



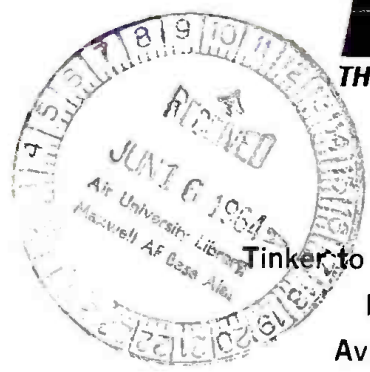
# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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NEWS PAPER

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FCC set to pull reins on AM radio expansion. p27  
 Tinker to AFA: One commercial can make the difference. p30  
 Rating council to test two TV audience testers. p54  
 Average viewer: Likes TV more, 'sick shows' less. p58  
 COMPLETE INDEX PAGE 7



## The final touch that makes the difference

A magic moment never to be forgotten. Spot Radio, too keeps your product memorable—keeps reminding people of your brand. Spot Radio, reinforces messages seen in other media, is the final touch that really sells!

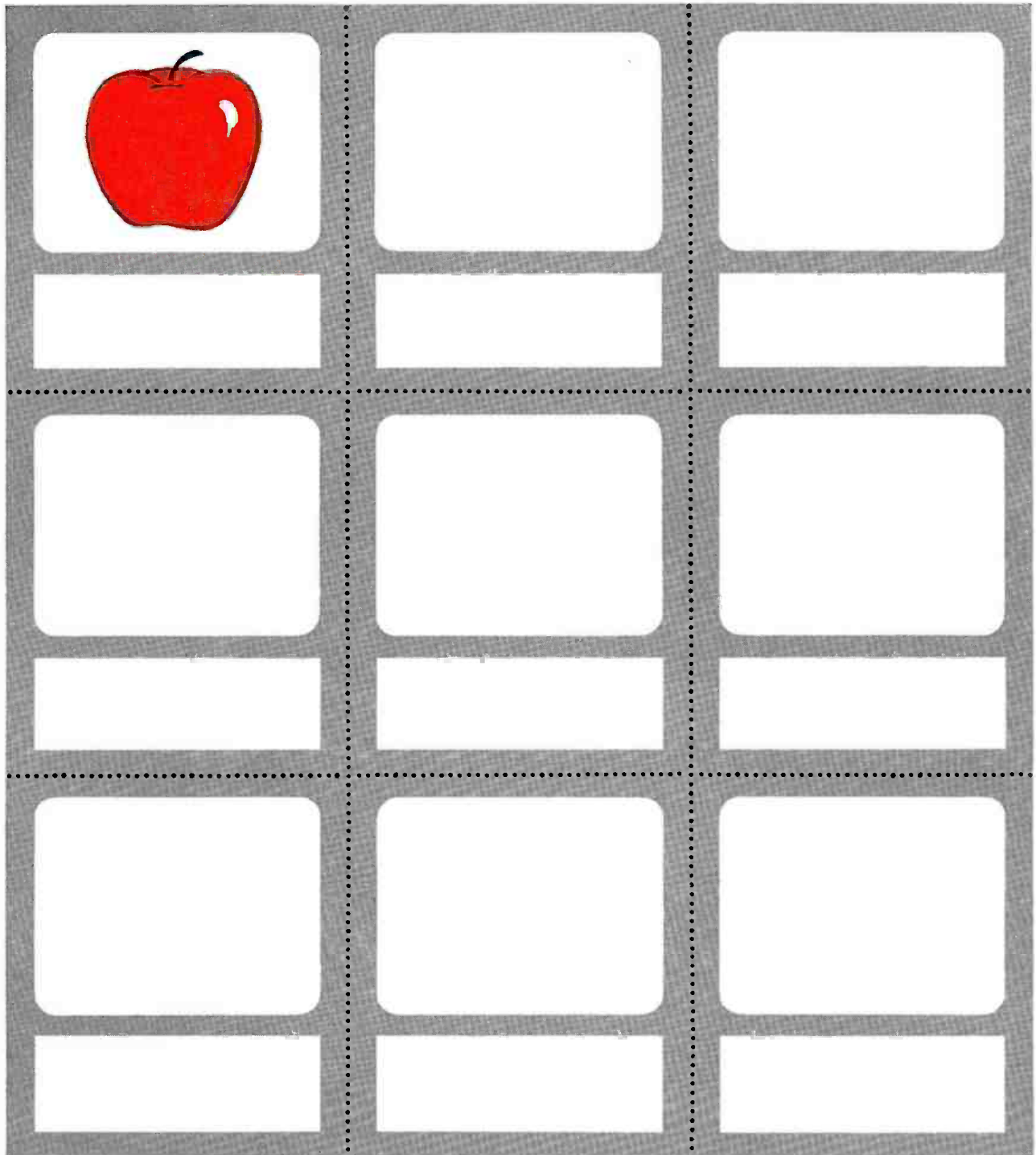
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| KOB  | Albuquerque           | WTAR | Norfolk-Newport News     |
| WSB  | Atlanta               | KFAB | Omaha                    |
| WGR  | Buffalo               | KPOJ | Portland                 |
| WGN  | Chicago               | WRNL | Richmond                 |
| WLW  | Cincinnati            | WROC | Rochester                |
| WDOK | Cleveland             | KCRA | Sacramento               |
| WFAA | Dallas-Ft. Worth      | KALL | Salt Lake City           |
| KBTR | Denver                | WOAI | San Antonio              |
| KDAL | Duluth-Superior       | KFMB | San Diego                |
| KPRC | Houston               | KYA  | San Francisco            |
| WDAF | Kansas City           | KMA  | Shenandoah               |
| KARK | Little Rock           | WGTO | Tampa Lakeland Orlando   |
| WINZ | Miami                 | KVOO | Tulsa                    |
| KSTP | Minneapolis-St. Paul  |      | Radio New York Worldwide |
|      | Intermountain Network |      |                          |

RADIO DIVISION



THE ORIGINAL STATION REPRESENTATIVE

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



## Think color.

From the storyboard right up to placing the spot—think color. Because color adds extra effectiveness to any selling message. And on stations like WFGA-TV, color commercials are aired at the same rate as black and white! It's especially easy for WFGA-TV...we've been tele-casting everything possible in color ever since we went

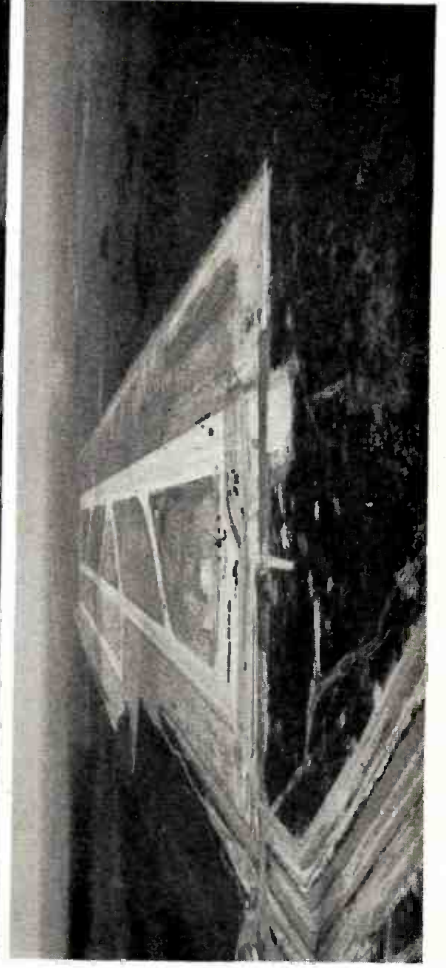
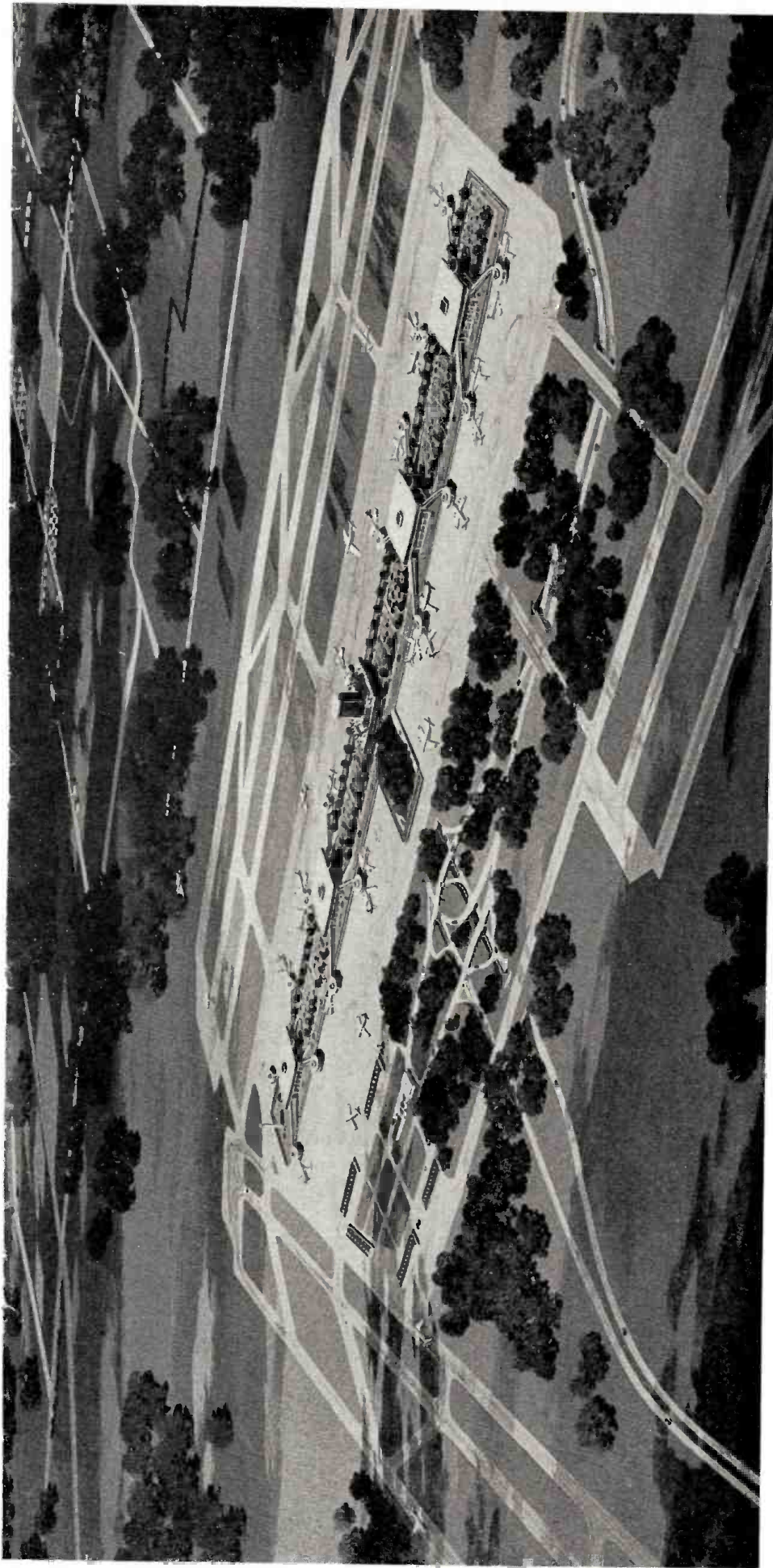
on the air in 1957. News, station breaks, features, movies, even promos are in color. Our many years of experience could be helpful to you in testing your color commercials. We'll welcome your black and white commercials, too, of course. See your P.G.W. "Colonel" for availabilities on WFGA-TV, the Southeast's most colorful station.



# WFGA-TV/JACKSONVILLE



AN AFFILIATE OF WOMETCO ENTERPRISES, INC.

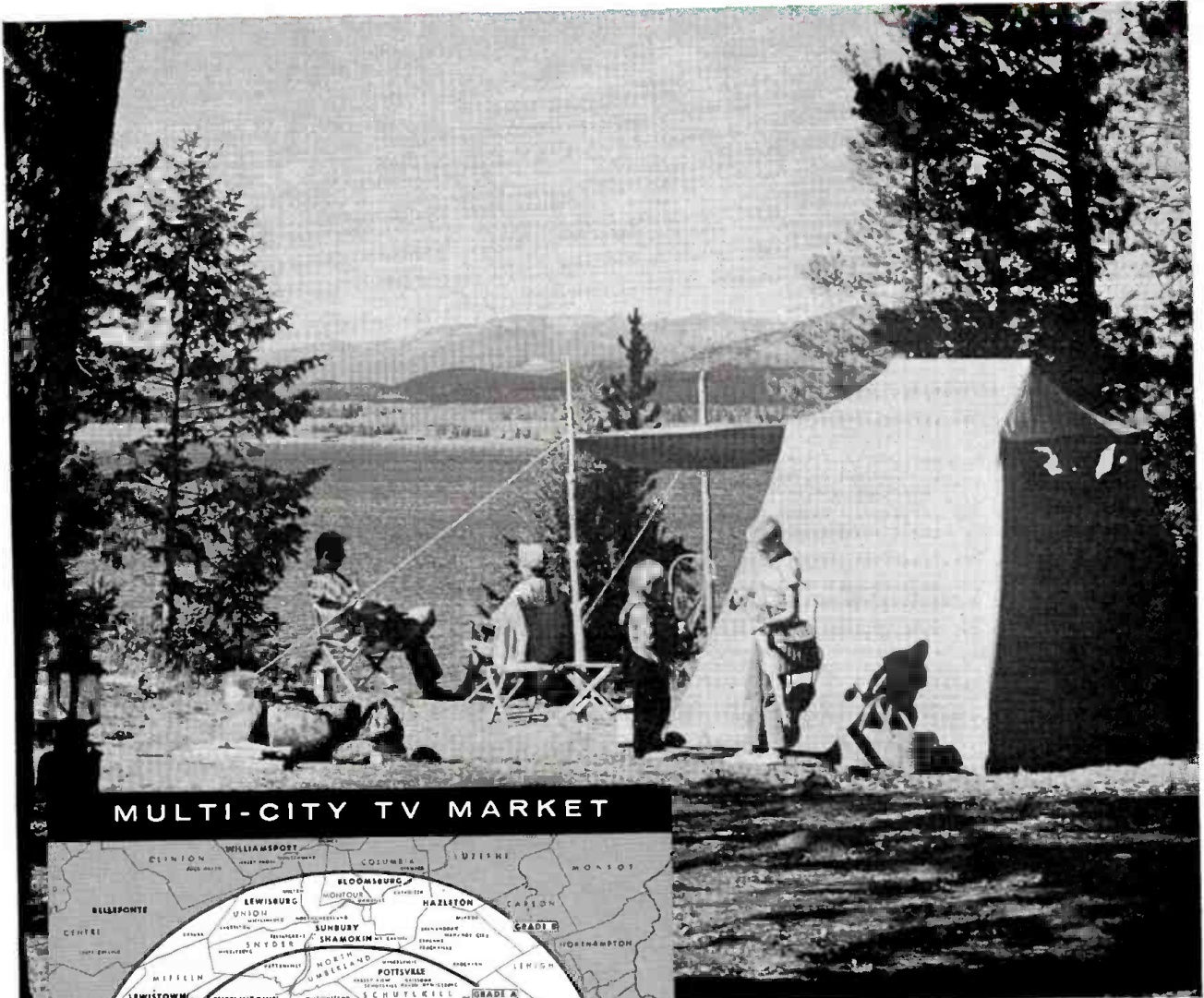


## PROGRESS REPORT: HOUSTON

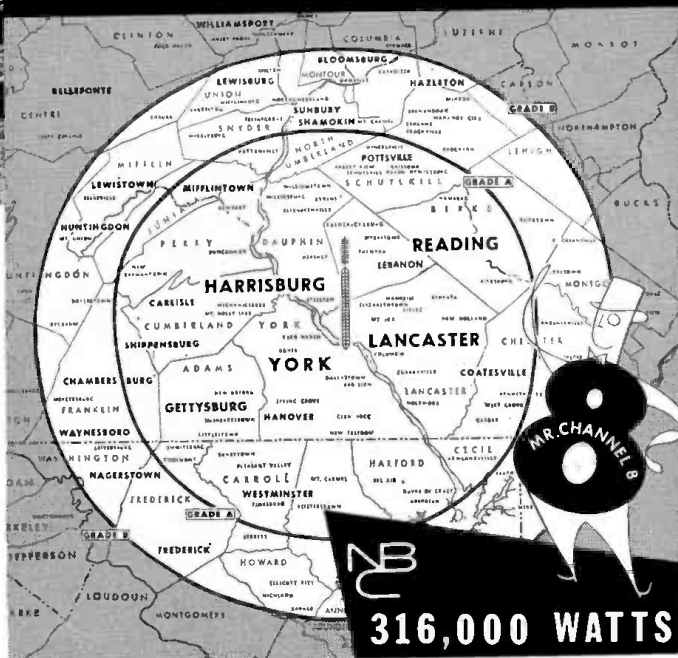
On the threshold of tomorrow's super-sonic age of air travel, Houston now has under construction the Intercontinental Airport, first of its kind in the world, designed from the outset for Mach 2 plus aircraft. The first phase of the \$100 million plus complex, utilizing tomorrow's Unit Terminal Concept, will be completed in 1967. And, in Houston, the men who dream tomorrow's dreams and build upon them watch **KTRK TV**.

# RELAX

**Let WGAL-TV do your sales work. It is the outstanding selling medium in the Lancaster/Harrisburg/York TV market.**



**MULTI-CITY TV MARKET**



# WGAL-TV

## Channel 8

### Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres.  
Representative: The MEEKER Company, Inc.  
New York Chicago Los Angeles San Francisco

BROADCASTING, June 15, 1964

First clue in years to actual time sales of individual radio networks has been discovered in court records of current music-license case involving American Society of Composers, Authors and Publishers. Networks pay ASCAP on basis of their time sales, and it's possible, from record of 1963 payments to ASCAP, to project what each network sold that year. Here are estimates (after deductions of all discounts and agency commissions): CBS Radio \$10.5 million, NBC Radio \$8.3 million, ABC Radio \$6.2 million, Mutual \$4.2 million.

*Here's what radio networks paid ASCAP in 1963: CBS \$238,628 (38-plus % of total network payments), NBC \$173,000 (28%), ABC \$138,917 (22-plus %), Mutual \$70,000 (11-plus %). These figures are from transcript of ASCAP court hearing held earlier this year. From them interested mathematicians were able to calculate total times sales, since ASCAP rates for all four networks are similar (identical for CBS and NBC and only slightly different for ABC and Mutual).*

### Freeze is frozen

Expansion of radio in future will have to be in FM rather than AM band as consequence of order FCC will soon announce to lift two-year-old AM freeze (story page 27). Final action to aid freeze leaves virtually no room for new AM services except in remote areas where no service is now provided or where geography permits interference-free allocation fit.

### Philadelphia dilemma

FCC is having vexing problem in deciding hot NBC-Philadelphia license renewal and related station-swap case, and it now appears that decision won't be reached for some time—certainly not until after FCC Chairman E. William Henry returns in next couple of weeks from Geneva, where he is attending International Space Communications conference. Philadelphia federal court decree requires RCA-NBC to dispose of WRCV-AM-TV by June 30, as penalty in anti-trust proceeding. Company now must seek further postponement or presumably stations would go dark.

*NBC had found ostensible solution through agreement with RKO General to swap Philadelphia properties for former's WNAC-AM-TV Boston. But first hurdle is renewal of NBC's*

*license for TV station in Philadelphia being contested by Philco. But there's new complication too in swap even assuming FCC denies Philco's bid. FCC's new overlap rules, adopted last month, requiring minimum separations for all classes of stations, would be infringed because RKO General owns WOR-AM-FM-TV New York roughly 90 miles from Philadelphia. Although rules would grandfather existing overlaps, they are applicable to all pending applications including cases in hearing. FCC would have to waive this rule which becomes effective July 16 to authorize swap.*

### Job open

William F. Fairbanks, vice president for sales, NBC Radio, currently on leave from network, reportedly has resigned. Mr. Fairbanks is broadcast—and NBC—veteran, having served initially with NBC in research and sales presentation 1931-42. Other associations included Compton Advertising (1944-46), Mutual (1946-50) and ABC Radio which he left in 1954 as national sales manager. He rejoined NBC Radio in 1956. NBC has named no replacement.

### Unawareness factor

Television workshop of Association of National Advertisers will be told this week that actual exposure of housewives to television commercials runs at much lower rate than figures on TV tuning indicate. Word will come from Foote, Cone & Belding and Needham, Louis & Brorby which jointly underwrote study of effectiveness of TV advertising among housewives in Chicago and St. Louis. According to agencies' findings, exposure to commercials is 40-50% of TV tuning.

*Details of joint agency study will be presented at ANA workshop Wednesday in New York's Plaza hotel by Blair Vedder, NL&B vice president in charge of media and programming, and Frank J. Gromer Jr., FC&B vice president and director of marketing services.*

### Pawing over primer

FCC could issue long-awaited fairness doctrine primer in next few weeks. Estimate is based on fact commissioners made considerable progress in meticulous review of staff draft dur-

ing meeting last week and, reportedly, see no serious problems remaining to block final approval. Document, expected to be on agenda again next week, reportedly breaks no new policy ground. It consists of digest of past cases, grouped according to questions often asked concerning fairness doctrine.

*One aspect of staff draft that has caused some debate within commission is introduction, aimed at expressing purpose of primer. Some commissioners, anxious to avoid implication agency is making new policy, want introduction stripped of any language that might be interpreted as giving special weight to various sections of fairness doctrine.*

### Air-minded candidates

Chances are that no matter who's elected President next November, he'll be exceptionally knowledgeable about radio-TV. Pennsylvania Governor William Scranton, who announced his Republican candidacy last Friday, had ownership in WARM-AM-TV Scranton, Pa., before stations were sold in 1958 to Transcontinent Television Corp. (which several months ago sold out most of its holding in biggest station deal in history). Senator Barry Goldwater (R-Ariz.) is radio ham (with calls K7UGA/K3UIG) and got strong background in advertising while managing his department stores. Lyndon B. Johnson, certain Democratic nominee, is, of course, associated with broadcasting through family ownership of KTBC-AM-FM-TV Austin, Tex.

### Exoneration due

FCC will soon reaffirm its grant of channel 9 Orlando, Fla., to Mid-Florida TV Corp. (WFTV-TV). Grant, originally made in 1957, has been clouded by ex parte charges. Case has been in courts and argued before commission three times. Last time was in March, following instructions from U. S. Court of Appeals to determine whether grant should be continued or given to WORZ Orlando, WFTV's competitor in comparative hearing, or whether record should be reopened and new applicants accepted. In order reaffirming grant, commission is expected to give clean bill of health to John Kluge, now president of Metro-media Inc. but 25% owner of Mid-Florida when it received grant. Decision is expected within two weeks.

Bruce Rice, the popular KCMO sports director.



Monte Moore and George Bryson, KCMO's big league sports battery in action at K. C.'s Municipal Stadium.



They  
pitch  
every  
day...

The modern record for the number of games pitched in a season by one hurler is 74.\* Even so, he didn't go every day like KCMO's baseball battery. Monte Moore and George Bryson air every K. C. A's game day or night on KCMO RADIO. Plus 35 road games and 5 home games on KCMO-TV. They turn in a win every day for the sponsors who have the eyes and ears of the American League's most loyal fans.

**COMPLETE SPORTS COVERAGE:**

There is comprehensive daily sports reporting by KCMO's director of sports Bruce Rice, plus year 'round CBS coverage of national and international sports events. Come Fall, KCMO, with Tom Hedrick and Bill Crigsby, will bring to Kansas City fans (and sponsors) the play-by-play excitement of all K. C. Chiefs A. F. L. football games. Plus, complete coverage of Big Eight football and basketball.

KCMO stands for Kansas City, Missouri —and delivers it!

*\*Name and details on request.*



# KCMO

810 RADIO • TV 5

Broadcasting House, Kansas City, Mo., 64108

Represented nationally by the Katz Agency.

**KANSAS CITY'S MAJOR LEAGUE SPORTS STATION**

# WEEK IN BRIEF

End of AM freeze expected momentarily but there is question whether broadcasters will accept downhold in major markets. Also foreseen is limitation on FM duplication. See . . .

## NEW CONTROLS FOR RADIO? . . . 27

Tinker warns of ultimate danger: boredom. Attacks TV commercials for unoriginality, yet acknowledges that fate of new product may hinge on single commercial. AFA has wide ranging discussion. See . . .

## PRODUCT FATE IN TV'S HANDS . . . 30

Weight conscious Americans seen doubling consumption of low-calorie soft drinks, and broadcasting's share of this rapidly rising advertising market may reach \$10-million level soon. See . . .

## LOW-CALORIE DRINK BUDGETS . . . 42

Cigarette advertisers should withdraw from top-rated shows because kids watch too, Senator says. Meanwhile, IRS reports first-quarter sales which dipped in February, recovered in March and moved ahead in April. See . . .

## CIGARETTE HASSLE CONTINUES . . . 46

New methods of checking sets in use are being investigated by rating council. Both West Coast developments, one is mobile truck system; other is stationary tower and both measure TV set radiations. See . . .

## TESTING MEASUREMENT DEVICES . . . 54

Pathological trends in many TV shows depress viewers, but they find relaxation in watching comedy and variety shows. This is central finding of probe of viewers' attitudes toward TV. See

## 1963-64: TV'S SICK SEASON? . . . 58

Dellinger levels "discrimination" charge at television's rate card discount structure, warns that government action may be necessary because practice favors big spenders. See . . .

## TV DISCOUNTS UNFAIR? . . . 43

Concentration and newspaper ownership questions arising again to plague broadcasters. In two recent actions, FCC has gone both ways, depending on which commissioners are voting. See . . .

## FOCUS ON DIVERSIFICATION . . . 70

Networks combine to pool election returns in central counting service. News wire services join. Venture seen reducing costs and eliminating conflicting reports. See . . .

## TV POOL: ELECTION CORE . . . 78

General opposition persuades FCC to drop proposed horseracing inhibitions. Commission says it will reassert its 1961 policy that warns aid to gambling will be considered on case-by-case basis. See . . .

## RACING RULE LEFT AT POST . . . 82

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## Broadcasting

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# LET'S TALK MOVIES!

## LAST YEAR WTIC-TV TELECAST

- 180 FEATURE FILMS NEVER BEFORE SHOWN BY A CONNECTICUT TELEVISION STATION.
- 157 FEATURE FILMS NEVER BEFORE SHOWN BY A CONNECTICUT OR A WESTERN MASSACHUSETTS TELEVISION STATION.

## NOT ONLY NEW, BUT FINE MOVIES, SUCH AS —

*On The Waterfront . . . Sayonara . . . Man in the Gray Flannel Suit . . . Ruby Gentry . . . The Old Man and the Sea . . . The Bad Seed . . . Duel in the Sun . . . Battle Cry . . . The Spirit of St. Louis . . . No Time for Sergeants . . . Hercules . . . Atilla the Hun . . . The Pajama Game . . . A Face in the Crowd . . . Kiss Them for Me . . . Indiscreet . . . The Gift of Love . . . Man in a Cocked Hat . . . Home Before Dark . . . Top Secret Affair . . . Too Much, Too Soon . . . The Lady Killers . . . and more.*

## THIS YEAR, WTIC-TV HAS CONTINUED TO ENCHANT ITS AUDIENCE WITH —

*Auntie Mame . . . The Dark at the Top of the Stairs . . . The Nun's Story . . . Bachelor Party . . . Cash McCall . . . Ice Palace . . . Marjorie Morningstar . . . Tall Story . . . The Fugitive Kind . . . The Hanging Tree . . . Happy Anniversary . . . The Miracle . . . Hercules Unchained . . . The Night Holds Terror . . . Thief of Bagdad . . . Walk Into Hell . . . Wonders of Aladdin . . . Aphrodite with many, many more to come!*

*For television leadership in movies, look to*

# WTIC-TV 3

HARTFORD, CONNECTICUT

REPRESENTED BY HARRINGTON,  
RIGHTER & PARSONS, INC.





## Dodd sex hearing postponed again

Review by Senator Thomas J. Dodd's (D-Conn.) subcommittee on juvenile delinquency of alleged violence and sex on television has been postponed again. ABC-TV witnesses, only ones notified so far, have been re-scheduled to appear June 25 rather than this week (BROADCASTING, June 8).

Senator says "schedules of the networks are permeated with scenes of violence." Programs cited in 1961-62 hearings by his panel are now being syndicated on networks and independent stations, he added.

Study of effects of TV violence and sex on children, promised by National Association of Broadcasters in cooperation with U. S. Department of Health, Education & Welfare almost two years ago (BROADCASTING, July 9, 1962), is understood by subcommittee still to be in planning stage and is expected to receive stern comment from senator when hearing resumes.

Other networks are expected to follow ABC, although no date is set, and their TV network and syndication chiefs are likely to be called. Hearing time, once set for 7:30 a.m. because of Senate civil rights debate, has been moved back to normal 10 a.m. for Thomas W. Moore, president, ABC-TV, and Henry G. Plitt, president, ABC Films Inc.

## FCC staff wants clears duplicated

FCC staff has recommended that commission take final step toward implementing its 1961 decision to duplicate 13 of 25 clear channels.

Staff, in package of recommendations furnished last week, says commission should take action on applications for II-A stations.

These are stations that would operate night as well as day on duplicated clears. Commission has received 15 applications for II-A's on eight clear channels.

One application reportedly would meet all requirements for grant. Others, however, would have to be set for hearing.

Staff has also recommended that commission hold inquiry into question of economic, social effect of granting

### All in a week's work

Independent Television Corp. reported Friday (June 12) that company grossed \$1.7 million in domestic and international business during first week in June representing largest one-week gross in its history. International orders amounted to \$1.2 million. Domestic sales totaled \$500,000, according to Abe Mandell, ITC executive vice president. It was said major share of international revenue will come from Canada. Sales there include *Danger Man*, *The Saint* and *Sentimental Agent*.

higher power to stations on unduplicated clears.

Commission has received number of requests for higher power for clear channel stations.

Four pending rulemakings, requested by clear-channel stations, would increase power of some or all clears from 50 kw to 750 kw. In addition, six clears have applied for experimental or developmental use of power up to 750 kw.

Staff says nothing could be learned from experimental stations that isn't known, so far as technical aspects of higher power are concerned. But staff feels social and economic implications of granting higher power should be examined in commission proceeding.

Consequently, recommendation is to reject requests for higher power, at least temporarily.

In another recommendation, staff says commission should reject applications for higher power filed by daytime stations on clears. Some 50 such applications are said to be on file.

Commission will consider these recommendations at special meeting next Monday (June 22).

## TAME board works on CATV proposal

Television Antenna Manufacturers Institute Inc. board worked in Washington last week on draft of its proposed legislation to regulate and license community antenna television systems.

Morton Leslie, acting TAME chairman, said Friday (June 12), that good progress was made and plans are to get

proposal into hands of FCC within next 30 days. Organization's legislative committee is expected to meet once more before finishing project.

Proposal is understood to require that CATVs obtain station permission before transmitting TV signal.

In other board action, TAME authorized another committee to choose public relations firm to aid organization in CATV battles.

TAME meanwhile has undertaken two-pronged recruitment program: it's trying to sign up other manufacturers in antenna field to add funds and support to its work on CATV. It is also enlisting equipment distributors as associate members. About 12 of latter have signed in past month.

## FCC extends CATV deadline

FCC has extended for one month deadline for comments in its inquiry on acquisition of community antenna television systems by broadcast licensees. Deadline has been moved from June 19 to July 15. Replies are due Aug. 15 instead of July 20.

FCC action, announced Friday, was taken at request of Broadcasting Co. of the South "and several other television licensees." Requests noted wide scope of proceeding and fact that first filing fell during week of National Community Television Association convention (see page 64).

## 4A committee chairmen named

Richard A. R. Pinkham, senior vice president of Ted Bates & Co., New York, and Philip H. Cohen, senior vice president of Sullivan, Stauffer, Colwell & Bayles, New York, have been named chairman and vice-chairman, respectively, of broadcast operations committee of American Association of Advertising Agencies for 1964-65. AAAA also announced reappointment of David Miller, vice president-general counsel of Young & Rubicam, New York, as chairman of broadcast business affairs and two vice-chairmen, Harold J. Saz, Ted Bates vice president, and Hildred Sanders, Honig-Cooper & Harrington vice president. Newly appointed also as vice-chairman to broadcast affairs: David W. Dole, vice president of Leo

## WEEK'S HEADLINERS



Mr. Bleier

**Edward Bleier**, VP and general sales manager of ABC-TV since September 1963, promoted to newly created position of VP in charge of daytime programming and sales for ABC-TV network. In new post, Mr. Bleier reports to Edgar J. Scherick, VP in charge of TV network programming, and James E. Duffy, VP in charge of TV network sales. Mr. Bleier joined ABC for second time in 1959 as network account executive, was elected VP in charge of daytime sales in 1960 and VP and national sales manager in April 1963. Previously he served from 1952 to 1956 as account executive at WABC-TV New York and as account executive with network. In 1958 Mr. Bleier was VP in charge of business development for public relations firm of Tex McCrary Inc., New York.



Mr. Hollender

**Alfred L. Hollender**, executive VP in charge of broadcasting at Grey Advertising New York, elected president of agency's international division in realignment of executive functions of company. **Samuel Dalsimer**, executive VP for creative services, elected vice chairman of board. Three VP's of Grey elevated to executive VP status: **Richard S. Lessler**, director of marketing services; **Ben Alcock**, director of creative services, and **Edward H. Meyer**,



Mr. Lessler



Mr. Dalsimer



Mr. Alcock



Mr. Meyer

management supervisor. Mr. Hollender has been with Grey since 1953 in various executive capacities in radio-TV department. Mr. Dalsimer has been active in account management at agency since 1955. Messrs. Alcock, Lessler and Meyer have been with Grey since 1957, 1955 and 1957, respectively.



Mr. Kelley

**William E. Kelley**, national sales representative of AM Radio Sales Co., New York, appointed director of national sales for radio division of Storer Broadcasting Co., effective Aug. 1, with headquarters in New York. Former Storer employe from 1951 through

1959, Mr. Kelley succeeds **William L. Wright**, who has returned to talent staff of Storer-owned WIBG-AM-FM Philadelphia. Mr. Kelley began his broadcast career in 1946 in program, traffic and continuity department of WHOT South Bend, Ind. He later joined local sales staff of KEYL San Antonio, subsequently becoming sales manager before purchase of station by Storer organization. Mr. Kelley moved to Storer's sales headquarters in New York in 1954, became national sales manager of now defunct WVUE-TV Philadelphia in 1958 and national sales manager of WSPD-TV Toledo, Ohio, same year before joining AM Radio Sales in 1959. Storer stations are WGBS-AM-FM Miami; WJBK-AM-FM-TV Detroit; WSPD-AM-FM-TV Toledo, Ohio; WAGA-TV Atlanta; WJW-AM-FM-TV Cleveland; KGBS Los Angeles; WHN New York; WIBG-AM-FM Philadelphia, and WITI-TV Milwaukee.

**Robert B. Meyner**, former governor of New Jersey, named administrator of cigarette advertising code. Code, formed by nine tobacco companies last April (BROADCASTING, May 4), will go into effect after Justice Department clears antitrust questions. Governor Meyner will have five-year contract reportedly at \$100,000 yearly salary. He was governor of New Jersey from 1954 to 1962 and before that member of state senate from 1948 to 1952. He was born in Easton, Pa., in 1908, was graduated from Lafayette College in 1930, from Columbia Law School in 1933. He is partner in Newark, N. J., law firm of Meyner & Wiley.



Mr. Meyner

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

Burnett & Co., Chicago. Both these committees—broadcast operations and business affairs—are operating groups.

On media policy committee—one of several board committees dealing with broad policy—William A. Marsteller, board chairman of Marsteller Inc., New York, and William E. Chambers Jr., executive vice president of Foote, Cone & Belding, New York, were reappointed chairman and vice chairman, respectively.

Among three standing committees, research group will be headed by Richard F. Casey, senior vice president,

Benton & Bowles, New York. William M. Weilbacher, senior vice president of C. J. LaRoche & Co., New York, was reappointed vice chairman. Also, Robert T. Colwell, vice president of J. Walter Thompson, serves as co-chairman of joint Association of National Advertisers-AAAA committee for improvement of advertising content; and Arthur C. Fatt, as co-chairman of joint ANA-AAAA public information committee on advertising. Mr. Fatt is board chairman and chief executive officer of Grey Advertising, New York. Alfred J. Seaman, president of SSC&B,

was reappointed chairman, and David B. McCall, C. J. LaRoche president, was named vice-chairman of committee on improving advertising.

### Rival drops DDB

Rival Packing Co., Chicago, will end its relationship with Doyle Dane Bernbach, New York, at "mutually convenient date." Joint announcement said two or three other agencies are being considered. TV spot billings for Rival dog and cat foods totaled \$814,000 in 1963.



# TELEVISION TIMES

PUBLISHED MONTHLY BY WARNER BROS. TELEVISION DIVISION

June 1964



**"MAVERICK" GARNERS NEW SALES.** James Garner (left) and Jack Kelly, as the Maverick Bros. from Warner Bros., make a habit of corraling big ratings everywhere. They usually rank No. 1 in their time slot, frequently reach more homes than any other off-network or first-run syndicated program in the market. Recent sales for the MAVERICK series (124 hours) include: Cedar Rapids, Cincinnati, Elkhart, Houston, Louisville, Odessa, San Antonio, and Shreveport.

**"GALLANT MEN" MARCH.** William Reynolds (left) as Captain Benedict and Robert McQueeney as war correspondent Conley Wright head the cast for this action-packed drama set in Italy during World War II. In the past two months, THE GALLANT MEN have received orders to march into such major television markets as Atlanta, Cincinnati, Mobile-Pensacola, Norfolk, Portland (Me.), Sacramento-Stockton, Tampa, Terre Haute and others. With 26 hour-long episodes and family appeal, GALLANT is ideal for prime time.



**BIG RATINGS FOR SALE . . . APPLY "77 SUNSET STRIP."** (l. to r.) Louis Quinn, "Kookie" Byrnes, Efrem Zimbalist, Jr. and Roger Smith plot the strategy for an exciting "caper" on 77 SUNSET STRIP. Because of their impressive network rating record (40% share over four seasons) the Bailey & Spencer investigating team has been hired in five more markets—Indianapolis, Memphis, Greensboro, Norfolk and Mobile.



**SCHAEFER TAPS "YOUNG PHILADELPHIANS," WINS 68% SHARE.** Schaefer Award Theatre selected "The Young Philadelphians," starring Paul Newman and Barbara Rush, for its Decoration Day week-end special May 29 on WCBS-TV New York at 11:20 pm and won a 68% Arbitron share for the full feature. "Philadelphians" is one of the big ones from WARNER BROS. ONE.

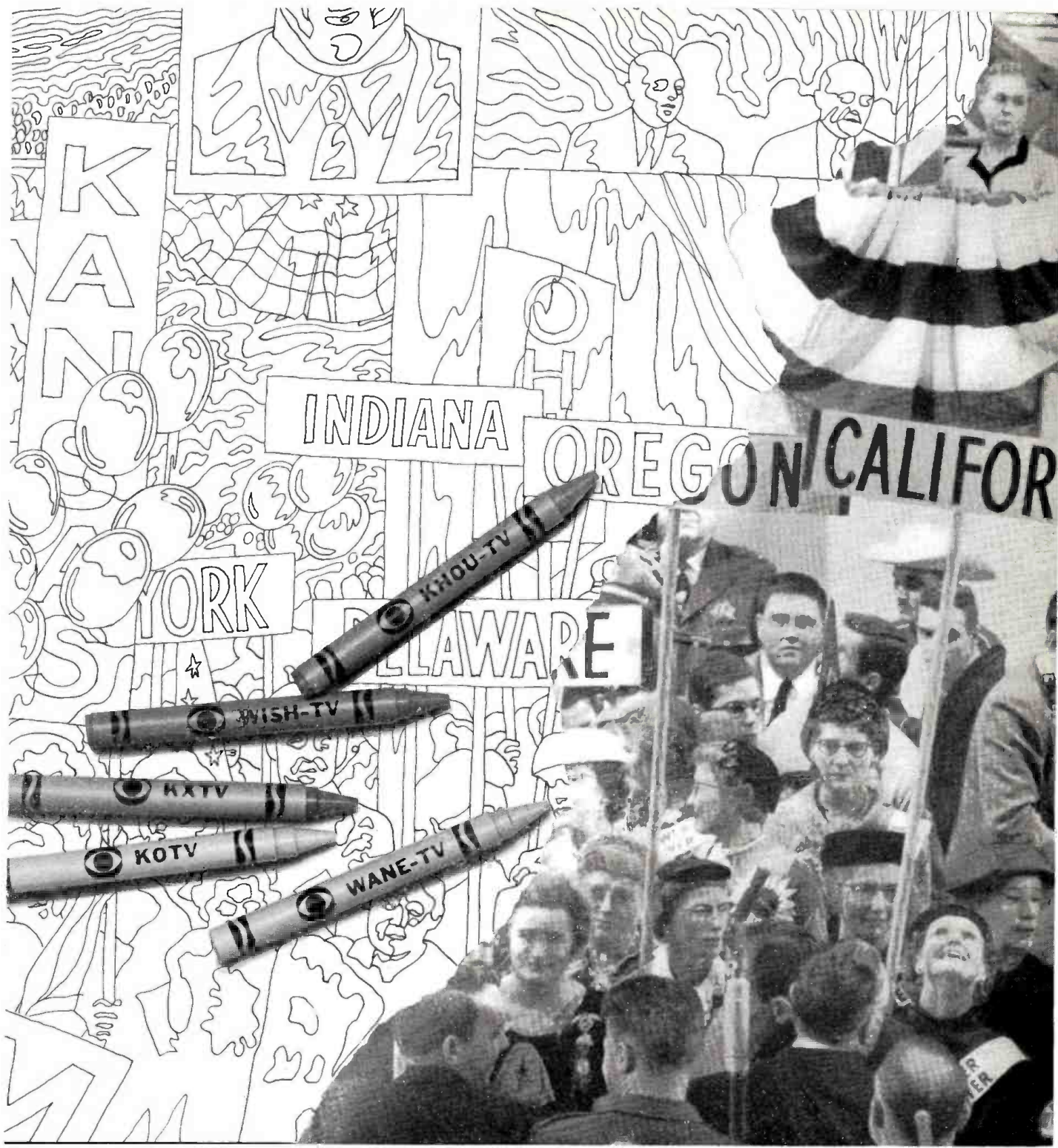
**SPEAKS TO NATPE.** Joseph Kotler, VP at Warner Bros. TV Division, told members of National Association of TV Program Executives in New York May 12 that wherever two stations in a market program a variety show against a variety show or a movie against a movie in late evening hours, one invariably rates high and the other rates considerably lower. Solution, he said, is for one station in three-station market to program movies in post-late news hours on week-days, one to program a variety show, with third stripping hour-long series. Some stations have already bought the new concept and are planning to run 77 SUNSET STRIP on a Monday-to-Friday basis in late evening hours.



NOW IN DISTRIBUTION: 77 SUNSET STRIP • ROOM FOR ONE MORE • THE DAKOTAS • THE GALLANT MEN • HAWAIIAN EYE  
LAWMAN • CHEYENNE • MAVERICK • SUGARFOOT • BRONCO • SURFSIDE 6 • THE ROARING 20'S • BOURBON STREET BEAT  
FEATURES: "WARNER BROS. ONE" • CARTOONS: "WARNER BROS.—SERIES '64"

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





## ...we color it local

There's more color to a convention than red, white and blue. There's the special kind of local color that each Corinthian station brings to its community.

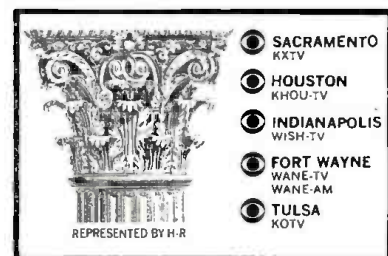
It started four years ago when Corinthian sent its own delegations to the 1960 political conventions, the first television broadcasting group to do so. Each station with its own news team...observing, analyzing, reporting, interpreting the activities of both its state delegation and general convention events *in terms*

*of its own community's particular interests.*

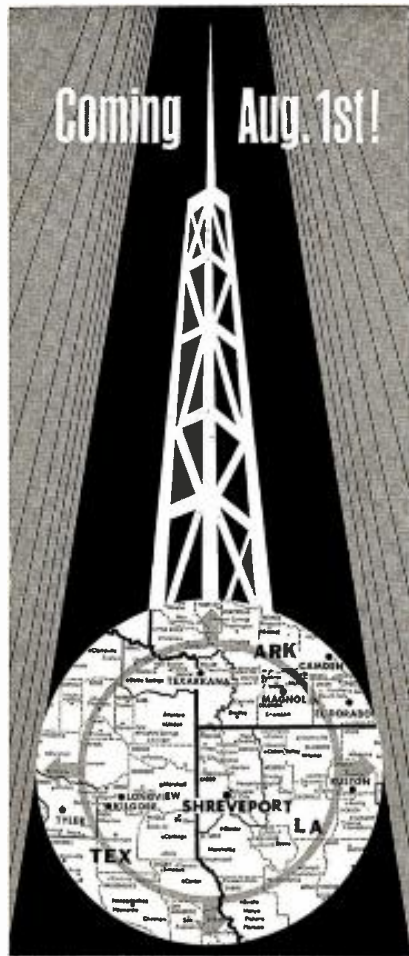
Specialized *local* reporting that supplements the comprehensive *national* coverage of CBS.

Corinthian stations will be represented this summer at San Francisco and Atlantic City.

Their 1964 platform is unchanged...a program service dedicated to local needs and interests...a platform that enjoys the enthusiastic endorsement of the people back home. Of advertisers, too.



**THE CORINTHIAN STATIONS**  
RESPONSIBILITY IN BROADCASTING



# MORE PICTURE POWER!

Now going up! . . . new 1,800 foot tower\*—due on-air August 1st!—will expand KSLA's present area of 10 years' dominance to new unbeatable HOMES-COVERAGE-PROGRAMING combination for the Billion Dollar Ark-La-Tex!

## KSLA-TV

SHREVEPORT, LOUISIANA  
HARRINGTON, RIGHTER & PARSON, INC.  
National Representative

\*Increase from 1,210' to 1,810' A.A.T.

## DATEBOOK

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

June 13-16—Twenty-ninth annual convention of Georgia Association of Broadcasters. Speakers will include Representative Walter Rogers (D-Tex.); FCC Commissioner Lee Loevinger; Hope Martinez, BBDO; Ruth Trager, Tucker Wayne, and Mary O'Shields, McCann-Erickson; Harold Krelstein, Plough Broadcasting; A. Prose Walker, Collins Radio; Avery Gibson, H-R Television. Special one-day engineering conference will take place on June 16. Holiday Inn, Callaway Gardens, Ga.

June 14-16—North Carolina Association of Broadcasters, Governor Tryon hotel, New Bern.

June 15—Hollywood Advertising Club, Ed Bunker, president of Radio Advertising Bureau, New York, will speak. Robert M. Light, president of the Southern California Broadcasters Association, will be chairman of the day.

June 15—Beginning of meeting in Geneva on international communications satellite system. Members of U. S. delegation who will attend include FCC Chairman E. William Henry and Joseph V. Charyk, president of Communications Satellite Corp., which will own U. S. share of international system.

June 15—Special meeting of the New York State Community Television Association, 9:30 a.m., Bellevue Stratford hotel, Philadelphia.

June 15-16—Conference on broadcast and television receivers by Institute of Electrical & Electronics Engineers. Papers should be sent to Francis H. Hilbert, Papers Committee, Motorola Inc., 9401 W. Grand Avenue, Franklin Park, Ill. Guest speaker will be Lawrence G. Haggerty, president and chief executive officer at Warwick Electronics Inc. O'Hare Inn, Des Plaines, Ill.

June 15-17—Forty-seventh national conference of the American Marketing Association. Speakers include Thomas C. Dillon, president of BBDO, New York; Burns W. Roper, partner of Elmo Roper & Associates; Esty Stowell, president of Ogilvy, Benson & Mather, New York; Fred R. Haviland Jr., vice president of Jos. Schlitz Brewing Co., Milwaukee; Solomon Dutka, president of Audits & Surveys Co., New York; Thomas M. Newell, vice president-research at D'Arcy Advertising, St. Louis, and Seymour Banks, vice president of Leo Burnett Co., Chicago. Sheraton Hotel, Dallas.

June 15-18—Meeting of the board of directors of the National Association of Broadcasters, Statler Hilton hotel, Washington.

June 15-19—National Community Television Association annual convention. Speakers include FCC Commissioner Kenneth A. Cox at June 16 luncheon, Commissioner Frederick W. Ford at June 18 luncheon and Commissioner Robert E. Lee on UHF panel June 18 (BROADCASTING, May 25). Bellevue-Stratford hotel, Philadelphia.

June 15-20—Eleventh annual International Advertising Film Festival. Additional information can be obtained from the festival office in New York at 245 East 30th Street. Telephone: Oregon 9-4600. Palazzo del Cinema, Venice, Italy.

June 16—Hearing on HR 4615, legislation to prohibit certain unfair commercial practices, House Commerce and Finance Subcommittee, Room 1334, Longworth House Office Building, Washington.

June 17—Advertisers workshop of the Association of National Advertisers. Session will deal with television advertising. Plaza hotel, New York.

June 17—Nomination hearing for reap-

pointment of FCC Commissioner Frederick W. Ford to full seven-year term, Senate Commerce Committee 9 a.m., room 5110, New Senate Office Building, Washington.

June 17—Annual awards banquet of the Los Angeles Copy Club. Eleven awards will be given for creative work in radio, TV and other media. Beverly Hilton hotel, Beverly Hills, Calif.

June 17-19—Annual meeting of Virginia Association of Broadcasters. Speakers include Charles A. Sweeny, Federal Trade Commission; Edmund C. Bunker, Radio Advertising Bureau; Paul B. Comstock, National Association of Broadcasters; Harold Essex, WJSR-AM-FM-TV Winston-Salem, NAB district 4 director. Ingleside Inn, Staunton, Va.

June 18—Tentative date for Senate Special Subcommittee on Juvenile Delinquency hearing on violence and sex on television. Leadoff witnesses: Thomas W. Moore, president, ABC-TV, Henry G. Plitt, president, ABC Films Inc., 7:30 a.m.

June 18—Deadline for reply comments on FCC rulemaking to govern grants in microwave services to systems supplying community antenna operators with facilities. Former deadline was May 11.

June 18—Meeting of the Broadcasting Executives Club of New England, Somerset hotel, Boston.

June 18—Representative Walter Rogers (D-Tex.) addresses luncheon meeting of the Federal Communications Bar Association. Washington hotel, Washington.

June 18-19—Hearing on bills to provide time-zone uniformity and also to set requirements for observance of Daylight Savings Time, House Commerce and Finance Subcommittee, Room 1334, Longworth House Office Building, Washington.

June 18-21—Seventeenth annual conference of Federation of Canadian Advertising & Sales Clubs, Nova Scotian hotel, Halifax, N. S.

June 18-21—Annual meeting of the Association of Independent Metropolitan Stations (AIMS), Queen Elizabeth hotel, Montreal.

June 19-21—Meeting of the National Spanish Broadcasters Association, Palo Alto, Calif.

June 20-25—International Television Contest Berlin 1964, sponsored by the government of Federal Republic of Germany and the Berlin Senate.

June 22—Deadline for reply comments on FCC rulemaking to establish rules to govern ex parte communications during adjudicatory and record rulemaking proceedings which have been designated for hearing. Former deadline was May 11.

June 22-Aug. 15—Annual Radio-TV-Film Institute, Stanford (Calif.) University.

June 22-26—Summer convention of the National Association of Television & Radio Farm Directors, Cherry Hill Inn, Cherry Hill, N. J.

June 23—Advertising Club of Los Angeles. W. C. Mackey Jr., VP, McCann-Erickson, Atlanta, will speak on "Things Go Better with Coke." Statler-Hilton hotel.

June 23—Deadline for comments on FCC rulemaking that would prohibit sale before June 1, 1965 of Communications Satellite Corp. stock owned by common carriers.

June 23—Annual stockholders meeting, Jerrold Corp. Jerrold Building, Philadelphia.

