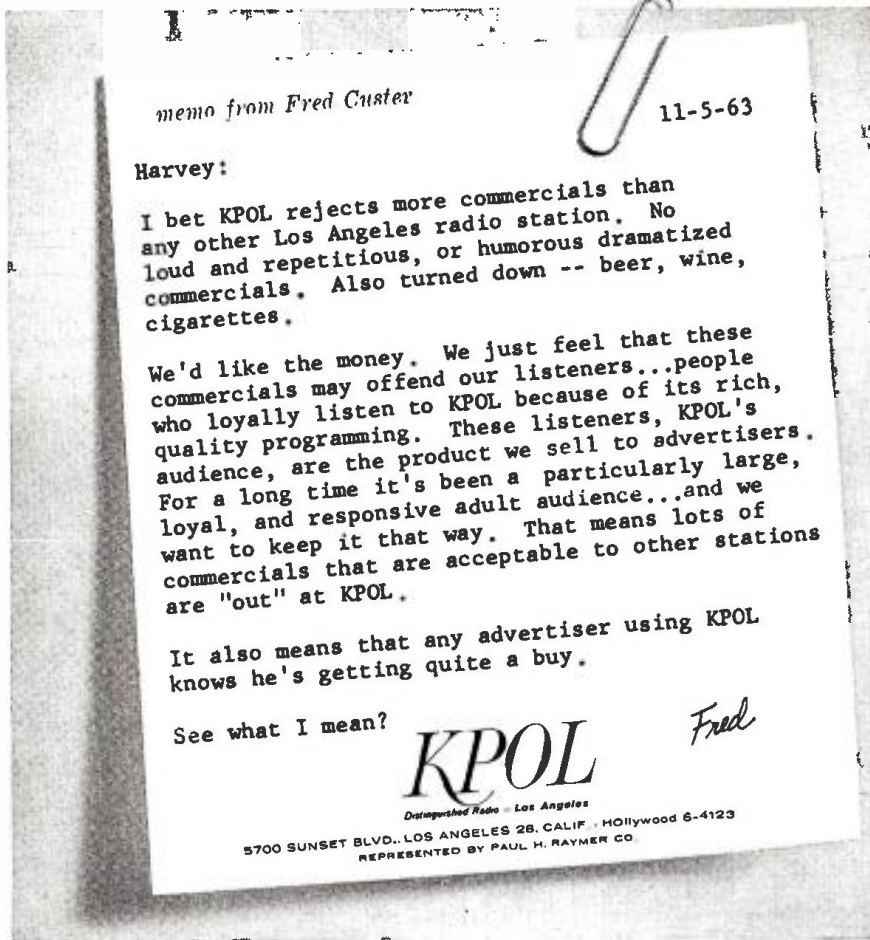




NASA's Manned Spacecraft Center . . . site of the largest space-simulator in the nation . . . home base and training center for the astronauts. From this \$200-million-dollar center, astronauts and engineers will plan and control a round-trip flight to the moon.

**K-NUZ . . . The Award-Winning News Station in Space City, U.S.A. . . Builds an Image of Believability for Advertisers' Products and Service . . . That's Why More Houstonians Are Sold on . . .**

**K-NUZ**  **SOLD IN COMBINATION WITH KAY-C, BEAUMONT**  
**THE KATZ AGENCY, INC. — NATIONAL REPRESENTATIVE**  
 IN HOUSTON. CALL DAVE MORRIS • JACKSON 3-2581



## DATEBOOK

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

■ Indicates first or revised listing.

### JANUARY

Jan. 6—Meeting of Executive Committee of National Association of Broadcasters, Madison hotel, Washington.

Jan. 6—North Carolina AP Broadcasters Association, High Point, N. C.

Jan. 6—Hollywood Ad Club luncheon meeting, 12 noon, at Hollywood Roosevelt hotel. James Nelson, creative vice president of Hoefler, Dieterich & Brown, San Francisco, speaks on "My Son, the Creative Director."

Jan. 6-7—Future of TV in America Committee of National Association of Broadcasters meeting, New Orleans.

Jan. 7—National Association of Broadcasters' finance committee meeting, Washington.

■ Jan. 8—New York chapter of the National Academy of Television Arts and Sciences "Tools of the Trade" forum, CBS Studio 50, 53rd Street and Broadway at 7:30 p.m. Paul Wittig, director of special systems development for CBS-TV, is forum producer.

Jan. 8—Board of directors meeting of the Kentucky Broadcasters Association, 11 a.m., Louisville Sheraton hotel.

Jan. 8—Newsmaker luncheon of International Radio & Television Society, Grand Ballroom of Waldorf Astoria, New York. News analysis and forecast by a panel of Chet Huntley, Walter Cronkite and Ron Cochran.

Jan. 8-11—Republican National Committee meets at Mayflower hotel, Washington. Plans for national convention July 13-17 in San Francisco to be discussed.

Jan. 9-10—Radio Code Board of National Association of Broadcasters, meeting, Washington, D. C.

Jan. 10-11—Arizona Community Television Association meeting, Ramada Inn, Scottsdale, Ariz. Anyone interested in CATV and allied fields is welcome to attend. For additional information contact Arlo Woolery, KSUN Bisbee, Ariz., ACTA president.

Jan. 11-12—Twelfth annual Retail Advertising Conference, The Palmer House, Chicago. Among the subjects to be discussed are "How To Live With The Federal Trade Commission" and "How To Produce Effective Television Commercials At a Satisfactory Cost."

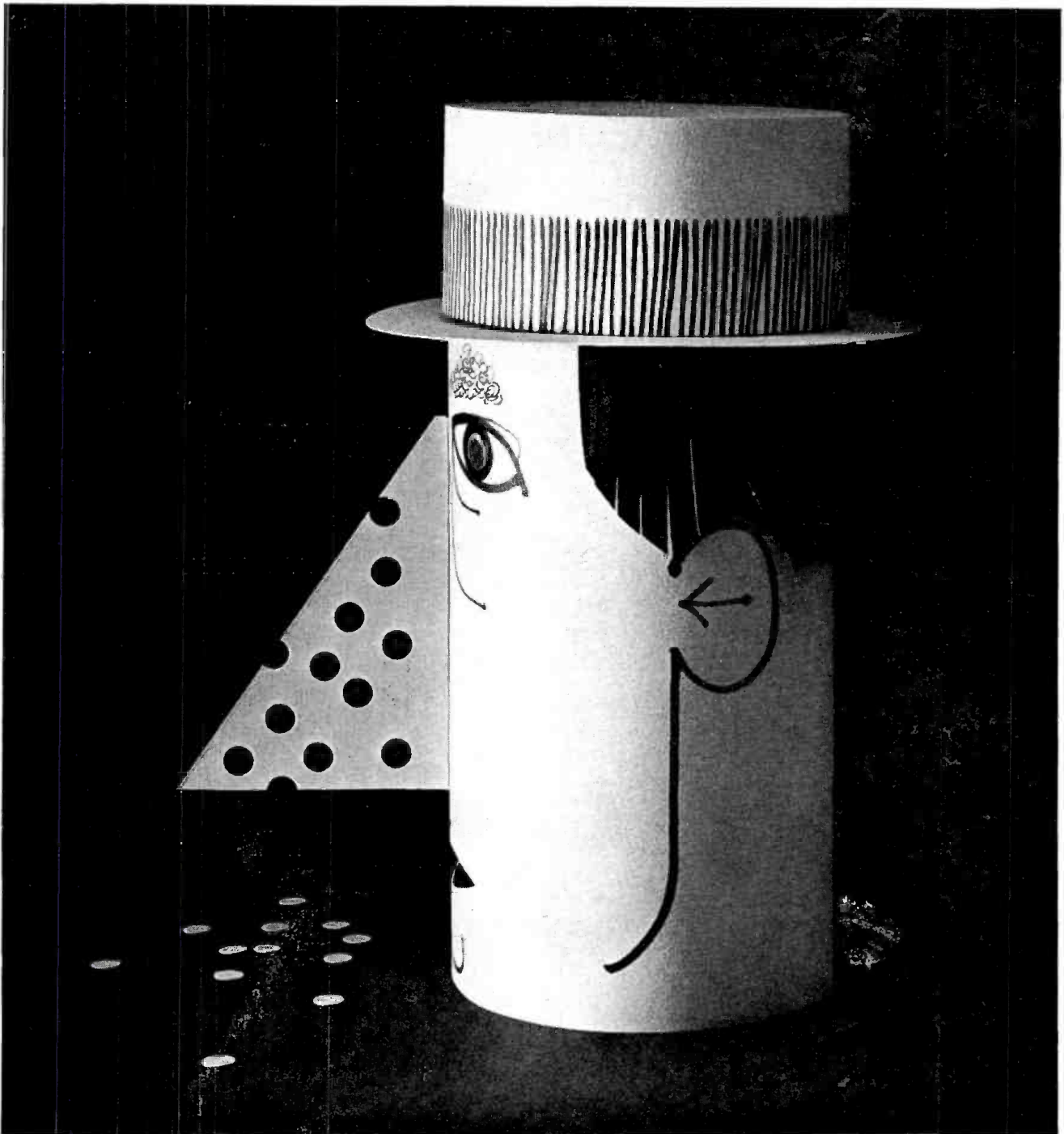
Jan. 13—Annual winter meeting of the Rhode Island Association of Broadcasters. Place to be announced.

Jan. 14—Debate between Subscription Television Inc. and the California Crusade for Free TV will take place publicly at a meeting of the Los Angeles chapter of the National Academy of Television Arts and Sciences. Subject of the evening discussion will be pay TV. Among the speakers are Sylvester L. (Pat) Weaver, STV president; Dana Andrews, new president of the Screen Actors Guild; and a representative not yet identified of the Crusade organization. Dan Jenkins of Rogers & Cowan, Hollywood PR firm, is chairman of the NATAS session.

■ Jan. 15—Meeting of the temporary board of directors of the Los Angeles chapter of Broadcast Pioneers, under the chairmanship of Van C. Newkirk, at the Continental hotel. Purpose of the meeting is to select a list of candidates for permanent directorships and officers and to start a membership drive. All radio personnel of 20 years standing, and persons in television before 1953 are eligible to join.

Jan. 17—Annual membership meeting of Federal Communications Bar Association, Sheraton Park hotel, Washington.

Jan. 17—Franklin Day banquet of Poor Richard Club, Bellevue Stratford hotel, Philadelphia. Leonard Goldenson, president of American Broadcasting-Paramount Theatres Inc., will receive club's Medal of Achievement citation.



## How many times has Clyde Barnstable's nose been counted?

Meet Clyde Barnstable of Pugg's Junction, North Carolina. He owns one of the most counted noses in North America.

You see, Clyde receives five television stations. Including two CBS affiliates and two NBC stations. And all four of these stations

include Clyde in their nosecount.

Which station does Clyde watch for CBS shows? Which station for NBC shows? We can't be sure. Neither can you.

But there's no doubt about Clyde's source for ABC-TV programming. WRAL-TV, Raleigh. For

Clyde (and 442,000\* television homes), we're the only ABC-TV station in sight.

Wanna sell your product in the 50th tv market? Ring up the boys at H-R. Ask 'em about the unduplicated coverage of WRAL-TV.

Just tell them Clyde sent you.

Estimated tv homes in survey area, ARB—Nov/Dec '62; market ranked 50th by *Television Magazine*. **WRAL-TV** Raleigh/Durham, North Carolina



**Get Results!**

WDEF TV CBS  
CH. 12 NAB Code  
**CHATTANOOGA**

CALL ADVERTISING TIME SALES, INC.  
**NOW!**

*Luxury Living!  
Sensible Location!*

Specify The New Weston, in the heart of the advertising and broadcasting belt, as your in-town address. Our splendid rooms and suites make an ideal environment for living or entertaining. Theatres, clubs, shops are advantageously close. **NOW COMPLETELY AIR CONDITIONED.**

In the distinguished world of the

**HOTEL New Weston**

Madison Ave. at 50th St.  
New York • PLaza 3-4800

World-Famous  
**NEW WESTON BAR & ENGLISH DINING ROOM**

Here you rub shoulders with the smartest people any time of day. Come in for cocktails and hot canapes. The cuisine is skillfully prepared to Continental tastes. Try it some day soon... at lunch or dinner.

Jan. 17—Board of directors meeting of the Association of Maximum Service Telecasters (AMST), Diplomat, Hollywood, Fla. (postponed from Dec. 5).

Jan. 17—New York chapter of National Academy of Television Arts and Sciences honors Jackie Gleason at its annual "close-up" dinner and show, Americana hotel, New York. Alan King is master of ceremonies.

Jan. 17-18—Midwinter meeting of Oklahoma Broadcasters Association, Enid. Paul Comstock, National Association of Broadcasters vice president for government affairs, will be featured speaker.

Jan. 20—Hollywood Ad Club luncheon meeting, 12 noon, at Hollywood Roosevelt. Richard Dinsmore, vice president and general manager of Desilu Sales, will speak on foreign market for American TV shows.

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

Jan. 21-23—Nineteenth annual Radio-TV Institute, co-sponsored by the Georgia Association of Broadcasters and the Henry Grady School of Journalism, University of Georgia, Athens. Program includes day-long debate with FCC Commissioners Kenneth Cox and Lee Loevinger, and hour and two-hour workshops on sales, sales promotions, rates and rate cards; FM and stereo; news and editorials; and a special copy-writing clinic. Speakers include William McAndrew, executive vice president in charge of NBC News, and Dr. Frank Stanton, president of CBS Inc.

■ Jan 22—Deadline for comments on FCC rulemakings to govern grants in microwave services to systems supplying community antenna systems.

■ Jan. 22-23—Television Code Board of National Association of Broadcasters, meeting, Miami, Fla.

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

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

Jan. 27-31—Annual winter meetings of National Association of Broadcasters' radio, television and combined boards, Far Horizons hotel, Sarasota, Fla.

Jan. 28—Annual business meeting of the Advertising Research Foundation at Hotel Gotham, New York.

Jan. 31-Feb. 1—Seventeenth annual convention of the South Carolina Broadcasters Association, Jack Tar Poinsett hotel, Greenville, S. C.

**FEBRUARY**

Feb. 2—Thirteenth annual Communion Breakfast for Catholics in Television and Motion Pictures, 11 a.m., at the Beverly Hilton hotel, following 9 a.m. High Mass at the Church of the Blessed Sacrament in Hollywood.

Feb. 3—Deadline for comments on rule-making to authorize six UHF channels for airborne ETV in six Midwestern states.

Feb. 3—Deadline for comments on UHF allocations tables proposed by FCC and National Association of Educational Broadcasters.

Feb. 3—Hollywood Ad Club luncheon meeting, 12 noon, at the Gaslight Club. Burton Brown, Gaslight Club president, will speak on the role of advertising in promoting his chain of clubs.

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

Feb. 4-5—Annual Advertising Federation of America government conference in Washington. Highlight will be breakfast session during which top industry official will present advertising's side to congressmen. U. S. Chamber of Commerce will be host Feb. 5-6 at public affairs conference.

Feb. 5—Newsmaker luncheon, International Radio & Television Society, Grand Ball-

room of Waldorf Astoria, New York. National Association of Broadcasters President LeRoy Collins is speaker.

Feb. 5-6—Third annual Association Public Affairs Conference of U. S. Chamber of Commerce, Sheraton-Park hotel, New York. Governor Nelson Rockefeller will speak at the Feb. 6 luncheon. Other conference speakers include Senators Everett Dirksen (R-Ill.), Phillip Hart (D-Mich.), and Roman Hruska (R-Neb.); William Miller, chairman of the Republican National Committee, and Paul Rand Dixon, chairman of the Federal Trade Commission.

Feb. 5-6—Legislative dinner and mid-winter convention of the Michigan Association of Broadcasters, Jack Tar hotel, Lansing.

Feb. 5-7—National Winter Convention on Military Electronics, Ambassador hotel, Los Angeles. C. D. Perrine, executive vice president of General Dynamics/Pomona, is convention chairman.

Feb. 6—Minnesota Associated Press Broadcasters Association meeting, Minneapolis.

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

■ Feb. 9-15—Advertising Recognition Week. MacManus, John & Adams, Detroit, has prepared material for distribution to advertisers, agencies and media through Advertising Federation of America in the East and Advertising Association of the West in the states west of the Rockies.

■ Feb. 10—1964 Mike Award Banquet of the Broadcasters' Foundation in honor of KDKA Pittsburgh, Grand ballroom, Hotel Pierre, New York.

Feb. 14—Annual Valentine's Day Ball of Hollywood chapter of National Academy of Television Arts and Sciences. Place to be announced.

■ Feb. 17—Hollywood Ad Club luncheon meeting, 12 noon, at the Hollywood Roosevelt. A salute to Jack Hellman, honoring his 30th anniversary as a Hollywood trade news reporter.

Feb. 20-21—Annual conference of the state broadcaster association presidents, sponsored by the National Association of Broadcasters, Shoreham hotel, Washington.

■ Feb. 20-22—Annual winter meeting of the Mutual Advertising Agency Network, Royal Palms Inn, Phoenix, Ariz.

■ Feb. 22—Directors Guild of America annual awards dinner, Waldorf Astoria hotel, New York (originally scheduled for Feb. 8 to avoid conflict with 40th Anniversary of IATSE Local 52 in New York).

■ Feb. 25—Circulation seminar of the Direct Mail Advertising Association, Plaza hotel, New York.

Feb. 25—International Broadcasting Awards banquet, 8 p.m., Hollywood Palladium. Presentation of trophies for best commercials on radio and television in any part of the world for 1963.

Feb. 26-28—Ninth Scintillation and Semiconductor Counter Symposium, under the sponsorship of the Institute of Electrical and Electronics Engineers, the Atomic Energy Commission, and the National Bureau of Standards, Hotel Shoreham, Washington. Program committee chairman is W. A. Higinbotham, Brookhaven National Laboratory, Upton, L. I., N. Y.

Feb. 27-28—Annual meeting of Southwest council of American Association of Advertising Agencies, Menger hotel, San Antonio.

■ Feb. 29-March 1—Newsfilm Standards Conference of the Radio-Television News Directors Association, auditorium of the Time & Life Building, New York City. RTNDA board of directors will meet Friday, Feb. 28.

**MARCH**

■ March 2—Hollywood Ad Club luncheon meeting, 12 noon, at the Hollywood Roose-

■ Indicates first or revised listing.





**STEREO**

## **TRIANGLE AUDIO PROGRAM SERVICE ADDS STEREO**

The Triangle Audio Program Service is pleased to announce that beginning in January it will provide four full hours of programming in **STEREO** for inclusion in its 16 hours of programmed music each day.

Triangle Audio Program Service offers subscribing stations these advantages:

- A complete musical program service on tape for FM and AM stations. Designed by broadcasters for broadcasters.
- A constant supply of fresh programming 16 hours a day, 7 days a week, 52 weeks a year.
- Programs flawlessly produced and recorded with meticulous care on the finest quality tape.
- Stereo programming chosen from the very best in current Stereo recordings.

For the best in "foreground" type music write, wire or telephone today for full information.



*Another Creative Program Service of the Triangle Stations*

**TRIANGLE PROGRAM SALES, 320 Park Avenue, New York 22, New York. Telephone: 212-421-2770**

# RCA announces three (3)

High-performance quadruplex equipments.



## Compact Recorder

A complete fully transistorized, budget-priced quadruplex equipment that's compatible with all standard quadruplex recorders. Uses standard modules (like those used in RCA's de luxe TR-22 Recorder). Has space for color modules. Complete in 33" x 22" x 66" unit.

**Important** These new machines provide the same kind of tapes (quadruplex) and the same proven superior quality recordings as RCA's de luxe TR-22 Recorder. They use many of the same modules and components. There is no compromise on either quality or compatibility.

RCA Broadcast and Television Equipment, Building 15-5, Camden, N.J.

# brand-new TV tape recorders!

. compact, fully transistorized, standard modules



## Playback Special

A simple low-cost high-quality quadruplex machine for playback of all standard tapes. Ideal for on-air playback, for editing, for checking tapes for client-agency previews, etc. Allows present recorders to be used full time for recording. Space for color modules. All in one 22" x 22" x 66" unit.



## Mobile Recorder

Transistorized high-quality quadruplex recorder with limited playback feature for checking purposes. Small size (28" x 22" x 32" with casters). Can be transported in a station wagon. Makes tapes in the field that you can play back on your standard recorders. Records color and black and white.



The Most Trusted Name in Television





Mr. Harold R. Albright  
Executive Vice President  
Fidelity Storage Company

"Baltimore's leading Allied Van Line Agent has been a 52-week advertiser on WFBR for over 9 years. We definitely credit a great deal of our success to a final local image created by WFBR."

Fidelity Storage Company is a long-time advertiser on WFBR, Baltimore, which carried more local advertising volume during the entire twelve months of 1963 than during any corresponding period in the station's 41 year history.

You, too, can sell an important segment of the Maryland market on WFBR. So join our host of friendly and happy local advertisers. Call your Blair man today.

**RADIO WITH REASON**



**BALTIMORE**

velt. Ed Bunker, president of Radio Advertising Bureau, will be featured speaker. March 4—International Radio and Television Society 24th anniversary banquet Waldorf-Astoria hotel, New York. Gold Medal award for 1964 will be presented to Leonard H. Goldenson, American Broadcasting-Paramount Theatres president.

March 9—Symposium on electronics marketing, sponsored by Electronic Industries Association, Statler Hilton, Washington.

■ March 9—Sixteenth annual Writers Awards dinner of Writers Guild of America, West, combining screen and television-radio awards. Beverly Hilton, Beverly Hills, Calif. Christopher Knopf, president of TV-radio Branch, and Allen Rivkin, president of screen branch, are co-chairmen.

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

■ March 12—FCC will hold an oral proceeding on its proposed television program reporting form.

■ March 19—Business-paper advertising seminar of the Association of National Advertisers, Plaza hotel, New York.

■ March 21—Annual national convention of the Intercollegiate Broadcasting System, Columbia University, New York. Host station is WOCR-FM (educational) New York.

March 23-26—International convention of the Institute of Electrical and Electronics Engineers, New York Hilton hotel and New York Coliseum. New York.

**APRIL**

April 2—Twenty-fifth annual White House News Photographers Association photo contest dinner, Washington. All photos, black and white, must have been made by WHNPA members between Jan. 1, 1963 and Dec. 31, 1963. All color must have been made or appeared for the first time between the same dates. Each member may submit up to, and including, 15 prints for judging. The contest deadline is Friday, Jan. 31, 1964. All prints and mounted transparencies shall be delivered to the receptionist desk of the *National Geographic Magazine*, 1146 Sixteenth Street, N.W., Washington, no later than 5 p.m. of the above date. Tom Shields is co-chairman of the photo committee. Telephone: DI 7-1124.

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

■ April 3—Deadline for reply comments on rulemaking to authorize six UHF channels for airborne ETV in six Midwestern states.

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

■ April 5-8—West Coast meeting of the Association of National Advertisers, Delmonico Lodge, Pebble Beach, Calif.

April 6-9—Thirty-first annual National Premium Buyers Exposition, under auspices of National Premium Sales Executives, the Premium Advertising Association of America and the Trading Stamp Institute of America. More than 600 manufacturers are expected to participate in exhibits. McCormick Place, Chicago.

April 12-17—Ninety-fifth Technical Conference of the Society of Motion Picture and Television Engineers (SMPTE), Ambassador hotel, Los Angeles. John M. Waner, of Eastman Kodak Co., Hollywood, is program chairman. Papers committee chairman is C. Loren Graham, of Kodak Color Technology Department in Rochester, N. Y. Topics and topic chairmen for papers to be presented at the semiannual conference include: Cinematography; Viscous Processing; Roderick T. Ryan, Eastman Kodak Co., Hollywood; Motion Pictures, Television and Education, Howard Stucker, Los Angeles State College, Los Angeles; Television Engineering Developments, Henry Ball, RCA, Burbank, Calif.; and Television Production, Edward P. Ancona Jr., NBC, Burbank, Calif.

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**BROADCASTING\* TELECASTING**

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Photo by Bob Gelberg



Only the sunshine covers South Florida better than WTVJ

*Going to next year's  
New York World's Fair?  
Be sure to visit Wometco's fabulous  
porpoise show in the Florida exhibit!*



South Florida's Largest Daily Circulation

**WTVJ**



A WOMETCO ENTERPRISES, INC. Station

Represented Nationally by Peters, Griffin, Woodward, Inc.

WTVJ

WLOS-TV



WVOS-TV

WFGA-TV  
(Affiliate)



Old film comments

EDITOR: Congratulations on "The new life in old film" (BROADCASTING, Dec. 9, 1963).

It is interesting, timely and well written. That's the kind of magazine article that makes BROADCASTING must reading for everybody in the broadcasting industry. Week after week you come up with good touchdown and home-run news articles.—*J. James Moore, president, EARS International, Pittsburgh.*

EDITOR: Your piece on stock film libraries was excellent, in my opinion. Thanks very much for the clarity you gave to our position.—*W. R. Higginbotham, Movietonews, New York.*

EDITOR: I read your article with considerable interest. Naturally, we felt a bit left out. We have been leasing a documentary series to television since 1958.

The use of documentaries compiled from footage is only limited by the creative ability of program people.

I've seen our series, *The Greatest Drama*, as a weekly one-hour special using four titles; as a half-hour program using two titles and as a single 15-minute program.

RKO General Inc., on a partnership basis with Movietonews originally produced this series for the General Tire & Rubber dealers to use on TV. As a former RKO General executive, I was able to buy out the RKO position and today co-own the series with Movietonews.—*Max Bradbard, president, Star TV Film Co., Levittown, N. Y.*

Don't forget UHF

EDITOR: RE DUCKWALL'S MONDAY MEMO ["ORANGE COUNTY—SEPARATE FROM OR PART OF LOS ANGELES?", DEC. 23, 1963], EIGHT NOT SEVEN LOS ANGELES TELEVISION STATIONS SERVE ORANGE COUNTY WHOSE 100,000 MEXICAN AMERICANS REGULARLY TUNE IN KMEX-TV, THE GREAT NEW VOICE OF SPANISH LANGUAGE TELEVISION IN SOUTHERN CALIFORNIA.—*Burt S. Avedon, vice president and general manager, KMEX-TV Los Angeles.*

(And, we might add a ninth, KIIX(TV), which serves the area's Negro audience.)

Safety on 'Romper Room'

EDITOR: We read with much interest your *Romper Room* article (BROADCASTING, Dec. 2). The Red Cross can testify from experience that *Romper Room* is equally successful in giving valuable public service.

For six years the Cluster Organization has worked closely with the Red Cross in developing a safety-conscious attitude among preschool children and their parents. Every summer, *Romper*



It's a special blend of excitement and experience combined to form a rare 6 year old brew known as Telescript.

In recent months a totally new management team has been selected to direct and operate Telescript. A number of important developments have taken place... new products and services are being added and developed to complement and expand the Telescript product line.

Among the new products is the Shibaden 5820 Image Orthicon Tube. Telescript has been selected as exclusive distributor for this quality I. O. Tube.

The Shibaden tube matches and exceeds the performance and warranties of its competitors...yet it costs 25% less!

In coming months you can look forward to a number of important announcements from Telescript. Meanwhile, please write and ask for more detailed information about the Shibaden I. O. Tube.




**TELESCRIPT INC.**  
 155 WEST 72ND STREET, NEW YORK 23, NEW YORK  
 6505 WILSHIRE BOULEVARD, LOS ANGELES, CALIFORNIA 90048



## **NEW FIRST RUN**

Half-hour TV series about the exciting new world of jet airline security

# **ZERO ONE**

Stories that could never have been told before are brought to television with all the impact of the jet age. Stories of intrigue, excitement, danger and adventure...

### **STARS**

***Nigel Patrick***

***Bill Smith***

*with Guests*

***Margaret Rutherford***

***George Coulouris***

***Jeannie Carson***

### **TESTED AND PROVEN AUDIENCE APPEAL**

Call now for details and screening dates. Sold to CTV Network in Canada, sponsored by General Motors.



New York • Chicago • Culver City



Enjoy Dynamic Programming with Spotmaster . . . the International  
Standard of Excellence in Cartridge Tape Systems

# Check SPOTMASTER

- ✓ Compact and rack-mount models
- ✓ Recorder-playback and playback-only models
- ✓ Monophonic and stereo units
- ✓ Delayed programming option
- ✓ Superior quality

500A  
Compact  
Recorder-  
Playback



*Spotmaster*

500A-R  
Rack-Mount  
Recorder-  
Playback



SPOTMASTER tape cartridge equipment is the preferred choice on five continents. These quality-engineered machines permit snap-in cartridge loading and split-second, one-hand operation . . . plus all the other time-tested and field-proven SPOTMASTER features.

Write or phone today for full details about the wide range of rugged, dependable SPOTMASTER equipment . . . their outstanding features and options . . . modular construction . . . easy maintenance . . . complete line of accessories . . . competitive prices . . . lease/purchase plans. Remember, all SPOTMASTER models are backed up by an ironclad, full-year guarantee.

## NEW DELAYED PROGRAMMING OPTION

The optional SPOTMASTER 500 A-DL (Delayed Programmer) provides a 5-second to 16-minute delay in the broadcast of program material. Permits instant censoring and deletion of objectionable material from interviews and other live originations while the program is on the air . . . also meets many other delayed programming requirements. With the DL function switched off, the unit operates as a standard 500A recorder-playback. Available in rack or compact models.



**BROADCAST ELECTRONICS, INC.**

8800 Brookville Road, Silver Spring, Maryland

Telephone: Area Code 301 • JUniper 8-4983

Sold nationally by:  
**VISUAL ELECTRONICS**  
356 W. 40th St., New York, N. Y.

Canada:  
**Northern Electric**  
COMPANY LIMITED  
Branches from coast-to-coast in Canada

Room makes extensive use of Red Cross safety instructors and water safety films and spots which have been developed especially for the *Romper Room* audience. There have been impressive reports of lives saved as a result. These materials have been used in the U. S., Canada, Puerto Rico, and Australia.

We are deeply grateful to *Romper Room* and the stations that carry the program for their exceptional cooperation.—*Roy E. Johnson, director, office of public information, The American National Red Cross, Washington.*

## Among his blessings

EDITOR: We have read with interest and no small pride the MONDAY MEMO by B. B. Randolph (BROADCASTING, Dec. 2). We count among our primary blessings B. B. Randolph's active role as a member of the board of governors of the Veterans Hospital Radio and Television Guild. He has guided our Pittsburgh operations for many years now and we are gratified with the results.—*Alex F. Courtney, executive director, Veterans Hospital Radio and Television Guild, New York.*

## A critic writes

EDITOR: In your Dec. 16, 1963 issue you describe the Dec. 9-10 hearing on commercials held by the FCC in Washington. Describe! Hah. Pervert would be a better word. What you printed and what happened are as diverse as decent journalism and BROADCASTING magazine.

How do you guys sleep nights?—*Alfred D. Rosenblatt, Box 262, Laconia, N. H.*

## Sulzberger's stones

EDITOR: A *New York Times* editorial of Sunday, Dec. 15, "Close-up on Commercials," advocates that in the apparent absence of strong persuasive powers within our industry that "broadcasters must continue to be policed in the public interest by the FCC."

The same issue of the *New York Times* contains these separate promotional advertisements for the *Times*:

"36% of all advertising in New York City newspapers is published by the *New York Times*—first in advertising in the world's first market for 44 years."

"You may find just what you need to make your business boom by reading 'Business Opportunities.' More than 1,600 of these advertisements appear in the *New York Times* each week."

A third ad boasts that the *Times* carries more classified than all other metropolitan New York papers combined.

For his stone throwing, I suggest Publisher Sulzberger eat his three-pound *Sunday Times* . . . advertising and all.—*Howard Stanley, Cavalier Advertising Agency, Norfolk, Va.*



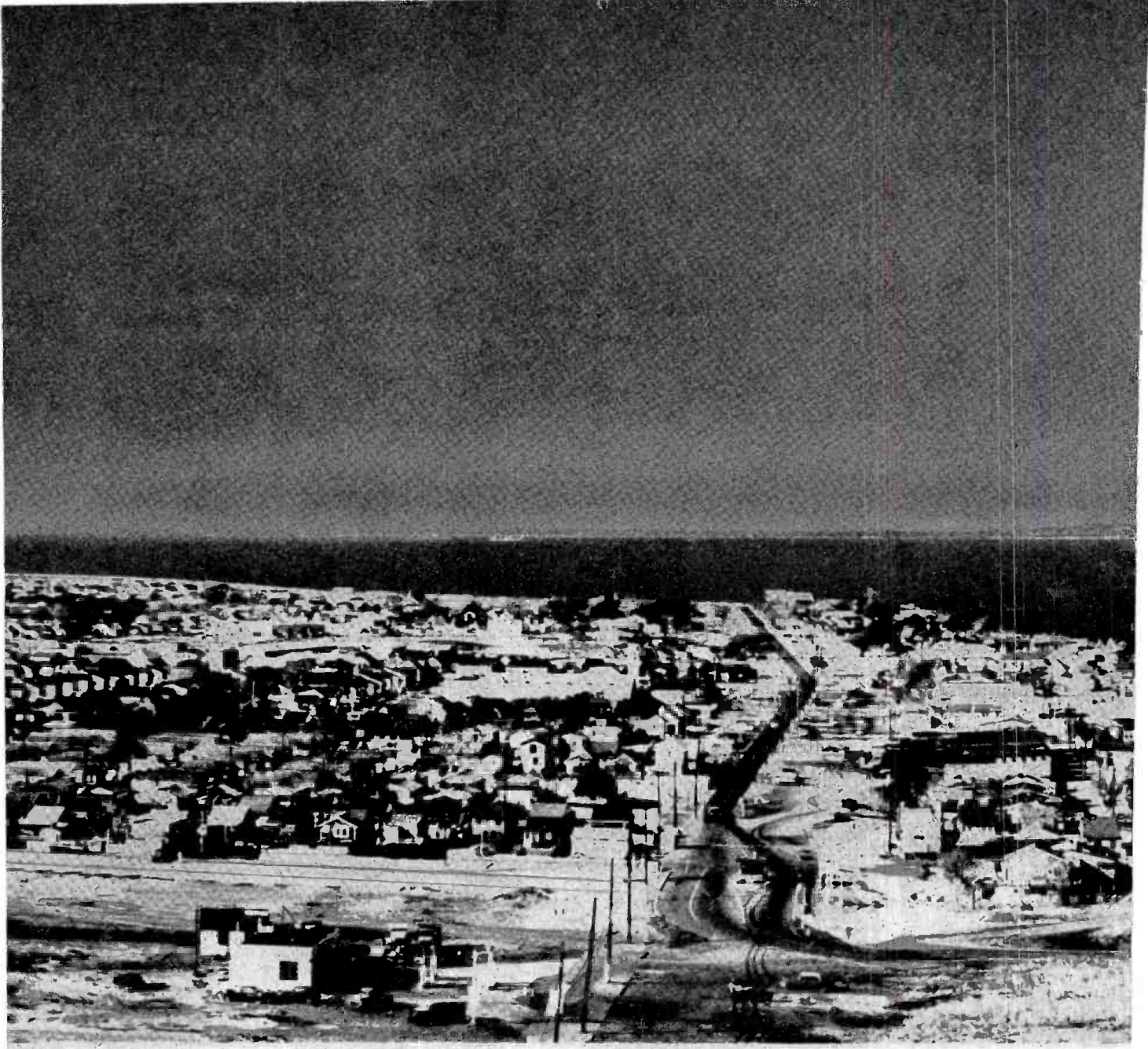


**Don't just sit there.**

***Do something!***

*The ABC Owned Television Stations do!  
We provoke. We challenge. We arouse the  
people of the five great cities we serve.  
On the next two pages you'll read how  
one of the ABC Owned Television Stations  
urged the viewing public in its city to  
do something for the common good.*





## ***Why station WABC-TV took a stormy stand***

**I**N AUGUST, 1962, a movement started to have New York City acquire Breezy Point, a beachfront area on the tip of Rockaway Peninsula.

The ultimate plan was to convert this privately owned area into a 1400-acre park for all the people of New York. Its proponents foresaw it as the Central Park of this age.

Opposition to the plan was bitter and immediate. The residents of Breezy Point decried the proposal vigorously. Builders, with private contracts at stake, strenuously voiced their disapproval. Even some of the Mayor's advisors suggested abandonment of the idea.

Nobody, it seemed, saw a need for the park except the people of New York.

On June 4, 1963, despite the vocal and influential opposition, Mayor Wagner publicly announced his decision to

lead the fight for the creation of a Breezy Point Park.

### **First editorial aired**

Three days later WABC-TV, New York, went on the air with its first editorial. The subject, Breezy Point. Like the Mayor, the station took a seemingly unpopular stance. It supported Mayor Wagner's position in a series of eight editorials in three days.

On June 21, WABC-TV ran a half-hour documentary film, presenting the many viewpoints on the Breezy Point controversy.

The response to the editorials and the film was instantaneous. Letters and telegrams poured in. Phone calls flooded the station's switchboard. Bouquets and brickbats were tossed at us with equal passion. Detractors characterized our editorials as "...irresponsible journalism..."

*In this continuing series, you will read how the ABC Owned Television Stations, after careful examination of the issues, express their views in the best interests of the communities they serve.*





## ***over Breezy Point, New York***



“... shocking that a TV station take a stand...” “... some pretty wild statements...”

When a station, after analyzing a problem, expresses its honest beliefs, it must be prepared to take bitter criticism with sweet praise. The reaction to our Breezy Point editorials gave us our share of each.

### **Editorial mission accomplished**

But the responses, regardless of their attitudes, proved that our editorials accomplished what they set out to do. They provoked, they challenged, they aroused the public into doing something in their own interests.

In September of 1963, WABC-TV began to pursue in earnest its policy of editorializing. In a ten-week period, John O. Gilbert, Vice President and General Manager of WABC-TV, addressed the station's audience a total of 103 times, expressing the station's views on twelve significant community subjects.

It is just one example of how the ABC Owned Television Stations participate in helping to solve the problems of people they live with and serve.

**WABC-TV  
NEW YORK**



## Candid radio interviews create human interest for bank

"Our number one problem as far as public relations is concerned," John Fortune, president of the First National Bank in Golden, Colo., told us during one of our client meetings, "is making people realize that we are human beings."

This chance remark hit home. Our agency began an extensive study of newspaper ads, radio and television spots, and news releases pertaining to banks. The approach, in general, was institutional, with emphasis on the bank's financial strength, the safety to depositors of a commercial bank, interest rates and financial statements. Although these were important features, the lack of human interest, the lack of any kind of emotional appeal, suddenly became an obvious weakness in bank promotional campaigns.

After several visits to our client's bank, the image that stayed with us was that of an intimate, friendly relationship between bank employees and their customers. We heard bank officers explain to a new customer how their checking account works, the different types of loans available and the "First Bank Roll Plan," a plan of the First National in Golden under which the bank takes over the processing of customers' complete payrolls, including the preparation and filing of quarterly and yearly state and federal reports. We decided to hold a brain-storming session as part of one of our regular staff meetings.

"If we could somehow bring the public to the bank and let the people see for themselves the kind of service that is standard operating procedure at First National," was one comment, "we'd solve this problem of creating human interest in banking."

**Candid Spots** ■ The idea of putting 'impromptu interviews' between customers and bank officers on tape came out of this session. Certainly the use of newspapers could not accomplish this personal contact so vitally needed to get across the 'friendly service image' we had to create to satisfy our client—and ourselves. Because the budget of a bank in a suburban town is normally limited, radio spot announcements appeared to be the best medium we could use—although this was contrary to the accepted 'institutional' approach, with newspapers and regional magazines the usual media.

The client was familiar with KDEN Denver and the station had done a creditable job on various remotes, 'on-the-street' type programing, etc. After

discussing the mechanical problems of the hidden microphone and the tendency of some bank customers to ramble, which would create difficulties in keeping to a 30-second or one-minute spot, we decided to use the station announcer in a series of interviews with bank officers, clerks, tellers and department heads.

Lloyd Knight, announcer for the station, conducted the taped interviews cueing the questions, but working entirely on an impromptu basis. The minor 'goofs' which were to be expected were left in the tape, and in a few weeks we were on the air. Since the spots were being run on Knight's own show, he led into them live.

The original plan had been to develop interviews, between customers and bank employees. Our feeling, after we had gained a goodly amount of confidence from the success of the first spots, was to proceed with on-the-spot customer interviews. The microphones were arranged inconspicuously and only the bank employee talking to the customer was aware that the conversation was being recorded.

Once the interview had been completed, the customer was advised that the conversation had been taped and his release in writing obtained. Naturally, the customers expressed surprise, but all were willing to cooperate, with many of them obviously pleased that they were going to be on the radio.

**Realistic** ■ We screened all tapes carefully, eliminating those that were not to the point or were too long, or, in some cases, would lose continuity during the editing process. Within a few days, we had a substantial backlog of radio spots that provided originality, spontaneity and, above all, realism.

According to Mr. Fortune, "we've had comments and compliments from

every source on the novelty of the approach. Some of our banking friends expressed appreciation for our attempts to create this personal image of the banking business."

With this particular client, radio only was considered and we don't believe that we could have accomplished our objective through any other media. However, we are now thinking seriously of adapting this same approach for television clips for other clients. Although we're not pretending that the hidden microphone or hidden camera is a new concept, we do think that many agencies, including our own, have overlooked the potential value of this approach—which certainly proved popular as entertainment, to wit, *Candid Camera* and *Candid Microphone*—to produce an effective client campaign at a surprisingly low production cost.

A few words of warning are in order. First, the interviews must be impromptu to be effective. Second, the interviews must be to the point and brief. We found the closer to a 30-second spot we could come, the greater the effectiveness. Third, the client's business must be of the type that lends itself to this approach. If his operation is one that already has developed the 'human interest' image, the on-the-spot interview may be ineffectual. Fourth, a sufficient number of interviews should be prepared so the campaign can avoid continual repetition.

Not only did this unusual campaign strengthen our relationship with our client and provide a source of good public relations for the agency, but it also pointed up the importance of listening to a client—and translating into action—when he makes a chance remark about his public relations problems. As in this case, the client may well be right.



Orville Rennie, president of Ball & Davidson Inc., Denver advertising agency; and affiliate of Robert Acomb Inc., Cincinnati, joined the firm in 1961. A native of Sioux Falls, S. D., Mr. Rennie attended Cornell College and the University of Minnesota. He has spent over 30 years in the field of radio, entertainment and promotion and has served as promotion manager and public service director of KHOW and KOA, both Denver. Mr. Rennie was elected president of Ball & Davidson in 1963.



# TODAY IS THE 61<sup>ST</sup> DAY OF WKNR PROGRAMMING

These were our comparative ratings\*  
at the end of 34 days.

	October	December
Mon-Fri 7 AM - 12 N	3.5	5.0
12 N - 6 PM	3.1	7.5
Sunday 10 AM - 6 PM	3.2	4.0
Saturday 10 AM - 6 PM	5.0	14.8
Sun-Sat 6 PM - 10 PM	2.5	11.5

(Hooper, October only & December only, 1963.)



In 61 days the complexion of Detroit radio has changed. And a day never goes by that we do not ask for the order. Today is no exception.

In Detroit, call WKNR Sales at Tiffany 6-8500. Elsewhere, call your Paul Raymer man.

\*Although one-month-only figures are not representative of the full two-month sample as published by Hooper, the trend indicated is of use for management purposes. Any audience-size data used herein are estimates only, subject to errors and limitations inherent in indicated sources. WKNR does not assume responsibility for the accuracy, completeness or validity of such original data.

## KNORR BROADCASTING CORPORATION

Mrs. Fred Knorr,  
President

Walter Patterson,  
Executive Vice President  
& General Manager

REPRESENTED NATIONALLY BY THE PAUL H. RAYMER COMPANY



DON'T FIRE UNTIL YOU SEE THE WHITES OF THEIR EYES!

Those were Putnam's words at the battle of Bunker Hill, June 17, 1775. Those muskets had a message for the British . . . and it was a message that got through! We think there's a lesson for you today. First, aim your fire and then get the best dispatcher you know to carry it, be it muskets or a radio station. Balaban Stations are famous for carrying messages direct to the buyer. On a Balaban Station, your message rides on top-flight programming, strong, popular personalities and keen salesmen with "know-how". Day in, day out, the message gets through with Balaban—couriers par excellence.

**THE BALABAN STATIONS**

in tempo with the times. John F. Box, Jr., Managing Director

**WIL-ST. LOUIS**

Sold Nationally by Robert E. Eastman

**KBOX-DALL**



# PIGGYBACKS: ON THE WAY OUT?

- Joint action sought to reduce commercial clutter
- Target: spots for multiple and unrelated products
- NAB is asked to invoke tight rules in its TV code

A move was begun last week to persuade the National Association of Broadcasters to outlaw piggyback announcements—commercials that contain multiple mentions of unrelated products or services.

Howard H. Bell, director of the NAB code authority, recommended the outlawing of piggybacks in a memorandum to members of the television code board, which meets in Miami Jan. 22-23. Mr. Bell said that the use of multiple-product announcements had become so widespread that code action was imperative.

The code director proposed that approval be given only to "integrated" commercials meeting the following specifications: the products or services must be related in nature and produced by the same advertiser. The spot must be produced in such a way that it appears to the average viewer to be a single announcement.

**Controversy Grows** ■ As Mr. Bell was moving in Washington to precipitate code action, advertisers, agencies and station representatives in New York and other business centers were taking sides in the growing controversy over multiple-mention spots. Some agreed with Mr. Bell that piggybacks ought to be defined and prohibited. Others felt that formal action of that kind would be ill-advised or even illegal. Code officials themselves also see a legal problem involving a possible conflict with the antitrust laws.

Still others, who spoke last week in a BROADCASTING survey of the subject, saw little problem in the growing trend toward commercials extolling more than one product. However, the majority felt that the NAB should correct the situation through its code, and along with code officials, laid the blame for the present situation on liberal rulings by the code authority under existing interpretations.

At present the code language does not deal directly with multiple product spots, but the code administration has handled the situation through a series

of interpretations, beginning in 1956. The present interpretation describes an integrated announcement as "one advertising two or more products or services which is so executed in audio and video presentation that it actually is a single announcement. Such an announcement will be counted as a single

announcement under the commercial limitations of the code, provided that: (a) the products or services are related in character or purpose, or (b) if the products or services offered are those of the same sponsor."

A piggyback commercial, the present code interpretation specifies, "is one advertising two or more products or services which is so executed in audio and video presentation that it actually is two or more separate announcements. Such a piggyback announcement will be counted as two or more announcements under the commercial limitations of the code."

**Why Restraint Needed** ■ In recommending an outright ban of piggybacks and a limitation on integrated commercials to those produced by a single company advertising related products or services, Mr. Bell told code board members last week that the trend toward multiple product announcements is bound to increase during 1964. The most important consideration for the boards, he said, in halting the trend is the effect on and the reaction of the viewer.

As code director, Mr. Bell has the authority to outlaw piggybacks through an administrative order—or revised interpretation—which would be subject to review by the code board. He feels strongly, however, that the problem should be handled within the code regulations themselves and therefore has referred the matter to the code board.

The code board itself lacks the authority to amend the code regulations but can recommend amendments to the parent NAB TV board. The TV board will meet Jan. 27-31 in Sarasota, Fla., less than a week after the code board meets in Miami. NAB President LeRoy Collins has canceled other engagements to attend the code board meeting and, in addition to the piggyback problem, is expected to seek a code amendment restricting cigarette advertising directed toward minors (BROADCASTING, Dec. 30, 1963).

**Action Required** ■ Mr. Bell, who be-



Howard H. Bell is stepping into the job of director of the NAB code authority at an exceptionally lively moment in code history. Confronting the television code board at its meeting Jan. 22-23 are at least two touchy questions: what to do about piggyback commercials and what, if anything, to do about cigarette advertising, the latter a subject on which LeRoy Collins, NAB president, has repeatedly urged action to impose restraints. Mr. Bell's appointment as code director awaits confirmation by the main NAB boards which meet a week after the TV code board.

## PIGGYBACKS: ON THE WAY OUT? continued

came code director just a month ago (BROADCASTING, Dec. 9, 1963), said that he has spent much time studying the piggyback and integrated announcement problem. He said that he has had numerous discussions on the subject with broadcasters, advertisers and station representatives and has been deluged with letters and phone calls.

This, he continued in the memorandum to code board members, has convinced him that definitive action is required as quickly as possible. Although a new interpretation would prove helpful to the industry, he said, the problems of integrated and piggyback announcements are of such importance that an amendment to the code is imperative. Mr. Bell proposed that the amendment accomplish the following:

In the interest of the most effective use of TV advertising time and to reduce the number of separate advertising messages to which the viewer is exposed, only those multiple product announcements would be acceptable under the code standards which meet the following criteria—the products and services offered are those of the same sponsor and are related in character, purpose and use; the spots are so presented as to constitute a completely integrated presentation and to appear to the average viewer as a single announcement.

Commercials meeting all of those criteria would be considered as one announcement under the time standards section of the code. The restrictions, if adopted by the boards, would not

apply to retail stores such as drug stores, supermarkets, department stores, etc.

The effect of such an amendment as the TV industry knows them today but it would not ban back-to-back spots necessarily, Mr. Bell feels such a sweeping change is required both in the interests of the industry and the viewer.

In support of his position, he pointed out that groups outside broadcasting are beginning to dictate policy in the area of multiple product spots—thus poaching on what should be the sole province of the licensee. Through the amendment recommended, substantial benefits would accrue to the code through its leadership of the industry, the code director said.

**Opposite Viewpoint** ■ Others feel that the best solution would be to abandon the integrated classification as unrealistic. This would leave the piggyback standing alone as any commercial that advertises more than one product, no matter how it's handled. It would also mean, under the code's current triple-spotting provisions, that two multi-product commercials could not be scheduled back to back, even if thoroughly integrated by current standards.

C. Wrede Petersmeyer of Corinthian Broadcasting Co. has not only urged the code board to take a stand, but has called the issue to the attention of the American Association of Advertising Agencies. He feels that action should be taken to avoid the "appearance" of overcommercialization.

### A religious problem for the radio code

Radio code officials of the National Association of Broadcasters expressed an interest last week in a per-inquiry offer of a religious program by the Lockland (Ohio) Baptist Church (BROADCASTING, Dec. 30, 1963).

Charles Stone, radio code manager, said a sample tape of the religious offering would be requested from the Lockland agency, the William F. Holland Agency, Cincinnati. The radio code board, which meets Thursday and Friday (Jan. 9-10) in Washington, became interested because of a "13-week trial offer" made by the Holland agency.

During the trial period, stations carrying the broadcast were authorized by the agency to keep for themselves 85% of all contributions in return for carrying the program, forwarding to the agency its regular 15% commission. Holland has

asked other agencies, affiliated with the National Federation of Advertising Agencies, to solicit stations for the Lockland program.

In answer to a letter to a Florida station by Alfred L. Lino & Associates, St. Petersburg, Fla., a participating agency in the NFAA, nearly a dozen stations have requested sample tapes. These inquiries have been forwarded to Holland, which has agreed to give participating agencies a split of the 15% commission on contributions collected by stations.

According to Holland's letter to agencies asking them to solicit new stations, 13 U. S. radio stations were carrying the Lockland church program early last month, a small minority of which are radio code subscribers. Mr. Stone said he would need more information before a ruling could be made on whether the trial offer violates the code.

The AAAA has not taken a formal position, but its officials are on record as being "concerned" with the problem, as well as with other elements that they—and the Association of National Advertisers—regard as too much "clutter" between network programs.

Multi-product commercials were among the issues discussed at the recent meeting, set up by the NAB, of broadcasters, agencies and advertisers to explore common problems (BROADCASTING, Dec. 23, 1963).

**Extent of Practice** ■ The Station Representatives Association conducted a study showing that in one week last October some 85 network advertisers used shared commercials for about 295 different products. The study did not differentiate between integrated and piggyback commercials (BROADCASTING, Dec. 23, 1963).

Many multiple-product commercials are submitted, either by advertisers or code subscribers, to the code authority—primarily to the New York office, headed by Stockton Helffrich—for classification as "integrated" or "piggyback" within the code definitions. By no means all such products are submitted, however.

The extent to which submissions are made is indicated by two 1962 issues of the code authority's *TV Code News*. The June 1962 issue listed about 50 commercials that the code office had classified as piggybacks and about 30 that were classified as integrated. The November 1962 issue listed about 40 more classified as integrated and 40 to 50 rated as piggybacks.

The complications that may arise in making such a classification are seemingly endless. One of the classic examples currently cited by code officials as "superbly integrated" is a commercial for two products that would seem totally unrelated—P&G's Crisco and M&M candies. The commercial, by Compton, weaves from one product to the other in showing how M&M candies can be used in cookies made with Crisco.

**Mixed Opinions** ■ A canvass of agency and station executives found little agreement, even as to whether a "problem" exists. Reps tended to think there is a problem; agencies were more divided on the subject. The vice president and media director of a major broadcast agency, who did not regard multi-product commercials as posing a problem, reasoned this way:

"Who is to say how many commercials should be run? In the printed media, about half of a newspaper or magazine is devoted to advertisements. On an hour television program, it's about six minutes in prime time—about one-tenth of the total time. I have enough faith in television as a powerful communications medium to disre-



## How to tell a piggyback from an integrated spot



The one-minute commercial for two Playtex products illustrated in the picture panel above is of a type that may soon be absent from television screens—if the NAB code and TV boards adopt the recommendation of code director Howard Bell. The Playtex spot, advertising nursing bottles and rubber gloves, has been ruled a “piggyback” by the code authority, and Mr. Bell will urge that such nonintegrated, multiple-product spots be outlawed by the code at NAB board meetings later this month in Florida. The Playtex spot was ruled a two-announcement piggyback because its presentation was such that it appeared to be two separate commercials.

Code approval for multiproduct announcements, under the director's recommendation, would be limited to products or services offered by the same sponsor, such as that pictured in the panel below for rice and tea. To receive code approval spots extolling two or more products would have to be so integrated in presentation as to appear to the viewer to be a single announcement, as is the case in the tea-rice commercial.

Advertisers, agencies, broadcasters and the code authority have been struggling with the integrated vs. piggyback controversy since 1956 when the original piggyback was introduced—a spot for Uncle Ben's rice and M&M candy. In June of that year, the code authority made its “interpretation No. 1” which ruled that “when unrelated

products are advertised as separate and distinct messages within one announcement,” they must be counted as separate announcements. It is an “acceptable practice” to advertise related or compatible products within a single message, the code said at that time.

This interpretation was revised in March 1960 to set up the separate “integrated” and “piggyback” multiproduct categories for single announcements. Piggyback commercials advertising unrelated products must be counted as two spots, the authority ruled, while the earlier interpretation was applied to integrated spots.

A further change was made two years ago to place emphasis on the “audio and video treatment” of multiproduct spots as the factor determining whether the spot would count as one or two commercials. An integrated announcement, the present interpretation reads, “is one advertising two or more products or services which is so executed in audio and video presentation that it actually is a single announcement.”

Just the opposite audio and video treatment now describes a piggyback, which still counts as two announcements.

The NAB TV code, itself, does not presently deal with multiproduct announcements and Mr. Bell has recommended that the “interpretations” be withdrawn and that the subject be covered through a code amendment.



gard such statements as ‘there's too much clutter’ that ‘overcommercialization is going to destroy the medium.’”

The media director of another leading agency spoke for the middle-of-the-road attitude. He said his agency is concerned about the issue, but doesn't think it's a major problem—at least not yet. He felt that multiproduct commercials, properly integrated, can be used very effectively, but that too many advertisers are using them unwisely and diluting the value of the time periods in which they're placed. He expressed hope that stations and advertisers will reach an agreement for “sensible control” of such commercials.

**Wants Good Bridges** • Another prominent media director spoke for those who consider the whole issue “a big problem.” He flatly opposed piggybacks—nonintegrated—and questioned the desirability of commercials where there is some, but in his view not enough, bridging between the different products involved. His firm, he said, feels that

the products must be “compatible.” When two of his clients agreed to share a 60-second commercial for non-compatible products, he said, the result was “very bad.”

He said he wasn't trying to kill all piggybacks or all integrated commercials but that he felt there is a current trend toward “overcommercialization” that can be halted only by judicious use of multiple-product messages. He did not feel that the problem can be resolved through the NAB code. Nor did he know where the control should come from, though he definitely felt that “strong control” is needed.

He urged—as others in the survey did—that studies be conducted to determine the extent to which the public is being irritated by so-called overcommercialization.

Another top media executive—who didn't see anything wrong in piggybacks as such—argued that from the standpoint of media acceptability, two effective messages in a piggyback are bet-

ter than one poor 60-second commercial.”

**Rep Views** • The reps covered in the study held for the most part that the code interpretation's current distinction between “integrated” and “piggyback” commercials ought to be tightened up. Several reps said they had been discussing this possibility with NAB, the Station Representatives Association, or both.

Some, including Harrington, Righter & Parsons and Metro Broadcast Sales, said they had been sounding out their own stations. HR&P said it had asked its stations to hold off any policy changes for 30 days, to see what the NAB code authority does or does not do. Most agreed to hold off, and five stations also reported that they would not accept piggybacks no matter what the code authority does.

Some reps said their clients will start charging—or already do charge—premium prices for piggybacks. One rep reported that three years ago his

## PIGGYBACKS: ON THE WAY OUT? continued

stations adopted a policy against accepting piggybacks unless the advertisers pay two 30-second rates instead of the lower 60-second rate. He thought a similar policy is being or could be followed by other stations that are financially strong and "don't have to take the piggyback just to get the money."

The element of pricing had also been raised by The Katz Agency, advertising sales representative, which suggested to its stations that multiproduct commercials be defined more sharply and that those which are not "truly integrated" be sold at premium prices (BROADCASTING, Dec. 30, 1963).

**New Classification** ■ Katz proposed that the code's definitions be expanded to include a classification between "integrated" and "piggyback." The new group would be called "integrated piggy-

backs are not truly integrated. This also was the view of reps whose stations already charge extra—or plan to—for piggybacks.

**Replies To P&G** ■ The Procter & Gamble warning about the positioning of its own spots in "triple-spotting positions" alongside piggybacks (BROADCASTING, Dec. 16, 1963) also drew diverse reaction. This ranged from that represented by a rep who agreed wholeheartedly with the P&G position—and said his stations had been following it for the past two years—to that of a competitor, Alberto-Culver, who claimed P&G was trying to dictate to the industry and that eliminating piggybacks would force many advertisers out of TV.

Charles A. Pratt, A-C vice president and director of advertising, said the piggyback discussion became hotter re-

that broadcasters gain—rather than lose—revenues by allowing two products to share 60 seconds of time. "Brands which would not otherwise be able to use the medium can invest their dollars with telecasters," he maintained. "With investment comes growth, and with growth larger advertising budgets."

The public, he argued, is not victimized by back-to-back commercials. "It is our contention that two well conceived, concise messages, which inform the viewer of the prime advantages of a product, can be more tasteful than an interminable, rambling, synthetic 60-second interview with nonprofessional talent . . ." the Alberto-Culver executive said.

"We feel that back-to-back commercials allow the small, vigorous and growing companies to employ television and help build their business with it. Denying the smaller advertiser the use of this powerful medium can only cripple competition and generally injure the economy. We feel, further, that this crippling of competition cannot help but have a harmful effect on the broadcasting industry. Finally, we feel that the back-to-back commercial offers the viewer relief from the tedium of the constant sameness and repetition so often found in the 60-second, one-product commercial message."

**Katz Gets Response** ■ The Katz proposal found support among a number of reps who agreed that—as Katz had pointed out—if P&G set up one standard for piggybacks and other advertisers set up other standards, confusion could become rampant. Katz suggested that all multiproduct announcements be submitted to the NAB code office for designation as to what type of commercial they should be considered.

Stations that do not wish to charge premium rates, Katz suggested, would be "justified in refusing credits or makegoods to any advertiser whose commercial ran adjacent to the multiproduct commercial which the code office has approved as a single announcement."

P&G, through Compton Advertising as its "spot coordinating agency," had warned stations that P&G would not pay for its commercials if placed alongside piggybacks, making them part of a "triple-spotting" situation.

**NL&B Wants Research** ■ Blair Vedder vice president and director of media, Needham, Louis and Brorby Inc., Chicago, said the "vague language" of the current NAB code has encouraged increasing multiple-product commercials in TV. "Loose interpretation of the code and the economies of multiproduct commercial units seem to assure that the trend will continue unless some restrictions are adopted," he said.

"Unfortunately, no one can accurately state what effect the trend has had or will have on the viewer. No one can

### Here's a sponsor that sells culture

Most sponsors buy time to sell soup or cigarettes and on some occasions special interests buy time to air their political or economic philosophies. But now there is a sponsor, Awareness Inc., that is buying time to "sell" culture.

Awareness Inc., a nonprofit educational foundation which for several years has produced and distributed programs for radio, now is sponsor of a weekly six-hour fine arts program on WSWM(FM) East Lansing, Mich., and the Mid-State FM Network which also includes WABX(FM) Detroit, WGMZ(FM) Flint and WQDC

(FM) Midland, all Michigan. The contract is for 52 weeks.

Titled *Studio A*, the program is aired Sunday 3-9 p.m. and features a weekly stereo opera, a stereo play of the week, a symposium on some phase of the fine arts and music, poetry and prose. Host-program director is Ken Beachler, executive director of Awareness Inc. and formerly an announcer at WSWM. A founder and financial contributor of Awareness Inc. is Alden Dow, architect of Midland, Mich., who is a major stockholder of Dow Chemical Co.

backs" and would consist of multiproduct commercials that are appropriately bridged but are still apt to be regarded by viewers as separate commercials. The Katz plan would price "integrated piggybacks" at 150% of regular rates, pure piggybacks at 200%.

Reaction to the premium-pricing approach ranged from unequivocal support to the feeling, at the other extreme, that it is impractical or beside the point. One opponent, another major rep, felt that the answer lies in tightening code definitions to make them require that the products come from the same company and that they also be related in character and purpose.

If an "integrated piggyback" category is established at premium prices, this skeptic asked, "what is to stop an advertiser from advertising three, four or more products in a single commercial?"

Another rep, who said he hoped "clearer definitions" could be worked out, reported that for the present, at least, he agreed with the Katz proposal for charging extra for commercials that

recently when P&G's "controversial edict" announced it would not pay for any announcement that ran adjacent to a back-to-back commercial. "It seems obvious to us that the Cincinnati behemoth wants to eliminate back-to-back commercials entirely," Mr. Pratt said. "It is also obvious to us why. The back-to-back commercial is an innovation smaller companies developed in order to compete with giant companies. Thus, the only result of this attempt to rewrite the rules for using television will be to cut down on the competition P&G faces. . . ."

He predicted that broadcasters will not go along with "this big brother maneuver of P&G. In a way we should all be grateful for the P&G edict. It forces us to honestly face the question: is there something fundamentally wrong about the use of back-to-back commercials? Taken from the side of the broadcaster, can it be claimed that he is deprived of revenue by this device? We think not."

**Sees Revenue Gain** ■ Mr. Pratt said





**The spot for spot**

*If you cater to kids, you'll find that Charlotte's WSOC-TV is your sell-  
 ingest station in the Carolinas. Our tastier fare for youngsters—sweetened  
 by award-winner "Clown Carnival"—does a joyful job for advertisers.  
 Nearly three million people, children included, are served by this great  
 area station. Ask us or H-R about packages, participations; how to get  
 the quick results you want.*

**Charlotte's WSOC-TV**

state the extent to which it has reduced his attentiveness and interest in the medium, if it has reduced it at all. If his loyalty is diminishing as a direct result of current commercial practices, then advertisers and broadcasters will be increasingly hurt by pursuing these practices. Conversely, if present commercial scheduling trends have had no effect on the viewer's attitude toward the medium, then advertisers and broadcasters will justifiably continue to press for the most liberal commercial rules.

"Until the industry knows how present practices are affecting television program and commercial reception by the audience, it will be difficult to enforce a uniform and enduring commercial code," he said. "If the standards of practice are written with a factual understanding of their effect on the viewer, they will have validity. Advertisers and broadcasters are unlikely to condone any practice that they know will weaken TV's impact or influence on its audience. Accordingly, we suggest that future commercial policies in TV should not be based on reaction to individual advertisers' opinions or his torical practices."

Instead, he said, they should stem from an objective and factual study of the effect of present practices on audience receptivity and attitude toward the medium. "In the meantime, we think the first step should be to rewrite the present provisions of the code on multi-product commercials in explicit and specific language."

In a memorandum to Foote, Cone & Belding employees last Thursday, Ed Stern, vice president in charge of media, said: "We badly need research data to help us judge the advertising effective-

ness of commercials that are isolated as opposed to those which are double- or triple-spotted or even a series of four or five commercials as they appear in England. . . .

"Since broadcasting channels are limited and licensed by government to 'operate in the public interest,' we ought to have some idea of what the U. S. public considers 'overcommercializa-

tion' and the public's range of tolerance for commercial quantity and program interruption. It is probably true that no fixed rules can successfully be written to cover all kinds of commercials in all kinds of positions in all kinds of programs in all kinds of time periods on all kinds of stations. The problem is not a small one, nor is it likely to go away soon."

## NAB COMMENTS ON COMMERCIAL PLAN

### Memo to House committee tries to cut down FCC arguments

Just because the FCC may consider commercial policies in the case of individual license applications, the National Association of Broadcasters said last week, "it does not follow as a matter of law or logic" that the commission's policies may be stated in advance in interpretative regulations.

From there the NAB, in a memorandum to the House Commerce Committee, seeks to demolish the FCC's legal arguments supporting the commission's contention that it has the authority to make rules setting standards on the length and frequency of commercials.

The NAB memo, prepared by Douglas Anello, general counsel, was the latest of several broadcaster attacks on the FCC's commercial standards proposal which is presently under consideration by the commission. Announced in May and attacked by broadcasters and congressmen ever since, the proposed rulemaking was the subject of comments filed with the commission this summer, a congressional hearing in November and an oral argument before

the FCC last month. Since then the House committee has reported favorably on a bill (HR 8316) which prohibits the commission from making rules on commercial standards and the commission itself has taken the entire matter back under advisement. The commission is expected to make a determination later this month that will kill the rulemaking but assert its right to consider overcommercialization on a case-by-case basis (BROADCASTING, Dec. 23, 1963).

During the House hearing Representative Oren Harris (D-Ark.), committee chairman, asked the NAB to comment on an FCC memorandum supporting the commission position.

**NAB's Position** ■ The NAB comments were forwarded to the committee last week. They offer a restatement of the NAB's basic position that authority to review commercial practices on a case-by-case basis is not at all the same as the power to set regulations. The association also seeks to show that court cases cited for precedent by the FCC do not actually apply to the specific case at hand, that is, power to regulate commercials.

The memo says the commission errs when it states that those who dispute FCC authority must also establish that the commission "cannot in any manner consider overcommercialization in passing on an application at the time of grant or renewal. . . .

"On the contrary," the NAB said, "we admit that commercial policies are a part of a licensee's overall service to his community" and that is why "such policy must be considered in conjunction with the licensee's total operations."

The memo also disputes FCC arguments that its position is supported in the legislative history of the Communications Act. "The fact that the Radio Commission [forerunner of the FCC] reviewed the past service of licensee stations and considered the proposals of new applicants to determine whether the licensee had devoted reasonable periods of time to the needs and interests of the particular community to

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## Business briefly . . .

**Lever Bros.**, through Sullivan, Stauffer, Colwell & Bayles, New York, has purchased sponsorship in NBC-TV's *Concentration*, for the sixth consecutive year. Lever Bros. first purchased sponsorship in the Monday through Friday daytime show in 1958.

**The Pepsi-Cola Co.**, through BBDO, New York, has purchased sponsorship in three NBC-TV nighttime shows: *The Jack Paar Show*, *Saturday Night at the Movies* and *Eleventh Hour*.

**The Lincoln-Mercury Division of the Ford Motor Co.**, through Kenyon & Eckhardt; **P. Lorillard Co.**, through Lennen & Newell; **Nationwide Insurance Co.**, through Ogilvy, Benson & Mather, and **North American Philips Co.**, through C. J. LaRoche & Co., all of New York, have purchased sponsorship in *Palmer-Player in Challenge Golf*, which will start its second season

Jan. 11 on ABC-TV. First program of the series, to be broadcast in color (2:30-3:30 p.m. EST), will feature a contest between host golfers Arnold Palmer and Gary Player and a duo made up of Jack Nicklaus and Mike Souchak. The series includes 13 matches in which Mr. Palmer and Mr. Player meet top professionals.

**Tree Sweet Products Co.**, through Eisaman, Johns & Laws, Los Angeles, is using 11 radio stations in a five-month campaign featuring an offer of a book of recipes calling for frozen TreeSweet orange juice as a basic ingredient. Color pages in *Sunset* and *Woman's Day* will back up the one-minute and 30-second radio spots on KABC, KMPC, KNX and KPOL Los Angeles; KABL, KCBS, KGO and KSFO San Francisco; KOGO San Diego; KIXI Seattle, and XTRA Tijuana, Mexico.





Orlando is the nucleus of Florida's missile, citrus, industrial and tourism complex. It is also the home of...

WFTV (Wonderful Florida TeleVision) with maximum power serving the entire Central Florida area now appoints...



**BLAIR TELEVISION, BTA Division**, as its exclusive representative and adds its selling power to the list of dynamic stations represented by Blair Television.

be served," the NAB said, "is a phase of the commission's duty to license stations which serve the public interest; this is not to be confused with prescribing fixed quantitative commercial standards, which is contrary to the basic principle of licensee responsibility."

The NAB concludes with support for a policy which favors licensee responsibility. "Government intervention in this area would portend a complete change in the present structure of American broadcasting," the NAB said.

## H-R rep firms announce employe stock plan

In a stock participation plan announced last week by H-R Television and H-R Representative Inc., 25 key employes were granted stock options.

In an open letter to all employes, the company's owners, Frank M. Headley, Frank E. Pellegrin and Dwight S. Reed, announced the issuance of options to the following: James Alspaugh, Bob Billingsley, John Bradley, Al Brintrup, Cal Cass, Marie Chernet, Geno Cioe, Jim Cravagan, Bob Dalchau, Joe Friedman, Max Friedman, Avery Gibson, Martin Goldberg, Mel Grossman, Vernon Heeren, Loretta Kealy, Art Kelley, Dick Leader, Bill McRae, George Merchant, Al Ritter, Ed Shurick, Grant Smith, Jack White and Tom Wood.

The firms' partners noted that the stock's issuance is regarded as "an extension of our total program of sharing the rewards of the company with those who have made them possible." Other employe-benefit programs of the company include a profit-sharing trust agreement, retirement-annuity, hospitalization and comprehensive insurance plans.

## FTC issues new order on Rise shaving spots

Carter Products Inc. has been ordered in a modified Federal Trade Commission decision to discontinue false disparagement of competing products and deceptive TV demonstrations for Rise shaving cream.

The FTC issued an early order 18 months ago which was appealed by Rise and its agency, Sullivan, Stauffer, Colwell & Bayles. The court upheld an FTC decision that the ads were false and misleading but returned the findings as being too broad in scope (BROADCASTING, Oct. 7, 1963) with orders to redraft the order.

The modified decision specifies that demonstrations showing competing products must be accurate comparisons. Complying with the court order, the FTC limited the decision's effect on SSCB for commercials for Carter products only.

## 'PUREST' AD DATA IS THE GOAL

### Milwaukee Advertising Laboratory set for June start

A three-year, \$1 million budget has been set for the Milwaukee Advertising Laboratory, sponsored by the Journal Co., licensee of WTMJ-AM-FM-TV Milwaukee and publisher of the *Milwaukee Journal* and *Sentinel*.

The laboratory, which will evaluate advertising effectiveness under controlled field conditions, is based on two control systems: the *Journal's* "Matched Markets" and a television commercial control device, both coupled to a large consumer purchase diary panel.

Last month the FCC granted WTMJ-TV permission to conduct a 90-day experiment with superaudible signals which would activate off and on switches in home TV receivers (BROADCASTING, Dec. 16, 1963).

The experiment will employ two superaudible signals to mute receivers in 40 selected homes, and will test only the technical aspects of the signal device which will be carried on the station's audio carrier.

The 40 families, who will have no commercials on their home receivers, will be part of the 1,500 households ultimately taking part in the TV research panel.

**June Target** ■ According to Charles Clarke, the *Journal's* advertising manager and coordinator of the lab, June 1 has been set as the target date for full-scale operation. In the interim a pilot panel of households has been set up and is testing refinements of diary reporting, sample design, data processing and preliminary intermedia controlled experiments.

Immediately after the test period, the lab anticipates the start of full operations with participation of at least 10 agencies, representing as many or more advertisers, and involving up to 30 of the approximately 50 product categories which will be reported to participants.

The advertisers and agencies will share in the lab's cost.

George Comte, general manager of the *Journal* stations, said that all Milwaukee TV stations have been invited to cooperate in the test. He said that radio will probably "be used to a limited extent."

**Working On Control** ■ Noting the problem "of absolute control" over radio, Mr. Comte said "We are working at it, however, and hope we can come up with the final answers for its inclusion" in the test.

Pilot operations of the household purchase panel, which include exploration into new concepts of purchase panel diary reporting and data processing techniques, are being conducted in consultation with Dwight Spencer and

Associates, Chicago.

Coded information from the diaries will be supplied to the Service Bureau Corp. of International Business Machines for processing, and reported to project participants on a monthly basis, with periodic special studies being available from accumulated data.

Through measurements of sales movements from the panel diaries, the companion control of advertising input through the *Journal*, its magazine supplements and WTMJ-TV, the lab expects to produce data that will isolate the effects of advertising in the purest form available today.

Technical consultant for the *Journal* Co. and the laboratory is G. Maxwell Ule, former senior vice president for marketing and research of Kenyon & Eckhardt.

The entire project is being conducted in consultation with the Advertising Research Foundation as to sample design, reporting and recruiting techniques and diary format.

## Commercial festival deadline is Feb. 1

The filing deadline for the fifth annual American TV Commercials Festival is Feb. 1.

Barton A. Cummings, chairman of Compton Advertising and head of the 1964 council of judges, announced that all U. S. and Canadian commercials that were telecast for the first time in 1963 are eligible for the award statuettes. More than 1,300 entries are expected for the more than 40 product classifications and special citations.

Awards will be made at the fifth annual award luncheon in New York on May 15. Regional festivals also are planned in May and June in Toronto, Chicago and other cities.

Entry forms may be obtained from the festival office at 40 East 49th Street, New York.

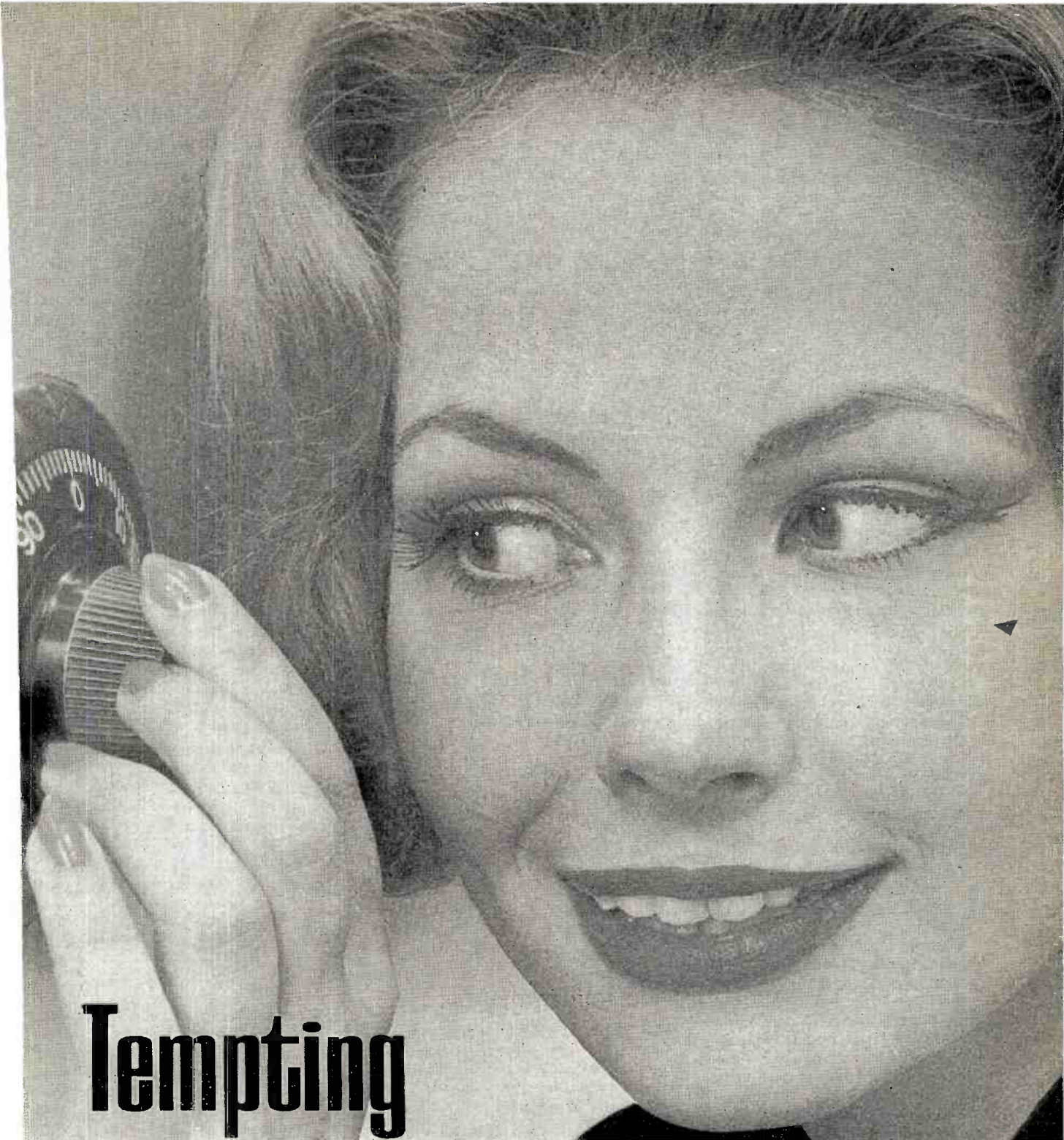
## Agency appointments...

■ Club Colombia Beer, brewery in Colombia, South America, has appointed Jacobs Gibson Vogel, New York, as its advertising in the U. S.

■ Gordon Baking Co., Chicago, has appointed the Quality Bakers of America Advertising Bureau, bakers association house agency, to handle its advertising.

■ Pacific Vegetable Oil Corp. and the Vano Household Products Division of B. T. Babbitt Inc., Saffola brand products, San Francisco, have named Johnson & Lewis Inc., that city.





# Tempting

# Totals

You don't have to rob a bank to strike it rich. Just take a peek at North Carolina's Golden Triangle Market. Total retail sales, over \$1 Billion. Total consumer income, over \$1½ Billion. Total population, over 1,360,000. So, it adds up to good sales sense to buy WSJS Television.



North Carolina's  
Golden  
Triangle

NO. 1 MARKET IN THE NO. 12 STATE

**WSJS**  
TELEVISION 

WINSTON-SALEM / GREENSBORO / HIGH POINT

Represented by Peters, Griffin, Woodward.

## NBC Radio claims big gains in '63

NBC Radio is up "more than 35%" in 1963 over 1962, and business should increase even more this new year.

That's the temperature reading presented last week, by William K. McDaniel, executive vice president in charge of NBC Radio.

Though NBC is sticking to the "more than 35%," it's believed the business picture actually is even more favorable at the radio network. In any event, 1963, saw a new record high in NBC Radio's "operating results," as network officials are terming "overall sales profits and station compensation."

Mr. McDaniel, moreover, predicts that the network's time sales will continue to reach higher levels. Orders for the first quarter of 1964 are a minimum 20% above the figure for the like three-month period in 1963.

Along with the good news about the old year, Mr. McDaniel had some predictions to make about the new:

- There'll be a new radio audience measurement system acceptable to agencies and advertisers as well as to broadcasters. This will be the outgrowth of the effort of networks and stations working jointly with the Radio Advertising Bureau and the National Association of Broadcasters. RAB and NAB are sponsoring a study of radio research methodology.

- With improved services in radio and a better measure of the audience it reaches, additional rate increases will be forthcoming in 1964.

Mr. McDaniel said that advertisers already have the willingness to accept the eventuality of network radio's ability to prove the "actual" audience—as widened by the reach of car radios and self-powered radios—and thus network radio can be expected to adjust its prices upward.

NBC Radio observed new business sprints during 1963, a phenomenon that was true also of the other radio networks (see ABC radio's year-end report, page 42).

For the first half of the year, business went up 10%, the third quarter some 17% and time sales for the full year exceeded 1962 by about 20%. The rising health of NBC Radio's business was detailed most recently in the early fall of 1963 (BROADCASTING, Oct. 7, 1963).

Mr. McDaniel last week was able to confirm that the network was nearly "90% sold out" in 1963 and, he claimed, NBC Radio had "the largest number of sponsored hours of any network."

The billings trend actually has been on the climb over the past four years. In 1962, the network had its best operating results since 1950.

In terms of compensation to stations, the payments in the past year were "substantially greater," Mr. McDaniel said, than in 1962.

The year 1964 will see NBC Radio continuing to strengthen its services—in 1963, *Monitor* added a new list of star names—and additional markets linked to the network through new or improved affiliations.

What's the "formula" for a successful 1964 in network radio? Said Mr. McDaniel: A continuation in network radio since the turn of the tide in 1960 of increased station acceptance, "good inventory" and, in his pet phraseology, the ability of radio's leadership to "place its house in order."

## Ad groups join together on Washington office

Two advertising groups joined last week to "strengthen and expand" existing Washington representation of the advertising industry.

The Advertising Federation of America and the Advertising Association of the West announced that the western group will help maintain the AFA Washington operations, effective with the new year. The AFA Washington bureau was opened in October 1959 under the direction of Vice President Donald J. Wilkins, who will continue to head the combined office. AAW will contribute financially to advertising's principal communications link with the federal government.

Mr. Wilkins said there would be no immediate personnel expansion of the operation. AFA and AAW, which together represent 185 advertising clubs and over 1,000 member companies, have cooperated in various endeavors for sometime. They annually co-sponsor the midwinter conference on advertising and government relations, scheduled Feb. 4-5 in Washington.

## Rep appointments . . .

- KGGM-AM-TV Albuquerque and KVSF Santa Fe, both New Mexico (New Mexico Broadcasting Co. is licensee of all stations): Avery-Knodel, New York, as national representative.

- KELP-AM-TV El Paso; KOAT-TV Albuquerque, N. M.; KVOA-TV Tucson, Ariz.: KMHT Marshall, and KLUE Longview, both Texas: Clarke Brown Co., Atlanta, as regional representative.

- KXLY and KXLY(TV) Spokane, Wash.: Peters, Griffin, Woodward, New York, as national representative.

- KASE Austin, Tex.: Prestige Representation Organization, New York, as national sales representative.

- WBBW Youngstown, Ohio: H-R Representatives, New York, as national representative.

## Product conflict may bottle merger

The projected merger of Fletcher Richards, Calkins & Holden with Interpublic Inc. was still continuing last week even though one of FRC&H's principal clients, National Distillers Products Co., has declined to approve the transaction.

A National Distillers spokesman indicated that if the acquisition of FRC&H by Interpublic goes through, the company will switch its \$5 million account to another agency. He said the transaction is unacceptable because other Interpublic agencies, McCann-Erickson and Erwin Wasey, Ruthrauff & Ryan, serve brands of Schenley Industries and Brown Forman Distilleries Corp., respectively. Fletcher Richards handles National Distillers' Gilbey's gin and vodka, Vat 69 scotch and Cinzano vermouths.

The development underscored product conflict pitfalls which often accompany merger moves (BROADCASTING, Dec. 30, 1963).

Despite National Distillers' decision, officials of FRC&H and Interpublic continued their merger talks last week. It was pointed out that without National Distillers billing, Fletcher Richards would bring about \$9 million in business to Interpublic.

Another agency transfer announced earlier was the move of the Good Humor Corp. account, estimated at \$300,000, from MacManus, John & Adams, New York, to J. Walter Thompson, New York.

## Spot radio estimator released

The Katz Agency, New York representation firm, last week distributed the seventh edition of its "spot radio budget estimator."

The cost guide can be used to calculate the expense of schedules of varying week lengths on a 12 or 24 times per week basis. Rates are tabulated cumulatively for stations in the top 150 markets and indicate the use of one station in each market. Cost is broken down by traffic, daytime and evening categories.

Copies of the estimator may be had on request to the Katz Agency, 666 Fifth Avenue, New York.

## Also in advertising . . .

**New office** ■ Venard, Torbet & McConnell announced last week the opening of its new San Francisco office at 2 Pine Street. Zip Code 94111.

**PR merger** ■ A new public relations firm was formed last week with the merger of Cleary-Strauss-Irwin & Good-



# CBS FOUNDATION INC.

## News Fellowships for 1964-1965

*CBS Foundation established in 1957 at Columbia University in New York a group of one-year CBS Foundation Fellowships, for eligible persons engaged in news and public affairs in the radio and television field. The Fellows have all University expenses paid and in addition receive a stipend designed to cover living and other necessary costs during the fellowship year. Eight fellowships are offered for 1964-1965.*

### *Purpose of the Fellowships*

CBS Foundation has established the fellowships to offer a year of study for men and women in radio and television news and public affairs who show promise of greater development and who seem most likely to benefit from the study year provided.

The fellowships make it possible for a holder to select, from the wide curriculum of Columbia University, courses which, in the opinion of the Fellow and with the advice of a University representative, can contribute most advantageously to a broadening and strengthening of his background for continued work in news and public affairs. Courses may range across such varied fields as diplomatic history, economics, modern languages, Far Eastern affairs, political science, labor relations, public administration, American history. With the approval of the University, the Fellow may become a candidate for a graduate degree.

In addition to the study program, CBS Foundation Fellows will meet from time to time as a group to hear invited speakers on subjects related to the news and public affairs field and to discuss these subjects with them; and they will be invited from time to time to observe and discuss news and public affairs programs and techniques at CBS News offices and studios in New York.

### *The Fellowship Year*

While Fellows will be expected to meet the attendance standards of the courses in which they enroll, no final examination or paper or report will be required. The year is intended to be one in which promising people can, through detachment from their routine work, find both formal and informal opportunities to build up their knowledge of particular subjects and, at the same time, increase their understanding of the potentialities of radio and television for news and public affairs programming.

The eighth series of fellowships, for the academic year 1964-1965, will start in September 1964.

Address request for an application form or other correspondence to:

JULIUS F. BRAUNER  
Executive Director, CBS Foundation Inc.  
485 Madison Avenue, New York, N. Y. 10022

*Applications must be postmarked not later than February 29, 1964. The Selecting Committee will announce its selections early in April.*

### *Requirements for Applicants*

1. Qualification in one of the following categories:
  - A. News and public affairs staff employes of (1) CBS News, (2) CBS Owned radio stations, (3) CBS Owned television stations, (4) U.S. stations affiliated with CBS Radio, but not owned by it, and (5) U.S. stations affiliated with the CBS Television Network, but not owned by it.
  - B. Regular members of the staffs of non-commercial educational radio and television stations who are engaged for a substantial portion of their time in news and public affairs programs.
  - C. Teachers of courses in the techniques of radio and television news and public affairs at colleges and universities.An applicant must be fully employed in one of Categories A, B and C, and must have *sufficient full-time experience* in the field to indicate ability and promise of greater development.
2. Completion of an official application form including:
  - A. A statement by the applicant's employer promising the applicant his present job, or an equivalent job, at the end of the fellowship year.
  - B. A statement covering the applicant's personal history; educational background; experience in news and public affairs; and the studies the applicant desires to pursue and the relation of these studies to work performed or contemplated.