June 23-26—Hearing on 10 bills to restrict smoking advertising and require hazardous substance labeling of smoking products. House Commerce Committee, Room 1334,

# How to get more

- *interest*
- *effort*
- *attention*
- *concentration*

## from your TV representative

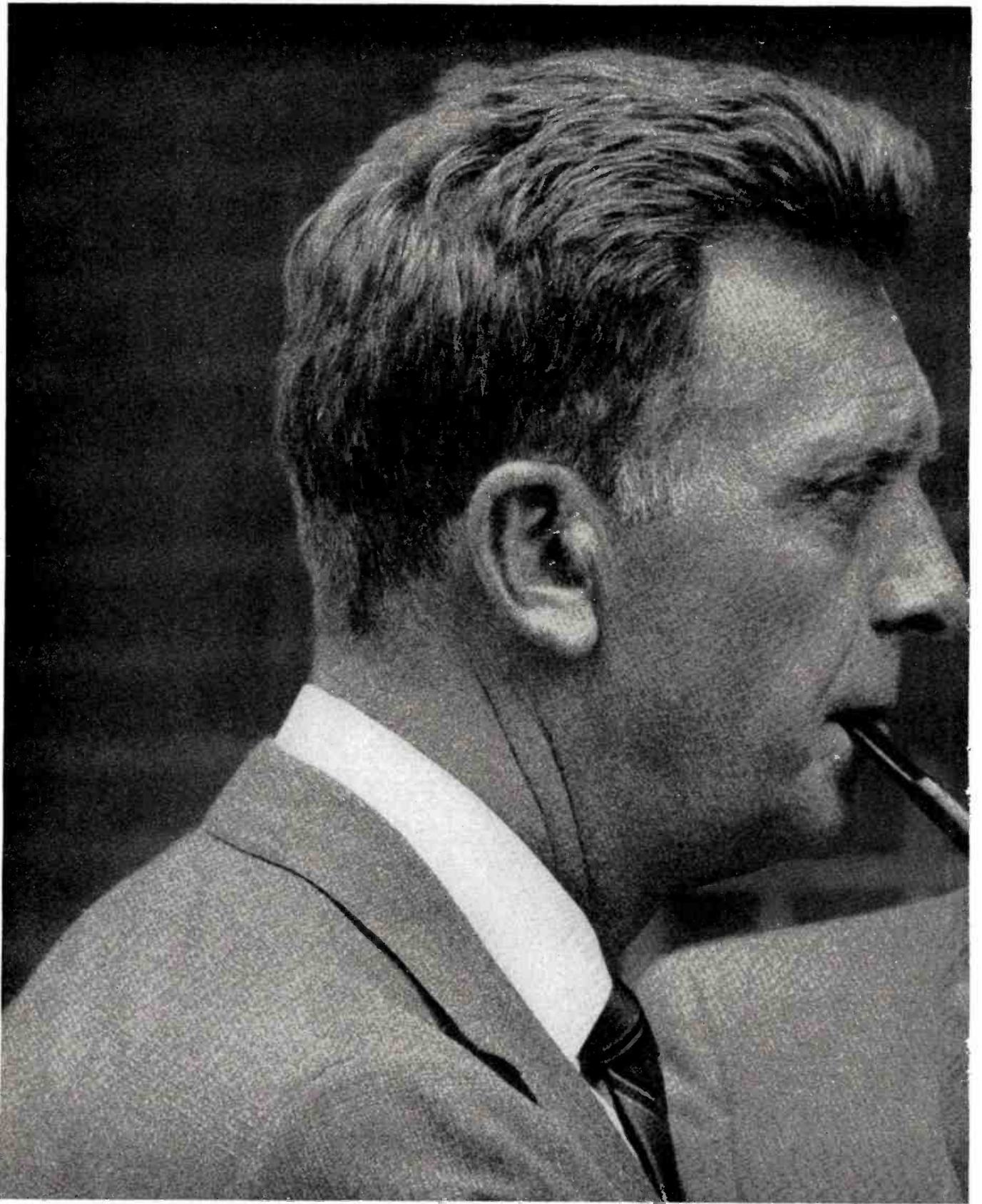


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**PAUL H. RAYMER COMPANY, INC.**

*Station Representatives Since 1932*

NEW YORK   CHICAGO   DETROIT   ATLANTA   DALLAS   SAN FRANCISCO   HOLLYWOOD







Look to NBC for the best combination of news, entertainment and sports.

## THE ITALICS ARE OURS

"The National Broadcasting Company took the honors in covering the California Republican primary by not having a beat on Senator Barry Goldwater's victory over Governor Rockefeller. The network's decision to resist the industry's competitive pressure and wait for the figures was amply warranted by Tuesday night's close race...*it is hard to challenge the wisdom of NBC in choosing to be careful rather than early. A whisker is not a landslide.*" **JACK GOULD, THE NEW YORK TIMES** "...We wish to congratulate the National Broadcasting Company for remaining dutifully on the air *until the tally was largely complete and the results reasonably sure.*" **EDITORIAL, SAN FRANCISCO CHRONICLE** "For viewers interested primarily in up-to-the-minute figures, changing constantly, NBC was probably *the most satisfying channel to watch.*" **HARRIET VAN HORNE, NEW YORK WORLD-TELEGRAM AND SUN** "NBC had the *honesty and dignity and calm restraint* not to seek all its journalistic exercise jumping at conclusions." **JACK O'BRIAN, NEW YORK JOURNAL AMERICAN**

NBC News has never been willing to sacrifice good judgment on the altar of speed. And even the tensions of this Presidential election year won't alter our standards of responsibility as television's most respected news organization. That's why the nation's viewers will continue to get the most accurate and perceptive reporting from the men and women of NBC News.



# Legislative Record



This is an LP pressing of WBBF's hour-long documentary review of the 1964 session of the New York State Legislature. It was produced by WBBF's Roy Wetzel, who spent much of the session in Albany. Included are Wetzel's recordings of the voices of Governor Rockefeller and the six Rochester area legislators.

Want a copy? While the limited supply lasts, WBBF will send gift copies to those who request them.

## WBBF

### AM and FM

850 Midtown Tower  
Rochester, N.Y. 14604



Longworth House Office Building, Washington.

June 24-26—Annual convention of the Florida Association of Broadcasters. Speakers include FCC Commissioner Kenneth A. Cox; Edmund C. Bunker, president of Radio Advertising Bureau; Sherril W. Taylor, National Association of Broadcasters vice president for radio; Clark Grant, president of Broadcast Promotion Association; Jerome R. Feniger, vice president of Cowles Magazines and Broadcasting Inc., and Tom Wall and Bob Heald, Washington communication lawyers. Deauville hotel, Miami Beach.

June 24-28—Twenty-ninth annual convention of the Toilet Goods Association. Key-note speaker will be Arno Johnson, vice president of J. Walter Thompson Co., New York, "The Challenge of our Times." The Balsams, Dixville Notch, N. H.

June 25-27—Maryland-D. C.-Delaware Broadcasters Association. Speakers will be Representative Catherine May (R-Wash.) and LeRoy Collins, president of the National Association of Broadcasters. The agenda also includes an FCC commissioners' round table, and a legal discussion with William Dempsey of Dempsey & Kopolovitz, as speaker. Atlantic Sands motel, Rehoboth Beach, Del.

June 26—Wisconsin Broadcasters Association, The Abbey, Lake Geneva.

June 28-July 7—Fourteenth International Film Festival, Berlin, Germany.

June 27-28—Two-day political broadcasting seminar sponsored by the Kappa Mu Psi radio fraternity of University of Wichita. Subjects to be discussed will be the equal time provisions of the Communications Act, the FCC's fairness doctrine, and Kansas political and campaign laws. Lecturers include Douglas Anello, general counsel of the National Association of Broadcasters; Hilbert Slosberg, associate general counsel of FCC; and William Ferguson, attorney general of Kansas. Lassen hotel, Wichita, Kan.

■June 29-30—California Broadcasters Association annual meeting. Mark Hopkins hotel, San Francisco.

June 28-July 10—Sixth annual seminar in marketing management and advertising of the Advertising Federation of America. For additional information write: Professor George T. Clarke, Education Director, Advertising Federation of America, 655 Madison Avenue, New York 21, N. Y. Deadline for receipt of candidates' applications was May 15. Harvard Business School, Cambridge, Mass.

June 30—Oral proceeding at FCC on revised proposed AM-FM program reporting forms. Formerly scheduled for June 8.

June 30-July 2—Second annual Broadcasting Institute designed to show high school students opportunities in broadcasting and allied fields. Ithaca College, Ithaca, N. Y.

#### JULY

July 5-9—Meeting of Advertising Association of the West, Sun Valley, Idaho.

July 6-8—Second annual National Broadcast Editorial Conference, to be held in association with National Association of Broadcasters and Radio-Television News Directors Association, under the auspices of Columbia University Graduate School of Journalism. Conference chairman is Ralph Renick of wtvj (tv) Miami; program chairman is Roger Turner of wmcn New York. Arden House, Harriman, N. Y.

July 6-10—International Conference on Magnetic Recording, sponsored by British Institution of Radio Engineers, and Institute of Electrical and Electronics Engineers. Scope of the conference will cover all magnetic recording on moving media and will include sessions on audio, video, computers and data recording. Headquarters of Institution of Electrical Engineers: Savoy Place, London, W. C. 2, England.

July 12-18—Fourth annual Texas Association

of Broadcasters college career guidance program in cooperation with University of Texas, Austin.

July 20-31—Management seminar designed for young advertising and marketing executives and sponsored by the Advertising Federation of America. Halsey Davidson of Northwood Institute and formerly an executive of Campbell-Ewald Co., Detroit, will serve as seminar coordinator. Northwood Institute, Midland, Mich.

July 28-31—Third annual executive conference of the New York State Broadcasters Association. Otesaga hotel, Cooperstown, N. Y.

#### AUGUST

Aug. 9-15—Georgia Broadcast Executive Management Seminar, Georgia State College, Atlanta.

Aug. 16-18—Summer convention of South Carolina Broadcasters Association, Ocean Forest hotel, Myrtle Beach.

Aug. 16-22—Sales management seminar sponsored by the National Association of Broadcasters in cooperation with the Radio Advertising Bureau and the Television Bureau of Advertising. Stanford University, Stanford, Calif.

Aug. 18—Annual stockholders meeting of Desilu Inc., Hollywood.

Aug. 23-29—Sales management seminar sponsored by the National Association of Broadcasters in cooperation with the Radio Advertising Bureau and the Television Bureau of Advertising. Harvard University, Cambridge, Mass.

Aug. 24-Sept. 5—Major British manufacturers in the field of broadcast communications will be displaying their products (radio-TV receivers, tape recorders, components and record players) at the 1964 National Radio and Television Exhibition, under the auspices of the British Radio Equipment Manufacturers' Association. Demonstration sets will show 625-line programs—the type transmitted on Britain's new BBC 2 program—as well as 405-line transmissions. Earl's Court, London.

Aug. 25-28—Institute of Electrical and Electronics Engineers summer general meeting, Biltmore hotel, Los Angeles.

■Aug. 27-30—Fall meeting, West Virginia Broadcasters Association. The Greenbrier, White Sulphur Springs.

#### SEPTEMBER

Sept. 7-11—International Conference on Microwaves, Circuit Theory and Information Theory, sponsored by Institute of Electrical Communication Engineers of Japan. Summaries and abstracts, which must be written in English, should be sent to Dr. Kiyoshi Morita, chairman of Papers Committee, Institute of Electrical Communication Engineers of Japan, 2-8, Fujimicho, Chiyoda-ku, Tokyo, Japan. Akasaka Prince hotel, Tokyo.

Sept. 18—Radio programing clinic held by National Association of Broadcasters' program study committee. Rickey's Hyatt House, Palo Alto, Calif.

■Sept. 21—Radio programing clinic held by National Association of Broadcasters' program study committee. Chicago Plaza motor hotel, Memphis.

■Sept. 23—Radio programing clinic held by National Association of Broadcasters' program study committee. Palm Town House motor inn, Omaha.

Sept. 23-25—Fall meeting of Electronic Industries Association, Statler-Hilton hotel, Boston.

■Sept. 24-26—Fall meeting of the Minnesota Broadcasters Association. Speaker will be FCC Commissioner Lee Loevinger. Sheraton-Ritz hotel, Minneapolis.

■ Indicates first or revised listing.



**VOICELESS.** Many people who have lost the use of their vocal cords can learn to talk again with the help of an electronic artificial larynx, developed by Bell Telephone Laboratories. Held against the throat, this small 7-ounce device replaces the vibrations of normal vocal cords in producing speech. Two models, one simulating a man's voice and the other a woman's, are available at cost on your doctor's recommendation.



**BEDFAST.** Over 5000 shut-in students go to school from home or hospital with the help of Bell System School-to-Home Telephone Service—and keep up with their classes almost as if they were present in person. Speakerphones, which don't have to be held or lifted, help other invalids keep in touch with their worlds. Some ingenious installations have been devised for wheelchairs and beds by local telephone men.



**BLIND.** Special "Seeing Aid" equipment has been designed so that blind operators can serve regular telephone switchboards. Its basic principle is a sensitive probe which causes a buzz in the operator's earphone when it passes over a lighted lamp. By moving probe up and down a central row of lamps, she learns what level the call is coming in on and which side. Then she uses probe to find proper hole and goes on to complete the call.



**HARD OF HEARING.** Some people with impaired hearing find it hard to use an ordinary telephone. For them, we offer a special handset. It looks like any other and it comes in the same colors. But it has a convenient fingertip control in the center which steps up the volume of incoming voices to the best listening level. It can be used with any model phone you may have—wall, desk or Princess® phone—or any of the many business phones.

## Some Bell System services to help the handicapped

Ours is a service business—and we serve almost everybody. But not everybody has the same health, hearing and sight. So we try to be flexible enough and resourceful enough to adapt our services to people's needs.

There are many ways in which we do it. Four are shown here. For information on any or all of these aids, call the local Bell Telephone Business Office or ask your telephone man.



**BELL TELEPHONE SYSTEM**  
Serving you



RINGMASTER ARCH YANCEY  
IN THE  
BIG TOP RADIO CENTER RING  
Noon - 3:00 p.m.



**K·NUZ**

HOUSTON'S 24-HOUR MUSIC AND NEWS

National Reps.:

**THE KATZ AGENCY, INC.**

New York • Chicago  
• Detroit • Atlanta •  
St. Louis • San Francisco  
• Los Angeles • Dallas

In Houston: Call DAVE MORRIS — JA 3-2581

## OPEN MIKE

### Tea picker deception?

EDITOR: Your June 8 editorial, "Mock-Up Mockery," reminds me that you might want to suggest to the Federal Trade Commission that it investigate a new commercial on TV because this commercial may contain a gross misrepresentation. I refer to the Tender Leaf Tea ad. It shows a lovely Oriental and she says that she picks only the most tender leaves and not the lower, tougher leaves for Tender Leaf Tea. I have no question to raise about the type of leaf she picks but there is a nagging suspicion in my mind that she is not in truth an Oriental. If she is a non-Oriental, but a member of some other ethnic group made up with sandpaper and other devices to look like an Oriental, our nation is in danger.—*Nathan Lord, WAVE-AM-FM-TV Louisville, Ky.*

### 'After Emmy' aftermath

EDITOR: Thank you for the editorial "After Emmy" [BROADCASTING, June 1]. Your recognition of our efforts is sincerely appreciated. It is our hope that we can live up to your expectations.—*Sam Cook Digges, president, International Radio and Television Society, New York.*

## BOOK NOTES

"A B C's of Television," by *Len Buckwalter*. Howard W. Sams & Co., 4300 West 62d Street, Indianapolis. \$1.95. 96 pp.

Mr. Buckwalter, a former chief engineer of WCRB Boston and author of several other books on electronic subjects, has attempted to explain the principles of television in layman's terms. The book follows the TV signal from the studio to the receiver and explains all the processes involved. The book is neither oversimplified nor condescending, and makes full use of diagrams to explain television electronics.

"Television Station Management," edited by *Yale Roe*. Hastings House Publishers, 151 East 50th Street, New York 22; 251 pp. \$6.95.

Mr. Roe, director of daytime sales for ABC-TV, has assembled writings from 17 prominent executives representing all phases of broadcasting in a close examination of the various aspects of television station operation. The book deals with a wide range of topics, including: management, programing, news, production, advertising, promotion, research sales, traffic and technical services.

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# Broadcasting

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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EDITOR AND PUBLISHER  
Sol Taishoff

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DIRECTOR OF PUBLICATIONS  
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### Bureaus

New York: 444 Madison Avenue. ZIP code 10022. Telephone: 212 Plaza 5-8354.

EDITORIAL DIRECTOR: Rufus Crater; SENIOR EDITORS: David Berlyn, Rocco Famighetti; STAFF WRITERS: Jerry Beigel, John Gardner, Charles E. Karp, Ellen R. McCormick. ASSISTANT: Francis Bonovitch.

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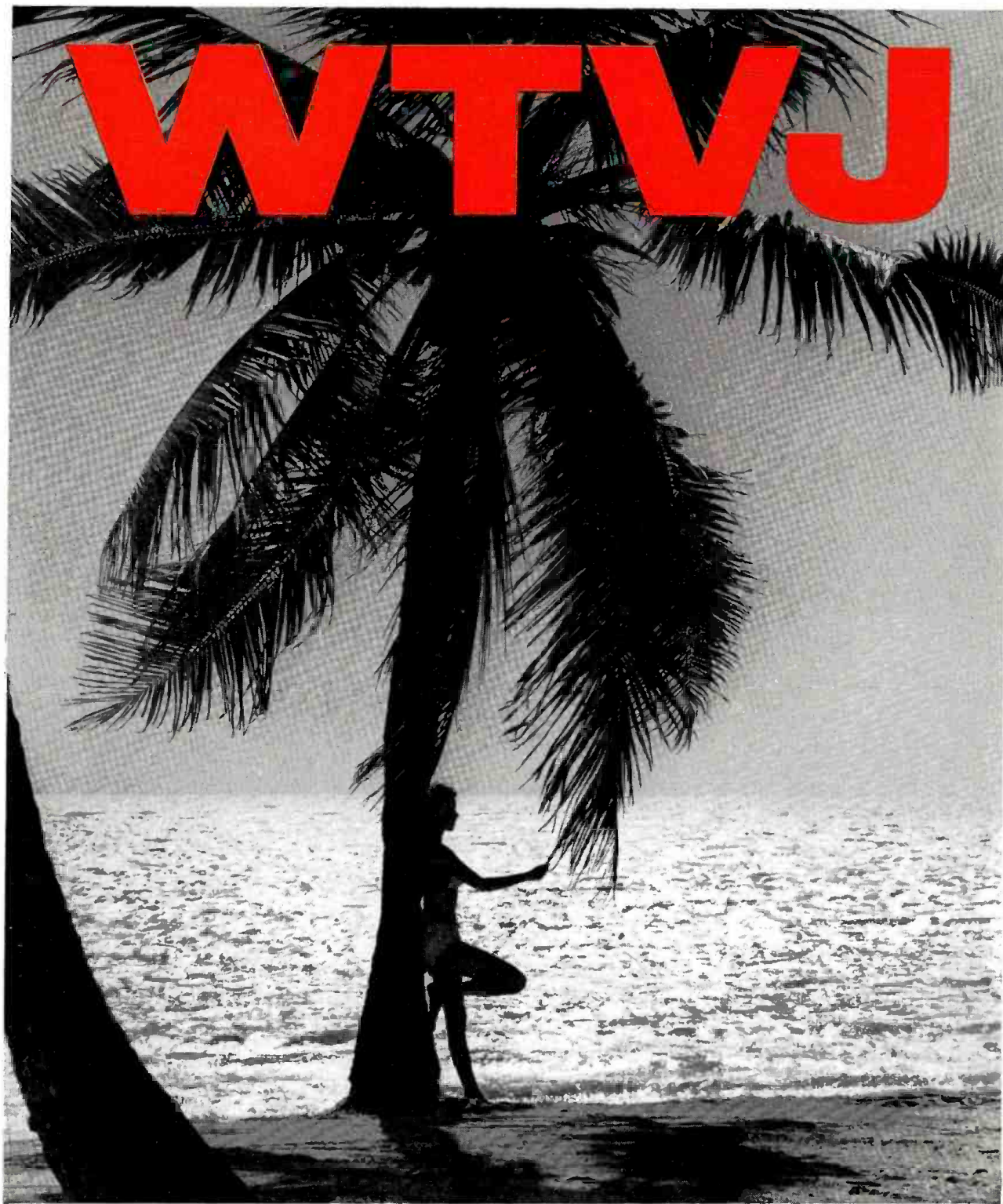
Toronto: 11 Burton Road, Zone 10. Telephone: 416 Hudson 9-2694. CORRESPONDENT: James Montagnes.

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\*Reg. U. S. Patent Office

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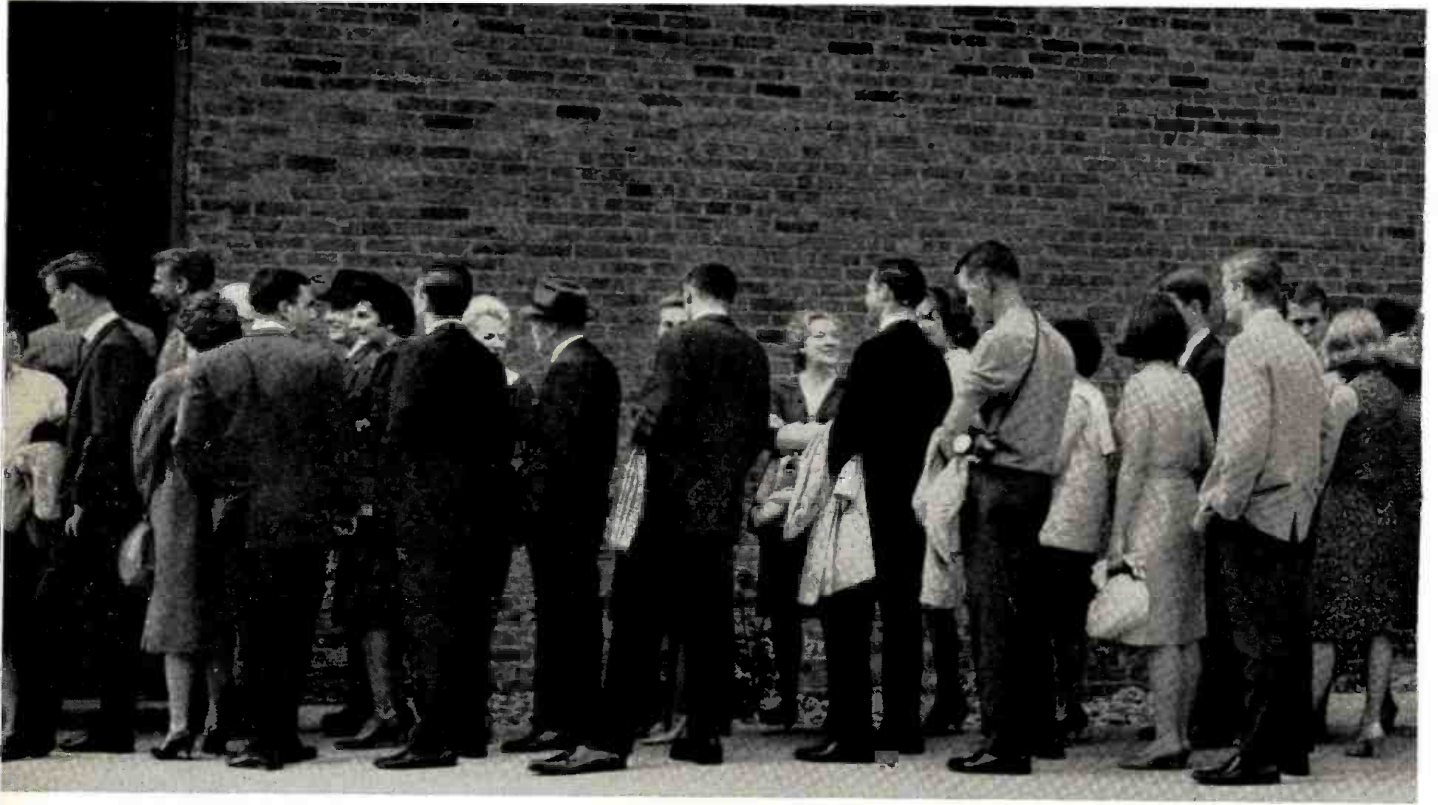
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**IF WE SOLD TICKETS  
TO ABC'S WIDE WORLD OF SPORTS, THIS**



# YEAR'S LINE WOULD BE 19,210 MILES LONG



*Wide World of Sports is a crowd pleaser. And what a crowd—71,000,000 people so far this year. Here's why ABC's Wide World of Sports draws the biggest weekly gate of any regularly scheduled sports show in television.*

ABC's Wide World of Sports covers everything from boxing to billiards, ski jumping to stock car races—70 different sports in all. And it travels all over the world to do it. Wide World crews have covered over 240 events in 26 countries on 6 continents and in 35 American states.

Sports fans have learned to look for the unusual and unexpected when Wide World of Sports covers an event. Its crews pioneered the use of portable, hand-held cameras. They hire blimps to carry cameras. They hoist cameras up on 150-foot cranes. They put cameras in sky diver's helmets, in football huddles and on the hoods of Grand Prix cars. They use parabolic and radio frequency microphones to catch all the unique sounds that are part of the intense competition of sport. Techniques which have now been imitated by every major network.

Anchormen Jim McKay and Bill Flemming get expert help with their commentary. Eddie Arcaro, Stirling Moss, Jack Kramer, Vic Seixas, Bill Veeck, Arnold Palmer, Carol Heiss, "Sugar" Ray Robinson and Andrea Meade Lawrence are sports greats who have "been there" and now add their knowledge to Wide World's coverage.

The multiple sports events covered in each weekly 90-minute Wide World of Sports telecast help attract one of television's largest unduplicated sports audiences. These viewers have already seen six major world's records smashed

this year and the recent stop-action analysis of the Clay-Liston Championship fight was one of the season's most talked-about sports programs.


ABC Sports continues to seek out the most unique, exciting and attractive sports events. Currently, Wide World of Sports viewers are seeing the Indianapolis "500" highlights, National Gymnastic Championships and the English Derby from Epsom Downs. They'll be watching the National AAU Men's and Women's Track and Field Championships, the Soap Box Derby and Bill Veeck's pungent commentary.

In short, wherever or whenever people gather to watch a game or race, you're likely to find an ABC camera crew.

ABC learned a long time ago that the best way to attract a sponsor is to draw a crowd.

## How in the world do you get a line 19,210 miles long?

Simple. Since January 35,500,000 different homes have tuned to Wide World of Sports. Nielsen reports an average of two viewers in these homes (that gives us 71,000,000 people). The "average line" contains 7 people per 10 feet (we figured that out). So you divide .7 into 71,000,000 and come up with 101,428,571 feet or 19,210 miles. A remarkable statistic!

ABC Television Network 

## The broadcast supervisor—a man of many hats

"Tell me, did you find any scratches on your commercials today?"

This was a standard greeting I heard when I first started working as a broadcast supervisor. I still hear it today. It reflects the misunderstanding about agency broadcast supervision which exists among many people.

In this era of multi-million dollar client investments in TV programming, the role of the agency broadcast supervisor is often either underplayed or not understood. Perhaps this is because he's actually a man of many hats. He is part agency producer, part director, script consultant, PR man, commercial traffic manager and technical consultant. Most importantly, he's the final quality control point for advertisers who are spending millions of dollars on products which they probably have not seen in final form prior to airing.

To go back a few years to radio and early television, we saw agency men directing, producing and often packaging complete shows for their clients. As the networks and packagers took over this phase of the business, the role of the agencies changed from active participation in production to that of a behind-the-scenes advisor.

**The Client's Watchdog** ■ Today the agency supervisor could be described more aptly as an objective observer for the client. We review show scripts in pre-production and the shows themselves during production and after completion. We also participate in more technical phases of the business—looking for defects (including the aforementioned "scratches") in filmed commercials and checking each show's format to see that there's sufficient time between commercials for our client's product and competing products.

I think the broadcast supervisor's value, in working with the show packagers and TV networks during both final editing and commercial integration, can be demonstrated by two case histories.

There was a leading toothpaste manufacturer who had a participating spot on a comedy show. A routine was inserted into the show concerning "your friendly dentist." In this case, the friendly dentist was shown to be completely incompetent, with some of the jokes downright derogatory to the profession. The supervisor, recognizing the importance of maintaining good relations between the client and the dental profession, alerted all parties concerned. Result: the commercial was moved to

another program in the same series.

**Taste and Judgment** ■ In addition, agency broadcast supervisors protect the client's interest in matters of taste. In many instances, the completed television program results in an entirely different interpretation of the subject matter than that conveyed by the original script. Changes occur during production to substantially alter the original concept. For instance, a leading dramatic half-hour TV series recently produced a film concerning a murderer who is sentenced to a mental institution. The "unstable" criminal escapes, murders a man who befriends him, ties a law officer to a stake, beats him insensible with a chain and finally tries to kill the pregnant wife of his murdered friend by shooting her through the stomach.

The finished film, almost ready for airing, had been approved by a representative of the network's continuity acceptance department. The agency broadcast supervisor who was checking the film for his client believed it to be sadistic and unnecessarily violent. He called the network's continuity acceptance director who, upon viewing the film, agreed. The finished film was never shown on the air. In this case, it was obvious that the client, the network and the viewing public all benefited by the supervisor's judgment.

I do not mean to imply that agency broadcast supervisors can or should impinge on the responsibilities of the networks in matters of taste. Rather, the broadcast supervisor provides a double-check and another point of view, so that both the network and the client are made aware of possible problems in both scripts and final execution. Since the ultimate final decision does not rest

with the broadcast supervisor, it always bothers me to hear certain uninformed TV people refer to "agency interference" in program content.

Where matters of taste are involved, the broadcast supervisor does not himself determine what is satisfactory and what is not. He, too, is guided by the NAB code, the same yardstick which is used by both the networks and the producers.

**My Day** ■ If I were to try to describe an average day in the life of a broadcast supervisor, I'd have to stop short and admit there is no such thing. Sometimes the day involves finding out whether a certain actor or actress would be available to do a commercial the following day at a location some 3,000 miles away. It could involve arranging a studio tour for a client's customers or screening new program possibilities for the coming TV season.

The work of a broadcast supervisor—from "scratch hunting" to program development—is not restricted to servicing big clients, by any means. Most of the larger agencies provide this service regardless of the expenditure involved, rightfully feeling that it is as important to supervise a low-budget local show as it is for a 90-minute network special. The occasional TV advertiser is just as interested in his program and commercial quality as the frequent TV advertiser.

No manufacturer would stay in business very long without quality control of his final product. To the complex TV industry, as we know it today, the broadcast supervisor is the advertiser's quality control department on the scene. He insures that the final product best represents his client to the viewing public.



Shel Stuart became manager of broadcast for Foote, Cone & Belding's Los Angeles office last year, after six years as a broadcast supervisor in their Hollywood and Los Angeles offices. Prior to that he was a TV director at KCOP(TV) Hollywood, "where Liberace lit his first TV candleabra," having started there as a stage manager in 1949. Earlier Mr. Stuart had been a radio news editor and announcer for New York's municipally owned non-commercial radio station, WNYC.



*Long Island*

## **The Sound of New Haven**

SUMMER ON THE SOUND! WELI RADIO'S IN THE PICTURE\* WITH REGULAR MARINE BROADCASTS, WEATHER ADVISORIES, FISHING NEWS, TIDES, REGATTAS, BATHING CONDITIONS. PEOPLE RELY ON ELI! GOOD MUSIC, GOOD NEWS, AND GOOD TASTE.

WELI•960•THE SOUND OF NEW HAVEN•5000 WATTS  
NATIONAL: H-R REPRESENTATIVES, INC.:  
BOSTON: ECKELS & CO.





**CG can get you ordered in Indiana. If you want greater sales on tap for your beer products, brew up a schedule with ATS.**

**IN TV:** WSJV-TV (28), South Bend-Elkhart; WKJG-TV (33), Ft. Wayne  
**RADIO:** WTRC-AM and FM, Elkhart; WKJG-AM, Ft. Wayne  
**NEWSPAPERS:** The Elkhart Truth (Eve.); The Mishawaka Times (Morn.)



John F. Dille, Jr., *President*



# New controls on radio growth

What the FCC is out to do: restrain expansion of AM radio where competition is already keen; boost development of FM as independent service

The FCC's two-year-old freeze on AM applications was virtually at an end last week. And when the announcement of its termination is finally made, the pattern for the development of not only AM but also FM radio will have been sharply altered.

At issue is a proposed report and order that is designed to slow down, if not stop, the growth of AM in large markets and divert it into smaller areas, and to begin shaping FM as an independent radio service.

The object is to provide for a more efficient use of the spectrum. But the order will probably raise anew the question of whether the commission is not actually providing economic protection for existing AM stations.

Adoption of the order, which would amend commission rules affecting AM assignment standards and the relationship between AM and FM, will signal the end of the freeze. And the com-

mission in a special meeting Monday (June 8) all but gave the final word it is ready to take that action.

**Follows Staff Outline** ■ The order is essentially similar to the proposal recommended by the staff (BROADCASTING, June 8). As reported earlier, it would put AM assignments on a go-no-go basis—that is, applications would have to meet rigid engineering standards before they could be accepted for processing.

In addition, the order would limit to 50% the amount of time that FM stations in cities of more than 100,000 population could duplicate commonly owned AM stations in the same community.

Chairman E. William Henry and Commissioners Kenneth A. Cox, Lee Loevinger and Robert E. Lee expressed their support for the proposals at the meeting last week. Commissioners Frederick W. Ford and Rosel H. Hyde

are opposed, and were preparing dissenting statements. Commissioner Robert T. Bartley, who has been ill, was absent.

Officials say the commissioners did not take a final vote. They also say that the staff was instructed to rewrite portions of the order. However, final approval was regarded as a foregone conclusion.

To speed action on the matter, the revised order is to be circulated among the commissioners for their vote as soon as the staff work is completed. These votes were expected to be recorded this week—or next at the latest.

Officials say that when the order is printed in the *Federal Register*—which would follow by a matter of days its announcement by the commission—the agency will start accepting applications for new AM stations and for major changes in existing facilities, provided they meet the new criteria. Action on

## P&G dips a toe in radio after years of immersion in TV

Procter & Gamble, which once dominated advertising on radio as it now does on television, is back in radio with its biggest purchase in several years.

It has bought a half-hour of the weekly *Grand Old Opry* on WSM Nashville for Lava soap—a brand that has been out of radio for some 10 years—and if the campaign proves successful it is apt to be extended through other regional radio purchases, according to Jim Van Cleave, Lava brand manager at P&G.

The term of the contract and the amount of money involved were not disclosed, but the sum inevitably would be small in comparison to the estimated \$70.6 million that P&G spent in spot TV alone last year. But because of P&G's eminence as

a bellwether among advertisers, observers thought that for the radio business the move could take on significance beyond money involved.

Radio sources point out that for practical purposes P&G has been completely out of radio for the past five or six years, with radio expenditures probably not exceeding \$3,500 a year—and probably not reaching that point until recently.

Throughout most of that time radio salesmen have looked longingly toward P&G's return as an event that could spur its competitors and many other advertisers into more widespread use of radio once more.

P&G representatives did not appear anxious to attach great significance to Lava's *Grand Old Opry* purchase. Jack Stafford, account execu-

tive on Lava at Leo Burnett Co., Chicago, described the campaign as a "special situation," pointing out that Lava is sold largely to a rural market and that *Opry* provided a farm-oriented audience. "We've just started using WSM and will probably continue for some time," he reported.

He said the campaign was placed on WSM through the Henry I. Christal Co., Chicago, radio station representative. It involves sponsorship of the half-hour from 11:30 p.m. to midnight in the *Opry's* live broadcasts on Saturday nights, and it went into effect June 6.

At P&G, Mr. Cleave acknowledged that "this is a new departure for us," and added: "If this is successful we'll be considering other regional radio buys."

## NEW CONTROLS ON RADIO GROWTH continued

them will be taken as soon as the new rules become effective, which will be 30 days after publication in the register.

The new rules will not apply to applications already in the processing line.

Officials say the first applications to be reviewed under the new rules are a batch of some 30 that were filed seeking waiver of the freeze. These will be examined in the light of the new rules and, if they meet the criteria, will be accepted for processing.

**Two Years Old** — Although the freeze has been in effect for two years—the commission imposed it in a surprise move on May 10, 1962, so that it could consider its allocations policy without having new assignments compound existing problems—officials don't expect a flood of applications. "The rules are too stringent," said one staff member.

The rules would prohibit applications for stations that would either give or receive interference. The standards to be used to define prohibited overlap are those now used to predict interference caused or created by a new station.

There will be two exceptions. Stations that would provide a first local service and those that would serve 25% "white area" would be allowed to receive overlap up to the 1 mv/m contour from co-channel stations instead of to the 0.5 mv/m contour. In addition, the prohibited overlap rules would not apply to applications for Class IV power increases or for new Class II-A stations.

Applications for nighttime service would not be accepted if the proposed station would interfere with the service of other stations. It would also have to meet all city coverage requirements and serve at least 25% "white area" within its interference-free contour. This would initially eliminate the possibility of new nighttime stations except for Class IV stations and Class II-A applications, which would be exempt from this requirement.

The new rule affecting FM, as the commission is expected to adopt it, goes further than the staff recommendation. The staff had proposed that the rule prohibiting more than 50% FM duplication of commonly owned AM's apply in cities of more than 100,000 where no more FM channels are available. The commission decided to make it applicable to all cities of more than 100,000 regardless of whether FM channels are available. The commission was said to feel the rule as proposed by the staff would result in too many administrative difficulties. However, the commission order is expected

to provide for requests for exceptions to the rule. The 50% limitation will become operative one year after the effective date of the new rules.

The commission reportedly is ready to adopt a staff recommendation that it deal with mergers of AM and of FM stations, as a means of reducing the number of outlets in a community, on a case-by-case basis. The commission had proposed a procedure whereby stations in heavily served cities could merge with the assurance that the abandoned frequency would be withdrawn by the commission.

However, the commission is expected to abandon that proposal and state, instead, that it will examine individual requests for mergers and grant them with channel deletion where "a compelling showing of public benefit" is made.

**Slow AM Growth** — A staff study indicates that the new rules will slow down the growth of AM radio and, very likely, direct its new development into presently underserved areas. It notes that only one-third to one-half of the applications filed before the freeze would comply with the new standards.

But the staff also says that the figure would be increased by "a channeling of interest into new areas, bringing applications for locations in which there had been less interest prior to the freeze."

Under the existing rules, applications

for new stations that would result in interference were set for hearing. The commission then decided on the basis of a variety of factors—the degree of interference being only one—whether a station grant would serve the public interest.

But under that system, the commission is expected to say in its order, the percentage of new stations that neither caused nor received interference declined markedly in the 1952-62 decade. The commission majority believes that the number of AM grants that will result in interference will grow rapidly unless the rules are changed.

The commission is said to feel that new rules, in protecting stations within their normally protected contours and requiring new stations to meet rigid standards of efficiency, simply represent an effort to enforce existing standards strictly.

A major factor in the commission's decision is the "abundance" of aural service—more than 4,000 AM commercial stations, plus 1,300 commercial FM stations. The commission, noting that few areas of the country lack multiple service, says that the benefits which would be obtained from a large increase in the number of stations would be slight to outweigh the serious losses of service that would result through interference.

In imposing new restrictions on grants for nighttime operations, the commission reportedly feels that little "white area" could be served by the addition of more nighttime stations, other than those on clear channels, and that the addition of new stations would cause interference to existing outlets.

As a result, the commission is said to feel that the gain in service from new nighttime stations would not outweigh the loss in service. The commission reportedly feels there is little demand for additional nighttime radio service because of television, and that what demand there is can be met more efficiently by FM stations.

In imposing a limit of 50% on the amount of time an FM station may duplicate the programming of a commonly owned AM station in cities of more than 100,000, the commission expresses the view that the spectrum is being inefficiently used when two outlets broadcast the same material. The commission reportedly feels there are many would-be applicants for independent FM stations in the larger cities.

The commission is said to believe that although individual licensees may suffer some "short-term" economic hardship as a result of the nonduplication rule, there will be no "net loss" of FM service to the public.

Commissioner Hyde is said to feel that, whatever the commission's inten-

### Mrs. Bullitt honored

Mrs. A. Scott Bullitt, board chairman of KING Broadcasting Co. (KING-AM-FM-TV Seattle, KGW-



AM-TV Portland, Ore., KREM - AM - FM-TV Spokane), was awarded an honorary degree of Doctor of Humane Letters by Mills College, Oakland, Calif.

The citation lauds Mrs. Bullitt as a "distinguished daughter of the Pacific Northwest; intelligent provider of public knowledge and stimulator of the public will; astute in business; creative contributor to the well-being of your region."

# FOR A NEWS-HUNGRY PUBLIC

...THE LARGEST STAFF AND BEST FACILITIES IN OUR PART OF AMERICA

These are the men—and the machines—that collect, photograph, and broadcast WHIO news via AM, FM and TV. There is no comparable service in our part of the nation. The natural consequence: around the clock more news-hungry people listen to WHIO-AM and FM—watch WHIO-TV. Ask George P. Hollingbery to prove it.



**TOM FRAWLEY**—WHIO Radio/TV Director, current President of the Ohio Associated Press Broadcasters Association



**DON WAYNE**  
Newscaster



**PHIL DONAHUE**  
Newscaster



**MAC McFARLIN**  
Newscaster



**TOM ANDREWS**  
Newscaster



**ANDY CASSELS**  
Newscaster Photographer



**AL BROWN**  
Newscaster Photographer



**CHUCK UPTHEGROVE**  
Photographer



The WHIO News Scout—first on the scene for at-the-scene reporting.



The WHIO Air Scout—puts our reporter only minutes away from all corners of our area.



WHIO COPTER for twice daily traffic reports with Lieutenant Russ Guerra, from the Dayton Police Traffic Bureau.



COX BROADCASTING CORPORATION stations:  
WSB AM-FM-TV, Atlanta;  
WHIO AM-FM-TV, Dayton;  
WSOC AM-FM-TV, Charlotte;  
WIOD AM-FM, Miami;  
KTVU, San Francisco-Oakland.

WHIO-TV • CBS • CHANNEL 7

# WHIO

WHIO-AM-FM • DAYTON, OHIO

tions are, the result of the new rules will be to provide economic protection for existing stations. The commissioner, who opposed imposition of the freeze, is known to feel that the new rules will, in effect, make the freeze permanent. He is also said to object to the fact that the rules will strip the commission of its flexibility in determining whether a

grant should be made.

Commissioner Ford reportedly opposes the rules because of a feeling the go-no-go system "won't work." He is said to foresee a great many exceptions being granted that would cut down on the efficiency that the rules are supposed to assure in the making of grants. Would-be broadcasters may ask for

waivers of the rules, but they can be denied without a hearing.

Commissioner Ford is also known to object to the proposals dealing with non-duplication of FM. He is said to feel they do not belong in a proceeding concerned with AM assignments and that, in any event, they haven't been sufficiently thought out.

## BROADCAST ADVERTISING

# In TV's hands: the fate of new products

### Tinker tells AFA a single commercial's effectiveness can mean success or failure

"We are at the exquisite point in advertising development where the fate of a product may turn on a single television commercial," Jack Tinker of Jack Tinker and Partners, New York, told the Advertising Federation of America in St. Louis last week.

But all too often, he observed, that fate is fatal because the commercial fails: it is merely an imitation, a vain repetition of other commercials equally bland.

"The ultimate danger to our country does not lie in the Red East or the Red West or in being returned to cosmic dust under a thermonuclear cloud," Mr. Tinker said. The real peril, he suggested, "is that we shall bore each other to death."

Mr. Tinker's solution is that despite the high cost of innovation in television today the advertising practitioner must experiment and dare to be different, a policy his Interpublic Group of Companies' affiliate is attempting to pursue. But such innovation should be tempered with research and judgment, he indicated, so that the results may be predicted.

The Tinker group already is experimenting on its own in TV, Mr. Tinker said, with creative exploration underway "in such disparate places" as Berlin and Brooklyn.

Other highlights of the AFA's 60th annual convention:

■ The latest survey of youth by Young & Rubicam, reported by the agency's president, Edward L. Bond Jr., disclosed that tomorrow's advertising will have to use the "honest and open" approach, be direct and factual as well as reassuring, to most effectively win

tomorrow's housewife.

"Given truth in courtship, she will stay married to your product," Mr. Bond predicted, "and I can't think of anything a marketer would prefer more than to make a customer rather than a sale."

■ Ford Motor Co. has a two-month backlog of orders for its new Mustang within only weeks of its unique saturation TV introduction, according to Frank E. Zimmerman Jr., general marketing manager, Ford Division. "Public reaction has been overwhelming," he said.

■ A protest against the "committee" way of doing things in advertising was voiced by David B. McCall, president,

### LBJ greets AFA

A message of greeting from President Lyndon B. Johnson opened the 60th annual convention of the Advertising Federation of America in St. Louis last week. Sending his "warm best wishes" to the more than 500 AFA delegates, the President said in part:

"The work that your group does in firming up the integrity and believability of advertising's voice to the people is a beneficial enterprise. Communication with the citizens of our land is important to knowledge. When advertising speaks it should do so with clarity and honesty. These are the great assets of persuasion."

C. J. LaRoche & Co., New York. "The avoidance of personal responsibility, the elimination of the importance of the individual in life and in business," he said, "is lousy for the world we live in and is almost sure disaster for effective and brilliant advertising."

■ Results of a TV test for the introduction of Teflon-coated cookware were related by Dr. Malcolm A. McNiven, manager, advertising research, E. I. du Pont de Nemours & Co. The test found that a high level of TV use worked best, a pattern used for national introduction last fall.

■ Successful use of humor in radio-TV commercials was explained by Mel Blanc of Mel Blanc Associates, Hollywood, who believes humor can be used for virtually every type of account "but only when it's applied correctly." Even the finest comedy in a commercial can flop, he said, "if the product situation and timing are wrong."

■ A plea for more patience on the part of advertisers in deciding when to drop a new TV series was made by Lorne Greene, star of NBC-TV's *Bonanza*. Citing the length of time it takes a good Broadway show to shake down after first rehearsal, Mr. Greene said it takes a TV show 13 weeks to reach initial maturity and he hoped that sponsors would be courageous enough to stick it out that long too.

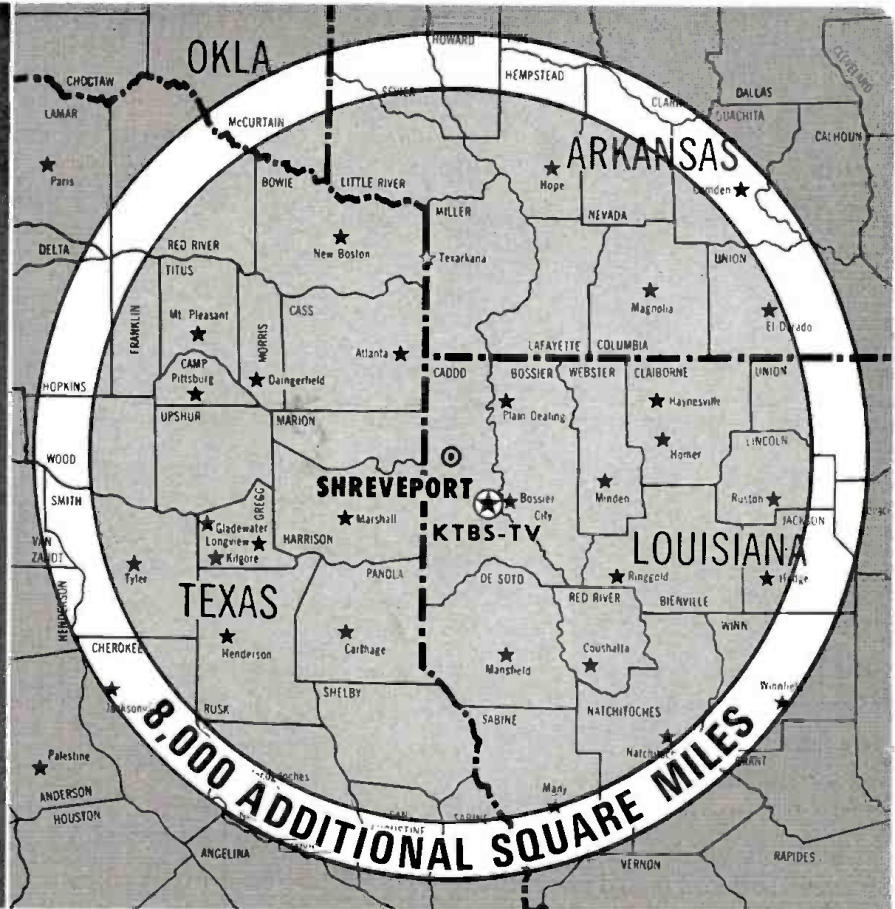
"Sponsors who weaken in their support of a new television effort in the early weeks of its exposure because the rating isn't up yet," Mr. Greene said, "transmit this climate of defeat to everyone connected with the show." This not only ruins morale, he said, but it can sometimes "lead everyone involved into a financial debacle that need never have happened."

■ The AFA also announced considerable progress in development of a new "Advertising Code of American Business" which is being worked out in cooperation with the Association of Better Business Bureaus and the Advertising Association of the West. All three groups have approved the substance of the code in principle, a modern-day version of AFA's original 1904 statement of advertising principles.

The AFA also named Dr. Melvin S. Hattwick, director of advertising, Con-

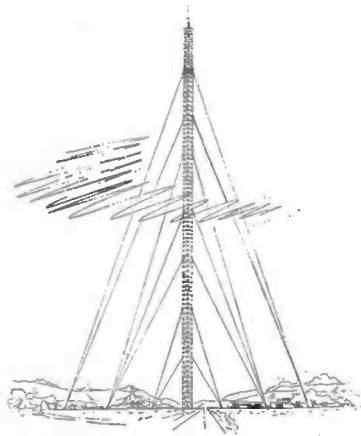
SPECIFY **KTBS-TV**

**KTBS-TV:**  
 Already **FIRST**  
 in the Shreveport  
 market area —  
 NOW has **NEW**  
**1800' Tower!**



*Station now beams to  
 431,700 TV homes—  
 60,000 more than before!*

(Current rating books do not reflect this added coverage)



E. Newton Wray, President and General Manager

KTBS-TV's recently-completed 1800-foot tower is the tallest in the Shreveport, Louisiana market area. It has enlarged the station's reach from 371,700<sup>1</sup> to 431,700 TV homes<sup>2</sup>, an increase of 60,000 TV homes. With the new tower, KTBS-TV has added some 8,000 square miles to its coverage in Louisiana, Texas, Arkansas and Oklahoma . . . a fast-growing, industrially-diversified region. Tower is located at previous tower site, making it unnecessary to re-orient receiving antennas. KTBS-TV is the first to reach this entire expanded market area with your selling message. Specify KTBS-TV, Channel 3, Shreveport, Louisiana.

<sup>1</sup> ARB, November 1963.

<sup>2</sup> ARB TV Homes Estimates, September 1963 to August 1964

**KTBS-TV-FIRST**

*In Total Homes Reached In Shreveport Area\**

	KTBS-TV Station X	Station Y	Station Z
4-6:30 P.M. Mon. - Fri.	44,200	32,700	26,500
6:30-10 P.M. Sun. - Sat.	53,400	51,400	47,100

\*Nielsen Station Index, February 23-March 22, 1964

**KTBS-TV** CHANNEL 3 **SHREVEPORT LOUISIANA**  
 THE KATZ AGENCY, INC.  
 National Representatives

tinental Oil Co., Houston, as its new board chairman and elected other officers (see page 89). Over 500 delegates attended the June 6-10 meeting.

Dr. Hattwick told AFA's new board that one of his chief goals in the new year is to bridge the gaps of communication and understanding between advertisers and educators. The latter, he observed, represent the thought leaders who train tomorrow's leaders and who also are today's critics.

Dr. Hattwick also scored one of the "great wastes in advertising . . . the duplication of efforts made by associations." He called for each to complement one another rather than compete because "the job of advertising is so big that we will have trouble doing it even if everyone does only that which he can do best."

**The TV Flood** ■ Illustrating his talk with visual parody of contemporary commercials, Mr. Tinker showed how "water" symbols flooded the nation's TV screens with copy cat renditions. "Once TV found water and girls, naturally the next step was to bring on the soap suds," he said.

In similar light-serious vein, Mr.

tion. A client can see and understand a proposed print ad, he explained, but the proposed TV commercial is mostly idea and difficult of understanding until finally completed.

The rules of effective advertising in print media are relatively few and simple compared to the highly complex medium of TV, Mr. Tinker said. "With all this uncharted wilderness," he explained, "is it any wonder so many follow the same trail? Yet the first law of survival in the communications jungle is differentiation."

**The Pressures** ■ Mr. Tinker felt that the "pressure to make sure, the pressure of huger and huger budgets, of larger and larger agency establishments and the pressure of your managements to want to know the return on their communications investments have forced too many of us into too humble observation of the rules—and others of us into subservient following of the leader."

The process has gone to the point, Mr. Tinker said, "where any break out from the pattern has been outstanding by its difference alone."

But now, he continued, "we are at

of American youth, Mr. Bond told the AFA, shows that the adults of tomorrow's marketplace will be conservative, security minded and not inclined toward risks.

"They will continue to suffer from a sense of copelessness and continue to ask for more 'protection,'" Mr. Bond said, "protection from a world that is changing faster than the average person feels he can cope with."

This means in general, Mr. Bond said, "they will want protection through authority and some of this protection they will want the government to provide."

The study also indicates that "large numbers and a feeling of facelessness will lead to a greater striving for individuality," Mr. Bond said. Young women customers of tomorrow, according to the study, will be "very pragmatic, down-to-earth, conventional, reality-oriented and culture-conforming."

Therefore, Mr. Bond noted, the advertising approach will have to be factual, honest, reassuring and frequent. "But once the sale is made," he said, "this is going to be the kind of customer we dream about."

**Teflon Case** ■ Du Pont has always been a research-oriented company and so it was only logical the firm would have a research group to study the sales effectiveness of the \$51 million spent annually for advertising, Dr. McNiven explained. This research is considered an aid to the decision-making process, he said, but no substitute for judgment.

In experimenting with TV for the introduction of Teflon, he recalled, three levels of advertising were studied, a zero level (no TV), a level estimated adequate (five spots per week) and a level twice that (10 spots weekly). The test involved 13 cities.

"Our medium level of advertising (five spots weekly) had no measurable effect and those cities in which this advertising had been conducted were no different in sales from those cities which had no advertising," Dr. McNiven said. However, in the high level cities (10 spots weekly), he said, "we noticed a significant effect of the advertising on sales."

Whether an even greater saturation could have sold still more is presently under test now, he said, "and we'll know in time for next fall's campaign." But, he cautioned, the tests do not always indicate that the higher levels are necessarily more profitable.

Teflon's agency is BBDO, New York.

Ford's Mustang campaign broke April 16 with sponsorship of three half-hour programs simultaneously on all three TV networks 9:30-10 p.m., Mr. Zimmerman related. "This unique network programing plan, a first as far as we know," he said, "immediately got the news of Mustang into more than



Mr. Tinker



Mr. McCall



Mr. Bond



Dr. McNiven



Mr. Zimmerman



Mr. Blanc



Mr. Greene

Tinker noted that "about a billion dollars" in advertising last year was put behind a mere five words of the English language: white, power, mild, refreshing and relief.

More than ever before there are a great many products with only small differences separating one brand from another, Mr. Tinker said, and "this we know tends to produce advertising that looks alike and sounds alike." He also felt that research poorly used "can further compress our range of innovation."

In the special case of TV, Mr. Tinker cited high cost and "the almost intolerable problem of presenting a new TV idea to a client" as hurdles to innova-

tion. At the point where improvisation for the sake of change alone cannot be enough. Random innovation may be right only by chance (but) it's a chance your managements will not knowingly take."

Part of the answer will be the computers in advertising's future, Mr. Tinker agreed. "But there's also an experimental television studio in the future of Jack Tinker and Partners," he said, "a place where innovation in our most moving medium will be in the hands of our own creative people, not in the hands of suppliers who might be primarily technicians."

**The Latest Y&R Study** ■ Young & Rubicam's newest of its several studies



# Why WTEV bought Volume 9 (Parts 1, 2, 3 & 4) of Seven Arts' "Films of the 50's"

## Says Mann Reed:

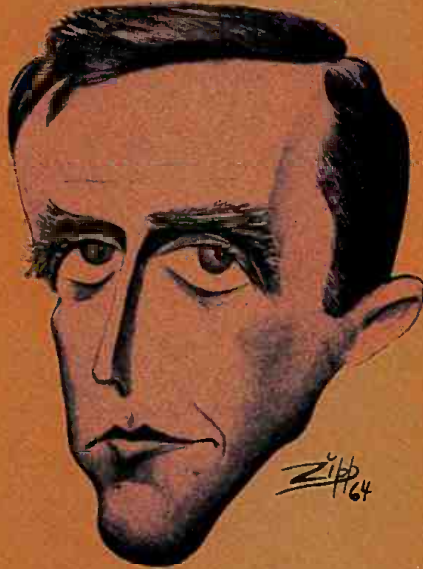
"Until now, WTEV has been running movies on weekends only from Friday through Sunday. Accordingly, our purchases have been restricted to the best small packages available. When we recently decided to expand our evening feature film schedule across-the-board, we began to evaluate all available feature packages in terms of quantity and quality.

The 215 Universal Post-50's in Seven Arts' new Volume 9 (Parts 1, 2, 3, and 4) proved to be an overall outstanding value in terms of potential rating power and sponsor appeal for the Providence Market. In fact, we might add, our comprehensive research of each title, star value and box office performance showed Volume 9 to be the best balanced large feature package ever released for television.

Thanks to these Seven Arts' 'Films of the 50's' we now have the

## **PROGRAMMING STRENGTH FOR A BRIGHT COMMERCIAL FUTURE**

*in the feature business."*



### **Mann Reed**

WTEV Operations Manager  
Providence • New Bedford



**SEVEN ARTS  
ASSOCIATED**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.  
NEW YORK: 200 Park Avenue, YUkon 6-1717  
CHICAGO: 4630 Estes, Lincolnwood, Ill., ORchard 4-5105  
DALLAS: 5641 Charleston Drive, AOams 9-2855  
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif., STate 8-8276  
TORONTO, ONTARIO: 11 Adelaide St. West, EMpire 4-7193

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

## Radio-TV only media used by this candidate

Another broadcasting success story in politics is making the rounds.

The case in point is that of Don A. Tabbert, 36-year-old U. S. attorney who last month won the Republican nomination for Congress from Indianapolis reportedly by almost exclusive use of radio and television announcements and despite the fact that he was opposed by Indianapolis newspapers.

As reported to BROADCASTING, Mr. Tabbert was running against Republican organization support and so had only limited funds. He selected Caldwell, Larkin & Sidner-Van Riper, Indianapolis, as his advertising agency, although the agency had never handled a political candidate before.

The agency decided to use saturation radio and television announcements for the two-week period pre-

ceding the primary, and hired Film-Makers, Chicago, to produce the unusual spot announcements.

One 10-second and three 20-10-second TV spots were produced, as well as three minute radio spots. The television spots featured a crescendo of bongo drums for sound. The only words were printed graphics over film sequences from Mr. Tabbert's career as a U. S. attorney. The TV spots ran 64 times.

The radio spots ran on seven stations, 105 times the first week and 210 the second. These spots provided "basic information" about Mr. Tabbert by the use of four voices: "one network style, one heavy and folksy, one young and one housewife type voice."

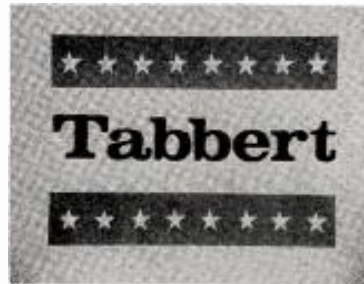
The only other promotional material used was the distribution of some 50,000 four-page brochures.

Mr. Tabbert's Republican opponent also used television, but in the "conventional" way with a picture of the candidate and a voice-over history of who he was.

Mr. Tabbert polled 32,989 votes, about 10,000 more than his opponent and some 55% of the total.

Richard C. MacGill, vice president for the agency, said the spots had been made so they could be repeated during the general-election campaign. He said that the previous campaign would be repeated in every respect, except that it would last three weeks instead of two. Although the Indianapolis newspapers traditionally support Republican candidates, he said that no advertising would be placed in them.

Time costs for the primary campaign totaled \$14,000 for TV and nearly \$4,000 for radio.



half of all homes in the country."

Mustang commercials continued to saturate the networks in the following weeks, Mr. Zimmerman said, and spread into other media too. This massive TV effort, he said, "put our commercials into an estimated 95% of all television homes with an average frequency of almost 11 messages per home."

Mustang's agency is J. Walter Thompson, New York.

**Workers vs. Executives** ■ Mr. McCall said that in order to make a system of individual responsibility work in advertising today "you hire workers and not executives." But don't hire too many, he cautioned, "and work the ones you have hard." He felt agencies today make a wasteful mistake in attempting to match levels of people with those of the client.

"Don't drown people in supervision," Mr. McCall said, and "don't make them take their precious works of individual greatness and submit them to the well-meaning mayhem of boards of review."

Given responsibility for his part of a job one man "can soar like an angel over the average mortal," he said.

Humor is particularly effective "if you are introducing a new product or moving into a new market," Mr. Blanc related. "Nothing spreads quicker than a new gag," he said, and the impact of a funny commercial works the same way. His case history was introduction of Midas mufflers in Indiana and California.

Mr. Blanc said humor works well with impulse items too, citing the "mystery" air of commercials which proved successful for U-No candy bars, a Cardinet Candy Co. product which otherwise had no distinction from competitive products. Humor can cut through complicated or boring sales points more quickly too, he noted, as in the case of spots for Hancock gasoline in California, a gas available in seven combinations.

Professor Bergen Evans of Northwestern University, a semantics expert,

cautioned advertising copywriters to speak in the terms of the listener or viewer. "Too frequently the speaker is carrying on a brilliant monologue with himself because his words have no meaning to the listener," he said.

Professor Evans said he feels advertising men generally are not corrupting the language by introducing variations. But he disapproved of strained puns and inappropriate use of illustrations which tend to confuse or annoy potential customers.

### Business briefly . . .

**Pet Milk Co.**, St. Louis, through Gardner Advertising Co., that city, has announced a new concentrated campaign for its Sego diet food line in the New York area. Sego spots will be on WNBC-TV, WCBS-TV and WNEW-TV, all New York.

**The Chunky Candy Corp.**, New York, through J. Walter Thompson, that city,

**What's radio done for you lately?**

**...besides filling you in on the latest development in the 'Kennedy round' of tariff negotiations,**

**tipping you off on the weekend weather in time to plan a family outing,**

**giving you insight into how the city's new school budget will affect your taxes and your children's education.**

**After all, isn't this what you expect from radio?**

●● ABC OWNED RADIO STATIONS ●●

WABC NEW YORK • KQV PITTSBURGH • WXYZ DETROIT • WLS CHICAGO • KGO SAN FRANCISCO • KABC LOS ANGELES

**Radio...one of the good things  
about America**

●● ABC OWNED RADIO STATIONS ●●

WABC NEW YORK • KQV PITTSBURGH • WXYZ DETROIT • WLS CHICAGO • KGO SAN FRANCISCO • KABC LOS ANGELES

has renewed sponsorship for next season in *Discovery '64*, a Sunday children's program presented weekly (1-1:30 p.m. EDT) on ABC-TV.

**U. S. Suzuki Motor Corp.**, Santa Ana, Calif., through Guild, Bascom & Bonfigli, Los Angeles, has budgeted nearly \$100,000 for spot radio commercials in key West Coast markets to introduce Japanese Suzuki lightweight motorcycles.

**The Humble Oil and Refining Co.**, Houston, through McCann-Erickson, that city, has purchased full sponsorship in *The Chosen Child*, award-winning documentary to be repeated July 7 (10-11 p.m. EDT) on NBC-TV. Humble has also purchased full sponsorship in *A Man Named Mays*, hour special to be repeated by NBC-TV on July 21 (10-11 p.m. EDT).

**Abbott Laboratories**, Chicago, through Tatham-Laird, Chicago and Sherwin Williams Co., Cleveland, through Griswold-Eshleman, that city, have purchased time in NBC News' series of special television programs concerning the political conventions and election.

### Agency appointments . . .

▪ **Cudahy Packing Co.**, Omaha, which spends about three-fourths of its \$850,000 budget in television, moves to Dancer-Fitzgerald-Sample, New York, effective Aug. 1. Knox-Reeves, Minneapolis, has handled for past three years.

▪ **Liberty Life Insurance Co.**, Greenville, S. C., has named Baker & Byrne Inc., New York, as agency. Billings are estimated at \$300,000 with a large portion in spot TV in the Southeastern states.

▪ **Ozark Air Lines**, St. Louis, which has put a large portion of its \$400,000 billing in radio, moves account Aug. 1 to D'Arcy Advertising there. Ozark also has used some TV. Agency losing account is Katzif-George-Wemhoener & Savan Advertising, same city.

### Rep appointments . . .

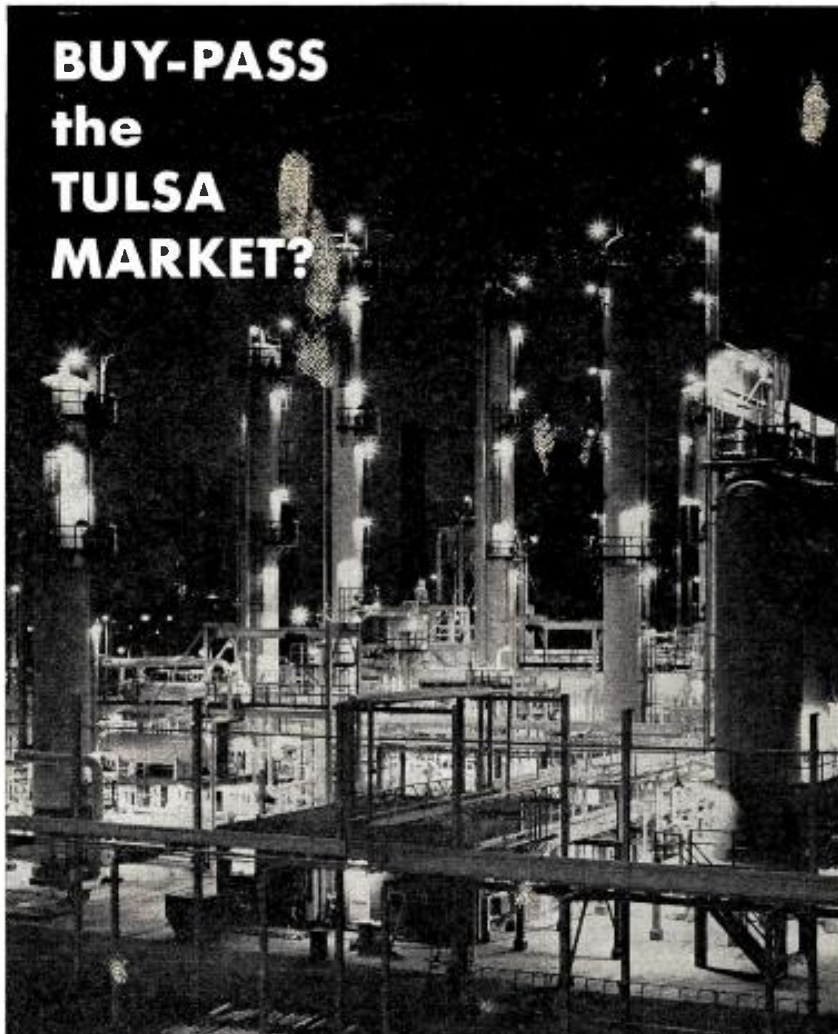
▪ **KJOE Shreveport, La.:** Spot Time Sales, New York as national representative and Wells F. Bruen Co., Dallas, as Southwest representative.

▪ **WKSJ Jamestown, N. Y.:** Prestige Representation Organization, New York.

▪ **WNOR-FM Norfolk, Va.:** Herbert E. Groskin & Co., New York.

▪ **WLOI La Porte, WARU Peru, and WSLM Salem, all Indiana:** Ohio Stations Representatives Inc., Cleveland.

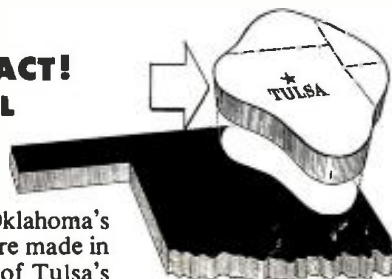
▪ **WQXR New York:** Bernard P. Pearse, Detroit, as regional representative, covering Michigan, Ohio, Indiana, Kentucky and Pittsburgh.



## BUY-PASS the TULSA MARKET?

Employees of Tulsa's Sunray DX and Texaco refineries help make up the \$2½ billion effective buying power of the booming Tulsa market. And Channel 2 offers most complete coverage of this market, with bonus coverage in parts of Kansas, Arkansas and Missouri.

**IT'S A TULSA FACT!  
YOU CAN'T BUY ALL  
OF OKLAHOMA  
WITHOUT TULSA!**



More than 50% of Oklahoma's annual retail sales are made in the coverage area of Tulsa's quality television station.

# KVOO 2 TV

Represented Nationally by



# CBS-TV gets politicians' votes

Both Democrats and Republicans sign for 10 five-minute campaign programs each, at total cost of \$300,000

Orders from both the Republican and Democratic National Committees have been accepted by CBS-TV calling for 10 five-minute political telecasts each on the network between Oct. 11 and Nov. 1 inclusive, it was announced last week.

William Fagan, business manager, CBS-TV network sales, said that the political broadcasts will be scheduled in prime nighttime hours. The time periods and dates have been agreed upon by each committee, and pre-emptions will be of identical programs. For example, if five minutes is pre-empted from the *Ed Sullivan Show* for one party one week, the same five minutes will be allocated to the other party the following week.

The cost for the 10 five-minute political broadcasts to each committee will

be approximately \$150,000.

**Sponsors Informed** ■ The pre-emptions will be announced following notification of sponsors affected. In a letter to sponsors, Mr. Fagan said in part:

"... As in 1956 and 1960 . . . the CBS Television Network has agreed with the national political committees, in the interest of efficient and economic use of an indispensable medium, to permit limited purchase of five-minute periods obtained by shortening regularly scheduled live or pre-taped programs. An important consideration in CBS's acceptance of this principle is the opportunity it offers for the majority of our advertisers to be free from complete program pre-emptions for political campaign speeches. . . .

"In receiving five-minute periods between mid-October and Nov. 1, we will

limit these, on any single program, except day-time strips, to no more than one for each presidential ticket. . . ."

CBS-TV distributed a "memorandum of facts" concerning the orders for the five-minute political broadcasts. The memo was intended to refute a published report that CBS-TV had accepted only the Democratic committee's order and had linked the move with CBS President Frank Stanton's friendship with President Johnson. The memo said that negotiations with the committees and their agencies had been handled entirely by Mr. Fagan and his staff and added:

"Dr. Stanton was in no way involved. He did not know of it until after the orders had been accepted. . . . Both orders, for identical time periods, were accepted simultaneously (on May 28)."

The agencies are Doyle Dane Bernbach for the Democratic National Committee and the Leo Burnett Co. for the Republican National Committee.

Neither ABC nor NBC has completed sales with either the Republican or Democratic committees.

## NAB lists 44 commercials that are piggybacks, 34 that aren't

The first listing of TV commercials classified as integrated or piggyback was reported late last week by the National Association of Broadcaster's TV code authority.

The group of 79 commercials includes filmed or taped announcements which have been reviewed by the Washington, New York or Hollywood code offices from Jan. 9 through April 30 (BROADCASTING, June 8). The list of 35 integrated and 44 piggyback commercials is being carried in the June issue of TV Code News, which went into the mails Friday (June 12).

Under the revised code provision, piggybacks count as two commercials; an integrated multiproduct announcement, however, counts as a single commercial under code standards.

Here's the list:

### Integrated

American Home Products (Plastic Wood, 3-in-1 oil), Colorforms (Mickey Mouse, circus, train), Foremost Dairies (no title), Franco-American (mushrooms, gravy and gravy line; gravy sauce, 4 kinds; cookout casserole, casserole line), Green Giant (bean cutter, green beans; frozen peas, frozen food line; Honey Sweet Peas, peas with onions;

peas and mushrooms, peas, mushrooms).

Kellogg (Spaeth-Jumbo Tag-Bullseye, Cornflakes; crossword contest, Kellogg line; Rice Krispies, butter-scotch & chocolate; bran muffins, flakes & Brer Rabbit; building sets, Rice Krispies, Raisin Bran & building sets), Kenner (Build-A-Home; Hydrodynamic; motorized building set; Skyrail), Mattel (dump truck & skip loader; Barbie fashion salon and dream house).

Morton's (four announcements frozen foods), Pillsbury (yellow cake mix, frosting; white cake mix, frosting; cake mix line, chocolate fudge mix), Procter & Gamble (barbecue specials, P&G line), Schlitz (Schlitz, Old Milwaukee, Burgie), A. E. Staley (Sta-Flo spray starch), Tussy (lipstick, facial makeup), Union Carbide (sandwich bags, sandwich & utility; olives bags, sandwich & utility), Wham (Slip 'n' Slide, Water Wiggle).

### Piggybacks

Bissell (carpet sweeper, shampoo master; upholstery shampoo, shampoo master), Brillo (Brillo, Paddies; Brillo, Dobie), Campbell's Soup (chicken noodle, oyster stew; chicken noodle, cream of shrimp; chicken

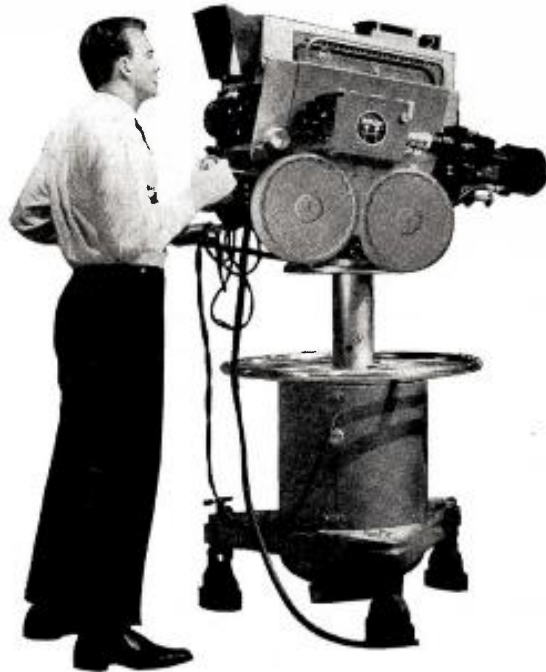
noodle, clam chowder), Coty (Coty 24 lipstick), Dr. Scholl's (Zino pads/foot powder), duPont (movie trailer, Lucite paint; monkeys, Lucite paint; bouncing ball, Lucite paint; haunted house II, Lucite paint; haunted house, Lucite paint; cylinder, Lucite paint).

Max Factor (fluid makeup, tint rouge; fluid makeup, lipstick; Creme Puff, Lash Full; Sheer Genius, lipstick), Foremost Dairies (no title), Franco-American (mushroom gravy, chicken giblet gravy), General Mills (biscuits, mashed potatoes; Wheaties, chicken biscuits; chicken biscuits, Wheaties; Wheaties, mashed potatoes; Trix, Lucky Charms).

International Latex (Isodettes, Playtex Bra; Isodettes, Playtex girdle), International Salt (table salt, Halite crystals), Johnson & Johnson (Micrin), Lever Brothers (Lucky Whip, Breeze), M & M Candies (M & M Candy, Sugar Shells; M & M Chocolates, Chewies), Noxzema (two announcements on Cover Girl, lipstick, and three announcements on Noxzema).

Pillsbury (Double Dutch frosting, pushbutton decorator), A. E. Staley (fabric softener, Sta-Flo Starch), Whitehall Laboratories (nasal mist, cough formula; Resdan 4, Bisodol 63).

# THE REVOLUTIONARY GEMINI TAPE/FILM SYSTEM



NOW AVAILABLE TO TV STATIONS  
and VIDEO TAPE PRODUCERS

GEMINI is a fully perfected system which produces simultaneous, direct 16mm film during videotape production. GEMINI replaces the kinescope with a dependable, high quality motion picture film. Developed by MGM Telestudios, the GEMINI system uses a 16mm camera unit mechanically and optically coupled to the TV camera. No special lighting is required. Normal good television lighting yields good GEMINI film. If proper, simple procedures are followed, the picture on the TV monitor will faithfully be reproduced on 16mm film. Our exclusive Edilite system, feeding off the tally lights, marks the film with a line of light when the camera is "taken." Most editing, therefore, becomes automatic in a zero cut printer, and does not require the physical cutting of the film.

Every Television broadcaster, studio and producer that uses electronic cameras has a need to record a portion of his total production. Videotape supplies this need in many cases. However, the cost of videotape equipment, stock and handling represents a financial burden in many

situations. Particularly is this true where programming is to be widely distributed within and outside the country, such as in the case of producers of entertainment programs, educational material, industrial features, commercials, training programs, etc.

Also, foreign distribution of videotape is generally impractical because of differences in technical standards throughout many countries of the world. However,

every TV station in the world is equipped to use 16mm film, and regular projection equipment for group screenings is universally available and commonplace. The GEMINI system fulfills this recording and distribution need with economy, dependability and quality, backed by the reputation of the world's foremost production organization.



**MGM TELESTUDIOS, INC.** SPECIAL PRODUCTS DIVISION  
550 FIFTH AVE., NEW YORK, N. Y. 10036  
A SUBSIDIARY OF METRO-GOLDWYN-MAYER, Inc.

**MGM TELESTUDIOS, INC.**, SPECIAL PRODUCTS DIVISION, 550 FIFTH AVE., NEW YORK, N. Y. 10036

- Gentlemen: Please send me information about the GEMINI system including a complete brochure.
- Without obligation, I would like to have an MGM Field Engineer call upon me to discuss the GEMINI system. B

NAME \_\_\_\_\_ POSITION \_\_\_\_\_

COMPANY \_\_\_\_\_

TELEPHONE NO. \_\_\_\_\_

STREET \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

# How Walter Cronkite got to San Francisco

By driving himself...relentlessly.

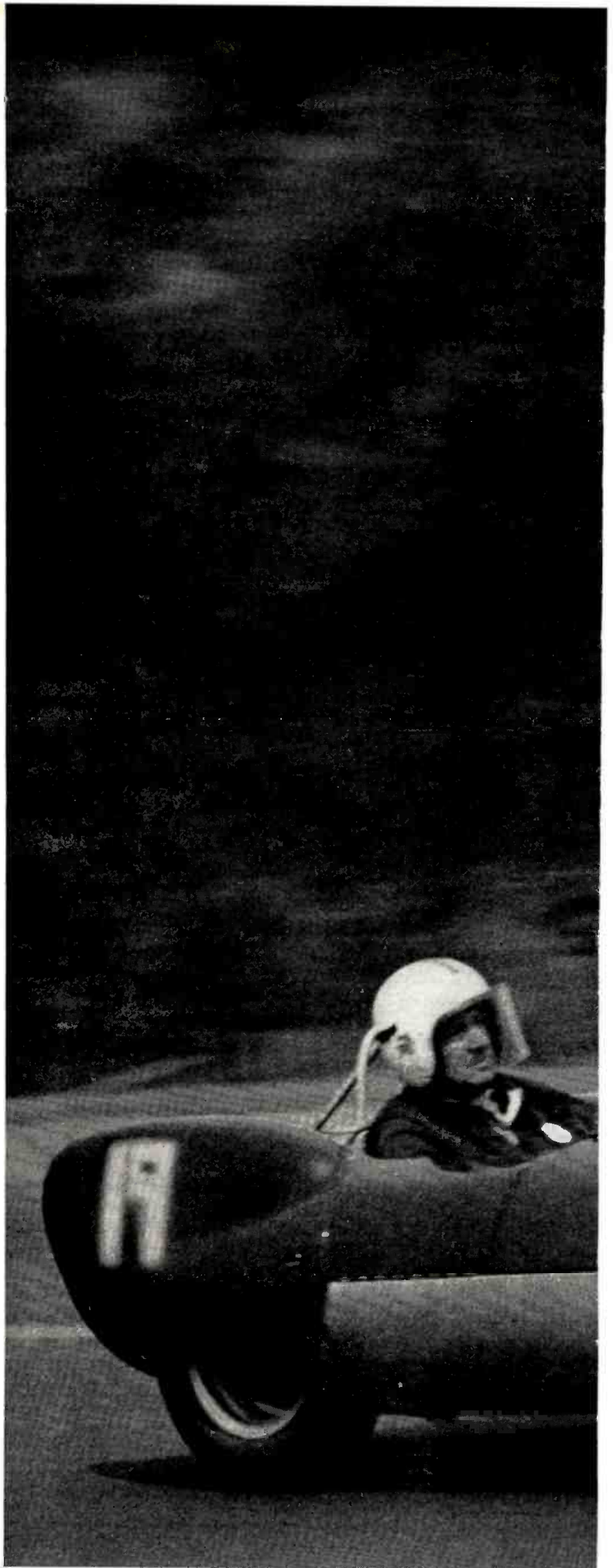
He's headed for an unprecedented seventh assignment as a television election year anchorman because he refuses to stay on the sidelines of a big story. He pursues it. Nails it down. Follows through when others might leave well enough alone. It's reflected in a track record unequaled in the annals of broadcast reporting.

Take his coverage, for example, of auto racing's Grand Prix of Endurance at Sebring a few years ago. A noted racing enthusiast, he served in a dual capacity that day—as daredevil driver for a grueling three and one-half hours behind the wheel of his own car, and as knowledgeable reporter for the remainder of the 12-hour event. He spent his spare time with the men in the pits.

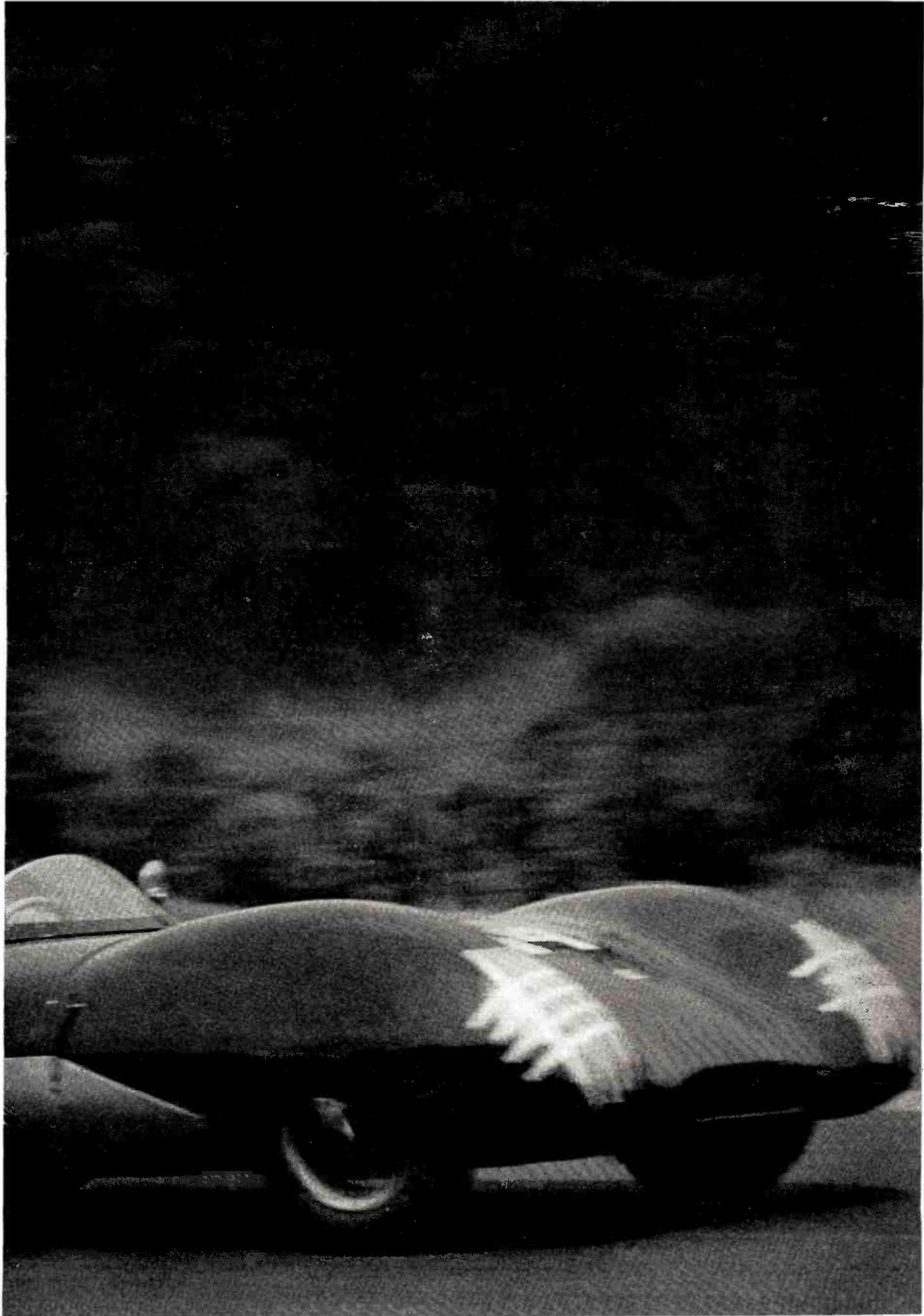
But it is not unusual for Walter Cronkite to participate in the events he reports. As a war correspondent he flew on one of the first B-17 raids over Germany when he might have covered the story with both feet on the ground. Nor was he known for playing it safe in the North Atlantic, North Africa, on a Normandy beachhead, parachuting into Holland, nor in the Battle of the Bulge. More recently, when a swivel chair would have afforded a passable vantage point for a story, he was lowered by helicopter to a submarine and transferred by bosun's chair to a destroyer. To track down another story he crossed 138 miles of shifting polar ice. For still another he achieved weightlessness in a special airplane maneuver for astronauts.

This is the kind of "driving" which has delivered Walter Cronkite to San Francisco. Teamed with CBS News Correspondents Eric Sevareid and Harry Reasoner, and supported by broadcasting's most experienced news-gathering organization, he will present complete and authoritative coverage of the candidates, strategies and rapidly accelerating events at the Republican and Democratic National Conventions, and during the subsequent campaigns and Election.

Walter Cronkite has been in the driver's seat for us at every convention and election since 1952. There's nothing pedestrian about his methods, but we believe he would have walked to San Francisco if it were the only way to get there. ©CBS News







# High ad budgets for low calorie drinks

## IN 1964 AMERICANS MAY SPEND \$400 MILLION FOR DIETETIC BEVERAGES

Almost \$200 million was spent on low-calorie soft drinks in the United States during 1963, and weight-conscious Americans may well double that figure this year. Rapidly increasing sales in this relatively new and booming market are expected to accompany a substantial expansion in 1964 broadcast advertising—possibly to \$10 million, or even higher.

Realizing the tremendous potential of the low-calorie market, all major soft-drink producers have come out with dietetic beverages, and new brands are being introduced practically every day. Many bottlers report demand far outdistancing supply.

Increasing interest in weight control and recent product improvements have caused the low-calorie soft drink market to quadruple its case sales (24 bottles per case) from 25 million in 1961 to 100 million last year. The industry consensus is that sales this year may reach 200 million cases.

During the past few years diet soft drinks have grown to 7-10% of the soft-drink market, and this figure is expected to eventually reach a stable level of 25-35%. A majority of bottlers questioned in a BROADCASTING sample said they do not think the rising interest in low-calorie soft drinks will "steal" from regular lines. Rather, the new product is expected to attract new market segments, such as: people with dental problems, diabetics, youths with skin problems and athletes.

Broadcast advertising for low-calorie products is on the way up. Although budget information is closely guarded in the face of what is considered tooth-and-nail competition, most manufacturers questioned predicted greatly expanded advertising budgets this year—with heavy emphasis on spot TV. Little or no network advertising is used now, because few low-calorie drink producers have reached national distribution.

According to the Television Bureau of Advertising, spending on spot TV for diet soft drinks last year came to \$4,246,000. However, advertisers are quick to point out that the TVB figures are "incomplete," because almost all low-calorie schedules are handled on a co-op basis, local bottlers splitting costs with the parent company. It was suggested that an educated guess at projected billing totals for 1964 might be reached by increasing the TVB figures by 30% and then doubling it in relation to predicted case sales for this year.

In most instances, commercials stress the dietetic benefits of the product, although some advertisers put equal or greater emphasis on flavor and regular price.

**Sluggish Intro** ■ Low-calorie soft drinks got off to a slow start in the United States. Expensive but often low quality sweeteners necessitated premium prices. Taste was not always good; flavors seldom compared to those of regular soft drinks. Bottlers were wary, and public interest remained low.

A major marketing breakthrough came with the development of better and more economically practical sweeteners, sodium cyclamate and calcium cyclamate. Costs came down and quality rose. Regular prices and closer flavor control have contributed largely to the recent meteoric rise of diet soft drinks.

First in the diet-soft-drink market was the Cott Beverage Corp., Manchester, N. H., with a product introduction in 1947. Cott now has about 40 bottlers handling its Metri-Cola, and the firm expects to have 100 bottlers by the end of this year. Cott puts 80% of its advertising budget into spot radio and TV in most major markets. The firm said it will spend this year more than \$500,000 in Metri-Cola advertising in the New York area alone.

Another pioneer in the dietetic-drink

industry was Kirsh Beverages, New York, which put its No-Cal on the market in 1952. Kirsh said No-Cal has always relied heavily on spot radio—up to 50% of the total advertising budget. No-Cal commercials are presented in major eastern markets. The firm, which now has about 20 franchised bottlers, has just started to introduce a new line of "Kirsh Low-Calorie Beverages" in the New York area. Kirsh's agency is Gardner Advertising, New York.

**Low-Cal King** ■ The current low-calorie revolution in the U. S. was sparked in 1962 by the introduction of Royal Crown Cola's "Diet-Rite," a dietary cola with a new formula that was said to produce flavor equal to regular colas. Diet-Rite caught on quickly. Today it is the fourth-ranking cola in the entire soft drink market.

With 40% of the low-calorie market, Diet-Rite plans this year to put approximately \$10 million in advertising. Of this, \$3 million will go into spot TV in 30 markets and \$250,000 into spot radio. Last year Diet-Rite spot TV amounted to \$1,793,700. Diet-Rite agency is D'Arcy, New York.

Royal Crown Cola Co., Columbus, Ga., is in the process of introducing another low-calorie drink, "Dietary Upper 10," in a test in Baltimore. Advertising plans for the new lemon-lime beverage have not been completed.

**Competition** ■ Another heavy spot-TV advertiser is Coca-Cola's low-calorie "Tab," which is produced by a Coca-Cola subsidiary, Fanta Beverage Co. The parent company said 100% distribution is expected for Tab this year. According to a Coca-Cola house organ, 902 bottlers have "executed contracts" for Tab.

A company source said advertising expenditures, most of which will be in broadcast media, will be greatly expanded this year. Commercial stress is placed on product quality as well as weight control. One copy line goes: "How can just one calorie taste so good?" Tab's agency is McCann-Marshall, New York. TVB figure for spot TV last year: \$1,240,700.

The Pepsi-Cola Co., New York, has two products in the low-calorie market, "Patio Diet Cola" and "Diet Pepsi." Patio Diet Cola was introduced in February 1963 and according to its makers has had significant success. Diet Pepsi, which had been in a test market, was released to market two months ago and is expected to have 450 bottlers by the end of this year. Pepsi said the dif-

### Soft drinks' TV billing

The Television Bureau of Advertising last week reported that soft drink producers put a record high \$43.8 million in spot and network TV in 1963—a 39.9% increase over 1962. According to the TVB report, 1964 advertising budgets by bottlers will be even greater.

The soft drink figures were first released in *Bottling Industry*, a trade publication which said virtually all major bottlers using TV "boosted expenditures" last year. The publication also noted that many bottlers used TV for the first time last year. A future issue of *Bottling Industry* is expected to show that the soft drink industry's dollar volume rose from \$2 billion in 1962 to \$2.3 billion last year.



ference between the two drinks is that "Patio is a low-calorie beverage that makes no attempt to taste like Pepsi-Cola, while Diet Pepsi is basically Pepsi without sugar."

The parent company's all-over advertising budget last year was \$35 million, and it is expected to reach at least \$36 million this year. Of this year's advertising, 60% will be in broadcast media, spot TV and radio.

Diet Pepsi, through BBDO, New York, is being advertised on spot TV in 206 markets, and Patio in 300 markets. For spot radio: Diet Pepsi, 206 markets; Patio, more than 300.

Advertising stress for both beverages combines weight control with the flavor of the parent drink: "Now you can have your cola and diet too." TVB spot-TV estimate for 1963: \$1,170,100.

Other leading producers of low-calorie soft drinks are: Shasta Beverages; Hoffman Beverage Co. (Lo-Lo Cola); Vernor's Ginger Ale; Cantrell and Cochrane (Slenderella Cola); Squirt (Squirt Dietetic); Bubble Up Corp. (Sugar Free Bubble Up); Cliquot Club; Hires (Frostie); The Seven Up Co. (Like); Canada Dry Corp.; and Dad's (Root Beer).

Most of the soft-drink manufacturers questioned said their product is not being pushed in foreign markets because of a general lack of demand. As one producer said, "There are very few countries other than the United States where being over-weight is a problem."

BROADCASTING, June 15, 1964



Sugar-free Bubble Up's image (l) is portrayed graphically on TV. Pepsi-Cola's Diet Pepsi (above) is being tested, the second dietetic drink introduced by that company. Royal Crown's Diet-Rite (below) is the fourth ranking cola in the entire soft drink market.



## Are television's discounts fair?

Pricing policy again questioned at advertising congress

The charge that television's pricing and discount structures may put the medium out of the reach of small and medium-size advertisers has been leveled again. It came last week at the 16th annual congress of the International Advertising Association, held June 8-10 in New York with more than 1,000 delegates on hand.

Robert L. Dellinger, executive vice president and manager of Grant Advertising, Hollywood, contended that network discount policies favor the big spender, and that television rate in-

creases seem to come "from a crystal ball."

Mr. Dellinger contended that "the networks in the United States are going to have to take another look at their discriminating discount policies" to avoid government action in the future.

As he expressed it: "The Robinson-Patman Act permits the Federal Trade Commission to require cost justification for quantity discounts. But it has always been assumed that services, such as advertising, are not covered by this law.

"However," he continued, "it has not escaped the notice of the FTC that large advertisers can buy their spots up to 25% less than their smaller competitors. Thus, a large company in this country such as Procter & Gamble which spent more than \$70 million in spot TV last year can get 25% more time for their advertising dollar than can some of the smaller companies."

He predicted that "unless the networks or the industry" take "positive action to adjust this problem" the government will step in and force the issue.

In Mr. Dellinger's view, "The problem . . . is whether small and medium size advertisers are being priced out of the market. Or to put it another way, do all advertisers have an equitable chance to reach the ever-growing mass market we are creating through TV? Sometimes I think that the rate increases are derived from a crystal ball."

But, Mr. Dellinger said, results of rate adjustments and not the "systems" used by stations to set the rates were the issue both for him, and for his clients. Grant, he noted, has many medium and small size accounts in "almost all of the countries offering commercial television."

Rates, he said, "are forcing the small advertiser out of the medium."

**Pay TV View** ■ Also predicted by Mr. Dellinger:

Pay television will accept advertising eventually and with "its smaller and

definitive audience," pay TV "should be in a position to offer commercial air time at a cost which is reasonable for the small advertiser." As a service sharpening TV competition, Mr. Dellinger said, pay TV ought to become "a good medium."

In describing the "spectacular growth" of TV in countries throughout the world, Mr. Dellinger said its growth rate can be attributed to several reasons, all, he said, having a bearing on "your marketing plans." Among the nurturing factors, he mentioned a rising level of world prosperity, the arrival of TV as a national status symbol, and the maturing of the TV industry as an information medium.

President Johnson sent a message to the conference lauding advertising as "a

powerful force in building economic prosperity under freedom."

George Gribbin of Young & Rubicam, Marion Harper Jr. of the Interpublic Group and Arthur C. Fatt of Grey Advertising were among the agency heads addressing the meeting.

Arno H. Johnson, vice president and senior economist for J. Walter Thompson Co., predicted that in the three major world markets—the United States, Western Europe and Japan—the potential market for consumer goods and services should expand from present levels of about \$667 billion to more than \$1,094 billion.

Lady Elaine Burton of Coventry, a member of the British Parliament and economic consultant to several English industrial firms, told the congress that

regulation of cigarette advertising should not be left to tobacco manufacturers or agencies: "If a government decides that a product is harmful then it should not allow it to be sold. In such a case there could be no advertising."

A delegate from Mexico, Ernesto Robles Leon, chief executive officer of Bacardi y Cia, S. A., Mexico City, said that advertising in his company has reached a new maturity.

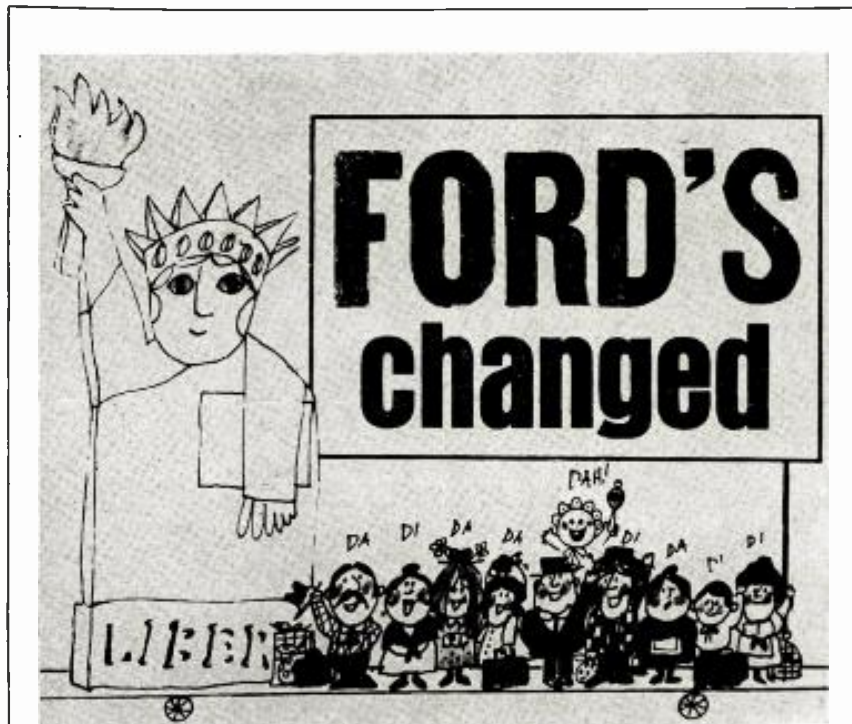
Mr. Robles Leon said that Mexican advertising totaled approximately \$128 million last year with more than 60% of this being handled by local agencies. He reported that 25% of the 1963 overall advertising expenditure in Mexico went into radio and 22% into television. He also noted that "in Latin America as a whole, an estimated \$600 million went into advertising in 1963, with Mexico holding first place."

## Audience Studies Inc. builds research center

Audience Studies Inc., audience and consumer research organization, is building a research center and theater at the corner of Sunset Boulevard and Stanley Street in Hollywood, according to Pierre Marquis, vice president and general manager. Entire project will cost about \$1 million. The three-story structure, with a 150-foot frontage on Sunset, will house a theater seating 450 persons. Each seat will be equipped with ASI's patented electronic equipment for pretesting audience reaction to TV programs and commercials and theatrical motion pictures. The theater will have facilities for showing 16 mm, 35 mm, 70 mm and Cinemascope film. The building will also include specially designed areas for pretesting radio commercials, print advertisements, package and product design, as well as for research on new methods of color testing and similar experimental projects.

Decision to erect the ASI building, Mr. Marquis said, resulted from the fact that pretesting of programs and commercials is becoming standard network practice. ASI has had a three-fold increase in its business in the past year, he said, when it was called on to perform almost 80% of all independent TV program pretesting in the country.

In addition to the theater, offices and special testing areas, the ASI building will have its own print shop and an electronic computer installation to provide computation and publication of test data within 24 to 48 hours. Nine individual closed-circuit TV systems will connect the executive offices with testing rooms, the theater and client observation rooms. Construction will begin shortly, with completion expected before the end of the year.



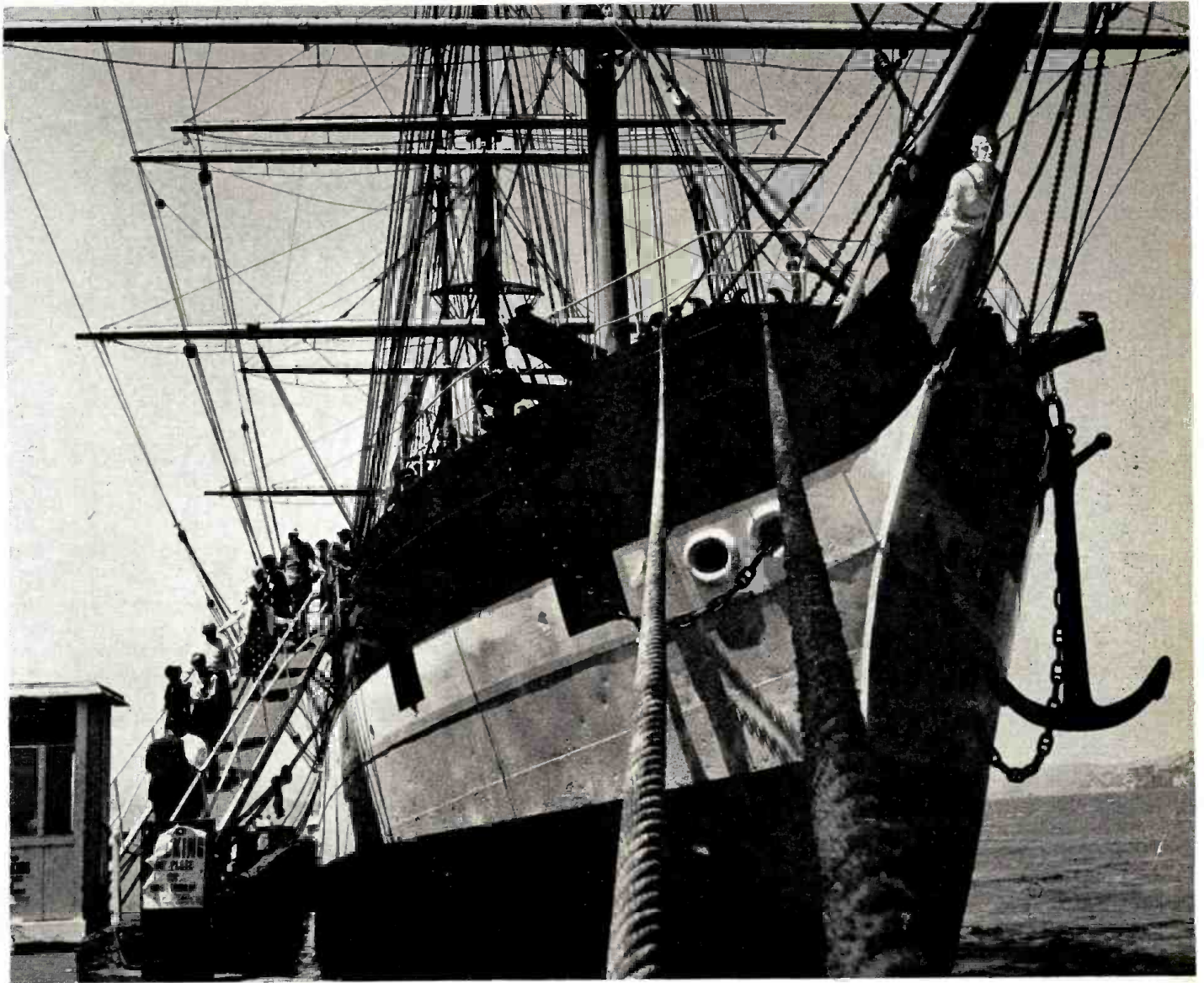
## Is 'pop art' the next TV commercial trend?

Some top TV advertisers are turning their attention to commercials featuring a novel, apparently unrestrained design approach often dubbed "pop art." Film production firms are showing increasing interest in what may become an artistic trend, and some groups have already jumped in with both feet.

One such group is Mogubgub Ltd., New York, which specializes in TV commercials that are modern and often humorous. Mogubgub messages tend to use fast cuts from scene to scene, and they often integrate live action with automation.