### *The Selecting Committee (for 1964-1965)*

#### *Public Members*

MARK ETHRIDGE, *Vice President and Editor, Newsday; Trustee, Ford Foundation; former President, National Association of Broadcasters; former Director, Associated Press; former Chairman, U. S. Advisory Commission on Information.*

ALFRED A. KNOPF, *Chairman of the Board, Alfred A. Knopf, Inc.; former member and Chairman, Advisory Board on National Parks, Historic Sites, Buildings and Monuments; member, Overseers' Visiting Committees, History and English Departments, Harvard University and Council of the Institute of Early American History and Culture, Williamsburg, Virginia.*

SOL TAISHOFF, *President, Broadcasting Publications, Inc.; Editor and Publisher, Broadcasting and Television Magazines; former President, Broadcast Pioneers; member Awards Committee, Saturday Review; recipient Distinguished Service in Journalism Award, University of Missouri, 1953; Journalism Fellow and former National President, Sigma Delta Chi.*

#### *Columbia University Members*

LAWRENCE H. CHAMBERLAIN, *Vice President.*

RALPH S. HALFORD, *Dean of Graduate Faculties.*

#### *CBS Foundation Members*

RICHARD S. SALANT, *President of CBS News.*

BLAIR CLARK, *General Manager and Vice President of CBS News.*

The Selecting Committee reserves the right to revoke or terminate an appointment in cases where it deems such action advisable or to award fewer than eight fellowships. The decisions of the Committee are final.

All expenses at Columbia University (including tuition and special charges) will be paid for each Fellow. In addition, each Fellow will receive a stipend for living and other expenses. These stipends are adjusted to individual family-size situations, and are therefore of varying amounts; they are intended, with the expenses paid to Columbia on behalf of each Fellow, to average approximately \$8000 for each Fellow for the academic year.

man and McFadden & Eddy Associates, both Los Angeles. The new company, McFadden, Strauss, Eddy, Irwin & Goodman, will have major offices in Palm Springs, Calif., Los Angeles, New York, London, Paris and Rome.

**New location** ■ The Robert L. Williams Company, national radio representative, is now in new office space at 270 Park Avenue, New York. Phone number of HA 1-1670 remains unchanged.

**Fred, Barney et al** ■ The Purex Bubble Club line of TV comic characters, which began with four Huckleberry Hound and Yogi Bear figures, each containing six ounces of powdered Bubble Club, has added four Flintstones, each holding 11 ounces of liquid bath bubbles. In addition to the cartoon series in which each set of characters is featured, Purex Corp. promotes the full Bubble Club line as a participating sponsor of *Captain Kangaroo*, early morning CBS-TV show.

## New York health officer hits cigarette smokers

New York City Health Commissioner George James last week, in a preliminary annual report, said that extensive studies have "amply demonstrated" that cigarette smoking was one of the major causes of 70% of the lung cancers that killed 2,238 men in that city last year.

And in Washington, the U. S. Department of Agriculture reported that despite higher prices and the health-injury scare, Americans smoked more cigarettes in 1963 than ever before—253 billion.

Dr. James said his estimate was based on figures provided by the American Cancer Society on death rates from lung cancer in urban areas. He maintained that if cigarette smoking could be stopped, about 70% of lung cancer deaths in the city could be prevented. He also expressed concern over the steady annual increase in the number of death from lung cancer in New York, attributing it to the fact that more and more boys had begun smoking at an early age and now, in their 40's and 50's, were contracting the disease after decades of smoking.

Dr. James said his department hopes to open the first of its "smokers withdrawal clinics" in the spring to aid people who want to stop smoking. He reported that public response to the clinic idea was "wide, serious and intelligent."

In its report on 1963 smoking, the Agriculture Department predicted there would be no significant decrease in cigarette consumption this year. Americans set a cigarette smoking record last year for the seventh consecutive year, smoking 3% more cigarettes than in 1962.

## The rosy picture at ABC Radio

Robert R. Pauley, president of ABC Radio, in a yearend statement today (Jan. 6) reported that during 1963 there were 20 52-week ABC Radio sponsors, 17 of which each spent between \$250,000 and \$1 million—sales that helped push ABC Radio's gross time billings up 38% over 1962. Mr. Pauley said the new billing figure was highlighted by advances in sports (up 183%) and news (up 48%).

Network billings broke down as follows: first quarter of 1963, up 23% over the corresponding period in 1962; second quarter, up 24%; third quarter, up 55%; and fourth quarter, up 48%. Mr. Pauley noted that 1963's third quarter, "a traditional period of decline," showed a considerable increase because of "the more realistic summertime audience measurement techniques of Sindlinger & Co."

The ABC Radio report said 27 stations became affiliated with the network in 1963, and 13 affiliated stations improved their facilities, some from 250 w to 1 kw, others from 1 kw. to 5 kw.

Mr. Pauley indicated that advertiser acceptance of ABC Radio programming reached a high level in 1963, and he predicted an increase in network programming during 1964. He also said programming during 1964 will cost more and be worth more, for two reasons: greatly improved station facilities and continually improving listener and advertiser appreciation of the program.

## Rep offers 18 FM outlets as 'one order' group

Frederick W. Smith Station Representative has organized 18 FM radio clients into a "major market FM network" and made it available to advertisers on a single-buy basis.

The station rep believes the policy of "one order, one confirmation, one monthly invoice," instead of 18 will eliminate much of the paper work expense now involved when advertising agencies buy radio time, and thus make FM radio a more attractive buy. Smith has limited its clients to stations in the top 50 markets and hopes to sign an additional dozen stations this year.

## Nominations lapse as Congress adjourns

When Congress adjourned Monday (Dec. 30) an unconfirmed nomination to the Federal Trade Commission lapsed, as did several nominations for judgeships and postmasters.

John R. Reilly, a Justice Department official nominated to the FTC by President Kennedy, was not approved by the Senate Commerce Committee after his

hearing last year (BROADCASTING, Nov. 11, 1963, et seq.). Commissioner Philip Elman was approved for a seven-year term at that time.

President Johnson may resubmit Mr. Reilly's name, as he may any other nomination which has lapsed.

Delay on the Reilly nomination was attributed in part to the lack of a seat for him on the commission. Commissioner A. Leon Higginbotham had been nominated for a federal judgeship in Pennsylvania, but a nomination hearing was not conducted by the Senate Judiciary Committee. His nomination also has lapsed.

## ABC-TV sponsors set for Winter Olympics

ABC-TV has massed an impressive array of sports authorities, equipment and commentators for its planned 17½ hours of prime-time programming during 13 consecutive days of the Winter Olympic Games at Innsbruck, Austria, beginning Jan. 29.

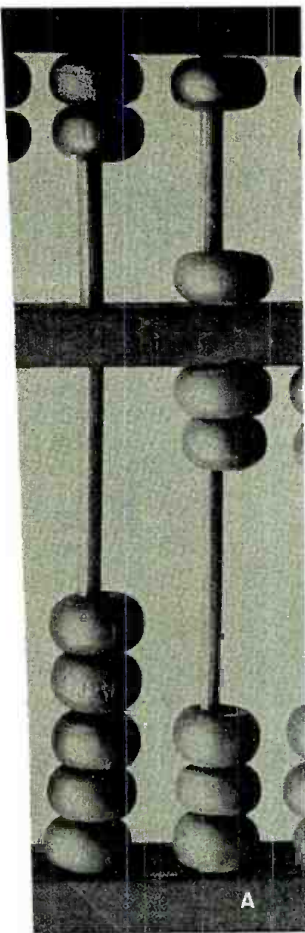
Sponsors signed for the programs are Firestone Tire & Rubber Co. through Sweeney & James; Andrew Jergens Co. through Cunningham & Walsh; Liberty Mutual Insurance Co. through BBDO; P. Lorillard Co. through Lennen & Newell Inc.; Joseph Schlitz Brewing Co. through Leo Burnett and Texaco through Benton & Bowles.

Included on the advisory staff to ABC are Olympic gold medal skating winner Carol Heiss, ski authority Art Devlin, Olympic bobsled medal winner Stan Benham, U. S. Alpine team coach Bob Beattie and University of Denver championship winter sports team coach Willy Schaeffler.

Jim McKay, Curt Gowdy and Jim Simpson will be the commentators. ABC is sending a crew of more than 100 persons to the Olympics. The network will have 25 of its own cameras on the scene and will have access to 25 cameras supplied by Eurovision. The entire crew will be under executive producer Boone Arledge. Individual producers are Chuck Howard, Chet Forte and Dick Kirchner, while Andy Sidaris and Mac Hemion will direct.

ABC-TV will have a jet airliner standing by to rush processed video tape to New York every day, with plans now calling for segments of each day's action to be shown on American television screens that evening. The network will devote an hour each week-day night, mostly from 10-11 p.m., to the events that day (see SHOWSHEETS, page 72, for schedule), with two and three hour segments set aside for Saturday and Sunday afternoons and evenings. A half-hour post-Olympics wrapup on Monday, Feb. 10 (11:15-11:45 p.m.), will conclude ABC-TV's coverage.

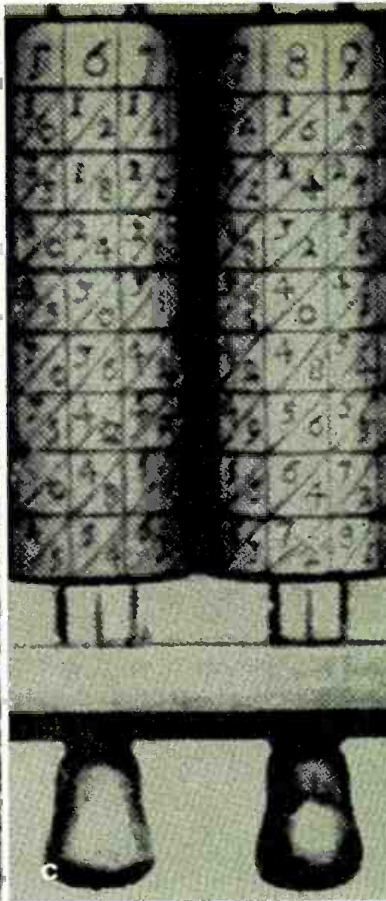




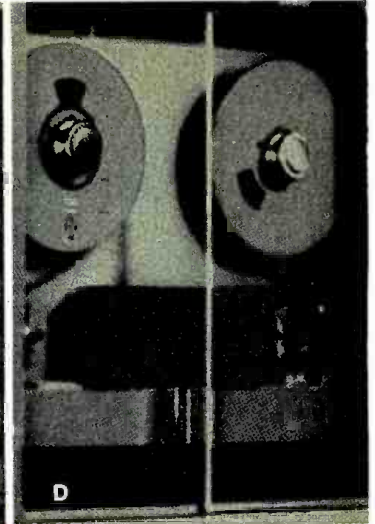
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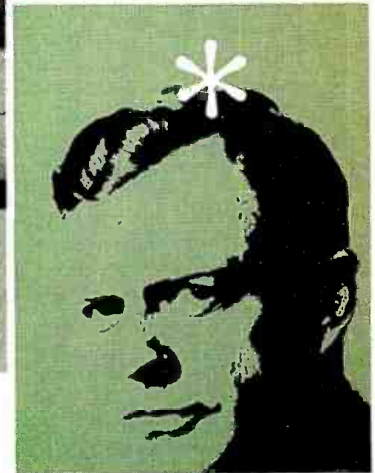
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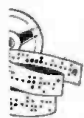


D



## new need . . . new breed

The future agency use of computers demands a **NEW BREED** of salesman. At **RKO General**, the future is already here.



### DATA PROCESSING

techniques are important in developing the marketing strategy of every major advertiser. RKO General's new breed of salesmen understands both the capabilities and limitations of computer technology. He studies the uses of data processing equipment used by his clients, and how such equipment is being employed. He can, therefore, often suggest ways in which new information can be extracted from available facts.

A. Almost 5,000 years ago the Chinese developed the abacus. It was all they needed for data processing in their less-complicated lives.

B. The Babylonians had their own techniques for handling data. Shown here is a list of measurements and statistics developed around 2400 B.C.

C. By the 18th century, Napier's Rods represented the most advanced thinking in cylindrical calculating devices.

D. In our own way, the magic of electronic engineering has developed machines and techniques for processing almost limitless quantities of information.

\*In every age, however, the "secret ingredient" which brings meaning and significance to the machines, tables and

devices is the human mind. For even the most sophisticated data processing equipment is only as good as the human minds which feed it information and interpret its conclusions.

**RKO General Broadcasting • National Sales:** NEW YORK LO 4-8000/CHICAGO 644-2470/LOS ANGELES HO 2-2133/SAN FRANCISCO YU 2-9200/WOR AM/FM/TV New York • KHJ AM/FM/TV Los Angeles • WNAC AM/TV and WRKO FM Boston • CKLW AM/FM/TV Detroit-Windsor • KFRC AM/FM San Francisco • WGMS AM/FM Washington, D.C. • WHBQ AM/TV Memphis • and The Yankee Network



# BROADCAST STOCKS WIN RESPECT

## Brokers see radio-TV as 'secure' rather than speculative as institutional buyers increase holdings 73% in 12 months

As 1964 rolled in last week, most publicly owned broadcasting companies could look back on a year in which their stock had risen substantially—both in the collective mind of the financial community and in the marketplace itself.

And they could look ahead to a year—probably a succession of years—of further gains in both image and investment.

There are definite signs that Wall Street is looking at broadcasting issues with a new respect, born partly of new capital looking for investment opportunity, but nurtured by performance of the stocks themselves and reinforced by evidence of long-term growth opportunity. Such terms as "seasoned" and "mature" are being applied to broadcast stocks in many cases where "speculative" had been the previous evaluation.

A clear indication of this new attitude is offered by institutional investors, whose holdings in American Broadcasting-Paramount Theaters, CBS and seven station group owners with principal income derived from broadcast activities, have grown 73% over the past 12 months, from about \$132.8 million to \$230.4 million.

**RCA Gain Substantial** ■ If RCA,

NBC's parent, is included in the figuring, the increase jumps to 86%. Higher values of the stocks themselves, accounting for the major portion of this gain, tend to overshadow a significant 20% gain in the number of institutions holding these stocks.

Security analysts appear to be giving individual broadcasting companies a closer scrutiny than ever before and what they find is generally to their liking. The present consensus of Wall Street seems to be that if broadcasting is no longer a "growth" industry, in the stock-market sense, it is nevertheless a steadily growing industry.

A survey by BROADCASTING of analysts and researchers at leading brokerage houses and investment advisory services found a feeling that in spite of the healthy picture which close analysis affords, the public is beset by misunderstandings of the industry's operation. This, they generally agree, is holding stock prices, particularly of the group broadcasters, behind reasonable levels in relation to earnings and growth potential.

**Growth Potential** ■ The group broadcasters are widely reported as having a per share earnings growth rate potential of at least 10% a year over the next several years.

A recent study of group operations (Capital Cities, Metromedia, Scripps-Howard, Storer, Taft and Wometco) by Tomio Saito, Baker Weeks analyst, shows price-earnings ratios, based on projected 1964 earnings, ranging between 10.8 and 19.5 and averaging 13.9. This lags far behind the average price-earnings multiple of the Dow Jones Industrials which is expected to hover around 19 or 20 in 1964.

This underevaluation, analysts agree, is largely due to attitudes formed by adverse publicity which broadcasting receives from government regulatory proposals that are never actually effected.

As one researcher puts it, "this industry isn't nearly so volatile as the investing public believes. But its very nature as a mass medium, the fact that it's always in the public limelight, blows up its problems out of proportion. Actually the regulatory tone of the FCC has been a reasonably stable factor in the past and we expect it to remain so."

**Useless** ■ Another calls evaluation of the prevailing regulatory tone of the FCC a "relatively useless tool" in advising on broadcast investment. "All we can do is look at its effects decision by decision. We were all pretty sure (Commissioner Lee) Loevinger would

### Institutional holdings of broadcasting stocks soar in 1963

	Value institutions' shares			Value institutions' shares			Closing price Dec. 18, 1962	Closing price Dec. 30, 1963
	No. institutions holding stock Dec., 1962	Shares held by institutions Dec., 1962 (000)	as % of outstanding common stock	No. institutions holding stock Dec., 1963	Shares held by institutions Dec., 1963 (000)	as % of outstanding common stock		
AB-PT	45	1,249	28.1	38	898	20	34%	30%
CBS	85	1,515	16.5	107	2,107	22	44½	75½
RCA	201	1,446	8.3	251	1,753	10.1	56½	95%
Taft Broadcasting	4	87	5.5	8	149	9.4	17	24%
Storer Broadcasting	18	329	13.5	21	267	13.3	31½	40%
Metromedia	11	506	29.6	12	535	31	15%	30%
Capital Cities Broadcasting	7	178	15.2	9	222	16.7	17%	20
Scripps-Howard Broadcasting	none			2	2.1		21½†	19-20%*
Wometco Enterprises	3	42.9		3	46		14¼†	32¼-35¼*
Rollins Broadcasting	none			1	0.6		12½†	16%

Source: Data Digests Inc. monthly stock digests for Jan. 1963 and Jan. 1964 for first seven companies in table. Figures on last 3 listed are from Vickers Assoc. and reflect only mutual fund holdings. † ave. of high and low 1962 \* bid and asked

The above table gives an approximate record of institutional participation in broadcasting investments through 1963, a year which saw institutional holdings in the companies listed, increase by about 86%. Listed are network

owning companies and group broadcasters whose principal income is derived from broadcast operation and for whom information on institutional investment is available. Institutional information on the first seven companies in the

table is based on a survey of about 2,000 financial institutions, but may not encompass every institutional investment in these companies. Figures for the last three companies show only mutual fund holdings.



provide an affirmative swing vote on the VHF (drop-in) proposal, but look what happened." (Commissioner Loevinger voted against the drop-ins.

Appearance of increasing numbers of institutional investors in broadcast companies is considered an acknowledgment of long-term performance reliability of their stocks and is also regarded as a stabilizing factor for the industry.

**FCC's Notice** ■ The FCC recently gave overt notice that it might have plans for upsetting this investment appletart by applying its multiple ownership rules to investment funds and other large investment sources (BROADCASTING, Dec. 2 et seq). The commission approved Metromedia's purchase of WCBM-AM-FM Baltimore contingent on the resolution of purported multiple ownership rule violations involving Keystone Funds and Fidelity Trend which hold interests in Metromedia and other broadcast groups.

This interpretation of the ownership rule provoked bitter comment from several Wall Street observers who questioned rationale behind the move.

One called it "patently irrational to consider mutual funds in the same category as station management, to equate the control of a passive investment company with that of station management."

Existing situations are in violation of this interpretation as explained by Metromedia (BROADCASTING, Dec. 23) and it is pointed out that continued compliance with the ruling could have serious effects on future station sales.

In this connection one analyst cites the pending transaction between Taft Broadcasting and Transcontinent Television Corp., an agreement which he said "could be ruined if it went to hearings or met some other cause of lengthy delay." Taft will pay a reported \$27 million for Transcontinent stations WGR-AM-FM-TV Buffalo; WDAF-AM-FM-TV Kansas City and WNEP-TV Scranton, Pa.

**Waiver Permitted** ■ The commission has informed Metromedia that the condition could be waived if the mutual funds involved would not vote their stock in the company in violation of the multiple ownership rule or try to influence policies of the broadcasters involved during an FCC inquiry.

The commission suggestion was questioned by communications attorneys last week in several respects. It was suggested that forfeiture by a mutual fund of its right to vote in a company in which it has holdings might violate provisions in the investment company act requiring that all stock be voted.

Of graver concern, according to one attorney, is the onus placed on the publicly held broadcasting company, should mutual funds come under the ownership limitation.

"In effect," he said, "the broadcaster would be obliged to demand continuing

## Carney speaks out for agencies as investment

The Foote, Cone & Belding agency, which offered its stock to the public last September and has been closely watched by investors ever since, moved last week to dispel fears that the agency business is too fickle inherently to represent a safe investment.

Robert F. Carney, chairman of FC&B, addressing the New York Society of Security Analysts, spoke of "misconceptions about our business" that he hoped to erase and outlined characteristics of his agency to that end.

It was the first time the agency business had been discussed at one of the society's meetings. The built-in growth factor which increasing advertising expenditures represent, an acknowledged factor in favor of the public agency, was emphasized by Mr. Carney. He referred to one estimate for total advertising volume which indicated a growth rate of 5% compounded annually through 1970.

Major among Mr. Carney's arguments reflecting financial stability at FC&B are a diversified list of 53 domestic clients, a relatively slow account turnover, selective solicitation of new accounts, a history of personnel longevity at the agency and autonomous operation of branch offices.

**Account Switches** ■ Perhaps the foremost area of concern to the potential investor in agencies has been the ever-present fear that earnings can be seriously cut by the loss of one or two blue-chip accounts.

In this connection Mr. Carney said no client bills 10% or more of FC&B's total volume. But in a question and answer period following his talk he refused to state specifically what portion of the agency's total business its biggest client contributes, giving an indication of just how far a public agency will feel obliged to report on its inner financial structure.

FC&B clients accounting for 81% of its gross billing in 1962 have been with the agency since January 1958, those accounting for 54%, since 1953 and those billing 28%, since 1942.

On the problem of estimating future business levels, Mr. Carney asserted that ". . . most agencies toward the end of one calendar year can predict within 10% what the ensuing year's volume will be." He acknowledged though, that this was barring "an unexpected bonanza or catastrophe."

During his talk, Mr. Carney said FC&B anticipates no drastic change in its profit margins over the next few years, and suggested that if profits continued at their present pace, the agency would be able to raise its current dividend rate. The agency declared a first quarterly dividend of 15 cents on Dec. 16,



Mr. Carney

1963. It expects its total billing, about \$155 million in 1963, to be between \$170 million and \$175 million in 1964.

One questioner raised the problem agencies face in product conflicts. Being generally limited to one account per industry, it was asked if this did not constitute a definite growth deterrent from an investor's standpoint.

Rolland W. Taylor, FC&B president, also participating in the Q&A session, noted a discernible breaking down of this client attitude in recent years and said his own agency has had some success in this area by virtue of the geographical spacing of its branch offices and the fact that these offices are essentially autonomous and self-contained operations.

**Foreign Business** ■ Mr. Carney said foreign operations of the agency, which has offices in five other countries in addition to affiliations with 85 other foreign agencies, represented a major area for business expansion.

He announced that FC&B is negotiating to acquire an advertising agency in Western Europe that could involve a "substantial expenditure" and indicated that the deal was near consummation.

FC&B's stock, traded over the counter, was originally offered at \$15.50 per share. Last week it stood at 13% bid, 14% asked.

reports, from any investor holding more than 1% of his company's stock, on any further broadcasting investments he would make. The investor would be loathe to comply. This would work a hardship against the broadcaster who is obviously trying to attract investment."

A majority of security analysts cited the pending Transcontinent sale to Taft as a landmark case in another respect. A major criterion listed by them in evaluation of a group broadcaster is "aggressive management," one with a history of interest in station acquisition and in "trading-up" to larger markets. If the Taft-Transcontinent deal goes through, and most of the analysts feel that it will, they see no reason to expect the FCC to take exception to such sales in the future.

One analyst points out that "the current price of Taft Broadcasting stock indicates the deal is expected to go through."

**High Costs Cited** ■ The high cost of station properties is cited now as the main factor which will probably slow down the rate of ownership changes.

What's holding back more extensive institutional buying in broadcast issues? The immediate answer offered by market specialists is that there simply isn't enough stock outstanding in "pure" broadcast operations to permit wholesale buying into the industry.

Total market capitalization of AB-PT, CBS and the seven groups listed in the table (page 44) is about \$1.215 billion or just slightly over a quarter of 1% of the market capitalization represented by all issues listed on the New York Stock Exchange.

Concentrated buying in a company with a moderately small capital structure can drive an individual stock's price to a point where it is no longer an attractive investment.

"This would be true of most of the group broadcasting companies," says one analyst. "A purchase of 5% of the outstanding stock of one of these companies by a mutual fund or some other institution, even over a six-month period, is bound to have an effect on price."

The possibility of further significant growth in the number of publicly held broadcasting companies over the foreseeable long term is held improbable by most Wall Street observers, who feel that opportunities in this area have been pretty well played out. However, their interest is whetted by the emergence of two publicly held companies in the closely allied advertising agency field and the possibility that other agencies would follow the example. The agencies are Foote, Cone & Belding (see story page 45) and Papert, Koenig, Lois.

**Follow The Leader** ■ Some market followers report a syndrome in broadcasting stocks through 1963 not unlike

a pattern often visible in other industries: the outstanding performance of the stock of a leader in the field attracting attention to itself, then drawing investors to smaller companies in the same industry. Leader's position, in this case, is widely accorded to CBS, whose stock rose approximately 30 points during the year.

RCA also had a record year, capped by a three-for-one stock split proposal, but regardless of a large portion of income contributed by NBC, RCA is not considered a broadcasting stock.

An example of how other broadcasting stocks fared through 1963 is offered in the last two columns of the table.

Broadcast stock specialists hasten to emphasize the difference between a network investment and a holding in a group broadcasting operation, another distinction they feel the investing public does not fully understand.

"As far as we're concerned," says one analyst, "networking is a creative business, station operation is a merchandising business. If it weren't for their O&O stations the networks would lack the long-run stability that makes them attractive."

Again, some analysts see all the publicity surrounding successes and failures of network shows as being carried over in the investor's mind when he's considering a holding in a group operation.

A new network economy is noted by some in Wall Street, with networks short on supply and advertisers long on demand. These observers view the years between 1956 and 1961 as a period of tremendous price cutting as a result of full three-network competition then developing.

Now, with demand outstripping supply, they see profits "going through the roof" for the leader. Some see CBS, whose stock appears to have slowed down in the past month following its announcement of a two-for-one split, as still underpriced.

**What's Ahead** ■ As a group, analysts and researchers in the broadcast field give existing broadcasting companies a long-run clean bill of health.

Most of them quote a figure of five years as the span required before UHF's competitive position will be appreciably improved by the all-channel receiver legislation.

Even when all TV homes are UHF equipped, the analysts seem agreed, the U's won't be competing on equal terms with the V's.

To a man, they're convinced of the inferiority of UHF transmission, statements of the committee for full development of all channel broadcasting to the contrary notwithstanding. "We give one network credit for only 35% of homes in the seven markets where it has UHF affiliates," says one researcher.

Most analysts discount the possibility

that subscription television will grow at a rate that would detract from the current growth rate in profits of existing broadcasting companies. One referred to a prediction made in the report of a research institute—that there could be 15 million pay TV homes by the mid-1970's—as "way too optimistic. When and if pay TV does come into its own, it will be the existing broadcasting companies who will be in the best position to capitalize on it."

## Storer registers stock with SEC

Storer Broadcasting Co. has filed a registration with the Securities & Exchange Commission for 120,000 shares of common stock to be issued under its restricted stock option plan for officers and key employees.

Of the 120,000 shares, 89,350 (valued at \$2,387,432) are to be issued to executives upon their exercising outstanding options: 24,200 (valued at \$952,875) are reserved for future options, and 6,450 (valued at \$253,969) for options already exercised. The option plan limits each individual to not more than 10,000 shares.

Among those holding options granted June 30, 1960, at \$26.72 a share and running for 10 years, are: Stanton P. Kettler, executive vice president, 5,000 shares; William E. Rine, vice president, 4,000 shares; John E. McCoy, vice president for law and finance and secretary, 7,500; Lionel F. Baxter, vice president, 8,000 shares; Bill Michaels, vice president, 8,000 shares; Stanley L. Willis, director, 7,000 shares; Terry H. Lee, vice president, 7,000 shares. All are also directors of the company. All directors and officers as a group hold options on 86,050 shares. Mr. McCoy already holds 4,850 shares as beneficial owner, and 1,000 shares in trust.

As of Dec. 10, 1963, Storer had 1,231,760 shares of common stock (at \$1 par value) and 772,490 shares of Class B common (also at \$1 par value) issued and outstanding.

The 24,200 shares to be used for future options and the 6,450 shares on options already exercised have a sales price of \$39.75. This is based on the closing price of Storer stock on the New York Stock Exchange Dec. 13, 1963. Storer closed at 40 last Thursday (Jan. 2).

## Hearing on WTID bankruptcy

A bankruptcy hearing involving WTID Newport News, Va., is scheduled to be heard Jan. 23 in the U. S. courthouse in Norfolk, Va., it was announced last week. Creditors have until Jan. 10 as the last day on which they may file a plan of reorganization.

A petition for bankruptcy under



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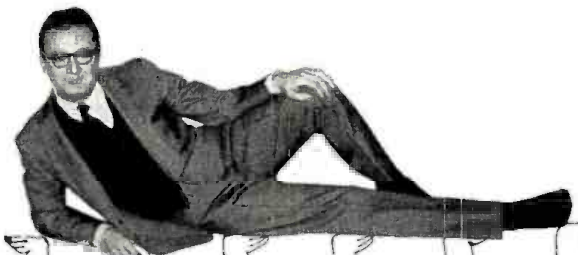
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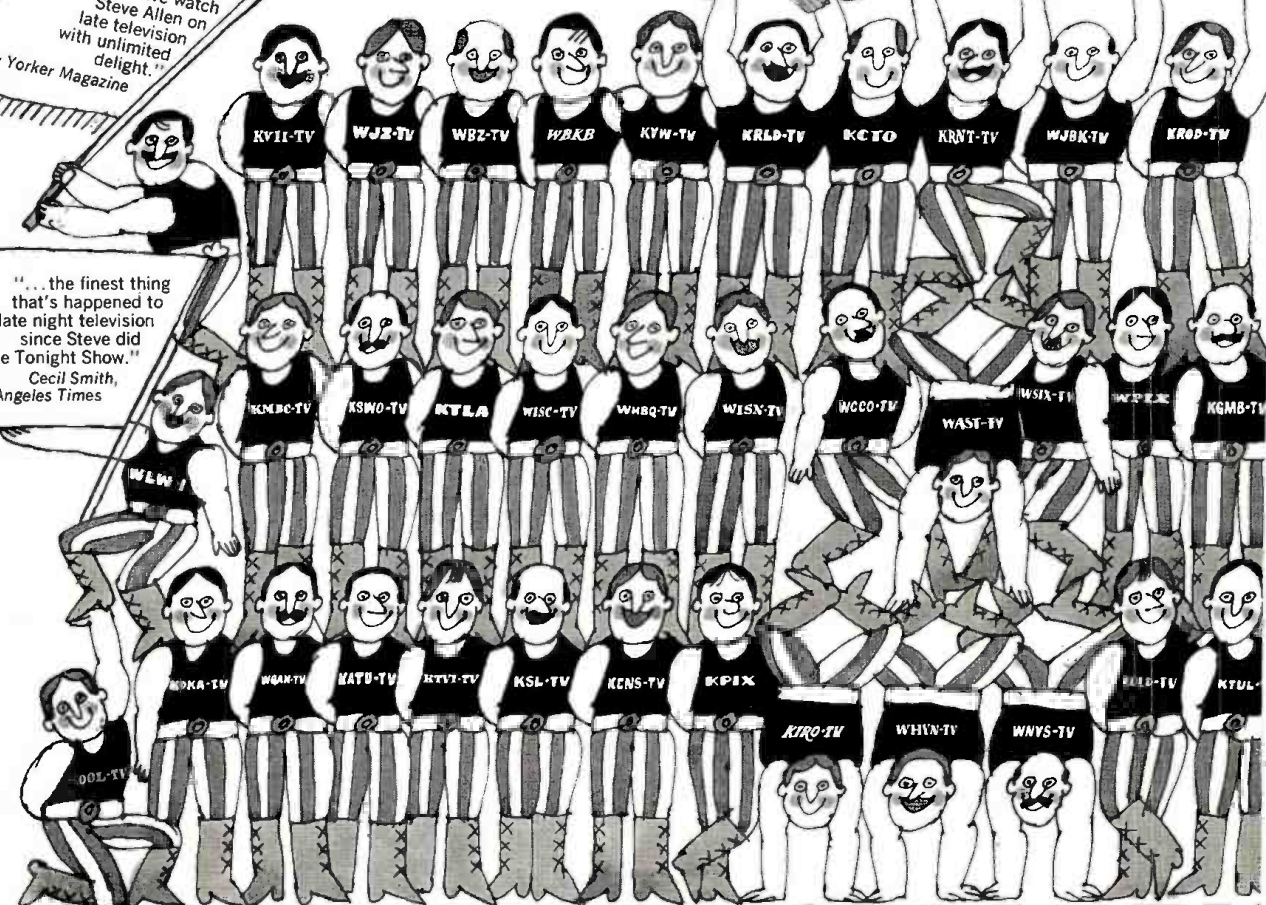






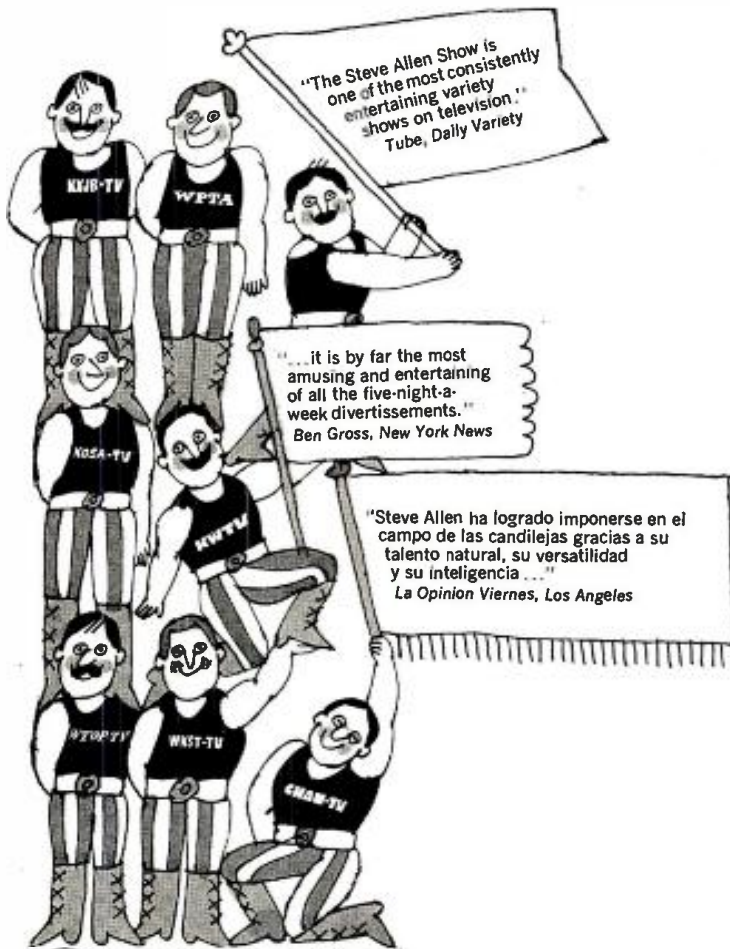
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**WBC PROGRAM SALES, INC. GROUP**

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Chapter X of the federal bankruptcy laws was filed with the court Dec. 5. WTID, on 1270 kc with 1 kw day, is owned by Max Reznick and associates.

### Travelers plans stock split

Travelers Insurance Co., Hartford, Conn., has announced plans for a two-for-one stock split and a simultaneous 100% stock dividend, subject to stockholders approval at the annual meeting March 9. Travelers owns WTIC-AM-FM-

TV in Hartford, Conn., location of the home office of the nationwide accident, life, property and casualty insurance company.

### Outlet Co. net down

Gross up, net down was reported by the Outlet Co., Providence, R. I., department store, for nine months ended Oct. 26. Outlet Co. owns WJAR-AM-TV Providence and WDBO-AM-FM-TV Orlando, Fla. The board declared a divi-

dend of 45 cents a share, payable Feb. 4 to stockholders of record Jan. 21.

Nine months ended Oct. 26:

	1963	1962
Earned per share	\$ 0.75	\$ 1.13
Retail sales	12,112,678	11,252,452
Revenues from broadcasting, less expenses; service charges and other miscellaneous income	1,183,185	1,656,078
Total revenues	13,295,863	12,908,530
Cost of goods sold and operating expenses	12,563,058	11,736,697
Federal income tax	357,000	610,250
Net earnings	375,805	561,583

## PROGRAMING

# Initial reaction to TV reporting form

## MOST ATTORNEYS VOICE CRITICISM OF 'CUMBERSOME' PAPERWORK

"Monstrous." "Too cumbersome . . . telling broadcasters how to program." "A good start."

These are some of the early appraisals Washington communications attorneys have made of the FCC's proposed reporting form for television.

The bulky document, issued two weeks ago (BROADCASTING, Dec. 23, 1963), will be the subject of an oral proceeding on March 12. But Washington attorneys have already given it some study and have discussed it with their clients.

In general, they feel it imposes a formidable burden on the broadcaster—and on the commission, as well—by demanding "too much" detailed information. This is the view even of those who consider it an improvement over the present form.

Those who feel the commission is already examining programing too closely feel the proposed form would violate the constitutional rights of broadcasters.

**Get On The Road** ■ These critical comments will probably come as no surprise to commission members, who were by no means unanimous in their support of all aspects of the form. Several have frankly stated they went along with the document simply "to get something out" for comment. The commission has been trying for three years to revise the form.

The present version is the third put out for industry comment—and the first to be restricted to television. A separate form for AM-FM, which is expected to be much simpler than that for TV, is now being prepared. The commission is scheduled to hold a special session on the radio form this week.

**Information Plus** ■ Attorneys who describe the proposed TV form as "monstrous" say they are appalled by the amount of detail that would be required. They indicate they are particularly concerned about the information that is requested in connection with the

survey and evaluation of community needs and with programing proposals.

The form would require a broadcaster to submit a narrative statement "in reasonable detail" describing the work he has done to survey community needs and interests. He would also be asked to give the names and positions of persons in each of 11 categories with whom a representative of the station has discussed programing and from whom suggestions were received.

In his evaluation of programing needs, the broadcaster would have to list the elements of program service he considers necessary to serve the public and to give the relative importance he attaches to each of those elements.

**'Usually Necessary'** ■ The broadcaster's programing proposals, based on his evaluation of programing needs, would be broken down according to the 14 categories listed in the 1960 program policy statement as being "usually necessary" to meet the public's needs and interests.

This is "much too cumbersome and requires too much detail," said one communications attorney. "What's more," he said, "by asking all these questions, the commission, in effect, is telling broadcasters how to program. It forces broadcasters to make inquiries they might not think important."

The commission, he said, "should let broadcasters decide how they are going to make their decisions."

Another attorney took this line of criticism a step further and said the proposed form would violate the licensee's constitutional guarantees of freedom of speech and due process of law. He said it violates the first by substituting the commission's judgment for the licensee's. It violates the second, he added, by requesting information which he said the commission has no authority to use.

**Burden On Commission** ■ Attorneys also point out that the form would im-

pose a heavy burden on the commission as well as the licensee. The staff, they note, would have a great deal more material to review than they do now.

Despite all the concern expressed about the amount of detail required by the form—concern shared by some commissioners—no one will know how much of a burden it would actually impose until broadcasters fill one out.

And a large Washington law firm has asked its television clients to undertake just such a "laboratory experiment" in advance of the March 12 hearing. W. Theodore Pierson of Pierson, Ball and Dowd said about 50 clients are participating in the exercise.

He said the results would show up what ambiguities, if any, are contained in the form's questions, as well as uncover any other problems broadcasters would face. It would also give an indication of the time and effort required of broadcasters if the form were adopted.

**Some Good** ■ Not all attorneys who have taken a preliminary look at the form have been alarmed. One called it a "good start"—a distinct improvement over the present form, which he called "out of date." But, like the others, he felt it too long and too detailed.

One other complaint heard last week concerned "the subjective" nature of the information being sought. One attorney said it would be possible for two applicants for a TV channel to make exhaustive surveys and come up with completely different pictures of the community's needs and interests.

"How is the commission going to decide who is making the correct judgment?" he asked. "It places a premium on the guy who can write."

These are some of the comments heard last week. The FCC will hear many more at the hearing in March. And after they do, one lawyer predicted, hopefully, the commissioners "will change the form—they'll have to improve it."





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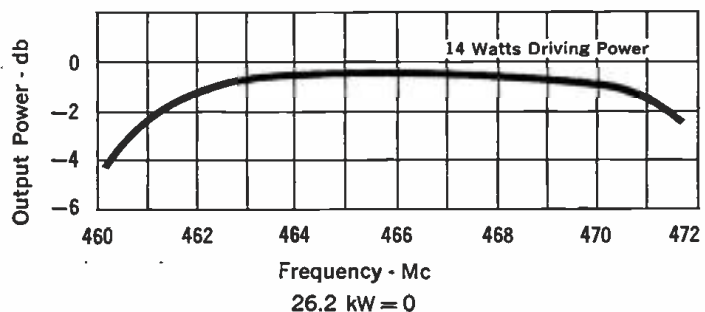
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	Frequency	Power Output	Beam Voltage	Beam Current	Eimac Vapor-Phase Cooling Circuit Assembly
4KMV100LA	470-610 Mc	25 kW	16 kV	3.8 A	H-183
4KMV100LF	590-720 Mc	25 kW	16 kV	3.8 A	H-184
4KMV100LH	720-890 Mc	25 kW	16 kV	3.8 A	H-185

**4KMV100LA**  
**BANDWIDTH DATA**





Participating in CBS-TV's 'The Law and Lee Oswald' were (l-r): Leon Douglas, state's prosecuting attorney before the Court of Criminal Appeals of Texas; Newton N. Minow, former FCC chairman; Dan Rather, CBS News correspondent; Percy Foreman, president of the National Association of Defense Attorneys; Paul Freund, Harvard Law School.

## IF OSWALD HAD LIVED . . .

Could impartial jury have been found to try him?

It's a sticky question on which experts split

The dilemma that arises when the public's right to be informed of a major crime clashes with the right of a fair trial for the accused was discussed by a panel of legal authorities on a special CBS-TV program, *The Law and Lee Oswald* on Dec. 29 (4-5 p.m.).

The program addressed itself to two basic questions: In view of the extensive coverage on television and radio and in newspapers of the arrest and detention of Lee H. Oswald, accused assassin of President John F. Kennedy, could Oswald have received a fair trial? And was Oswald deprived of due process of law during the two days he was held in Dallas city jail before he was killed on Nov. 24, 1963, by night club operator Jack Ruby?

There seemed to be no general agreement by panelists on the effect of the widespread news coverage on Oswald's chances for a fair trial. Percy Foreman of Houston, a criminal lawyer and president of the National Association of Defense Attorneys, said flatly that the suspected assassin could not have received a fair trial. Professor Paul Freund of the Harvard Law School said he doubted that a fair trial was possible.

On the other hand, Leon Douglas, state's prosecuting attorney before the Court of Criminal Appeals of Texas,

contended that Oswald could have obtained a fair trial, pointing out that jurors are bound by evidence.

The fourth participant, Newton Minow, former FCC chairman, did not offer a specific opinion on this issue, but recommended that a set of ethics or ground rules be established governing the press, broadcasting media and the courts with respect to the coverage of crimes and judicial proceedings.

**Foreman's Evidence** ■ In support of his view that Oswald could not have received a fair trial, Mr. Foreman observed:

"In the first place, he could not have had the first, basic fundamental right

of a presumption of innocence by a fair-minded jury, because the jury's mind was persuaded by the overwhelming publicity from every source and it would have been impossible to obtain a jury. Any juror, under the circumstances, who would have testified that he could throw aside any opinion he had formed would not have been the type man you'd want on a jury in the first place.

"In the second place, he didn't have a lawyer. He wasn't given a lawyer. He wasn't arraigned . . . [and] the only possible defense, in view of the released evidence to the public would have been insanity."