The firm's president, Fred Mogubgub, in an interview last week, said his organization is trying to satisfy an industry need by working toward "new concepts in creative marketing." Mr. Mogubgub said his firm handled more than \$200,000 in commercial production last year and expects a substantial increase this year. Mogubgub, working through agencies, has applied its modernistic technique to commercials for such advertisers as: the Ford Motor Co. (see cut), American Motors, the Noxzema Chemical Co. and Pan American World Airways.

*If you lived in San Francisco...*



*...you'd be sold on KRON-TV*

# Cigarette controversy continues

Senator Neuberger hits tobacco sponsorship of TV programing that children watch; cigarette sales regain former sales level

A U.S. senator has called on cigarette advertisers to stay out of top-rated entertainment shows because too many young people are in the audience.

Senator Maurine B. Neuberger (D-Ore.) said last Tuesday (June 9) that the good faith of the industry would be shown if it abandoned the sponsorship of such programs as *The Beverly Hillbillies*, *Jackie Gleason* and *Red Skelton*.

At the same time, the first national figures on the impact of the Surgeon General's Report on Cigarette Smoking (BROADCASTING, Jan. 13) were reported last week by the Internal Revenue Service. They showed that the trend in the United States followed closely the pattern which took place in Great Britain last year: a severe decline immediately after the health report, then a

climb back and above the comparable previous period.

Senator Neuberger had warm words for former New Jersey Governor Robert Meyner, chosen as administrator of the cigarette advertising code (WEEK'S HEADLINERS, page 10). "He certainly has the potential to be the strong, vigorous, no-nonsense-type of administrator that is necessary if the cigarette advertising code is to be more than a simple statement of good intentions," she said.

**Tough Job** ■ The senator noted that Mr. Meyner's role would be difficult, especially because the code's language "is broad and general, capable of extreme variations in interpretation."

Suggesting that the code's "vagueness" may be holding up its approval by

the antitrust division of the Department of Justice, Senator Neuberger said it would be difficult to determine what is meant by a code restriction that cigarette ads not appear on programs "directed primarily to persons under 21 years of age."

She cited the *Beverly Hillbillies* (CBS-TV) and said a Federal Trade Commission staff study reported that the program's average audience of 50 million viewers (ARB, November 1963) included 12.6 million children and 6.5 million teen-agers. "No semantic quibble should bar the elimination of advertising on programs with such an audience," the senator said.

**Smoking Down, Then Up** ■ In its report last week, the IRS announced that in the first quarter of this year cigarette sales were 13 billion less than for the same period in 1963. There were 108 billion cigarettes shipped from factories in the first three months of this year, compared to 121 billion for the January-March period in 1963. Federal taxes from these shipments declined also, from \$474 million in the 1963

## Hargis adds stations with 'token fees'?

A radio preacher trying to enlist 1,000 radio stations to carry his programs daily for \$40 a month or weekly for \$20 reports that more than 250 have signed up within the past two months.

A similar effort is being made to obtain television stations, said the Rev. Billy James Hargis, director and founder of Christian Echoes National Ministry Inc., Tulsa, which produces *The Christian Crusade*.

Rev. Hargis said about 20-30 TV stations now are carrying his weekly half-hour program for which he pays \$5 a showing.

Describing the programs as "strictly religious and educational—we just reach religious-oriented people with congressional reports on communism"—Rev. Hargis said, "I believe in the free enterprise system and wish I could pay the commercial rate."

Since many church and education-related organizations seek sustaining time, Hargis said, *Christian Crusade* offers "this token fee" because "I certainly couldn't pay the card rate."

"They don't have to stick to their rate card, do they?," he asked dur-

ing a telephone interview.

**Never Commercially Successful** ■ Rev. Hargis said his programs have been on the air for about 14 years but "never have been commercially successful—they have to be underwritten . . . [but] I wouldn't ask to be carried free."

*Crusade* now is carried by about 400 radio stations, all on the \$40 or \$20 basis, Rev. Hargis said. Some stations have requested higher rates, but the preacher has refused them, saying, "I'm not going to be unfaithful to stations that take it" (his offer).

*Crusade* was on MBS until early last year, but Rev. Hargis said he dropped the network to pick up individual Mutual affiliates. Stations are added one at a time; however, not until they are underwritten by his backers. Churches are encouraged to help *Crusade*, and the Metropolitan Baptist Church of Miami presently sponsors broadcasts on 25 stations from its missionary fund, Rev. Hargis said.

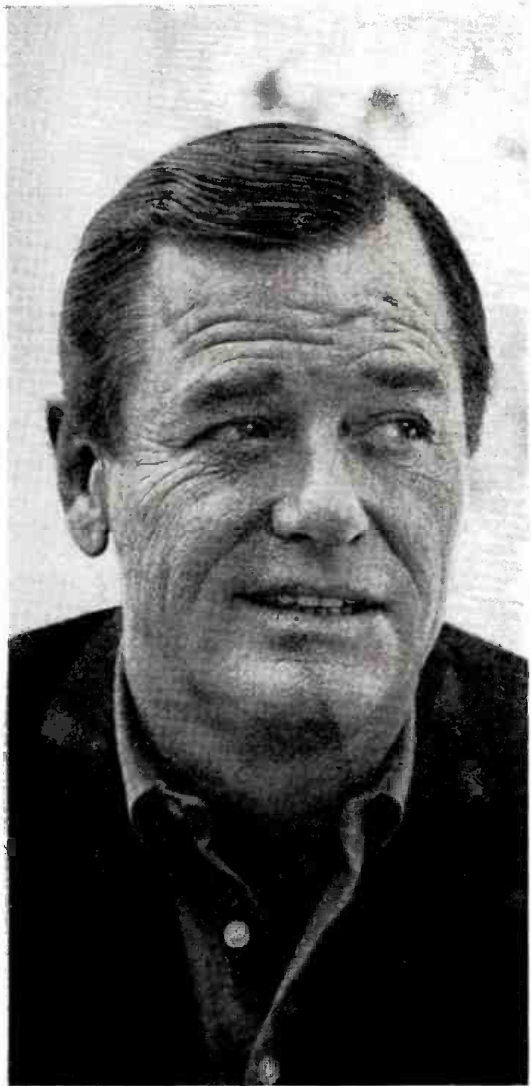
His organization's radio-TV budget has been running about \$25,000

monthly, but it will require an extra \$35-40,000 monthly to add all the stations Rev. Hargis would like, he said.

The preacher said his average contribution, actively solicited in his programs, is \$2.70 and few exceed \$100. The overall Christian Echoes operation runs on a \$75,000 monthly budget and it includes a publishing company, recording company (46 anticommunist films are already in the can) and sponsors a school—all profit-making concerns, he said.

Asked whether the fairness doctrine has affected station interest in carrying *Crusade*, Rev. Hargis said, "I think stations' resentment of the fairness doctrine is why they're taking my broadcast." This expresses their resentment of the FCC's "trying to tell them what to program," he said.

Another source at the Hargis organization said stations dropped the program last summer and fall after the FCC issued a public notice on fairness (BROADCASTING, July 29, 1963).



## LOOK WHO'S JOINING BONANZA

They're *The Rogues*—three of the suavest swindlers who ever rode into town (in a chauffeured Rolls Royce). They'd steal a maiden's heart—and her earrings—but then, who could resist such captivating con-men as Gig Young (even his smile is crooked); Charles Boyer (who adores the Left Bank); and David Niven (who prefers the Bank of England).

These debonair scoundrels are as far removed from the world of *Bonanza* as the Cartwrights are from Cartier's. To *The Rogues*, a rope is a strand of pearls; "old paint" is strictly for the Louvre; and a corral is a work by Bach.

Yet they know a good thing when they see it, so next season they'll follow *Bonanza* with glittering, full-hour capers every week—a gem of a new series on NBC-TV's Sunday night lineup: *Profiles in Courage* (6:30); *Walt Disney's Wonderful World of Color* (7:30); *The Bill Dana Show* (8:30); *Bonanza* (9:00); and *The Rogues* (10:00).

Sunday is just one of the reasons NBC's fall schedule looks so good. (The other reasons are Monday, Tuesday, Wednesday, Thursday, Friday, and Saturday.) No wonder our '64-'65 sales are ahead of previous seasons. No wonder that on NBC every single prime-time program—new or returning—has attracted important sponsorship.



Look to NBC for the best combination of news, entertainment and sports.

quarter to \$415 million for the 1964 quarter.

By months, units shipments were: January, 41 billion; February, 29 billion; March, 38 billion.

For April, IRS reported, sales continued to climb; 44 billion cigarettes were shipped from factories—2 billion above the 1963 April figure. It is the first month since the health report that sales went over the comparable 1963 level.

Interestingly enough, tobacco companies spent more in network and spot television in the first quarter of 1964 than they did in the same period in 1963. According to TVB, American Tobacco, Brown & Williamson, L&M, P. Lorillard, Philip Morris and R. J. Reynolds boosted network gross time billings from \$21.8 million in the 1963 quarter to \$26.4 million in the first quarter of this year; and spot billings from \$8 million last year to \$9.4 million for the same period this year.

In New York last week, U. S. Surgeon General Luther L. Terry fired an unfiltered blast at cigarette smoking before the two-day National Conference on Cigarette Smoking and Youth. He viewed smoking as a deeply rooted national habit continually transmitted to the young by all of society "either as unwitting models and teachers, or as passive supporters of the films, radio, television, magazines, and so on, that regularly present cigarette smoking as the thing that most people do."

He set as a goal the elimination or sizable reduction of cigarette smoking among youth, but warned that "to change a nation's smoking habits, we must think in terms of a program of 10 years plus."

## Pharmaco expands Negro TV series

In what is believed to be the single largest TV sponsorship in the Negro field, Pharmaco Inc., Kenilworth, N. J., began a 52-week campaign on the *TV Gospel Time* program in 50 markets last week.

The half-hour taped show, which is distributed by Integrated Communications Systems, New York, and spotlights well-known Negro gospel groups, will be carried in major cities, both in the North and the South. The commercials for various Pharmaco products (Feena-Mint, Sulphur 8, Chooz and Artra cosmetics) use only Negro models and personalities.

The 50-market campaign represents an expanded and a repeat usage of *TV Gospel Time* by Pharmaco. The company started original sponsorship of the series in October 1962 in six major



Melba Tolliver (r), special make-up consultant for Pharmaco, consults with Alan B. Cowley, advertising manager of Pharmaco, during the filming of a group of commercials for Arta skin-tone cream and Feen-A-Mint at WMCT(TV) Memphis for use on the 'TV Gospel Time' series.

markets and after the first 13 weeks, it increased its market list to 24.

"For budgetary reasons, Pharmaco withdrew from the program after one year," Alan B. Cowley, advertising manager of Pharmaco Inc., commented last week. "But as we analyzed the sales in the markets where we used *TV Gospel Time*, we realized what a tremendous buy the program represented. We now have additional funds available to us and we decided to expand the markets from 24 to 50."

Mr. Cowley estimated that from the time the program was conceived by ICS through its sponsorship in 1964-65, Pharmaco will have invested more than \$1 million. This includes the programming, time and promotional and advertising services on behalf of the project.

ICS holds distribution rights to the series and will offer it in markets not included in the Pharmaco purchase. Len Sait, vice president in charge of sales for ICS, noted that an hour or half-hour version of *TV Gospel Time* can be made available.

ICS began operations in 1961 as a company in the Negro market specializing in public relations, television and promotion.

Mr. Sait reported that last year ICS produced a 90-minute program at the Spoleto Festival in Italy called *Gospel Goes Spoleto*, which is now being offered to TV stations.

## Codes prime cases of ad self-regulation

A 105-page report on self-regulation in advertising is being released by the U. S. Department of Commerce today (June 15). Its purpose is "to provide, for the first time, a clear, accurate report of the many types of activities, instituted and carried on by private businessmen, which operate in our society to regulate American advertising." It is, on the whole, quite complimentary.

The subject is approached through an examination of the structure of American advertising, and self-regulation and government regulation as applied by (or to) private enterprise in general, individual industries, individual advertisers, advertising trade groups and advertising media. The report was submitted by the Advertising Advisory Committee to the secretary of commerce, a group composed of executives from many national trade organizations, including LeRoy Collins, president of the National Association of Broadcasters.

NAB's radio and TV codes are reviewed in the section devoted to broadcasting, as are FCC practice and the rationale for that agency's attempted incursions into commercial limitations. Comparing broadcast media with magazines and newspapers, the report notes.

"1. Broadcast self-regulation relies heavily on industry codes, which are virtually unknown in the print field.

"2. Broadcast self-regulation involves many matters of advertising techniques and presentation, as well as copy claims.

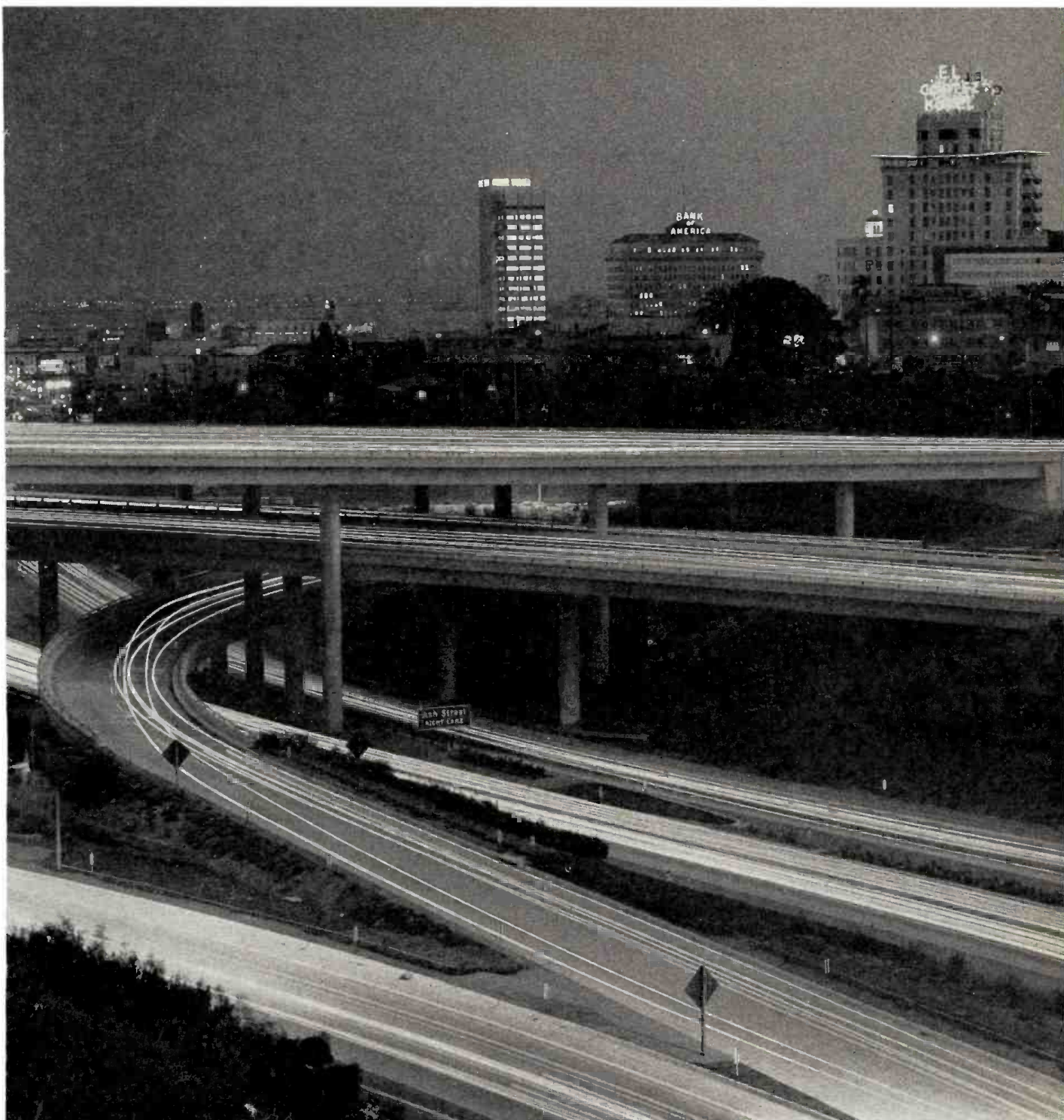
"3. Broadcast self-regulation goes beyond that of print in attempting to control the volume as well as the content of advertising."

TV code "non-program" material limits of 17.2% (prime time) and 26% (non-prime time) are compared with an average of approximately 59% for newspaper ad space.

Besides the NAB, self-regulatory activities are examined in the American Newspaper Publishers' Association, Magazine Publishers' Association, Associated Business Publications, National Business Publications, Direct Mail Advertising Association, Outdoor Advertising Association, Transit Advertising Association and Agricultural Publishers' Association.

The report recommends efforts to provide businessmen and the general public with "a greater knowledge of self-regulatory methods and activities than is currently available, greater appreciation of what has already been accomplished and awareness of social or economic changes which call for changes in self-regulatory practice.





## Finding the way in San Diego is easy

And KOGO points the way!

In California's 3rd market—the nation's 13th\*—active San Diegans look to the KOGO stations for news, information and entertainment.

More than a million people in this dynamic market spend nearly 3 billion dollars yearly. They favor the

KOGO stations, so take the *direct* route in San Diego . . . use KOGO Radio and Television. Sell them where they live and buy.

Finding the way *is* easy—telephone the nearest KATZ office for availabilities on the KOGO stations. . . television and radio.

\*SALES MANAGEMENT, 1963

**TIME  
LIFE  
BROADCAST**

# KOGO-TV-AM-FM-SAN DIEGO

AFFILIATED WITH THE NATIONAL BROADCASTING COMPANY • REPRESENTED NATIONALLY BY THE KATZ AGENCY

# What is TV's effect on children?

**'Advertising for Children' conferees admit they don't know for lack of research on subject**

Advertisers and agencies must learn more about children if they are to serve the children's market responsibly. This was the conclusion reached last Wednesday (June 10) at a panel discussion during a one-day conference on "Advertising for Children" held in New York under the sponsorship of the Curtis Publishing Co.

Commercials aimed at the buyers of tomorrow sell the products, but representatives attending the discussion "embarrassingly" acknowledged that they know very little about what impact the advertising has on children since no intensive research is available on the subject.

Dr. Edgar B. Phillips, executive director of the American Guidance Foundation in Boston, voiced the opinion that a child's standard of behavior is determined by what he sees his parents do rather than what he sees on television.

"What you [the advertisers] say to a child doesn't matter," he said. "The parents set the standards and values for the children."

But, he continued, a parent's job is made more difficult when the parent is "put in a compromising position" in relation to commercial claims or promises. "The responsibility of the American parent is to put into perspective for the child what the advertiser says," Dr. Phillips concluded.

**Commercial Climate** ■ Another problem explored at the discussion was that of the agency trying to fit a commercial campaign into a suitable climate—while at the same time assuring the client of high ratings. One media man noted that educational programs geared toward children are logically the

perfect editorial climate—but that these programs get poor ratings because children just aren't interested in them.

Advertisers are "forced" to go where the ratings are and the situation is not improving, he asserted. The problem is the programmer's responsibility before the advertiser, he said.

Others questioned the effect of "monster" shows on a child's behavior. "Television is for entertainment," Dr. Phillips explained. "Home environment dictates their acceptance of 'monsters.' You can't put the responsibility for educating our children on the TV industry. It's the parent's job. The dial can always be turned off." Yale Roe, sales manager of daytime television at ABC-TV, was moderator of this discussion group.

"How to reach children and parents at the same time" was the theme of another session. Dr. Julia M. Haven, a member of the panel and specialist in language arts for the Department of Health, Education and Welfare, Office of Education, suggested that advertisers might remember that children are more interested in the adult world while adults are fascinated by the world of their youngsters.

Adult audience ratings of children's shows were scored by the group as being incomplete and therefore inaccurate. Parents, it was said, hesitate to admit they view cartoons and other child-oriented programs.

**The Voice Matters** ■ Melvin Helitzer, president of Helitzer, Waring & Wayne Inc., reported that research his company has conducted indicates that the voices in a children's commercial can affect the results of the advertising "as much as 25%." Mr. Helitzer said

children tend to respond more positively to a male "father" voice than to the voice of a woman or another child.

"The father's voice in the home," he asserted, "is the final authority . . . is more noticed because female voices predominate children's home and school lives and the male announcer is generally more articulate."

Wrigley Offield, vice president in charge of advertising for William Wrigley Jr. Co., Chicago, cited a survey conducted by his company in three test markets which indicated that children are more apt to recall a TV commercial if it involves them. In the Wrigley "zoo" commercials, which are aimed at pre-school youngsters, hand-clapping was especially popular as were simple musical themes and a series of stills—rather than complicated animation. Animated messages, Mr. Offield contended, make the child lose track of the product being advertised.

Mrs. Esther Peterson, special assistant to the President for consumer affairs, called for an end to advertising that preys upon the credibility of children. She said such advertising is far more prevalent than it might seem. While asserting that much of the criticism of advertising is as exaggerated as the advertising under attack, Mrs. Peterson warned of dangers in commercials which confuse fantasy with truth and which may have harmful effects on children.

## Metrecal account to switch from K&E

Mead Johnson & Co., Evansville, Ind., is moving the \$5-million account of its subsidiary, Edward Dalton & Co., from Kenyon & Eckhardt, New York, on Sept. 1.

The account, which includes Metrecal dietary for weight control (liquid, wafers, soup and powder), Pablum cereals, BiB juices, Nutrament liquid meal and Tanz Suntan Foam, allocates approximately \$4 million to network and spot TV.

A Dalton spokesman said the agreement with K & E was being terminated because of "increasing differences of opinion on advertising strategy."

Metrecal is the heavily advertised product with billings in excess of \$4 million. Metrecal was introduced in 1960 with commercials on ABC-TV's *The Valiant Years*. Though sales for Metrecal rose sharply the first two years, the results in 1963 were said to be disappointing. The company claims that Metrecal still retains about 60% of the dietary market.

## A 'family' for television commercials

A "family" is being formed to appear on television as spokesmen on a series of television commercials for different and nonconflicting sponsors.

Mickey Alpert, New York talent agent and former casting director for Kudner Advertising, devised the concept under which the "Anderson family" will be created as an "All-American" family unit, which uses a specific make automobile, one name soft drink, cigarette, brand appli-

ance, toothpaste, brand breakfast food, detergent and one of every conceivable item.

Mr. Alpert said he is now casting for the "Anderson family." The commercials, he noted, will have the flexibility of using neighbors, friends and relatives when the occasion requires. Mr. Alpert is discussing his concept with leading advertising agencies in New York and to date, there has been "considerable interest," he reported.

## Why WMT-TV Supports the TV CODE

THE SEAL OF GOOD PRACTICE is evidence that WMT-TV accepts its responsibility not only to its audience but to its advertisers as well. We join with other responsible stations in upholding professional standards. We support the TV Code of the NAB as an effective instrument of self-discipline and self-improvement. We not only support it—we're telling our audience what it means and why we support it. We believe that the restraint the Code encourages is a positive value for advertisers. The Code Authority's aggressive actions to stop abuses will preserve audiences, which will preserve TV's advertising values.

The Code has accomplished a great deal. And it will accomplish more. We're proud to support it.



### **WMT-TV**

*CBS Television for Eastern Iowa*

Cedar Rapids—Waterloo

National Representatives: The Katz Agency

*Affiliated with WMT; WMT-FM;*

*K-WMT, Fort Dodge; WEBC, Duluth*

## ABC Radio sponsors radio ad research

ABC Radio has appointed Daniel Yankelovich Inc., New York, to study the most effective uses of radio for advertisers, Robert R. Pauley, ABC Radio president, announced last week.

The study will be in two phases. The first will uncover guidelines to evaluate the effectiveness of a commercial. It will be conducted at Yankelovich's Communications Research Clinic in Upper Montclair, N. J., using groups of radio listeners as test samples. The second phase, which will be on-the-air tests to determine the overall effectiveness of radio advertising, will make use of the findings of phase one.

Mr. Pauley said the first, or experimental laboratory phase, is expected to be completed by December. He indicated that several advertisers have expressed interest in participating in the second part of the study.

"We know from successful case histories of recent radio advertisers that the medium has been effective," Mr. Pauley stated. "Through this research, however, we will try to better define the components of a successful commercial. This will provide creators of radio commercials with information of tremendous value."

The research, according to Mr. Pauley, will attempt to elicit the following information about radio:

What elements of entertainment, communication and public persuasion does radio possess which surpass those of other media? If radio is found to possess certain exclusive elements, how best can they be used? How can these elements best be used for the benefit of radio today and tomorrow?

### New St. Louis agency

Stolz Advertising Co., a new St. Louis advertising agency, opens today (June 15) with accounts in the food and apparel fields. Stolz is headed by Robert G. Stolz with C. L. (Chet) Thomas, a former broadcaster, as vice president



Mr. Stolz



Mr. Thomas

and stockholder.

Mr. Stolz was vice president of advertising and public relations for Brown Shoe Co. Mr. Thomas and a partner once owned KXOK St. Louis, and he has been serving as its general manager. The new agency is in the Pierre Laclede Building, 7701 Forsyth Boulevard.

## Christal film sells radio as a medium

Radio is the "only communications medium which can reach everywhere at all times of the night and day." It "starts early and ends late," and each week it "comes within 3% of reaching the entire adult population of America" with news, information, entertainment and companionship to an extent that has made it "so taken for granted that it's as much a part of daily life as our public utilities."

That is the theme of a 16-minute color film being used by the Henry I. Christal Co., radio station representation firm, in major radio sales presentations to agency and advertiser groups. It won the award in the sales-promotion category in the Educational Film Association's sixth annual American Film Festival in New York in May.

The film, produced for the Christal company by Pendulum Productions, New York, is essentially noncompetitive, concentrating on the scope of the service and audience of radio generally in answering the title question, "Who Listens?" There are no call-letter mentions, no efforts to sell spot radio against network radio or one station against another—or even radio against other media.

It stresses the values of good facilities, good management and good programming, with emphasis on long reach and "full-range" programming designed for adults. It also notes that radio serves "people of many states," with a weekly audience of "97% of Americans over the age of 15."

### TV farm ads drop

Jacob Evans, vice president and director of the central division of the Television Bureau of Advertising, reported last week that national agriculture advertisers in 1963 ran counter to a general trend by putting into TV only \$1.8 million—34% less than five years ago.

Mr. Evans, speaking in Chicago before the National Agricultural Advertising and Marketing Association, said national farm TV expenditures were down last year, while the total figure for TV usage by all national advertisers increased 43%.

## Milwaukee ad lab set for fall start

The experimental Milwaukee Advertising Laboratory is slated for full operation coincident with the return of network TV to a standard schedule this fall.

The laboratory is designed to measure advertising effectiveness under controlled field conditions with an almost unlimited number of print and broadcast media variations and combinations in two identically matched markets created in Milwaukee by the Journal Company (publisher of the *Milwaukee Journal* and licensee of WTMJ-AM-FM TV). This is accomplished through split runs in the paper and signal-tripped muting devices on TV sets (BROADCASTING, Feb. 24).

WISN-TV (CBS), WITI-TV (ABC) and WUHF-TV will join WTMJ-TV (NBC) in the three-year project, providing complete television participation. At a May 20 board meeting, the Advertising Research Foundation approved its participation. Paul E. J. Gerhold, research director for J. Walter Thompson and chairman of the ARF's committee on improving measurement of advertising media, is selecting a special committee to serve in the technical research phases of the lab operation.

### Shell moves golf to ABC-TV

The Shell Oil Co. will move its *Wonderful World of Golf* series to ABC-TV from NBC-TV in the coming season.

The company said the shift was made because ABC-TV "was able to make better time arrangements in a number of cities and could schedule the show for 11 weeks without interruption." Kenyon & Eckhardt, New York, handles the Shell account.

### Also in advertising . . .

**Office opened** ■ Select Station Representatives, radio and TV representation firm, has opened a branch in Dallas at 410 Reliance Life Building. Wells Bruen is manager of the office with Peter Teddlie on the staff.

**Los Angeles merger** ■ Carl Falkenhainer Advertising and The Morgan Co. have merged, forming new firm of Falkenhainer, Morgan & Taylor Inc., with offices at 435 South La Cienega Boulevard, Los Angeles 48. Carl Falkenhainer will be president of FM&T, with Gene Morgan, president of The Morgan Co., as executive vice president.

FILMS

VIDEO

TV FILMS

RAD

# VARIETY

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234 No. 10

NEW YORK, WEDNESDAY

HOSE

SKEPTICAL

WILL THEY EVER GO FESTIVAL?

## “ARB... has smiled on WNBQ” ...so says *Variety*\*

It's a very happy situation. Our ratings are up!  WNBQ salesmen are smiling.  Our clients are smiling.  Even "number-hardened" agency media buyers are grinning.  All because *Variety* said: "The judgement book (ARB) verifies WNBQ's comeback in news..." We're not surprised—we concentrate on WNBQ's produced news. Channel 5 is the news leader in the Chicago market.  Be happy with us. Check the March ARB "Chicago Television Report." You'll find we're running strong all down the line. More reasons why it pays to be seen on WNBQ.

WNBQ **5** CHICAGO

NBC Owned ... Represented by NBC Spot Sales

\*April 29 issue of *Variety*.

# Rating council tests measurement devices

American Pipe & Steel plan would read  
L.A. tuning from Catalina Island tower

Julius Barnathan of ABC, chairman of the Broadcast Rating Council's subcommittee on new audience-measurement developments, is slated to confer in Los Angeles this week with the developers of two new systems.

One is the Tanner Engineering Co., whose mobile system of counting sets-in-use from a moving truck was the talk of the National Association of Broadcasters convention two months ago (BROADCASTING, April 13).

The other is a plan of the American Pipe & Steel Co. of Alhambra, Calif., to count sets-in-use by an apparently similar electronic concept—but from a stationary tower rather than a moving vehicle. The American Pipe system is said to make its count by registering signals radiated from sets in operation, as does the Tanner system.

**American Pipe Plan** ■ The American Pipe & Steel Co. system, utilizing the fact that each TV receiver radiates an audio signal that is 4.5 megacycles different from the audio signal transmitted by the TV station whose program is being received by the set, proposes set-

ting up a dual-receiver installation on Catalina Island, a site far enough away from Los Angeles to be free from local interference. One receiving device would pick up all rebroadcast radiation signals from all sets within a 60-degree arc whose focal point would be Mt. Wilson, transmitter site of all Los Angeles TV stations. Others would monitor each station individually. By use of analog computers, each station's share of the TV sets in use within that vector (which would include pretty wide coverage of the city's residential area) would be instantaneously reported at any time of the day or night.

This layman's explanation of the process was advanced by Jack Lane, owner of American Pipe & Steel Co. among a variety of investments that also includes a Las Vegas hotel. Mr. Lane said that he had talked to a number of broadcasters whose reaction to the idea ranged from "it's exactly what we need" to "of absolutely no value." Unlike the Tanners, who built their mobile rating device and are now trying to find a customer for it, Mr. Lane said that as

far as he can see, "the only customer is the Broadcast Rating Council and I want to be sure they need and want what I have to offer before I go ahead and put any more money into it."

A number of electronic measurement systems have been developed in the past without gaining widespread use. Consequently new developments along these lines are frequently greeted with skepticism. Rating council officials feel, however, that no new development can be dismissed without investigation.

**Tanner Studies** ■ In the case of the Tanner system, based on the excitement it created at the NAB convention, several council members and other broadcasters have had private studies made. These have produced reactions ranging from lukewarm to enthusiastic.

Less is known about details of the American Pipe plan, which has come to the council's attention since the Tanner system made headlines at the NAB convention.

Mr. Barnathan is not expected to see a demonstration of the Tanner system during his West Coast visit this week. However, its developers have scheduled a demonstration for the California Broadcasters Association in San Francisco on June 30.

Rating council authorities are expected to examine another new measurement system later this year. This is a system advanced by the Video Research Corp. of Tokyo, which reportedly plans to exhibit it at the New York World's Fair sometime this summer. The system is said to involve installation of a record-keeping device inside television sets.

## Chandler tells newspapers how to compete with TV

Newspapers cannot compete time-wise with the news coverage of radio and television, particularly the latter, Otis Chandler, publisher of the *Los Angeles Times*, said last week. He suggested the print medium provide its reading public with increased day-to-day news analysis.

Mr. Chandler gave his advice to the annual banquet of the Washington chapter of Sigma Delta Chi at the National Press Club in Washington.

He noted that one of the prime sources for concern for newspapers is competition from the broadcast

industry. "Television and radio, particularly television, not only have us beaten, timewise in spot news, but more and more they now can give the background and meaning for a story, almost as it is happening, with commentary, and in documentaries they pull from their immense news and photographic staff all over the world and their huge film libraries," Mr. Chandler said.

In order to compete newspapers will have to "explain every day not only what has happened but what it means, now and for the future," he said. Mr. Chandler warned that

newspapers cannot "afford to wait until Sunday for our documentary or commentary—not when faced with this type of fast reaction from television—because most readers will already have a pretty fair understanding of the news story, having watched it on television or heard it on radio within a short time after it happened."

Mr. Chandler advised newspapers not to feel "licked" by the electronic competition, but to realize "We are not by ourselves any more, and we all had better understand this fact before it is too late."

# "HOW DO YOU SPELL SPONSER?" (Akademic)

## how do you sell sponsor? (tell me more)

Dear Fellow Broadcaster:-

Will you pay me \$2.00 a week to attend your Sales Meeting every Monday Morning? Why should you?

As one who is deeply involved in station ownership and Management in the Southwest, I have had the same problems you do, and I am seeking the same answers.

By arising at 5 AM every day, I have been able to find enough answers to gross as much as \$6,500 per month in a market of 5,000, to gross \$22,000 in a market of 15,000 and today I am grossing nearly \$40,000 per month in a market of 130,000.


Almost every dollar I have been able to muster in broadcasting has come through (1) hard work, (2) ideas, and I am eager to give your brain a tonic each week with my ideas.

"The Brainstorm" will not work miracles, but it will trigger your staff into profitable action, and it will remind you every week, that "Successful Sales Depend First On Simple Ideas."

I am enclosing a sample of "The Brainstorm" (25% of what you will receive each week). If you are interested, then fill out the blank below and return to me immediately.

Thanks for your time, and unless you are willing to get up at 5 AM each morning, then you need the "Brainstorm." Regards,

The Brain  
"B"  
Box 20496  
Dallas, Texas

*"the Brain"* 

**"Brainstorm"**

(1) All the world loves little girls, and summertime is a good time to sponsor the "Little Miss" Contest. I suggest you limit it to 3, 4 and 5 year olds, and be sure each little girl has a little boy escort. You will be amazed what a wonderful show it is having these cuties stroll across the stage with their escorts, as their reactions are completely spontaneous and unpredictable. In order, to give your show some balance it is well to combine with a talent show or at least your show are completely spontaneous. Suggested sponsor: a food store where entry blanks are available. In a city of 5,000 you will have around 50 entries. In a city of 150,000 you will have 200 entries. (Later on we'll outline another top kid show Huckleberry Finn Day.)

(2) Reverse English. Which of your salesmen pitch their prospects on location? Even when they are waiting on customers. We all do it at times especially after a \$5,000 contract or any contract for a year to bring you prospect to the radio station. Here he catches the spirit of your operation, and you have his undivided attention. We shall discuss down the line some simple sales presentations that add a professional touch to your Sales Department, and reflects poise in your entire operation.

(3) Here is a quick answer to rate problems. Start the day in your community with a good two man show. This show must be done by responsible people as station on your staff, preferably these recognized in the community. The program must leaders, owner, Manager, Program Director, et cetera. town, plus a few stunts and humorous items that give the program a flavor of lightness. This show must be done early morning (6:00-8:00) and if done correctly will be the very lifeblood of your station, and you will be absolutely flabbergasted at the listenership of your station, and you will be able to sell sponsors at three times the rate they pay for regular one minute announcements. I will bring you week by week ideas for this show. It is now being broadcast in a dozen markets under the name "This, That and The Other."

Please send me the "Brainstorm" beginning June 29th 1964 for 13 weeks, and at the end of that time bill me for \$26.00, and I will consider renewal on the basis of value received.

(FILL OUT IN FULL)

(Name) .....

(Position) .....

(Station) .....

(City and State) .....

This agreement contingent on my having the "Brainstorm" exclusively in the ..... Market

(Signature) .....

Mail to the "Brain"  
Box 20496  
Dallas, Texas

# Hot items on TV board agenda

## Special meeting to clarify its previous positions on pay television and CATV

When members of the television board of the National Association of Broadcasters went into their special meeting yesterday (June 14), they had two major policy decisions to make—

- To clarify the confused pay-TV position they had originally taken last January at the Sarasota board meeting, and

- To adopt a proposal submitted by the Future of TV in America Committee to harness community antenna systems through legislation.

The day before the TV board meeting, a dozen broadcasters with CATV interests were scheduled to meet in Washington. Their purpose was to hammer out a consensus of what the dual broadcaster-CATV interests would like to see the NAB do on the subject and to pass this on to the TV board.

The Saturday meeting was to be composed of representatives of all or some of these companies: Vumore Co. (RKO General), Cox Broadcasting, Broadcasting Company of the South, KUTV (TV) Salt Lake City, Central California Communications Corp., WGN Inc., Meredith Broadcasting Corp., Storer Broadcasting Co., Triangle Stations, Golden West stations and Central Broadcasting Co.

Among the broadcasters who were scheduled to be present; G. Richard Shafto, BCS stations; Marcus Bartlett, Cox stations; John C. Cohan, Central California stations; Loyd Sigmon, Golden West, Bill Wagner, Palmer stations, Davenport-Des Moines, Iowa, and Bruce Merrill, KIVA(TV) Yuma, Ariz. Other broadcast-CATV entities were to be represented by their attorneys.

**Pay-TV Clarification** ▪ Facing the TV board was the clarification of the pay-TV issue, clouded in recent months by the assumption by many broadcasters, including some board members, that the policy adopted last January included the use of legislation to outlaw subscription television whether furnished by wire or off-the-air. Last month, following a talk given by Richard S. Salant, CBS vice president, to that network's TV affiliates—which opposed this position—the NAB through President LeRoy Collins stated that this interpretation of the board's action was in error. Mr. Collins said that the board, voting opposition to all forms of TV which require the viewer to pay, had not made any decision about seeking legislation against subscription TV furnished to subscribers by wire. Mr.

Collins added that the TV board had, however, voted to seek legislation to bring CATV systems under the jurisdiction of the FCC.

A clearcut delineation of the TV board's position on pay TV was to have come from the Sunday meeting—one day earlier than the formal NAB board meetings which run Monday through Thursday. These meetings will see also the election of a new joint chairman of the association (BROADCASTING, June 8).

In the CATV field, however, the board was scheduled to weigh not only the proposals made by the Future of TV in America Committee, but also of the broadcaster-CATV group which met the day before.

Under the proposal submitted by the Future of TV in America Committee, the board was asked to approve legislation which would amend Section 325 of the Communications Act to provide that CATV systems must request permission from the originating station and the FCC before picking up a signal and relaying it to subscribers. It also provided that the FCC would referee any conflict between the CATV system and a TV station in the case of refusal by the station to have its signals used on the cable.

There was some sentiment expressed late last week that the industry should not go this far in putting the FCC into the jurisdictional seat. Some broadcasters expressed the view that the FCC should enter the picture only if there were a dispute between the CATV system and a TV station.

## Radio code member list tops the 2,000 mark

The campaign to increase radio station membership in the Radio Code of the National Association of Broadcasters has begun to produce results. Since April 1, when the code's fiscal year began, membership in the radio code has passed the 2,000 figure, and now represents almost 40% of all AM and FM stations.

Radio code-subscribers as of June 1 numbered 2,008, the NAB announced last Friday (June 12). This is a net gain of 114 and the increase in the two months since April 1 represents 60% of the net increase of 181 registered since

June 1963, it was pointed out.

Actually, 150 radio stations signed up for the code between April 1 and May 30, but 36 resigned. In April, slightly more than 37% of all radio stations were code subscribers; as of June 1 this proportion has moved up to over 39%.

A new information project on the radio code was also announced by Howard H. Bell, code authority director. By the end of the summer, a new information kit, "Radio Code for '64," will be issued to all members. It will contain advertising and promotional materials, including a revised audio code symbol, advertising mats and an illustrated brochure. Also planned is *Radio Code News*, a monthly publication for members.

## Estes denied plea closer to fruition

A bill to authorize \$533 million to raise federal salaries, including upwards of \$8,000 more yearly for regulatory agency commissioners, \$7,500 more for congressmen and hikes averaging 1.6%-22.5% more for 1.7 million other government employees, was passed by the House and referred to the Senate last week.

The legislation was defeated in March when it authorized \$2,500 more for congressman than the current version (BROADCASTING, March 16).

Sample raises: chairmen of the FCC and Federal Trade Commission would be increased from present \$20,500 yearly to \$29,000; commissioners from \$20,000 to \$28,000; representatives and senators from \$22,500 to \$30,000.

## Estes denied plea for reconsideration

The FCC has refused to reconsider the nonrenewal of the license of WMOZ Mobile, Ala., and revocation of the license of WFFA Pensacola, Fla.

The stations' owner, Edwin H. Estes, had pleaded for a reconsideration because the commission failed "to secure a 'full and true disclosure of facts,'" in the proceeding surrounding the WMOZ renewal application (BROADCASTING, March 16). The two penalties were ordered by the commission because of what it called a "record of attempted fraud virtually without equal in commission history," in the WMOZ case. Mr. Estes lost the license for WFFA, the FCC said, as he was not qualified to be a licensee, in view of the WMOZ findings.

In denying reconsideration the commission said Mr. Estes had not presented any new evidence on which a reversal could be made.





**This is DME. ITT makes it.  
Allegheny, American, Braniff, National, Pan Am and Piedmont  
use it.**

DME (Distance Measuring Equipment) is an advanced air navigation aid made up of airborne and ground installed equipment. Airborne DME interrogates the ground station and triggers a response signal. The system, automatically and simultaneously, tells up to 100 pilots the distance their aircrafts are from the beacon ground station. It is accurate within a small fraction of a mile for aircraft inside a radius of 300 miles.

ITT ground stations have been ordered by the governments of France, Philippines, Portugal, Spain, Sweden and the U.S.A. to make flying safer over their lands.

ITT System companies have pioneered in the development of navigational aids such as ILS, TACAN, VORTAC, LORAN and OMEGA. ILS (Instrument Landing System): every 30 seconds, somewhere in the world, an aircraft is brought to a safe landing with ILS aid. A radio altimeter is ITT's latest contribution to air safety. Operating independently of barometric pressure, it monitors aircraft rate of descent with amazing accuracy. TACAN: a navigational system proven suitable for high-speed jets, gives both bearing and distance in a single electronic unit. VORTAC (VHF Omni Directional Range plus TACAN): 1,200 VORTAC stations are being integrated into

the nation's common navigational and air control system. LORAN-C: used by U. S. Navy and U. S. Coast Guard for determining exact position of planes and ships. OMEGA: worldwide navigational system requiring fewer than 10 transmitting stations.

ITT—world's largest international supplier of electronic and telecommunication equipment. International Telephone and Telegraph Corporation. World Headquarters: 320 Park Avenue, New York, New York 10022.

worldwide electronics and telecommunications



# 1963-64: TV's sick season?

New study finds the audience disenchanted with downbeat themes, yearning for more escapism, less critical of commercials, grateful for news

The average viewer is pleased with television but a little disappointed with the 1963-64 television season.

He tends to think of this season as "the sick season" because he feels there are too many depressing shows.

He would like a little more physical violence, and he doesn't find the comedy and variety shows as satisfying as he might.

He watches the "sick shows" a lot despite his reservations about them, and he's still turning to the comedy

and variety programs for "refuge and relaxation," but in general he probably isn't watching television quite as much as he once did.

He is becoming more realistic in what he expects television to give him, however, and he still watches for long stretches of hours.

Television is still his number one cultural influence.

He feels more "comfortable" with it, less defensive about spending so much time in front of the screen.

**His Information Source** ■ His respect for television's informational programming and real-events coverage is higher than ever.

He is complaining less about commercials, and even if the entertainment programming seems less impressive this year, it still suits him better than he thinks pay TV would (separate story below).

Certainly he doesn't blame the commercial interests for whatever faults he finds. As a matter of fact he's grateful

## Growing appreciation of TV's commercials

Television commercials are making friends as well as influencing people.

People not only are complaining about them less, but they show "little or no enthusiasm for pay TV" as an alternative to commercial TV.

These findings are contained in a report released last week by McHugh & Hoffman, advertising and broadcasting consultants, based on the third survey of a continuing series exploring people's attitudes towards television (see story this page).

The survey, conducted for McHugh & Hoffman by Social Research Inc., found that there are still some complaints about commercials, mostly directed against the usual targets of loudness, hard-sell messages, interruption of programs, etc. Some commercials for body-care products, toilet tissues and patent medicines also continue to draw criticism.

But complaints are at "a low level"—lower than in the two similar SRI-McHugh & Hoffman studies in 1960 and 1962, according to the report, which also notes that its commercial findings relate primarily to prime-time TV.

**Strings of Commercials** ■ The new study did find "some stirring of complaint"—though it was "surprisingly small"—"about commercials which are grouped together in strings

of four or five."

These, the report says, "were sometimes criticized for fleeting by so fast that the viewer cannot grasp what is being communicated to him; on the other hand, the fact that they do not go on very long about the same product seems to mitigate viewer irritation.

"This may become the source of more complaint in the future, but during the first half of the 1963-64 season viewers had not yet begun to feel badly put upon by commercial piggybacking."

Generally, the survey found "growing appreciation" of commercials—those with catchy phrases, for example, and those giving people "new ideas on how to live more exciting, richer lives." Scenic settings, "are enticing and provide daydreams for the viewer" but should not be "so glamorous as to exclude average people from possible participation," the report suggests.

**Pleasant, Informative** ■ "Many of the men and women in our sample," the researchers report, "openly admit that they are finding many commercials pleasant, even entertaining and informative.

"Particularly this is true of commercials which tell a little story, or are humorous in some fashion (either by virtue of cartoon animation or a satiric script). Many slice-

of-life and episodic commercials are described as being as well (or better) produced than the shows, and showing as much or more imagination than regular programs.

"More and more the commercial is coming to be seen as a unique television art form, which like any other art form or medium of communication can be entertaining and admirably well done or can be poorly done. In short, commercials are not inevitably viewed negatively."

The survey found "almost a total absence of voluntarily expressed interest in pay-TV plans," and when the researchers raised the question "it became clear that most people are very well satisfied with the kind of television presently being offered them."

**Pay TV Interest** ■ The main enthusiasm for pay TV is in "intellectual circles," the report asserts. Otherwise, "it is difficult for the average citizen to believe that the quality level of TV shows would be improved if viewers had to put coins in their TV sets." The report continues:

"The typical American man or woman does not blame the advertisers or commercial interests for whatever faults he finds in television programming; he is more apt to feel that there simply isn't any better talent than what is currently

about the whole thing—the programs he's getting now and also what he's had in the past and what he looks forward to in the future.

This picture of the composite U. S. viewer, coupled with an explanation of why he thinks and behaves the way he does, is drawn from a 179-page report on viewer attitudes compiled for McHugh & Hoffman, advertising and TV-radio consulting firm, of Birmingham, Mich.

The study, by Social Research Inc., Chicago, is the third in a continuing series commissioned by McHugh & Hoffman to explore viewer attitudes and find out why people react as they do to television programing and television advertising.

The material is used by McHugh & Hoffman as one source from which to draw conclusions and recommendations for a client list that includes agencies, TV networks and TV and radio stations—all but one of whom prefer for competitive reasons to remain anonymous (the exception: McKim Adver-

being employed in writing, producing and appearing in the shows he sees.

"The average TV viewer may wish that TV was somehow 'better' or that the programing balance was more to his tastes, but he does not anticipate that pay-TV plans would be the answer. Essentially TV seems like the best entertainment bargain mankind has ever been blessed with, just as it is, with the only price being that for initial purchase of the TV set and subsequent repairs."

Indirectly, the pay-TV idea came under attack during questioning about sports programs.

"A large number of men voluntarily express irritation to closed-circuit telecasts of prominent sporting events. They would like to see them all fail so that promoters would no longer be tempted to employ them as a means of protecting their box office and building their total revenue.

"Many a sports fan fears that if closed-circuit telecasts succeed too well, then some of the present sports 'goodies,' which he receives for free from network television on his home set, will be taken away. The idea that such a bonanza of pleasure might be lost is a most unhappy one to the typical American male."



Findings of McHugh & Hoffman's new study of audience attitudes toward television are discussed by Philip L. McHugh (seated), president of the

tising Limited, Canada's third largest advertising agency).

**Since 1961** ■ The first study was conducted in 1961, the second in 1962, the current one last November and December. These are part of a national and local research program in which McHugh & Hoffman has supervised 16,100 depth interviews as part of 34 different studies to answer client questions.

The firm is headed by President Philip L. McHugh, former radio-TV president of Campbell-Ewald, Detroit, and Vice President Peter S. Hoffman, who was Mr. McHugh's assistant at C-E.

The new study was based on interviews ranging from 30 minutes to almost two hours in length with 359 men and 351 women chosen on a quota basis in 14 markets: New York, Philadelphia, Cleveland, Toledo, Detroit, Chicago, Milwaukee, St. Louis, Atlanta, Houston, Los Angeles, Denver and Mason City, Iowa, and Sacramento, Calif.

**Counting a Blessing** ■ If one word can summarize the average viewer's attitude toward TV, the new study indicates, the word is "grateful." The study reports:

"Television is one of the great inventions in recorded history as far as most Americans are concerned. Their years of experience with it have not dimmed their gratitude for television. Instead, each new season seems to renew public appreciation of television, both for its potentialities in the future and the pleasures it has brought in the past 10 to 15 years and is bringing in the present. Thus the basic theme of public response to television is one of gratification and satisfaction; criticisms and complaints are secondary. . . .

"It is our conviction, then, that as of November and December in the 1963-64 television season, the dominant atti-

tude toward television was one of gratitude. . . . More than ever before we found the members of our sample this year expressing such attitudes.

"They seemed to realize that people who live in the U. S. are getting from television an incredible array of top-notch, free entertainment—and while many Americans may feel that this season's shows aren't quite as enjoyable, on the average, as last year's, the central feeling is that television is a 'great thing' despite (and even taking into consideration) its ups and downs from year to year."

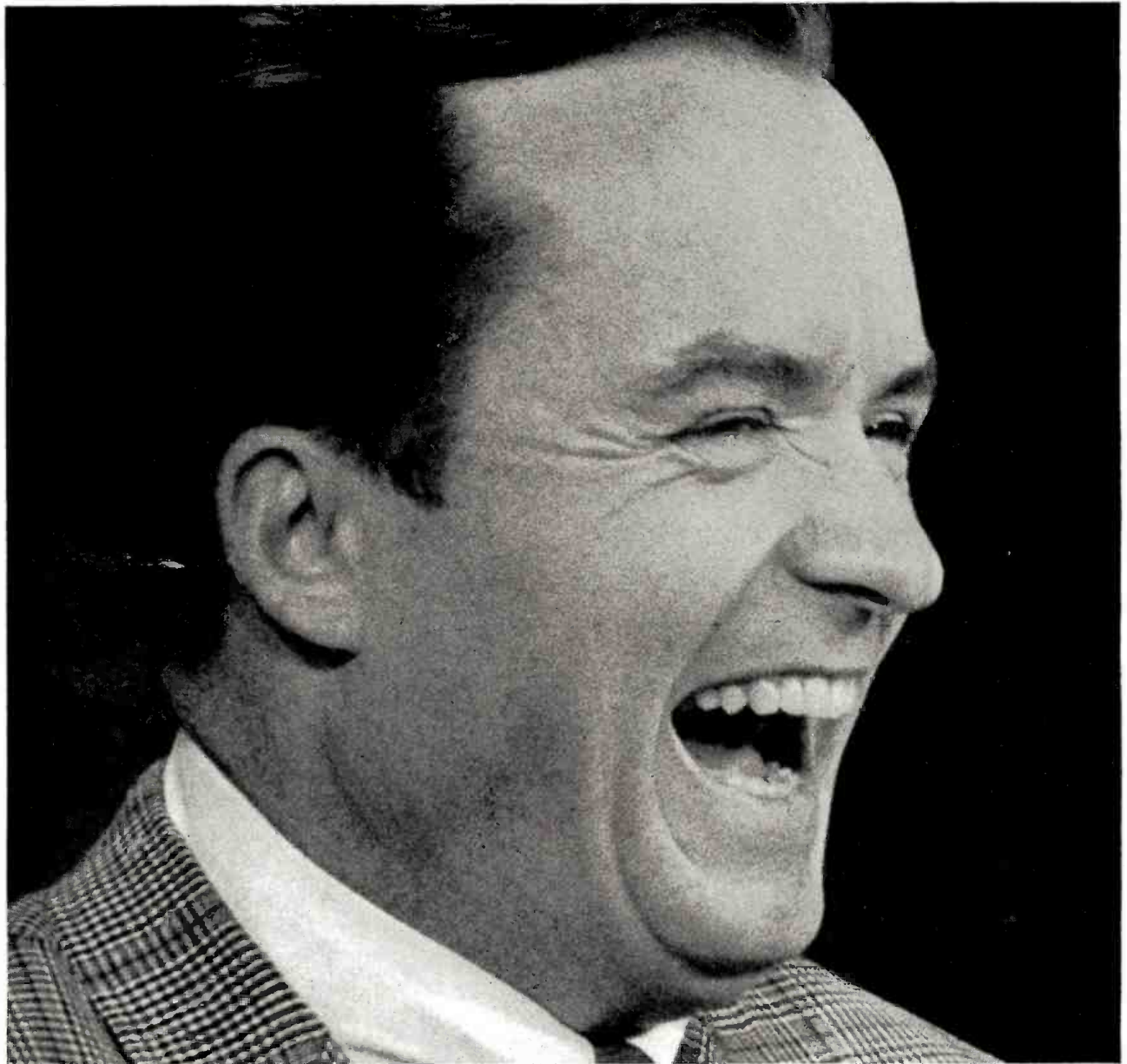
**Realistic Approach** ■ One reason public appreciation for TV has reached "new heights," according to the study, is that the viewer has "managed to place television in better perspective" in his life, controlling his use of it "rather than being held enthralled by it."

He not only is "selective" about the programs he watches but is becoming more and more "elective" about whether to watch TV at all, or do something else:

"People are no longer watching it hours on end and then complaining that it is a monster which has ruined their evenings, destroyed conversation and turned them into mental vegetables. . . . More and more they are turning TV off and doing something else if none of the shows have real solid appeal to them."

Overall, about one-third of the SRI-McHugh & Hoffman panelists felt they were watching TV less this season than in the past, while 14% felt they were watching more and 53% could tell no difference.

In hours, the "most typical estimate" of viewing averaged 2.2 hours per person per day, as against 3.7 hours in earlier studies, but this comparison was not regarded as exact. The report notes that changes in the questioning reduced



**This is Mike Douglas. Women love him.  
Go figure it.**

**We did.** And it turns out (according to the latest ARB ratings) that the Mike Douglas Show nets a 63% share of women viewers in Cleveland. 64% in Buffalo. 50% in Milwaukee. 44% in Columbus. 62% in Pittsburgh. And so on down the line. Wherever Mike is, women are. Lots of them.

It's all just a part of the great record Mike has been setting since his show started back in October, 1963. A record that includes great ratings. In Milwaukee, for instance, Mike has the lion's share—a rating of 8. In Pittsburgh, he's tops with 12. In Cleveland he's even higher: 16.

It all adds up to a bright, network-quality variety show that makes Mike Douglas the talk of the industry, the one to watch for big talent, big names, big production—and the biggest advertisers in the country. The one station managers—and sales managers—have learned to love.

Now, the red hot Mike Douglas Show is available as a 60-minute or 90-minute show for across-the-board programming in your city.

*How's your daytime situation?* Are there enough women in your life? Maybe it's time to see Mike. Call Al.

**WBC PROGRAM SALES, INC. <sup>GROUP</sup> W**

122 East 42nd St., New York, N. Y. Telephone 983-6535

The Audience figures shown are a reflection of the original survey estimates. Their significance is a function of the techniques and procedures used. The figures are subject to the qualifications of the service noted or described in their report.

the comparability of the figures, and in any event it concludes that people probably are not spending as much time on "other things" as they think, but rather that they simply do not think of themselves as "wasting" as much time on TV as formerly.

The "other things" mentioned most frequently are community meetings, "bridge nights" or "bowling evenings," night school courses, youth work and home-improvement projects.

**Less Watching** ■ Little of the real or imagined decline in viewing is blamed on television itself, but the report suggests that the "feeling that less is being watched" has been abetted by "a simultaneous notion that the 1963-64 television programming is less entertaining, less satisfying, less compellingly interesting than last year."

What is it that makes the current season less impressive?

"The main problem," according to the study, "seemed to be that too many of the dramatic series were found morbid and depressing."

This also relates to a complaint heard often in earlier studies for McHugh & Hoffman: That there is too much "me-tooism" in programming, with almost any successful new show certain to be followed by a spate of new ones in the same vein.

This year, the report observes, "this complaint is focused on the medical, psychiatric and social-illness group of programs. Just as previous seasons were referred to somewhat derogatorily as 'the year of the cowboy' or 'the year of crime and punishment,' so this year is being criticized widely as 'the sick season.'"

The report continues: "Even though all programs are not in this vein, the emphasis in promotional spots about these particular shows and their dominance in people's thinking is leaving an impression that the 1963-64 television scene is populated mainly by troubled personalities, by violent emotions, by yelling and screaming, and by persons who are attacking other people verbally, emotionally and physically."

**Differing Opinions** ■ Attitudes toward such programming vary by social class and sometimes by sex. The professional man, for instance, is apt to find them too dramatic and over-simplified—but his wife tends to enjoy them. Lower-class people, on the other hand, often are attracted to them as a sort of "prime-time soap opera," while the lower-lower classes are inclined to shun them as presenting problems and situations that are "uncomfortably close to home."

So why do people watch them in such numbers?

The researchers found three main reasons: (1) these shows have generated

more talk than any other category this year, and people "like to know what all the talk is about"; (2) the programs "serve as an emotional catharsis for many people" and (3) they are "almost invariably" well produced and "make television seem more adult, more interesting, more functional and more reality-oriented."

The researchers also conclude that the "problem shows" may have created a terminal "problem" for themselves:

"The mere fact that so many people are complaining about [the trend] out loud will inspire others who are half-way sympathetic to join in; it may even cause viewers to feel that they shouldn't be approving or enjoying the shows as much as they do. Like so many TV trends in the past, this one, too—which contains much that is interesting and rewarding to viewers—has exceeded a sound limit, and in so doing has caused

### A first for Utah

Utah last week became the first state to be granted a state-wide UHF translator system for educational television.

The FCC also said that it had authorized the University of Utah to operate 18 translators to relay educational station KUED (ch. 7) Salt Lake City, serving 35 communities and rural areas. The translator system is partly financed by \$239,322 in matching funds from the Department of Health, Education and Welfare.

the pendulum to swing against it."

**Too Little Escape** ■ Next to complaints about too many problem dramas, the report says, the most frequent criticism of the current season is that "it is lacking in escape-type dramatic shows."

There aren't enough tough-guy heroes to please "large segments" of the public. Some viewers are said to feel that even *Gunsmoke* and *Bonanza* have become too mild.

"Plainly," the report says, "the fans of physical violence feel that this year they haven't had enough; too much of the 1963-64 violence is mental. There are not enough sinister and evil people coming to a bad end; there are too many OK people falling victim to mental illness. There is not enough of the 'tough-guy-triumphing-over-tough-bad-guy' format. The pendulum has swung too far in the other direction and left many television viewers without enough of this kind of escape fiction to watch."

**Not So Funny** ■ A "second problem" with the current season, according to the study, is that "the comedy and variety shows did not seem to be providing

as much fun as in past seasons."

The "problem shows" send viewers to comedy and variety programs for "refuge and relaxation," but there seems "little that is newly exciting this year" in comedy and variety. Except for Danny Kaye—"most definitely not a new talent to the entertainment world"—"the dominant comedy and variety show hosts and stars are a year older and showing their age."

Overall, the report says, "it would appear that the variety format is in difficulty," widely considered "too slow-moving and not emotionally involving enough."

In the long run, the report continues, "perhaps TV variety-type shows will have to be built more around plots or skits, and less around acts or host personalities."

The SRI researchers told McHugh & Hoffman in their report:

"It is SRI's conclusion, based on both the qualitative and quantitative data in our survey, that the ratings this year which place so many comedies and variety shows at the top of the list do not signify that this is what Americans want even more of in the future; nor should it be taken as a sign that this year's comedy and variety shows are extremely well liked.

"To the contrary, it is mainly a measure of how few of this year's television dramas have appealed to the broader American public, even when they have scored strong appeal with a minority of viewers. These comedies are more broadly acceptable and hence have higher ratings."

**Often-Heard Complaint** ■ Another complaint, heard from year to year and near the top again this year, is that too many of the most popular shows are scheduled opposite each other.

While people may mutter about entertainment programming, even when they are broadly "satisfied" with it, their respect for television as a communicator of real events and informational programming has risen.

This is attributed partly to television's coverage of the weekend surrounding the assassination of President Kennedy (see page 62), but partly also to such factors as its coverage of racial demonstrations, its generally expanded news programming, editorializing, local as well as network documentaries and its still expanding coverage of sports events.

"Increasingly," the report notes, "the American public is recognizing that television is capable of reaching great heights of ingenuity and imagination in covering elections, war threats, segregation squabbles, space shots and other newsmaking happenings."

Many people, particularly in the Midwest, find it impossible to watch the networks' 30-minute early-evening newscasts at their present times and accord-

ingly would like to see them presented an hour or at least a half-hour later. But among those who can and do watch, the reaction has been even better than they expected:

**News is Better** — "Viewers feel that they are getting more news in absolute quantity, considerably more in depth and that, all in all, the early-evening newscasts are doing an excellent job of supplanting an evening newspaper."

In its coverage of public affairs and issues, the researchers found, television is "highly successful when it features prominent people and the ongoing drama," but "leaves the public cold when it takes the static documentary form."

Thus presidential news conferences, interviews with celebrities, political conventions, election coverage, specials in which the emphasis is on people tend to be attractive and exciting.

But "the public-affairs documentary which is a detached, after-the-fact analysis of an event or which pokes a camera eye around 'the Viet Nam situation' and tries to remain uninvolved is uninteresting to all but dedicated learners."

Nor does impartiality protect a public-affairs show from the charge that it "took sides," the researchers found.

"This year," the report asserts, "we find many people, particularly in the South but also a significant number in the North, complaining that television is playing a disproportionately liberal role in the integration struggle."

"The fact that TV . . . has spent so much time on this issue has led a lot of viewers to feel that television is encouraging the Negroes in their struggle for equality and integration. There is the feeling that television, by even showing scenes of racial conflict, has stirred up additional conflict, protests and violence."

" . . . We find that the power of television to sway opinion and bring about changes in the political and social area is of growing concern to the public—or, rather, we should say there are signs that this could become an important issue in American life."

"Few people are openly expressing concern at this point, but many are betraying some uneasiness with the medium's vast power for influencing the way issues are defined and perceived by the average citizen."

**Reaction to Integration** — Television's effort to advance integration through the use of more Negroes in commercials and programing also "has been noticed," the report says, "and accepted in a fashion that can best be described as resigned to the inevitable." The report continues:

"There was an occasional hostile comment about this from respondents living in Southern cities, but for the most part the reaction has been simply

one of noticing it and being somewhat uncomfortable but hesitant to be verbally critical.

"Attitudes toward the trend do not seem to have crystallized yet, partly because people do not know how far it is going and partly because most viewers were expecting it. As of late fall and early winter, it had not gone so far as to create antagonism—but this doesn't mean that it won't in the future."

Sports, particularly football, figure prominently in TV's growing stature as a communicator, but viewers also have some suggestions for improvement.

Although they tend to regard pro football as the most fascinating team sport, they feel that too many "uninteresting" and "unimportant" games are being included in the college football schedule—and that New Year's Day, although it's the "peak day" for TV sports, ought also to be the cutoff date for football.

They also show signs of "a growing fatigue" toward baseball, protesting particularly about being limited to the games of the "local" team when it is out of pennant contention.

Viewers would also like to see still more sports on TV, especially auto racing and championship boxing. They are particularly irritated at boxing promoters for putting big bouts on theater television and keeping them off free TV.

## Cox Cablevision buys Oregon CATV group

The purchase by Cox Cablevision Corp. of the Clatsop Television Co., owner of community antenna TV systems in Oregon, was announced last Thursday (June 11) by J. Leonard Reinsch, president of Cox, and Tom Williams, president of Clatsop. The purchase price was said to be about \$1,750,000.

Cox Cablevision, a newly formed subsidiary of Cox Broadcasting Corp., plans to operate community antenna systems in areas of Pennsylvania and the state of Washington as well as the new properties, and will own a 50% interest in CATV franchises in Lima and Findlay, both Ohio.

Clatsop Television operates CATV systems in Clatsop, Astoria, The Dalles and adjacent areas in Oregon and has approximately 10,000 subscribers. It is believed to have the potential of an additional 5,000 subscribers.

Cox Broadcasting, formed in February of this year, owns and operates WSB-AM-FM-TV Atlanta; WHIO-AM-FM-TV Dayton, Ohio; WSOC-AM-FM-TV Charlotte, N. C.; KTVU(TV) San Francisco and WIOD-AM-FM Miami.

## Kennedy coverage a national service

Television did more than elevate itself in public esteem by its coverage of events surrounding the assassination of President John F. Kennedy last November.

An attitudinal research study released last week indicated that it also performed a national service by allaying hysteria, preventing panic and in general setting the "mood, pace and style" of American reaction to the tragedy.

And its return to normal programing after four days of commercialless coverage "set an orderly limit on the period of mourning," in effect telling the public that "now we should all get back to the task of living," the report adds.

Public reaction to television's handling of the assassination weekend is part of a new study of attitudes toward television, compiled by Social Research Inc. for McHugh & Hoffman, advertising and broadcasting consulting firm (see stories page 58). Part of the interviewing for the broader study took place shortly after the assassination, and in addition SRI set up a special small panel for intensive questioning about assassination coverage.

People "repeatedly affirmed that they had never been as impressed by television as they had through that four-day period," the report asserts. This judgment "embraced the entire industry" rather than singling out any one network at having done "the best job," it states.

Newsmen handling the coverage established unusual rapport with their audiences. During this period, the report notes, "the American public felt closer to television newsmen than they had ever felt before."

The "only unpleasant note" the researchers found was a feeling that somehow pressures by television and other media had contributed to the shooting of Lee Harvey Oswald, the accused assassin. But, the report adds, "in the final analysis this unpleasant note is of little moment" in the public's appraisal of television's performance.

"The whole weekend influenced the public's attitudes very favorably toward television," the report concludes. "Yet along with this came a realization of the extent to which television, through its ability to mold and direct public emotions, can exert power over the public in ways that could be harmful as well as helpful. Fortunately, in this moment of possible crisis, television's role was a vast help."



# NCTA meets in mixed climate

## There'll be apprehension over NAB's views of proposed federal regulation of CATV

Community antenna television system operators attending the National Community Television Association annual convention in Philadelphia this week are likely to meet in a mixed atmosphere of comfortable prosperity and some apprehension.

The prosperity is a product of the industry's surging growth that shows some of the zest of television's early days.

The apprehension may be caused by concern about what the National Association of Broadcasters will say this week in answer to FCC-NCTA proposals for federal regulation of the CATV industry.

The NAB's governing boards are scheduled to meet in Washington today through Thursday (June 15-18) and a major task will be the TV board's determination of a policy on CATV (see page 56). Negotiations between representatives of the NCTA and the FCC have been held up since early this spring when the NAB's Future of Television in America committee was given a look at their proposals.

The TV committee's first reaction was that the NAB would not support the proposals and any legislation would have to provide far greater protection for local television stations than the FCC and NCTA proposals (BROADCASTING, March 16).

Since then the NAB has been the forum for an intramural debate on CATV and pay TV. Complicating the NAB's efforts has been the growing number of member broadcasters with CATV interests. A group of them scheduled a meeting for last Saturday (June 13) in Washington where they

sought to agree on some proposals they might put to the NAB's television board.

The result of that meeting and the NAB meetings this week are sure to be of interest at the NCTA convention.

Meanwhile, the NCTA has its own convention to conduct, including talks by three FCC members (BROADCASTING, May 25). Panels scheduled include discussions on CATV-broadcaster cooperation, system financing, legislation, the role of UHF and the future of CATV.

Members attending the convention will find something new has been added. Channel 8 on TV sets in the convention hotel will offer closed circuit broadcasts between 7:30-9:00 a.m. and 4:30-6:00 p.m. featuring video taped highlights of convention sessions, interviews, national and world news, background music and a message service from 9 a.m. to 4 p.m.

## Triangle withdraws opposition to Cox

Triangle Publications Inc. has withdrawn its opposition to Cox Broadcasting Corp.'s proposals for providing community antenna television service in Pennsylvania.

Triangle, in a brief petition filed with the FCC last week, noted that its opposition had said the "paucity of information" about the Cox applications prevented an informed judgment.

Triangle added that the questions it had raised have been reviewed in the light of "subsequent information" filed by Cox and that "it has been concluded in the light of such information to withdraw the subject petition."

Cox Broadcasting, acting through a subsidiary, Video Service Co., of Dayton, Ohio, is seeking microwave stations to service CATV's in Chambersburg and Tyrone, both Pennsylvania, with programs relayed from independent stations in New York and Philadelphia.

Triangle, which operates three TV stations in Pennsylvania, had expressed concern in its opposition about the possibility of the Cox system being transformed into a pay-TV operation. Triangle did not, as previously reported in BROADCASTING, oppose the application on the ground that the development of

UHF television would be hampered.

Cox replied that Triangle's comments about pay-TV were based on "speculation." Cox also said that serious legal, technical and economic factors constitute a bar to the conversion of the CATV system into a pay-TV operation.

Triangle owns WBNF-AM-FM-TV Binghamton, N. Y.; WFIL-AM-FM-TV Philadelphia, WFBG-AM-FM-TV Altoona, WLYH-TV Lebanon, all Pennsylvania; WHNC-AM-FM-TV New Haven, Conn.; and KFRE-AM-FM-TV Fresno, Calif.

Cox is also an important broadcast group owner. Its stations are KTVU(TV) Oakland-San Francisco; WSB-AM-FM-TV Atlanta; WHIO-AM-FM-TV Dayton, Ohio; WSOC-AM-FM-TV Charlotte, N. C.; and WIOD-AM-FM-TV Miami.

Still pending at the commission is a petition by another broadcaster, Steinman Stations, opposing the Cox application. Steinman, acting through its Lancaster, Pa., station, WGAL-TV, said the Cox proposal could result in a "gigantic subscription television network."

Triangle, meanwhile, faces opposition to its own CATV plans. WINR-TV Binghamton, N. Y., has opposed the proposal of a Triangle subsidiary, Empire State Cable TV Co., to expand its CATV system in Binghamton from five to seven channels. WINR-TV is owned by the Gannett Newspaper Group.

The opposition is directed against the applications of Eastern Microwave Inc., of Oneonta, N. Y., for microwave facilities to transmit the two additional channels of service. Eastern is not related to Triangle.

## Hearing on CATV microwave renewals

The FCC's concern over the use of common carrier microwave facilities to serve only community antenna television systems was manifested last week. The commission ordered hearings on applications by Hi-Desert Microwave Inc., for license renewals of its present facilities and for additional channels.

The commission said that Hi-Desert serves only two CATV systems in which company director-owners have holdings. The two CATV's are Burnes-Hines TV Inc., Hines Butte, which Hi-Desert shareholders own 100%, and Lakeview TV Inc., Lake View, both Oregon, a proposed system by three stockholders of the microwave service. The Hi-Desert directors also serve as officers of the CATV's, the commission said.

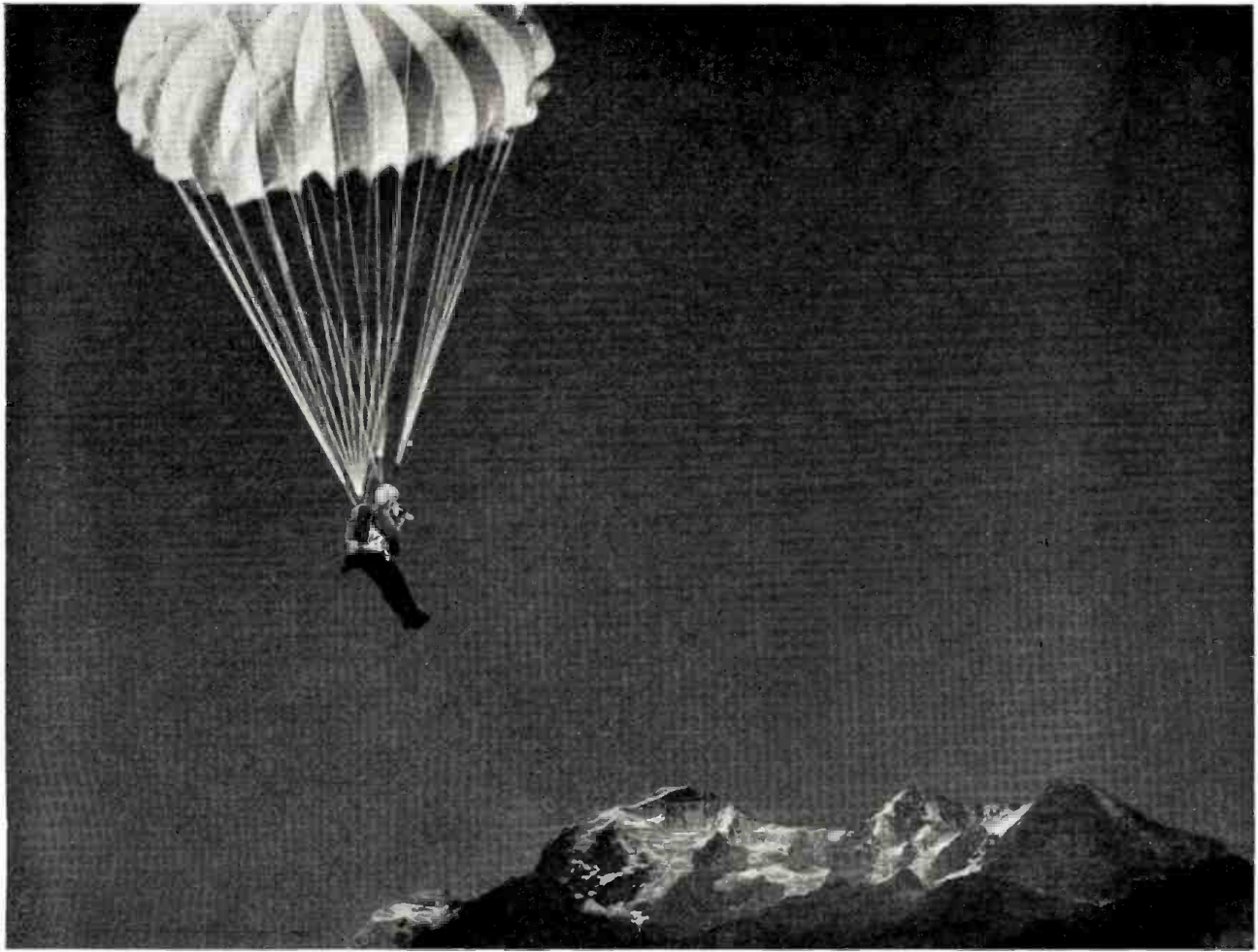
Hearing Examiner Chester F. Nauwicz will preside at the hearing.

Hi-Desert, the commission said, has not been able to obtain any customers with whom it is not related. The com-

### LBJ's dinner guests

Among the guests at President Johnson's state dinner in honor of the Danish prime minister last Wednesday night (June 10) were: Dr. and Mrs. Frank Stanton, CBS; Mr. and Mrs. Connie B. Gay, Connie B. Gay stations; Mrs. Philip Graham, Post-Newsweek Stations; Mr. and Mrs. Jack C. Vaughn, Trigg-Vaughn stations, and Judge and Mrs. A. W. Mour-sand, Round Mountain, Tex. (one of the trustees of the Texas Broadcasting Co., principally owned by Mrs. Johnson and daughters).





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mission said this is in violation of rules requiring that "... at least 50% of the total hours of service rendered over the radio service, and not less than 50% of the radio channels therein, have been used by subscribers not directly controlling or controlled by, or under direct or indirect common control with, the applicant."

The commission has for several months been considering a proposal that would reallocate services such as Hi-Desert's to a position somewhere in the upper reaches of the megacycle band (BROADCASTING, June 1). The federal agency reportedly feels a service of their own would end, as one staffer termed it, the "fiction" that microwavers serving only, or almost only, CATV's are common carriers.

In addition to Hi-Desert's qualification as a common carrier, the commission also ordered that "the extent to which the applicant's investment . . . has been amortized and the period of time required . . . to recover any unamortized portion . . ." be determined. Another consideration will be the cost of converting Hi-Desert's facilities to the Business Radio Service, which is not common carrier.

Hi-Desert currently relays KOIN-TV, KGW-TV and KPTV(TV), all Portland, to the Hines Butte CATV. These micro-

wave channels are due for license renewals. The additional facilities Hi-Desert applied for would carry KGW-TV and KPTV—KOIN-TV would be picked up from current facilities—for the Lakeview CATV. The new facilities also would carry educational station KOAP (TV) Portland to the Hine Butte system.

## ABC gives FCC its views on CATV

The FCC should "decide the ultimate place that the CATV service will have in television before setting policies that will determine its ownership," ABC said last week in urging that the commission set aside its plans to develop a policy limiting or perhaps prohibiting, the common ownership of community antenna television systems and TV stations (BROADCASTING, April 20).

"Except possibly in occasional instances," the network said, there does not now seem to be CATV-TV station ownership problems, noting that antenna systems owned by television licensees "reach but a relatively small number of homes." However, ABC said, if CATV systems held by TV licensees should en-

ter the large metropolitan areas, "reaching tens of millions of homes, entirely different considerations will apply."

ABC, licensee of five television stations, does not have any CATV interest and has no plans to enter the field, the network said.

ABC told the commission that it ought to hold a new fact-finding inquiry into the CATV industry. The network outlined a number of developments since the last FCC inquiry was held in 1959. Among the developments listed by ABC was the growth of the CATV industry from 1.5 million viewers served by 550 systems in 1959 to 1,300 systems serving "an estimated" 4 million persons at the present time. It was also noted that in 1959 there were 50 microwave systems servicing CATV's, but the number has grown to 250 today. Another question is what is CATV's impact on UHF development?

ABC said that until the FCC "has fully evaluated" the new developments and "their potential effects on the overall television service, it lacks the necessary information, in our opinion, on which to formulate rules in the multiple ownership or other areas."

**What it Can Do Now** — ABC told the commission that there is one area in which it may already have enough information to act—this is the formulation of a policy designed to prohibit TV licensees owning a CATV in the same market from placing original programming or advertising over the cable system.

Eight TV station licensees, that also have community antenna television holdings, have asked the FCC to postpone from June 19 to July 15 the deadline for comments on the ownership inquiry.

Requesting the delay were the Broadcasting Company of the South, WIS-TV Columbia, S. C., and WSFA-TV Montgomery, Ala.; Central California Communications Corp., KSBW-TV Salinas, Calif. and KSBY-TV San Luis Obispo, Calif.; Central Broadcasting Co., WHO-TV Des Moines, Iowa; Golden West Broadcasters, KTLA-TV Los Angeles, and Miami Valley Broadcasting Corp., WHIO-TV Dayton, Ohio. Mid New York Broadcasting Corp., WKTV(TV) Utica-Rome, in a separate petition also asked postponement.

## Changing hands

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

■ WSCM Panama City Beach, Fla.: Sold by Ted Nelson to Charles M. Gaylord and William H. Farrior for \$95,000. The buyers own and operate WIAM-AM-FM Williamston, N. C. WSCM is a

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500 w daytimer on 1290 kc. Broker: Chapman Co.

▪ **WEBO Owego, N. Y.:** Sold by Mr. and Mrs. Amo Davis to Phillip Spencer and associates for \$85,000. Mr. Spencer's group owns wcss Amsterdam, N. Y. He is general manager of that station. WEBO broadcasts on 1330 kc, 1 kw daytime. Broker: Hamilton-Landis & Associates Inc.

**APPROVED** ▪ *The following transfers of station interests were among those approved by the FCC last week (FOR THE RECORD, page 95).*

▪ **KTVI(TV) St. Louis:** 74% sold by Harry Tenenbaum, Paul Peltason, Herbert J. Klein, Richard Steinmetz and Bernard Wilson to Newhouse Broadcasting Corp. (which already owns 26%) for \$7,576,777 (see below).

▪ **WJHL-TV Johnson City-Kingsport Tenn.-Bristol, Va.:** Sold by W. H. Lancaster Sr. and Jr. to Roy H. Park Broadcasting for \$2,500,000. Mr. Park owns WGTC-AM-FM and WNCT(TV) Greenville, N. C.; KREB Shreveport, La., and last fall agreed to purchase WDEF-AM-TV Chattanooga (BROADCASTING, Nov. 4, 1963). The Greenville stations own 30% of WECT(TV) Wilmington, N. C. Mr. Park announced that W. H. Lancaster, Jr. will remain as general manager, and that the senior Mr. Lancaster will serve as a consultant. WJHL-TV went on the air in 1953 on channel 11 and is affiliated with CBS and ABC.

▪ **KIXZ Amarillo, Tex.:** Sold by Jay J. G. Schatz to C. A. Sammons and Raymond Ruff for \$237,500. Messrs. Sammons and Ruff own KTRN Wichita Falls, KALI Tulsa and KHOG Fayetteville, Ark. Mr. Schatz is vice-president-manager of WYNR Chicago, a McLendon station. KIXZ operates fulltime on 940 kc with 5 kw day and 1 kw night. Broker was Blackburn & Co.

## Newhouse buys 100% of KTVI(TV) St. Louis

The purchase of 100% ownership of KTVI(TV) St. Louis by Newhouse Broadcasting Corp. in which it paid \$7,576,777 for the remaining 74% interest (BROADCASTING, April 13) was approved by the FCC last week. Chairman E. William Henry dissented without comment; Commissioner Robert T. Bartley was not present.

Newhouse Broadcasting, already a 26% owner of the channel 2 station, is buying the 74% interest now held by Harry Tenenbaum, Paul Peltason, Herbert J. Klein, Richard Steinmetz and Bernard Wilson. Messrs. Tenenbaum and Peltason each own 34.1%; Messrs. Klein, Steinmetz and Wilson own the remaining 5.8%.

The agreement includes the employ-

ment of Messrs. Tenenbaum and Peltason as president and general manager, respectively, at \$18,000 each yearly. These are their present positions.

Newhouse Broadcasting has held first refusal rights to acquire the remaining stock from the majority owners since 1957. The company, owned by S. I. Newhouse and family, also owns WSYR-AM-FM-TV Syracuse and WSYE-TV Elmira, both New York; WAPI-AM-FM-TV Birmingham, Ala.; WTPA-FM and WTPA (TV) Harrisburg, Pa., and 50% of KOIN-AM-FM-TV Portland, Ore. The Newhouse family also owns newspapers in these cities as well as in other cities in the United States, and has various interests in magazine publishing firms. E. R. Vadaboncoeur is president of Newhouse Broadcasting.

Mr. Tenenbaum is recovering from surgery for the removal of an intestinal malignancy.

## ABC-TV signs WWAY-TV

ABC-TV has signed WWAY-TV Wilmington, N. C., which goes on the air Oct. 1, as a primary affiliate. Robert L. Coe, ABC's vice president in charge of TV station relations, and Billy Broadfoot, president of Cape Fear Telecasting Inc., announced the affiliation last week.

WWAY-TV will operate on channel 3.

## Court upholds FCC in KWK revocation

A federal court, two weeks after argument, upheld the FCC in its revocation of the license of KWK St. Louis.

The U. S. Court of Appeals in Washington, issuing an unsigned decision last Thursday (June 11), said:

"We too have carefully considered the record. We conclude that the ruling as to notice was correct, and that the record clearly supports the findings and conclusions of the commission. While revocation is indeed severe we do not feel justified, in view of the record, in substituting a different judgment from that reached by the agency having primary responsibility for protection of the public in these matters."

Last year, the FCC on a 3-2 vote ordered the station's license revoked because it had conducted two promotional contests which were found to be fraudulent. Last November the commission upheld the decision by the same vote.

The "treasure hunts" were conducted in 1960. The station broadcast a series of clues over a period of days pointing to the location of the prize,

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with the prizes diminishing in value each day. The FCC found, however, that the prizes were not actually hidden until the last day of the contests.

In its argument, kwk urged that the court order the FCC to withdraw its revocation order because it had not warned the station first. It claimed also that the facts do not support revocation and that the station had not received procedural safeguards guaranteed by law.

Kwk also claimed that the rigging of the contests was done by its station manager, no longer with the station, without the knowledge of the ownership.

## KTBS-TV takes translator case to appeals court

An FCC decision was appealed last week in the U. S. Court of Appeals in Washington by KTBS-TV Shreveport, La. The station seeks annulment of a May 8 order granting without hearing applications of KCMC Inc. for new translator stations for the Beverly area of Texarkana, Tex. and the Allendale area of Shreveport. KSLA-TV Shreveport had joined KTBS-TV in opposing the proposed Shreveport translator.

KTBS-TV claimed that granting the translators would cause it economic injury, would be inconsistent with the commission's allocation policies and would result in a concentration of control over mass media by KCMC Inc., which has the same ownership as the *Camden* (Ark.) *News* and has interlocking ownership with KCMC-AM-FM and KTAL-TV Texarkana, and KAMD Camden, Ark.

## Austin UHF permittee seeks lower channel

The Southwest Republic Corp., permittee of KXTN(TV) on channel 67 in Austin, Tex., last week asked the FCC to reassign the inoperative station to channel 18 with the belief that the UHF would be more quickly activated on the lower frequency.

Channel 18 is presently reserved for noncommercial educational use but Southwest Republic said the reservation could be shifted to channel 42, an assignment proposed for Austin in the FCC's pending UHF allocations table. The permittee said it hopes for an NBC affiliation and KXTN would be more attractive both as an affiliate and commercially if it were on a lower channel.

Austin is presently served only by KTBC-TV, the station owned by President Johnson's family.

In addition to KXTN is KVET-TV on channel 24. It is also dark.

## Examiner reverses self on AM initial decision

FCC Hearing Examiner Herbert Sharfman last week reversed his earlier recommendation and recommended denial of the application of Beamon Advertising Inc. for a new AM station in Daingerfield, Tex. Examiner Sharfman's supplemental decision found that the applicant lacked the character qualifications because of "repeated deception or nondisclosure practiced upon the commission."

Beamon's application, for a 1 kw daytime only operation on 1560 kc, faced no comparative application but was opposed by Winston O. Ward, licensee of KIMP Mt. Pleasant, located about 20 miles northwest of Daingerfield. According to Examiner Sharfman, "repeated misrepresentations and nondisclosures . . . were disclosed only after Ward questioned them." The application was returned for further hearing by the FCC review board.

Beamon, owned equally by Charles W. Monk and Chesley Beaver, was found to have misrepresented the availability of a transmitter site and its financial qualifications. Examiner Sharfman found that Mr. Monk, who prepared the application, stated there was \$15,000 in the applicant's bank account when, in fact, there was only \$2,500.

## Primaries presage Hill committee changes

At least two changes on the House and Senate commerce committees are expected as results of primary elections early this month.

Senator Clair Engle (D-Calif.) won't be back next year. He will be succeeded by either Pierre Salinger, former White House news secretary who won the California Democratic senatorial nomination, or George Murphy, winner of the Republican nomination. The ultimate winner, however, would not necessarily serve on the commerce committee.

Representative James C. Healy (D-N. Y.) lost his party's nomination when he was displaced by a reform Democrat, James Haas Scheuer.

All three California congressmen on the House committee won renomination: Republican J. Arthur Younger and Democrat John E. Moss, both senior members of the Communications Subcommittee, and Democrat Lionel Van Deerlin, former San Diego newscaster.

Representative John B. Bennett (R-Mich.), senior Republican on the full committee and top member, ex officio,

on the communications panel, faces a primary battle in Michigan Sept. 1. His district and that of another incumbent Republican, Representative Victor A. Knox, have been consolidated, so the two Republicans oppose each other for the party nomination to represent the new Michigan district.

Representative Kenneth A. Roberts (D-Ala.), chairman of the Public Health & Safety Subcommittee, also won renomination.

Representative William R. Hull (D-Mo.), fourth ranking member of the communications panel, has moved to the House Appropriations Committee, filling a vacancy caused by the death last month of the late Representative Clarence Cannon (D-Mo.), former chairman.

Earlier, Representative Dan Rostenkowski (D-Ill.), left the subcommittee to join the Ways and Means Committee (BROADCASTING, May 11).

Sigurd Anderson, former member of the Federal Trade Commission, lost a bid for the Republican nomination for governor of South Dakota. He is a former governor.

## Media reports...

**Station names agency** ■ KNTV(TV) San Jose, Calif., has appointed Hoefler, Dieterich & Brown, Inc., San Francisco, as advertising agency.

**Affiliation switch** ■ NBC Radio announced last week that WJPG Green Bay, Wis., is to start NBC Radio network affiliation July 1. The station, on 1440 kc with 5 kw day and 500 w night, is owned by The Green Bay Newspaper Co. WJPG is currently a Mutual affiliate, which said the station will operate under a "dual affiliation" until Nov. 17 when its MBS contract expires. Mutual declined comment on new affiliation plans it might have in the Green Bay area.

**Merging applicants** ■ The FCC last week approved the merger of Livesay Broadcasting Inc. and Fort Harrison Telecasting Corp. Under the name of Fort Harrison Telecasting the merged applicant will compete with Illiana Telecasting for a new station on channel 2 in Terre Haute, Ind. Livesay will hold 35% of Fort Harrison Telecasting and Livesay's former principal stockholder, J. R. Livesay, will become principal (21%) stockholder of the merged company.

**Spanish lessons** ■ The New York area's educational TV station, WNBT(TV) (ch. 13), on July 6 will start a series designed to help Spanish-speaking adults learn to speak English. The program, *Inglés Para Todos*, will be presented twice daily Monday-Friday until Oct. 2.

# FCC is now 30 years old

FDR signed bill that  
created commission  
on June 19, 1934

Next Friday (June 19) the FCC will celebrate the 30th anniversary of its creation. The Federal Communications Act was signed into law, effective July 1, 1934, by President Franklin D. Roosevelt (BROADCASTING, June 15, 1934).

Included in the then new commission's regulation of all nongovernment communications by radio, wire and cable were around 600 AM stations, with experiments in television and FM radio underway. By 1937, the commission said, there were 17 operating TV station experiments and regular television service began in 1941. On July 1 Allen B. Dumont's W2XWV (now Metromedia's WNEW-TV), CBS's WCBW (now WCBS-TV) and NBC's WNBT (now WNBC-TV) began the first commercial television service, and for the first time offered viewers a selection of programs (BROADCASTING, July 7, 1941).

The advent of FM radio also came in 1941, but was not allocated to its present band until 1945.

The commission said last week that as of March 31 the number of broadcast authorizations had grown from 623 on June 30, 1935, the end of the FCC's first year, to a total of 16,816—4,042 authorized AMs, 1,569 FMs (of which 251 are educational) and 771 TVs (of which 116 are educational).

**Glamour Child** ■ The commission said that the "outstanding telecommunications event of all time has been the extension of international communication into outer space by means of satellite relay."

In highlighting 30 years of broadcast development the commission noted:

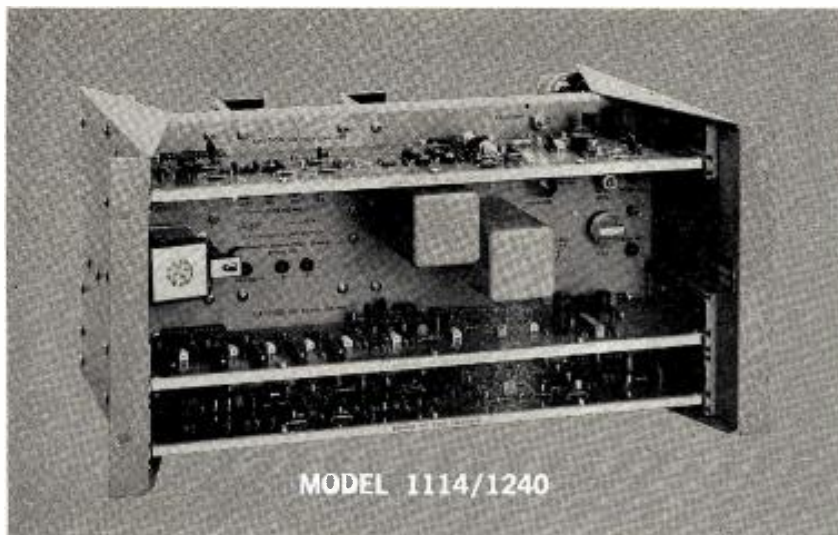
■ The establishment in 1952, of the UHF television band and the start of translator service in 1956.

■ The adoption of the all-channel receiver law in 1962, effective April 30 of this year.

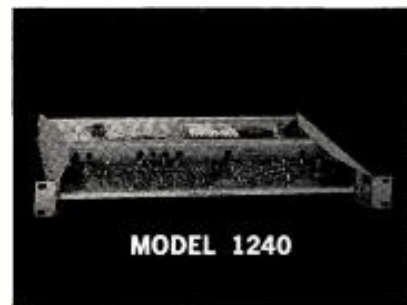
■ The authorization of subscription television experiments in 1952 and the first grant in 1961 to RKO General Phonevision over WHCT(TV), channel 18, Hartford, Conn.

■ That broadcast news "reached a peak in the 1963 coverage of President Kennedy's assassination and its immediate aftermath, for which regular programs and commercials were cancelled voluntarily."

BROADCASTING, June 15, 1964



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# Focus on media diversification

## FCC splits votes in one FM grant, designation of another case for hearing

When does the FCC become concerned about the possibility of undue concentration of control of mass media? On the basis of two 3-2 decisions announced last week—both involving applications for FM stations—the answer appears to depend on which commissioners are present and voting.

In one decision, the commission approved the grant of a construction permit for an FM station in Lewistown, Pa., to a company with broadcasting and publishing connections in that community. The action drew a sharp dissent from Commissioner Kenneth A. Cox, in which Chairman E. William Henry joined. The majority was composed of Commissioners Frederick W. Ford, Rosel H. Hyde and Robert E. Lee. Commissioners Lee Loevinger and Robert T. Bartley were absent.

In the other action, decided a week later, the commission set for hearing the application for an FM station in Pekin, Ill. The application was filed by Wsiv Inc., a subsidiary of the McNaughton Stations, whose principals control four AM and two FM stations, as well as two newspapers, in Illinois. In this decision, Chairman Henry and Commissioner Cox were joined in the majority by Commissioner Loevinger. With Commissioners Ford and Bartley absent, Commissioners Hyde and Lee found themselves in the minority.

In the action on the Lewistown application, a construction permit for the only FM channel assigned to that community was granted to the Lewistown Broadcasting Co., which holds the licenses for WMRF, one of the two AM stations in the town. The Sentinel Co., publisher of the only daily newspaper in Lewistown, owns 28.6% of the stock in the broadcasting company.

Commissioner Cox, in his dissent, said that a grant under such circumstances would not be in the public interest and that the application should be designated for hearing. He said the commission has expressed concern—"though rather sporadically" over the years concerning concentration of control of mass media.

**Problem in Small Towns** ■ He said the problem is "particularly acute" in

small towns, like Lewistown, where diversity of voices is "more restricted than in larger cities."

Commissioner Cox also expressed concern that the grant may "chart a course for the development of FM generally" which would be "contrary to the public interest." He noted that the commission in the past encouraged AM licensees to apply for FM stations in their communities. This might have been justified in the early days of FM, he said.

But, he added, it's evident now the country needs "both sets of frequencies" for an "adequate aural service." And while such a goal can be achieved only gradually, he said, it would be more desirable "if FM were to develop in the future, as far as may be possible, as a separate, competing aural service, providing different programing and diversity of viewpoint quite apart from AM stations."

The commission is reported ready to adopt rules changes that would begin a gradual reduction in the duplication of AM stations by FM affiliates. The proposed rule would apply to FM stations in cities of more than 100,000. (see story page 27).

**Pekin Application** ■ In setting the McNaughton application for hearing, the commission noted that the proposed FM station would be under common control with WSIV Pekin, WRMN-AM-FM Elgin, WCRA-AM-FM Effingham and WKEI Kewanee, all Illinois. The order added that the *Pekin Daily Times* and the *Effingham Daily News* are controlled by McNaughton principals.

To determine whether a grant would serve the public interest, the commission said it should consider whether a concentration of control of mass media in Illinois would result. The commis-



Commissioner Cox  
FM shouldn't be hamstrung

sion will review such factors as the number and circulation of other broadcast services and newspapers reaching the communities served by McNaughton radio and newspaper properties and the extent to which such outside sources deal with local problems.

The commission in a decision last month indicated it gives weight to the fact that outside broadcasting stations and newspapers circulate within a suburban community in considering the question of concentration of control of mass media.

The case involved the sale of WGRY Gary, Ind., to the only daily paper in that city, the *Post-Tribune*. The commission, in approving the sale, noted that the area had an "abundance" of broadcasting and newspaper services from nearby Chicago (BROADCASTING, June 7). That vote was 5-2, with Chairman Henry and Commissioner Cox in the minority.

## West Michigan replies to opponents' pleas

West Michigan Telecasters Inc., winning applicant in the channel 14 Grand Rapids, Mich., case, last week told the FCC that the three losing applicants were merely asking it to "substitute their judgment" for its own when they pleaded for a reconsideration of the grant.

The losing applicants, Grand Broadcasting Co., Peninsular Broadcasting Co. and MKO Broadcasting Corp., claimed the FCC ignored "its traditional criteria," as one party phrased it, in deciding the comparative contest (BROADCASTING, June 1). Grand Broadcasting had been recommended for the channel in an initial decision by Hearing Examiner Forrest L. McClenning.

The three also asked the commission to deny West Michigan's application to begin programing.

The four contestants have been operating the channel as WZZM-TV on an interim basis. The losing applicants would like to have the joint venture continue until all litigation is settled.

West Michigan also rebutted the reconsideration pleading on the ground that no new evidence was introduced that would warrant considering a new decision in the proceeding.

The winning applicant also denied that its immediate assumption of WZZM-TV's operation would interrupt service, or in any way prejudice the losers during further litigation. West Michigan said if it is not permitted to assume the operation future comparative applicants might be reluctant to enter into interim operations.

## FINANCIAL REPORTS

### UA reports income up from UHF's

A bright picture for United Artists Corp. in 1964 was painted last week by Arthur B. Krim, president, at the company's annual meeting.

He predicted that revenue in 1964 from TV would rise to \$35 million from \$27 million last year, and noted this does not include an agreement with ABC-TV for the showing of UA feature films. He stressed that TV activity was expected to expand with the growth of UHF. In the first five months of 1964, UA's revenue from UHF stations was more than twice that for the entire year of 1963.

Mr. Krim told stockholders he anticipated that profits for the first half of 1964 would top the record \$4,295,000 earned in all of 1960.

### Cox applies for listing on N.Y. Stock Exchange

Cox Broadcasting Corp. announced last week that it has applied for a listing of its common stock on the New York Stock Exchange. The stock is expected to be admitted for trading about the middle of July.

The public corporation was formed from the James M. Cox Stations in February 1964, and issued an initial 630,000 shares of common stock in April. As of June 8, 1964, there were 2,650,000 shares outstanding. The company reported operating revenues of \$4,939,073 for the first three months of this year, on which it earned \$715,365, or 36 cents a share. Comparable figures for the same period of 1963 were revenues of \$4,392,087 and net income of \$584,582, or 29 cents a share (BROADCASTING, May 25). On Thursday (June 11) Cox closed at 16¼ bid, 16½ asked.

Cox Broadcasting owns WSB-AM-FM-TV Atlanta, WHIO-AM-FM-TV Dayton, Ohio, WSOC-AM-FM-TV Charlotte, N. C., WIOD-AM-FM Miami and KTVU(TV) Oakland-San Francisco, and a number of CATV systems.

### Miratel erases red ink

Miratel Electronics Inc. has issued its annual year-end report to stockholders, highlights of which include an improved income picture and an \$800,000 order backlog.

The St. Paul firm manufactures

BROADCASTING, June 15, 1964

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Fiscal year ending Feb. 29, 1964:

	1964	1963
Earnings per share*	\$ 0.06	\$ (0.17)
Sales and services	950,462	831,459
Net income (loss)	25,647	(66,106)

\*Based on 399,620 shares of common stock issued and outstanding on Feb. 29, 1964.

## Financial notes . . .

■ Collins Radio Co. announced new credit arrangements totaling \$85 million last week. The financing agreements, including a \$75 million revolving credit program, and a \$10 million five-year term loan, were made with a group of Chicago, New York, Los Angeles and Dallas banks.

■ Walter Reade Jr., board chairman of Walter Reade-Sterling, New York, last week said that his firm "will be in a stronger financial position in 1964 over 1963." Mr. Reade spoke at a stockholders meeting, during which the firm's six-man board of directors was re-

elected. Other business at the annual meeting included the approval of an employee stock option plan. Walter Reade-Sterling's gross income for 1963 was \$12,389,893—up 32% over 1962 (BROADCASTING, May 18).

## Oak firm up 21%

First quarter consolidated net sales of Oak Electro/Netics Corp. and subsidiaries have increased 21% over the first quarter of 1963, according to E. A. Carter, president and chairman. Per-share earnings are up 13%.

The Wisconsin firm opened a new 16,000 square foot plant in Elkhorn during the quarter, increasing to 69,000 square feet the space devoted to VHF television tuner assembly. UHF tuner production was also expanded.

First quarter 1964:

	1964	1963
Earnings per share*	\$ 0.40	\$ 0.35
Net sales	11,265,889	9,345,333
Gross income	2,365,365	2,132,510
Income before taxes	608,700	502,685
Net income	272,700	240,685

\*Based on 674,374 common shares outstanding as of March 31, 1964 and 687,074 shares as of March 31, 1963.

## Movielab sales up 16%

Movielab Inc., New York film print manufacturer, reports first quarter sales were up 16% over the same period last year, with income up 54%. President Saul Jeffee predicted sales volume will reach \$8 million next year.

Three months ending March 28:

	1964	1963
Earnings per share*	\$ 0.35	\$ 0.23
Net sales	2,032,217	1,747,468
Net income before federal income taxes	244,913	161,444
Net income	129,088	83,585

\*Based on 368,441 shares outstanding April 3, 1964, and including a 4% stock dividend declared March 9, 1964.

## Columbia Pictures net up

Columbia Pictures last week reported an increase in net earnings for the nine months ended March 28, 1964.

For the 39 week period:

	1964	1963
Earnings per share	\$ 0.85	\$ 0.59
Net income	1,598,000	1,160,000
Income before taxes	3,969,000	4,012,000
Estimated federal, state and foreign income tax	2,371,000	2,852,000

## EQUIPMENT & ENGINEERING

# Rigid duopoly rulings feared

Hyde, Lee dissents favor case-by-case consideration of engineering aspects

Two FCC commissioners predict that the commission's decision to substitute strict engineering standards for the case-by-case approach in applying its duopoly rules will result in "arbitrary" decisions.

Commissioners Rosel H. Hyde and Robert E. Lee, who dissented from the commission's action, taken last month (BROADCASTING, May 25, June 8), expressed their views in a statement released along with the text of the order last week.

Chairman E. William Henry, in a statement supporting the majority's position, said the case-by-case approach has not been successful, and that overlap problems have often been overlooked by the commission in its consideration of a variety of other factors.

The new rules prohibit grants of TV applications that would result in grade B overlap of commonly-owned stations. It would also bar grants of AM or FM applications resulting in overlap of 1

mv/m or more of commonly-owned outlets. The new rules are effective July 16.

Commissioners Hyde and Lee said that in adopting the new rules the commission has relegated the commission's decision-making process "to the application of a single theoretical criterion . . . which "will conduce to essentially arbitrary results."

**Other Factors Cited** ■ The commissioners said the order "assumes that regardless of other relevant factors, such as interference limitations, market conditions and limitations based on geographical factors . . . that any overlap results in an untoward limitation upon competition."

This theory results in the "absurd" conclusion that TV stations in markets as widely separated as Philadelphia and Washington are in competition.

The commissioners also said that blanket application of the new rules could have an adverse effect on the ability of smaller stations to compete with larger units. They said they are "particularly concerned" about the possible impact on the development of UHF television.

They expressed doubt the new rules would provide the administrative convenience claimed for them. But in any case, they said they object "to the adoption of regulations which have the effect of limiting the discretion which the agency was designed to exercise."