Mr. Douglas disagreed and said he believed Oswald could have received a fair trial. He continued:

"The fact that people read something in the newspapers that might be evidence doesn't keep a man from going into the jury room or woman going into

### Public split on Ruby trial coverage by TV

While attorneys and professors discussed the media's role in the Lee Oswald case (story above), people on the street were being asked if the trial of Jack Ruby, accused killer of Oswald, should be televised. The public reaction comes in the wake of Judge Joe E. Brown's decision to close the trial to television (BROADCASTING, Dec. 23, 1963).

In the Louis Harris survey (copyright by the *Washington Post* and re-

printed by permission of the Los Angeles Times Syndicate) the public is split on the issue; 44% favoring televising, 44% against, and 12% not sure.

According to the survey: "The main argument favoring the admission of television is the desire of the public to see what is going on. The reasoning against it is that TV would make a spectacle and further mock justice in this country."



the jury room—they take the oath to be bound by the evidence. We've had quite a few cases where they have been nationally publicized, been publicized widely in Texas, then when you get to the jury, why, they'll come out with a very small verdict or maybe an acquittal. One cannot say, because of the newspaper publicity, that they would be boxed. The jurors are bound by their oath, and I think that he [Oswald] could have received a fair trial in Texas."

Professor Freund said he agreed with a statement of the American Bar Association that it would have been "extremely difficult" to have found an impartial jury for the Oswald trial, and added:

**Unknown Factors** ■ "There are too many unknowns. . . . The more, of course, that items of evidence were disclosed, and some were disclosed after his death, the more doubtful it would have been to impanel a jury."

Mr. Minow commented that in dealing with a story of the magnitude of the assassination of a President, the news media had a "distinct obligation to report whatever they could find out about this to the public." He added:

"Under these circumstances, it seems to me that when you strike the balance between these competing rights of an open society and a fair trial, I would certainly say: strike them heavily on the side of the public being informed."

". . . It's the lawyers and law-enforcement people who gave out this information to the press, which has now been subject to criticism. So it isn't just the press or the media that are involved."

Mr. Minow suggested that for the future, consideration should be given to the establishment of rules of conduct with respect to the coverage of all crime and all judicial proceedings. These rules should be worked out by and apply to the broadcasting field, the print media and the courts.

**Central Authority** ■ Professor Freund, in a similar vein, voiced the view that in handling such circumstances as the Oswald arrest and detention, a centralized authority should have been established to deal with the news media. He elaborated:

"We could have had a statement that Lee Oswald, age so-and-so, resident so-and-so, a white man, had been arrested, that a committing magistrate found probable cause to hold him for murder; that there was not evidence that he was the agent of any conspiracy or organization, foreign or domestic; that the investigation was proceeding; that he would be brought to speedy trial; counsel had been retained for him and that because of the requirements of due process of law, items of evidence in the case could, of course, not be disclosed at this time."

## WLAC WARNED ON 'COARSE' DJ

### In letter of reprimand, FCC says licensees are responsible for station programming

The FCC has again warned broadcasters that they are gambling with their licenses when they fail to maintain strict control over the material broadcast by their stations.

The warning was issued in a letter of reprimand to WLAC Nashville, which the commission made public last week.

The letter followed an investigation of complaints that a WLAC disk jockey, Hugh Jarrett, had used "improper" language on his *Hugh Baby* program, broadcast at 11 p.m.

WLAC, which reportedly acknowledged that the Jarrett program contained language that was "coarse and some of it susceptible of double meaning," fired the disk jockey in August.

The station acted before the commission contacted it. In addition, it has instituted procedures to assure that station officials will be kept more closely informed about the material being broadcast. WLAC said officials were unaware of the nature of the Jarrett program.

**Commission's Concern** ■ These factors were in the station's favor. The FCC, however, said the station should have kept closer watch over the content of the Jarrett program. It noted that a complaint had been received by the station in May.

The WLAC issue recalled the Charlie Walker case, in which the commission denied WDKD Kingstree, S. C., renewal of its license (BROADCASTING, July 30, 1962). One ground was that disk jockey Charlie Walker had regularly used "vulgar" language.

One major difference, however, is that WDKD did nothing about Charlie Walker until the commission started proceedings against the station. Another is that WDKD allegedly made misrepresentations to the commission in denying knowledge of the material being broadcast on the Walker program.

The precise nature of the Jarrett program material has not been disclosed by the FCC. However, according to those who have heard tapes of his programs, the disk jockey used "inside" humor with allegedly vulgar meanings that were understood by those familiar with current college jargon.

It was college students who proved Jarrett's undoing. The complaint received by the station in May was made by a Vanderbilt University co-ed. The commission began its investigation after receiving a complaint from a male student at Florida State University in the summer. The investigation included

monitoring and taping of the Jarrett program.

**Jarrett Fired** ■ Mr. Jarrett was fired Aug. 23 after a station employe taped one of his programs containing "vulgar" language and informed WLAC officials.

The commission in its letter to WLAC, criticized the station for not taking more vigorous action after receiving the first complaint in May. The station's "failure . . . to learn the nature of the material being broadcast raises serious questions as to the proper exercise" by WLAC of its responsibility as a broadcast licensee, the FCC letter said.

But, it added, the commission is taking no further action "in view of your statement that you were unaware of the nature of the material and that procedures have been instituted to prevent future occurrences of this kind."

The commission added, however, that the matter has been made a part of the station's file and will be considered at renewal time. The agency also said it will ask the station to report on its efforts to keep fully informed of the material broadcast over WLAC.

## National Safety Council awards go to 39 stations

Eight television stations and 31 radio stations, including one in Canada, have been given National Safety Council public interest awards for exceptional service to farm safety. The awards were announced last Thursday (Jan. 2) in Chicago.

The winners are: KWG Stockton, Calif.; WWJB Brooksville, Fla.; WGN Chicago, WLBK De Kalb and WSMI Litchfield, all Illinois; WIBC, Indianapolis; WHO Des Moines and KXGI Fort Madison, both Iowa, and WIBW-AM-TV Topeka, Kan.

WTIX New Orleans; WHDH-TV Boston; WWJ-AM-TV Detroit; WKAR East Lansing, Mich.; KUOM St. Paul; KMMO Marshall, KFEQ-AM-TV St. Joseph and KWTO Springfield, all Missouri; KFOR Lincoln, WJAG Norfolk, and KVSH Valentine, all Nebraska; WHAM Rochester, N. Y., and WELS Kinston, N. C.

WLW Cincinnati; WRFD Worthington-Columbus, Ohio; KGW-AM-TV Portland, Ore.; WBVP Beaver Falls, WCAU-TV Philadelphia, WPIT Pittsburgh, and WEJL, WGBI, WDAU-TV, Scranton, all Pennsylvania; KSOO-AM-TV Sioux Falls and WNAX Yankton, both South Dakota, and CHEX Petersboro, Ont.

# NFL letting networks decide how high is up

National Football League sources last week were noncommittal about how much money the NFL believes it might get for the two-year television contract coming up for grabs among the networks.

To mention any figure now would only "put a ceiling on how much we can get" in the future, one spokesman said. Neither would the official be pinned down as to when the winning bids might be announced, except that NFL Commissioner Pete Rozelle probably would select the winning network sometime before the next league meeting in Miami, Jan. 28.

At that meeting, league owners are expected to work out details that will enable them to show home games on theater TV if their home games are sold out. Experimentation with this formula for the Dec. 29 championship game in Chicago between the Bears and the New York Giants reportedly was so successful that Mr. Rozelle is said to favor the use of theater TV in the blackout areas of regular-season games wherever possible. However, rumors that he also might support some form of home pay TV were discounted by the spokesman.



Mr. Rozelle  
Theater si, pay no

One aspect of the Theater Network Television version of the championship game may be altered in regular season theater telecasts. In the playoff tilt, TNT took the video feed directly from NBC-TV's lines and added its own audio. When NBC-TV showed commercials, TNT merely selected another picture from

among those offered by the network. However, should theater telecasts come into being next season, someone other than the commercial network may be required to provide camera coverage. In the championship game, NBC-TV was paid an undisclosed amount by TNT for the video feed.

Interest in the league's television contract has mounted sharply since NBC-TV last month outbid the other networks in landing the National Collegiate Athletic Association games with a record two-year contract calling for payment of \$13 million, an increase of nearly \$3 million over the two-year contract just ended with CBS (BROADCASTING, Dec. 23, 1963).

CBS-TV also holds the present NFL contract and is expected to make a strong bid to keep the games. Should it lose the NFL rights, CBS in effect would be in the same position NBC-TV was in the previous two years, that of being shut out of weekend television football programming. ABC-TV has one year remaining of its five-year contract with the American Football League, but reportedly also is expected to enter a serious bid for the NFL contract.

## News conference remains open to independents

Independent radio stations which since 1961 have had the right to pick up the President's news conferences and speeches have been assured that the same privileges will continue under the new administration in Washington.

Ben Strouse, WWDC-AM-FM Washington, wrote President Johnson about the arrangements last month. Last week he received a reply from the President, giving assurance that the same arrangements permitting access to independent broadcasters that prevailed under President Kennedy's administration will be carried out by the new administration.

Under procedures worked out in 1961 with Pierre Salinger, presidential news secretary, either WWDC or the Washington news bureau of Westinghouse Broadcasting Co. (Group W) picked up the event, feeding it to AT&T for relay to WWDC's tower and to whatever out-of-town independent radio stations had ordered it. Washington area stations had WWDC approval to pick up off-the-air the broadcasts from WWDC-FM.

No charges were made by either

WWDC or Group W for this service; stations, however, had to make their own arrangements for lines to the AT&T Long Lines terminal in Washington. The feed was clean (it was just the speech or the news conference; there was no introduction or narration).

Among those using this service over the last two years were Radio Press International and United Press Audio.

## 'Destry' to ride ABC-TV replacing 'Sunset Strip'

A new program change in this season's nighttime schedule was announced last week by ABC-TV. A new series, *Destry*, filmed by Revue Studios, will make its first appearance in the Friday, 7:30-8:30 p.m. time period replacing *77 Sunset Strip*, starting Feb. 14. In turn *77* will move to a "later evening time period" that the network said will be announced at a later date.

The title is based in part on the movie and musical "Destry Rides Again." The network said advertisers will be Chesebrough-Pond's and Thomas Leeming, through William Esty; Colgate-Palmolive, Mobile and Warner-

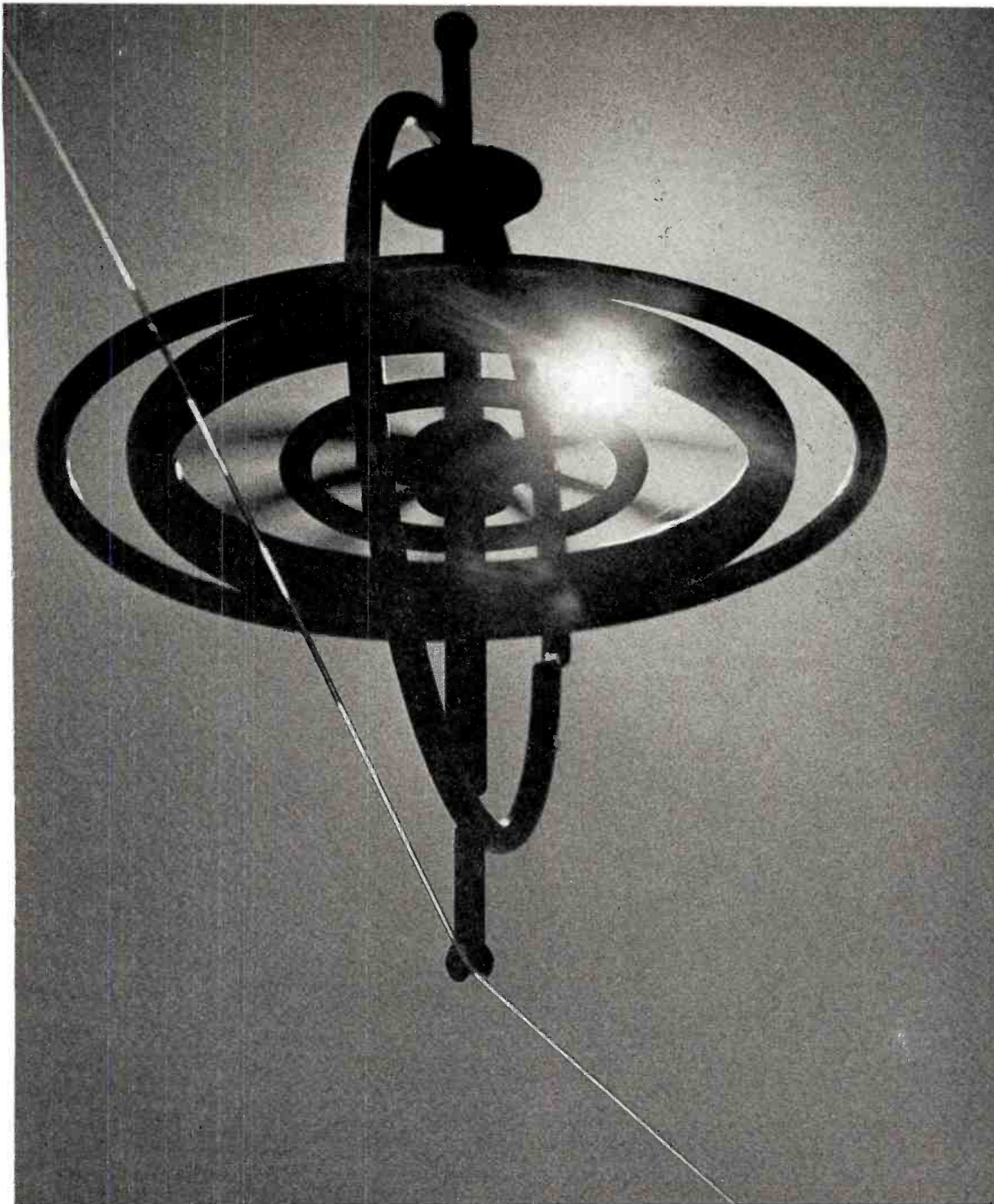
Lambert, through Ted Bates; Miles Laboratories, through Wade Advertising; North American Philips, through C. J. LaRoche, and Sunbeam, through Foote, Cone & Belding.

## FCC dismisses complaint against dramatic show

The FCC last week dismissed the complaint against CBS-TV's *Armstrong Circle Theater* presentation "Smash-up" but failed to make any statement on the issue involved—the application of the fairness doctrine to dramatic shows.

In a letter to Jacob D. Fuchsberg, president of the National Association of Claimants and Compensation Attorneys Bar Association, the commission said that it could make no finding that the program—which dealt with fraudulent automobile injury suits—had been instigated by the insurance industry. Mr. Fuchsberg's association had asked that the commission take steps to prevent other such programs. The commission wrote, "You [Mr. Fuchsberg] are further advised that although the commission, in accordance with the Communications Act, does review the overall program operations of its licensees . . . the





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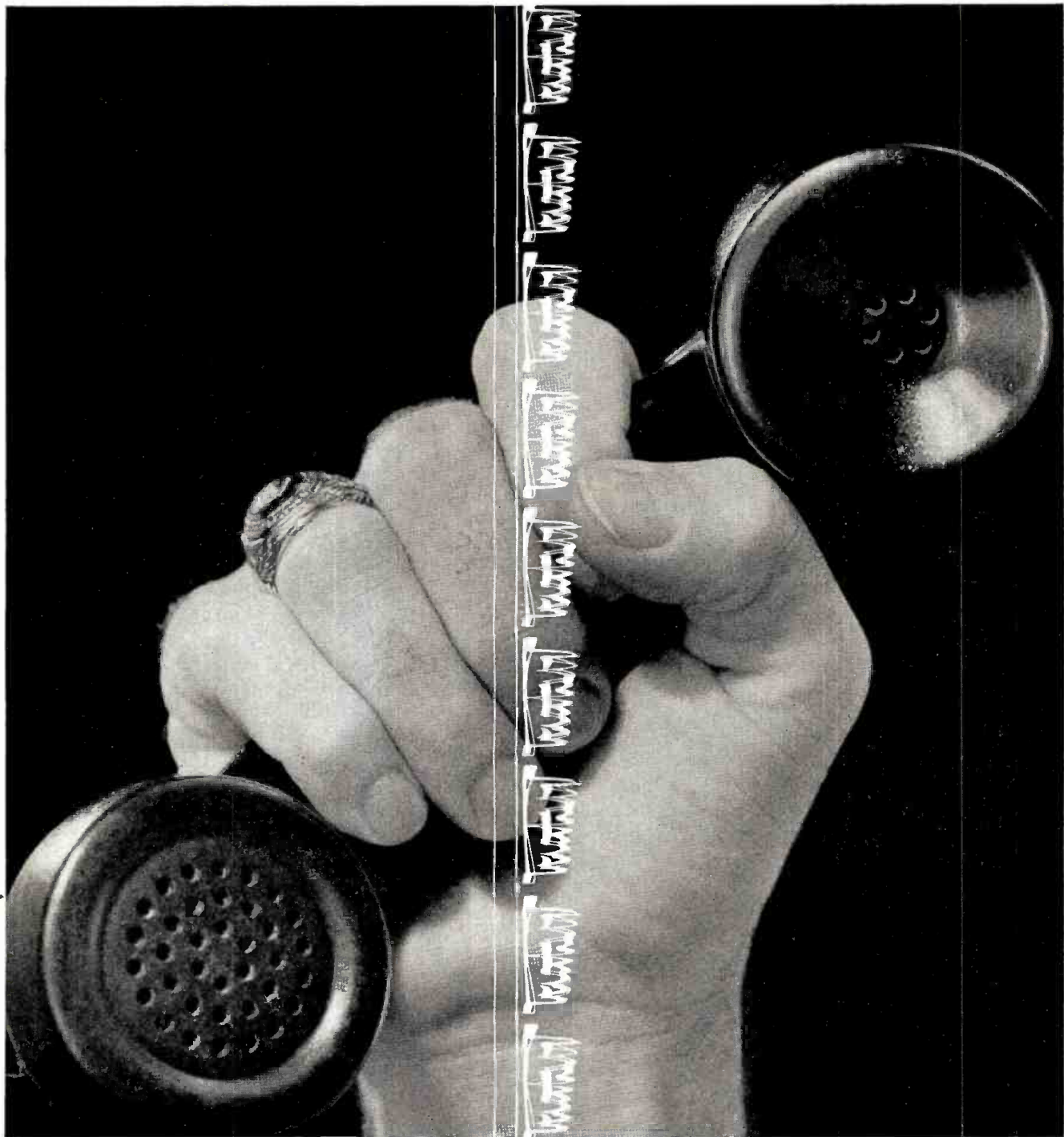
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WKRG Mobile

#### CALIFORNIA

KTVU Oakland  
KXTV Sacramento

#### FLORIDA

WTVT Tampa

#### GEORGIA

WAIL Atlanta  
WTOC Savannah

#### ILLINOIS

WHBF Rock Island

#### INDIANA

WISH Indianapolis

#### KANSAS

KAKE Wichita

#### LOUISIANA

KPLC Lake Charles

KALB Alexandria

#### MASSACHUSETTS

WBZ TV Boston

#### MINNESOTA

WCCO Minneapolis

#### NEW MEXICO

KGGM TV Albuquerque

#### OREGON

KVAL Eugene

KEZI Eugene

#### PENNSYLVANIA

WHP TV Harrisburg

WFIL Philadelphia

WHYY Philadelphia — Educational

WDAU Scranton

#### TENNESSEE

WDCN Nashville

#### UTAH

KUED Salt Lake City — Educational

(Because of space limitations this is only a partial list of the many VR-1100 installations)

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Redwood City, California



commission, with certain statutory exceptions, has no authority to prohibit the broadcast of program material."

The commission also wrote to CBS-TV enclosing the comments to Mr. Fuchsberg, but also advised the network that the commission's position was taken without consideration of the fairness doctrine question raised by CBS-TV. CBS-TV, in rebuttal to the complaint against "Smash-up," had said that the fairness doctrine should not be applied to dramatic shows, unless the case is extreme.

Although fairness doctrine considerations were left out of the commission's action, the commissioners, reportedly, are not in sympathy with CBS-TV's position but have not been able to put their ideas in writing (CLOSED CIRCUIT, Dec. 16, 1963).

## Writers' TV earnings overshadow movie money

Television is where the money is, for writers, at least, according to a yearend report of Nate Monaster, president of Writers Guild of America West. For the first nine months of 1963, TV earnings of WGAW members, including residuals and royalties of more than \$2.5 million, totaled \$12,006,815, compared to screen earnings of \$7,896,152. Furthermore, the writers' TV earnings for the first nine months of last year were up a little from the \$11,896,152 for the same period of 1962, while the money received from the movies was down slightly from the \$7,903,173 total for the opening three-quarters of 1962.

From the \$19.9 million total for January through September, Mr. Monaster projected a \$26.5 million or better income for WGAW members for the full year of 1963 and predicted an even better outlook for the new year. "Don't panic because of the two-hour and the 90-minute shows being dreamed up" for television, he cautioned. "Producers know the difficulty of obtaining scripts of motion picture length. This should cut down multiple assignments. Your revenue will be that much greater."

## AB-PT distributes JFK record

A limited edition two-record album featuring highlights of ABC Radio's coverage of events between Nov. 22 and Nov. 25 following President Kennedy's assassination is being distributed to leaders in government and education and to managers of affiliated stations.

The album, which runs 1½ hours, was presented in Washington to President Johnson by Leonard H. Golden-son, president, and James C. Hagerty, vice president in charge of corporate relations, American Broadcasting-Paramount Theaters. Members of the cabinet, the Senate and the House also will receive copies.

## Hurleigh sees growing network news function

Mutual Radio President Robert F. Hurleigh predicts the time is coming when broadcasting networks will become international operations, able to supply immediate and continuous coverage of news to "every sector of the globe."

In an editorial in Mutual's January newsletter, Mr. Hurleigh noted that "less and less news is purely local," and added that stations not able to fulfill their listeners' need to know what is going on in the world will lose them.

Mr. Hurleigh said that the assassination of President Kennedy illustrated the inability of independent stations to supply adequate coverage by themselves, since "almost without exception" they had to ask the networks for help. Because he feels stations must be able to supply listeners with adequate news coverage, Mr. Hurleigh said that networks probably will experience a period of growth as more independent stations seek affiliation.

## Charlie Walker appeals

Former WDKD Kingstree, S.C., disc jockey Charlie Walker has appealed his conviction for using obscene and indecent language on the air (BROADCASTING, Dec. 23, 1963). Mr. Walker's attorney, LeNue Floyd, said the appeal was filed in the U. S. District Court of Appeals for Fourth Circuit in Charleston, S. C., on Dec. 27.

Mr. Floyd said the appeal would be based on a claim that the conviction (the first of its kind under Section 1464 of the U. S. Code) was not based on a point of law. Section 1464 of the U. S. Code prohibits anyone from uttering obscene, indecent or profane language by means of radio communications. Mr. Walker received a 5-year suspended sentence on one count and was acquitted on four others.

## No language barrier

Latin-Americans in the Los Angeles area were able to watch the New Year's morning Rose Parade on television and to hear the floats described in Spanish through the cooperation of KTLA(TV) Los Angeles with KWKW Pasadena, Spanish-language radio station, and KMEX-TV Los Angeles, UHF Spanish-language TV station. Spanish-speaking viewers whose sets can receive only VHF signals watched the parade on KTLA and listened on KWKW. Viewers with sets equipped for UHF reception watched and listened on KMEX-TV, which received a visual feed from KTLA and added its own in-Spanish description.

## NBC political unit set up under Jahncke

Ernest Lee Jahncke Jr., named to head NBC's political broadcast unit (CLOSED CIRCUIT, Dec. 30, 1963), will continue in his post of vice president in charge of the network's standards and practices department until the new unit is activated. NBC announced last week that when the political campaign goes into operation, Mr. Jahncke will "devote his full time to it with the title of vice president, political broadcast unit."

When Mr. Jahncke is working with the political group, his post with standards and practices will be filled by Carl M. Watson, director of broadcast standards, and John A. Cimperman, director of practices.

Mr. Jahncke joined NBC in 1959 as director of standards. He had previously been vice president and assistant to the president of Edward Petry & Co., New York.

## Film sales . . .

*The Dick Powell Theatre* (Four Star): Sold to KGUN-TV Tucson, Ariz., and WKBT(TV) LaCrosse, Wis. Now in 55 markets.

*Stagecoach West* (Four Star): Sold to KRON-TV San Francisco.

*Rifleman* (Four Star): Sold to KTVT (TV) Dallas.

*Detectives* (Four Star): Sold to WTVQ-TV Rockford, Ill., and WKBT(TV) LaCrosse, Wis.

*Debbie Drake* (Banner Films): Sold to KHOL-TV Holdrege, Neb., and WSJS-TV Winston-Salem, N. C.

*Bold Journey* (Banner Films): Sold to KTTV(TV) Los Angeles and WTTG (TV) Washington.

*I Search For Adventure* (Banner Films): Sold to KTTV(TV) Los Angeles.

## Political palavers

The Democratic and Republican national committees will meet in Washington this week to shape plans for their summer nominating conventions and fall election campaigns.

Party officials responsible for convention arrangements—including live broadcast and news coverage—will brief their colleagues on media plans for the GOP July convention in San Francisco and the Democratic August meeting in Atlantic City.

The Democratic committee meeting, originally planned for last weekend, was rescheduled for Jan. 10-11 at the Sheraton Park hotel. Republicans will meet as scheduled Jan. 8-11 at the Mayflower.

*Tarzan Features* (Banner Films): Sold to WCBS-TV New York; KNXT(TV) Los Angeles; KMOX-TV St. Louis; WBBM-TV Chicago; WCAU-TV Philadelphia; WRVA-TV Richmond, Va.; WSOC-TV Charlotte, N. C.; WREC-TV Memphis; WGAN-TV Portland, Ore.; WTVT(TV) Tampa, Fla.; WTAR-TV Norfolk, Va.; KZTV(TV) Corpus Christi, Tex.; KGNC-TV Amarillo, Tex.; WBIR-TV Knoxville, Tenn.; WDBJ-TV Roanoke, Va., and WAFB-TV Baton Rouge.

## 'Discovery' to visit Russia

ABC-TV's *Discovery '64* will present a two-part program next Feb. 23 and March 1 (1-1:30 p.m.) about the everyday lives of Russian children in Moscow.

The ABC News programs will mark the first network children's show to visit the Soviet Union. Executive producer Jules Power heads the news crew that recorded scenes of Russian children in school, at a party, at the zoo and at various entertainment performances.

## AFM, record companies agree on new contract

The American Federation of Musicians and the phonograph record industry have reached agreement on a five-year contract, calling for an approximate 20% increase in wages and fringe benefits, Herman Kenin, AFM president, announced last week.

An important "first," he said, is that musicians will participate directly in the sale of records. Contributions will continue from the industry to the trustee-operated Music Performance Trust Funds, which provide free music for worthy causes.

Other gains made by the union, Mr. Kenin said, include premium payments for Sundays, holidays and after-midnight sessions; for doubling (more than a single instrument), for tracking, dubbing and "sweetening" (subsequent re-recording procedures).

The agreement is subject to ratification by almost 2,000 AFM members. The present contract expired Dec. 31, 1963, and provisions of the new pact will be effective as of Jan. 1.

## Triangle to syndicate color series on zoos

Triangle Stations will begin color filming April 1 at the zoo at Vincennes, France, for the first of its planned half-hour telecasts on *Zoos of the World*.

The series will be shown on Triangle's six outlets and will be available for syndication. Other zoos that may be explored include those in West Berlin, Rotterdam, Colorado Springs, St. Louis, Antwerp, Hamburg, Detroit and Philadelphia.

Charles Keller is executive producer and John Toutkaldjian is producer of the initial segment, which will concentrate on the Vincennes zoo, which holds the largest indoor collection of lions and tigers in the world. Host for the series is Freeman Shelly, president of the International Zoological Society and head of the Philadelphia zoo.

## Program notes . . .

**Pro bowling** ■ ABC-TV for the third straight year will show the finals of the 1964 winter Professional Bowlers Association tournaments on *Professional Bowlers Tour*, with the first of 13 weekly telecasts to be aired Saturday, Jan. 11, 3:30-5 p.m. Sponsors are American Machine & Foundry Co. through Cunningham & Walsh; Autolite Division of Ford Motor Co. through BBDO; Bristol-Myers through Doherty, Clifford, Steers & Shenfield; Consolidated Cigar Sales Co. through Compton; General Mills through Knox Reeves; Good-year Tire & Rubber through Young &

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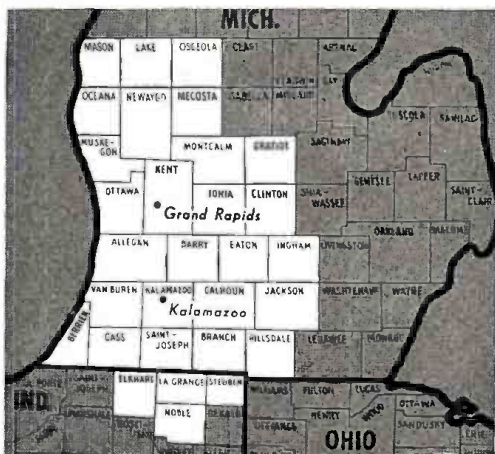




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More "at-home theatre-goers" watch their long-time favorite, WKZO-TV, than any other Michigan station outside Detroit.

Morning matinee or evening hours, it makes little difference. Count the house on these performances:

- 9 a.m. to noon, weekdays—ARB (March '63) shows 75% more viewers of WKZO-TV than Station "B."
- 7:30-11 p.m., Sunday through Saturday—NSI (March '63) shows WKZO-TV packing in 39% more homes than Station "B." And encore time is even better: WKZO-TV has 48% more from 11 p.m. to 1 a.m.

Let Avery-Knodel give you the complete box-office figures on WKZO-TV! *And if you want all the rest of upstate Michigan worth having, add WWTV/WWUP-TV, Cadillac-Sault Ste. Marie, to your WKZO-TV schedule.*

\*"The Drunkard" ran 9,477 times in Los Angeles, 1933 - 1959.



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**TELEVISION**  
 WKZO-TV GRAND RAPIDS-KALAMAZOO  
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 WWUP-TV SAULT STE. MARIE  
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 KGIN-TV GRAND ISLAND, NEB.

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**New episodes on ABC-TV** ■ ABC-TV's 90-minute series *Arrest and Trial*, produced by Revue Studios, has been extended on the network for an additional four episodes. The extension brings to 30 the total of programs in the series' current season.

**Regulars for TW3** ■ NBC-TV announced last week that comedian Elliot Reid has been signed to act as host for *That Was the Week That Was*, which starts Friday (Jan. 10). Another regular personality for the weekly satire show is David Frost, who served as host for the BBC version of the program. NBC-TV earlier had announced that Henry Morgan and Nancy Ames have been named regular performers on *That Was the Week That Was*. Robert Emmett, Earl Doud and Gerald Gardner have been assigned to write the weekly telecast.

**30 Eleventh's** ■ The order of four more episodes of *The Eleventh Hour* brings the season total to 30 for this hour-long series, produced by MGM-TV for NBC-TV. With *Mr. Novak* also set for 30 episodes, *Dr. Kildare* for 34 and *The Lieutenant* for 29 (after losing one week due to its unscheduled pre-emption following the death of President Kennedy), the four MGM-TV 60-minute series are assured of a minimum of 123 prime time hours on NBC-TV, the studio said last week, noting that this is a substantial increase over the 92 hours MGM-TV had on NBC-TV last year and the 75 hours two seasons ago.

**Short specials** ■ Resort Radio Productions, Atlantic City, now has available two new series of radio specials. One series of two-minute interviews will feature military experts commenting on world problems at the National Security Seminar, which will be held in Atlantic City later this month. The other series focuses on pre-convention news reports on the Democratic national convention to be held in that city next summer.

**JFK tribute** ■ NBC-TV will televise a solemn pontifical requiem high mass, officiated by Richard Cardinal Cushing at Boston's Holy Cross Cathedral as "Boston's memorial to John F. Kennedy," Sunday, Jan. 19, 10 a.m. to noon. In addition to the mass, a rendition of Mozart's "Requiem Mass in D Minor" by the Boston Symphony Orchestra will be presented.

**New TV entry** ■ Movieland's producing-directing-writing team of Melvin Frank and Norman Panama have formed a television production unit as part of Melnor Films and will begin work on two new shows in late spring or early

### A 'fine service'

An Idaho congressman, illustrating his opposition to the John Birch Society, last week paid tribute to Gene Shumate, owner-manager of KRXX Rexburg, Idaho, for informing his listeners of the contents of the society's *Blue Book*, a publication that outlines the Birch doctrines.

Mr. Shumate has provided "a fine service to his listeners," said Representative Ralph J. Harding (D-Idaho), who pointed out that the broadcaster had read excerpts from the *Blue Book* in an effort to explain his own opposition to the controversial organization and its founder, Robert Welch.

Representative Harding noted that he and Mr. Shumate had frequently disagreed "and we have taken turns attacking each other's views over his radio station."

He placed the text of the KRXX broadcasts in the *Congressional Record* on Dec. 30, 1963.

fall. Programs are *Our Man at St. Marks*, a popular British show to which Frank-Panama have the American rights, and an hour comedy format tentatively titled *Trans-Atlantic*.

**The Presidency** ■ CBS-TV will take a look at the problems created when a U. S. President dies or is incapacitated, in *CBS Reports: "The Crisis in Presidential Succession,"* Jan. 8, 7:30-8:30 p.m. Among those who will comment on the problems are former Presidents Eisenhower and Truman.

**Film merger** ■ Cosnat Film Production Co. of California has been formed by a merger of Cosnat Corp. of New York and Maurice Duke Productions, Hollywood. Mr. Duke will be president of the new company, which has two TV series, *Lucky Pierre* by Sid Robbin and *Merriest Widows* by Mr. Robbin and Bernie Gould, on its initial schedule, along with three theatrical motion pictures.

**Teen film offered** ■ Association Telefilms, Ridgefield, N.J., is making available to TV stations "The Age of Curiosity," a 15-minute film dealing with the modern teen-age girl. The film was produced by Vavin Inc., New York, and is being presented by *Seventeen* magazine.

**NBC specials** ■ Two NBC-TV *White Paper* programs dealing with Cuba, postponed because of the death of President Kennedy, have been rescheduled for showing early this year. The first program deals with the Bay of Pigs invasion and will be shown Jan. 26,

10-11 p.m. EST. On Feb. 4, 10-11 p.m. EST, the program studies the development of the Cuban missile crisis.

**Shari on 'Monitor'** ■ NBC Radio has announced that beginning Jan. 11 ventriloquist entertainer Shari Lewis will join the network's *Monitor '64* weekend series.

**Free films** ■ The Prudential Insurance Company, which sponsors CBS-TV's *The Twentieth Century*, has made available to clubs and community organizations more than 90 films of the award-winning series.

**New production company** ■ Robert Morse, lead in the Broadway hit "How To Succeed In Business Without Really Trying," has formed his own company, Mayfair Productions Inc. The firm will have offices in Hollywood and New York and will be active in television, stage and screen productions.

**Poe series** ■ Stereo-Sonics Unlimited, Portland, Ore., is offering a series of 13 half-hour stereo dramas based on the short stories of Edgar Allan Poe. Robert Bonniwell is host and narrator of the dramas.

## Austin decries dearth of game show talent

Harold M. Austin, executive vice president of Goodson-Todman, said last week that there is a "tremendous talent shortage in the area of game show programming." Mr. Austin said the shortage was shown up during 1963 by the difficulty his firm had in casting panelists. Goodson-Todman produces such panel shows as *To Tell the Truth*, *Password*, *The Price is Right* and *What's My Line*.

Mr. Austin said that one of the causes of the talent shortage is a CBS rule prohibiting the appearance of stars from other networks on CBS shows. He said another restrictive factor is an exclusivity clause in the contracts of many performers which prohibits their appearance on other TV programs 21 days before and seven days after their appearance "on some of the major variety shows."

## ETV courses on Videotape

The Midwest Program for Airborne Television Instruction Inc. and the Great Plains Regional Instructional Television library are now offering course material on Videotapes for educational institutions.

Announcement of the offer was made by the Ampex Corporation. Ampex said the two-inch Videotapes are designed to be used with the company's VR-1500 portable recorder, which was



introduced to the field of educational television about a year ago. The recorder, Ampex said, can capture off-the-air programs or live action and be used for immediate replay over closed circuit television systems.

## Webb sues Warner for right to work

Jack Webb, dismissed from his post as head of television operations of Warner Brothers (WEEK'S HEADLINERS, Dec. 23, 1963) has filed suit against the motion picture company in Los Angeles Superior Court asking for freedom to accept employment elsewhere in addition to severance pay of \$336,000 (\$3,000 a week for the balance of the three-year contract signed last February).

The complaint, filed Dec. 30, 1963, by Mr. Webb's attorneys, Jacob Shearer and Bert Fields, asserts that under the terms of his contract Warners is obligated to pay the actor-producer the full amount due him for the full three years, whether he works or not. The studio has agreed to this payment, the complaint alleges, but is claiming the right to call him back to work at any time it wishes, up to the expiration of the agreement.

Mr. Webb's suit asks that he be relieved of any obligation to the studio, so that he may work elsewhere if he wishes to do so. He further requests that if Warner Brothers is found to have the right to recall him, that he should be notified far enough in advance to permit him to fulfill any other commitments he may have made.

## NAB compiling radio-TV material on Kennedy

On-air material of the late President Kennedy in radio and TV station libraries is being sought by the National Association of Broadcasters for the planned John F. Kennedy Memorial Library in Cambridge, Mass.

At the request of Pierre Salinger, White House news secretary, the NAB has agreed to assemble the material so it may become part of the permanent record of the \$6 million institution.

NAB President LeRoy Collins, in a memorandum to all radio-TV licensees, pointed out that the Kennedy library will reflect "President Kennedy's long and continuing recognition of the ef-

fectiveness of radio and television communications and his frequent use of the media," as well as state papers and other memorabilia.

The NAB which hopes to have the material "within 60 days" is specifically seeking:

- Audio tapes of Mr. Kennedy's voice, both before and after he became President.
- Video tapes, silent and sound-on-film appearances on TV before and after the 1960 election.
- Scripts of speeches, panel shows, interviews and other radio and TV programs involving Mr. Kennedy.

## WCCO-TV makes plans for Telstarcast with Norway

Wcco-tv Minneapolis-St. Paul has announced it has completed arrangements for a special two-way live telecast between Norway and Minnesota next spring using the Telstar II communication satellite. Principals involved also include the Norwegian consul general and Northwestern Bell Telephone Co.

F. Van Konynenburg, executive vice president and general manager of wcco-tv, said the hour telecast will be May 17. The date was chosen because it is the anniversary date of Norway's independence and is observed annually in the Twin Cities with a public celebration, he explained.

Axel Moltke-Hansen, Norwegian consul general in Minneapolis, said President Johnson has been invited to participate. "King Olaf V is expected to respond with a message to the people of Norwegian descent in Minnesota," he said. The program will be aired nationwide in Norway.

## New TV production firm

Art Linkletter, veteran star of radio and TV; Irvin Atkins, associated with Mr. Linkletter in the production of *People Are Funny*, *House Party* and other Linkletter programs, and Mort Green, writer-producer most recently associated with the *Andy Williams Show*, have joined forces to produce records and TV programs, with Mr. Green in charge of production.

## News network for disaster

Four Florida television stations formed a network Dec. 29, 1963, to show a half-hour special news report on the fire which damaged Jacksonville's Roosevelt hotel that day.

Originated by WJXT Jacksonville, the show was fed to WTVT Tampa-St. Petersburg, WDBO-TV Orlando and WINK-TV Fort Myers. The four stations usually hook up during the time slot for a weekly sports show. The fire, took 22 lives.

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# COURT BLOCKS FCC'S FILING FEE PLAN

## Orders 60-day stay; Rogers plans House hearing

Broadcasters and other licensees of the FCC have won a 60-day postponement of the license fee requirement scheduled to begin Jan. 1.

A federal court in Chicago on Dec. 31, 1963 issued a two-month stay at the request of a number of aviation interests, as well as two parties representing the broadcasting industry—WISM-AM-FM Madison, Wis., and the National Association of Broadcasters. All asked the court to rule that the FCC has no authority to impose licensing fees (BROADCASTING, Dec. 23, 16, 1963).

On Thursday (Jan. 2), the FCC announced that in light of the court order it was suspending its application filing fee schedule until further notice.

Within the 60-day period, the FCC has the opportunity to argue before the court why there should be no ban on the fee schedule. Opponents to the fee may argue that the ban should be continued until the primary question of the commission's authority is resolved by the court.

Meanwhile, Representative Walter Rogers (D-Tex.), chairman of the

House Communications Subcommittee and author of legislation to block the fee imposition (HR 6697), intends to proceed with a hearing on his bill. He said he did not know what effect the court's decision might have, but that he would urge his subcommittee to proceed with the hearing regardless of what the court does.

HR 6697 would specifically prohibit the commission from assessing fees on licensees without express legislation by the Congress. Representative Rogers contends that the FCC lacks statutory authority for the fee schedule.

Asked whether his hearing might also consider legislation to give the FCC the power it now contends it has, Representative Rogers said he saw no reason why that couldn't be done. The subcommittee has not yet reviewed the merits of the FCC plan; only the authority has been questioned. However, S 2356, pending before the Senate Commerce Committee, would prohibit the FCC from charging fees against licensees who are required by law to operate radios, as for safety purposes (BROAD-

CASTING, Dec. 9, 1963).

Congress ought to determine whether fees are necessary and then authorize them if they are found to be, Representative Rogers said. "You're getting in a very dangerous area when you turn over to the courts questions that ought to be considered by Congress. . . . The first thing is the right to set fees. In my mind, this is settled." The FCC hasn't got the power, he said.

In the suit filed in the U. S. Court of Appeals for the Seventh Circuit petitioners are, in addition to the Madison radio station, Aeronautical Radio Inc., Air Transport Association of America, Aircraft Owners & Pilots Association, Braniff Airways Inc., Lake Central Airlines Inc., North Central Airlines Inc., Northwest Airlines Inc., United Air Lines Inc. and David Ingle Jr., a private plan operator residing in Evansville, Ind. Entering the case as an intervenor is the American Trucking Association.

## Part payment accepted on Brown estate claims

A total of 25 creditors of the late F. Kenyon Brown have accepted what amounts to a fraction of their claims against the estate of the late broadcaster in a compromise settlement approved by Los Angeles Superior Judge Clarke E. Stephens. Mr. Brown died in 1961.

The court was informed that the estate, once valued at almost \$800,000, would be closed probably as insolvent due to a multiplicity of claims.

KCOP(TV) Los Angeles, one of the chief creditors with a claim of \$621,000, settled for about \$300,000.

## Changing hands

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

■ KGGM-AM-TV Albuquerque and KVSF-AM-TV Santa Fe, both New Mexico: Sold by A. R. Hebenstreit (60%) and S. P. Vidal (11%) and others to Gilmore Broadcasting Corp. for \$2,750,000. Gilmore Broadcasting is owned by former Kalamazoo Mayor James S. Gilmore Jr. who also owns KODE-AM-TV Joplin, Mo. KGGM, founded in 1928, operates fulltime on 610 kc with 5 kw. KGGM-TV, which began broadcasting in 1953, is on channel 13. KVSF began operating in 1935 and is fulltime on 1260 kc with 1 kw. All are affiliated with CBS. Construction permit for KVSF-TV calls for channel 2; it is not yet on the air. Broker: Blackburn & Co.

■ WJAB Westbrook, Me.: Sold by Jacob Agger to Howard Green, Harland Murrelle, Myron LaBarr and others for \$140,000. Messrs. Green, Murrelle and

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LaBarr own WOND Pleasantville and WMGM(FM) Atlantic City, both New Jersey, and WENY Elmira, N. Y. Station is daytimer on 1440 kc with 5 kw. Broker: Blackburn & Co.

**APPROVED** ■ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 80).*

■ WWRL New York: Sold by William H. Reuman and associates to Egmont Sonderling group for \$1,825,000. Mr. Sonderling and his associates, Richard Goodman and Mason A. Loundy, own WOPA-AM-FM Oak Park, Ill.; KFOX-AM-FM Long Beach and KDIA Oakland, both California, and WDMA Memphis. Mr. Reuman retains WRFM(FM) in Woodside, L. I. WWRL is fulltime on 1600 kc with 5 kw.

■ KLBK-AM-TV Lubbock and KWAB(TV) Big Spring, both Texas: 55% sold by Sidney A. Grayson and associates to Lee Optical Co., Dallas, for \$900,882. Lee Optical, already 45% owner, is principally owned by Ted Shanbaum and Ellis Carp. KLBK is fulltime 250 w on 1340 kc; KLBK-TV, founded in 1952, operates on channel 13. KWAB started in 1956 is on channel 4.

■ KFDM Beaumont, Tex.: Sold by D. A. Cannan Sr. and C. B. Locke to John H. Hicks Jr. and wife for \$400,000 and agreement not to compete. Mr. Hicks has agreed to sell his 50% interest in KOLE Port Arthur, Tex., and his 42.5% interest in KPFL Lafayette, La. He also received FCC approval to buy 50% of WTAW College Station, Tex., from Edward L. Francis for \$24,000; Mr. Hicks already owned 50%. Messrs. Cannan and Locke retain their interests in KFDM-TV Beaumont; Mr. Cannan also is majority owner of KFDX-TV Wichita Falls, Tex. KFDM is a fulltimer on 560 kc with 5 kw.

■ Kvol Lafayette, La.: Sold by George H. Thomas to James L. Kirk II (80%) and Evan H. Hughes Jr. (20%) for \$310,000. Mr. Hughes is kvol employe of 15 years. Mr. Thomas retains his interest in KANE New Iberia, La. Kvol, founded in 1936, is a 1 kw fulltimer on 1330 kc.

■ WGRY Gary, Ind.: Sold by George M. Whitney and group to the Gary Post-Tribune for \$262,500 and agreement not to compete. WGRY, founded in 1950, operates with 1 kw daytime only on 1370 kc.

■ WGTM Wilson, N. C.: Sold by P. T. Watson and family to A. Hartwell Campbell for \$250,000. Mr. Campbell, who is vice president of WGTC, WNCT-FM and WNCT(TV), also has an interest in WCKB Dunn, N. C. WGTM began operating in 1940, operates fulltime on

1590 kc with 5 kw daytime and 1 kw nighttime.

■ WTAF(TV) Marion, Ind.: 58% sold by Eugene C. Thompson to Northern Indiana Broadcasters Inc. for \$40,000. Northern Indiana now owns 61.77%; Mr. Thompson, 29.8%. Northern Indiana owns WIMS Michigan City and WKAM Goshen, both Indiana. WTAF(TV), which began in November 1962, operates on channel 31.

## FORD'S AID TO ETV \$6 million grant to NET highlighted '63 activity

A \$6 million grant to National Educational Television highlighted the Ford Foundation's activity in the TV field in 1963. The grant brings to \$28.2 million the total contribution NET has received from the foundation over the past decade. Since 1951, the foundation has given \$86.4 million to help in the establishment of educational TV.

The foundation's annual report for the fiscal year ending Sept. 30, 1963, showed total grants and new commitments at \$247.7 million. The \$6 million grant in TV was designed to allow NET (formerly National Educational Television and Radio Center) to provide "consistently higher standards of program quality" for noncommercial

TV. The foundation decided on the grant after completing a broad study of the educational potential of noncommercial TV.

At least half of NET's fiscal 1964 program will be devoted to public and international affairs. NET plans to provide local noncommercial stations with five hours of new programming weekly. The foundation has decided this year to discontinue its aid to classroom TV, which it says "has become sufficiently established to make unnecessary further large-scale support."

The foundation's report notes that, in addition to the \$6 million grant, \$30,000 was granted to Community Television of Southern California, and \$21,250, to a television operation at the University of Nebraska. At the close of the past fiscal year, there was an unpaid balance of \$212,000 from a fiscal 1962 grant of \$713,000 to New York's educational television station WNDT(TV). There was also an unpaid balance of \$1.4 million on a 1962 grant of \$2.98 million to Midwest Program on Airborne Television Instruction. In fiscal 1963, \$1.6 million of this grant was paid.

During the past fiscal year, the foundation paid \$100,000 to WGBH Educational Foundation in Boston. The grant was made in 1962. Other 1962 grants "paid off" in 1963: \$12,560 to Central

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## Every argument has two sides ... or sometimes three

The FCC has left no doubt about whose side it's on in a quarrel between a television station and a community antenna television system. But what does the commission do when two stations are on opposing sides in a dispute involving CATV?

The commission faces just this problem in Upstate New York, where a common carrier has applied for microwave facilities to relay the programs of three New York City independent stations.

The applicant, Eastern Microwave Inc., proposes to serve CATV systems in Rome and Iliion. The CATV's would, in addition to the New York City stations, carry the signals of local outlets to their subscribers.

WKTv(TV) Utica, whose Grade A contour covers both Rome and Iliion, has opposed the application. It asked the commission to deny it unless the CATV systems agreed to the 30-day nonduplication provision then contained in the rulemaking that would afford stations protection from

CATV systems. The nonduplication period has since been cut to 15 days.

The station said it would suffer economic hardship unless the nonduplication condition were imposed.

However, the only station whose programming would duplicate WKTv(TV)'s is not any considerable distance away, but a normal competitor, WSYR-TV Syracuse. Like WKTv, WSYR-TV is an NBC affiliate and it puts a Grade A signal over Rome. It also puts a Grade B signal over Iliion.

**WSYR-TV's Opposition** ■ And WSYR-TV, accordingly, opposed WKTv(TV)'s protest. It said granting the request for nonduplication would have the effect of giving WKTv(TV) a monopoly on the showing of NBC programming in the area.

WSYR-TV said the commission should "maintain the status quo" and reject WKTv(TV)'s protest.

(Mohawk Valley Community TV Co., 71% owned by WKTv, has been granted a CATV franchise in Utica (BROADCASTING, Oct. 14, 1962).

However, the firm was an unsuccessful bidder for a CATV franchise in Rome, which was won by Cabletron Inc., Utica.)

Since the initial exchange of protests and oppositions, WKTv has indicated a willingness to back down, somewhat. It said it would not oppose the CATV systems, carrying WSYR-TV programs in Rome, which is within that station's Grade A contour. But, it said, it still insists on nonduplication in Iliion, which is in WSYR-TV's Grade B area.

WKTv feels that the CATV system would give WSYR-TV a better signal in Iliion than that station has now—and that, WKTv says, isn't maintaining the "status quo."

Eastern Microwave, reportedly, is willing to accept the revised condition—but WSYR-TV is still opposed.

The controversy is being cited by CATV operators who oppose a "blanket" FCC rule on microwave-served systems. They say the situation points up the need for a case-by-case approach.

Michigan University; \$20,000 to the University of Missouri, and \$20,000 to a television operation of the Maine Department of Education.

Refunds were made to the foundation because of reductions in previous grants concerning ETV programming made to: the Board of Education in Washington county, Maryland; Brandeis University, the Universities of Florida, New Mexico, North Carolina and Wisconsin.

During fiscal 1963, the foundation approved a reduction of \$82,480 in an appropriation to activate educational TV channels and a network. The appropriation, as yet unpaid, amounts to \$1.5 million. According to the report, foundation appropriations by the trustees "earmark funds for subsequent grants and projects."

### TV Cable of Austin gets financial backing

TV Cable of Austin Inc., a community antenna TV system in that Texas city, received additional financing last week in the CATV battle in Austin which has received nationwide attention. Three firms—including a wholly-owned subsidiary of the licensee of WDSU-AM-TV New Orleans and one whose principals are associated in a Washington communications law firm—loaned TV Cable \$400,000 and received, in return, an option to purchase 25% of the Austin system.

The loan was made by Royal Street Investment Corp. (subsidiary of WDSU-

AM-TV owner Royal Street Corp.), Delta Capital Corp., New Orleans, and Hope Duplicating Co., Washington. Hope principals include members of the Pierson, Ball & Dowd law firm.

TV Cable is competing for Austin home connections with Capital Cable, affiliated with The LBJ Co. through an option held by the latter to purchase 50% of Capital. LBJ is principally owned by the wife and daughters of President Johnson and is the licensee of KTBC-TV, Austin's only commercial television station. The Johnson stock in LBJ Co. has been put in trust (BROADCASTING, Dec. 9, 1963) and the FCC has been asked to approve a name change for the company.

John Campbell is the president and principal owner of TV Cable of Austin, which began service last fall. It now has over 1,000 subscribers. TV Cable carries the signals of KTBC-TV but is prohibited from duplicating the station's programming (which includes offerings from all three networks) with that of an outside station (BROADCASTING, Dec. 16).

### Media reports ...

**Minority TV** ■ Bullfight films from Mexico have been scheduled for a two-hour Saturday evening spot on WCIU(TV) Chicago when the new channel 26 station takes the air early this year, station President John Weigel has announced. WCIU will aim for minority audiences, he said.

**Free furniture film** ■ A film on the

manufacture and use of furniture is being distributed free for television stations by The Princeton Television Center Inc., Princeton, N. J. The film, *The Romance of Early American Furniture*, features tips on how to blend early American furniture with modern decor.

**Good new days** ■ The good old days of live radio were revived recently by KVOO Tusa, Okla., which altered *Kaleidoscope*, its four-hour record show, to a showcase for local talent. Public response, the station reports, was enthusiastic, and it plans repeat.

**Population map** ■ The U. S. Department of Commerce has published a map showing urban and rural population concentrations across the country. The color map is available at 50 cents a copy from the Superintendent of Documents, Government Printing Office, Washington, or any Commerce Department field office.

**Plans move** ■ Plans for a new \$1 million home for Chicago educational TV stations WTTW (ch. 11) and WXXW (ch. 20) on the campus of Chicago Teachers College North have been approved by the Chicago Planning Commission, it was announced Dec. 20. The Chicago Educational Television Association since 1955 has operated WTTW from the Museum of Science and Industry, and will put WXXW on the air next fall. The stations are expected to be moved to the new Teachers College site in 1965.



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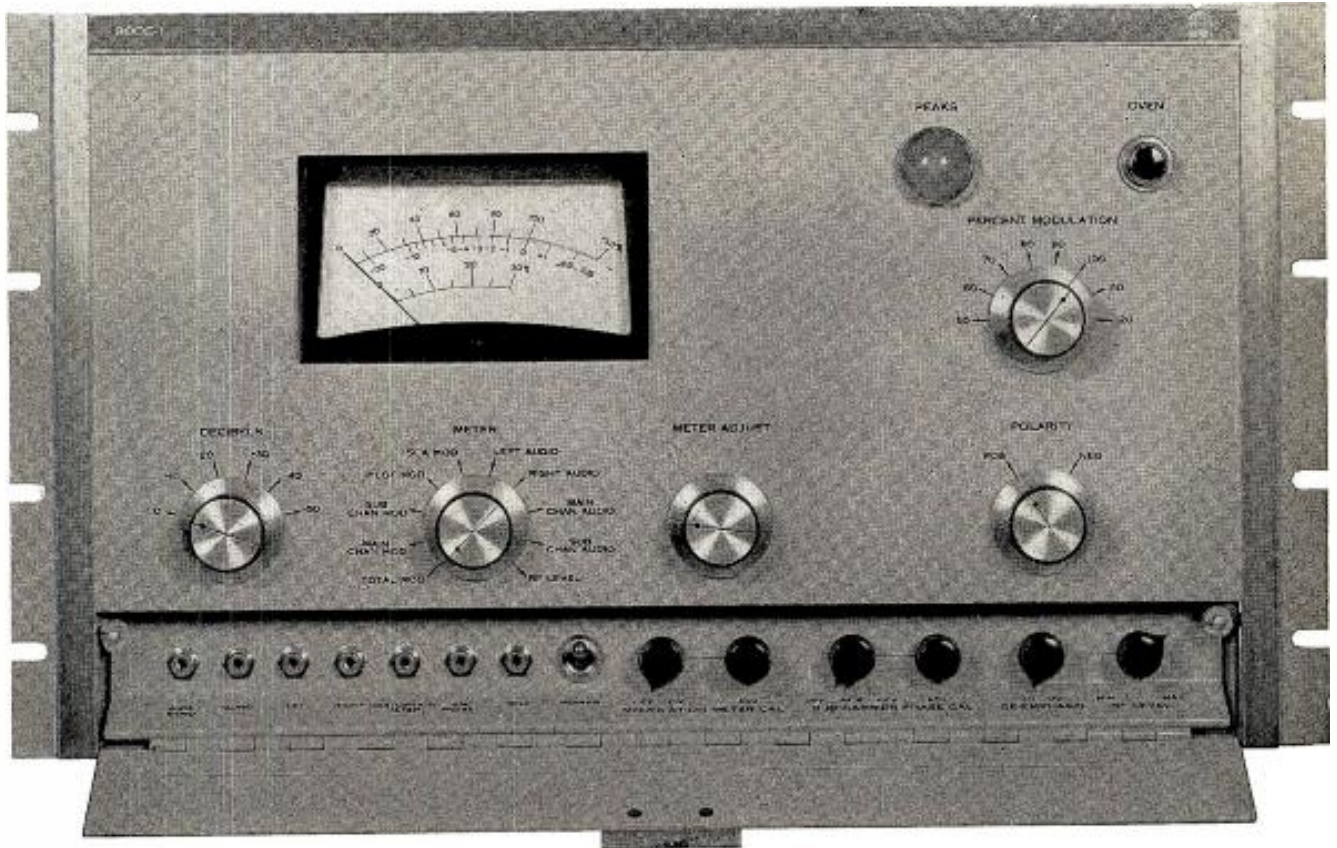
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# FINAL AUTHORITY



# HENRY'S REPORT ON 1963

## Satellite advancements, ETV expansion highlight accomplishments; CATV, AM allocations still hanging

Community antenna system regulation, revision of AM allocations policy and an updating of the FCC's program reporting forms were among the major items of unfinished business on the FCC's calendar as 1963 drew to a close.

FCC Chairman E. William Henry cited work begun on these projects in his yearend report of commission activity.

But "the most significant development of the year," he said, were "the major advancements" in the U. S. program to establish an operable communications satellite system. He said last fall's international conference in Geneva to set aside frequencies for space communications was "of critical importance."

In domestic broadcasting, he said, "we note with particular pleasure" the expansion of educational television. He said "over 80" ETV stations were on the air at year's end, aided by the federal grant-in-aid program. He said he expects the all-channel receiver law and federal assistance to lead continued growth of ETV in 1964.

**Other Developments** ■ During 1963, also, the chairman recalled, the commission "examined" the question of overcommercialization, moved to "clarify" broadcasters' responsibilities to their

communities under the fairness doctrine, established a table of FM assignments by states, and continued its effort to foster the growth of UHF television.

The commission also adopted a rule requiring payment of "a modest" filing fee with most applications. The fees were to become payable as of Jan. 1, but a federal court has stayed the effectiveness of the schedule for 60 days in a proceeding initiated by opponents of the rule (story page 62).

The effort begun by the commission to protect television stations from CATV competition could become one of the more controversial issues confronting the commission in 1964. The commission has proposed rules that would condition microwave grants for CATV systems on the systems' promise to refrain from duplicating local television stations' programs for 15 days.

In citing the AM policy revision, Chairman Henry noted that "priority" was given to the matter in an effort to lift the freeze on applications in that service as quickly as possible. The freeze was imposed May 15, 1962, on applications for new stations and major changes in existing outlets.

The commission is considering a many-faceted rulemaking. It would provide for "a go-no-go" system of AM al-

locations according to market populations and engineering standards, prohibit more than 50% duplication by an FM station of its AM affiliate in some large markets and provide for the eventual separation of commonly owned AM-FM stations.

**Program Forms** ■ In another development, the commission late last year put out for comments a proposed revision of its program reporting form for television. A revised form for AM and FM is expected to be issued for comments soon. The proposed forms would implement the commission's 1960 policy statement on programing.

The commission last year also put an end to network option time and proposed that network affiliation contracts be opened to the public.

In another matter affecting the networks, the commission is awaiting a staff report on a proposal to limit network ownership of the programing it carries in prime time and prohibit them from engaging in domestic syndication.

Chairman Henry noted that the commission continued to crack down on stations that ran afoul of FCC rules and regulations. He reported that the licenses of three stations were revoked, that revocation proceedings were pending against nine other stations; and that proceedings that could lead to denial of renewal of five licenses were underway. He also said 22 stations were fined and four others were given short-term licenses.

During the year, the commission's

## House Commerce Committee to honor Mr. Sam

The memory of the late Sam Rayburn, former chairman of the House Commerce Committee and Speaker of the House of Representatives, will be honored in Texas today (Jan. 6) in part for his role as co-sponsor of the Communications Act of 1934.

Five representatives of the present committee will present framed facsimiles of six major pieces of legislation in which Mr. Rayburn played a key role. Most significant of these to broadcasters was the Communications Act, sponsored jointly by Mr. Rayburn and Senator Clarence Dill (D-Wash.).

The presentation will be at the Sam Rayburn Memorial Library, Bonham, Tex., by Representatives Oren Harris (D-Ark.), chairman; Walter Rogers (D-Tex.), chairman of the Communications Subcommittee; William L. Springer (R-Ill.); Joe M. Kilgore (D-Tex.), former committee member, and Ray Roberts (D-Tex.),



Sam Rayburn

congressman representing the Bonham area, home and congressional district of the former speaker.

Buster Cole, secretary-treasurer of the Rayburn Foundation in Bonham, will accept the committee's gift.

Representative Rogers, who had been asked to select an appropriate memorial from the committee, said last week he thought the presentation of the six Rayburn bills would pay respect "to the memory of a man who had been a fine lawmaker . . . and make it possible for people to see the documents which are the first stage of the laws under which they live."

Mr. Rayburn served as chairman of the Commerce Committee from 1931-37, later rising to Democratic Majority Leader and subsequently became Speaker of the House until his death in 1961. He introduced HR 8301 on Feb. 27, 1934 as a companion bill to Senator Dill's S 3285 which became the Communications Act (BROADCASTING, March 1, 1934).





Chairman Henry

work load continued to increase. The chairman reported that the number of radio authorizations (stations and radio operators collectively) increased by more than 200,000—from 1,055,746 to 1,282,200. Broadcast stations, including auxiliaries, translators, experimental, remote pickups and studio transmitter links, increased from 15,175 to 16,300.

## UHF bypass of New York draws City Club's ire

Trustees of the City Club of New York voted last week to oppose an FCC proposal on UHF allocations, saying it fails to make provision for expanded television service in the New York area.

Sidney W. Dean, chairman of the club's Committee on Communications Policy, said the FCC's proposed allocation of all of the 2,000 remaining UHF channels would give New York no new channels. He said he is preparing objections on behalf of the club. The FCC has set Feb. 3 as tentative deadline for receiving such information.

The trustees of the club said New York's vast educational and cultural institutions should have a wider opportunity to contribute to television programming. They believe that public hearings should be held in New York as well as Washington.

The City Club was founded in 1892 and is active in promoting "good government" in the community.

## Pacifica frees officers to answer FCC queries

### BUT WILL BACK THEM IF THEY REFUSE TO DO SO

The Pacifica Foundation, licensee of three listener-supported FM stations, revealed last week that it has told its officers, directors and employees they are free to answer FCC questions about their political beliefs and associations despite the foundation's opposition to the FCC inquiry.

The foundation, according to a policy adopted at a Dec. 14, 1963, meeting of its board of directors not publicly released until last Tuesday (Dec. 31), "affirms its support for any such person who refuses to answer such questions and will accept the obligation of seeking to persuade the FCC to modify or withdraw such questions, or, if it cannot so persuade the FCC, it will proceed as necessary to try to preserve its broadcasting licenses."

Pacifica is licensee of KPFA(FM) Berkeley and KPFK(FM) Los Angeles, both California, and WBAI(FM) New York. All station licenses have expired and some have been pending renewal for more than four years. Foundation officers and persons who have presented political programming on some of its stations testified before the Senate Internal Security Subcommittee in closed-door sessions a year ago (BROADCASTING, Jan. 28, 14, 1963).

In releasing the Pacifica statement, Russell F. Jorgensen and Dr. Gordon Agnew, foundation officials, confirmed that Jerome Shore, former KPFK manager and Pacifica vice president, had resigned following the board's adoption of its policy. Board members "were, in view of the strong statement of support of any person refusing to answer questions of a political nature, surprised and sorry to receive Jerome Shore's resignation," Mr. Jorgensen said.

Mr. Shore testified that he had not been a member of the Communist Party for the past nine years, but he refused to answer questions, on constitutional grounds, that implied an earlier party connection. He also did not reply to inquiries alleging association with the party since 1954 (BROADCASTING, July 29, 1963).

The FCC was requested to review the hearing record when considering Pacifica renewal applications. No renewals have been granted, but the FCC has submitted a political questionnaire to Pacifica personnel and officials. The agency has not said whether it has been getting answers to the questionnaire, which has been attacked by a rights group and the foundation, but says it has received "some information."

The FCC denies that the questionnaire was issued as a result of the subcommittee hearing. The action has been upheld by the courts in earlier cases

and was planned by the FCC, it said.

Just last week the American Civil Liberties Union, which provided counsel to some of the Pacifica witnesses before the Senate subcommittee, released the text of a letter to FCC Chairman E. William Henry in which the ACLU urged the commission "to withdraw the questionnaire and act promptly on the license and renewal applications. . . ."

Calling the questionnaire a "loyalty oath," the union's executive director, John de J. Pemberton Jr., said "the commission's action appears arbitrary and without foundation. We are alarmed that the real basis for the commission's inquiry appears to be the recent investigation . . . by the subcommittee. . . . The possibility that the commission, an independent agency, can be influenced by a congressional investigation casts a cloud of doubt over the commission's integrity and endangers the freedom of the entire broadcasting industry. . . ."

Pacifica stations add diversity to the airwaves, Mr. Pemberton continued, and the commission's questionnaire "will not only be felt by the stations themselves to be an attack on this diversity—which has special value in part because of the scarcity of controversy on the air—but broadcasters in general will interpret the commission's action as official disapproval of the airing of controversial views. At best, it will confirm the present views of too many broadcasters that such programming leads to 'trouble.'"

## Henry wants radio-TV to tell public more

FCC Chairman E. William Henry says broadcasters ought to do more to let their communities know about licensee responsibilities.

Responding to a question on *From the People* (Radio Press International syndicated radio interview), Chairman Henry said "it is difficult for the public to grasp just what the FCC is and what its responsibilities are." The solution favored by the chairman would be required announcements in prime time spelling out broadcasters' legal responsibility to serve the public and seek public comment, he said.

Asked whether the FCC will request an increase in the budget it will present to Congress this month, Chairman Henry did not answer directly but pointed out that the commission is responsible for what he characterized as "the most dynamic regulated industry" (broadcasting), and that keeping up with increasing application filings and

expanding growth in space communications requires "good people." President Johnson has recently called for strict line holding in government agency staffs and budgets.

In an appraisal of radio, Chairman Henry said he has "less quarrel" with programming than the lack of voices. If television expansion can lead to the development of choice "and certainly an ability to get into specialized programming," the medium would be "in pretty good shape," he said.

## North Carolina station fined \$250 by FCC

The FCC has fined WPYB Benson, N. C., \$250 for failing to identify a commercial sponsor. The commission also re-affirmed its intent to revoke the licenses of three Puerto Rican stations—WKYN and WFQM(FM) San Juan and WORA-FM Mayaguez.

The commission charged WPYB with airing spots for Providence Finance Co. without naming the firm as the sponsor. An announced telephone number was

## Jobs for handicapped

New York's Federation of the Handicapped last week credited the announcements by several New York area radio stations with a large percentage of the nearly 600 job orders by employers for handicapped workers last year.

The four-times daily series, "Handicapped Worker of the Day," broadcast for the fourth straight year over WMCA New York, was given credit for more than a third of the job orders for handicapped persons.

the only identification given. The station has 30 days to contest the fine.

The Puerto Rican stations had their petition for reconsideration denied. The stations, which are under overlapping ownership, are accused of broadcasting Armed Forces Radio Service programs without permission (BROADCASTING, Oct. 14, July 29).

## Senate passes arts bill

The Senate has passed and sent to the House legislation to establish a national arts foundation that would have authority to grant up to \$10 million a year to the states and a national group to promote the arts.

The bill, S 2379, included television and radio in its definition of fields related to art.

Broadcasting would be represented on a 25-member advisory council on the arts to be named by and be responsible to the President.

A 21-member body also would be established to administer the federal grant program.

## Postponement granted

The oral argument on the FCC's proposed television station program reporting form (BROADCASTING, Dec. 23) has been postponed from Feb. 13 to March 12 by the commission. The delay was at the request of the National Association of Broadcasters.

## EQUIPMENT & ENGINEERING

### Relay I operates beyond cutoff date

RCA and the National Aeronautics & Space Administration issued a joint announcement last week that Relay I, the communications satellite built by RCA and launched by NASA, is still operating.

What is newsworthy about that? Relay I is equipped with an automatic switch-off device that was supposed to silence the "electronic bird" one year after its launch date—Dec. 13, 1962—plus or minus 18 days. The planned cut-off was meant to prevent the transmission of signals beyond what was expected to be the useful life of the satellite, on frequencies which would be needed for other projects.

But at week's end Relay was still responding to signals from earth, three days beyond the limit of its planned life span.

RCA and NASA engineers offered a possible explanation for "the failure that failed to fail." They suggested that cool operating techniques might be responsible for slowing down the action of an "electrolyte that would eat away a connection between the main power lead and the solar panels at a predetermined rate," thus shutting off the satellite's power supply.

Shortly after Relay I was launched, it developed a power drain because of a faulty regulator which interfered with its proper operation. NASA and RCA engineers developed a method of turning on the satellite at regular intervals

in order to overcome this difficulty. This operation caused the battery to charge which, it is presumed lowered the temperature in the area where the timing device was at work, thus slowing the electrolytic solution.

Although there is no way of knowing exactly how much cooler the area has been made, engineers figure that the space communications relay may continue operating for another year. Or again, it was explained, it could cease operating tomorrow.

### Emerson makes color sets

Emerson Radio Inc. has introduced its 1964 lineup of television-radio-phonograph models, including a 21-inch color TV consolette at the suggested retail price of \$399.95, the lowest price yet for that particular model.

The consolette, Model H1857, has a metal cabinet with grained wood finish and is one of 15 new models Emerson has made available for this year. Included in the lineup are four color TV consoles.

### Technical topics...

**Film processor** ■ The Houston Fearless Corp., Los Angeles, has introduced a 16/35 mm combination unit of Levitron, an air and liquid bearing processor. A 35/70 mm unit was brought out last year. The processor features bearings with side-by-side film paths with retaining flanges to guide either width through the processor. The film tension never exceeds three ounces, precluding

image distortion, according to the firm.

**Recorders** ■ Nortronics has announced its new WR-30 tape recorder conversion kit, for use with Wollensak and Revere recorders, is available. The WR-30 is designed to convert two-track systems to full-track operation in order that they may make field recordings for broadcast use.

### British electronics firm opens U.S. branch

A British electronics company, Painton & Co., Ltd., Northampton, England, is expanding into the American market with audio and video faders and has established headquarters in Harmon-on-Hudson, N. Y.

The U. S. subsidiary, Painton Inc., reported last week it has made its first major sale in this country to CBS-TV, which has bought approximately \$30,000 worth of audio faders for use at the CBS Broadcast Center, which opens this spring. CBS-TV's order was for 400 faders and shortly thereafter Columbia Records bought more than 200 faders, according to Howard M. Layton, vice president of Painton Inc. (A fader is a device mounted on studio control equipment that permits the "fading" from one picture image to another in the case of video and from one sound to another in the case of audio).

Painton Inc. plans to engage sales representatives in the principal broadcast centers of the U. S. and establish an assembly and service operation in Harmon-on-Hudson.



## TV's role increasing in foreign politics

### POLITICIANS ARE STUDYING U.S. CAMPAIGN TECHNIQUES

The politician overseas is becoming more conscious of television as an election tool, and in some cases, he's studying closely the experience with TV by United States' politicians.

This is asserted in an informal survey taken of ABC correspondents who serve abroad. The results were released last week to **BROADCASTING**. The correspondents were in this country for the ABC year-end news summary and analyses shown on TV on Dec. 29. (10-11 p.m.).

Among the correspondents canvassed were Bill Sheehan, London; Lou Cioffi, chief European correspondent; Sam Jaffe, Moscow, and Alan Boal, Latin America.

Some of their views: Mr. Cioffi noted that an official of the French government has read *The Making of the President—1960* by Theodore White in an effort to study the TV technique used by John F. Kennedy in his campaign for the Presidency.

Recognition of TV's power is ascending in Great Britain. Mr. Sheehan cited the case of the opponent to Prime Minister Alec Douglas Home's recent bid for a seat in the House of Commons. Though Sir Alec managed to be elected by about 12,000 votes over the closest of his opponents in a district that had some 100,000 votes cast, an opponent attempted to lessen Sir Alec's chances by having British TV barred from covering Home's campaign. He did so by taking advantage of an existing law of Parliament.

**Equal Time** ■ Several of the European countries adhere closely to the principle of equal TV time for candidates for major political offices, it was noted. For example, in Italy a parliamentary committee governs equal time allocations for all parties, including the Communists (there are three major parties, and also the Fascists and splinter groups). In France, each of the six parties there is accorded equal time on TV (though government officials can make "nonpolitical" TV appearances in support of their programs).

Britain is careful to accord equal time to the Conservative, Labor and Liberal parties, and the government doesn't attempt to promote itself via TV. Britain's politicians are using TV more than in the past. France has government-owned TV and government officials often resort to the medium to present favorable reports.

In the Soviet Union, Premier Khrushchev takes to TV for major speeches but there's no campaigning on TV because of the nature of Soviet

elections. TV is used there to remind citizens of their voting obligations, however.

**Latin Countries** ■ Major TV developed countries in Latin America—such as Venezuela, Argentina, Brazil and Uruguay—have watched closely the political techniques used in the U.S. Politicians there seek maximum exposure.

### Networks will pay satellite fees

American television networks intend to comply with the charges established by the English and French communications offices for the use of space satellite communications ground stations (CLOSED CIRCUIT, Dec. 30, 1963).

The charges—\$560 for the first five minutes and \$112 for each succeeding minute—ostensibly were effective Nov. 1, but none of the three TV networks have yet received billing from either the French or English authorities although they have used the communica-

tions satellites from six to 15 times.

An ABC-TV spokesman said, however, there is some question as to whether the retroactive date for payment would be Oct. 1 or Nov. 1, 1963.

ABC-TV says it has used the European ground stations five times since Nov. 1, four times as a member of a network pool arrangement, once by itself. Average length of the transmissions was 19 minutes.


CBS-TV reported four uses of the European ground stations since Nov. 1, all of them in the pool arrangement and transmission times averaging 18 minutes.

An NBC-TV official reported "about 15 uses" of communications satellites for trans-Atlantic transmission since Nov. 1; 12 of these during the coverage of President Kennedy's assassination.

### Famous Players adds CKKW

Famous Players Canadian Corp., Toronto (a subsidiary of Paramount Pictures), has increased its interests in radio and television through purchase of CKKW Kitchener, Ont., a 50% interest in Associated Broadcasting Corp. which has the Ontario franchise of Muzak, and a substantial interest in

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## Fairness doctrine—French style

Jean-Maurice Bugat, director of the French Television Study and Information Center, and the editorial committee of the new French critical magazine *TV Journal* have asked several outstanding French lawyers and judges to prepare a draft law providing for "the right to reply" ("le droit de reponse") to radio and TV programs.

This law, which will be submitted to all the party groups in the French National Assembly and Senate and to viewers' groups, would extend to French radio and TV Chapter 13 of the law of July 29, 1881, which gives anyone named or indicated in a newspaper the right to have his own statement printed in rebuttal of any charges or comments made against him. The law provides for fines for

the editor of a paper which refuses to print the reply within eight days of receipt of a rebuttal.

The projected law would make the director-general of la Radio et la Television Francaises (RTF), the French state-controlled broadcasting organization, and the program producer, responsible for insuring that a rebuttal is broadcast within the eight-day period under penalty of a fine of from \$37 to \$370 without prejudice to other damages which may be claimed.

The promoters of the law also envisage the inclusion of a chapter applying especially to election campaigns which, like the 1881 law, would provide for shorter periods in which the rebuttal must be dealt with and heavier fines.

Cable TV Ltd., Montreal, according to the company's report for the first nine months of its 1963 fiscal year.

Unaudited consolidated net profit for the period dropped 31.1% to \$1,530,892 compared with \$2,222,506 in the 1962 period. Earnings from operations were higher, but profits on sale of fixed assets dropped to \$83,384 against \$872,659 in 1962. Famous Players operates

the largest chain of theaters in Canada. It also owns CKCO-TV Kitchener, and has an interest in CFCM-TV and CKMI-TV both Quebec City, Que.

## No major changes in new BBC charter

There are no major changes in the proposed new BBC royal charter and broadcasting license extending the corporation's life for 12 years to 1976. The charter will be debated by the House of Commons on Jan. 14.

One alteration is an amendment to the article which bans BBC from broadcasting advertisements. This is aimed at removing legal doubts about the mention of brand names in programs and newscasts. The change doesn't alter the strict prohibition of advertisements broadcast for payment.

The postmaster-general's controls over BBC broadcasting hours are more detailed so they can be applied selectively for the two BBC television networks.

BBC is given new powers to borrow temporarily up to \$28 million and up to \$56 million for capital expenditure.

## Japanese to experiment with FM stereocasts

Japanese FM broadcast stations have received permission to begin experimental stereophonic broadcasting, with the first stereo broadcasts by the Tokyo outlet of the Japan Broadcasting Corp. (NHK). Eight other FM stations are preparing to start experimental stereo by the end of March.

FM broadcasting began in December 1957 in Tokyo under experimental authorization. In the six years since then,

FM has expanded into eight other cities: Osaka, Hiroshima, Fukuoka, Kumamoto, Nagoya, Sendai, Sapporo and Matsuyama. They broadcast 18 hours daily.

The stereo system is by carrier suppression—pilot tone—similar to the U.S. standards.

In order to achieve early completion of a nationwide FM network, NHK is building 17 stations, all scheduled to be completed by June. Monophonic broadcasts will be under permits for development test stations, with stereo broadcasts under experimental licenses. The 26 FM stations will cover 70% of the total radio households in Japan.

## CFPL announces plans for new radio studios

CFPL-AM-FM London, Ont., moves into a new building in 1965 with the completion of a two-story building for CFPL and the daily *London Free Press*. Construction of the new plant is to start this spring. The building and equipment are to cost \$6.4 million.

The radio station will occupy 9,000 square feet of space on a second floor wing, constructed on a series of concrete columns to allow sheltered parking beneath. There will be four AM studios. The largest studio will be 18 feet by 20 feet in size. There will be two FM studios and two major control rooms.

The CFPL-TV operation will remain on a different site.

## BBC reports on costs for its radio-TV shows

Broadcasting cost the BBC an average of \$13,706 an hour for TV and \$1,912 for radio in 1962-63. This is revealed in the just issued 1964 BBC handbook.

BBC-TV operating costs during the year were \$63,911,389 and total cost of all BBC radio services was \$40,813,355.

BBC chairman Sir Arthur fford writing in the handbook's forward has criticized the government for not increasing the annual license fees payable by households with radios or with radio and TV, and cars with radios.

Sir Arthur says it is nearly 10 years since the last license fee increase. BBC would have to borrow for the first time. BBC believes that financing development and operations from current li-

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cense revenue is the only adequate safeguard of long-term constitutional independence.

In its annual report for 1962-63 the BBC says that having been given full proceeds of only an \$11.20 license instead of the \$14 fee which it asked for it would be forced to make substantial use of its borrowing powers. A \$16.80 license fee would then be essential.

## Bilingual status of CJBC clarified

Lack of a suitable frequency for a high power station to cover southern Ontario in the French language, and the location of two CBC 50 kw stations in Toronto, are among major reasons given by the Canadian Broadcasting Corp. for making one of its two 50 kw stations into a French-English station in January.

CBC spokesman Ron Fraser pointed out that 67,000 people in southern Ontario claim French as their mother-tongue, and are not receiving adequate

French-language programming. The CBC is required to provide a national service in both languages, under its legislation.

CJBC Toronto, former key station of the now defunct CBC Dominion Network, has been chosen to carry a gradually increasing number of French-language programs. This has been in the planning stage for some years and has been announced at various Canadian broadcasting commission hearings.

CJBC on Jan. 1 started 7 p.m. to 10:30 p.m. nightly French programming during weekdays, and from 7 p.m. to sign off on Saturdays and Sundays. It will become a fully French network station on Oct. 1.

There has been considerable protest about the move, but CBC points out that there are seven English-language stations in the Toronto area, and that CJBC has the smallest English-language audience of any Toronto station.

## Canadian set sales up

Made-in-Canada radio and television receiver sales for the first ten months of 1963 were up over those of 1962, ac-

ording to figures released by the government's Dominion Bureau of Statistics, Ottawa. Radio receiving set sales totaled 595,106, as against 507,915 in the 1962 period. Canadian made TV receiver sales amounted to 354,947 units as compared with 340,801 in the same 1962 period.

Imports of radio receivers, mostly transistor types, for the first seven months of 1963 totaled 468,558 and imported TV sets in this period numbered 10,386.

## Abroad in brief...

**New accounts** ■ Young & Rubicam announced last week four new foreign accounts, three in Venezuela and one in Great Britain. The Caracas office won Wilson Athletics Underwear, Nenerina Cereal and Jack's Snacks Cocktail Food. The new Y&R account in London is the British and Irish railways.

**Agency appointment** ■ Benton & Bowles Ltd. has been appointed by Procter & Gamble to handle the Oxydol advertising in Great Britain.

## FANFARE®

## Voice in desert doesn't go unheard

The Voice of America, radio arm of the U. S. Information Agency, probably would be accused of "hypoing" during a rating week if it were to operate a commercial station in the United States and conduct listener contests such as it offers overseas.

The most recent example, the Voice reported last week, was a transistor radio contest offered by its Arabic language service. The Voice gives away free radios to listeners who write the best letters on selected subjects.

The object, as far as the Voice's audience research department is concerned, is not so much the quality of the letters, although that is considered by the judges, but how many listeners participate and where they live. This particular week-long contest, the Voice said Tuesday (Dec. 31), attracted 5,176 entries, about one-third more than a similar contest conducted two and a half years earlier.

The Voice uses information obtained from its contests for two purposes: "it provides very rough indications of the size, composition and geographic distribution of the audience . . . and it provides names and addresses of known VOA listeners who may be added to U. S. Information Service [Agency] posts' mailing lists and who later may be asked more specific questions about listening habits and program preferences."

The Voice makes no sweeping con-

clusions about contest participants and notes that they may not necessarily be representative of all listeners. "Thus, the findings . . . should be regarded as suggestive rather than conclusive," the Voice report said.

## NBC western publicists sticking with NABET

The publicists of NBC's western division have withdrawn their petition to the Los Angeles office of the National Labor Relations Board for a decertification election to permit the group of 15 to become independent from the National Association of Broadcast Employees and Technicians (BROADCASTING, Dec. 2, 1963). Reason for the withdrawal was "a renewed faith in NABET's ability to bargain effectively

for all groups, engineering and non-engineering, within the union," according to a joint statement from the NBC publicists and NABET.

Concurrently, the NBC group authorized John Allen, president of the NABET Los Angeles local, to call a strike if necessary to uphold the union's demands in its current negotiations for a new contract.

## Drumbeats . . .

**KRON-TV library** ■ KRON-TV San Francisco has established a circulating library of 33 of its locally produced documentaries for use by schools in the Bay Area. Produced over the last two years by the station's news and documentaries department, the films cover a wide range of subjects. KRON-TV is



1963 CONTRIBUTIONS	
KENTUCKY	\$243,173.48
INDIANA	45,922.21
TOTAL INCOME	\$289,095.69
TOTAL EXPENSE	17,631.96
NET 1963	\$271,463.73



## WHAS Children's Crusade nets \$271,463.73

More than a quarter of a million dollars was allocated to Kentucky and Southern Indiana agencies for mentally and physically retarded children as WHAS-AM-TV Louisville, Ky., closed its 1963 Crusade for Children. The funds, presented on a 90-minute simulcast, were given to

agencies in the state from which they came. Joining hands are four of the key people in the Crusade (l-r) Victor A. Sholis, vice president and director WHAS-AM-TV; Phyllis Knight, WHAS home director; Jim Walton, Crusade host, and Randy Atcher, WHAS entertainer.

also offering the schools 39 episodes from the *Biography* series.

**Birthday and birth** ■ WNCT(TV) Greenville, N.C., celebrated its 10th birthday on Dec. 22, the same day that WNCT-FM went on the air with 100 kw in stereo.

**Agency brochure** ■ Advertisements created for 24 clients by Needham, Louis & Brorby for broadcast and print media are reproduced in a brochure issued by the agency. The 24-page book includes pictures of the TV and print ads, and a record contains familiar radio spots for V-8 juice and Accent seasoning.

**Hair here** ■ WFAA-TV Dallas awarded

a \$300 wig as grand prize in its "Hair, Lock and Wig Contest," staged to promote the film "Stolen Hours," in which Susan Hayward uses four wig changes. The contest drew more than 1,000 entries.

**Folk song sing** ■ One-minute folk-like songs written about WTVJ(TV) Miami, its programs and personalities are the object of a 15th anniversary contest sponsored by the station. There are 15 first prizes of \$100, with a grand prize of \$100 and a guitar. WTVJ plans to use the winning 15 songs as station breaks during February and March.

**Corruptors' kit** ■ Four Star Distribution Corp. has devised a special "Confidential" promotional kit on behalf of its

off-network series, *Target: The Corruptors*. The material notes that episodes of the series anticipate current headlines.

**WGH scholarship** ■ A \$500 college scholarship will be given by WGH Newport News, Va., to the area high school student who is judged, on the basis of broadcast competition, to have the best grasp of major issues—local, regional, national or international.

**Dry humor** ■ A gimmick for an upcoming two-part episode of NBC-TV's *Hazel* has such a soft sell that the message appears to be missing. Joe Solhandler Associates, New York public relations firm, has distributed postcards bearing no visible writing except the instruction to wet the card. Once dampened, the card said: "Help! This time I'm in so much trouble it will take two weeks to get out. I'm being held captive in Pasadena. Tell the FBI to watch for me on NBC, Jan. 16 and 23." The *Hazel* show is sponsored by the Ford Motor Co., through J. Walter Thompson, New York.

## NAB offers handbook for promotion planning

A handbook designed to assist radio and television stations in planning and promoting special celebrations has been issued by the National Association of Broadcasters. Titled "Congratulations on Your . . .," the booklet contains 20 pages of ideas for promoting anniversaries, the opening of new facilities, changes in call letters or programing format and other special events.

It includes suggestions of tie-ins with advertisers and tips for including audience, clubs, churches and local charities in the promotions. Copies were mailed to all NAB members and additional copies may be obtained from John Couric, director of public relations.

## TV SHOWSHEETS

# ON THE TV NETWORKS THIS WINTER:

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: sust., sustaining; part., participating; alt., alternate sponsor; co-op, cooperative local sponsorships; cont., continued. All times EST. Published first issue in each quarter.

### SUNDAY MORNING

#### 10 a.m.-Noon

ABC-TV No network service.  
CBS-TV 10-10:30 *Lamp Unto My Feet*, sust.; 10:30-11 *Look Up and Live*, sust.; 11-11:30 *Camera Three*, sust.; 11:30-12 No network service.