Chairman Henry said that the majority is concerned with establishing a

policy that would result in "a maximum diversity of program sources." Both sides would consider "countervailing factors," he said. "The issue is one of emphasis."

He said the commission's experience reveals that "when overlap is considered solely on a case-by-case basis, the overwhelming tendency is to downgrade it—if not to ignore it entirely."

He also said the effort to take a "flexible" approach in each case "has not succeeded in providing fair and equal treatment to applicants who stand in fundamentally equal positions."

The commission said it had abandoned plans to include limitations on Class I station ownership in favor of considering the ownership of such stations in its general review of the multiple-ownership rules. This review is underway by the staff, "with a view toward the early issuance" of proposed rule modifications, the commission commented.

The commission had proposed barring overlap of 0.5—50% skywave contours between commonly owned Class I stations. However, the commission said this standard would limit ownership of such stations to two, almost at opposite ends of the country. The commission also said that use of the overlap rule "to bring about such limitation would be too indirect an approach to what is more realistically, a 'concentration of control' question" under the multiple-ownership rules.



## Another home-TV recorder announced

Par Limited, newly formed Clifton, N. J., company, has added its name to a growing list of electronic designers who expect to license low-priced home-TV recording systems to equipment manufacturers.

The company has developed a two-speed home video recorder—"Par-Vision"—which it hopes will be ready for licensing to a manufacturer some time next month. Designers of the system claim the advantage of slower tape speeds—30 and 60 inches per second—over models previously demonstrated, but say further refinement of reproduction fidelity is desirable before the unit is ready for marketing. Price to the consumer is in the \$300-\$400 range.

Par-Vision has not been shown publicly. Company officials claim that eight manufacturers who have seen private demonstrations in Baltimore have been favorably impressed.

Stewart Hegeman, a co-inventor of Par-Vision, states that more sophisticated circuitry accounts for the relatively low tape speeds.

Two home-video-taping systems which have been shown to the public have tape speeds of 120 i.p.s. These were demonstrated by Cinerama Telcan (BROADCASTING, Dec. 23, 1963) and Fairchild Camera & Instrument Corp. (BROADCASTING, April 13).

A seven-inch tape reel, Mr. Hegeman explains, could provide about one hour of programing at the 30 i.p.s. speed. The recorder uses quarter-inch standard fine grain oxide audio tape which would cost about \$9 per seven-inch reel.

Mr. Hegeman estimates that tape life can be quadrupled by cutting its running speed in half. Using this formula, a tape which operates at 30 i.p.s. might be expected to have a wear life 16 times longer than one running at 120 i.p.s.

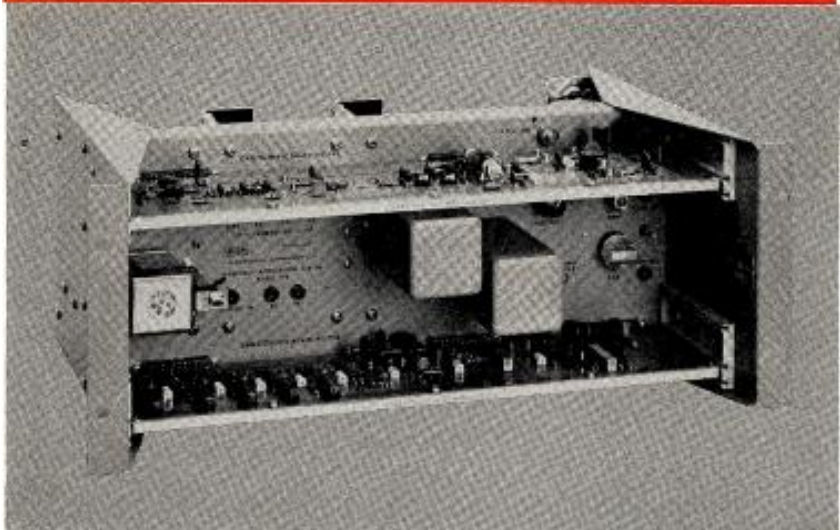
Another home-video recording system has been under development at the I. I. T. Research Institute in Chicago. Its designer, Marvin Camras, says the equipment has already been shown to major audio recorder manufacturers. It has been designed to run at 120 i.p.s., but a 60 i.p.s. speed is also being considered. Mr. Camras estimates that the model might be originally priced to the consumer at \$300.

Officials of Fairchild Camera & Instrument Corp. questioned last week on the status of their home-TV-recorder project, said a license offer of their design to manufacturers was imminent.

A representative of Cinerama Telcan said further refinements have been made in the Telcan recorder.

BROADCASTING, June 15, 1964

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## Opinions divided on TV aural power rules

The FCC's proposed rule to lower the maximum permissible aural power of television stations to 20% of the peak visual power last week was praised and attacked with equal force.

The rule, proposed by the commission in April, grew out of a previous rulemaking which lowered the minimum permissible audio power to 10% from 50% of the visual output. Many comments in the proceeding felt the 10% minimum would make too broad a range as the ceiling to 70% was not changed (BROADCASTING, Dec. 16, 1963).

CBS last week told the commission that the 20% maximum should be approved because lower aural power causes less interference to the visual transmission, and in the case of color-casting, less interference to the chrominance subcarrier frequency. The network also said it would cause less interference to the video of the immediately adjacent higher channel.

RCA told the commission that it favored a 1-5 audio to visual power ratio, but that it had no serious objection to the 10% minimum and 20% maximum.

Zenith Radio Corp., which strongly opposed any change of the minimum 50% power, claimed that if the top audio power were sealed at 20% there would be a "loss of fringe area reception." The set manufacturer again urged a return to the 50-70% standard. Zenith said TV stations seeking "a slight reduction in transmitting costs are already free to reduce their sound power to the minimum 10%." Well-Gardner Electronics Corp. joined the Zenith position that there would be a loss in fringe areas for sets receiving a signal of 50 microvolts per meter or less.

The Electronic Industries Association's consumer products division did not comment but asked the commission to extend last Wednesday's (June 10) deadline for comments to July 10. This would give it time to discuss the matter at its convention June 16-18.

## Triangle asks for new oral argument

The FCC was asked last week to hold a new oral argument in a case involving a proposed transmitter move on the ground that new and allegedly incorrect information had been introduced at the original oral argument.

The request was made by Triangle Publications Inc., in connection with

its application to move the transmitter of its New Haven station, WNHC-TV, to a point that would be 13.9 miles northeast of its present site.

In making the request for what would be an unusual oral argument "de novo," Triangle said that Springfield Television Broadcasting Corp., which opposes the move, displayed a map at the original argument, May 15, which had not been introduced in the case previously.

Furthermore, Triangle said, the map and overlays furnished by Springfield contained a "number of errors in significant critical respects."

A hearing examiner has recommended that the move be approved. The proposed site is about 40 miles south of Springfield, where Springfield Television's WWLP-TV (ch. 22) is located.

**Proper Exceptions** ■ Triangle, in its



**Tornado topples tower**

WPDQ Jacksonville, Fla., became part of its own news coverage when a tornado hit Saturday afternoon, June 6. The 300-foot central tower of a five element in-line array was toppled and electric power to the transmitter was lost. The station was back on the air in less than an hour, with power supplied by an auxiliary generator, and operating with another tower.

The tower was guyed to withstand a wind velocity of 120 miles per hour. It fell straight without crumbling after seven guy wires broke. No one was injured.

petition, said "it is . . . axiomatic" that only exceptions to conclusions in the examiner's initial decision are appropriate for consideration in oral argument. But, Triangle added, Springfield's argument was based on a map and overlays which had never been offered previously.

Triangle said such an argument was not only improper but apparently succeeded in confusing the commissioners' consideration of the questions involved.

Triangle also said that its consulting engineer, Dr. Frank G. Kear, had concluded that the map contained a number of "significant" errors. A copy of the map was made available to Triangle after the oral argument.

An engineering statement accompanying the petition said the Grade B contour depicted for WNHC-TV in the Springfield map is "erroneous and misleading" because no showing was made of the present or proposed predicted Grade A contours. The record established that these are identical, in the direction of Springfield, the statement said.

It added that no showing was made of the present Grade B contour, "although it was established on the record" that the predicted proposed Grade B contour would result in an extension of 4.5 miles toward Springfield—or 3 miles, if the co-channel interference is considered.

Consequently, the statement said, "the map and overlays cannot be relied upon" and conclusions drawn from them would be erroneous and misleading in view of the absence of any means of comparing the map with the information contained in the hearing exhibits and "the definite errors in location of a predicted contour in the vicinity of Springfield."

## Comsat contracts for space studies

On the eve of talks with European and USSR representatives on participation in space communications, scheduled to be held in London and Geneva this week and next, the Communications Satellite Corp. announced last week the letting of contracts for design studies for space communications system, including two having the capability of two TV circuits.

The contracts are going to AT&T and RCA, for a random orbit, medium altitude system; to Space Technology Laboratories and ITT, for a controlled satellite, medium altitude system, and to Hughes Aircraft Co., for a synchronous satellite system.

AT&T is getting \$1 million, RCA, \$1.3 million; STL and ITT, \$1.26 mil-

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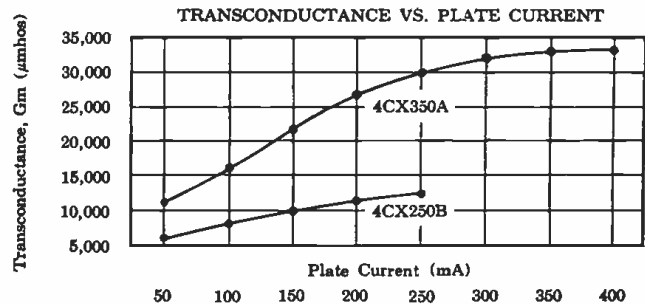
Eimac's new 4CX350A and 4CX350F radial beam power tetrodes have twice the transconductance of their 4CX250B predecessor — 22,000  $\mu\text{mhos}$ . This excellent figure, with resultant higher gain, can eliminate an amplifier stage in practical circuit design. The 4CX350 series tetrodes are designed for linear drive applications. They have the same rugged ceramic-metal construction as the 4CX250 series and use the same socketry and other hardware. Their Figure of Merit, an important criterion of rf performance, is significantly higher. Ideal for new circuit design. Write for more details.

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COMPARATIVE RATINGS		
Max. Ratings—Class AB Service	4CX250B	4CX350A
dc Plate Voltage	2000	2000
dc Screen Voltage	400	400
dc Plate Current	250 mA	300 mA*
Plate Dissipation	250 w	350 w
Screen Dissipation	12 w	8 w
Grid Dissipation	2 w	—
Capacitances (Grounded Cathode, Average)		
Input Capacitance (Grounded Cathode, Average)	15.7 $\mu\text{f}$	24.0 $\mu\text{f}$
Output Capacitance (Grounded Cathode, Average)	4.5 $\mu\text{f}$	5.5 $\mu\text{f}$
Mutual Transconductance (Eb=2000, Eg2=300, Ib=200mA)	12,000 $\mu\text{mhos}$	26,700 $\mu\text{mhos}$
Amplification Factor (Grid Screen)	5	13
Figure of Merit†	95	144

†Figure of Merit =  $\frac{G_m}{2\pi C_t}$  where  $C_t = C_i + C_o$  and  $G_m =$  Mutual Transconductance  
\*In class A Service, this value may be raised to 400mA.



## EIA reports April production figures

U. S. manufacturers made over a half-million all-channel TV sets in the first four months of 1964, the Electronic Industries Association has reported.

April was the last month when television manufacturers could make VHF-only receivers for shipment in interstate commerce. Beginning May 1, sets had to be all-channel to conform to the law passed by Congress in 1962.

Total all-channel production in the first four months of the year was

554,148—almost double that of the same 1963 period. Total monochrome TV production was 2,694,523, compared to 2,287,418 in the four months of 1963.

Color TV set production in the January-April period was 378,545. Comparable 1963 statistics are not available.

Both sales and production of TV and radio receivers in the four month period were ahead of the similar 1963 period.

Figures for the period:

Period	SALES			
	TV	Monochrome (with UHF)	Radio	(with FM)
Jan.-April 1964	2,433,421	(.....)	2,579,212*	(.....)
Jan.-April 1963	2,036,783	(.....)	2,525,337	(.....)
	PRODUCTION			
Jan.-April 1964	2,694,523**	(554,148)	5,757,694***	(517,828)
Jan.-April 1963	2,287,418	(268,631)	5,547,309	(366,333)

\*Excluding auto radios.

\*\*In addition 378,545 color sets were made.

\*\*\*Includes 2,727,973 auto radios, compared with 2,526,708 in 1963 period.

lion, and Hughes, \$100,000. Hughes already has a \$6-10 million contract to deliver two Syncoms for early 1965.

The AT&T-RCA proposal is for 530 two-way, high-quality voice circuits, or two high-quality TV circuits, one in each direction, using 18 satellites in random, 6,000-mile orbits. The Hughes program is for an advanced Syncom capable of carrying 600 duplex voice channels or two TV channels.

The studies are scheduled to be submitted to Comsat within six months.

**Discussions Underway** ■ Comsat officials have been discussing participation in the space program with representatives of 20 European nations at a meeting which began last Friday (June 12) in London. This week, Comsat representatives fly to Geneva to discuss

Russian participation in the projected global space communications system.

Meanwhile, it was announced that the 10 million shares of Comsat had been all sold, bringing in \$200 million to the corporation. Half the shares were sold to the public, and at week's end the stock had slipped back to its opening \$20 (at one point it had reached \$27). It was also reported that early in July the Comsat stock would be listed on the New York Stock Exchange.

### KTBS-TV has new tower

A new, 1,800-foot tower has increased coverage by 8,000 square miles for KTBS-TV Shreveport, La., according

to the channel 3 outlet. The change will bring an additional 60,000 TV homes within range, for a total of 431,700, the station claims.

E. Newton Wray, president and general manager, reports the transition from the station's old, 1,153 foot tower was accomplished smoothly, with no interruption in service thanks to a stand-by antenna.

### \$500 fines ordered for two stations

The FCC last week ordered WMSL-TV (ch. 23) Decatur, Ala., and WIII Homestead, Fla., to pay \$500 fines each for operational violations.

WMSL-TV was fined "for failure to comply with the log-keeping requirements." The commission said this is the first time a fine has been ordered solely on this ground. The station is owned by the Tennessee Valley Radio and Television Corp.

The WIII fine was ordered because the daytime-only station operated after hours. The station is owned by Seven League Productions Inc.

In both cases the commission said the licensees failed to offer evidence that would warrant a reduction of the forfeitures, which were announced last April (BROADCASTING, April 6).

### SMPTTE color TV standards

A special subcommittee of the Society of Motion Picture and Television Engineers has recommended that there be "careful control in staging and photographing color films for television."

The subcommittee of the society's television and color committees has been working to establish SMPTTE recommended practices for density and contrast range of films for color TV. It reported that it has become "evident that optimum control of release print density could be achieved only if the original photography were carefully controlled."

### Technical topics . . .

**Building addition** ■ CBS Laboratories has started construction on a new research and development facility adjacent to its present Research Center at Stamford, Conn. The new addition will double its total area to 60,000 square feet. It is expected to be completed later this year.

**Franchise given** ■ General Precision Aerospace's GPL Division, Pleasantville, N. Y., has announced the appointment of Goddard Inc., West Palm Beach, Fla. as franchised distributor for GPL industrial, commercial and educational television systems.



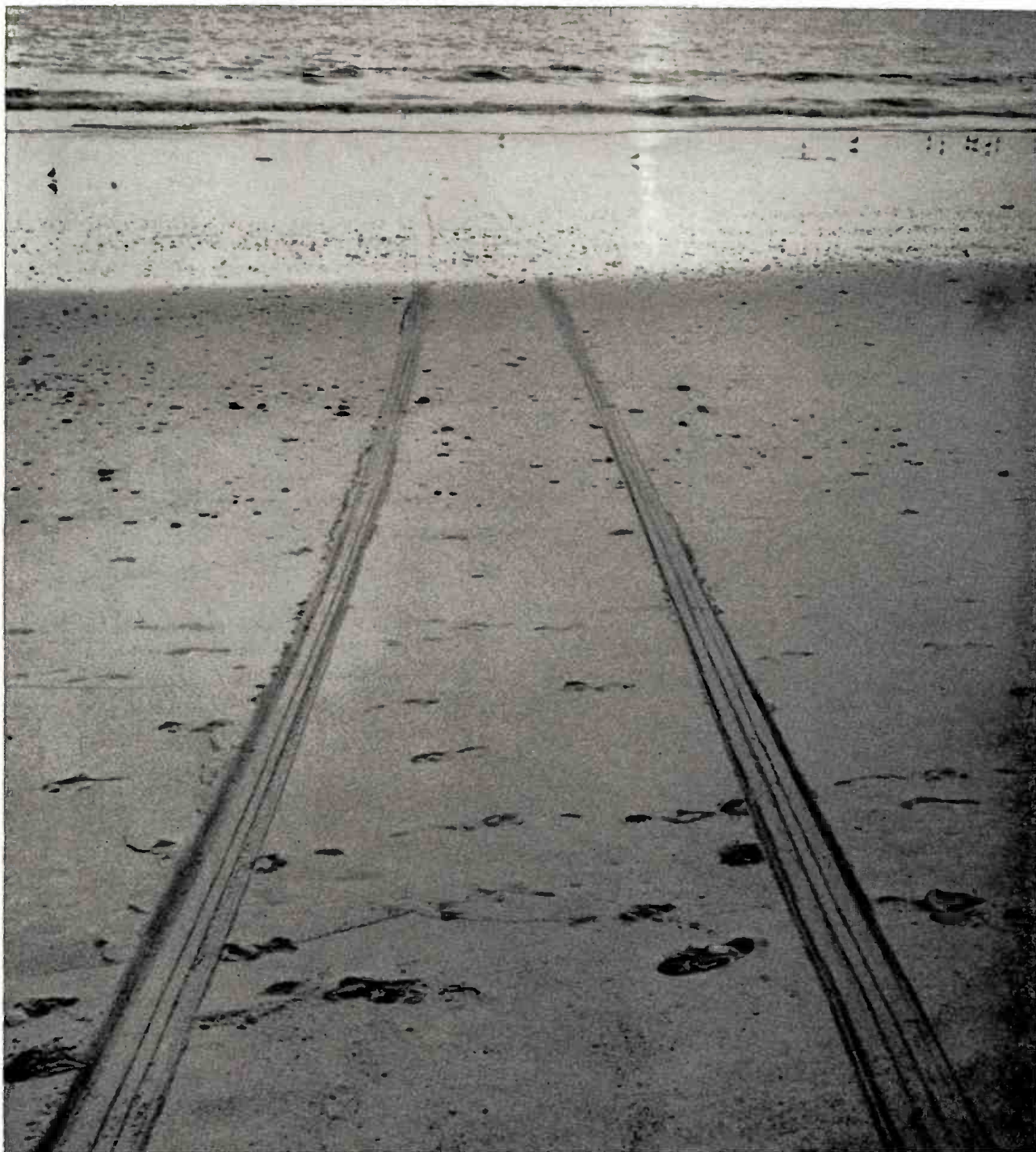
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# TV pool: new core of U.S. election coverage

Three networks combine for fast and uniform reporting of returns; AP, UPI to take service

A central vote counting service will become the authoritative source for the nation's major news organizations on election day next Nov. 3. With it, officials believe most of them will save money as well as solve the confusion of conflicting reports, which were especially prevalent during coverage of the California primary on June 2 and 3 (BROADCASTING, June 8).

The agreement was worked out early last week by ABC, CBS and NBC. The Associated Press and then United Press International later joined the pool, which was dubbed the Network Election Service.

Although details of the pool are not final, the five organizations are expected to make use of more than 100,000 persons to cover the 3,000 counties in all 50 states and the District of Columbia.

This is more than 10 times the number of TV reporters employed by the networks during the 1960 election.

NES will cover only the vote tallies for the presidential, gubernatorial and senatorial races. As in the past, the wire services will continue their separate counts of congressional and other state races.

It was not decided which organizations would cover which states, but it was indicated that the network participation would greatly exceed that of the wire services. Total cost of NES is expected to be about \$1.6 million, some \$900,000 less than the networks previously had announced they intended to spend for their separate compilations of the votes.

**Tally Conflict** ■ Most industry spokesmen indicated, however, that the

primary reason for pooling the coverage was to avoid conflicting reports as to which candidates were ahead. Viewers switching TV channels or radio frequencies during the California primary could have heard five different versions of how many votes Senator Goldwater and Governor Rockefeller had received at any given time. The wire services in reporting the official tallies, in fact, had Governor Rockefeller ahead the morning after the primary, even though the three networks had long since declared Senator Goldwater the winner.

In joining NES, both AP and UPI said they hoped future pools would include coverage of all the races, not just the more important ones. UPI's suggestion to AP that they set up a separate pool for the remaining races this year was being given consideration late last week. The wire services indicated that they would actually have to increase slightly their budgets for covering the election by joining NES, but hoped that reductions could be effected in future elections and added that the resulting speedup and uniformity of the vote reporting justified the additional expense.

The tentative arrangement provides that reporters in the field will relay vote tallies to a central headquarters in New York, which will issue simultaneous totals to the networks and wire services so that viewers, listeners and readers would all get the same information at any given time.

Each network emphasized it would continue its computerized projections of vote counts from "model" precincts to "call" the winner of the presidential election and any other race it deems important enough to predict. Thus, the networks can be expected to continue their claims of superiority in news, which, in recent years, has been an image that all three have been anxious to attain. However, the speedup in the tally of the raw vote may lessen the gap in time between the predictions of winners and the reporting of actual voter preference.

**Board of Directors** ■ Each network will be represented by one person on an NES board of directors, which will administer the pool operation. The wire services will participate as non-voting members of the board.

The board will comprise Arnold Snyder, manager of election coverage for ABC News; William Eames, editorial director of the CBS News election unit, and Frank Jordan, manager of election coverage for NBC News.

A pool arrangement has been discussed from time to time since 1961. Serious negotiations began last week after William R. McAndrew, executive



At the New York meeting on election service are (l to r) Fred Friendly, CBS

News; William McAndrew, NBC News, and Elmer Lower, ABC News.

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vice president in charge of NBC News, at NBC's affiliates convention in Los Angeles, formally proposed a pool setup, beginning during the 1966 elections.

CBS and ABC countered initially with a statement that they were prepared to pool their resources for this year's elections, and without NBC if necessary. But executives of all three networks then met in New York to hammer out the NES agreement. AP had kept itself an interested party to the negotiations and quickly joined the pool, followed soon after by UPI.

Sessions began in New York on June 8 attended by Mr. McAndrew; Fred Friendly, president of CBS News, and Elmer Lower, president of ABC News. These meetings continued the next day. AP entered the discussions through Wes Gallagher, general manager of the wire service. UPI was also represented. A statement that it will join the pool as a participant was issued June 11 by Mims Thomason, UPI president.

## Early predictions cause concern

Concern that reports or projections of early eastern election results might be disseminated this fall in western areas where they could influence voters where polls were still open continued to cause concern among office holders last week.

Although a broadcast spokesman said reason and responsibility were adequate safeguards of "free, informed voting," concern that the reports would influence western voters was voiced both in Con-

gress and at a governors conference.

The main cause cited was CBS News' "declaration" June 2 that Senator Barry Goldwater (R-Ariz.) had won the Republican presidential primary in California based on projections of early returns even though polls were still open in part of the state.

(Ironically, Senator Goldwater himself introduced a bill in 1961 that would have prohibited broadcast reports of presidential election returns until midnight Eastern time of the day of election [BROADCASTING, Jan. 9, 1961]. But the bill died in the Senate Commerce Committee.)

Citing the CBS "declaration," Representative Oliver P. Bolton (R-Ohio) urged the networks to voluntarily agree not to make any such pronouncements until all polls closed this November. And he hinted that he might press for some "appropriate regulatory action" by the FCC.

**Good Sense Is Answer** ■ National Association of Broadcasters President LeRoy Collins said that "needs in these areas can be met by responsible reporting and reasonable assessment by sensible people. I think we can be assured of both without the imposition by government of further regulations."

The networks, meanwhile, arranged to pool their reports of election results (see page 78), but no network official was ready to go along with proposals that regulation was needed to prohibit early reporting.

A major figure in broadcast regulation, Representative Walter Rogers (D-Tex.), chairman of the House Communications Subcommittee, already had said that while early reports could seriously influence voting, the proper reme-

dy lay in changes of election laws, not in new restrictions on broadcast media (BROADCASTING, June 8).

However, Nevada Governor Grant Sawyer (D), just before his election as chairman of the National Governors Conference in Cleveland last week, warned of danger in early computer projections of voting results. Governor Sawyer called for a study of possible new election laws. Earlier in the week he said he intended to propose a resolution to put the governors on record calling on the networks to agree to hold up election victory predictions until all the country's polls closed.

Later a spokesman for Representative Bolton said the congressman agreed with Representative Rogers's view that the real problem lies in the election laws and, as Mr. Collins had said, too, predictions and projections of elections have been a part of American politics for many years.

However, the spokesman also noted Representative Bolton's concern for the "danger of the psychological effect [of declarations] on persons who had not voted"—and he stressed the connotation of officiality carried by the word "declaration." Such declarations now can be built on statistical models that can be erected on the basis of early returns from key voting precincts, he said.

The major influence would be in the West, he continued. If projected winners were declared as quickly in November as they were by CBS in the California primary, projections could be broadcast nationally at about 7:30 p.m. Eastern Standard Time while voters were still going to the polls on the West Coast where it would be only about 4:30 p.m.

## Hollywood hoopla surrounds STV's first customers

Last Thursday (June 11) was a gala day for Subscription Television Inc.

In typical Hollywood-opening manner, the first STV subscriber's home was connected to receive STV's cable pay-TV program service in the presence of a score of reporters and cameramen. Also present were STV President Sylvester L. (Pat) Weaver; James Stoltzfus, an STV director and general manager of the National Consumer Service Division of Reuben H. Donnelley Corp., which is handling sales and billing for STV; Richard Harbison, president of Lear Siegler Service Inc., in charge of installing and maintaining the equipment, and a host of lesser

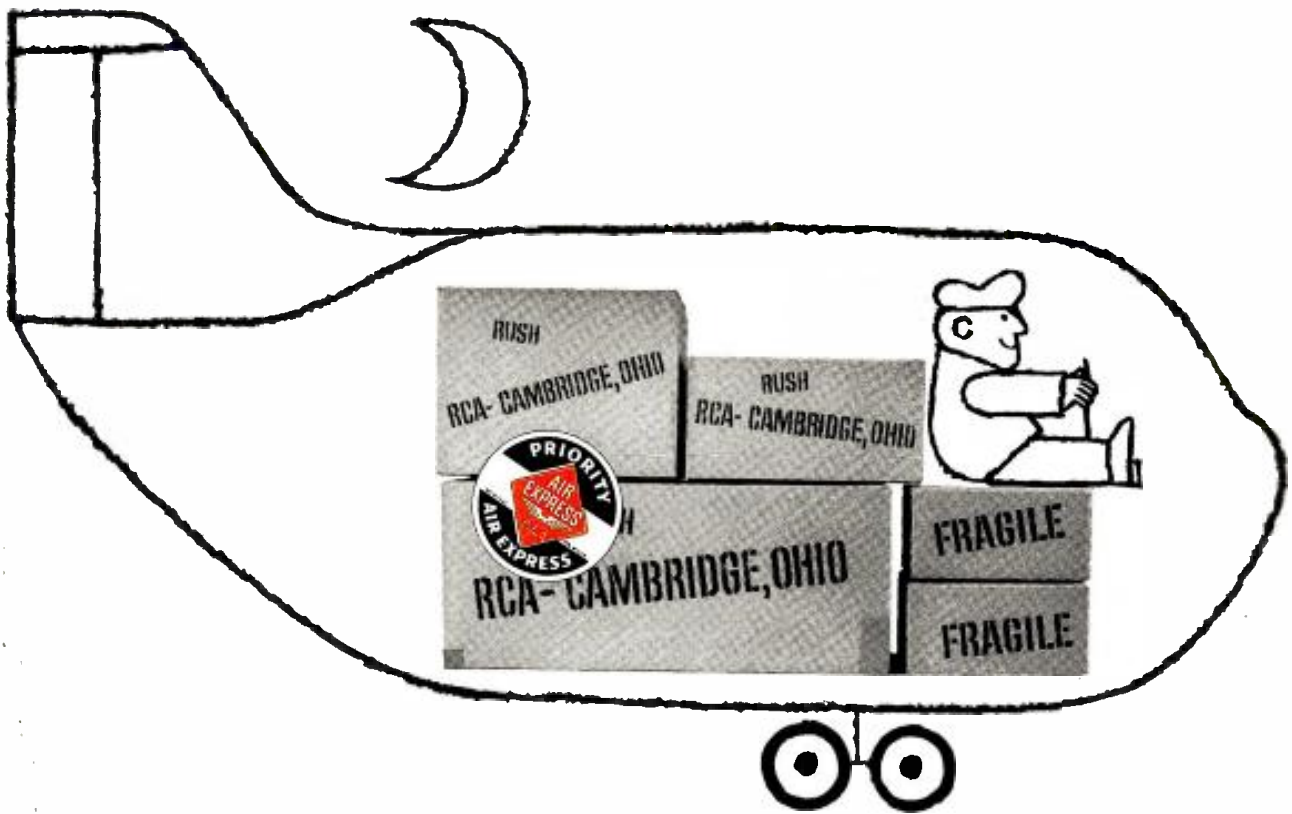
executives. Plus, of course, the technicians who actually completed the installation.

STV's first family is that of Louis Krakower, sportswear manufacturer, who, with his wife, son and daughter, lives in West Los Angeles, in the first area to be connected with STV's Hollywood program origination center by program transmission facilities furnished by the Pacific Telephone & Telegraph Co. Under a contract which just a week earlier had been approved by the California Public Utilities Commission (BROADCASTING, June 8). Other STV-PT & T contracts are being prepared for PUC ratification covering service in the Park La Brea section of Los An-

geles and in unidentified parts of San Francisco.

Transmission tests will begin July 1 in Los Angeles, with regular program service to begin July 17 in that city and, if all goes well, on Aug. 14 in San Francisco. All home games of the Los Angeles Dodgers will be available to STV subscribers in that city, with all home games of the San Francisco Giants similarly supplied to Bay Area subscribers, for the remainder of this season. Next year, all games, out of town as well as at home, will be covered by STV, which also will offer a wide assortment of cultural and special interest programs for viewing by its subscribers.





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# FCC racing rule left at the post

## Proposal for tight restrictions on broadcasts of horse race news to be quietly dropped

The FCC's proposal to put tight restrictions on the broadcasting of horse race information is being prepared for a decent burial.

The proposal, issued last year in the form of a notice of proposed rulemaking (BROADCASTING, April 15, 1963) was designed to produce a rule that would prohibit the broadcasting of information that would aid illegal gambling. But it drew heavy criticism, not only from broadcasters but from horse racing associations and sports writers around the country.

Even the Justice Department, which had been kept informed by the commission staff during the drafting of the proposed rules, commented that the proposal went too far (BROADCASTING, July 15).

As a result, the commission staff has recommended that the proposed rulemaking be terminated and that, in its place, the commission issue, in slightly revised form, the policy statement it released in 1961 on the broadcast of horse race information. That statement said the commission would consider on a case-by-case basis the record of stations that broadcast a great deal of detailed horse race information.

The commission, at its meeting last week, was reported ready to take this approach. It was understood, however, the agency wants to clear its plans with Justice before taking final action.

**Action Due Soon** ■ An announcement is expected shortly. FCC Chairman E. William Henry reportedly wants to be able to discuss the matter in the speech he is scheduled to deliver June 24 before the National Association of State Racing Commissioners, in Chicago.

The proposed rules would have limited to once every two weeks the broadcasts of race information prior to and on the same day as a race, or the results and payoffs of a race before one hour after the last race on the day's card.

The proposal would also have prohibited the broadcast of any program "known or intended [by the licensee] to be of substantial use to persons engaged in illegal off-track gambling on horse races."

Another provision would have permitted the broadcast of a full day's racing card only twice a year, and the tracks involved would have had to be within 100 miles of the station. A

blanket exemption from the proposed rule included races with purses of over \$25,000 and feature races held in connection with special local events.

More than 200 objections were filed with the commission, most contending that the FCC was proposing to engage in censorship. The Justice Department, while supporting the objective of the proposal, said the needs of law enforcement and free broadcasting should be balanced.

**Policy Statement** ■ The 1961 policy statement, which expresses the commission's concern about broadcasting news that would aid illegal gambling, does not contain any prohibitions, as such. But it lists a number of practices concerning the broadcast of horse race information that, it says, causes the commission to consider what interests the licensee involved is serving.

The statement also notes that the commission inquires into this subject when considering the renewal applications of stations that appear to have engaged in the broadcast of horse race information.

The practices mentioned in the 1961 statement include the broadcasting of: a full program of races simultaneously with their running.

Race results as soon as available, or shortly thereafter.

Detailed advance information, such as track and weather conditions, post positions, jockeys, probable odds, scratches and post times. It's understood the staff recommends substituting "off" time, which indicates when the race actually begins, for post times, which indicate when the horses go to the post.

Information sponsored by publishers of "scratch sheets," touts or other persons whose activities may result in aiding illegal gambling.

## Film sales . . .

*Open End* (NTA): WETA-TV Washington, and KLAS-TV Las Vegas.

25 "Top Rank" features (NTA): KXTV (TV) Sacramento, Calif.

21 Western (NTA): WNYS (TV) Syracuse, N. Y.

18 20th Century-Fox features (NTA): KTTV (TV) Los Angeles.

18 Shirley Temple features (NTA): WBIR-TV Knoxville, Tenn.

8 Shirley Temple features (NTA):

WZZM-TV Grand Rapids, Mich.

*Duel In the Sun* and *Ruby Gentry* (NTA): KGBT-TV Harlingen, Tex. and WEWS (TV) Cleveland.

*61 For 61* (NTA): WDSU-TV New Orleans.

*Mister Titan* (Mister Titan Inc.): WTAE (TV) Pittsburgh, WTEV (TV) New Bedford, Mass., and KHJ-TV Los Angeles.

*Group II Wolper Specials* (United Artists TV): Sold to WNEW-TV New York; KTTV (TV) Los Angeles; WTTG-TV Washington; KMBC-TV Kansas City, Mo.; KOVR-TV Sacramento; WTVH-TV Peoria, Ill., and WTVP-TV Decatur, Ill.

*Q-T Hush Cartoons* (M and A Alexander): Sold to WGN-TV Chicago.

Fifteen science-fiction features (M and A Alexander): Sold to KONO-TV San Antonio, Tex.

*Trails West* (Peter M. Robeck & Co): Sold to WBAP-TV Fort Worth; KTVU (TV) Oakland-San Francisco; WICS (TV) Springfield, Ill.; KIII (TV) Corpus Christi, Tex.; KTVH (TV) Wichita, Kan.; WOR-TV New York; KFMB-TV San Diego; KTRK-TV Houston and WAFB-TV Baton Rouge, La. The program now is in 125 markets.

*Survival* (Official Films): Sold to WPIX (TV) New York, KCOP (TV) Los Angeles; WWJ-TV Detroit; KTVI (TV) St. Louis; WTIC-TV Hartford, Conn.; KOMO-TV Seattle; WLWD (TV) Dayton; WLWC (TV) Columbus; WLWT (TV) Cincinnati; WFLA-TV Tampa, Fla.; KATU (TV) Portland, Ore.; KBTU (TV) Denver; WBRZ (TV) Baton Rouge, La., and WJXT (TV) Jacksonville, Fla.

*Rifeman* (Four Star): Sold to KXLY-TV Spokane, and KIMA-TV Yakima, both Wash.; WTVT (TV) Tampa, Fla.; WNBE-TV New Bern, N. C.; WHIO-TV Dayton, Ohio; WILX-TV Lansing, Mich.; KSL-TV Salt Lake City; KTVE (TV) El Dorado, Ark.; WJBF-TV Augusta, Ga.; KERO-TV Bakersfield, Calif. and WHBQ-TV Memphis.

*Ensign O'Toole* (Four Star): Sold to KTVT (TV) Ft. Worth-Dallas; KXLY-TV Spokane, Wash.; KVOS-TV Bellingham, Wash.; WLUK-TV Green Bay, Wis., and KARD-TV Wichita, Kan.

*America* (CBS Films): Sold to KOLD-TV Tucson, Ariz.

*Amos 'n' Andy* (CBS Films): Sold to KSWO-TV Lawton, Okla.

*Call Mr. D.* (CBS Films): Sold to WKOW-TV Madison, Wis. and WLWC (TV) Columbus, Ohio.

*Deputy Dawg* (CBS Films): Sold to WINK-TV Ft. Myers, Fla.

*Have Gun, Will Travel* (CBS Films): Sold to WKZO-TV Kalamazoo, Mich.:

KATV(TV) Little Rock, Ark.; WXYZ-TV Detroit, and KVOO-TV Tulsa, Okla.

*Trackdown* (CBS Films): Sold to WLWC(TV) Columbus, Ohio.

*Wanted Dead or Alive* (CBS Films): Sold to KATV(TV) Little Rock, Ark.; WXYZ-TV Detroit; KNOW-TV Monroe, La.; KRLD-TV Dallas and WLWC(TV) Columbus, Ohio.

*Star Route* (Medallion TV): Sold to KBAK-TV Bakersfield, Calif.; KCBY-TV Coos Bay, Ore.; KVAL-TV Eugene, Ore.; KFRE-TV Fresno, Calif.; KSHO-TV Las Vegas; KPIC-TV Roseburg, Ore.; KXTV (TV) Sacramento, Calif.; WBOC-TV Salisbury, Md.; KNTV(TV) San Jose, Calif.

## Younger urges action on his fairness bill

If the FCC's controversial fairness statement of last July 26 represents the will of Congress, then certainly the Congress—and broadcasters—are entitled to know it, according to Representative J. Arthur Younger (R-Calif.). The senior Republican on the House Communications Subcommittee is author of legislation to relieve broadcaster concern about some of the doctrine's ramifications.

Representative Younger said he had been assured Wednesday (June 10) that his bill, HR 9158, would be considered soon by the subcommittee. Representative Walter Rogers (D-Tex.), chairman, has received a preliminary report from the FCC of fairness complaints it has handled, but some question exists whether names of complainants and the subjects of their complaints can be made public, Representative Rogers said. The FCC does not permit public inspection of its files on this subject.

Representative Younger said last week that the commission "has not done a great deal in enforcing its July 26 statement but it has a great many broadcasters concerned about what they might do," in interpreting its provisions. The statement stressed the licensee's obligation to air "the other side" when controversial views are broadcast over his facilities (BROADCASTING, July 29, 1963, et seq).

The Younger bill would relieve broadcasters of any obligation to give free time to exponents of views other than those that will be aired in paid broadcasts.

Representative Younger said he has had letters from many broadcasters who want passage of his bill and who would be willing to testify. He also said, "I think the networks are interested."

BROADCASTING, June 15, 1964

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# ABC unlocks its schedule

Drops 'Hootenanny' for two new shows and reschedules others

ABC-TV last week broke into its supposedly "locked up" schedule for next season to shuffle programs around on Wednesday, Friday and Saturday evenings.

The network dropped *Hootenanny*, the folk-music program that was to go again into the 7:30-8:30 p.m. Saturday time slot, in favor of *Outer Limits*, which had been scheduled for 8:30-9:30 p.m. Wednesday.

To fill the hour on Wednesday, ABC-TV is shifting *Mickey*, the half-hour Mickey Rooney comedy series to 9-9:30, to be preceded by the new *Shindig* series, a half-hour musical series aimed at younger audiences (BROADCASTING, June 8). *Mickey* had been scheduled for Friday, 9-9:30.

Into the 9-9:30 p.m. Friday spot, will go *Valentine's Day*, a new comedy series starring Anthony Franciosa and Jack Soo about a bachelor business executive who gets things his own way in the business and social world but has problems with his room-mate, an in-

## ABC-TV plans preview

ABC-TV will embark on the 1964-65 TV season with a one-hour *Wide World of Entertainment* special (Sunday, Sept. 13, 9-10 p.m. EDT), featuring many of the stars that will be seen in their own programs next fall.

Bing Crosby will act as host on the special. Mr. Crosby's show will begin Sept. 14, along with the other new ABC-TV programs, as the network repeats the technique begun last year of putting its entire new fall schedule on the air in a single week.

Chemstrand Co., Decatur, Ala., through Doyle Dane Bernbach, New York, and Quaker State Oil Refining Corp., Oil City, Pa., through Kenyon & Eckhardt, New York, will be advertisers on the program. The show will be produced by Zodiac productions, with Nick Vanoff acting as executive producer.

vertebrate gambler with money-making ideas.

*Valentine's Day* will be produced by 20th Century-Fox, bringing that studio's total network production in prime time for next season to 4½ hours weekly, compared to no programs for the past year (BROADCASTING, May 25). Executive producer for the program will be Hal Kanter.

The shift of *Outer Limits* to Saturday evening and *Mickey* to Wednesday will give the network "better balance," according to Edgar Scherick, ABC-TV programming vice president.

*Outer Limits* now will be pitted against CBS-TV's *Jackie Gleason's American Scene Magazine* and two new NBC-TV programs, *Flipper* and *Mr. Magoo*.

*Shindig*, which is to be produced by the independent Selmur-Circle Seven Productions, and *Mickey* will be facing CBS-TV's formidable *Beverly Hillbillies* and the *Dick Van Dyke Show*, as well as the last half hour of *The Virginian* and the first half hour of *Wednesday Night at the Movies* on NBC-TV. Selmur also produces *Mickey*, as well as the one-hour *Combat*, also on ABC-TV.

## Show blacked out in Southern California

CBS-TV outlets in Los Angeles and San Diego did not carry the network's *CBS Reports* segment on "Murder and the Right to Bear Arms" on June 10 (7:30-8:30 p.m. EDT), because part of the documentary dealt with a criminal case now pending in Los Angeles county.

The network blacked out the Southern California area to insure that no prejudice could be formed by the public against the defendant as a result of the telecast. The program discussed the conflict between a citizen's traditional right to bear arms and proposed legislation that would require licenses for weapons.

## New Hollywood firm enters TV syndication

A new organization, Beverly Hills Film Corp., has entered the field of TV film syndication through the acquisition of the Telemat Co., film distributors with a library of 198 animated cartoon commercials, and Beverly Hills Productions, producers of the *Spunky and Tadpole* series of 150 five-minute animated cartoons.

Telemat was acquired in exchange for 4,791 shares of BHFC \$27.50 par value stock and Beverly Hills Produc-

tions for 2,470 shares of BHFC common stock. The new company plans to assemble a library of feature motion pictures for syndication in addition to the cartoon properties.

Principals of Beverly Hills Film Corp. are Richard H. Loeffler, president; Sidney V. Freeman, executive vice president; Alan Wise, vice president in charge of production, and F. J. Baumgarten, treasurer. All are also directors of BHFC.

Mr. Loeffler, formerly associated with Beverly Hills Productions, remains as an active partner in Arthur Foristall & Co., Los Angeles public relations and financial advisor organization. Messrs. Wise and Freeman were the principals of Telemat. Mr. Baumgarten is a CPA and business consultant who will continue to operate his own business.

BHFC is located at 433 South Fairfax Avenue, Los Angeles. Telephone is Webster 3-5731.

## Program notes . . .

**Roman setting** ■ Italian film star Rosano Brazzi will appear in an ABC Films TV pilot next fall concerning a travel service in Rome. If the pilot is successful, the series, titled *Via Veneto*, would be ready for network sale in the 1965-66 season. ABC-TV has an option.

**Procures film rights** ■ Teledynamics has purchased world rights to the motion picture *Congolaise*, formerly released as *Wild Rapture*, and *Africa in Flames* for first-run TV release. The company said it also will soon release a new group of post 1959 first-run films.

**New series** ■ *The Men Called Cade*, a new one-hour dramatic series about an important contemporary American family, is being developed by NBC Productions. William Ludwig and Reuben Bercovitch will write, create and co-produce a pilot film and will continue as co-producers and story supervisors for the series.

## AFM convenes in Oregon

The 67th annual convention of the American Federation of Musicians will be held in Portland, Ore., today through Thursday (June 15-18) and will be attended by more than 1,000 delegates representing 700 locals in the U. S. and Canada.

President Herman Kenin will present a report on recent contracts signed in the fields of phonograph recording, network radio and television and theatrical and TV films. He also will cover efforts undertaken by the federation in Washington in support of legislation aimed at improving the position of musicians.

# NBC views listener wants

Network believes public  
tunes in for specific  
radio program features

NBC believes that the change in radio over the past years has led to listeners tuning in "for specific interests" and not with random impulse.

A discussion of how NBC management considers the medium in view of current program revamping of its owned-stations was contained in a letter to employes from Robert W. Sarnoff, board chairman, and Robert E. Kintner, president. The letter was disclosed last week.

While recognizing community needs and interests, and economic and profitability factors as well as existence of a newly fragmented audience, the discussion settled on a discourse on how listeners use the medium.

The letter observed that listeners generally turn to radio at "specific times" and for "specific interests." The times vary from the point of arising, or while driving or when engaged in certain activities or before going to sleep and for such benefits as companionship, news, weather forecasts or baseball scores.

NBC has been reprogramming its owned stations. WNBC New York has started a "full talk and discussion format." The decision for this, the letter noted, was based "primarily on the fact that this offered the best opportunity to develop a distinctive character for the station in a form attractive to young adults accustomed to modern radio. . . ."

But, Mr. Sarnoff and Mr. Kintner said that while NBC realized it wanted to provide an "identifiable, consistent service that will engage an audience of sufficient size to attract the commercial support needed" in terms of business profitability, the network imposed two principal requirements for all of its owned stations. These, they said, were: "we will not take the strident rock and roll route to popularity" and the stations will retain the full NBC Radio schedule including news, *Emphasis*, the weekend *Monitor* and other elements of nationwide service.

In Chicago, NBC reprogrammed WMAQ—after audience habit studies were conducted—to concentrate on local news and contemporary and standard "good music" in a diversity of styles

with an around-the-clock operation (adding a 1-5 a.m. *The Sound of Jazz* program).

Mr. Sarnoff and Mr. Kintner concluded, however, that "changing and building radio habits takes time and patience, and it will be some months before the basic program revisions at WNBC and WMAQ have accomplished their purpose. Meanwhile, we will be going ahead in the remaining locations, where formats will be modernized and tailored to fit particular community stations, taking into account the strengths and weaknesses of competitive local radio services."

NBC's other owned radio stations are WRCV Philadelphia, WJAS Pittsburgh, KNBR San Francisco and WRC Washington.

## Tele-Tape starts subsidiary

Tele-Tape Productions, New York, announced last week it has established a subsidiary, TTP Corp., which will become active in the creation and development of network and syndicated programming.

Tele-Tape has been specializing in the production of TV commercials, closed-circuit-TV and pay-TV programs and in the tape recording of network

and local shows. The company recently produced a one-hour special, *Night Life in New York*, starring Billy Eckstine, which was scheduled for presentation over WPIX(TV) New York last Saturday (June 13) under the sponsorship of P. Ballantine & Sons, Colgate-Palmolive Co. and Consolidated Cigar Co. A spokesman for Tele-Tape said a series will be produced based on the special to be syndicated in the fall.

## Australian show by WBC

The latest program produced for the *Nations of Transition* series of the International Television Federation is "Room Down Under," an hour show on the growth of Australia. The program, produced by Westinghouse Broadcasting Co. in association with National Educational Television, is scheduled for presentation over the five Westinghouse TV stations this month. It will also be telecast by NET participating stations and affiliate stations of the Canadian Broadcasting Co., the Australian Broadcasting Commission, and Associated-Rediffusion, London. The Westinghouse stations are: KDKA-TV Pittsburgh, KPIX(TV) San Francisco, KYW-TV Cleveland, WBZ-TV Boston, and WJZ-TV Baltimore.

*all over America, people of all ages  
are listening to the radio again, to*

**THE LIVES OF HARRY LIME**

**Orson Welles**

**CAPT. HORATIO HORNBLOWER**

**Michael Redgrave**

**SCARLET PIMPERNEL**

**Marius Goring**

**THEATRE ROYALE**

**Laurence Olivier**

**SECRETS OF SCOTLAND YARD**

**Clive Brook**

**THE QUEEN'S MEN**

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**THE BLACK MUSEUM**

**Orson Welles**

*7 network series . . . 364 radio dramas . . .*

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*mu 9-5857*

## Time-Life opens fair radio-TV center

Time-Life Broadcast has opened a radio-TV World's Fair information center at the Time-Life Building in New York. The center was established for listeners of Time-Life radio and television stations who visit the fair.

Highlight of the information center is an electronic exhibit at which visitors can make audio tape recordings of their impressions of the fair. The tapes will be broadcast later over Time-Life radio stations in the visitors' home towns.

The Time-Life stations are: KERO-TV Bakersfield, Calif.; WTCN-AM-TV Minneapolis; WOOD-AM-FM-TV Grand Rapids, Mich.; KOGO-AM-FM-TV San Diego; KLZ-AM-FM-TV Denver; and WFBM-AM-FM-TV Indianapolis.

## ABC-TV meeting today

ABC-TV will hold a meeting in Hollywood June 15-17 for more than 100 promotion managers from its affiliated stations.

Thomas W. Moore, president of ABC-TV, and Julius Barnathan, ABC-

TV vice president and general manager, will head the network delegation. Conducting the meetings will be Michael J. Foster, ABC vice president in charge of press information, and Donald Foley, ABC vice president in charge of broadcast advertising and promotion.

Other network officials to attend the meetings include Armand Grant, vice president in charge of TV daytime programming; Jerome Bredouw, director of on-the-air promotion; Sidney R. Mesibov, director of special exploitation projects; Elliott W. Henry Jr., director of TV network press information, western division, and Jerry Zigmond, director of exploitation, western division.

## CBS-TV meets Thursday

Promotion and information services directors of the five CBS-owned television stations will hold their seventh annual meeting in New York, June 18-19, to discuss all phases of advertising, promotion and publicity.

Included in the meetings will be a presentation by the CBS News election unit on the network's Vote Profile Analysis that will be used in the November elections and a discussion by CBS-

TV of its promotion plans for its 1964-65 program schedule.

Clarence Hopper, vice president, facilities, for CBS will speak about the network's new broadcasting and headquarters buildings now being built in New York. The five stations are WCBS-TV New York, KNXT(TV) Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis.

## Drumbeats . . .

**Chris crossing agency rows** ■ Actress Chris Noel has been selected as "Miss MGM-TV" to represent MGM's TV division at public and industry events.



Miss Noel

Miss Noel currently is in New York to visit stations, advertising agencies and station representative firms. The MGM starlet has appeared in *The Lieutenant*, MGM-TV series on NBC-TV, and in three

movies. She has an escort of two Marines during her stay in New York and for a similar trip in Chicago, June 18.

**Selling the sellers** ■ Every insurance agent in town received a copy of an article "Radio, the Lively Corpse," compliments of WSON-AM-FM Henderson, Ky. Author Jack H. Frost, writing for *The Insurance Field*, had stressed the medium's universality and continued popularity. He also advised insurance men that radio can present an advertiser with a captive audience, is selective and enables the low-budget advertiser to compete with larger organizations.

**We Thank You** ■ Impressed by the response to an earlier commercial aired over WFIL Philadelphia, National Union Insurance Co. devoted a major part of another commercial to thanking the station for their "generous and capable assistance."

**Election almanacs** ■ NBC has compiled "The Huntley-Brinkley Convention and Election Almanac" with 7 million copies to be distributed by Gulf service stations, NBC-TV stations, newspapers and at New York World's Fair.

**More FM basics** ■ The National Association of FM Broadcasters has placed its second "Research Bulletin" into circulation. Noted by NAFMB: 52% of all FM listeners did not listen to any AM radio during the week surveyed (by Data Inc.); the average number of hours spent listening to AM in



## Students get a lesson from FCC chairman

FCC Chairman E. William Henry last week turned temporary tutor as he explained the intricacies of the communications satellite system to a group of visitors in Washington as guests of WTAE(TV) Pittsburgh and the Pittsburgh National Bank.

The all-expense trip was part of an award to finalists on the station's *Junior High Quiz*, which starts its third year on WTAE next fall under the bank's sponsorship. Agency is

Ketchum, MacLeod & Grove, Pittsburgh. The program features teams from schools in the area.