NBC-TV No network service.

### SUNDAY AFTERNOON-EVENING

#### Noon-1 p.m.

ABC-TV *Challenge Golf*, part.  
CBS-TV 12-12:30 No network service; 12:30-1 *Face the Nation*, sust.  
NBC-TV No network service.

#### 1-2 p.m.

ABC-TV 1-1:30 *Discovery '64*, part.; 1:30-2 *Issues and Answers*, Nationwide Insurance.  
CBS-TV No network service.  
NBC-TV 1-1:30 No network service; 1:30-2 Religious programs & Public Affairs, part.

#### 2-5 p.m.

ABC-TV 2-2:30 *Directions '64*, sust.; 2:30-5 No network service.  
CBS-TV 2-5 No network service.  
NBC-TV 2-4 No network service; 4-5 *Wonderful World of Golf*, Shell Oil.

#### 5-6 p.m.

ABC-TV No network service.  
CBS-TV 5-5:30 *Sports Spectacular*, part.; 5:30-6 *Amateur Hour*, J. B. Williams.  
NBC-TV 5-5:30 *Wild Kingdom*, Mutual of Omaha; 5:30-6 *GE College Bowl*, General Electric; part.

#### 6-7 p.m.

ABC-TV No network service.  
CBS-TV 6-6:30 *Twentieth Century*, Prudential; *Mr. Ed*, part.  
NBC-TV 6-6:30 *Meet the Press*, co-op., part.; 6:30-7 No network service.

#### 7-8 p.m.

ABC-TV 7-7:30 No network service; 7:30-8:30 *The Travels of Jaimie McPheeters*, part.  
CBS-TV 7-7:30 *Lassie*, Campbell Soup; 7:30-8 *My Favorite Martian*, Kellogg, Toni.  
NBC-TV 7-7:30 *Bill Dana Show*, Beech-Nut.



Goodyear; 7:30-8:30, Walt Disney's Wonderful World of Color, RCA, Eastman Kodak.

### 8-9 p.m.

ABC-TV *Jainie McPheeters*, cont.; 8:30-10 *Arrest and Trial*, Ford, Libby, McNeil & Libby; Liggett & Myers and part.  
CBS-TV *Ed Sullivan*, Pillsbury, P. Lorillard, Whitehall, Lever.  
NBC-TV *Walt Disney*, cont.; 8:30-9 *Grindl*, P&G.

### 9-10 p.m.

ABC-TV *Arrest and Trial*, cont.  
CBS-TV *The Judy Garland Show*, P&G, American Tobacco, Gen. Mills, Menley & James.  
NBC-TV *Bonanza*, Chevrolet.

### 10-11 p.m.

ABC-TV No network service.  
CBS-TV 10-10:30 *Candid Camera*, Bristol-Myers, Lever; 10:30-11 *What's My Line*, J. B. Williams, Kellogg.  
NBC-TV *duPont Show of the Week*, duPont and *NBC News Specials*.

### 11-11:15 p.m.

ABC-TV No network service.  
CBS-TV *NBC News with Harry Reasoner*, Whitehall, Carter.  
NBC-TV No network service.

## MONDAY-FRIDAY MORNING

### 7-10 a.m.

ABC-TV No network service.  
CBS-TV 7-8 No network service; 8-9 *Captain Kangaroo*, part.; 9-10 No network service.  
NBC-TV 7-9 *Today*, part.; 9-10 No network service.

### 10-11 a.m.

ABC-TV No network service.  
CBS-TV 10-10:30 *NBC News with Mike Wallace*, part.; 10:30-11 *I Love Lucy*, part.  
NBC-TV 10-10:25 *Say When*, part.; 10:25-10:30 *NBC News Morning Report*, Gen. Mills, Bristol-Myers; 10:30-11 *Word for Word*, part.

### 11 a.m.-Noon

ABC-TV 11-11:30 *The Price Is Right*, part.; 11:30-12 *The Object Is*, part.  
CBS-TV 11-11:30 *The McCoys*, part.; 11:30-12 *Pete & Gladys*, part.  
NBC-TV 11-11:30 *Concentration*, part.; 11:30-12 *Missing Links*, part.

## MONDAY-FRIDAY AFTERNOON, EARLY EVENING AND LATE NIGHT

### Noon-1 p.m.

ABC-TV 12-12:30 *Seven Keys*, part.; 12:30-1 *Father Knows Best*, part.  
CBS-TV 12-12:25 *Love of Life*, part.; 12:25-12:30 *News*, part.; 12:30-12:45 *Search for Tomorrow*, P&G; 12:45-1 *Guiding Light*, P&G.  
NBC-TV 12-12:30 *Your First Impression*, part.; 12:30-12:55 *Truth or Consequences*, part.; 12:55-1 *News*, Gen. Mills.

### 1-2 p.m.

ABC-TV 1-1:30 *Tennessee Ernie Ford*, part.; 1:30-2 No network service.  
CBS-TV 1-1:30 *Sunrise Semester*, sust.; 1:30-2 *As the World Turns*, part. and P&G.  
NBC-TV No network service.

### 2-3 p.m.

ABC-TV 2-2:30 No network service; 2:30-2:55 *Day in Court*, part.; 2:55-3 *Lisa Howard News*, Purex.  
CBS-TV 2-2:30 *Password*, part.; 2:30-3 *Art Linkletter's House Party*, part.  
NBC-TV 2-2:25 *Let's Make a Deal*, part.; 2:55-2:30 *News*, S. C. Johnson; 2:30-3 *The Doctors*, Colgate-Palmolive, part.

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### 3-4 p.m.

ABC-TV 3-3:30 *General Hospital*, part.; 3:30-4 *Queen For a Day*, part.  
CBS-TV 3-3:25 *To Tell the Truth*, part.; 3:25-3:30 *CBS News with Doug Edwards*, American Home, Gen. Mills; 3:30-4 *Edge of Night*, P&G, part.  
NBC-TV 3-3:30 *Loretta Young Theatre*, part.; 3:30-4 *You Don't Say*, part.

### 4-5 p.m.

ABC-TV *Trailmaster*, part.  
CBS-TV 4-4:30 *The Secret Storm*, part.; 4:30-4:45 *The Lee Phillip Show*, Pillsbury; 4:45-5 No network service.  
NBC-TV 4-4:25 *Match Game*, part.; 4:25-4:30 *News*, Gen. Mills; 4:30-5 *Make Room for Daddy*, part.

### 5-6 p.m.

ABC-TV No network service.  
CBS-TV 5-5:10 *News*, sust.; 5:10-6 No network service.  
NBC-TV No network service.

### 6-7:30 p.m.

ABC-TV 6-6:15 *Ron Cochran with the News*, part.; 6:15-7:30 No network service.  
CBS-TV 6-6:30 No network service; 6:30-7 *CBS News with Walter Cronkite*, part.; 7-7:30 No network service.  
NBC-TV 6-7 No network service; 7-7:30 *Huntley-Brinkley Report*, part.

### 11 p.m.-1 a.m.

ABC-TV 11-11:10 *Bob Young with the News*, part.  
CBS-TV No network service.  
NBC-TV 11-11:15 No network service; 11:15 p.m.-1 a.m. *Tonight*, part.

## MONDAY EVENING

### 7:30-9 p.m.

ABC-TV 7:30-8:30 *The Outer Limits*, L&M, P&G, Bristol-Myers, part.; 8:30-10 *Wagon Train*, R. J. Reynolds, Firestone, Green Giant, Mobil Oil, Block Drug, Standard Brands, part.  
CBS-TV 7:30-8 *To Tell the Truth*, Whitehall Pharmaceutical, R. J. Reynolds; 8-8:30 *I've Got a Secret*, Gen. Foods, Toni; 8:30-9 *The Lucy Show*, part.  
NBC-TV 7:30-9:30 *Monday Night at the Movies*, part.

### 9-10 p.m.

ABC-TV *Wagon Train*, cont., part.  
CBS-TV 9-9:30 *Danny Thomas Show*, Gen. Foods; 9:30-10 *Andy Griffith Show*, Gen. Foods.  
NBC-TV 9-9:30 *Monday Night at the Movies*, cont.; 9:30-10 *Hollywood and the Stars*, Timex, Purex.

### 10-11 p.m.

ABC-TV *Breaking Point*, Brown & Williamson, Alberto-Culver, Armour, Colgate, part.  
CBS-TV *East Side/West Side*, Philip Morris, Whitehall.  
NBC-TV *Sing Along with Mitch*, part.

## TUESDAY EVENING

### 7:30-9 p.m.

ABC-TV 7:30-8:30 *Combat*, part.; 8:30-9 *McHale's Navy*, part.  
CBS-TV 7:30-8 *Marshall Dillon*, co-op.; 8-9 *The Red Skelton Hour*, Whitehall, Lever, Philip Morris, S. C. Johnson.  
NBC-TV 7:30-8:30 *Mr. Novak*, part.; 8:30-9 *You Don't Say*, Brown & Williamson, Colgate.

### 9-10 p.m.

ABC-TV *The Greatest Show on Earth*, Am. Tobacco, Alberto-Culver, Kaiser.  
CBS-TV 9-9:30 *Petticoat Junction*, P&G; 9:30-10 *The Jack Benny Show*, Gen. Foods, State Farm Mutual.  
NBC-TV *Richard Boone Show*, Reynolds Metals, Volkswagen, P. Lorillard, Pharmacrast.

### 10-11 p.m.

ABC-TV *The Fugitive*, Standard Brands, Procter & Gamble, Mobil Oil, Brown & Williamson, Beecham, MMM and part.  
CBS-TV *The Garry Moore Show*, Oldsmobile, R. J. Reynolds, S. C. Johnson.  
NBC-TV *Bell Telephone Hour*, Bell; alternating with *Andy Williams Show*, S&H Green Stamps.

## WEDNESDAY EVENING

### 7:30-9 p.m.

ABC-TV 7:30-8 *The Adventures of Ozzie & Harriet*, American Dairy, American Gas, Nalley's Langendorf; 8-8:30 *The Patty Duke Show*, Gen. Mills, Breck, Sterling Drug, part.; 8:30-9 *Farmer's Daughter*, part.  
CBS-TV 7:30-8:30 *CBS Reports*, part.; 8:30-9 *Tell It to the Camera*, part.  
NBC-TV *The Virginian*, part.

### 9-10 p.m.

ABC-TV *Ben Casey*, Alberto-Culver, P&G, Brown & Williamson, Noxzema, Bristol-Myers, Armour, part.  
CBS-TV 9-9:30 *Beverly Hillsbillies*, Kellogg, R. J. Reynolds; 9:30-10 *Dick Van Dyke Show*, P&G, P. Lorillard.  
NBC-TV *Espionage*, part.

### 10-11 p.m.

ABC-TV *Channing*, Brown & Williamson, part.  
CBS-TV *The Danny Kaye Show*, American Motors, Armstrong, Ralston Purina.  
NBC-TV *Eleventh Hour*, part.

## THURSDAY EVENING

### 7:30-9 p.m.

ABC-TV 7:03-8 *The Flintstones*, Best Foods, Welch, part.; 8-8:30 *The Donna Reed Show*, Nabisco, Campbell; 8:30-9 *My Three Sons*, Hunt Foods, Quaker Oats.  
CBS-TV 7:30-8 *Password*, R. J. Reynolds, Gen. Foods; 8-9 *Raahide*, part.  
NBC-TV 7:30-8:30 *Temple Houston*, part.; 8:30-9:30 *Dr. Kildare*, part.

### 9-10 p.m.

ABC-TV *The Jimmy Dean Show*, Am. Tobacco, Butternut, Fla. Citrus, Ballantine, part.  
CBS-TV *Perry Mason*, part.  
NBC-TV 9-9:30 *Dr. Kildare*, cont.; 9:30-10 *Hazel*, Ford.

### 10-11 p.m.

ABC-TV 10-10:30 *The Sid Caesar Show* al-

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## ABC-TV

Jan. 11: 6:30-7 p.m.  
*Winter Olympics*, Firestone, P. Lorillard, Andrew Jergens, Jos. Schlitz, Texaco.  
 Jan. 12: 5-6 p.m.  
*The Saga of Western Man*, "1776," Upjohn.  
 Jan. 18: 6:30-7 p.m.  
*Winter Olympics* (see Jan. 11).  
 Jan. 19: 4:30—conclusion  
*AFL All-Star Game*, part.  
 Jan. 25: 6:30-7 p.m.  
*Winter Olympics* (see Jan. 11).  
 Jan. 29: 10-11 p.m.  
*Winter Olympics* (see Jan. 11, plus Liberty Mutual).  
 Jan. 30: 10-11 p.m.  
*Winter Olympics* (see Jan. 29).  
 Jan. 31: 10-11 p.m.  
*Winter Olympics* (see Jan. 29).  
 Feb. 1: 3:30-5, 6:30-7 p.m.  
*Winter Olympics* (see Jan. 29).  
 Feb. 2: 3-5 p.m.  
*Winter Olympics* (see Jan. 29).  
 Feb. 3: 10-11 p.m.  
*Winter Olympics* (see Jan. 29).  
 Feb. 4: 9-10 p.m.  
*Winter Olympics* (see Jan. 29).  
 Feb. 5: 10-11 p.m.  
*Winter Olympics* (see Jan. 29).  
 Feb. 6: 9-10 p.m.  
*Winter Olympics* (see Jan. 29).  
 Feb. 7: 8:30-9:30 p.m.  
*Winter Olympics* (see Jan. 29).

Feb. 8: 3:30-5, 6:30-7 p.m.  
*Winter Olympics* (see Jan. 29).  
 Feb. 9: 3-5, 10-11 p.m.  
*Winter Olympics* (see Jan. 29).  
 Feb. 10: 11:15-11:45 p.m.  
*Winter Olympics* (see Jan. 29).  
 Feb. 29: 7:30-8:30 p.m.  
*The Saga of Western Man*, "1898," Upjohn.  
 March 29: 7:30-8:30 p.m.  
*The Saga of Western Man*, "1964," Upjohn.

## CBS-TV

Jan. 6: 10-11 p.m.  
 CBS News Special, "The Pope in Israel," Metropolitan Life Insurance.  
 Jan. 26: 6-8 p.m.  
*The Wizard of Oz*.  
 Feb. 15: 8:30-9:30 p.m.  
*The Bing Crosby Show*.  
 Feb. 23: 5-6 p.m.  
 Young People's Concert, Shell Oil, Ford.  
 March 11: 7:30-8:30 p.m.  
 Young People's Concert, Shell Oil, Ford.  
 March 29: 7-8 p.m.  
*Martineland Carnival*.

## NBC-TV

Jan. 7: 10-11 p.m.  
*Orient Express*, Humble Oil.  
 Jan. 7: 9-10 p.m.  
*The Pope's Pilgrimage*.

Jan. 19: 2-4 p.m.  
 NBC Opera, "Lucia de Lammermoor."  
 Jan. 19: 10-11 p.m.  
*The Art of Collecting*, Humble Oil.  
 Jan. 24: 7:30-8:30 p.m.  
 Bell Science Special, "The Restless Sea," Bell System.  
 Feb. 2: 10-11 p.m.  
*Our Man on the Mississippi*, Humble Oil.  
 Feb. 5: 7:30-9 p.m.  
 Hallmark Hall of Fame, "Abe Lincoln in Illinois," Hallmark.  
 Feb. 9: 5-6 p.m.  
*Return to Oz*, General Electric.  
 Feb. 9: 10-11 p.m.  
*The Kremlin*, Xerox.  
 Feb. 15: Noon-1 p.m.  
 Children's Special.  
 Feb. 16: 10-11 p.m.  
*Paris: A Story of High Fashion*, Humble Oil.  
 Feb. 20: 7:30-8:30 p.m.  
*Jonathan Winters Show*, Elgin, Scripto.  
 Feb. 23: 2-3 p.m.  
 NBC Opera, "The Secret of Suzanne."  
 March 1: 10-11 p.m.  
*Actuality*, Humble Oil.  
 March 3: 10-11 p.m.  
*Our Man in Washington*, Xerox.  
 March 25: 9:30-11 p.m.  
*Inside the Movie Kingdom*, Corn Products, Colgate, P. Lorillard.  
 March 22: 1-4 p.m.  
 NBC Opera, "The St. Matthew Passion."

ternating with *The Edie Adams Show*, Consolidated Cigar; 10:30-11 *ABC News Report*, sust.  
 CBS-TV *The Nurses*, part.  
 NBC-TV *Kraft Suspense Theatre* or *Perry Como Specials*, Kraft.

## FRIDAY EVENING

### 7:30-9 p.m.

ABC-TV 7:30-8:30 *77 Sunset Strip*, R. J. Reynolds, Armour, Colgate, Mobil Oil, part.; 8:30-9:30 *Burke's Law*, Liggett & Myers, P&G, Lever, Breck, part.  
 CBS-TV 7:30-8:30 *The Great Adventure*, part.; 8:30-9:30 *Route 66*, Chevrolet, Philip Morris, P&G.  
 NBC-TV 7:30-8:30 *International Showtime*, part.; 8:30-9:30 *Bob Hope's Chrysler Show*, Chrysler.

### 9-10 p.m.

ABC-TV 9-9:30 *Burke's Law*, cont.; 9:30-10 *The Price Is Right*, part.  
 CBS-TV 9-9:30 *Route 66*, cont.; 9:30-10 *Twilight Zone*, American Tobacco, P&G.  
 NBC-TV 9-9:30 *Bob Hope*, cont.; 9:30-10 *That Was the Week That Was*, part.

### 10-11 p.m.

ABC-TV 10-10:45 *The Fight of the Week*,

Gillette, Con. Cigar; 10:45-11 *Make That Spare*, Brown & Williamson, Schmidt.  
 CBS-TV *Alfred Hitchcock Hour*, part.  
 NBC-TV *Jack Paar*, part.

## SATURDAY MORNING & AFTERNOON

### 8-10 a.m.

ABC-TV No network service.  
 CBS-TV 8-9 *Captain Kangaroo*, part.; 9-9:30 *The Alvin Show*, part.; 9:30-10 *Tennessee Tuxedo*, part.  
 NBC-TV 8-9:30 No network service; 9:30-10 *Ruff 'n' Reddy*, part.

### 10-11 a.m.

ABC-TV No network service; 10:30-11 *The Jetsons*, Louis Marx, DeLuxe Reading.  
 CBS-TV 10-10:30 *Quick Draw McGraw*, part.; 10:30-11 *Mighty Mouse*, part.  
 NBC-TV 10-10:30 *Hector Heathcote*, part.; 10:30-11 *Fireball XL-5*, part.

### 11 a.m.-Noon

ABC-TV 11-11:30 *The New Casper Cartoon Show*, Mattel, Sweets, Wander.; 11:30-12 *Beany & Cecil*, Mattel, Gen. Mills, Chunky, Alberto-Culver.  
 CBS-TV 11-11:30 *Rin Tin Tin*, part.; 11:30-12 *Roy Rogers*, part.  
 NBC-TV 11-11:30 *Dennis the Menace*, part.; 11:30-12 *Fury*, part.

### Noon-1 p.m.

ABC-TV 12-12:30 *Bugs Bunny*, Gen. Foods; Deluxe Reading, Louis Marx, Sweets, Wander.; 12:30-2 *American Bandstand*, part.  
 CBS-TV 12-12:30 *Sky King*, Nabisco, Mattel; 12:30-1 *Do You Know?*, sust.  
 NBC-TV 12-12:30 *Sgt. Preston of the Yukon*, part.; 12:30-1 *Bullwinkle*, part.

### 1-2 p.m.

ABC-TV *American Bandstand*, cont.  
 CBS-TV 1-1:30 *CBS Saturday News* with Robert Trout, sust.; 1:30-2 No network service.  
 NBC-TV *Exploring*, part.

### 2-5 p.m.

ABC-TV 2-2:30 *Challenge Golf*, part.; 2:30-3:30 No network service; 3:30-5 *Pro Bowlers' Tour*, part.  
 CBS-TV No network service.  
 NBC-TV 2-2:30 *Mr. Wizard*, part.; 2:30-4:30 No network service; 4:30-6 *NBC Sports Special*, part.

### 5-7:30 p.m.

ABC-TV 5-6:30 *ABC's Wide World of Sports*, Bristol-Myers, Gillette, Kaiser, P. Lorillard, United Motor Service, Quaker Oats, American Gas, Liberty Mutual, Seven Up; 6:30-7 *Pre-Olympic Show*, Firestone, P. Lorillard, Andrew Jergens, Schlitz, Texaco; 7-7:30 No network service.  
 CBS-TV No network service.  
 NBC-TV 5-6 *NBC Sports Special*, cont.; 6-6:15 *Saturday News Report*, sust.; 6:15-7:30 No network service.

### 7:30-9 p.m.

ABC-TV 7:30-8:30 *Hootenanny*, Breck, Fla. Citrus, Bristol-Myers, part.; 8:30-9:30 *The Lawrence Welk Show*, J. B. Williams, Whitehall, part.  
 CBS-TV 7:30-8:30 *Jackie Gleason Show*, Colgate, Drackett, Philip Morris, Ralston; 8:30-9:30 *The Defenders*, Brown & Williamson, Bristol-Myers, Lever, Allstate, part.  
 NBC-TV 7:30-8:30 *The Lieutenant*, part.; 8:30-9 *The Joey Bishop Show*, P. Lorillard, Pharmacrast.

### 9-10 p.m.

ABC-TV 9-9:30 *The Lawrence Welk Show*, cont.; 9:30-10:30 *Hollywood Palace*, part.  
 CBS-TV 9-9:30 *The Defenders*, cont.; 9:30-10 *The Phil Silvers Show*, Gen. Foods.  
 NBC-TV 9-11 *Saturday Night at the Movies*, part.

### 10-11 p.m.

ABC-TV 10-10:30 *Hollywood Palace*, cont.; 10:30-11 No network service.  
 CBS-TV *Gunsmoke*, part.  
 NBC-TV *Movies*, cont.

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**BROADCAST ADVERTISING**

**Edmond C. Dollard**, vice president-senior account director and member of board of directors of Needham, Louis & Brorby, St. Louis, elected senior vice president. Mr. Dollard, formerly of Dancer-Fitzgerald-Sample, joined NL&B in 1949 as account executive. He was elected vice president in 1953 and member of board of directors in 1958.



Mr. Dollard

**Jack Donahue**, formerly general sales manager of KTLA(TV) Los Angeles and previously for 18 years with CBS Radio network and CBS Radio Spot Sales, joins Soper Outdoor Adv., Glendale, Calif., as executive VP.

**Robert E. Brandson**, VP-account supervisor and member of executive committee of Charles Bowes Adv., Los Angeles, elected senior VP. Mr. Brandson joined agency in 1957, was elected vice president and member of executive committee in 1959.



Mr. Boulware

**Robert H. Boulware**, vice president and account supervisor of Fletcher Richards, Calkins & Holden, New York, elected vice president in charge of sales development for Skyline Television Network (KMTV-TV Twin Falls, KID-TV Idaho Falls, both Idaho, and KXLF-TV Butte, KFBB-TV Great Falls, KOOK-TV Billings, all Montana), with headquarters in New York. Mr. Boulware had been with Fletcher Richards since 1956.

**Edward Shurick**, VP of H-R Television Corp., New York, elected chairman of television trade practices committee of Station Representatives Association, that city, replacing Steve Machinski, who resigned.

**Clarence Thoman**, director of news and sports at William Esty Co., New York, joins broadcast department of Foote, Cone & Belding, that city, in same capacity. Prior to joining Esty in 1952, Mr. Thoman was production manager of news and special events at NBC, New York.



Mr. Thoman

**Donald Cady**, VP and general manager of chocolate marketing for The Nestlé Co., White Plains, N. Y., elected to new post of director of sales and trade relations. Mr. Cady previously

**Craven weds**

**T. A. M. Craven**, former FCC commissioner who retired in 1963 after serving a second seven-year term on the communications commission, married Margaret Stoner Preston Dec. 21 at Fairfax Court House, Va. Mrs. Craven is the widow of the late Winfield Preston, and served as Mr. Craven's confidential assistant from 1956 to 1963.

was VP in charge of advertising and merchandising for company. He joined Nestlé in 1935, will work closely with company's VP for marketing and general managers of marketing divisions to develop new programs.

**James W. Bennett**, member of sales staff of WIZE Springfield, Ohio, since 1954, promoted to sales manager.



Mr. Bennett

**William A. Cancilla**, merchandising director at KGO San Francisco, joins Gordon Knapp and Del Gore of Advertising Counselors to form new advertising agency, Cancilla, Gore & Knapp. Mr. Cancilla becomes president of CG&K;

Mr. Gore, VP, and Mr. Knapp, secretary-treasurer. New firm is located at 1736 Stockton Street. Telephone: Sutter 1-1017.

**Edwin C. Metcalfe**, director of U. S. sales operations for CKLW-AM-FM-TV Windsor, Ont.-Detroit, Mich., assumes added duties as director of Canadian sales for stations. Mr. Metcalfe assumes duties formerly held by **Giles McMahon**, who died Nov. 12.

**Robert McDonald**, VP in charge of corporate planning and coordination for Beech-Nut Life Savers Inc. (food and confectionery products manufacturer), New York, elected executive VP.



Mr. McDonald

Mr. McDonald becomes second in command in company's operational structure to **Alger B. Chapman**, chairman and chief executive officer since 1958, who has been elected president. Mr. McDonald joined Beech-Nut Life Savers in December 1962 as VP in charge of marketing from Lever Brothers where he was marketing VP for foods division.

**John V. O'Brien**, director of marketing and research, and **Larry C. Varvaro**, account executive, elected VP's of Richard K. Manoff, New York-based advertising agency. Mr. O'Brien joined Manoff in 1961 from McCann-Erickson

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## Eighteen members added to NBC's 25 year club

Eighteen employees of NBC have become members of company's Twenty-Five Year Club. Included is **Walter D. Scott**, executive vice president in charge of NBC-TV and member of NBC board of directors.

In addition to Mr. Scott, six other new members of club are from New York. They will receive gold watches and certificates from Robert W. Sarnoff, NBC board chairman, at luncheon at Waldorf-Astoria hotel tomorrow (Jan. 7). They are **Robert Burholt**, **William S. Carson**, **Agnew**

**Horine**, **Harold S. Pietsch**, **Robert Sosman** and **Thomas Sprague**.

Eleven employees marked their 25th year with NBC in other cities throughout country and were given watches and certificates at functions earlier this year. The group consists of: San Francisco—**John B. Grover**, **Donald R. Hall**, **Andrew Mitchell** and **Herbert B. (Budd) Heyde**; Los Angeles—**Richard H. Graham**, **Frank J. Somers**, **Harold V. Flood**, **Ora H. Wilkins**, **Carol M. Fraser** and **Alton H. Gage**; Chicago—**Johnny Erp**.

where he was associate research director. Mr. Varvaro joined Manoff in 1958. He previously was account executive at Kenyon & Eckhardt, New York.

**Jack Riley**, formerly of Glenn Adv., Dallas, appointed director of newly established Dallas office (1708 Daughn Bldg.) of C. K. Beaver & Associates, Memphis-based radio-TV sales representative.

**Norman P. Tate** elected VP of Ted Bates & Co., New York. He will also assume newly created post of executive art director and head of agency's art department. Mr. Tate joined Bates three years ago as visual specialist with art, copy and production groups.

**Lee Edmiston**, manager and media director of Keller-Crescent Co., Evansville, Ind., advertising agency, elected VP. Mr. Edmiston joined Keller-Crescent in 1953.

**William B. McGrath**, vice president and managing director of WHDH-AM-FM-TV Boston, elected executive vice president of broadcast stations and member of board of directors of parent company, Herald-Traveler Corp., publisher of *Boston Herald-Traveler*. **George E. Akerson**, president of Herald-Traveler Corp., assumes added duties as president of WHDH Inc., succeeding **Robert B. Choate**, who died Dec. 21 (BROADCASTING, Dec. 30).



Mr. McGrath

**Claire R. Horn** joins AM Radio Sales, New York, as director of special research projects. Miss Horn was formerly director of research and sales development at WOR-AM-TV New York.

**Martin F. Conroy**, formerly VP and creative director of BBDO's Boston office, joins agency's New York office as associate creative director. **Malcolm MacDougall**, copy chief at Bresnick Co., Boston, succeeds Mr. Conroy as creative director.

**Paul Battisti**, general manager of KAFY, elected president of Bakersfield, (Calif.) Advertising Club for 1964. **Mel Gaumer**, account executive at KLYD-TV, elected advertising club's VP. **George Watkins**, local insurance executive, was elected secretary, and **Frank DeShong** was re-elected treasurer. Two new directors of club for one-year terms are **Bob Neal** and **Vern Heitzenrader**.

**Hal Cadden**, since 1960 producer of radio-TV sports publicity for Meredith Films and formerly with KFMB-TV San Diego, joins Champ Adv., San Diego, in newly created post of director of radio-TV production.

**David N. Selby**, sales director of WAIV(FM) Indianapolis, joins promotion department of WISH-TV, that city.

**Dotty Skidmore** named media buyer at Anderson-McConnell, Los Angeles.

**Alan Fedder**, former director of radio-TV and direct mail advertising for Hochschild, Kohn & Co., appointed to account service staff of Newhoff-Blumberg Inc., Baltimore advertising agency.

**Gale H. Terry**, former VP and sales manager of Producing Artists Inc., New York, joins Leo Burnett Co., Chicago, as account executive.

**Robert L. Levenstein**, member of national sales staff at Television Bureau of Advertising, joins New York TV sales staff of The Katz Agency, national radio-TV sales representative.

## THE MEDIA

**Thomas R. Nunan Jr.**, for past three-and-a-half years director marketing communications for Crosley Broadcasting Corp., Cincinnati, appointed to newly created post of director of special projects and research, with headquarters at Crosley's New York sales office. Prior to joining Crosley, Mr. Nunan was manager of six Steinman radio stations with headquar-



Mr. Nunan

ters at Lancaster, Pa. Crosley stations are WLW and WLWT(TV) Cincinnati, WLWD(TV) Dayton and WLWC(TV) Columbus, all Ohio, and WLWI(TV) Indianapolis, Ind.

**Harry W. Barnam**, sales manager of WTTM-AM-FM Trenton, N. J., elected VP-general manager in addition to his sales responsibilities. Mr. Barnam joined WTTM in 1945.



Mr. Barnam

**William B. Decker**, general manager of KNBR-AM-FM San Francisco, elected president of San Francisco Radio Broadcasters Association for 1964, succeeding **Jules Dundes**, VP and general manager of KCBS-AM-FM, that city. **Lewis H. Avery**, VP and general sales manager of KYA, becomes VP and treasurer of SFRBA, and **Don Curran**, VP and general manager of KGO, was elected secretary. Association is made up of eight Bay Area stations: KCBS, KGO, KNBR, KFRC, KDIA, KSFO, KEWB and KYA.



Mr. Babcock

**John B. Babcock**, VP of Crosley Broadcasting Co., Cincinnati, and general manager of Crosley-owned WLWI(TV) Indianapolis, resigns, effective Feb. 1, to become director, member of executive committee and VP in charge of operations of Park

## Editorial group elected

Seven broadcasters were appointed to editorializing committee of National Association of Broadcasters last week by President LeRoy Collins.

Named as committee chairman was **John F. Dille Jr.**, president of WSJV(TV) Elkhart, Ind., and member of NAB's TV board of directors. Newly appointed committee members are **George Comte**, general manager of WTMJ-AM-FM-TV Milwaukee and **Oliver J. Keller**, president and general manager of WTAX-AM-FM Springfield, Ill.

Members reappointed are **Frank J. Abbott Jr.**, president of WWGP Sanford, N. C.; **Rex G. Howell**, president of KREX-AM-FM-TV Grand Junction, Colo., and member of NAB's radio board; **A. Louis Read**, executive VP and general manager of WDSU-TV New Orleans, and **George Whitney**, VP and general manager of KFMB-TV San Diego, Calif.



Broadcasting Inc., with headquarters at Ithaca, N. Y. Mr. Babcock joined Crosley in 1949 as assistant farm program director at WLW Cincinnati and was elected VP and general manager of WLWI(TV) in 1957. Roy H. Park Stations are WGTC-AM-FM and WNCT(TV) Greenville and 30% of WECT(TV) Wilmington, both North Carolina, and WDEF-AM-TV Chattanooga, Tenn.

**Harold H. Segal** resigns as managing director of Knight Quality Stations of New England and as general manager of WHEB-AM-FM Portsmouth, N. H. His future plans will be announced at later date. Knight stations are WHEB-AM-FM, WGIR-AM-FM Manchester, WTSL Hanover-Lebanon and WTSV-AM-FM Claremont, all New Hampshire, and WEIM Fitchburg, Mass.



Mr. Braun

**Warren L. Braun** appointed general manager of Shenandoah Broadcasting Inc., licensee of WSV-AM-FM-TV Harrisonburg, Va., succeeding **Hamilton Shea**, who continues as president and chief executive

officer. Mr. Braun, who has been assistant general manager, is succeeded in that post by **Robert Lee**, program and operations manager. Mr. Braun joined WSV as chief engineer in 1941 and continued in that post until being named assistant general manager in 1962. Mr. Lee joined WSV as program operations supervisor in 1953.

**Wendell B. Campbell**, VP of Storer Broadcasting Co. and general manager of KGBS Los Angeles, elected to board of directors of Southern California Broadcasters Association, filling vacancy of **Robert Forward**, former general manager of KLAC Los Angeles.

**William J. McCarter**, development officer since 1962 for National Educational Television, New York, appointed general manager of WETA-TV (educational ch. 26) Washington, succeeding **George A. (Jeff) Baker**, who has resigned to join staff of White House.

**Arthur J. Casey**, station manager of KSD St. Louis since 1959, retired Jan. 1. Mr. Casey, 63, joined KSD in 1949 as director of sales. To date no successor has been named.

## PROGRAMING

**Donald H. Kunsman**, former RCA executive, elected VP for finance and operations, treasurer and board member of Subscription Television Inc., which is instituting closed circuit pay TV service in Los Angeles and San Francisco. During his 12 years with RCA, Mr. Kunsman served as treasurer and controller, operating VP and general manager of RCA Service Co. and

## World-wide chairmen for IBA competition selected

**Peter Marriott**, managing director of Desilu Ltd., U. K., appointed chairman of judging panel from London Television Commercial Circle, which is screening commercials submitted in fourth annual International Broadcasting Awards competition sponsored by Hollywood Advertising Club. **Glenn B. Ransom**, VP of Grant Advertising, S. A., named chairman of similar judging panel in Mexico City. **John T. Ross**, president of Robert Lawrence Productions, Toronto, Canada, heads preliminary judging group in that city.

**Lee Savage**, creative director of Elektra Films, is chairman of New York judges. **Fred Niles**, head of Fred Niles Communications Centers, is Chicago chairman. Each panel will send its nominations to Hollywood, where final judges will select winner in each category of TV commercials as well as sweepstakes winner, world's best TV commercial of 1963. Other panels are judging radio entries in competition. Trophies will be presented to winners at IBA banquet, to be held Feb. 25 at Hollywood Palladium.

VP and general manager of RCA's electronic data processing division. For past year he has been executive director of Information Sciences Associates, Cherry Hill, N. J., management consulting firm specializing in data processing and data communications.

**Mickey Dubin** resigns as VP-sales for Sarra Inc., New York TV commercial production organization. No future plans were announced.

**Bill Roberts** appointed program director of WTHI Terre Haute, Ind.



Mr. Reiner



Mr. Yarnell

**Ivan Reiner**, for past 11 years program manager of RKO General-owned WOR-TV New York, appointed to newly created position of director of group film acquisition for RKO General Broadcasting. Mr. Reiner will also continue to work on acquisition and scheduling of film programming for WOR-TV. **David Yarnell**, assistant program manager of WOR-TV since joining station in 1961, promoted to program manager.

**Don Luftig**, formerly executive producer and program director at WINS New York, named staff producer-director at WNBC-TV, that city.

**Chris Parrish** joins WFLA-AM-FM Tampa, Fla., as music director.

**Cornel Tanassy**, formerly of WCBs New York, joins staff of WJrz-AM-FM Newark, N. J., as music director.

**John Canton**, formerly program director at WNOw York and WRAW Reading, both Pennsylvania, appointed program supervisor of KUDL Kansas City.

**Mack Bing**, associate producer of *The Jerry Lewis Show*, appointed direc-

tor of *The Garry Moore Show* (Tuesdays, 10-11 p.m. EST, CBS-TV), succeeding **Stan Harris**, who is leaving for other commitments. **Mickey Ross**, of comedy team of Ross and West, joins *Garry Moore Show* as supervisor of comedy presentations. **Irwin Kostal**, who has been on six-month leave of absence to work on Walt Disney motion picture "Mary Poppins," returns to Moore show as musical director.

**Frank Allen**, announcer for past four years at KOIL Omaha, joins staff of KDAB Denver.

**E. B. Rideout**, meteorologist at WEEI Boston since joining station in August 1925, retired Jan. 1.

**Leslie R. Nance Jr.** joins announcing staff of WDBJ Roanoke, Va.

**James Lyle** joins production staff of WISH-TV Indianapolis as staff director.

**Charles B. Thompson** appointed film director of WTOP-TV Washington, succeeding **Bill Hedgpeth**, who was named program director of WTOP-AM-FM.

## INTERNATIONAL

**Phipps L. Rasmussen** elected today (Jan. 6) as president of McCann-Erickson International. Mr. Rasmussen, who has been executive VP of M-E International since May 1962, succeeds **Armando Sarmiento**, who was elected president, McCann-Erickson (U.S.) Dec. 13, 1963 (WEEK'S HEADLINERS, Dec. 16, 1963). Mr. Rasmussen became Pacific Coast regional manager of M-E in 1958 and was elected executive vice president of company in 1960.

**Donald R. Lawson**, manager of CKCK Regina, Sask., appointed general manager of CKCK-TV. He is succeeded as manager of CKCK by **J. R. Grisenthwaite**, general sales manager of station since 1959. **Ronald A. Lamborn**, retail sales manager of CKCK, appointed general sales manager.

**Malcolm Campbell** appointed senior news assistant at Newcastle for British Broadcasting Corp.'s northern region.

## Two veteran corporate executives retire

Two veteran executives of corporations that are among television's major spot and network advertisers—Brown & Williamson Tobacco Corp., Louisville, Ky., and Eastern Air Lines, New York—retired last week, ending active business careers that date back to late 1920's.

**William S. Cutchins**, 62, president and chief executive officer of Brown & Williamson, which spent nearly \$5 million for combined spot and network TV advertising for third quarter of 1963, retired Dec. 31, having served as B&W president and chief executive since 1958. In that position, Mr. Cutchins is succeeded by **Edwin P. Finch**, executive VP of tobacco corporation since 1962.

Also retiring Dec. 31 was **Captain Edward Vernon (Eddie) Rickenbacker**, 73, World War I flying ace and chairman of board of directors and general manager of Eastern Air Lines, which bills approximately \$4 million in broadcast annually, about \$2.2 million in television and \$1.8 million in radio.

Mr. Cutchins, who joined B&W in

1928 and was responsible for a marketing innovation that altered the course of the cigarette industry—the introduction of the Viceroy filter cigarette in 1936—will continue to work with the tobacco company in a limited extent as marketing consultant. Mr. Finch, the new B&W president, joined corporation in 1932. He was elected to board of directors in 1953, VP in charge of manufacturing in 1956 and executive vice president in November 1962.

Captain Rickenbacker, an adventurer turned executive, became president and general manager of Eastern Air Lines in 1933. Politically a conservative and an outspoken anti-Communist, Captain Rickenbacker stated upon retirement that as head of an anti-Communist organization known as the Committee for the Preservation of the Monroe Doctrine, he does not plan to be idle but will crusade for "the American way of life." He also expressed the desire of finally starting work on the "long-neglected organization and editing" of his biographical notes.

**James Bredin**, documentary producer at Associated TeleVision Ltd., London, resigns to become freelance producer.

**Roy Thomson**, Canadian publisher who controls network of newspapers and radio-TV stations in Canada, U. S., Britain and several other countries, was made a baron Dec. 31 by Queen Elizabeth II. Mr. Thomson, 69, was elevated to British peerage in queen's New Year's honors list.

## FANFARE

**Phelps H. Adams**, VP-public relations for U. S. Steel Corp., New York, since 1957, appointed administrative VP-public relations. Mr. Adams joined corporation's PR department in 1950 as special assistant. **Charles W. Huse**, PR director-administration since 1955, elected VP-public relations, replacing Mr. Adams. **Fred LePell**, assistant PR director-administration, promoted to director of public relations-administration, succeeding Mr. Huse. Messrs. Huse and LePell joined U. S. Steel in 1948 and 1942, respectively.

**Robert F. Donahue**, station manager of WMAS Springfield, Mass., joins WWLP(TV), that city, as PR director.

**Alvin A. Dann**, director of news services for Association of National Advertisers, joins Infoplan, world-wide public relations division of Interpublic Inc., New York, as account director with

publicity responsibilities for McCann-Erickson, also division of Interpublic.

## EQUIPMENT & ENGINEERING



Mr. Fujii

**Wesley M. Fujii**, staff engineer in Ampex Corp.'s audio operations department at Redwood City, Calif., appointed engineering manager of that department, succeeding **Rein Narma**, who has been named engineering manager for corporation's consumer and educational products division. Mr. Fujii, formerly with RCA Victor division at Camden, N. J., joined Ampex audio engineering department in 1955.

**Milton Rogin**, founder and former president of Cellomatic Corp., New York, elected executive VP of MPO Sales Meetings Inc., subsidiary of MPO Videotronics, that city. **Sherman Gregory**, also formerly with Cellomatic, named director of sales.

**James Woodworth**, chief test engineer at Broadcast Electronics Inc., Silver Spring, Md., has established his own firm, Broadcast Products Co., Kensington, Md. New company offers complete repair and reconditioning services for all makes of cartridge tape equipment.

**Keith A. Neal**, formerly with Consolidated Electrodynamics Corp., named director of marketing for Interstate

Electronics Corp., subsidiary of Interstate Engineering Corp., Anaheim, Calif.

## NEWS

**Julius Frandsen**, Washington manager of United Press International, appointed chairman of Sigma Delta Chi's advancement of freedom of information committee, succeeding **V. M. (Red) Newton Jr.**, managing editor of *Tampa (Fla.) Tribune*, who has served as chairman since 1953. Mr. Newton has been appointed counselor to committee. **William Small**, CBS News, Washington, and **Murray Seeger**, editorial director of KYW-TV Cleveland, named co-chairmen of SDX committee.

**James F. Hurley** appointed radio-TV news representative for Southern California Gas Co., Los Angeles.

**Carl Kakasuleff**, formerly of wsvL Shelbyville, Ind., joins news department of WTHI Terre Haute, Ind.

**Mark Anderson**, staff announcer at WDWS-AM-FM Champaign, Ill., appointed news director of WCHU(TV), that city, effective today (Jan. 6). **Jim Crane**, staff announcer at WDN Danville, Ill., joins WCHU news staff.

**Peter Kraus**, news director at WDL Port Jervis, N. Y., appointed to similar post at WKNY Kingston, N. Y.

## DEATHS

**Raymond E. Brunner**, 65, former announcer at KDKA Pittsburgh where he began his career broadcasting Harding-Cox presidential election returns, first radio coverage of public events, died Jan. 1 at Baltimore hospital. Mr. Brunner had moved to WCAO-AM-FM Baltimore several years ago and retired from that station last June.

**Sidoine Jordan Schwinn**, 58, former executive committee chairman at Ruth-

## NEC officers elected

**Dr. Edward W. Ernst**, associate professor in department of engineering at University of Illinois, Urbana, elected president of National Electronics Conference, to be held at Chicago's McCormick Place Oct. 19-21. He succeeds **John S. Powers**. **Joseph J. Ger-shon**, of Dean, DeVry Technical Institute, Chicago, was elected NEC board chairman. Other officers elected for 1964 conference are **W. C. Kotteman**, Illinois Bell Telephone, VP; **Dr. H. W. Farris**, University of Michigan, secretary; **Dean A. C. Moeller**, of Marquette University and formerly with FCC, treasurer; and **Dr. Thomas W. Butler Jr.**, of University of Michigan, assistant treasurer.