In the FCC chairman's office, between trips to points in Washington and luncheons with legislators and embassy officials, were (l to r): student Jim Gurley; Edward J. May, Pittsburgh National Bank; student Mark Kalas; Chairman Henry; Ricki Wertz, series coordinator, and Thomas Phipps, program judge.

all homes comes to 11 hours per week, a figure that reduces to 8 hours in FM homes. Also covered: in all homes, the average TV viewing is 16 hours per week compared to 13 hours of viewing among FM homes. The study was a projection from samples taken in the top 30 markets in the country.

**Sneak preview** ■ On the principle that a good salesman must know his product and his market, Jack B. Prince, vice president and manager of WTAR Norfolk, Va., took the station's sales force on the ferry S.S. Cape Charles for a sneak preview of the new \$200 million Chesapeake Bay bridge-tunnel prior to the opening of the structure which more closely links Norfolk to the metropolitan areas of the East Coast.

**Hurt feelings** ■ A WNBC New York advertisement designed to promote listenership to the Brad Crandall conversation program on the station (see illustration) is considered not-so-funny by Soviet embassy officials. The attitude came to light when NBC News UN correspondent Pauline Frederick inquired informally of Soviet Ambassador Anatoly Dobrynin when NBC would be allowed to re-open its bureau in Moscow, which has been closed for more than a year because of a run-in with Russian officials. The ambassador re-



"Hot-line-shmot-line,  
let me talk to Brad Crandall!"

sponded in general terms that the Soviet Union was waiting for NBC to do "something constructive." Later an embassy news attache elaborated: "When you stop insulting our chief of state with those Brad Crandall ads." The exchange was reported in an issue of the NBC newsletter to employes, signed by Robert W. Sarnoff, board chairman, and Robert E. Kintner, president.

**Talking it up** ■ Heller-Ferguson, Los Angeles, has produced a series of 25 radio station identification spots, "The Talking People," concept modelled after the Greek chorus idea. Series has been sold to: KING Seattle; WLOL Minneap-

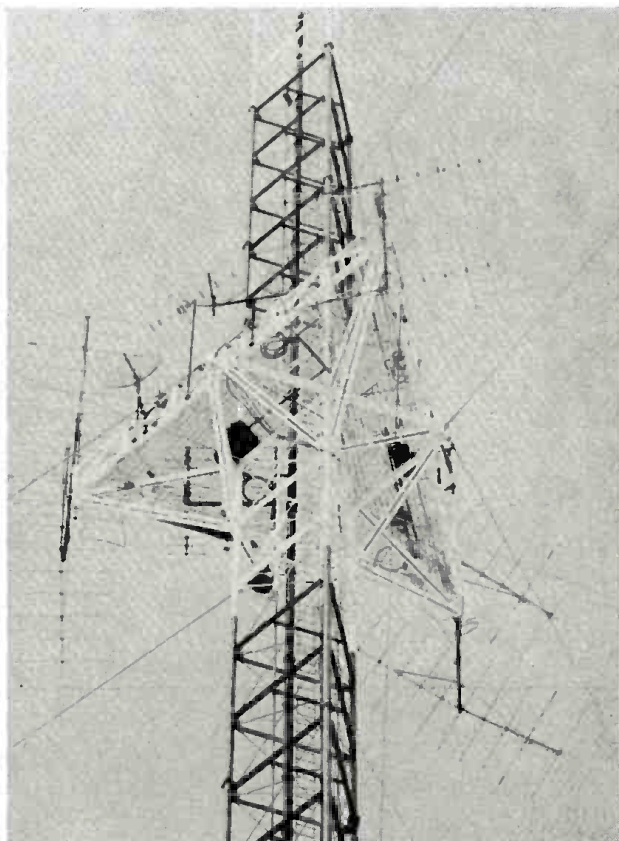
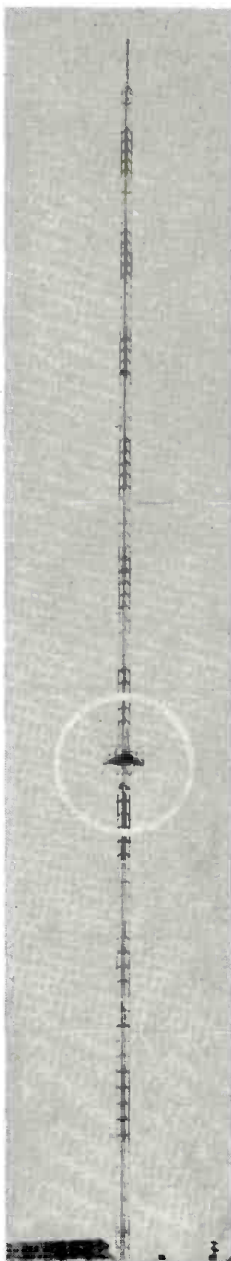
olis; WAVY Portsmouth, Va.; WBAL Baltimore, and WMAL Washington. Hugh Heller produced.

## NAB cites women's group for radio-TV cooperation

The General Federation of Women's Clubs received a plaque from the National Association of Broadcasters last week at the federation's annual convention in Atlantic City.

NAB President LeRoy Collins presented the citation in recognition of a communications program carried out during the two-year administration of Mrs. Dexter Otis Arnold (mentioned earlier this year as a possible successor to FCC Commissioner Frederick W. Ford).

The federation program, in cooperation with the NAB, had hundreds of local broadcasters speaking to women's clubs, citations by clubs to broadcasters, and distribution of a study guide on broadcasting.



VHF, UHF and microwave community TV antennas on 300'-high platform

## Multi-Purpose TV Tower

The "bulge" you see in WSYE-TV's new 843' STAINLESS tower is a 25' platform supporting Elmira's CATV system. This called for a *custom tailored* tower, as all STAINLESS' towers *are*—at no extra cost.

Make yours a  
STAINLESS



Write today for  
information

**Stainless, inc.** NORTH WALES • PENNSYLVANIA  
IN CANADA: WALCAN, LTD., CARLETON PLACE, ONTARIO

## TV ad taboos for Britain

Cigarette claims covered in ITA's revised code; other prohibitions listed

TV commercials that suggest, without valid evidence, that it is safer to smoke one brand or type of cigarette rather than another have been banned by Britain's Independent Television Authority. This is one of the new provisions in a revised code of advertising standards and practices just issued by ITA and now in force.

The new code also bars subliminal advertising: "No advertisement may include any technical device which, by using images of a very brief duration or by any other means, exploits the possibility of conveying a message to, or otherwise influencing the minds of, members of an audience without their being aware or fully aware of what has been done."

Other prohibitions: excessive noise, advertisements which play on fear without justifiable reason, trick photography which does not present a fair and reasonable impression of the product or its effects and which is misleading, bait and switch advertising of goods for direct sale in which a cheap and sometimes nonexistent article is offered in order to attract sales prospects who are then pressured into buying something much more expensive.

The new rules supersede the ITA advertising advisory committee code and set down the provisions of the new Television Act under which the authority must closely scrutinize all commer-

cials. The ITA's advertising control staff now sees scripts of most commercials and sits in with companies to view finished filmed commercials before acceptance.

Drawn up after consultations with the advisory committee, the medical advisory committee and the postmaster-general, the new code embodies most of the old provisions plus new ones.

The membership of the advertising advisory committee has been revised. Under the chairmanship of Professor David Jack it has 12 members: four representing consumers, four with professional interests in medical and allied advertising, and four from the advertising industry. The committee will advise on all future reviews of the code and on advertising principles generally. Another change is the appointment of a medical adviser panel of independent experts.

James P. O'Connor, director of the Institute of Practitioners in Advertising, commenting on the new code said it put into writing important rules which had evolved since 1954 but which had not actually been codified. The IPA had formally banned subliminal advertising as long ago as 1958.

Leslie Room, director-general of the Advertising Association, said that the television companies had been working on the principles laid down by the code for a considerable time.

## Irish may beam radio commercials to Britain

The Irish Minister for Posts and Telegraphs has set up a committee to study Irish radio broadcasting. The Irish radio network is run by Radio Eireann which carries advertising for local products only. Its time sales income is about \$280,000 a year and it is

subsidized by the government. The government has announced that it intends to make the post office, which has jurisdiction over broadcasting, completely self-supporting.

The government has decided to allow state sponsored companies to raise capital in the money market. This has led to unofficial reports which suggest that Ireland might allow the building of a high powered commercial station to cover Britain and part of Europe.

## Abroad in brief . . .

**NC&K to Spain** ■ Norman Craig & Kummel, New York, has associated itself with Ciesa, Lisbon, in opening a new service agency July 1 in Madrid. The move, the agency said, was dictated by its continuing rise in billings in Europe, which now total nearly \$20 million. First client for the branch office will be all Colgate-Palmolive advertising for Spain.

**Auto account** ■ The Rootes Group, British automotive firm, has assigned its Italian advertising to Publicis-Gardner-Butler-Stip, SpA, Milan, which was founded last year. The Rootes Group manufactures Humber, Hillman, Sunbeam and Singer cars as well as Commer and Karrier trucks.

**Account granted** ■ The London office of Young & Rubicam has been assigned to handle advertising for Grants of St. James Ltd. The firm imports wine, and cigars.

**Match sponsor** ■ Ampol Petroleum Ltd. has purchased exclusive radio and television rights for Australia for the challenge round of the Davis Cup tennis matches in Cleveland Sept. 25-27. Fremantle will coordinate technical broadcast aspects of the matches.

**Rep named** ■ George E. Spracklin Associates Ltd., Toronto, Ont., has been appointed exclusive representative of CHIQ Hamilton, Ont., and CKCR Kitchener, Ont.

**Y&R in Belgium** ■ Young & Rubicam has opened a branch office in Brussels, Belgium, the fifth European outlet to be put into operation by the company. William G. Tragos, formerly stationed at Y&R's Frankfurt, Germany, office, was named manager of the Brussels office. The new branch address is 20 Avenue De La Toison D'Or.

**Films sold** ■ A library of 50 Samuel Goldwyn feature films has been sold for television use in Australia. The films were purchased by Amalgamated Television Services Ltd. and Herald-Sun Television Ltd.

## TELETRONIX LEVELING AMPLIFIER

NEW



MODEL  
LA-2  
\$285.00

REVOLUTIONARY OPTICAL CONTROL FOR DISTORTIONLESS LEVEL REDUCTION.  
40 DB OF LIMITING AT LESS THAN 1/2 % DISTORTION!

▲ BALANCED STEREO INTER-CONNECTION ▲  
EXCLUSIVE ELECTRO-LUMINESCENT OPTICAL GAIN CONTROL SYSTEM OUTPERFORMS CONVENTIONAL COMPRESSORS AND LIMITERS FOR BROADCASTING AND RECORDING.

TELETRONIX ENGINEERING COMPANY

4688 EAGLE ROCK BLVD.

LOS ANGELES 41, CALIFORNIA



## FATES & FORTUNES

### BROADCAST ADVERTISING



Mr. Bauman

**Robert P. Bauman**, national sales manager for Maxwell House division of General Foods Corp., White Plains, N.Y., promoted to advertising and merchandising manager of that division. He succeeds **George**

**Bremser Jr.**, who becomes marketing director of GF's international division. Mr. Bauman, who joined GF in 1958, is succeeded by **John H. Muller Jr.**, associate product manager in Maxwell House division. He joined GF in 1962.

**Richard R. Bevan**, for past nine years member of corporate advertising staff of National Gypsum Co., Buffalo, named advertising manager of Seiberling Rubber Co., Akron, Ohio.

**Sydney M. Cassell** and **William H. Kitchen** appointed brand advertising managers at General Cigar Co., New York. Mr. Cassell, formerly assistant account executive at Young & Rubicam,

will service White Owl and Wm. Penn brands, and Mr. Kitchen will service Robt. Burns, including Tiparillos and Cigarillos. Prior to joining General Cigar, Mr. Kitchen was advertising sales representative with *United States Tobacco Journal*.

**Donald G. Howell**, formerly program supervisor at Needham, Louis & Brorby, Chicago, joins Foote, Cone & Belding, that city, as broadcast supervisor.



Mr. Gorey

**Thomas R. Gorey**, VP and art supervisor at Needham, Louis & Brorby, Chicago, named VP-executive art director as result of reorganization of agency's Chicago creative department into three fully staffed divisions. Other new assignments: **Christopher Ford**, **Lee F. Marsh** and **Donald D. Zabel** to executive producers; **Jack S. Friedman** and **Robert F. Nelson** to copy supervisors; **Joseph L. Berner**, **Gerritt J. Beverwyk** and **J. Roy Sandstorm** to art supervisors, and **William**

**C. Althen** to producer.

**Richard Griff**, formerly with Lennen & Newell, New York, joins Kudner Agency, that city, as media buyer.



Mr. Laufer

**Ira Laufer**, general sales manager of KEZY Anaheim, Calif., appointed to same post with KABC Los Angeles. Appointment will become effective when KEZY transfers to new ownership following FCC approval of sale.

Mr. Laufer is currently part owner of KEZY.

**Lawrence Elegant** and **Gary Korn** elected VP's of Erwin Wasey, Ruthrauff & Ryan, New York. Mr. Elegant, who joined EWR&R in 1963, is associate creative director. Mr. Korn, production director, joined agency in 1956.

Two new assignments were announced last week in merchandising department of Chrysler-Plymouth division of Chrysler Motors Corp., Detroit. **James L. Wichert**, with Chrysler since 1946, has

## Hattwick named AFA chairman; Cooper re-elected president



Mr. Hattwick



Mr. Fondren



Mrs. Simpson



Mr. Harper

**Dr. Melvin S. Hattwick**, advertising director of Continental Oil Co., Houston, elected board chairman of Advertising Federation of America Tuesday at 60th annual convention in St. Louis (see story, page 30). He succeeds **George W. Head**, retired manager of advertising and sales promotion for National Cash Register Co., Dayton, Ohio.

**Marion Harper Jr.**, chairman-president of The Interpublic Group of Companies Inc., New York, elected first vice chairman of AFA board; and **Lee Fondren**, station manager of KLZ Denver, re-elected second vice chairman.

AFA officers also re-elected: president, **Mark Cooper**; treasurer, **Samuel Thurm**, VP-advertising of Lever Brothers Co., New York; secretary, **Harriet Raymond**, Celanese Plastics Co., and director, **Douglas L. Smith**, advertising-sales promotion director of S. C. Johnson & Son, Racine, Wis.

Re-elected VP's of AFA: **William K. Beard Jr.**, president of Associated Business Publications; **Charles Faran**, president of Griswold-Eshleman Co., Cleveland; **Donald A. McDonald**, *Wall Street Journal*, and **Irene D. Clough**, *Philadelphia Bulletin*.

**Charles Whitebrook**, of Bishopric/Green/Fielden, Miami, elected VP

of AFA and chairman of council of governors of AFA districts.

Newly elected to AFA board: **Rex Budd**, advertising director of Campbell Soup Co.; **Ralston H. Coffin**, VP of RCA; **Barton A. Cummings**, board chairman of Compton Advertising; **Clinton E. Frank**, president of Clinton E. Frank Inc.; **David J. Mahoney**, executive VP of Colgate-Palmolive Co.; **Thomas B. McCabe Jr.**, VP of Scott Paper Co.; **Gibson McCabe**, president of *Newsweek*, and **Fred D. Thompson**, advertising director of *Reader's Digest*.

**Jean Simpson**, VP of J. Walter Thompson Co., Chicago, was named "Advertising Woman of the Year" by AFA. Mrs. Simpson is copy group head at JWT.

In three posthumous awards, AFA announced that **Edgar Kobak**, **Homer Buckley** and **Jesse Neal** are 1964 additions to "Advertising Hall of Fame." Mr. Kobak, advertising consultant at time of his death in 1962, in earlier years had been head of MBS and in executive capacities with NBC, advertising agencies and business paper field. Mr. Buckley was direct mail pioneer and Mr. Neal was pioneer in business paper and industrial advertising fields.

## Changes in 'Television' ad staff



Mr. Cowan



Mr. Chizzini

**Kenneth Cowan**, VP and business manager of TELEVISION magazine, New York, joins WOR-AM-FM-TV, that city, as administrative assistant to Robert Leder, VP-general manager. Mr. Cowan will be charged with executive and administrative responsibilities of RKO General stations in New York, working with

Mr. Leder and Robert Smith, WOR-AM-FM-TV VP and station manager.

**Frank Chizzini**, advertising director of TELEVISION magazine, promoted to sales director. Mr. Chizzini has been with TELEVISION since 1959 and in broadcasting-advertising field for 25 years. **Robert J. Moran**, previously with marketing department of American Can Co., New York, joins TELEVISION magazine as sales representative.

Mr. Cowan, 15-year veteran of broadcasting-advertising field, joined Broadcasting Publications Inc. in 1951 as eastern sales manager of BROADCASTING magazine. He was elected VP-business manager of TELEVISION magazine 3½ years ago with purchase of monthly by BPI. Previously, Mr. Cowan was account executive at Henry J. Kaufman & Associates, Washington.

been named advertising and sales promotion manager for Chrysler and Imperial passenger cars. **James A. Lawson** assumes responsibilities as manager of advertising-sales promotion for Plymouth. He also joined Chrysler in 1946.

**William M. Wood Jr.** joins McCann-Erickson, Houston, as account director. He was account supervisor at Reiter-Ross Inc., New York.

**Edward J. Gardner**, formerly with Young & Rubicam and Ogilvy, Benson & Mather, joins Doherty, Clifford, Steers & Shenfield, New York, as VP and account supervisor.

**Donald F. Satterfield** joins Sudler & Hennessey, New York, as account executive on Bristol Laboratories. He was formerly at William Douglas McAdams Inc., that city.

**Barry Biederman** joins Cunningham & Walsh, New York, as associate creative director. He was previously at Lenzen & Newell, that city.



Mr. Barash

**Theodore Barash** elected VP of Young & Rubicam, New York. Mr. Barash joined Y&R in 1955 as account executive from Al Paul Lefton agency, that city.

**William F. Siegel**, VP and director of advertising of Coty Inc., New York, appointed chairman of cooperative advertising committee of Association of National Advertisers. He succeeds **Arthur H. Baum**, VP in charge of advertising and PR of The Formwear Co., who remains member of committee.

**John J. McMahon**, account executive at ABC-TV Spot Sales, New York, named local sales manager of ABC-owned WBKB(TV) Chicago, effective today (June 15). He is replacing **Don Bowen**, who resigned.

**Kenneth B. Arrington**, formerly product manager in toilet articles division of Colgate - Palmolive Co., New York, appointed director of advertising and marketing for all divisions of Continental Baking Co. (Wonder Bread, Hostess Cake and Morton Frozen Foods), Rye, N.Y., and Stewart's Inc., Memphis. Mr. Arrington assumes duties of **Cedric Seaman**, VP in charge of advertising and marketing, who has retired after 34 years with company. Mr. Seaman also resigned from Continental's board of directors.



Mr. Arrington



Mr. Randa

**Bill W. Randa** appointed sales manager of WBRC-AM-FM Birmingham, Ala. He was formerly national sales manager at WBRC-TV. Mr. Randa succeeds **Carl J. Wagner**, who moves to WTVN Columbus. **Charles E. Ezzell**, account executive at WBRC-AM-FM, named assistant manager. Stations are owned by Taft Broadcasting Co.

**Allen B. Long**, for past two years account executive at WMAR-TV Baltimore, joins WRC-TV Washington in same capacity. Previously, Mr. Long was associated with Avery-Knodel Inc. in New York as account executive and Dancer-Fitzgerald-Sample as assistant program supervisor.

**Wright Ferguson**, supervisor on Noxzema Chemical Co. account at Sullivan, Stauffer, Colwell & Bayles, New York, elected VP of agency.

**Harvey M. Andersen**, director of marketing, appointed director of marketing and research departments of Wade Advertising, Chicago.

**Avery Gibson**, VP in charge of H-R Facts, sales development arm of H-R Representatives and H-R Television, New York, elected president of Radio-Television Research Council. She succeeds **Harvey Spiegel**, director of research at Television Bureau of Advertising. **Bill Rubens**, manager of audience measurement at NBC, named president-elect, and **Lee O'Brien**, research director at WOR-AM-FM-TV New York, elected secretary-treasurer.



Mr. Ferguson

**Donna Cunningham**, creative director

DANIELS & ASSOCIATES

\$70 million in sales the last five years

2930 EAST THIRD AVENUE  
DENVER 6, COLORADO  
TELEPHONE DUDLEY 8-5888

**CATV's**  
**ONLY EXCLUSIVE**  
**BROKER - CONSULTANT - APPRAISER**  
Since 1958

## Assumes duties



Mrs. Norton

**Mrs. Jane Morton Norton** has formally assumed presidency of Norton stations following election to post last month (BROADCASTING, June 1). Nor-

ton stations are WAVE-AM-TV Louisville, Ky.; WFIE-TV Evansville, Ind.; WFVR(TV) Green Bay, Wis.

Mrs. Norton is widow of **George W. Norton**, who founded WAVE in 1933 and died last February following auto accident in Jamaica. She is mother of **George Norton IV**, who succeeded his father as president and who was killed in automobile accident May 22 (BROADCASTING, June 1).

at Ben Sackheim Inc., New York, joins Warwick & Legler, same city, as copywriter. **James A. Smith**, formerly at Benton & Bowles, New York, joins agency as copywriter on Seagram account.

**Thomas C. Neely**, for past two years account executive at WHEB Portsmouth, N. H., joins sales staff of WPRO-TV Providence, R. I.



Mr. Clay

**Ernest H. Clay** resigns as director of research and production at American Research Bureau, Beltsville, Md., to form own research consulting service in Washington. **Dr. Ira Cisin**, research consultant to ARB

and lecturer at George Washington University, named director of research and has assumed major duties of directing ARB's audience research program. **R. R. Ridgeway**, manager of research and production, named production director.

**Jack O'Mara**, VP and director of western division of Television Bureau of Advertising, elected president of Hollywood Advertising Club. **Richard E. Eastland**, advertising consultant, first VP; **James Thompson**, Campbell-Ewald



**MAN-CARRYING  
BALLOONS**  
—a great promotion—

PROMOTIONAL INDUSTRIES, INC.  
2619 W. 40 St., Minneapolis, Minn. 55410

Co., second VP; **Bruce Robertson** of BROADCASTING, VP for publicity; **Betty O'Mea**, Kelly Girl Service, secretary; **Fred Kemp**, Ruth & Roberta Agency, treasurer; **Marvin Bryan**, inter-club coordinator; **Lucille Liets**, managing director.

**Audian Paxson**, VP and account executive at White & Shuford Advertising, El Paso, elected president of El Paso Advertising Club. Other new officers are **Irv Prell**, KTSM, VP and **June Templeton**, KR0D, secretary.

**Ken Otsot**, account executive at KYW Cleveland, joins staff of AM Radio Sales Co., New York.



Mr. Woron

**Walter A. Woron**, manager of advertising and PR of Renault Inc., New York, joins Jaguar Cars Inc., that city, in same position. Appointment becomes effective today. Mr. Woron, previously head of his own PR

firm specializing in automobile accounts, succeeds late **Everett T. Martin**.

**Mari C. Foster**, formerly with Walter Wood Productions Inc., where she was assistant to president in charge of feature and TV film properties, joins advertising and PR staff of Julian F. Myers Inc., Beverly Hills, Calif., as account executive specializing in motion picture and TV personalities.

**Dom Cerulli**, account executive and copywriter at West, Weir & Bartel, New York, joins Guild, Bascom & Bonfigli, that city, as copywriter. **Bob Furman** joins Guild, Bascom & Bonfigli, Los Angeles, as TV producer. He was previously in similar position at Carson/Roberts, that city.

## THE MEDIA



Mr. Arries

**Leslie G. Arries Jr.**, for past seven years staff director at WHDH-TV Boston, joins KYW-TV Cleveland as general manager. Mr. Arries succeeds **George Mathiesen**, who moves to New York headquarters of Westinghouse Broadcasting Co. as administrative executive in corporate development. Mr. Arries at one time was account executive at CBS-TV Spot Sales, New York, and general manager of WTTG (TV) Washington. KYW-TV is owned by Westinghouse Broadcasting Co.

**Mowry Lowe**, general manager of WLKW Providence, elected president of Rhode Island Broadcasters Association,



# WHY

ARE

BROADCASTERS

GOING TO

# ENTRON

FOR CATV?

Simple. Broadcasters are finding out how **Entron CATV** systems deliver TV signals with unflinching fidelity and constancy, most economically. Broadcasters are finding out that **Entron** manufactures CATV equipment that is of the finest broadcast quality. And . . . they're also finding out that any CATV technical problem can be solved by **Entron's** staff of engineering experts. All have had many years of experience in the field. Something else of particular interest to broadcasters; **Entron** offers complete counselling and financial planning for every installation.

See us at the NCTA Convention at the Bellvue-Stratford Hotel in Philadelphia, June 14-19. Or, write to us for complete information.

**entron**  
INCORPORATED

SILVER SPRING, MARYLAND  
301-622-2000

## SPOTMASTER

RS-25



### Tape Cartridge Racks

RM-100



... from industry's most comprehensive line of cartridge tape equipment.

Enjoy finger-tip convenience with RM-100 wall-mount wood racks. Store 100 cartridges in minimum space (modular construction permits table-top mounting as well); \$40.00 per rack. SPOTMASTER Lazy Susan revolving cartridge wire rack holds 200 cartridges. Price \$145.50. Extra rack sections available at \$12.90.

Write or wire for complete details.

*Spotmaster*

**BROADCAST ELECTRONICS, INC.**  
8800 Brookville Road  
Silver Spring, Maryland

## Here's the Answer To Libel Suits:

One slip of the lip, however accidental, can bring about court action—with you as the defendant in a libel suit. It can be costly enough to be disastrous. Now you can hold your loss on any claim to an agreed amount you carry yourself, and let Employers Reinsurance handle the excess. This specially designed policy provides economical protection against losses due to libel, slander, invasion of privacy, piracy, violation of copyright. For details and rates, contact:

### EMPLOYERS REINSURANCE CORPORATION

21 West 10th., KANSAS CITY, MO.  
NEW YORK, 111 John • SAN FRANCISCO, 220 Montgomery  
CHICAGO, 175 W. Jackson • ATLANTA, 34 Peachtree, N. E.

92 (FATES & FORTUNES)

succeeding **Joseph P. Dougherty**, general manager of WPRO-TV Providence. Other association officers: **Zel Levin**, general manager of WWOX Woonsocket, VP; **David Shurtleff**, general manager of WJAR-TV Providence, treasurer, and **Don Hysko**, general manager of WXTV Pawtucket, secretary.



Mr. Getchell

**Carl F. Getchell Jr.**, station manager of WAMO Pittsburgh, joins The OK Group as VP and general manager of WBOK New Orleans. Mr. Getchell has also been associated with WNJR Newark, N. J., and WNBC-TV and WOR, both New York.

**Phillip W. Trammell** appointed general manager of KOMA Oklahoma City, succeeding **Jack Sampson**, who has been elected VP and general manager of KXOK St. Louis. Stations are owned by Storz Broadcasting Co. Mr. Trammell joined Storz in 1961.

### NEWS

**Kurt Voss Jr.** appointed news director of WFTV(TV) Orlando, Fla.

**Arthur Smith**, of news staff of WEEI Boston, promoted to news director. He replaces **Vin Maloney**, who has resigned.



Mr. Schoen

**Lou Schoen**, newsman at WOW-AM-TV Omaha, who has been on leave of absence for past year, returns to stations as director of public affairs, newly created position. Mr. Schoen has been studying at Columbia University, New York, on CBS Foundation News Fellowship.

**Bill Stout**, newsman formerly with KTLA(TV) Los Angeles, appointed West Coast correspondent for CBS News.

**Dave Nichols**, previously with Washington bureau of ABC News, joins news staff of WAVA-AM-FM Arlington, Va.

### PROGRAMING

**Cecil Barker** joins Goodson-Todman, Hollywood, as executive producer in charge of filmed television production. Mr. Barker produced CBS-TV's *The Red Skelton Show* for eight years.

**James Morgan**, producer of *Play a Pair* and *A Day with Doodles* TV series at Independent Producers Associated, San Francisco, elected VP in charge of television series.

**Edward T. Giller**, with WBNF Binghamton, N. Y., since 1958 and for past two years program manager, joins WDAF-AM-FM Kansas City, Mo., as pro-

### Crosley chief retires

**James D. Shouse**, board chairman and chief executive officer of Crosley Broadcasting Corp., Cincinnati, announced his retirement last week, effective July 1, for reasons of health. Mr. Shouse, 61, will continue, however, as VP and director of parent Avco Corp., New York, and as director and consultant to Crosley. No successor as yet has been named. Mr. Shouse joined Crosley in 1937 as VP in charge of broadcast operations, was elected board chairman in 1948. Crosley Stations are WLW and WLWT (TV) Cincinnati; WLWD(TV) Dayton; WLWC(TV) Columbus, all Ohio, and WLWI(TV) Indianapolis.



Mr. Shouse

gram director, effective June 22.

**Lon C. Lee** joins KOOL Phoenix as continuity director, replacing **Kathy Newman**, who resigned to join KTAR-TV Phoenix-Mesa, Ariz., as assistant to pro-

### NBC activates unit

**Ernest Lee Jahncke Jr.**, NBC standards and practices vice president, named head of NBC political broadcast unit. Function of unit, which officially begins operations today (June 15), is to administer political sponsorships for current campaign year (CLOSED CIRCUIT, June 8). **Paul M. Hancock**, sales manager for eastern offices of NBC Radio, named manager of political broadcast unit. Also named to assist Mr. Jahncke in new position were **Gerard B. Petry** as production and operations manager for unit, and **Edward J. Roth** as business affairs manager. Mr. Petry is administrator, practices, New York, standards and practices, and Mr. Roth is manager, credit and collection. **Robert D. Kasmire**, NBC VP-corporate relations, will supervise standards and practices department while Mr. Jahncke heads new unit.



Mr. Jahncke

BROADCASTING, June 15, 1964

## CBS affiliates elect

New members elected to CBS-TV affiliates board are **Stuart Martin**, WCAX-TV Burlington, Vt., district 1; **Donald Campbell**, WMAR-TV Baltimore, district 2, and **Eugene Dodson**, WTVT(TV) Tampa-St. Petersburg, Fla., district 3.

They replace retiring board members **Thomas Murphy**, Capital Cities Broadcasting; **Robert Lambe**, WTAR-TV Norfolk, Va., and **Charles Crutchfield**, WBTV (TV) Charlotte, N. C., from districts 1, 2 and 3, respectively.

New members elected to CBS Radio affiliates board last week are **H. William Koster**, general manager of WEAN Providence, R. I., district 1; **William H. Bell**, assistant general manager of WHEN Syracuse, N. Y., district 2, and **Frank Koehler**, VP and manager of WDBJ Roanoke, Va., district 3. They will take office at affiliates' convention in New York Sept. 23-24.

gram director.

**Sam Babcock**, formerly with WHB Kansas City, Mo., joins WGGY Minneapolis as public service director and air personality. Stations are owned by Storz Broadcasting Co.

**Frank P. Gilhooley** appointed sports director of WTOL Toledo, Ohio.

**George J. Mitchell**, formerly production supervisor of WWLP-TV Springfield, Mass., appointed program director of WKEF-TV Dayton, Ohio.



Mr. Gortikov

**Stanley M. Gortikov** elected president of Capitol Records Distributing Corp., Hollywood. He replaces **Alan W. Livingston**, who has been head of company as well as parent Capitol Records Inc. Mr. Gortikov joined CRI in February 1960 as director of corporate development, was elected VP-merchandising of CRDC in July of that year and subsequently VP-general manager. **Terry Mayer** named national merchandising and advertising manager of Tower Records Corp., independent subsidiary of Capitol Records.

**Pat Patterson**, former program director of WGR Buffalo, joins staff of WPRO Providence, R. I.

**Allan Michaels**, formerly public service director of WHK Cleveland, named

production and public service supervisor of WIP-AM-FM Philadelphia. Stations are owned by Metromedia Inc.

**Henry Lewis**, associate conductor of Los Angeles Philharmonic Orchestra, will appear as host, annotator and music authority on several music survey programs to be produced for Subscription Television Inc. by Madison Productions.

**Pat Roark**, formerly of Hanna-Barbera Productions, Hollywood, joins KHJ-TV Los Angeles as assistant film editor.

**Bernard Pippenger**, formerly with WISH Indianapolis, joins WPIC-AM-FM Sharon, Pa., as production director, music director and morning personality.

**Charles M. Fischbein**, former news director of WALI (Adelphi University), Garden City, N. Y., joins production staff of The Original Amateur Hour Inc., New York.

**Iris Followes**, formerly media director of Gilbert, Ragen & Associates, Los Angeles, named traffic manager of KTLA (TV) Los Angeles.

**Bernard Wiesen**, recently associate producer on pilot of *Daniel Boone* series at 20th Century-Fox Television, named associate producer of that studio's *Valentine's Day* series, scheduled to start this fall on ABC-TV.

**Roger W. Marks** named continuity director of WTVN-TV Columbus, Ohio.

**Maxine Anderson**, casting director for Hollywood producers of commercials, has moved her independent office to Goldwyn Studio, 1041 North Formosa Avenue.

**Edward J. Fischer**, formerly with Universal Studios, joins Paramount Studios, Hollywood, as publicity manager. He replaces **Mac St. Johns**, who resigned.

**Ralph Levy**, producer-director previously associated with such series as *The Burns and Allen Show*, *The Jack Benny Show* and various TV network specials, has been signed by Filmways, Hollywood, as producer-director of *The Adams Family*, half-hour comedy series starting on ABC-TV in fall.

Actor-director **John Cassavetes** and writer-producer **Maurice McEndree** are under contract to Screen Gems to develop new TV properties.

Screen Gems also signed three creative programmers to develop new comedy series for 1965-66 season. They are **David Swift**, veteran writer-producer-director whose list of TV creations runs from *Mr. Peepers to Grind!*; **Sidney Sheldon**, creator-producer of *The Patty Duke Show*, and **Hy Averback**, producer-director of such series as *Ensign O'Toole*, *The Gertrude Berg Show* and *The Tom Ewell Show*. Mr. Averback also directed pilot and first four epi-

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sodes of *The Rogues*, which Four Star Television is producing for NBC-TV.

**William D'Angelo** and **Herm Saunders** named associate producers in TV division of Warner Bros. Studios. Initial assignments are *Wendy and Me* for Mr. Saunders and *No Time for Sergeants* for Mr. D'Angelo. Both new series are being produced for ABC-TV.

**Tommy Carr**, who directed *Rawhide* series last season, signed by Twentieth Century-Fox to direct initial episode of *Daniel Boone* series for NBC-TV. Filming begins tomorrow (June 16).

## ALLIED FIELDS



Mr. Daugherty

air personality at KDEO El Cajon, Calif., has formed Southern California School of Radio, designed to teach for on-air talent jobs. With Mr. Daugherty in new school at 3911 Pacific Highway in San Diego are **Noel Confer**, also of KDEO staff, and **James Hilsen**, technical director.

**Lawrence W. Lichty**, assistant professor of speech (radio-TV) at California State College, Long Beach, resigns to assume similar post at University of Wisconsin, Madison.

## FANFARE

**Hymen V. Wagner**, previously senior VP in charge of customer relations of PR Aids Inc., New York, has formed his own firm, Media/Distribution Services Inc., at 260 West 41st Street, New York. Telephone: LW 4-2230. New firm, according to Mr. Wagner, president, will provide complete production and distribution services for public relations field.

**Joel Truitt** joins promotion department of WTOP-AM-FM Washington.

## BAC elects Wallis

**Edward Wallis**, general manager of WIND, elected president of Broadcast Advertising Club of Chicago, succeeding **Cy Wagner**, director of central sales division of NBC-TV. Other new BAC officers are **H. W. Shepard**, Edward H. Weiss & Co., executive VP; **Edward G. Bishoff**, ABC Radio, secretary, and **Alfred G. Waack**, Household Finance Corp., treasurer.



Mr. Wallis

Newly elected directors are **Ralph Beaudin**, WLS; **Jake Evans**, Television Bureau of Advertising; **Irik Isgrig**, Zenith Corp.; **Jack S. Keck**, Needham, Louis & Brorby; **Robert Lemon**, WMAQ, and **Dick Newton**, WIND.

## INTERNATIONAL

**Robert P. Eaton**, general manager of Ted Bates Werbegeellschaft mbH, Frankfurt, West Germany, which he organized two years ago, elected to board of directors of parent Ted Bates & Co., New York.



Mr. Eaton

**Stuart Hood**, controller of BBC-TV (second in command), has resigned over "important matter of principle," but would not comment further on reason of resignation. Mr. Hood announced that, effective Sept. 1, he will become controller of Rediffusion Ltd., London weekday commercial TV company. Mr. Hood, 49, joined BBC in 1946, became controller of TV programs in June 1961. Until successor is appointed,

Mr. Hood's duties will be assumed by **Kenneth Adam**, director of BBC-TV.

**John H. Fox**, manager of CHIC Brampton, Ont., named regional sales director of Radio Sales Bureau of Canada, Toronto.

**Barry Bingham**, editor and publisher of *Louisville (Ky.) Courier-Journal* and *Times*, licensee of WHAS-AM-TV Louisville, elected chairman of executive board of International Press Institute at meeting earlier this month in Istanbul, Turkey. Mr. Bingham will assume post Jan. 1, 1965.

## DEATHS

**Thomas K. Fisher**, 48, VP and general counsel of CBS, died of cancer last Thursday (June 11) at his home in Chappaqua, N. Y. He joined CBS as assistant general attorney in 1955 and was appointed VP and general attorney of CBS-TV in 1957. Mr. Fisher was elected VP and general counsel of CBS in 1961. From 1939-42 and from 1946-55, Mr. Fisher had been on staff of New York law firm of Donovan, Leisure, Newton & Irvine. He was an assistant U. S. attorney for Southern District of New York in 1942 and from 1944 to 1945 he served as lieutenant (j.g.) in office of general counsel of Navy Department.

**William Pettus Hobby**, 86, board chairman and chief owner of Houston Post Co., licensee of KPRC-AM-TV Houston, died June 8 at his home in Houston after lengthy illness. He had been in failing health since 1957 when he underwent surgery for hemorrhaging ulcer. Mr. Hobby, former governor of Texas from 1917 to 1921, also owned minority interest in KFDM-TV Beaumont, Tex.



Mr. Hobby

**Max H. Lavine**, 58, general manager of *The Evening Telegram* of Superior, Wis., and founder and first president of WJON St. Cloud, Minn., died June 9 at hospital in Superior after lengthy illness.

**Robert Warwick**, 85, actor in *The Law* and *Mr. Jones* TV series, died June 6 at his home in West Los Angeles after lengthy illness.

**Walter L. Tillman**, Philadelphia regional manager of *TV Guide* magazine and former film manager of WFIL-TV Philadelphia, died June 8 while on business in Bermuda.

**William James Leatherdale**, 35, announcer at CFRs Simcoe, Ont., and wife Barbara, 34, killed June 7 while landing their aircraft on beach near that city.

**Roderic O'Connor**, 50, announcer for 15 years for *Red Skelton Show* on radio and TV and also associated with Art Linkletter series, died June 5 of cancer in Los Angeles.

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UNITED PRESS INTERNATIONAL

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, June 4 through June 10, and based on filings authorizations and other actions of the FCC during that period.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. \*educational. Ann.—announced.

New AM stations

ACTION BY FCC

Machias, Me.—Coastal Broadcasting Inc. Granted CP for new AM on 1400 kc, 250 w-N, 1 kw-D. P.O. address c/o Donald E. Knowles, 68 State Street, Ellsworth, Me. Estimated construction cost \$4,900; first year operating cost \$20,000; revenue \$25,000. Applicant is licensee of WDEA Ellsworth. Action June 3.

ACTION BY REVIEW BOARD

Lancaster, N. Y.—Seaport Broadcasting Corp. Granted CP for new AM on 1300 kc, 1 kw, DA, D. P.O. address 906 Morgan Building, Buffalo, N. Y. Estimated construction cost \$46,889; first year operating cost \$45,000; revenue \$75,000. Principals: Stanley Jasinski (50%), Lee Forster (10%) and others. Messrs. Jasinski and Forster are employed by WWOL Buffalo. Board also (1) granted joint petition for approval of agreement by Seaport Broadcasting Corp. and WEXC Inc. whereby Seaport would reimburse WEXC Inc. \$15,000 for out-of-pocket expenses in return for withdrawal, and (2) dismissed with prejudice WEXC Inc. and De-Lan Inc. applications, latter for failure to prosecute. Action June 4.

New FM stations

ACTIONS BY FCC

Lawton, Okla.—Security Broadcasting Corp. Granted CP for new FM on 101.5 mc, channel 268, ERP 28.4 kw. Ant. height above average terrain 117 feet. P.O. address Peter C. King, 501 Avenue C. Lawton. Estimated construction cost \$33,242; first year operating cost \$36,000; revenue \$40,000. Principals: Peter C. King, Grover B. White, Floyd W. Kennedy Jr., Reginald C. Brown, Jerry E. Mustain, Henry P. Weddie, J. C. Kennedy, W. Clyde Shelton, Exall and Lucile P. English (each 10%). Mrs. L. P. English is housewife; others are local businessmen. Action June 4.

\*Lewisburg, Pa. — Bucknell University. Granted CP for new FM on 90.5 mc, ch. 213, 10 w. Ant. height above average terrain 100 feet. P.O. address c/o Professor Philip Withim, English Department, Bucknell University. Estimated construction cost \$2,875; first year operating cost \$1,339.50. Principals: board of trustees. Action June 3.

Lewistown, Pa.—Lewistown Broadcasting Co. Granted CP for new FM on 95.9 mc, channel 240, 2.79 kw. Ant. height above average terrain 55 feet. P.O. address c/o James S. Woods, 5 West Market Street, Lewistown. Estimated construction cost \$11,036; first year operating cost \$12,000; revenue \$12,000. Applicant is licensee of WMRF Lewistown. Action May 27.

Martinsburg, Pa. — Beacon Broadcasting Concern. Granted CP for new FM on 103.3 mc, channel 277, 1.1 kw. Ant. height above average terrain 844 feet. P.O. address c/o Frank Stollenwerck, National Press Building, Washington 4. Estimated construction cost \$31,292; first year operating cost \$19,888; revenue \$86,040. Principal: Kenneth W. Ferry. Mr. Ferry is retired Martinsburg businessman. Action June 2.

APPLICATIONS

Okeechobee, Fla.—Okeechobee Broadcasters Inc. 103.1 mc, channel 276A, 2.6 kw. Ant. height above average terrain 147 feet. P.O. address Box 1247, Okeechobee. Estimated construction cost \$5,274; first year operating cost \$6,000; revenue \$7,500. Principals: Charles C. Castle (47%), William A. Stokes (47%), Frank Denmead (4%), Muriel Lee Castle (1%) and Callie Mae Stokes (1%). Okeechobee is licensee of WOKK Okeechobee. Ann. June 4.

Sioux City, Iowa—Donald A. Swanson. 103.3 mc, channel 277, 100 kw. Ant. height above average terrain 200 feet. P.O. address c/o Donald A. Swanson, Everly, Iowa. Estimated construction cost \$37,000; first year operating cost \$38,000; revenue \$38,000. Principal: Donald A. Swanson. Mr. Swanson is Iowa farmer. Ann. June 9.

Biloxi, Miss.—New South Communications Inc. 106.3 mc, channel 292, 3 kw. Ant. height above average terrain 300 feet. P.O. address c/o Ed Holladay, WOKK Radio, Meridan, Miss. Estimated construction cost \$16,390; first year operating cost \$20,000; revenue \$24,000. Principals: F. E. Holladay (25.5%), J. W. Carson (25.5%), M. F. Kahlms (24.5%) and H. E. Sanders (24.5%). Messrs. Holladay and Carson each have 33 1/3% interest in Louisville Broadcasting Corp., licensee of WLSM Louisville, Miss.; 26% interest in Voice of New South Inc., licensee of WNSL Laurel, Miss.; 33 1/3% interest in New South Radio Inc., licensee of WACT Tuscaloosa, Ala., and 33 1/3% interest in New South Broadcasting Corp., licensee of WOKK Meridan, Miss. Ann. June 4.

\*Buffalo, Mo.—School District Number 1, Dallas County. 91.3 mc, channel 217, 11.4 w. Ant. height above ground 164 feet. P.O. address c/o Dillard A. Mallory, West Main, Buffalo High School, Buffalo. Estimated construction cost \$12,420; first year operating cost \$5,500. Principals: school board of directors. Ann. June 5.

Jamestown, N. Y.—Trend Radio Inc. 101.7 mc, channel 269A, 3 kw. Ant. height above average terrain 56 feet. P.O. address c/o Lowell W. Paxson, 415 West Forth Street Jamestown. Estimated construction cost \$22,345; first year operating cost \$18,674; revenue \$22,880. Principals: Lowell W. Paxson (62%), Jean L. Paxson (25.5%) and Burton O. Waterman (12.5%). Trend Radio is licensee of WKSN Jamestown. Ann. June 9.

Marietta, Ohio—5 KW Inc. 94.3 mc, channel 232A, 3 kw. Ant. height above average terrain minus 1 foot. P.O. address c/o Carl A. Cook, Box 329, Marietta. Estimated construction cost \$13,330; first year operating cost \$5,000; revenue \$6,000. Principals: Daniel W. Burton (9.1%), Betty C. McKinney (9.1%), Will P. McKinney (4.55%), Robert E. Schornstheimer (4.55%), Ruth M. Schornstheimer (4.55%) and Times Co. (68.15%) which is owned by Will P. McKinney (16.5%), William E. McKinney (28%), Jane M. Burton (27.75%) and Ruth M. Schornstheimer (27.75%). Times Co. is publisher of

Marietta Times. Ann. June 4.

Burlington, Vt.—University of Vermont and State Agricultural College. 88.5 mc, channel 203, 10 w. Ant. height above ground 76 feet. P.O. address c/o Dr. Raymond V. Phillips, University of Vermont, Burlington. Estimated construction cost \$2,130; first year operating cost \$3,500. Principals: board of trustees. Ann. June 8.

Ownership changes

ACTIONS BY FCC

KAMD Camden, Ark.—Granted acquisition of positive control of licensee corporation, Camden Radio Inc., by Walter E. Hussman (41% before, 51% after) through retirement of stock of Louis R. Curry. Consideration \$9,000. Mr. and Mrs. Hussman have control of Camden News Publishing Co., publisher of Camden News. Action June 3.

KOKY Little Rock, Ark.—Granted assignment of license from McLendon Little Rock Broadcasting Inc., owned by John M. McLendon and others, to KOKY Inc., owned by SAB Inc. (90%) and Charles R. Daly (10%). SAB Inc. is owned by Seymour Schneidman, Harvey J. Martin and Arnold Schneidman (each 33 1/3%). Consideration \$225,000. Messrs. Schneidman and Mr. Martin have interests in WAAA Winston-Salem, N. C.; Mr. Daly is VP of WAAA. Action June 3.

KFIL(FM) Santa Ana, Calif.—Granted assignment of license and SCA from A. J. Bumb, trustee in bankruptcy, to George W. Smith (100%). Consideration \$6,100. Mr. Smith owns Santa Ana radio paging service (KME-438) and other local interests. Action June 4.

WDSP DeFuniak Springs, Fla.—Granted assignment of license from Luverne Forster Jr., receiver, to Euchee Valley Broadcasting Co., owned by Marie F. Douglass (97%), Bertie Hinton, Annette Wiles and W. Dexter Douglass (each 1%). Consideration \$70,000. Applicant owned WDSP until 1962. Action June 9.

WHIY Orlando, Fla.—Granted transfer of control of licensee corporation Orlando Radio & Television Broadcasting Corp., owned by Gordon Sherman and Melvin Feldman (each 50%) to Gordon Sherman (100%). Consideration \$7,625 and cancellation of Mr. Feldman's \$15,410 debt to corporation. Action June 4.

WJNO West Palm Beach, Fla.—Granted assignment of license from WJNO Radio, owned by George H. Buck Sr. (20.09%), George H. Buck Jr. (42.06%), Sydney K. Russell (14.02%) and Adrain C. Leiby (23.83%) to Radio WJNO, owned by George H. Buck Sr. (20.09%), George H. Buck Jr. (60.89%), Sydney K. Russell (14.02%) and Joseph A. Beisler (5%). Consideration: Mr. Beisler will pay Mr. Leiby \$16,250 and Mr. Buck Jr. will pay Mr. Leiby \$61,217. Action June 8.

WHIE Griffin, Ga.—Granted transfer of negative control of licensee corporation, Tele-rad Inc., from John T. Williams (50%) to



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Jacquelyn Pollette Williams (50% after), executrix of estate of John T. Williams, deceased. No financial consideration. Action June 8.

**KDBS Alexandria, La.**—Granted assignment of license from John Anthony Lazarone and Irving Ward-Steinman d/b as Dixie Broadcasting Service (each 50%) to KDBS Inc., owned by John Anthony and Rebecca Lazarone (50% jointly) and Irving and Daisy Ward-Steinman (50% jointly). No financial consideration, transaction of incorporation. Action June 5.

**WDAL Meridian, Miss.**—Granted assignment of license from R. E. Hook and Associates, owned by R. E. Hook and Lucille Hook (each 30%), Hugh Hughes, Willie Weems, Carl Sauceman, W. S. Bridges and Winton H. Beaver (each 8%) to Queen City Broadcasting Inc., owned by R. E. Hook (38%), Lucille Hook (30%), Hugh Hughes, Willie Weems, Carl Sauceman and Joseph D. Hollingsworth Jr. (each 8%). Consideration \$5,600 to be paid by Hook and Hollingsworth. Mr. Hook has 55% of WMAG Forest, 70% of WDOB Canton and 50% of WELZ Belzoni, all Mississippi, with 44% of WRAG Carrollton, Ala.; 75% of WRUS Russellville, Ky. and 65% of WKIZ Key West, Fla. Lucille Hook has 5% interest of WMAG, 50% of WELZ and 30% of WDOB. Hugh Hughes has 25% of WMAG, Willie Weems 15% and W. S. Bridges 10%. Action June 5.

**WIAM-AM-FM Williamston, N. C.**—Granted assignment of license from Charles M. Gaylord and W. H. Farrior Jr., (each 50%), d/b as East Carolina Broadcasting Co., to Fargay Broadcasters Inc., owned by William H. and Christine B. Farrior (50% jointly) and Charles M. and Catherine S. Gaylord (50% jointly). No financial consideration. Action June 8.

**WCOY Columbia, Pa.**—Granted acquisition of positive control of licensee corporation. Tri-Cities Broadcasting Corp., by Putbresi family (73½% after transfer, 50% before) through sale of stock by W. T. Merchant Jr. and Samuel J. Cole (each 11½%) to

Keith E. Putbresi (23½%). Consideration \$1,400. Action June 8.

**WJHL-TV Johnson City, Tenn.**—Granted transfer of control and assignment of license of licensee corporation, WJHL Inc., owned by W. H. Lancaster Jr. (58.5%) and W. H. Lancaster Sr. (41.5%) to Roy H. Park Broadcasting of Tri-Cities Inc., owned by Roy H. Park (100%). Consideration \$2,500,000. Mr. Park owns WNTC(TV) Greenville, N. C.; WGTC-AM-FM Greenville, N. C.; WDEF-AM-TV Chattanooga, Tenn., and has 30% interest in WECT-TV Wilmington, N. C. and indirectly has 20% interest in KREB Shreveport, La. Action June 8.

**KIXZ Amarillo, Tex.**—Granted assignment of license from Radio KIXZ Inc., owned by Jay J. G. Schatz (100%), to Broadcasting Associates Inc., owned by Sammons Enterprises Inc. (80%) and Raymond Ruff (20%). Consideration \$237,500. Buyers own or control KEL Tulsa, Okla., and KTRN Wichita Falls, Tex. Sammons also controls KWAT Watertown, S. D., and KHOG Fayetteville, Ark. Action June 8.

**WMOB Moundsville, W. Va.**—Granted transfer of control of licensee corporation, Miracle Valley Broadcasting Inc., from Charles L. Miller (28.98%), Joe J. Ovies (26.72%), Guy McDowell (21.57%), Frank P. Lautar and O. H. Gall (each 9.39%), and G. Thomas Gall (3.95%) to Fred A. Grewe Jr. (100%), former employee of Wheeling Broadcasting Co., Wheeling, W. Va. Consideration \$52,100 and assumption of approximately \$15,000 liabilities. Action June 8.

**KODI Cody, Wyo.**—Granted assignment of license from Park Broadcasters Inc., a wholly owned subsidiary of KODI Inc., to KODI Inc., owned by Lyle D. and Eleanor S. Ellis (each 50%). No financial consideration. Action June 8.