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rauff & Ryan, New York, was killed in hunting accident Dec. 30 at his farm in Hopewell, N. J. Mr. Schwinn resigned from R&R in 1951 to become independent consultant in Princeton, N. J.

**U. L. (Gus) Lynch**, director of technical operations for KMMJ Grand Island, Neb., and KXXX Colby, Kan., died Dec. 31 of leukemia.

**Robert F. Green**, director of personnel for Wometco Enterprises Inc. (WTVJ-TV) Miami; WLOS-AM-FM-TV Asheville, N. C.; KVOS-TV Bellingham, Wash.; and WFGA-TV Jacksonville, Fla.),

Miami, died Dec. 25 of heart attack. Mr. Green joined Wometco in 1947 as personnel director.

**Humphrey E. Doulens**, 56, VP of Columbia Artists Management and director of talent organizations radio-TV department, died Dec. 30 following heart surgery at Mayo Clinic in Rochester, Minn. Mr. Doulens joined Columbia organization in 1937.

**David Field Brittle Jr.**, 36, assistant director of engineering for Page Communications Engineers, Washington, died Dec. 24 of leukemia at George

Washington University Hospital. Mr. Brittle had worked for Page organization for 10 years.

**Edward N. Janson**, 66, retired government statistician who had served with FCC for number of years, died Dec. 28 of heart attack at his Goldenrod, Fla., home after brief illness.

**Alan B. Sanger**, 70, founder, board chairman and treasurer of Sanger-Funnell Inc., New York advertising agency, died Dec. 25 at Lawrence Hospital, Bronxville, N. Y. Mr. Sanger founded his own agency in 1933.

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Dec. 26 through Dec. 31 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 TV station

##### ACTION BY FCC

\*University Center, Mich.—Delta College. Granted CP for new TV on UHF channel 19 (500-506 mc); ERP 216 kw vis., 114.2 kw aur. Ant. height above average terrain 465 feet, above ground 493 feet. P. O. address University Center. Estimated construction cost \$289,000; first year operating cost \$60,975. Studio and trans. locations both University Center. Geographic coordinates 43° 33' 42.7" North latitude, 83° 58' 53.7" West longitude. Type trans. RCA TTU-12A, type ant. RCA TFU-24DL. Legal counsel Cohn & Marks, Washington; consulting engineer Lappas & Lindberg Co., Chicago. Principals: board of trustees. Action Dec. 27.

#### Existing TV stations

##### CALL LETTERS ASSIGNED

■ WCTL(TV) Washington—Capital Broadcasting Co.

■ WRSK(TV) Jacksonville, Fla.—Rust Craft Broadcasting Co.  
 ■ \*KENW(TV) Portales, N. M.—Regents of Eastern New Mexico University.  
 ■ WRST(TV) San Juan, P. R.—Antilles Broadcasting Corp.

#### Existing AM stations

##### ACTION BY FCC

KORK Las Vegas—Waived Secs. 1.518 and 1.520 of rules and accepted for filing application for increased daytime power from 250 w to 1 kw, continued operation on 1340 kc with 250 w night. (KORK also has pending application to change facilities to 780 kc, 50 kw, unl., DA.) Action Dec. 27.

##### CALL LETTERS ASSIGNED

■ WTLN Apopka, Fla.—Tom Harvey Moffitt. Changed from WVCF.  
 ■ KTEE Idaho Falls, Idaho—The Benay Corp. Changed from KIFI.  
 ■ WOIB Saline, Mich.—Lester Broadcasting Co. Changed from WOIA.  
 ■ KVBR Brainerd, Minn.—Greater Minnesota Broadcasting Corp.  
 ■ WRCR Maplewood, Minn.—Ramsey Broadcasting Co. Changed from WGH.  
 ■ WSHC Collierville, Tenn.—Collierville Broadcasting Co.  
 ■ KBLE Seattle—Eastside Broadcasting Co. Changed from KNBX.

##### APPLICATIONS

KPAL Palm Springs, Calif.—CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. Dec. 27.  
 \*WOI Ames, Iowa—Mod. of license to operate from 6 a.m. to LS. CST. on 640 kw with power of 1 kw. Ann. Dec. 31.  
 WDEA Ellsworth, Me.—CP to change hours of operation from daytime to unl. using power of 1 kw, 5 kw-LS, install DA-N. Ann. Dec. 27.

#### New FM stations

##### ACTIONS BY FCC

Fort Myers, Fla.—Fort Myers Broadcasting Co. Granted CP for new FM on 96.9 mc, channel 245, 44 kw. Ant. height above

average terrain 251 feet. P. O. address 2824 Palm Beach Boulevard, Fort Myers. Estimated construction cost \$32,695; first year operating cost \$30,000; revenue \$24,000. Fort Myers Broadcasting is licensee of WINK Fort Myers. Action Dec. 26.

Stuart, Fla.—The Blue Water Broadcasting Co. Granted CP for new FM on 92.7 mc, 3 kw. Ant. height above average terrain 190 feet. P. O. address Drawer 417, Stuart. Estimated construction cost \$13,700; first year operating cost \$5,000; revenue \$6,000. Blue Water is licensee of WSTU Stuart. Action Dec. 26.

Canton, Ga.—Cherokee Broadcasting Inc. Granted CP for new FM on 105.5 mc, channel 228A, 3 kw. Ant. height above average terrain 81 feet. P. O. address Box 1290, Canton. Estimated construction cost \$49,000, first year operating cost \$4,000; revenue \$5,000. Cherokee is licensee of WCHK Canton, Ga. Action Dec. 24.

Sioux Falls, S. D.—Midcontinent Broadcasting Co. Granted CP for new FM on 92.5 mc, 38 kw. Ant. height above average terrain 165 feet. P. O. address Joseph L. Floyd, Phillips at 13th, Sioux Falls. Estimated construction cost \$10,000; first year operating cost \$20,000; revenue \$24,000. Principals: Joseph L. Floyd, N. L. Benton and Edmund R. Ruben (each 33⅓%). Midcontinent owns KELO-AM-TV Sioux Falls and KPLO-TV Reliance, both South Dakota; is applicant for CP of WCWT-TV Wausau, Wis., and license of KDLO-TV Florence, S. D. Action Dec. 27.

Brenham, Tex.—Tom S. Whitehead Inc. Granted CP for new FM on 106.3 mc, channel 292A, 3 kw. Ant. height above average terrain 223 feet. P. O. address Box 730, Brenham. Estimated construction cost \$11,375; first year operating cost \$7,500; revenue \$7,500. Whitehead is owner of KWHI Brenham. Action Dec. 26.

Charleston, W. Va.—Capitol Broadcasting Corp. Granted CP for new FM on 99.9 mc, ch. 260, 8.5 kw. Ant. height above average terrain 430 feet. P. O. address Box 2791, Charleston. Estimated construction cost \$5,500; first year operating cost \$12,000; revenue \$24,000. Principals: E. M. Johnson (80%) and Paul N. Miles & Paul Howard (each 10%). Capitol owns WCAW Charleston. Action Dec. 24.

##### APPLICATIONS

Benton, Ky.—The Purchase Broadcasting Co. 102.3 mc, channel 272, 3 kw. Ant. height above average terrain 124 feet. P. O. address c/o Shelby McCallum, Benton. Estimated construction cost \$13,756; first year operating cost \$4,000; revenue \$6,000. Applicant, whose sole owner is J. Shelby McCallum, is licensee of WCBL Benton. Ann. Dec. 30.

Campbellsville, Ky.—Taylor County Broadcasting Inc. 103.9 mc, channel 280A, 2.34 kw. Ant. height above average terrain 300 feet. P. O. address Box 28, Campbellsville. Estimated construction cost \$15,162; first year operating cost \$7,000; revenue \$8,000. Applicant is licensee of WTCO Campbellsville. Ann. Dec. 26.

Athens, Ohio—Radio Athens Inc. 105.5 mc, channel 288, 3 kw. Ant. height above average terrain 51 feet. P. O. address c/o A. H. Kovlan, Box 527, Athens. Estimated construction cost \$12,343; first year operating cost \$12,000; revenue \$8,500. Applicant is licensee of WATH Athens. Ann. Dec. 26.

Portsmouth, Ohio—WNXT Inc. 99.3 mc, channel 257, .776 kw. Ant. height above

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 Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531





average terrain 535 feet. P. O. address Box 1228, Portsmouth. Estimated construction cost \$18,850; first year operating cost \$12,000; revenue \$16,000. Applicant is licensee of WNXT Portsmouth. Ann. Dec. 27.

## Existing FM stations

### CALL LETTERS ASSIGNED

■ **WLGC(FM)** Los Gatos, Calif.—United Broadcasters.  
■ **WFRL-FM** Freeport, Ill.—Triad Television Corp.  
■ **KBOE-FM** Oskaloosa, Iowa—Oskaloosa Broadcasting Co.  
■ **WLBJ-FM** Bowling Green, Ky.—Bowling Green Broadcasters Inc.  
■ **WHLS-FM** Port Huron, Mich.—Stevens-Wismer Broadcasting Co.  
■ **KROC-FM** Rochester, Minn.—Southern Minnesota Broadcasting Co.  
■ **KSIS-FM** Sedalia, Mo.—Yates Broadcasting Co.  
■ **KBHF(FM)** Bozeman, Mont.—Gallatin Empire Broadcasters.  
■ **WLNH-FM** Laconia, N. H.—WLNH Inc.  
■ **WAGR-FM** Lumberton, N. C.—Southeastern Broadcasting Corp.  
■ **WVPO-FM** Stroudsburg, Pa.—Pocono Broadcasting Inc.  
■ **WMTN-FM** Morristown, Tenn.—East Tennessee Broadcasting Corp.  
■ **WSMT-FM** Sparta, Tenn.—Sparta Broadcasting Inc.  
■ **WDBL-FM** Springfield, Tenn.—Springfield Broadcasting Co.  
■ **KBRO-FM** Bremerton, Wash.—Bremerton Broadcast Co.  
■ **KBLE-FM** Seattle—Eastside Broadcasting Co. Changed from KBLE(FM).

### APPLICATION

**WNYC-FM** New York—CP to change ERP from 18 kw to 4.8 kw, change TPO from 8.3 kw to 6.5 kw, change ant. height above average terrain from 535 feet to 1,264 feet, change ant.-trans. location to Empire State building, New York, install new trans. and new ant. Ann. Dec. 31.

## Ownership changes

### ACTIONS BY FCC

**KBIS** Bakersfield, Calif.—Granted assignment of license from Eastern Electrosonic Industries Corp. to Jack I. Straus, Robert K. Straus and Beatrice S. Levy, trustees of will of Jesse I. Straus, deceased. Consideration is cancellation of debt. Action Dec. 27.

**KRCK** Ridgecrest, Calif.—Granted assignment of license from Victor M. Farel (100%), tr/as Indian Wells Radio, to Unlimited Service Organization, owned by George Padgett (100%). Consideration \$60,000. Mr. Padgett is Ridgecrest businessman. Action Dec. 27.

**KBCC(FM)** San Francisco—Granted assignment of license from Bay FM Broadcasters Inc., owned by F. E. Wilson, to Apollo Broadcasting System Inc., owned by J. T. Trotter (65%), Ronald G. Schmidt (20%) and Joseph L. Brown Jr. (15%). Consideration \$100,000. Mr. Trotter is attorney with wide business interests; Mr. Schmidt is past program director of KODA-FM Houston; Mr. Brown is part owner of record shop; Apollo is licensee of KARO(FM) Houston. Action Dec. 24.

**KBTR** Denver—Granted assignment of license from Empire Broadcasting Inc. to parent firm, Mullins Broadcasting Co. No financial consideration involved. Action Dec. 27.

**WCIU(TV)** Chicago—Granted transfer of control of licensee corporation, Wiegel Broadcasting Co., from D. J. McCarthy (50%) to John Weigel (100% after transfer, 50% before). Consideration \$500. WCIU is still under construction. Action Dec. 27.

**WLPO** LaSalle, Ill.—Granted transfer of control of licensee corporation LaSalle County Broadcasting Corp., from Peter Miller (99.8%) to The Daily Post Co. (99.8%), wholly owned by Mr. Miller. No financial consideration involved. Also see KAWA Waco-Marlin, Tex., grant below. Action Dec. 27.

**KVOL** Lafayette, La.—Granted assignment of license from George H. Thomas (100%), d/b as Evangeline Broadcasting Inc., to James L. Kirk II (80%) and Evan H. Hughes Jr. (20%), tr/as Radio Station KVOL Inc. Consideration \$310,000. Mr. Hughes is KVOL station manager; Mr. Kirk is realtor. Action Dec. 27.

**KPEL** Lafayette, La.—Granted acquisition of positive control of licensee corporation, Radio Lafayette Inc., by Edward L. Francis (presently 42%, after transfer 74%, through

sale of stock by John H. Hicks Jr. (42%). Consideration \$25,000. (Also see KFDM Beaumont, Tex.) Action Dec. 30.

**WTAG** Worcester, Mass.—Granted assignment of license from W.T.A.G. Inc. to parent corporation, Worcester Telegram Publishing Inc. No financial consideration involved. Also see WTAG-FM. Action Dec. 30.

**WTAG-FM** Worcester, Mass.—Granted assignment of license and SCA from WTAG Inc., also licensee of WTAG Worcester, to Radio Fitchburg Inc. 100% owned by Norman Knight. Consideration \$50,000. Mr. Knight owns WEIM Fitchburg, Mass., WTSL Hanover, WTSV-AM-FM Claremont, WHEB-AM-FM Portsmouth and WGIR-AM-FM Manchester, all New Hampshire. Action Dec. 27.

**WCBI-TV** Columbus, Miss.—Granted assignment of license from Birney Imes Jr. (100%) to Columbus Television Inc., wholly owned by Mr. Imes and family. No financial consideration involved. Action Dec. 30.

## ETV fund applications

Following applications for matching federal funds for educational television have been received at Department of Health, Education and Welfare subject to approval of secretary of HEW:

■ **Providence, R. I.**—Rhode Island State Board of Education; for \$172,397 to activate channel 36 at Providence; total project cost \$344,794.

■ **Huntsville, Ala.**—Alabama Educational Television Commission; for \$295,661 to activate channel 44 at Huntsville; total project cost \$392,214.

■ **Mobile, Ala.**—Alabama Educational Television Commission; for \$220,918 to activate channel 42 at Mobile; total project cost \$294,558.

■ **Seattle**—University of Washington; for \$231,770 to expand facilities of \*KCTS-TV Seattle; total project cost \$463,540.

■ **Yakima, Wash.**—School District No. 7; for \$79,277 to expand facilities of \*KYVE-TV Yakima; total project cost \$129,967.

■ **Tacoma, Wash.**—Public schools; for \$110,836 to expand facilities of \*KTPS-TV Tacoma; total project cost \$147,781.

**WWRL** New York—Granted assignment of license from Long Island Broadcasting Corp., owned by William H. Reuman (99%) and Edith Dickscheid (1%), to Richard Goodman (55%), Egmont Sonderling (25%) and Mason A. Loundy (20%). Consideration \$1,825,000. Messrs. Goodman, Sonderling and Loundy also own WOPA-AM-FM Oak Park, Ill., WDIA Memphis, KDIA Oakland and KFOX-AM-FM Long Beach, both California. Action Dec. 30.

**WEEE** Rensselaer, N. Y.—Granted transfer of control of licensee corporation, Fairview Broadcasters Inc., from W. Frank Short (17.5%) to Stanley R. Bookstein (8%) and Max J. Zuckerman (9.5%). Consideration \$35,000. Mr. Bookstein is lawyer, Mr. Zuckerman is certified public accountant. Action Dec. 30.

**WPGF** Burgaw, N. C.—Granted assignment of license from Raymond W. Fields, Oathel B. Hall and William M. Baker (each 33 $\frac{1}{3}$ %), d/b as Pender Broadcasting Co., to Pender Broadcasting Inc., owned by same persons in same percentages. No financial consideration involved. Action Dec. 27.

**WOHO** Toledo, Ohio—Granted transfer of control of licensee corporation, The Ohio Citizens Trust Co., trustee of estate of Sebastian N. Sloan (37.48%), deceased, to Samuel W. Sloan (59.96% after transfer, 22.48% before); transfer is settlement of estate. No financial consideration involved. Action Dec. 27.

**KFDM** Beaumont, Tex.—Granted assignment of license from C. B. Locke (25.18%), D. A. Cannan (20.64%), Howard H. Fry and D. A. Cannan Jr. (each 5.53%) and 21 others, d/b as Beaumont Broadcasting Corp., to John H. (Jr.) and Madelyn Hicks (each 50%), tr/as Radio Beaumont Inc. Consideration \$380,000. Mr. Hicks Jr. owns 50% of KOLE Port Arthur, and WTAW College Station, both Texas, and 42% of KPEL Lafayette, La. (see listing above). Action Dec. 30.

**WTAW** College Station, Tex.—Granted acquisition of positive control of licensee corporation, Radio Bryan Inc., by John H. Hicks Jr. (presently 50% and after transfer 100%) through sale of stock by Edward L. Francis (50%). Consideration \$24,000. See KFDM listing above. Action Dec. 30.

**KOLE** Port Arthur, Tex.—Granted acquisition of positive control of licensee corporation, Radio Southwest Inc., by Edward L. Francis (presently 50% and after transfer 100%), through sale of stock by John H. Hicks Jr. (50%). Consideration \$65,000. See KFDM listing above. Action Dec. 30.

**KAWA** Waco-Marlin, Tex.—Granted transfer of control of licensee corporation, M-L Radio Inc., from LaSalle County Broadcasting Corp. to The Daily Post Co.; both firms are owned by Peter Miller. No financial consideration involved. Also see WLPO LaSalle, Ill., grant above. Action Dec. 27.

**KATI** Casper, Wyo.—Granted transfer of control of licensee corporations, KATI Corp., from Kenneth G. and Misha S. Prather to Patrick H. Meenan (more than 90% after transfer, 37.6% before). Consideration \$40,000. Action Dec. 27.

### APPLICATIONS

**KINY-AM-TV** Juneau, Alaska—Seeks transfer of control of licensee corporation, Juneau Broadcasters Inc., from Elton E. Engstrom, deceased, and other original stockholders, to Elton E. Engstrom Jr. and Allen A. Engstrom, co-executors of estate of Elton E. Engstrom, deceased, et al. No financial consideration involved. Ann. Dec. 30.

**WLET-AM-FM** Tooeva, Ga.—Seeks assignment of license from Virgie E. Craig (100%), tr/as Radio Station WLET, to WLET Inc., owned by H. F. Lawson and R. Gene Cravens (each 50%). Consideration \$90,000. Messrs. Lawson and Cravens each have  $\frac{1}{3}$  interest in WCLC Jamestown, Tenn., which they are presently selling; Mr. Lawson in addition owns WAEW Crossville, Tenn. Ann. Dec. 31.

**KVOX** Moorhead, Minn.—Seeks transfer of control of licensee corporation, KVOX Broadcasting Co., from E. J. McKellar and others to Robert E. Ingstad (100%). Consideration \$165,000. Mr. Ingstad has interest in KEYJ Jamestown, KEYD Oates and KOVC Valley City, all North Dakota; KWAD Wadena, KLOH Pipestone and KBMW Breckenridge, all Minnesota. On grant of KVOX he plans to sell KEYD and KBMW. Ann. Dec. 31.

**WMTW-FM** Mount Washington, N. H., and **WMTW-TV** Poland Spring, Me.—Seek assignment of licenses and SCA from Mount Washington TV Inc. (Maine corporation), owned by John W. Guider and others, to firm of same name (but Delaware corporation) owned by Dolphin Enterprises Inc. (80.5%) and Mr. Guider (19.5%); Dolphin is 100% owned by Jack and Miriam Paar. Consideration \$3,675,000. Mr. Paar is television personality. Ann. Dec. 27.

**WBTC** Uhrichsville, Ohio—Seeks acquisition of positive control of permittee corporation, The Tuscarawas Broadcasting Co., by James Natoli Jr. and Mary C. Natoli (100%) through purchase of stock from Theodore W. and Margaret T. Austin (27.79%). Consideration \$750. Ann. Dec. 30.

**KTFY** Brownfield, Tex.—Seeks assignment of license from Mike A. and Elma R. Barrett, partners d/b as Terry County Broadcasting Co., to Brownfield Radio Inc., owned by Dossie M. Wiggins and Frank Junell (each 40%) and George N. Atkinson Jr. (20%). Consideration \$175,000. Mr. Junell has interest in KNIT Abilene, KBYG Big Spring, KEYE Perryton, KSTB Breckenridge and KILE Galveston, all Texas; D. M. Wiggins

Continued on page 86

# 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, successful. Full responsibility. Northeastern suburban-resort area. Population 400,000. Salary plus percentage of profits. Box P-326, BROADCASTING.

Larger western market TV station requires junior executive, aged 34 to 38, to combine functions of business manager and assistant to station manager. Must have at least five years TV administrative experience and thorough operation knowledge all phases FCC and other laws and regulations applicable to broadcasting. May be light on sales experience but must be heavy on all phases TV operations and programing. Person meeting all qualifications will have promising future. Salary negotiable. Box R-20, BROADCASTING.

Management assistants and trainees needed by leading New England motion picture theatre circuit. Background in radio, public relations, helpful. Send complete resume, requirements: General Manager, Suite 303, 260 Tremont St., Boston, Mass.

### Sales

N.Y.S.—Fine opportunity for experienced salesman—send resume. Box P-244, BROADCASTING.

Young, single salesman. Must be career radio man with definite management visions. A good man's future is definite and secure with this young, powerful, dynamic, multiple market leader. An energetic, promotional salesman can grow with a fast growing operation. Future stock option to a fireball. Rocky Mountain area. Small guarantee, plus commissions, plus auto allowance. Excellent hunting, fishing. Three station market. Where's the men who like a challenge? Box R-35, BROADCASTING.

The man I need is a professional radio salesman with some announcing ability. He is a family man who would enjoy working and living in a small northern New England community. He likes quality radio and takes pride in his profession. He is not a floater and has no serious financial problems. He would fit in a small talented staff and would be capable of selling one of the really good sounds in New England. His relationship with clients is sincere and he will service them as if his job depended upon it, because it will. If you are this man, I would sincerely like to discuss the probability of long term employment with our operation. My need is immediate, but will wait for the right man. Box R-46, BROADCASTING.

Wanted: Campaign crew to sell promotion, or salesman to permanently campaign two markets at 50 percent. Rocky Mountain area. Box R-51, BROADCASTING.

Step up. Graduate to 400,000 metro market. No. 1 for 5 years. No. 1 local and national sales. Call or write Dick Fyles, Commercial sales manager, radio station WLEE, Richmond, Va.

Broadcasting Reps. Calling on Agencies. Selling animated and live action filmed TV commercials. Radio spots—institutional films network calibre—commission exceptional. Contact W. C. Palmer, 1949 Yank Court, Golden (Denver) Colorado.

## Announcers

On your way up? This may be your move. Got gimmicks? Different voices? An inside heckler? Special approach to top 40? Make it interesting and exciting for teens and young adults and we'll do the same for you. Evening show. First phone. If you're the guy—name your price. Top-rated east coast station requires good references, picture, tape and personal resume. Box P-187, BROADCASTING.

Texas kilowatt needs mature, experienced dj for adult programing. If you can sell a commercial and make a record show sound interesting, send air check, resume, and references. All tapes returned. \$100.00 week. Box P-208, BROADCASTING.

Negro announcer experienced for long-established Maryland radio station 1st phone preferred but not mandatory. Car needed. Send resume, references, picture first letter. Hold tapes until we advise. Box P-265, BROADCASTING.

50,000 watt southwestern market station is looking for a top man to take over and build a tough time slot. We are not format or rock, but oriented around good popular music-personality programming. If you are a top-forty man desiring a change from the frantic pace, solid personality, production and news; good voice; 25 to 35 years old; a family man looking for a good market and a good climate to settle in, this is the move you should make. Send tape, resume and salary requirements to Box P-290, BROADCASTING.

Grand opportunity for experienced man to join progressive good music multiple station organization upper midwest. Salary open for right man. Send aircheck, picture, resume. Box P-299, BROADCASTING.

One man for basketball, football play-by-play, news, production, light board shift. Box P-300, BROADCASTING.

\$10,000.00 earnings possible in radio market of quarter million, near Chicago. AM-FM combination needs top flight commercial announcer with outstanding voice quality, authoritative style and excellent references—with play-by-play ability or first class license, and preferably both. Give full details and reply only if qualified. Box R-10, BROADCASTING.

Need good announcer and good announcer-engineer, both with production knowledge. Start the new year right with security, above average pay with growing Texas group. Send complete details first letter. All held in confidence. Box R-14, BROADCASTING.

Young man with a desire to learn . . . a recent Broadcast School graduate or with a year or two experience. Texas station. Send details and tape in first letter. All tapes returned and letters answered. Box R-18, BROADCASTING.

Combo man—first ticket announcer for production work or night shift. No maintenance. Pay would commensurate with experience. Send tape resume and availability immediately. Box R-33, BROADCASTING.

Expanding Florida east coast station, needs salesman, program director, announcer-newsman. Air-mail tape resume and salary needs. Box R-37, BROADCASTING.

Announcer mature voice needed for top beautiful music station in upstate New York. Minimum talk. Excellent opportunity for right man. All benefits. Send resume and tape to Box R-61, BROADCASTING.

Experienced announcer for middle of road format. KBRZ, Freeport, Texas.

## Announcers—(Cont'd)

Opportunity married staff announcer. Outline experience. KFRO, Longview, Texas.

Immediate opening for morning dj. Adult music kilowatt. Market over 50,000, plus 18,000 Purdue students. Send tape and resume, including salary requirements to Dick Lingle, WASK radio, Lafayette, Indiana.

Announcer and/or newsman—WCLO, Janesville, Wisconsin is now accepting audition tapes for opening. Send background information and tapes to: Capps Sutherland, Program Director, WCLO, Janesville, Wis.

Metropolitan Detroit station wants experienced dependable air personality. Send tape and resume to WERB Box 2164, Livonia, Mich.

Need experienced announcer-salesman for middle of road format. Real opportunity for young man in small market desiring move to larger market and learn management. Send tape and experience to Charles F. Bowman, WJBY, Gadsden, Ala.

Needed immediately (2) first phone combo. Good voice and delivery. No maintenance, must have car. Call Mr. Eyre, WTOR, Torrington, Conn. 203-489-4181.

Shorty King, General Manager WWDS, Everett, Pennsylvania needs salesman-announcer 3rd phone, not an order taker, you must sell. Salary plus commission. Rush tape & letter.

It's a fact—First phone announcers earn more money! Secure your future with an FCC First Class License. Five weeks in beautiful, warm and sunny Florida. And now, in addition to REI's famous five (5) week first phone course—now third phone, plus broadcast endorsement by correspondence. Only \$16.00. Same famous guarantees the residence course. License or complete refund. Radio Engineering Institute of Florida, Inc., 135 N. Pineapple Avenue, Sarasota, Fla.

Experienced first ticket announcer with bright mature delivery. No maintenance required successful good music independent. Write P.O.B. 203, Eau Claire, Wis.

Musicologist? If you have an academic background in music, are thoroughly familiar with the classics, in addition to on-the-air experience, and desires a position with the 100 kw FM stereo operation in one of the Nation's fastest growing metropolitan areas, rush tape and resume to T. Churchill, 329 North Third Avenue, Phoenix, Arizona. 85003.

## Technical

Wanted engineer with or without announcing ability for Massachusetts station. Box P-247, BROADCASTING.

Chief engineer—opening January 1964. Midwest 5 kw directional. Good pay and benefits to mature technician willing to assume departmental responsibility. State requirements and references. Box P-252, BROADCASTING.

Group operation has opening for chief engineer also capable handling limited air work. Full maintenance of fulltime non-directional plus general supervision of nearby affiliate. Excellent plants and equipment. Salary open. Send full particulars, tape and recent photo. Immediate acknowledgement. Box R-28, BROADCASTING.



## Technical—(Cont'd)

Immediate position open for Chief engineer radio stations WQMR/WGAY-FM, Washington, D. C. Only aggressive, qualified engineer capable of assuming responsibility need apply. References and background will be thoroughly checked. Address application to Ted Dorf, Station Manager, WQMR, Washington 16, D. C.

Immediate opening for chief engineer for small market 5 kw daytimer. Call James Childress, 586-2221, Sylva, North Carolina.

State of Nevada—communications specialist—\$787-\$959. B.S. degree in electrical engineering plus 5 years experience in planning and/or administering two way radio communications systems or the equivalent. Possession of a valid second or first class radio telephone operator's license is also required. Career appointment—excellent fringe benefits including retirement plan—paid sick and vacation leave—group insurance. Apply Personnel Division, Carson City, Nevada.

## Production—Programing, Others

Need both experienced news director and dj. Want mature voices. Good pay. Send tape, resume to Box N-185, BROADCASTING.

Experienced program director, metropolitan New England adult radio station. Broad local news and community service coverage. Write Box R-24, BROADCASTING.

Newsman, local news; gathering, writing, editing and airing. Long established network station central Florida. Pleasant working, living conditions. Good salary. Send tape and resume Box R-38, BROADCASTING.

Wanted: Sharp gal to run office, net affiliate, Southwestern Wyoming. Air work if desired and qualified. Salary open. Airmail experience, personal particulars, and photo. Replies strictly confidential and will all be answered. Box R-52, BROADCASTING.

Sports director, some sales, and board duties. Excellent play-by-play opportunity. Send tape, resume to KHAS Radio, Hastings, Nebraska.

Newsman wanted immediately for local news. Good salary. Contact C. L. Riley, phone office 796-7684, home 796-8732, WBRW, Big Rapids, Mich.

News Director for small market. One man news staff. Must have some experience. Contact Station Manager at WDLC in Port Jervis, New York.

Need program director to take inside operation. Some announcing, programing, management. Prefer someone from smaller market interested in advancement and opportunity. Send tape and resume to Charles F. Bowman, WJBY, Gadsden, Ala.

Newsman—Wgic, am dial 1500, Xenia, O. Write or call Dick Moran, Gen. Mgr., Don't call collect.

News director to take charge of established local news bureau at 5000 watt Eastern regional station. Must be experienced, aggressive radio journalist. \$115 to start, plus fringe benefits. Call 215-696-3690.

## RADIO

### Situations Wanted—Management

Qualified to manage. Eight years experience in am and fm. References, New York State only. Box P-76, BROADCASTING.

\$15,000 buys veteran of 15 years combo general manager-sales manager-chief engineer with around-the-clock dedication to your growth. Prefer northeast or Florida. Box P-235, BROADCASTING.

First phone man: Experienced in management, sales, copy, production, programing, news, music, c&w, top-40, popular, metropolitan, farm, top audience rating. Present income \$750.00 per month plus. Prefer medium or small market. Will consider buying into a station. Family man, 45, sober, dependable. Box P-250, BROADCASTING.

## Management—(Cont'd)

Top flight veteran manager strong on sales, promotion, programing, economical operation. Former general manager, VP station group including TV. Sold own station, retired to Fort Worth. Now desires active station management where ability and experience comes first, age second. Modest salary and expenses to augment other income. Prefer Southwest. Box R-11, BROADCASTING.

This is an honest effort to find general management position in good area. Completely experienced in all phases . . . especially sales. Box R-17, BROADCASTING.

Middle Atlantic States—Manager or Assistant manager. Presently operations manager. Experience all phases. Ten years experience. University degree in field. Box R-21, BROADCASTING.

Veteran broadcaster, 7 years experience all phases, seeking managerial position. Reliable, hard worker. Excellent references. All replies answered in confidence. Box R-34, BROADCASTING.

Major market personality desires switch to management. Happy financially, but want more productive future. Age thirty. Ten years radio. Sales and program management background. Ability, creativeness, ambition. Let's talk. Box R-42, BROADCASTING.

Manager—12 years radio, 2 years small TV and agency. Ideas to produce profits any situation. Available January. Manager, 1032 Albany, Los Angeles, 90015 DU 6-9068. Will travel.

## Announcers

San Francisco first phone personality available. Interested? Box N-45, BROADCASTING.

Sports announcer looking for sports minded station, finest of references. Box P-74, BROADCASTING.

Short on experience, long on talent, top 40. Box P-327, BROADCASTING.

I'm a programmer and I'd like to make a big winner of your medium market station through sharp, sellable format programing. My story is interesting. Box P-306, BROADCASTING.

Experienced 1st phone, 23 married, wants jock position with modern format station. Tape and resume ready. Prefer Midwest, but job more important than location. All replies answered. Box R-3, BROADCASTING.

10 years experience—P. D., play-by-play and sales. College graduate, excellent character. Employed. Southeast. Box R-4, BROADCASTING.

\$140 brings you man who knows sports/excellent play-by-play. Box R-5, BROADCASTING.

Experienced young announcer available February for position with good music station in East. Good voice, tight board, production, warm personality. Will fit well into any time segment, but prefers nighttime. Some college. Dependable. For tape, photo, resume, write Box R-7 BROADCASTING.

Feminine style's. Best on the dial. Idea girl great. Hire me, Don't wait Box R-8 BROADCASTING.

Radio and/or TV news, sports, all music, copy writer. 1st phone. 9 years exp. Box R-9, BROADCASTING.

Top 40, D. J., with first phone. Fast pace and good voice available now! Willing to work anywhere. Let me hear from you! Box R-13, BROADCASTING.

Announcer/newsman, experienced. Some college, third ticket, married. Seeking opportunity with station operated by religious group or organization. Box R-22, BROADCASTING.

Swinging personality authoritative news caster, family man, dj-sports caster. Dependable. Box R-23, BROADCASTING.

## Announcers—(Cont'd)

Young experienced announcer with news and sports experience available immediately. Box R-26, BROADCASTING.

1 young announcer and 1 young announcer-salesman looking for decent job with decent organization. Both employed now but wish opportunity to learn. Box R-27, BROADCASTING.

Young California first phone announcer desires start with West-coast station. Box R-30, BROADCASTING.

Attention Michigan, Ohio, Pennsylvania—first phone, top 40 dj wants to return to air. Presently in production. Box P-31, BROADCASTING.

Announcer—wants announcing-sales or full time sales. College, excellent references. Prefer Florida, Southwest or West Coast. Box R-39, BROADCASTING.

Here's a winner, reliable experienced, college voice that's different, working top rated medium market top 40, wants middle road or light top forty. Box R-49, BROADCASTING.

Young man 23, married. College. Trained in radio, TV news, d-j, sportscasting, etc, with some broadcasting experience wishes to begin commercial broadcasting in small market. Box R-50, BROADCASTING.

D. J. announcer. Bright personality. Experience tight board. Authoritative newscaster. Wants to settle very much. Not a floater or prima donna. Box R-53, BROADCASTING.

Announcer, 1st phone. Heavy writing, production background; humorous, authoritative style. Married, four brats. No floater; possibly a bit of a prima donna. Box R-54, BROADCASTING.

Experienced dj/announcer—bright air personality tight board & production. Auth. newscast, married. Want to settle permanently—Air check & background on request. Box R-55, BROADCASTING.

Announcer-dj—authoritative newscaster, dependable tight board operator. Very cooperative. Fine references. Versatile. Handle any format. Bright personality. Box R-56, BROADCASTING.

Experienced dj/announcer wants job East coast. Write for tape, resume. Box R-57, BROADCASTING.

Announcer/dj experienced, mature looking for the right station. Resume tape available. Box R-58, BROADCASTING.

Bright dj personality/announcer. Family man, dependable. Not a prima donna or floater. Box R-59, BROADCASTING.

First phone radio-TV announcer, newswriter, 35, married, two children. Box R-63, BROADCASTING.

First phone—recent technical school graduate, 29, three years experience c&w dj, newscaster, and p.d. Available immediately. State salary. Bill Lamm, R.R. #6, Tazewell, Tenn.

Attention small to medium markets. Announcer, married, young, ambitious, limited experience but a hard worker. References, willing to travel. Call—401-467-4888. After 5 p.m.

Attention Florida or southwestern states. DJ-announcer, presently in midwest medium AM-TV available January 20th. Prefer top-forty or bright format berth. DJ four years, TV announcer 1 year. Phone: Nick Moran, 47457 or write WKBH, La Crosse, Wisc.

## Technical

Job in Phoenix area. Any electronics work. Nine years am broadcast experience. Over six and presently chief. Other experience. Box R-6, BROADCASTING.

Have first phone license, ten years electronics experience. No broadcasting experience, but capable of learning. Prefer location in southeastern United States. Box R-25, BROADCASTING.

## Technical—(Cont'd)

Chief engineer seeking better position. Maintenance only. Mature, married. Box R-41, BROADCASTING.

Chief engineer, 10 years experience transmitter and studio maintenance, radio. Want to relocate will consider all offers. Box R-60, BROADCASTING.

Short on experience, long on ability! Newly acquired 1st phone. College, trade school. Prefer NW or Alaska. Mature, married, John Struthers, 2303 Bideawee Dr., Huntsville, Alabama.

## Production Programming & Others

Experienced, authoritative sportscaster desires relocation, college graduate, complete sports background (player-coach-play-by-play), strong on sports knowledge, smooth, lively delivery, extensive radio experience (all phases), tape, resume, references. Desire midwest. Box P-258, BROADCASTING.

Newscaster/interviewer/talks programs. Interested only in permanent position with future. 2 years experience, College degree radio speech. Box R-16 BROADCASTING.

Seventeen years, radio-TV announcing veteran, seeks opportunity in production management. Box R-36, BROADCASTING.

Male copywriter and/or straight staff announcer. Agency and radio station background. Authoritative voice. Quality copy. Excellent references. Currently employed, Box R-43, BROADCASTING.

Program director of top station in top thirty markets seeking like position in larger market. All replies held strictly confidential. Box R-45, BROADCASTING.

## TELEVISION

### Help Wanted—Announcers

Announcer with interest in on-the-air television commercial work for midwest multiple ownership operation. Send resume, tape and picture along with salary requirements to Box P-333, BROADCASTING.

Top announcer needed. Possibility of some live, some directing, but main emphasis is on ability to interpret copy well. TV experience helpful but not required. If you think your voice and delivery is top caliber, send an audio tape, resume and photo to R. H. Anderson, KVOS-TV, Bellingham, Wash.

### Technical

We are looking for an engineer with minimum of three years TV maintenance experience who desires to work up to assistant chief's position. Begin by doing full time maintenance work and advance as ability is proven. Medium midwest market, NBC affiliate, multiple ownership. Box R-44, BROADCASTING.

First Class engineer for TV master control video and audio switching. Contact E. M. Tink, Vice Pres. Engineering, KWWL-TV Waterloo, Iowa.

Studio operator with 1st class license needed immediately. Contact Mr. Joe Gill, Chief Engineer, WIS-TV, Columbia, S. C.

Two technicians first phone and tv control operator, maintenance and VTR experience required. Contact R. A. Punzo, WRGB Schenectady, New York.

Radio-TV engineer experienced in all phases of FM-TV studio-transmitter operations and maintenance. Technical school graduate with 1st class 'Phone license'. Salary \$6970 to \$8580. Applicants should submit resume with request for application to: Mr. Albert Schiff, Personnel Department, Detroit Public Schools, 5037 Woodward Ave., Detroit 2, Mich. Personal interview will be required. Closing date for applications will be January 15, 1964.

Excellent opportunity for versatile and personable engineer to be part of a team in training students and building new broadcast facility. Approximately 6,000 for ten month year. Rush background to TV-Radio Department, Ithica College, Ithica, New York.

## Production—Programing, Others

Production manager—performer. Leading VHF in Southeast has opening for top flight production man with proven creative abilities and thorough knowledge of production techniques. Prefer man who is versatile performer in his own right and who can assume top rated, personality type weather show performing along with administrative responsibilities. All replies strictly confidential. Box P-272, BROADCASTING.

Writer-producer for university educational radio-television stations. Master's degree required. Position includes teaching basic radio-tv courses. Film and promotion experience desirable. Must have demonstrated ability to write and produce both radio-tv programs. Send resume of education and experience in first letter to Box R-29, BROADCASTING. All qualified applicants will receive consideration without regard to race, creed, color or national origin.

Art director wanted for leading New York state VHF. Experience all phases TV art necessary. Send resume photo & art samples. Box R-62, BROADCASTING.

## TELEVISION

### Situations Wanted—Management

Ramrod. Operations. Thoroughly experienced. Not a faker. Immediate. \$750 firm. Box P-285, BROADCASTING.

### Production Programing & Others

TV Production director and motion picture director wishes to return to Rocky Mountains; will consider Pacific coast. Film and television degree. Industry references. Box R-48, BROADCASTING.

## WANTED TO BUY

### Equipment

Wanted: 2 RCA TP-16 film projectors or equivalent—used. Good working order. Also interested in other professional tv equipment. Send details to Box P-237, BROADCASTING.

Wanted—used 50 kw AM transmitter. Please supply all information to Box R-1, BROADCASTING.

Wanted: Complete used Automated equipment for radio station. Schaffer, A.T.C. etc. Box N-271, BROADCASTING.

GE XT-1A 1 kw am transmitter, Robinson turntables, Rust remote control equipment, 4X500F tubes, Wollensack T-1500 tape recorders, state condition and price. Box P-50, BROADCASTING.

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.

Wanted-records—Folkas, organ, band. Must be in good condition. Box R-40, BROADCASTING.

Good condition camera, Auricon 16 millimeter, single sound outfit complete. Interested in 400 foot conversion but will consider 100 foot Cine voice. What have you? George McClanathan, Director of engineering, KPHO, 631 North First Ave., Phoenix, Arizona.

## FOR SALE

### Equipment

Two (2) Stancil-Hoffman minitape M-9 portable tape recorders, with battery chargers and carrying case. Less than two months old. Write Box L-170, BROADCASTING.

GE, TT-24, UHF, 100 w transmitter. Write Box P-304, BROADCASTING.

Three (3) Blaw-Knox 200 ft. self-supporting towers galv. in excellent condition. P. O. B. 575, Vidalia, Georgia.

## FOR SALE—Equipment—(Cont'd)

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.

Television/radio transmitters, cameras, microwave, tubes, audio, monitors. Electrofind, 40 Columbus Ave., N.Y.C.

(12) Twelve-200 foot self supporting radio towers—very reasonable. Inquire: P. O. Box #133, Woodbridge, N. J. or call 634-9042. Area code 201.

Xmission Line; Teflon insulated, 1 1/4" rigid, 51.5 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.

Commercial crystals and new or replacement crystals to RCA, Gates, W. E. Bliley and J-K holders, regrounding, 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.

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, Electra-Temp, Co., Box 6111, San Diego 6, Calif.

Magnecord tape recorder PT-6V, single track in good condition \$125. WELC. Welch, W. Va.

Fir Sale: 3 Collins ATC-P-190 cartridge play back units. Good working condition. Two with new Bodine synchronous motors. \$600.00 for all three units. WBUY Radio, Lexington, N. C.

For sale: 2 R-4 Stancil Hoffman tape recorders in good operating condition. Complete with spare head, motors, etc. \$250.00 each. 3 RCA BQ-2A 16" 3 speed turntables with Grey arms and equalizers, \$150 each. 1 Gates ST-101 Spot recorder, \$400.00. Contact W. E. Marcy, 4007 Bellaire Blvd., Houston, Texas. Phone MA 3-4896.

## 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.

168 hours—A complete summary of the week in review, accenting the major stories of the past 168 hours. A perfect 15 minute program, spiced 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.

"Broadcast Comedy" a free publication available to disc jockeys doing light comedy. Write, including call letters—Show-Biz Comedy Service (Dept. BC) 65 Parkway Court, Brooklyn, N. Y. 11235

Attention radio stations. "Will represent you in N. Y. City, visiting radio stations for business. Thirty-five years experience. My charge is \$15 per hour. Box R-32, BROADCASTING.

Attention Stations: Special news programs. Coverage of the National Security Seminar. Jan. 13-24. Interviews with military leaders on the status of the country, following the recent death of President Kennedy. Also pre-convention reports on the Democratic National Convention available. Write Box R-12, BROADCASTING.



### Miscellaneous—(Cont'd)

Complete repair and reconditioning of all makes of cartridge tape equipment. X Loan Units Available. Broadcast Products Co., Box 324, Kensington, Maryland.

### BUSINESS OPPORTUNITY

Highly experienced and successful large-market operator wishes to contact persons interested in forming investment group to acquire broadcast properties. Box P-309, 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. 3-K, Grantham Schools, 3123 Gillham Road, Kansas City, Missouri.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 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. Next class January 13.

Save time! Save money! Come to beautiful, warm and sunny Florida and get your FCC first class license in just five (5) weeks! Full resident tuition only \$295.00. License or complete refund. Free placement. Radio Engineering Institute of Florida, Inc., 135 N. Pineapple Ave., Sarasota, Florida.

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 January 8, March 11, May 13. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Special accelerated first phone preparation available at Los Angeles Division of Grantham Schools. New classes begin January 13, March 16, and May 18. Lab training and advanced electronics available after first phone course, to those who wish to continue. For free brochure, write: Dept. 3-B, Grantham Schools, 1505 N. Western Ave., Los Angeles, Calif. 90027

### INSTRUCTIONS—(Cont'd)

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.

1st ticket class . . . 6 week course resident, or correspondence. Live and study in Denver, Colorado. The greatest! Write for bulletin. Next resident class starts January 13. Signal Broadcasting, 431 W. Colfax, Denver, Colorado, 80204. Also announcing, station operations course and TV production.

America's pioneer. 1st in broadcasting since 1934. National Academy of Broadcasting, 814 H St. NW, Washington 1, D. C.

FCC License in six weeks. Total cost \$300.00, radar endorsement included. Resident class only. Your opportunity in Space City. Houston Institute of Electronics, 652 M and M Building, Houston, Texas. Next class January 13th.

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.

### RADIO

#### Help Wanted—Sales

#### Major TV Film Co.

Wants Salesman for Midwest

If you live in the area, are young and free to travel, and have good knowledge of the Television industry, you may be our man, Rep. Salesmen, Agency men and station salesmen invited to apply. Good commissions, liberal draw, travel expenses and fine product to sell. We need outstanding man who will work hard for big money.

Contact Dick Woolen, Conrad Hilton Hotel, Chicago this week . . . January 7, 8 or 9.

#### Help Wanted—Announcers

#### WANTED! MORNING MAN

Outstanding morning man for top ten market needed by large multiple-owner. Ideal working and living conditions. Great opportunity with 5 figure salary to start. RUSH tape, resume and all pertinent information in confidence to Box P-277, BROADCASTING.

TOP  
MAN  
FOR  
TOP  
CITY

### Announcers—(Cont'd)

#### RADIO PERSONALITY TEST

Score 10 points for each affirmative answer:

- Do you have at least five years experience?
- Are you 25 to 35 years old?
- Do you have a vital, commanding voice?
- Do you have both a news and disc jockey background?
- Can you combine tight, exciting production with middle-of-the-road music?
- Are you a better than average writer and producer?
- Are you dependable?
- Are you creative?
- Do you conduct intelligent, probing interviews?
- Are you available immediately?

If your score (honest) is 80 or more, one of Los Angeles' leading 50,000 watt radio stations is looking for you. Send an audition tape, snapshot, and background to (Box R-47, BROADCASTING). Material is confidential but will not be returned.

#### NEWSMAN 50 KW IN MAJOR EASTERN MARKET IS ACCEPTING APPLICATIONS

For news writer-announcer. Send tape resume, examples of writing, picture and salary requirements. Box R-19, BROADCASTING

#### Situations Wanted—Management

#### Full-time Consultant

Management, promotion or sales. A broadcaster since high school days with over 33 years of continued experience in sales, management and ownership. Family man with a successful track record.

Box R-2, BROADCASTING

### MISCELLANEOUS

Colorful Combination Radio Market Sheets and Coverage Maps. For further FREE information, please write on your station letter head to:

STEVENS & ASSOCIATES  
Division of Eveready Advertising  
1817 Broadway, Nashville, Tennessee, 37203

#### ATTENTION

We would like to locate present whereabouts of (Ed) E. T. Martin, former sales executive in Milwaukee and Selma, Alabama; or F. D. White formerly of Birmingham. Important. Please call collect, Joe Walters, WLTV, Bowling Green, Ky. 842-9471.

## INSTRUCTIONS

### EMERSON COLLEGE

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.

EMERSON COLLEGE  
303 Berkeley St., Boston 16

RADIO  
TV  
SPEECH  
THEATRE

### SELECTED ANNOUNCERS AVAILABLE

Trained, reliable men and women, graduates of the Detroit School of Announcing and Speech are interested in acquiring experience. Complete information including audition tapes sent on request. Let us help you find the right person for your staff. There is no charge for this service. Write

#### DETROIT SCHOOL OF ANNOUNCING AND SPEECH

15909 Hartwell  
Detroit 27, Michigan

### FOR SALE—Stations

#### RACE STATION

Highly successful non-competitive money making daytimer in operation 8 years in Middle South Metropolitan market of 280,000—new equipment and facilities—selling for personal reasons. Principals with cash resources inquire to:

Box P-268, BROADCASTING

#### UNUSUAL OPPORTUNITY

SOUTHEAST'S MOST FABULOUS METRO GROWTH MARKET OF 225,000

Country—Western Dream  
About once in 10 years an opportunity like this presents itself.

For authentic legal reasons—after 10 years of highly successful operation—this fine full-time 5 KW Day, 1 KW Night facility at Jackson, Miss., must be sold.

Only one station in this market has changed hands in 15 years. Excluding Florida, this is the most solid growth area in the Southeast—not just population, but retail sales, construction, bank deposits, etc.

All equipment, buildings, in excellent condition. Transmitter site is only small part of valuable industrial tract owned by company. Country-Western top forty market wide open—begging. Substantial principals with cash resources inquire to

JOHN McLENDON  
NI-MAC BROADCASTING CO.  
Box 197, Jackson, Miss.  
601-948-1617

Continued from page 81

has interest in KEYE, KSTB, KBYG and KILE; Mr. Atkinson has interest in KILE. Ann. Dec. 27.

### Hearing cases

#### INITIAL DECISIONS

■ Hearing Examiner Isadore A. Honig issued initial decision looking toward granting application of Delaware Valley Broadcasting Co. insofar as it requests increased daytime power of WAAT Trenton, N. J., on 1300 kc, from 250 w to 5 kw, DA, conditioned that presunrise operation is precluded pending final decision in Doc. 14419, but denying waiver of Sect. 3.28(d)(3) of rules and portion of application seeking authority to operate nighttime, with 5 kw, DA. Action Dec. 31.

■ Hearing Examiner H. Gifford Irion issued initial decision looking toward granting application of South Florida Television Corp. for new TV on channel 10 in Miami and denying application of L. B. Wilson Inc. for renewal of license of WLBW-TV on that channel, and denying two other applications also competing for same channel—Civic Television Inc. and Miami Television Corp. Action Dec. 27.

■ Hearing Examiner Walther W. Guenther issued initial decision looking toward granting application of Triangle Publications Inc. to change trans. location of WNHC-TV (ch. 8) New Haven, Conn., from Gaylord Mountain, near Hamden, to about 3.7 miles north-east of Meriden on Mount Higby, install

### FOR SALE—Stations—(Cont'd)

**FORCED SALE!**  
**MAJOR MARKET—Midwest**  
**Under \$150,000**  
**(\$35,000 down)**  
Box R-15, BROADCASTING

#### 5 KW MAJOR MARKET Mid-East Daytimer

50% ownership for sale, option to purchase other half, you manage and operate. Present owner has other interests. Your investment to be used entirely for working capital.

Box P-308, 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

FAR WEST. Fulltime. Priced at \$75,000. Terms.  
NEW ENGLAND. Exclusive. Priced at \$85,000. Terms.  
SOUTHWEST. Exclusive. Priced at \$150,000. Terms.

**JACK L. STOLL & ASSOCS.**  
**6381 Hollywood Blvd.**  
**Los Angeles 28, California**

Fla.	coast	daytime	\$ 50M	terms
Maine	single	daytime	140M	29%
N. Y.	single	daytime	125M	36M
Ala.	medium	fulltime	110M	cash
West	Top 50	fulltime	1,000M	29%

buying and selling, check with  
**✓ CHAPMAN COMPANY INC**  
2045 PEACHTREE RD., ATLANTA, GA. 30309

DA system and increase ant. height from 720 to 780 feet. Action Dec. 26.

### DESIGNATED FOR HEARING

Ultravision Broadcasting Co., WEBR Inc., Buffalo—Designated for consolidated hearing applications for new TV stations on channel 29. Action Dec. 27.

#### OTHER ACTIONS

■ By memorandum opinion and order, commission (1) denied petitions by Jefferson Radio Inc. for reconsideration and stay of commission's decision denying application of Jefferson Radio Co. for license to cover CP of WIXI Irondale, Ala., and ordering station to cease broadcasting on Jan 1, 1964, and (2) dismissed application for assignment of CP of WIXI to Jefferson Radio Inc. Commission stated petitioner, as potential assignee, had no standing to require commission to hold hearing on terminated CP. Action Dec. 30.

■ On request by National Association of Broadcasters, commission postponed from Feb. 13 to March 12, 1964, oral argument concerning proposed new program service statement for commercial TV applicants. Action Dec. 27.

■ By order, commission dismissed petition by Simon Geller for acceptance into record of corrective amendments to application for new AM in Gloucester, Mass., which application was denied by Review Board on July 15. Same request was refused by commission on Nov. 14 when it denied Geller's application for review of July 15 decision. Action Dec. 27.

■ By order, commission dismissed late filed petition by Beamon Advertising Inc. for deletion or clarification of issues added by Review Board in proceeding on Beamon's application for new AM in Daingerfield, Tex. Action Dec. 27.

■ Commission scheduled following proceedings for oral argument on Feb. 13, 1964: AM applications of Kent-Ravenna Broadcasting Co., Kent; Joseph P. Wardlaw Jr., Canton, and Portage County Broadcasting Corp., Kent-Ravenna, all Ohio; and applications of Howard W. Davis, tr/as The Walmac Co., for renewal of licenses of KMAC and KISS(FM), both San Antonio, Tex., rescheduled from Jan. 13. Action Dec. 27.

■ By order, on own motion, extended time from Jan. 1 to Jan 3, 1964, for W. D. Frink, tr/as Jefferson Radio Co., to cease operation of WIXI Irondale, Ala. This was done to enable Court of Appeals to, on Jan. 2, hear petition for stay filed by Jefferson Radio Inc. Action Dec. 21.

### Routine roundup

#### ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order, denied petition by Boardman Broadcasting Inc. to enlarge issues and motion to dismiss applications of Daniel Enterprises Inc. in proceeding on applications for new AM stations in Boardman and Warren, respectively, both Ohio. Action Dec. 27.

■ By order, in proceeding on applications of Piedmont Broadcasting Co., for new AM in Travelers Rest, S. C., and Hentron Broadcasting Co. and The Mountaineire Corp. for new stations in Hendersonville, N. C., held in abeyance ruling on joint petition by Hentron and The Mountaineire for approval of agreement whereby Hentron would withdraw application in consideration of \$2,000 as partial reimbursement of expenses incurred, pending receipt within 30 days of affidavits by Hentron, Piedmont and James B. Childress (WKJK), Granite Falls, N. C. (party respondent), concerning consideration promised or received in compliance with Sec. 1.525(c) of rules. Action Dec. 27.

■ Granted petition by Valparaiso Broadcasting Co. to extend to Dec. 26 time to file brief in support of exceptions to initial decision in proceeding on application and that of Porter County Broadcasting Co. for new AM stations in Valparaiso, Ind. Action Dec. 27.

■ By memorandum opinion and order, denied petition by North Alabama Broadcasting Co. (WHOS), Decatur, Ala., to enlarge issues in proceeding on AM application of Arthur D. Smith Jr. (WMTS), Murfreesboro, Tenn. Action Dec. 26.

■ Granted petition by Southern Radio and Television Co. to extend time to January 6, 1964, to file replies to exceptions in proceeding on application for new AM in Lehigh Acres, and that of Robert Hecksher



to increase nighttime power of WMYR Fort Myers, both Florida. Action Dec. 26.

■ Granted motion by TVue Associates Inc. to extend time to Jan. 10, 1964, to file reply to oppositions to motion to modify, delete and enlarge issues, in Houston TV channel 23 proceeding. Action Dec. 26.

#### ACTIONS ON MOTIONS

By the Office of Opinions and Review

■ Granted motion by Philco Corp. and Philco Broadcasting Co. to extend time to Jan. 13, 1964, to file replies to exceptions and supporting briefs to initial decision in proceeding on NBC-RKO broadcast transfers and related applications in Doc. 13085 et al. Action Dec. 27.

By Chief Hearing Examiner James D. Cunningham

■ Granted petition by Victoria Television to continue Jan. 6 prehearing conference to Jan. 13, 1964, in proceeding on application and that of Guadalupe Valley Telecasting Inc. for new TV stations on channel 19 in Victoria, Tex. Action Dec. 27.

■ Designated Examiner Thomas H. Donahue to preside at hearing in proceeding on application of Franklin Broadcasting Co. to transfer control of WLOD Inc. (WLOD), Pompano Beach, Fla., to William F. Johns Sr. and William F. Johns Jr.; scheduled prehearing conference for Jan. 31, and hearing for Feb. 24, 1964. Action Dec. 26.

By Hearing Examiner Thomas H. Donahue

■ Pursuant to agreements reached at Dec. 13 further prehearing conference in proceeding on applications of Boardman Broadcasting Inc. and Daniel Enterprises Inc. for new AM stations in Boardman and Warren, respectively, both Ohio, in Docs. 15190-1, made certain procedural changes and scheduled hearing for Feb. 3, 1964; and by separate order, dismissed as moot petition by Norristown Broadcasting Inc. (WNAR), Norristown, Pa., for continuance of certain procedural dates. Action Dec. 20.

By Hearing Examiner Walther W. Guenther

■ On own motion and with consent of parties, scheduled further hearing for Feb. 17, 1964, in proceeding on AM applications of Abacoa Radio Corp. (WRAI), Rio Piedras (San Juan), and Mid-Ocean Broadcasting Corp., San Juan, both Puerto Rico. Action Dec. 23.

By Hearing Examiner Isadore A. Honig

■ Issued memorandum formalizing certain rulings made at Dec. 23 hearing in proceeding on AM application of LaFollette Broadcasting Inc. (WLAF), LaFollette, Tenn., and (1) held in default respondent party Whitley County Broadcasting Inc. (WEZJ), Williamsburg, Ky., and (2) relieved applicant and Broadcast Bureau from any obligation to serve on Whitley any post-hearing pleadings (proposed findings, replies, extension motions, etc.) that may hereinafter be filed by either in proceeding. Action Dec. 23.

By Hearing Examiner H. Gifford Irion

■ Granted motion by D and E Broadcasting Co. to correct transcript in proceeding on application and that of Great State Broadcasters Inc. for new AM stations in San Antonio, Tex. Action Dec. 27.

By Hearing Examiner Sol Schildhouse

■ On own motion, rescheduled Jan. 3 further prehearing conference for Jan. 7, 1964, in proceeding on applications of TVue Associates Inc. and United Artists Broadcasting Inc. for new TV stations on channel 23 in Houston. Action Dec. 24.

■ Granted request by Mid-Carolina Broadcasting Co. (WSAT), Salisbury, N. C., to extend time from Dec. 23 to Jan. 7, 1964, to file proposed findings in proceeding on AM application of Central Broadcasting Co. (WCGC), Belmont, N. C. Action Dec. 23.

By Hearing Examiner Herbert Sharfman

■ Granted motion by Coastal Broadcasters Inc., Herndon, Va., and corrected transcript as proposed, with one exception, in proceeding on AM application, et al. Action Dec. 20.

## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Dec. 30

	Lic.	ON AIR	CP's	NOT ON AIR	TOTAL APPLICATIONS
				CP's	for new stations
AM	3,855	66	66	124	284
FM	1,115	20	20	105	241
TV	522 <sup>1</sup>	57	57	83	121

## OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Dec. 30

	VHF	UHF	TOTAL
			TV
Commercial	476	89 <sup>2</sup>	565 <sup>1</sup>
Noncommercial	53	29	82

## COMMERCIAL STATION BOXSCORE

Compiled by FCC, Nov. 30

	AM	FM	TV
Licensed (all on air)	3,850	1,113	522 <sup>1</sup>
CP's on air (new stations)	71	22	57
CP's not on air (new stations)	114	89	80
Total authorized stations	4,035	1,224	659 <sup>2</sup>
Applications for new stations (not in hearing)	172	215	65
Applications for new stations (in hearing)	117	11	57
Total applications for new stations	289	226	122
Applications for major changes (not in hearing)	215	60	40
Applications for major changes (in hearing)	48	2	9
Total applications for major changes	263	62	49
Licenses deleted	0	0	0
CP's deleted	1	3	0

<sup>1</sup>Does not include seven licensed stations off air.

<sup>2</sup>Includes three noncommercial stations operating on commercial channels.

## BROADCAST ACTIONS

by Broadcast Bureau

Actions of Dec. 30

WFLL-FM Fort Lauderdale, Fla.—Granted license covering change in ERP.

WDOL Athens, Ga.—Granted CP to make changes in ant. system (increase height).

Actions of Dec. 27

KOIN-TV Portland, Ore.—Granted CP to change ant. height to 1751 feet (main trans. and ant.); condition.

KNMT(TV) Walker, Minn.—Granted extension of completion date to Jan. 15, 1964.

Actions of Dec. 26

WNHC-FM New Haven, Conn.—Granted CP to install new ant. providing vertical polarization with ERP to 10 kw (horizontal); 9.5 kw (vertical); ant. height 600 feet.

WMIV(FM) South Bristol Township, N. Y.—Granted CP to install new trans. and increase ERP to 9.5 kw.

KKKW Lafayette, La.—Granted mod. of CP to operate trans. by remote control while using non-DA.

Actions of Dec. 24

Southwest Oregon Television Broadcasting Corp., Roseburg, Ore.—Granted CP for new VHF TV translator on channel 2 to rebroadcast programs of KPIC(TV) (ch. 4) Roseburg, Ore.

WBIR-FM Knoxville, Tenn.—Granted CP to change facilities from 93.3 mc; ERP 3.3 kw; ant. height 620 feet, to 103.5 mc; ERP 27 kw; ant. height 1,720 feet.

WCHE West Chester, Pa.—Granted mod. of CP to specify studio location; remote control permitted.

■ Granted renewal of license for following: WDBJ-TV Roanoke, Va.; WHAT-FM Philadelphia; WGSA-FM Ephrata, Pa.; WPIT-FM Pittsburgh; WRYT-FM Pittsburgh; WGET-FM Gettysburg, Pa.; WGPA-FM Bethlehem, Pa., and WWML Portage, Pa.

Action of Dec. 23

Kaiser Industries Corp., Pepeekeo, Hawaii—Granted CP for new UHF TV translator

on channel 83 to rebroadcast programs of KMVI-TV (ch. 12) Wailuku, Hawaii.

## Fines

■ Commission notified George G. Beasley he faces forfeiture of \$250 because WPYB Benson, N. C., apparently broadcast advertising matter, for which it received payment, without making the required sponsorship announcement. Action Dec. 27.

■ By memorandum opinion and order, commission denied petition for reconsideration of order of July 25, 1963, which subjected three jointly owned Puerto Rican stations—WKYN and WFQM(FM), both San Juan, and WORA-FM Mayaguez—to proceeding involving revocation of licenses or forfeitures for rule violations, misrepresentations and lack of candor to commission. Action Dec. 27.

## Rulemakings

### PROPOSED

■ Commission invited comments on proposed rulemaking, based on various petitions, to amend FM table of channel assignments as follows: Add channel 299 to San Diego; add 269A to Jamestown, N. Y.; shift 272A from Franklin to Newton, N. J., and delete 279 from latter city; add 284 to Colorado Springs; add 280A to Toccoa, Ga., or assign to Easley, S. C.; assign 252A to Menomonee Falls or New Berlin, Wis. (with alternative proposal involving Green Bay, Neenah-Menasha and Milwaukee); substitute 271 for 281 at St. Louis Park, Minn., and 281 for 271 at Minneapolis; substitute 285A for 269A at Blacksburg, Va., and assign 269A to Radford, Va.; substitute 225 for 221A at Fairhope, Ala., deleting 225 from Mobile, Ala.; assign 252A to Berkeley Springs, W. Va., substitute 244A for 252A at Charles Town, W. Va., 287 for 244A at Frostburg, Md., and 244A for 285A at Oakland, Md.; or add 244A to Halfway, Md., and substitute 292A for 244A at Huntington, Pa.; or add 228A to Berkeley Springs; assign 260 to Nantucket, Mass.; substitute 282 for 258 at Wallace, Idaho; assign 285A to Crestview, Fla.; add 261A to Missoula, Mont.; add 300 to Spencer, Iowa; assign 276A to Winter Park, Fla., shift 237A from Windermere to Sanford, Fla., to substitute for Sanford's present 276A; substitute 231 for 228A at Houston, Miss., and 224A for 232A at Senatobia, Miss.; substitute 275 for 223 at Jacksonville, Fla., and substitute 300 for 223 at Huntington, W. Va. Action Dec. 27.



# Two Loves Hath He

## ... One is the March of Dimes

The inimitable . . . ineffable . . . irresistible . . . Jack said,  
*"Well-l-l-ll!"*  
 when 56 stars got into the act!

### TELEVISION

**"ONE FOR THE MONEY"** — a half-hour spectacular — 16mm, black and white. Emceed by Dick Van Dyke and starring (alphabetically) Gene Barry, Jack Benny, Gary Crosby, Jimmy Durante, Lorne Greene, Joe and Eddie, Bob Hope, Red Nichols, The Sportsmen, Jerry Van Dyke, Nancy Wilson, Jane Wyatt and Don Wilson, Announcer.

**"AT THE EDGE"** — 15 min. — 16mm, black and white — Documentary — narrated by Henry Fonda.

**FILM SPOTS** — 1 min., 30 sec., 20 sec. and 10 sec. — 16mm, black and white — Featuring March of Dimes supported birth defects and arthritis special treatment centers and patients. Also live copy and March of Dimes buttons with individual station channel numbers.

### RADIO TRANSCRIPTIONS

**FIVE MINUTE MUSICAL PROGRAMS** recorded by Andy Williams, Ella Fitzgerald and The Clancy Brothers and Tommy Makem.

**CELEBRITY SPOTS** — 1 min., 30 sec. and 15 sec. announcements by Shirley Booth, Richard Chamberlain, Van Cliburn, Paul Ford, Lorne Greene, Dina Merrill, Anna Moffo, Barbara Stanwyck and Jane Wyatt.

**"ON THE RECORD"** — Ten 30 sec. recordings for deejay use including Tony Bennett, Anita Bryant, Dion Di Muci, Ella Fitzgerald, Skitch Henderson, Brenda Lee, Chad Mitchell, Johnny Tillotson, Leslie Uggams and Bobby Vinton.

**THE SPANISH TRANSCRIPTION** presents 5 minute musical programs by Tito Puente, Tito Rodriguez and Joe Valle. 15

sec., 30 sec. and 1 minute Spanish language announcements by Buck Canel.

**COUNTRY AND WESTERN TRANSCRIPTION** — Five minute musical programs and :30 spot announcements by Sonny James and Faron Young. A 1:30 "March of Dimes Prayer" in C & W style by Leonard Loyd.

### SPECIAL FM TRANSCRIPTIONS

**"GALA PERFORMANCE"** — 15 minute program narrated by Milton Cross with performances by Franco Corelli, Byron Janis and Leontyne Price and messages by Rose Bampton, Rosa Ponselle, and Giovanni Martinelli. The flip side contains a 5 min. musical program by duo-pianists Ferrante and Teicher and spots of 1 min., 30 sec. and 15 sec. by Van Cliburn and Anna Moffo.

NOTE TO BROADCASTERS: WE'VE SENT YOU THESE MATERIALS FOR USE DURING JANUARY. MANY, MANY THANKS!

## The National Foundation-March of Dimes

GEORGE P. VOSS, Vice President for Public Relations • 800 Second Ave., New York, N. Y. 10017, OXford 7-7700



A committee of broadcasters with a very cumbersome name will meet today and Tuesday (Jan. 6-7) in New Orleans and decisions made there may have far-reaching effects on TV for many years to come.

Chairman Dwight W. Martin has called the Future of Television in America Committee of the National Association of Broadcasters to the two-day session with a determined hope that firm recommendations will be developed for the consideration of the NAB TV board later in the month.

A revolutionary new concept in television will be considered which, if adopted by the committee and the parent NAB, might very well cause reactions the like of which the industry has never witnessed. On the committee's agenda is this question: should the term broadcasting be broadened to include wired audio and video transmission systems directly into the home?

This, the committee believes, must be resolved before such subjects as pay TV, community antenna systems and other television problems can be brought into proper focus. The committee realizes it must come to grips with the overall question of "wired" television in the home and there is growing sentiment to legally label both wire and "air" transmissions "broadcasting."

If this decision is reached by the NAB, legislation will be necessary and the association will prepare to go to Congress and the FCC.

**Martin Is No Neophyte** ■ Chairman Martin, vice president-treasurer of WDSU-AM-TV New Orleans and board chairman of WAFB-AM-TV Baton Rouge, is not a neophyte in positions where decisions must be made for the TV industry. He was the first chairman of the TV music licensing committee, serving for five years; past chairman of the NAB TV board and a two-term member, director of Broadcast Music Inc. since 1959 and he has served on various industrywide committees.

Mr. Martin, then vice chairman of the NAB TV board, was presiding at the convention luncheon in Washington on that well-remembered May 9, 1961, when a former FCC chairman shocked the industry with his description of TV programing as a "vast wasteland." He also was a member of the special committee which selected former Governor LeRoy Collins as president of the NAB.

Noting the present controversy over public statements by Governor Collins, Mr. Martin said "I never had any illusions about the fact that he has a mind of his own."

**Career Change** ■ Mr. Martin gave up a successful law career in December 1946 to make a fulltime profession of broadcasting. In fact, it was his legal work (as a member of a Cincinnati firm) for Crosley Broadcasting Corp.

## WEEK'S PROFILE



Dwight Wesley Martin — Broadcaster-lawyer; VP, treasurer and director of Royal Street Corp. (WDSU-AM-TV New Orleans and investments); board chmn, Modern Broadcasting Co. (WAFB-AM-TV Baton Rouge); b. Kalamazoo, Mich., June 16, 1910; Walnut Hills High School, Cincinnati, 1927; Ohio Wesleyan U., Delaware, Ohio, BA, 1931; U. of Cincinnati College of Law, LLB, 1934; m. Jeannette B. Nichols, Sept. 7, 1936; children—Sally N., 25; Jeannette F., 24; Dwight Jr., 16; private law practice, 1935-43; U. S. Navy, 1943-46, lt. cmdr; Crosley Broadcasting Co., 1947-52; RKO General, 1952-56; chmn, NAB TV board, 1961-62; chmn, All-Industry TV Music License Committee, 1948-52; chmn, NAB Future of TV in America Committee, 1963-64; fraternities—Omicron Delta Kappa; Phi Beta Kappa; Phi Delta Theta; Phi Delta Phi; Order of the Coif.

## Architect for TV's blueprint

and the ad department of Procter & Gamble which motivated the switch.

He joined Crosley as vice president and assistant general manager at the time when television was first starting to make an impact on the American scene. In addition to playing a major role in Crosley's expansion into TV, Mr. Martin handled Washington relations for the multiple owner, labor matters and supervised WINS New York which Crosley had just purchased.

In 1952, he moved to New York and the broadcast operations spearheaded by Thomas O'Neill. The latter had just purchased WOR New York and the Mutual Network, and was in the process of forming General Teleradio Corp. When General Teleradio later acquired RKO

and became RKO General, Mr. Martin became vice president.

Shortly thereafter, Mr. Martin was the principal RKO negotiator in the purchase of 30 late feature films, the original "Million Dollar Movie" package. This constituted a major breakthrough in the use of Hollywood productions by television. Stations throughout the country bought the package from RKO General.

While with RKO, Mr. Martin met Edgar Stern, president of Royal Street Corp. (WDSU-AM-TV), and the two broadcasters were "mutually impressed" with each other. The RKO executive wanted to acquire stock in a broadcasting operation which led him to join with Mr. Stern and the *Mobile* (Alabama) *Register* in an application for channel 5 Mobile.

The Martin-Stern combine lost the channel in a comparative hearing. But the mutual respect grew and Mr. Martin's desire for ownership supplied the primary motivation in his decision to leave RKO in 1956 and join Mr. Stern's company. Royal Street now owns 74% of WAFB-AM-TV and Mr. & Mrs. Martin 13%, but sale of the stations for \$2.97 million currently is pending FCC approval (BROADCASTING, Nov. 9, 1963).

The Martins intend to invest their proceeds from the WAFB-AM-TV sale in Royal Street (principally owned by Mr. Stern) stock options. The latter corporation has wide interests outside broadcasting and currently is seeking the "right" broadcast station to buy.

**Martin Philosophy** ■ As chairman of the future of TV committee, Mr. Martin is charged with seeking answers to problems which are not susceptible to short-range solutions. He feels the broadcast industry has been derelict in not using talent and facilities available for independent research into broadcasting and its relation to the public and government.

"All too often, we as well as governmental agencies and our critics, adopt positions or react to suggestions without the benefit of knowledge that is available," Mr. Martin said. "We seem to be constantly on the defensive and our reactions result from an abundance of ignorance. I think we should undertake a program of constant, thorough and objective research so that we could be certain that we are responsive to public needs and desires and then be in a position to face critics without fear."

Mr. Martin's hobbies are golf, fishing and gin rummy. In the latter category, he was awarded a trophy as the "world's greatest card player." The trophy was won in an unofficial tournament at an NAB board meeting and he defeated co-finalist Vincent Wasilewski, NAB executive vice president, so convincingly that the trophy was permanently retired.

## The piggy on whose back?

**T**HE piggyback controversy is whistling up to gale proportions and seems apt, as reported elsewhere in this issue, to reach a peak at the Jan. 22-23 meeting of the National Association of Broadcasters' television code board in Miami.

It is time, we suggest, to hoist a couple of storm warnings.

The problems inherent in multiple-product commercials, whether "integrated" or "piggyback," are complicated and treacherous. If not handled with care and forethought they can lead to serious harm for both broadcasters and advertisers. A quick example: An agency with reasonable ingenuity can build, as has been demonstrated, a commercial that the NAB code counts as a single message although in fact it promotes normally unrelated products—and enables them to buy time at rates lower than either could get separately. But while the code may count the commercial as one, what does the viewer count it as—and how, if at all, does that affect his response to it?

These are questions whose answers must be found before the obvious problems can even be approached sensibly. What ought to be done now, then, is what should have been done three years ago—basic research to determine to what extent, if any, advertising effectiveness is diluted by the number, length or placement of commercials and which of these factors, if any, is most vitiating. The research ought to be qualitative, too, to see whether the viewer's tolerance for these factors is affected by the approach and handling of the commercial itself.

This is information of such fundamental importance to all concerned that agencies and advertisers, perhaps through the American Association of Advertising Agencies and the Association of National Advertisers, ought to join the NAB in underwriting the study. The findings certainly must be acceptable to all.

When this data is available, the answers to a lot of questions will come clear, including not only those raised by multi-product commercials but also those involved in triple-spotting and the interminable hassle over commercial time limits. Without this data, any action that is taken must be based on conjecture. The code board's first step should be toward getting such a study under way, and promptly. If "overcommercialization" exists, only the viewer can define it. Without that definition, the real components of the problem cannot be known, much less attacked meaningfully.

## Keeping cigarettes from junior

**I**N THE next week or so, according to the best indications, a special committee appointed by the U. S. surgeon general will issue its report on the relation of smoking and health. If, as is anticipated, the report finds statistical evidence of health hazards in cigarette consumption, radio and television will be put under pressure to impose restraints.

At the outset, the request will be for rejection of commercials that appeal to the young. There will be talk of moving cigarette advertising out of time periods that command youthful audiences. There will be talk of creating advertising themes addressed only to adults.

None of this talk will make any sense because the fact is that youngsters who are of an age to begin thinking about smoking cannot be segmented out of the total television audience by either a rescheduling of commercials or by any revision of commercial content short of one that would repel all ages. It is not the *Captain Kangaroo* crowd that the reformers are talking about isolating. It is the American

teen-ager, and the teen-ager of 1964—as anyone who knows one ought to be aware—is in the audience at all hours of the day and night and is at least as alert as mom or dad to the meaning of the programs and commercials.

How do you write a cigarette commercial that will appeal to mom and dad but will be beyond junior's interest or comprehension? The Lucky Strike attempt ("Luckies separate the men from the boys but not from the girls") would not seem to be the final answer. Indeed we doubt that there is an answer no matter how many clever writers are assigned to the job.

All the talk that may be aroused by the surgeon general's report will be meaningless unless it attacks the central question: Are cigarettes so harmful to health that smoking ought to be discouraged at all ages?

If the answer to that question is an unqualified yes, the problem is of national magnitude and requires action by the federal government. If the answer is anything short of yes, the broadcasters must not be expected to take upon themselves the job of fixing a national policy that the government is unwilling to fix.

Whatever actions they may individually take in response to the surgeon general's report, broadcasters would be presumptuous if they undertook joint action, and they would be naive at best or cynical at worst if they attempted the kind of humbug about appeals to youth that some are urging on them.

## What's to be done with it all?

**I**F THE FCC adopts the television station reporting form it recently proposed (BROADCASTING, Dec. 23, 1963), it will know considerably more than it has any right or need to know about the program and commercial operations of every station. Each year the agency would get a mass of information so detailed that it might include, for all we know from an hour's study of the form, the blood count of the station's program manager.

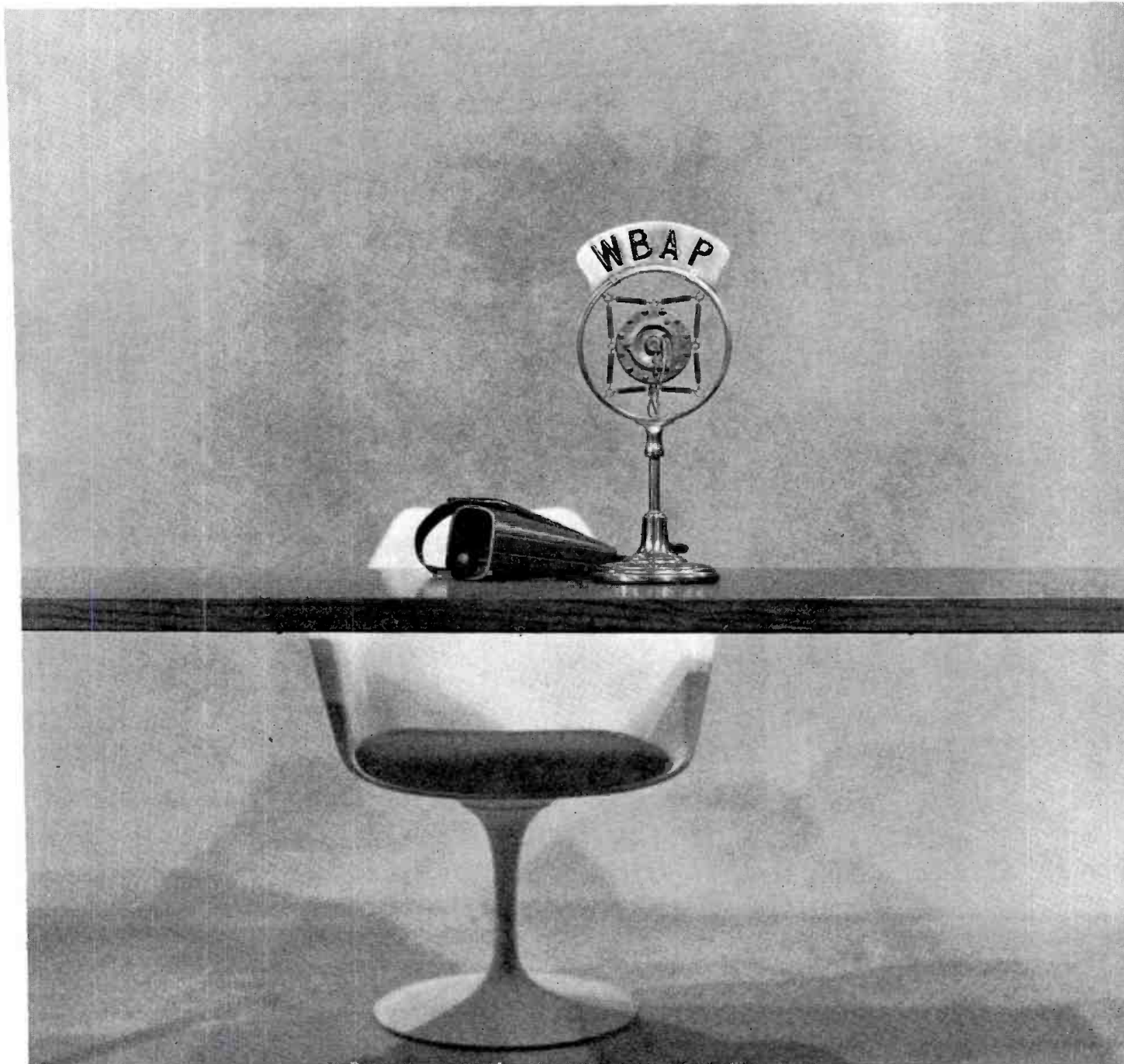
Unless the commission is setting out to practice some form of sly entrapment of its licensees or to make new work for platoons of civil servants, it has no reason to ask for so much information. The proposed form does not quite square with President Johnson's recent order prohibiting the independent agencies from taking on unnecessary work.



Drawn for BROADCASTING by Sid Hix

"Cook something else! You can't stuff and bake a peacock on an NBC affiliate."



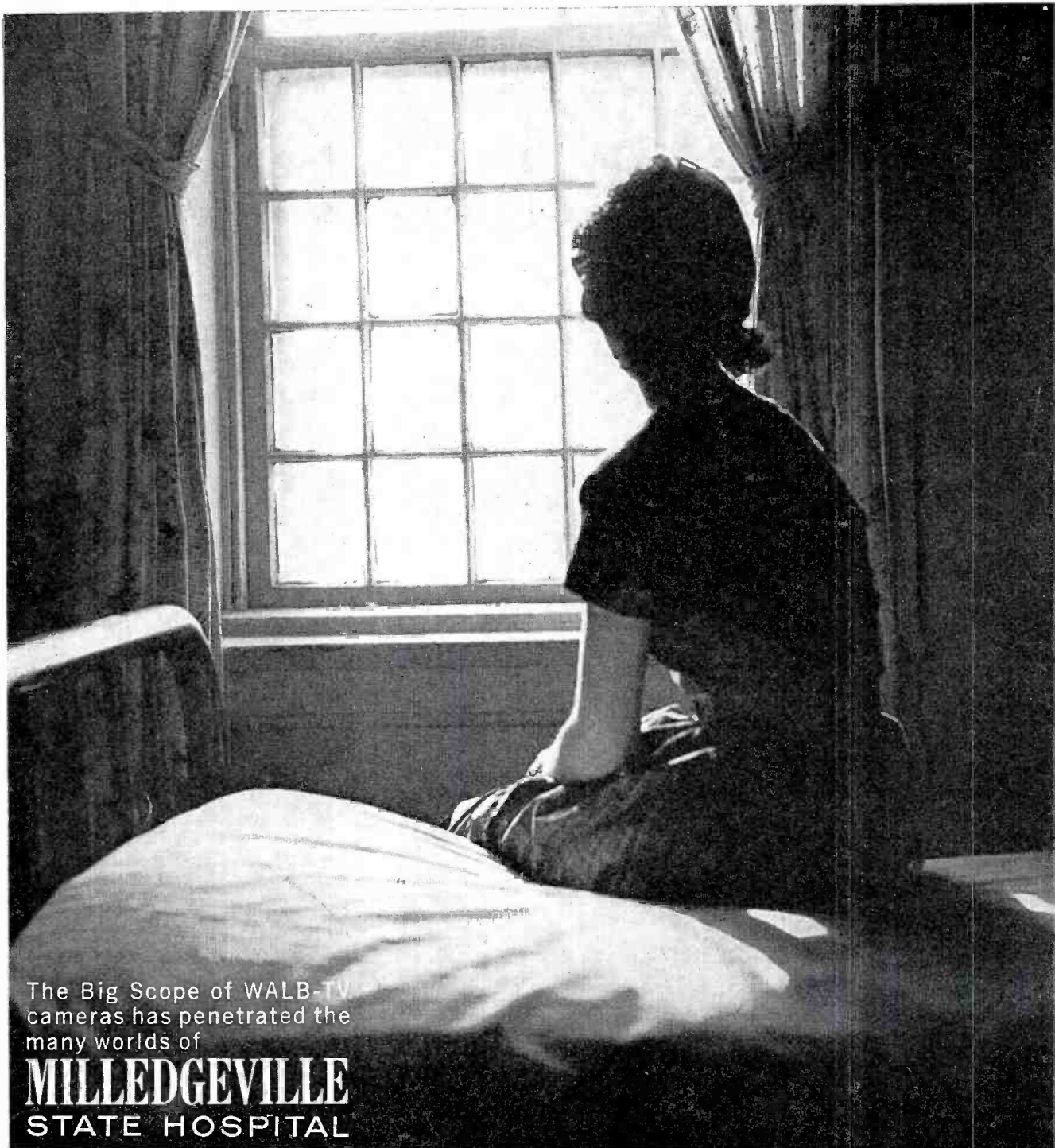


## We look to the future.

But every now and then (like on birthdays), we do look back and when we do, we can see a long way. Clear to 1922 when we first threw a switch, rang a cowbell, and went on to become one of the venerable, reliable, dependable voices of early radio. These days, though, we're too busy most of the time to do much reminiscing. Too busy looking forward. Too busy still growing, still changing, still improving. After all, we've been a pioneering leader in both radio and television too long now to break the habit.

**WBAP** AM  
FM  
TV  
Fort Worth Dallas





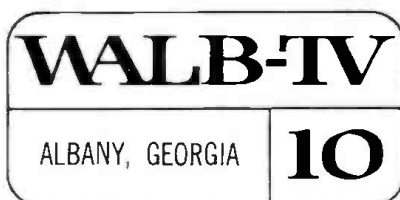
The Big Scope of WALB-TV cameras has penetrated the many worlds of

## MILLEDGEVILLE STATE HOSPITAL

WALB-TV probes the unknown... continuously looking for ways to educate and enlighten... to spotlight the subjects that lend themselves to informative television documentary treatment!

Such was the case of the hour-long WALB-TV documentary on Milledgeville State Hospital for the mentally ill... one of twelve documentaries on Medicine recently produced in the public interest.

If you're missing this 49-county, \$842 Million Market, place your schedule with confidence on



NBC  
ABC

"The BIG Scope Station  
in the \$842 Million Market!"  
Raymond E. Carow, General Manager

WALB-TV, the only television station that serves it all!

Yes! Tell your story on the station that places *its* accent on people... over 880,000 of them, who make up one of Georgia's largest and one of the nation's fast-growing markets.\* Call now for current availis!

Represented nationally by Venard, Torbet & McConnell, Inc., and in the South by James S. Ayers Co.

\*Sales Management, *Forbes Magazine*