#### APPLICATIONS

**WRCK Tusculumbia, Ala.**—Seeks assignment of license from Broadcasting Corp. of Southwest, owned by W. D. York (46.5%), Robert C. Kent (26%), Agnes Bryant (9%)

and others to Ervin Parks Jr. (100%). Consideration \$45,000. Mr. Parks is sales manager and chief engineer of WRCK. Ann. June 9.

**KDJI Holbrook, Ariz.**—Seeks assignment of license from Harold J. Arnoldus to Navajo Broadcasting Co., owned by Jay B. Williams, Walter V. Lowe, Dr. Val Max Gibbons and Drew Shumway (each 25%). Consideration \$90,000. Ann. June 9.

**KTVE(TV) El Dorado, Ark.**—Seeks assignment of license from KTVE Inc., owned by Fuqua Industries Inc. which is owned by J. B. Fuqua (100%), to Fuqua Industries Inc. No financial consideration. Fuqua Industries is licensee of WJBF(TV) Augusta. Mr. Fuqua is licensee of WROZ Evansville, Ind. Ann. June 8.

**KNEZ Lompoc, Calif.**—Seeks assignment of license from South Coast Broadcasting Co., owned by M. D. Buchen (33.75%), Gerald F. Hicks (19%), Rubin Mandel (8.6%), Gerald Laska (8.6%), Owen D. Haase (7.5%), Cyril B. Peterson (4.5%) and others to Cannon Broadcasting Co., owned by Edward C. and Joyce W. Cannon (51%) and David H. and Vilate A. Cannon (49%). Consideration \$50,000. Mr. David H. Cannon is attorney. Ann. June 10.

**KJFL-TV Durango, Colo.**—Seeks assignment of CP from Floyd and Lieselotte Jeter d/b as Jeter Telecasting to Mesa Verde Broadcasting Inc., owned by Western Slope Broadcasting Inc. which is owned by Rex G. Howell (73.2%), Laura Howell (11.8%), Ruth G. Kendrick (7.5%) and Marlene J. Hoskin (7.5%). Consideration \$2,000. Western Slope is licensee of KREX-AM-FM-TV Grand Junction, Colo. Mr. Howell has 50% interest in Radio KGLN, licensee of KGLN Glenwood Springs, Colo. and 51% interest in Black Canon Broadcasting Inc., licensee of KREY-TV Montrose, Colo. Ann. June 5.

**WPDQ Jacksonville, Fla.**—Seeks assignment of license from WPDQ Inc., owned by Ohio Broadcasting Co. which is wholly owned subsidiary of Brush-Moore Newspapers Inc., owned by Richard C. Kettler (24.26%), G. Gordon Strong (31.82%) and others to Belk Broadcasting Co. of Florida Inc. owned by WIST Inc. which is owned by Henderson Belk (99.9%) and R. E. Noble (0.01%). Consideration \$750,000. Mr. Belk has 100% interest in WORD Spartanburg, S. C. and WQXL Columbia, S. C. with 99.9% interest in WKIX-AM-FM Raleigh, N. C. and WIST-AM-FM Charlotte, N. C. through WIST Inc. Ann. June 4.

**KUAM-AM-TV Agana, Guam**—Seeks assignment of license from Radio Guam, a wholly owned subsidiary of Pacific Broadcasting Corp., to that corporation, which is owned by H. Scott Killgore (65%) and Samuel N. Rubin (35%). Mr. Killgore has 50.7% interest in KALI San Gabriel, KOFY San Francisco and KUFY-FM San Mateo, all California, also KUDL Fairview, Kan., all through Tele-Broadcasters Inc. Ann. June 4.

**WEDC Chicago**—Seeks transfer of control of licensee corporation, Emil Denmark Inc., from Emil Denmark (68.6%), deceased, to Arthur T. Swick, Harold W. Buckendahl, Martin J. Denmark Sr. and John Leccasi, executors of estate. No financial consideration. Ann. June 9.

**KCAD Abilene, Kan.**—Seeks transfer of control of licensee corporation, Westgate Broadcasting Co., through sale of stock from H. S. Higginbotham (100% before, none after) to Winston Lee Moore (none before, 100% after). Consideration \$44,244. Ann. June 5.

**WGPR Detroit**—Seeks transfer of control of licensee corporation, WGPR Inc., owned by Dale Roeder (75%) and John M. Roeder (25%) to International Free and Accepted Modern Masons Inc. a nonprofit fraternal organization, William V. Banks, director. Consideration \$19,500. Ann. June 4.

**WJR-AM-FM Detroit**—Seeks assignment of license from Goodwill Stations Inc., owned by L. R. Jackson & Bank of America, trustees for G. A. Richards (22.88%), G. Russell Feldman & L. R. Jackson trustees for G. A. Richards' life insurance trust (7.37%), John F. Patt (5.01%), Rozene R. Moore (4.8%), Worth Kramer (4.22%) and others to Capitol Cities Broadcasting Corp., owned by Frank M. Smith (9.28%), Putnam Growth Fund (7.33%), Keystone Custodian Funds (5.59%) and others. Consideration \$21 million for WJR-AM-FM Detroit and WSAZ-AM-TV Huntington, W. Va. Capitol Cities is licensee of following: WROW Albany, N.Y.; WTEN(TV) Vail Mills, N. Y.; WCDC(TV) Adams, Mass.; WTVD(TV) Durham, N. C.; WPRO-AM-FM-TV Providence, R. I.; WPAT-AM-FM Paterson, N. J., and WKBW-AM-TV Buffalo, N. Y. Ann. June 9.

**WJRI(TV) Flint, Mich.**—Seeks assignment of license from Goodwill Stations Inc.,

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## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, June 10

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,899	75	75	329
FM	1,139	35	193	255
TV	521 <sup>1</sup>	62	80	149

## AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, June 10

	VHF	UHF	TV
Commercial	513 <sup>2</sup>	156	669
Noncommercial	56	50	106

## COMMERCIAL STATION BOXSCORE

Compiled by FCC, April 30

	AM	FM	TV
Licensed (all on air)	3,895	1,136	521 <sup>1</sup>
CP's on air (new stations)	67	29	62
CP' not on air (new stations)	85	176	79
Total authorized stations	4,047	1,341	662
Applications for new stations (not in hearing)	202	218	71
Applications for new stations (in hearing)	93	34	58
Total applications for new stations	295	252	129
Applications for major changes (not in hearing)	193	50	41
Applications for major changes (in hearing)	43	4	11
Total applications for major changes	236	54	52
Licenses deleted	0	2	0
CP's deleted	0	2	0

<sup>1</sup> Does not include seven licensed stations off air.

<sup>2</sup> Includes three noncommercial stations operating on commercial channels.

incurred by WBJA-TV and WEPA-TV and to provide \$89,000 of new finance. Empire TV and Radio Inc. will be holding company for WBJA-TV and WEPA-TV Erie, Pa. (see application for WEPA-TV below). Ann. June 9.

WEPA-TV Erie, Pa.—Seeks assignment of license from WEPA-TV Inc., owned by Alfred E. Anscombe (53.13%), Small Business Investment Co. of New York Inc. (26.04%) and James E. Greeley (20.83%) to Empire Television and Radio Inc. (see application for WBJA-TV above). Ann. June 9.

WMGW-AM-FM Meadville, Pa.—Seeks relinquishment of negative control of licensee corporation, Regional Broadcasters Inc., by William H. Rich (50% before, none after). Stock will be retired and ownership of corporation will be Edith P. Martin (30%), Alastair B. Martin (25%), Dorothy Martin Moore (20%), Robin B. Martin (20%) and Edwin A. Bernstein (5%). Consideration \$150,000. Ann. June 5.

KZAM Seattle—Seeks assignment of license from Samuel J. Steiner, receiver, to F. Kemper Freeman (46.67%), Elwell C. Case (46.67%) and Florence G. Hayes (6.66%) d/b as Bellevue Broadcasters. Consideration \$25,000. Contingent on grant of assignment of license from KFKF-FM Bellevue, Wash. Ann. June 4.

WSAZ-AM-TV Huntington, W. Va.—Seeks assignment of license from Goodwill Stations Inc. to Capitol Cities Broadcasting Corp. (see application for WJR-AM-TV Detroit on page 96). Ann. June 9.

## Hearing cases

### INITIAL DECISION

■ Hearing Examiner Herbert Sharfman issued Initial Decision looking toward granting application of Victoria Television for new TV on channel 19 in Victoria, Tex. Action June 10.

### SUPPLEMENTAL INITIAL DECISION

■ Hearing Examiner Herbert Sharfman issued Supplemental Initial Decision looking toward denying application of Beamon Advertising Inc., for new daytime AM on 1560 kc, 1 kw, DA, in Daingerfield, Tex. Examiner found that Beamon lacked necessary qualifications. Action June 10.

### DESIGNATED FOR HEARING

WSIV Inc., Pekin, Ill.—Designated for hearing application for new Class A FM (ch. 237, 95.3 mc, ERP 2,469 kw, ant. height 89 feet) to determine whether grant would create a concentration of control of media of mass communication in Illinois contrary to public interest. Commissioners Hyde and Lee dissented. Applicant is controlled by McNaughton family; who also control stations WSIV-Pekin, WRMN-AM-FM Elgin, WCRA-AM-FM Effingham, and WKEL Kewanee, all Illinois; also Pekin Daily Times and Effingham Daily News. Action June 3.

KGVL Greenville, Tex.—Designated for hearing application to increase daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w; issues include section 73.37 overlap determination; made KBUD Athens, KFYN Bonham, and KBEC Waxahatchie, all Texas, parties to proceeding. Action June 3.

### OTHER ACTIONS

■ Commission invited comments to notice of proposed rulemaking based on petition by Rome Broadcasting Corp. (WRGA), Rome, Ga., to substitute channel 221A for 272A at Carrollton, Ga., and reassign latter channel to Rome. Petitioner is in comparative hearing for Rome's only presently assigned channel. If proposed changes are adopted, outstanding authorization to Faulkner Radio Inc., for channel 272A in Carrollton would have to be modified to specify operation on 221A.

KATV(TV) Little Rock, Ark.—Granted application to move trans. about 7½ miles to site in Jefferson County, in direction of Little Rock, increase vis. ERP from 170 kw to 275 kw, with aur. ERP 148 kw, and increase ant. height from 1,010 feet to 1,720 feet. Chairman Henry absent. Action June 3.

KCOG Centerville, Iowa—Granted increased daytime power on 1400 kc from 100 w to 500 w, continued nighttime operation with 100 w; conditions. Action June 3.

■ By order, commission accepted for filing applications for new daytime AMs of Radio Monticello, Monticello, Fla., 1090 kc, 1 kw; and Radio Oshkosh Inc., Oshkosh, Wis.; 690 kc, 1 kw, DA. Action June 3.

■ By memorandum opinion and order, commission granted request by Hubbard Broadcasting Inc., for waiver of AM

owned by L. R. Jackson & Bank of America trustees for G. A. Richards (22.88%), G. Russell Feldman and L. R. Jackson trustees for G. A. Richards life insurance trust (7.37%), John F. Patt (5.01%), Rozene R. Moore (4.8%), Worth Kramer (4.22%) and others to WJRT Inc., owned by John B. Poole (95%) and Leah B. Poole for Leah K. Poole (5%). Consideration \$6,000,000. Mr. Poole intends to sell 78,285 shares of Capitol Cities' stock to Capitol Cities for \$2 million. He obtained stock in exchange for loan to Capitol Cities for purchase of WPRO-AM-FM-TV Providence, R. I. Ann. June 9.

KSHE Crestwood, Mo.—Seeks transfer of control of licensee corporation, Crestwood Broadcasting Corp., owned by Rudolph E. Ceries (57%), Robert H. Orchard (27%),

Edwin B. Lowall (8.5%) and Keith S. Campbell (7.5%) to Century Broadcasting Corp., owned by Howard Grafman, George A. Coillas and George A. Rafel (each 33⅓%). Consideration \$16,500. Mr. Grafman is Central division manager of Allied Artists Pictures Corp., Chicago. Ann. June 4.

WBJA-TV Binghamton, N. Y.—Seeks assignment of license from WBJA-TV Inc., owned by Alfred E. Anscombe (53.13%), Small Business Investment Co. of New York Inc. (26.04%) and James E. Greeley (20.83%) to Empire Television and Radio Inc., owned by same individuals with following percentages: Alfred E. Anscombe (53.1%), SBIC of N. Y. Inc. (36.4%) and James E. Greeley (10.5%). Notes totalling \$245,000 will be negotiated to replace debts of \$156,000

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Occupation Required

"freeze" rule and accepted for filing application to change operation of KSTP St. Paul, on 1500 kc, 50 kw, unli., from directional to non-directional during daytime, and install new tower; subject to compliance with Sect. 1.580 of publication rules. Action June 3.

■ By memorandum opinion and order, commission granted joint request by Livesay Broadcasting Inc., and Fort Harrison Telecasting Corp., applicants for new TVs on channel 2 in Terre Haute, Ind., for approval of merger agreement whereby Livesay application would be withdrawn and Fort Harrison would be amended to reflect 35% of stock will be held by J. R. Livesay, Mrs. Leffel Livesay and Kenneth Wooddell, thus increasing number of stockholders from 30 to 33 with Livesay holding about 21%, thus becoming principal stockholder; waived sect. 1.525 of rules requiring merger agreements to be filed within five days of effectuation and accepted amendment of Harrison application; and denied opposing petition filed by Illiana Telecasting Corp., third applicant for channel. Commissioner Cox not participating. Action June 3.

**KBIX Muskogee, Okla.**—Granted increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w (BP-15844); conditions. Denied opposing petition by KMUS Muskogee.

**WBVA Waynesboro, Va.**—Granted change of operation on 970 kc from 500 w, D, to 1 kw-N, 5 kw-LS, DA-2; conditions include precluding pre-sunrise operation with daytime facilities pending final decision in Docket 14419. Action June 3.

■ By memorandum opinion and order, commission denied joint petition by WMOZ Inc., and Edwin H. Estes for reconsideration of Jan. 29 decision which (1) revoked license of Estes for WPPA Pensacola, Fla. and (2) denied renewal of license to WMOZ Inc. (of which Estes is 99% owner) for WMOZ Mobile, Ala.; also denied petitioners' request for further oral argument. Petitioners presented no facts to warrant Commission's reversal of Jan. 29 decision which concluded Estes and WMOZ Inc. were disqualified. Chairman Henry concurred in result; Commissioners Cox and Loevinger not participating. Action June 3.

■ By order in Boston, channel 5 proceeding, commission denied application by WHDH Inc. (WHDH-TV), for review of April 15 memorandum opinion and order of Review Board which enlarged issues to determine legal qualifications of WHDH. Action June 3.

■ By report and order, commission amended broadcast rules to eliminate "simplex" method of furnishing background music and other subscription services by FMs, effective December 31, 1964. Rules adopted generally conform with rule making proposal of March 27, 1963, which looked toward divorcing subscription services from main channel FM broadcasting. Commissioner Cox dissented. Action June 3.

■ By order in proceeding on application of Northern Indiana Broadcasters Inc., for new AM in Mishawaka, Ind., commission certified to itself for decision those portions of motion by Clarence C. Moore (WCMR-AM-FM), Elkhart, Ind., now pending before Review Board, to enlarge issues which bear on qualification of William N. Udell to be licensee. Action June 3.

■ By order, commission granted petition by Garo W. Ray, Seymour, Conn., for extension of time to June 15 to file application for review of April 14 decision by Review Board which denied Ray's application for new AM and which granted application of Connecticut Coast Broadcasting Co. for new AM in Bridgeport, Conn. Action June 3.

## Routine roundup

### ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order in proceeding on applications of Holston Broadcasting Corp., and C. M. Taylor for new AMs in Elizabethton and Blountville, respectively, both Tennessee, in Dockets 15111-2, held in abeyance joint petition for approval of agreement whereby Taylor's application would be dismissed, pending latter's compliance with publication provisions of Sec. 1.525(b)(2) of rules. Action June 8.

■ Granted petition by Springfield Telecasting Co. to extend time to June 19 to file oppositions to Midwest Television Inc., motion to enlarge issues in Springfield, Ill., channel 26 proceeding. Action June 8.

■ By memorandum opinion and order in Cleveland channel 65 proceeding, denied appeal by Cleveland Telecasting Corp. from examiner's Feb. 25 ruling which denied in part petition for leave to amend application with respect to deletion and addition of stockholders, officers and directors and with respect to modifications in staff, cost estimates and financing. Action June 4.

■ In proceeding on AM applications of Copper Country Broadcasting Co. (WMP), Hancock, and Upper Michigan Broadcasting Co. (WHDF), Houghton, both Michigan, in Dockets 1534-7, granted WHDF petition and waived Sect. 1.594 of rules insofar as section requires local notice of hearing to be broadcast in week immediately following release of designation order. Action June 4.

■ Granted petition by Great State Broadcasters Inc. to extend time to June 29 to file exceptions to initial decision in proceeding on application and of D & E Broadcasting Co. for new AMs in San Antonio, Tex. Action June 4.

■ By memorandum opinion and order in proceeding on applications of Chronicle Publishing Co. (KRON-TV), and American Broadcasting-Paramount Theatres Inc. (KGO-TV), both San Francisco, for increases

## ETV fund grants

Following grants for educational television have been announced by Department of Health, Education and Welfare:

■ Austin, Tex.—Southwest Texas Educational TV Council; to improve facilities of KLRN(TV), channel 9; total project cost \$342,093.

■ Vincennes, Ind.—Vincennes University; to establish new educational TV on channel 52; total project cost \$181,089.

in ant. heights, etc., granted in part petition by KRON-TV, KGO-TV, and intervenor Westinghouse Broadcasting Inc. (KPIX), San Francisco, and modified issues to determine (1) whether system and site proposed by applicants would constitute menace to air navigation; and (2) which of applications, if either, should be granted. Member Nelson concurred in the result. Action June 3.

### ACTIONS ON MOTIONS

By Chief Hearing Examiner  
James D. Cunningham

■ Designated Examiner Chester F. Naumowicz Jr. to preside at hearing in proceeding on applications of Hi-Desert Microwave Inc., for renewal of facilities at Pine Mountain and Squaw Butte, Ore., and for new facilities in Domestic Public Point-to-Point Microwave Radio Service at Olallie Butte to serve related CATV in Lakeview; scheduled prehearing conference for July 7 and hearing July 27. Action June 8.

■ Designated Examiner James D. Cunningham to preside at hearing in proceeding on application of WSVI Inc., for new FM in Pekin, Ill.; scheduled prehearing conference for July 6 and hearing for July 28. Action June 8.

■ Designated Examiner Sol Schildhouse to preside at hearing in proceeding on AM application of KGVV Inc. (KGVV), Greenville, Tex.; scheduled prehearing conference for July 6 and hearing for July 29. Action June 8.

■ By memorandum opinion and order, denied petition by Ottawa Broadcasting Corp., for field hearings on nonengineering phases of application to change operation of WJBL Holland, Mich., on 1260 kc, from 5 kw, DA, D to 1 kw-N, 5 kw-LS, DA-2. Action June 8.

■ Designated Examiner David I. Kraushaar to preside at hearing in proceeding on application of New Horizon Studios for new TV to operate on channel 28 in Eugene, Ore.; scheduled prehearing conference for July 6 and hearing for Sept. 9. Action June 4.

By Hearing Examiner Basil P. Cooper

■ In accordance with ruling by examiner at May 19 evidentiary hearing, and with consent of all parties, continued June 8 further evidentiary hearing to June 16 in

proceeding on application of Noble Broadcasting Corp. for renewal of license WILD, Boston. Action June 4.

By Hearing Examiner Thomas H. Donahue

■ Granted motion by Franklin Broadcasting Co. to continue June 8 hearing to Sept. 8 in proceeding on application to transfer control of WLOD Pompano Beach, Fla., to William F. Johns Sr., and William F. Johns Jr. Action June 2.

By Hearing Examiner Charles J. Frederick

■ In proceeding on applications of La Fiesta Broadcasting and Mid-Cities Broadcasting Corp., for new AMs in Lubbock, Tex., upon joint oral request of all parties, rescheduled June 15 hearing for June 12. Action June 8.

■ In proceeding on applications of La Fiesta Broadcasting Co. and Mid-Cities Broadcasting Corp., for new AMs in Lubbock, Tex., dismissed request by Grayson Enterprises Inc. (KLBK-AM-TV), Lubbock, for additional time for opposing in whole or in part document "Written Interrogatories," and motions by Grayson and Radio KBUY Inc. (KBUY), Amarillo, opposing taking of interrogatories. Action June 3.

■ By memorandum opinion and order, in proceedings on revocation of license of WTIF Inc. (WTIF), Tifton, Ga., WDMG Inc., for renewal of license of WDMG Douglas, Ga., WMEN Inc., for renewal of WMEN Tallahassee, Fla., and B. F. J. Timm for new AM in Jacksonville, Fla., denied Timm's motion to quash subpoena directing him to produce certain documents, and ordered that return date of subpoena be June 22; scheduled further hearing for June 24. Action June 2.

By Hearing Examiner Millard F. French

■ Upon oral request of respondent Demopolis Broadcasting Inc. (WXAL), Demopolis, Ala., and with consent of other parties, continued June 11 prehearing conference to June 19 in proceeding on application of Bigbee Broadcasting Co. for new AM in Demopolis. Action June 9.

■ Formalized by order agreements and rulings made at June 9 prehearing conference in proceeding on applications of WENY

*Continued on page 104*

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Ohio daytimer wants station manager with first ticket fully experienced in full operation including sales, news, copy, announcing, programing, technical. Box F-208, BROADCASTING.

Illinois. Opportunity for salesman announcer to manage branch studio. Box F-233, BROADCASTING.

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Florida—Wanted—an aggressive experienced radio salesman who will have the opportunity to earn any amount he desires in a beautiful south Florida community. Salary plus commission. Send complete resume with references to: Box F-163, BROADCASTING.

Sales manager for northeast respected country-western operation. Well-rated and established in major market. We want aggressive worker with ideas. Send all details first letter. We'll reply in kind. Box F-219, BROADCASTING.

Illinois-Iowa group has openings for salesman and salesman announcer combo. Box F-232, BROADCASTING.

Sales manager, small market experience. Producer can advance to station management, non-producer will starve. Send resume, past billing and audition. KAMY, McCamey, Texas.

Work and play in colorful Colorado, vacation-land of booming Rocky Mountain empire. Opportunity for a salesman. Salary and commission. Write KCOL, Fort Collins, Colorado.

Salesman wanted immediately for progressive 1000 watt station. Attractive compensation for right man. Permanent. Complete details 1st letter. Bob Cavanaugh, KSMN, Mason City, Iowa.

Virginia station seeks sales manager with announcing background and experience. Excellent opportunity for an individual to grow with one of the state's best known medium sized market stations. Salary plus commission arrangement. Apply with resume and if possible, with photograph to: J. W. Poole, Manager, WFLS, Fredericksburg, Va.

Salesman needed immediately for expanding Florida daytimer (FM soon). Prefer at least two years experience. Write and produce own copy. Mature voice with no regional accent. We feature good music, adult programing . . . strong on news and public service. Send tape, resume, and recent photo to W. R. Richards, WFTW, P. O. Box 10, Ft. Walton Beach, Florida.

## Sales—(Cont'd)

Sales manager moving up, need thoroughly experienced, mature salesman capable of earning better than \$8,000 annually. Guarantee plus commission. Highly productive account list. Prefer minimum of 5-years radio sales background. No "pitchmen" need apply. Send replies to: Robert L. Whitaker, Vice President, WMIX, Mt. Vernon, Illinois.

### Announcers

Need versatile announcer. Strong news, sports. Capable DJ. Northeast. Box E-322, BROADCASTING.

Announcer with experience in gathering, writing and handling local news. Send sample tape recording, snapshot and resume to Box F-36, BROADCASTING.

Announcer-copywriter southwest's finest stations—AM & FM—stereo. Beautiful community. Lovely apartment for couple. New Mexico or Adjoining state write Box F-72, BROADCASTING.

Wanted: Announcer with 1st phone for 1 kw Michigan daytimer. Good future and fringe benefits. Salary open. Emphasis on announcing. Tape and personal interview necessary. Box F-95, BROADCASTING.

Experienced better music air personality with mature voice for Ohio market under 50,000—modern facilities—complete fringe benefits—fine sound and service image—\$90 wk to start—automatic raises. Box F-126, BROADCASTING.

Mid-west 5,000 watter looking for top flight announcer with first phone. An opportunity worth investigating. Send complete resume, tape and minimum required salary to: Box F-199, BROADCASTING.

East coast near Baltimore first phone announcer. Send tape and resume. No drifters. Box F-212, BROADCASTING.

Experienced announcer with first phone (no maintenance) for 10,000 watt NBC affiliate. Big band sound. Send audition tape, photo and resume. Box F-220, BROADCASTING.

Announcer-Mature, bright swinging dj for #1 station, New York state, top 40 experience. Send tape and resume to: Box F-223, BROADCASTING.

Opportunity for 1st phone announcer-engineer. Experienced only. Large midwest market. Box F-227, BROADCASTING.

Need two experienced dj's immediately for middle of the road swinging station in the Chicago area. Established station needs two men that know how to talk to people. No one here works more than 40 hours. Box F-231, BROADCASTING.

Wanted for big major market good music radio air personality with mature voice. Must have third class license and be familiar with combo operation. Send background and experience together with air tape of performance. Box F-234, BROADCASTING.

Salesman—Announcer opening. Send tape and resume to KDAK, Carrington, North Dakota.

Staff announcer for night shift some TV, married, at least 3 yrs. experience. Send tape, recent photo, resume, references, to Ray Lansing, KFBC, Cheyenne, Wyo.

## Announcers—(Cont'd)

Immediate opening 1st phone announcer for 5000 ABC'r. KMON, 560 kc, Great Falls, Montana. Liberal middle road. 75,000 city population.

Experienced announcer wanted to settle down in small town of 14,000 and become part of a stable community oriented operation. Preferably married and at least 25 years old. We have 17 staff members, well equipped with such things as Ampexes, five cartridge units, 4 mobile news cruisers etc., all housed in one of the most beautiful buildings in the nation. We offer security, stability, respect in the community, and good working conditions. Salary open but at least \$500 a month to start. Jim Lipsey, KWIX RADIO, Moberly, Missouri.

Staff announcer with first class FCC license. No maintenance. WAGM, Presque Isle, Maine, 5000 watts, ABC network affiliated. Call or write Mr. Lyons, Box 749, Presque Isle, Maine, Telephone Area Code 207-764-1166.

Immediate opening for experienced announcer with first phone. Send tape, resume, photo and salary requirements to WBCK, 390 Golden Avenue, Battle Creek, Michigan.

Announcer. Live, swinging personality, top 40 operation. WHSL, Wilmington, N. C.

Expanding southeastern group needs announcer—first class engineer. Send photo, complete resume, tape first letter. Radio Station WHSY, P.O. Box 1008, Hattiesburg, Mississippi.

Announcer with 1st class license wanted to start first of July on good music station, WQTE Whittier Hotel, Detroit, Michigan, 48214. Emphasis on announcing. Send full resume with first reply.

WRMF, Titusville, Florida, Cape Kennedy Space Center needs morning man.

New approach to successful announcing! Proved highly-effective self training. \$1.00 per treatise. Free details. State if beginner, professional. Hal Fisher, 678 Medford, Patchogue, New York, 11772.

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Wanted: Announcer to cater to teenagers, plus regular staff announcing. No drifters or floaters need apply. Send tape and resume to Paul Reid, P. O. Box 472, Fitzgerald, Georgia.

Announcer with first phone immediate opening daytime AM full time FM contact Frank Haas, 317, North 4-7396, Marion, Indiana.

## Technical

Excellent opportunity for young combo man in upper midwest. Must be good maintenance man with some announcing. Permanent position. Send resume, tape and picture. Box F-179, BROADCASTING.

Excellent opening in July for chief engineer who can announce. Well-located mid-western AM-FM operation. Send resume, photo, salary requirements and tape. Box F-183, BROADCASTING.

## Technical—(Cont'd)

Chief engineer-announcer opening in August at mid-south station, stable operation. Basic duties as engineer. Announcing duties will average three hours daily. Interview necessary. Box F-197, BROADCASTING.

Needed chief engineer for Illinois daytime station going FM. Some announcing, but emphasis on engineering. For full details contact Jack Hallstrom, WIZZ, Streator, Illinois.

First class engineer. Must be capable maintenance work on AM-FM equipment, transmitters and audio. Present chief, with us 21 years, losing battle with cancer. Good permanent job excellent small town. Preference to applicant from south. WLAG, LaGrange, Georgia.

Chief engineer opening—since 1950 WMIK has had three engineers. All worked full time—attended college part time. Results; one with Westinghouse, one at Oak Ridge, third going with engineering consulting firm. If you have desires to further your professional career with a college degree, we may have situation. Send your resume, career ambitions, and picture—Maurice K. Henry, General Manager, WMIK, Middlesboro, Kentucky.

First class engineer for Atlanta, Ga., area. Some announcing. Send resume, tape. Joel Lawhon, 111 Hillrose Avenue, Greenville, S. C.

## Production—Programing, Others

Program-news director. Willing to work. Good pay for right man. Middle Atlantic. Box E-323, BROADCASTING.

Experienced, dedicated program director for good music—network affiliated large southern station. Send full details on background, references and photo. Box F-90, BROADCASTING.

Top-rated, format station in one of New York State's largest markets seeks newsman with first class ticket. Rush tape, resume, and picture to Box F-101, BROADCASTING.

Program director for medium-modern pop format operation for station located in beautiful Great Lakes city in Mid-Atlantic region. Prefer organizer who will pull short air shift and direct entire program operation. Write stating full background and experience, including salary requirement to Box F-155, BROADCASTING.

Nationwide group operator seeks Admin. Asst. preferably with previous experience in programing, marketing research and publicity. Good future with diversified company. Complete resume to: Box F-202, BROADCASTING.

## RADIO—Situations Wanted

### Management

Station manager desires change to radio operations. 15 year's experience including announcing, news, production, management, sales. Age 39, dependable, family. Prefer growing chain organization but others considered if situation offers future. Box F-77, BROADCASTING.

25% Increase in local billings in less than three years at my last station where I was station and sales manager. Eighteen years of success in administration, local/national sales, programing promotion in competitive situations. References from all past employers. Seeking station and/or sales management with responsible operation. Box F-108, BROADCASTING.

Dependable . . . versatile . . . 25 years experience all phases including ownership. First class ticket. Top references. Small or medium market preferred. Box F-113, BROADCASTING.

## Management—(Cont'd)

Outstanding executive with wide experience in radio and television management. Presently employed as Vice President of firm outside broadcast field. Seeking top flight management or sales management position in radio and/or TV. Highly successful broadcast record. College graduate, married, family man, dependable, hard working, effective. Available on short notice. Will consider promising opportunity anywhere. Box F-165, BROADCASTING.

No fancy phrases, just 14 years sales, programing, management experience. Ready to work for you. \$14,000 minimum. Box F-174, BROADCASTING.

Help? Shirtsleeves manager, 30, married, 13 years radio. Ownership? Box F-178, BROADCASTING.

Proven record, manager . . . administrator. Age, 34, college, large family, 13 years experience, 8 management. Desires medium-large market. Would consider sales manager large market. Only top flight owner or organization need write. Excellent references will prove my abilities and readiness to advance. Box F-188, BROADCASTING.

Billing down? Do you want it up or do you enjoy starving? 3 man management team on the air and in the street working for you. We have proven records of success with fresh unique approach. No rockers. Sponsors will fight to get on your station. Any market—you solve your billing blues. Combined total 33 years experience. Box F-189, BROADCASTING.

Manager available soon. 14 years experience all phases broadcasting. Age 40, reliable, conscientious. Box F-192, BROADCASTING.

Ten years experience, three as station manager. Seeking management job. AM or FM, old or new, fulltime or daytime, indie or net. Believe in radio and like to work. Will also consider position of responsibility with large station, group, radio rep or agency. Business administration degree, 39 years old, family. Box F-207, BROADCASTING.

Ready to manage small market or be excellent second man. Ten years varied experience. Top civic record, references. Midwest-Plains-Southwest. Box F-215, BROADCASTING.

Sales and station manager. Same station last five years. Medium market . . . desire change due to change in ownership. Southwest or west coast . . . other areas considered. Box F-221, BROADCASTING.

9 years experience. Held back by outside owners. Ready for small market management or medium assistant. My experience includes programing, production, sales, announcing, and play-by-play in both medium and metro markets. You live up to your promises, I'll get job done. Local no factor. Just opportunity and teamwork is all that's required. Call 515-753-3219.

Not quite enough experience for GM, but have the potential, re my employers. Have confidence. Know broadcasting. Experienced all phases including administration. Seeking opportunity for management. 32. College. Family. Willing to invest. Phone 513-288-6746 after 2 p.m.

### Sales

Top notch salesman, first change in 7 years, exp. in TV and radio—want major market east or west. Box F-138, BROADCASTING.

### Announcers

Sportscaster. Experienced. Top play-by-play baseball, college football/basketball. First phone. Box F-109, BROADCASTING.

Young dj, tight board, good news, commercial delivery, willing worker. Box F-125, BROADCASTING.

Top 40 talent—third ticket, married, college, available now. Box F-132, BROADCASTING.

Experienced top 40 announcer on the way up. Also good production techniques and news delivery. Box F-148, BROADCASTING.

## Announcers—(Cont'd)

High calibre first phone disc jockey. No maintenance. Experienced jock. Box F-159, BROADCASTING.

Supreme Sebastian needs money—announcing school graduate—Disgustingly youthful (age 19)—offer first job or send cash to Keith Sebastian. Box F-164, BROADCASTING.

Top forty personality seeks relocation in southwest Tennessee, West Alabama, Mississippi, Louisiana or Arkansas. Box F-166, BROADCASTING.

Madawaska? Yes! I'll relocate anywhere! All I need is that important first break. Broadcasting school graduate, some college. Box F-170, BROADCASTING.

C&W dj family man, third phone, w/endorsement, will sell, prefer California or southwest. Box F-176, BROADCASTING.

Top forty dj salesman seeks relocation in southland eight years experience. Box F-181, BROADCASTING.

C&W dj. 7 years experience seeking dj and sales job, will go anywhere—preferably southern states. Available now. Box F-190, BROADCASTING.

Top morning personality in three station market. Warm, adult provocative. Proven mail pull. First ticket. No hurry, want solid deal. Box F-201, BROADCASTING.

Experienced morning personality, bright cheerful sound, good sense of humor, 3rd class license, play-by-play experience, parrot side kick for comedy routines. Box F-203, BROADCASTING.

Two years experience, 25, married, Fla. desired, will consider all. Am presently employed, want to relocate. Box F-205, BROADCASTING.

Good announcer wants start. Third phone, college. Ambitious, hard worker willing to learn business. Box F-213, BROADCASTING.

Announcing school graduate-3rd phone with endorsement-available immediately-permanent position-operates own board-dj-newscasts - commercials - sportscasts - radio/TV. College background. Ambitious-dependable. Will relocate. Box F-214, BROADCASTING.

Todays Menu: Appetizer—college; Entree: 6 years morning man major markets, pd, md, production topped with showmanship. Dessert: 1st phone. \$160 per week. Box F-216, BROADCASTING.

Southwest, recently left, want to return. Eleven years, solid references. Finest background. Veteran, college. Know music and news. Salary open. Box F-218, BROADCASTING.

Florida majors: Midwestern powerhouse personality-production director desires final change. Presently afternoon with 40-plus Hooper and Pulse in top 30 market. Twenty-five, married, B.S. degree, five years experience. In Florida middle of July for personal interview if interested. May I be an asset to your organization? Write Box F-222, BROADCASTING.

Top afternoon man with multi-million dollar sales record in major market. Run easy style show with tight operation. Can do sports and program management. Mature, top references, interested in permanent job with top salary only. Others need not answer. Box F-225, BROADCASTING.

Long experience—all phases, bright delivery, employed and desire midwest. Box F-229, BROADCASTING.

Seasoned staff announcer, age 34, family, 11 years experience. Mature, sober, reliable—good board, interviews, production. Ready for P.D.—No rock—Wisconsin, Minnesota preferred. Box F-230, BROADCASTING.

First phone C&W dj—pd. Some tv. 10 years experience phone or write Steve French, 2140 Stone Ave. #11, San Pablo, Calif. Phone 415-232-0756.

## Announcers—(Cont'd)

First phone announcer. Some maintenance. Strong on announcing and news. Southeast only. Gulf Shores, Alabama YO 8-4512.

Announcer dj with first phone, looking for position with good popular music station. If you have large turnover in personnel don't answer this ad. I plan on staying. I offer six years experience production, programming, announcing & some preventive maintenance. Contact Thomas E. Powell 1436 N. Walnut, Colorado Springs, Colorado. Phone 303-632-3693. \$125.00 wk. minimum to start.

First phone dj engineer, experienced, immediately, Ft. Myers, Fla. ED 4-5245.

Immediately available experienced announcer-dj with a preceptive knowledge of broadcasting, for middle of the road or top 40 sound. Can fill your need for creative local production. Experienced in local news coverage. Last position in five station market. Now looking for permanent situation where I may become part of an active station in a small to medium market. College grad. with B.S. degree in broadcasting. PD experience, award winner in news field. Hard working and dependable. Write Box 576 San Leandro, Calif. tape and resume or call 415-357-7425.

3rd phone—studying for 1st. Inexperienced—nervous to learn—good voice—contact Don Coss, 1001 Se. Franklin, Beaverton, Oregon. MI 4-8182. Single, 24.

Top rated air personality, top ten market wishes to relocate immediately. Area Code 314—ME 1-4319.

## Technical

Six years chief, eight years experience. Combo and news coverage also. Available immediately. Box F-171, BROADCASTING.

25 years electronics consisting in part: 15 years broadcast, 8 years chief eng., 5 kw AM-DA & FM. Age 46—family—No announcing. Box F-182, BROADCASTING.

Engineer—1st phone age 53, 15 years chief, maintenance operator AM, FM, multiplex, desires permanent position any location references. Box F-194, BROADCASTING.

Fifteen years. Directional. Engineer. Some announcing. McClain, WHON, Richmond, Ind.

Well qualified engineer desires position AM-FM station or will contract maintenance of two or more stations. Will relocate. Presently chief engineer AFRTS AM-TV Thule, Greenland. Available 15 July. Write L. Hammack, 828 North Lincoln Avenue, Pittsburgh 12, Penna.

## Production—Programming, Others

Experienced sports director play-by-play all sports. Strong on news and special events. Box F-58, BROADCASTING.

Experienced and enthusiastic PR man with broadcasting background. Single. Free to travel. Presently employed. Box F-172, BROADCASTING.

Award winning news and special events man. Can write and produce low cost prestige shows. Can do all aspects of news. Presently top 40 market station. College graduate. Administrative ability. Married. Excellent record, references, appearance. Six years in radio. Box F-187, BROADCASTING.

Now here's a news story! After 1½ years of weekly TV guide commercials distributed to over 400 TV stations, after 2 years as one of the top reporters in Philadelphia with his own radio and television newscasts, after innumerable news feeds, both radio and television, for the NBC network during this same period, preceded by 10 years of other broadcasting experience with 2 major midwest stations, this unemployed 29 year old idealist can't find a good job. Box F-208, BROADCASTING.

News reporter-writer, 100,000 circulation newspaper, seeks radio-TV news job, age 27, family. Box F-211, BROADCASTING.

Canadian with 12 years experience desires position in American radio. Programming, production, morning dj. Call 705-726-8772. Tape and resume available now.

## Production—Programming, Others

### Continued

News casting, writing, editorializing, etc., B.A. & M.A. radio-TV, 26, married, will relocate, also administrative. Recent graduate. Dependable. Ira N. Kaplan, 3727 Boardman Ave., Balto. 15, Md.

## TELEVISION—Help Wanted

### Sales

Wanted: Account Executive who wants to grow with a top southeastern NBC affiliate located in North Carolina's finest living area. A home owned station, you'll work with experienced personnel and become part of a television family that believes in the future of this area, Salary plus commission. Car and expenses to the right man. Send resume to G. Earl Broome, Vice President-Sales, WITN-TV, Washington, North Carolina.

### Announcers

Experienced television announcer needed for immediate opening with midwest CBS-TV affiliate. Please send resume, tape/videotape, film to: Program manager, WANE TV, Fort Wayne, Indiana.

### Technical

Wanted: Chief engineer, west coast ETV. Degree required, need administrative experience, and ability to train students. Salary \$9,400. Send resume. Box F-180, BROADCASTING.

Opening for transmitter supervisor. Must have adequate experience and desire to work. Permanent position. Good residence provided at transmitter location. Send application with full details to Manager KSWB TV, Roswell, N. Mexico.

Studio and transmitter/engineer, experienced and 1st radio telephone necessary excellent opportunity and working conditions with growing station. Send resume to Robert Kissinger, WBGU-TV, Bowling-Green State University, Bowling Green, Ohio.

Experienced studio maintenance technician, permanent position, first phone, CBS affiliate, large market, progressive and stable management, well equipped, RCA cameras, Ampex videotape, technical development encouraged, initiative and originality recognized, good fringe benefits, salary open. Send qualifications, references, and recent photograph to Chief engineer, WLAC-TV, Nashville, Tennessee.

## Production—Programming, Others

TV commercial continuity writer in top hundred station located in midwest. Include full details with wage required in original application. Box F-191, BROADCASTING.

Wanted immediately, producer-director. Minimum bachelor degree for major large northeastern ETV station. Instructionally oriented, experienced, imaginative. Must have professional competency and ability to utilize highly trained professional staff. Box F-210, BROADCASTING.

Wanted writer for midwest TV station very strong local commercial production. Needs good fast creative man or woman writer immediately. Box F-228, BROADCASTING.

Reporter for vacancy on aggressive, five-man television news staff. Journalism graduate with some broadcasting experience, capable of gathering, writing, editing and broadcasting news. Write Personnel Manager, WDBJ-TV, Roanoke, Virginia.

Program director—leading VHF has opening for pd. with proven administrative ability or who is ready to move up to such a position. The man we are seeking must be well grounded in all phases of TV program operation and capable of heading certain important performing assignments, including either a daily news or weather show. Send complete information, photo, SOF, or VTR to WSAV-TV, Savannah, Georgia. All replies confidential.

## TELEVISION—Situations Wanted

### Management

General manager—sales manager, 39. In broadcasting since age 14. Radio 17 years, television 8 years. Past decade in nation's 24th market. Nationally known and connected. Successful producer of ratings, prestige and profits. Box D-107, BROADCASTING.

### Sales

Successful space salesman (ten years) will take substantial cut in salary to work as time salesman in New York. Anxious to make transition—Very bright, learns quickly. Will guarantee loyalty, efficiency and hard work. Box F-167, BROADCASTING.

### Announcers

Triple Threat man—Children's entertainer, producer, salesman. Experienced, network quality. Box F-224, BROADCASTING.

### Technical

First phone engineer, Experienced UHF-VHF. Box 2361, El Cajon, California.

## Production—Programming, Others

Director—three years experience all phases commercial and studio production—desires position with advancement opportunity. Box F-96, BROADCASTING.

Public relations executive with top level background in all areas of mass communications now available for New York City berth, having just resigned as head of PR for major industry corporation, Box F-154, BROADCASTING.

Program manager. 11 years major market experience. Full knowledge all phases programming and production. Strong on administration and organization. Want progressive station. Excellent references. College grad. married with family. Write, Box F-168, BROADCASTING.

Do you need a man with more than a decade of television experience with a leading group operation in a top ten market? A man who is responsible, creative, and industrious? A man with AAA management potential and production know-how. A proven ability in public affairs, news, promotion, sports specials, and documentaries. . . . Then look no further. Write, Box F-169, BROADCASTING.

Newsman—University of Missouri TV Journalism—63 graduate completes service July 24th—Experience on-camera, news writing and editing at Missouri. Box F-175, BROADCASTING.

Traffic manager—sales service. Television or radio. Experienced. Box F-200, BROADCASTING.

Desire return to UHF. Left three years experience for BA in fine arts. Highly experienced in still, 16mm, illustrative photography. Can produce, direct, operate camera, and have talent for children programs. Write P. O. Box 94, Hazle Crest, Illinois for resume.

News director you can be proud of. 12 years TV veteran who can find it and air it to your complete satisfaction east of Miss. South of Cincinnati. Call 312-374-0923.

Director-announcer-writer able. Creative, believable 8 years experience \$125 minimum, Dave Davis 319-652-3144.

## WANTED TO BUY

### Equipment

Transmitters and towers, AM, FM, Bought & Sold. S.O.S. 270 North Crest, Chaitanooga, Tennessee.

Turn unwanted broadcast equipment into cash! Send list, description, price. Broadcast Equipment, Box 3141, Bristol, Tennessee.

Need 25 kw high-band television aural amplifier. Would prefer RCA type TT-25AH or BH. Write stating location, price and condition. Box F-228, BROADCASTING.

## FOR SALE

### Equipment

Television/radio transmitters, cameras, microwave, tubes, audio, monitors. Electrofund, 440 Columbus Ave., N.Y.C.

Transmission Line: Teflon insulated, 1 1/2" 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, Telephone 2-3527.

Everything in used broadcast equipment. Check with us first. Broadcast Equipment, Box 3141, Bristol, Tennessee.

3-RCA RT7B cartridge playback units. 1—RCA BA7—record unit. Station converted to Stereo—used 3 months—excellent condition. Box F-196, BROADCASTING.

Like new Mackenzie repeater; model CBB with two remote units and eighteen tape magazines. Ideal for automation, production use. Call Frank Hancock, CE, KATO, Safford, Arizona: 602-428-1230.

550 good Blaw-Knox H-21 self-supporting tower. Dismantled, ready to ship. Box F-185, BROADCASTING.

1500 feet 3/4" UHF transmission line MI #19089 available Sept. Contact Morris Barton, KSLA-TV, Shreveport, La.

2—Spot master 500 stereo playback units. 1—Spot master 500 record unit. Used one month—excellent condition. Box F-195, BROADCASTING.

One RCA BTF-3 kw FM transmitter in excellent condition. Going for only \$1.35 per watt! Box F-209, BROADCASTING.

Ampex parts: Service parts available for all models. Inquire about Ampex head rebuilding program. Contact Mr. Cook, Shradler Sound, Inc., 2803 M St. NW, Washington, D. C. 202-965-1300.

Automatic log time recorder for spot announcements on automated station \$175.00. Box F-217, BROADCASTING.

One kw FM transmitter ready for use. Good condition, make offer over \$1500. Box F-144, BROADCASTING.

## MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring delay 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.

Deejay manual . . . A collection of gags, station breaks, fillers, bits, gimmicks for clever deejays. \$5.00. Show-Biz Comedy Service (Dept. DM) 65 Parkway Court, Brooklyn, N. Y. 11235

Audio News—your choice of 28 or 40 daily actualities and voice reports from San Francisco, Washington, New York and other key news centers. Personalized identification of your call letters and exclusive market guarantee. Special delivery eliminates phone cost. Write Box F-75, BROADCASTING.

Commercials taped by professional announcers. \$9.00 per minute spot. Send copy and check! Audio Enterprises, 6623 Sedan Avenue, Canoga Park, Calif.

Wollensak/Scotch recorders—tapes. Record-ers traded for Wollensaks. Catalogs. Write —Box 125, Lafayette Hill, Penna. 19444.

Religious Sponsor list. Names and addresses of over 900 religious time buyers. Individuals, organizations and agencies interested in radio time. This mailing list compiled from national advertising in religious periodicals. \$600 buys this list, exclusive in your market. \$250 buys this list on a non-exclusive basis. Box F-37, BROADCASTING.

Convention Specials—10 daily 3 1/2 minute features tailored for local sponsorship—plus off-floor actualities and commentaries. Box F-76, BROADCASTING.

## INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write Dept. 4-K, Grantham Schools, 1505 N. Western Ave., Hollywood, Calif. 90027.

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.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

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, programming, 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.

Announcing, programming, 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 July 15 & September 23. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

REI down among the swaying palms beside the cool green surf in Sarasota, Florida. FCC first phone in (5) weeks guaranteed. Tuition \$295.- private rooms \$10 per week. Job placement free. Classes begin June 30.-Aug. 4.-Sept. 8.-Oct. 13.-Nov. 17. For reservations write or call Radio Engineering Institute, 1336 Main St., Sarasota, Florida.

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.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting, 814 H St. NW, Washington 1, D. C.

Pittsburgh, FCC first class "success-proven" accelerated course now in Pittsburgh. Day or evening. Free placement. For brochure, write American Electronics School, 415 Smithfield St., Pittsburgh 22, Pa. Phone 281-5422.

FCC license in six weeks. Not a Q and A course. Get your license and a working knowledge of electronics. This is space City's Texas-sized opportunity. Next class June 29th. Houston Institute of Electronics, 904 M and M Bldg., Houston, Texas.

New Approach to Successful Announcing! Proved highly-effective self-training. \$1.00 per treatise. Free details. State if beginner, professional. H. Fisher, 678 Medford, Patchogue, New York. 11772.

## RADIO—Help Wanted

### Management

#### MANAGER WANTED

Illinois Full Timer in Medium Sized Market. Needs to be successful and strong on sales and on handling of administrative functions and personnel. Excellent chance of advancement for right man. State salary requirements and previous experience. Send photo. All inquiries held in strict confidence. Box F-188, BROADCASTING

### Situations Wanted

### Announcers

#### TOP RATED AIR PERSONALITY

top ten market wishes to relocate immediately.

Area Code 314—ME 1-4319

#### Number One (PULSE)

Good music personality (2-6 p.m.) in Top Metro Market now seeking similar position. Present Station is changing broadcast philosophy with new Management. Available two weeks from contractual settlement.

Box F-173, BROADCASTING

### Production—Programming, Others

NEWS & PUBLIC AFFAIRS SPECIALIST  
Excellent - reporter - writer - cinematographer-producer. 13 years radio & TV news. Many awards for news direction and public affairs programs. Frequent network appearances—finest industry references. Working knowledge of Spanish language. Now heading 15 man Washington, D. C., bureau of international news organization. Want challenging, rewarding assignment.  
Box F-198, BROADCASTING

## TELEVISION—Help Wanted

### Announcers

#### Wanted Yesterday

#### KID PERSONALITY

to take over established daily program in top 50 market. Good salary plus talent. Some booth work. VTR or recent Kid will be requested. Send resume, pix, proof of performance and honest salary requirement.

Box F-104, BROADCASTING

## MISCELLANEOUS

# OLD or NEW RADIO PROGRAMS?

On tape or disk  
for national  
distribution.

Write or call collect  
George Tucker, Pres.

Tucker Productions, Ltd.  
157 W. 57th St. New York 10019  
212-CO 5-0408

## EMPLOYMENT SERVICE

■ THE ONE SERVICE DEVOTED SOLELY TO BROADCASTERS ■ JOB HUNTERS AND THOSE PRESENTLY WORKING BUT READY TO MOVE ■ MANAGERS TO TRAFFIC GIRLS ■ THE INDUSTRY'S BEST ARE IN OUR FILES ■ ■ ■ ■ ■ BROADCAST PERSONNEL AGENCY ■ SHERLEE BARISH, DIRECTOR ■ 527 MADISON AVE. ■ NEW YORK, N. Y. 10022 ■ ■ ■ ■ ■

## BUSINESS OPPORTUNITIES

### FOR RENT

Complete facilities for background music or store-casting, in rich southeastern market within top 70 in the country. All replies confidential.

Box F-193, BROADCASTING

### ESTABLISHED BROADCASTING SCHOOL

for sale

Reason: other interests Priced to Sell.

Box F-204, BROADCASTING

## WANTED TO BUY

Stations

### Want to Buy VHF OR UHF TV

Wish to purchase Television Station or CP. Write in strict confidence giving full details to:

Box D-291, BROADCASTING

### MONEY TO BURN

Will explore all proposals for Day or Nighttimers requiring \$25,000 to \$75,000 down—preferably near salt water boating area, West or East Coast.

Box F-177, BROADCASTING

## FOR SALE—Stations

Pacific Northwest College Town Active sports area. 1 kw Daytimer ideal for owner/operator. Low cost operation. Priced at slightly over last year's gross. \$75,000 on terms.

Box D-337, BROADCASTING

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

1. WEST SOUTH CENTRAL. Metro market. \$20,000 down.  
2. PACIFIC NORTHWEST. Medium market. \$25,000 down.

3. SOUTHEAST. Metro market. \$30,000 down.  
4. SOUTHWEST. Exclusive. Daytime. \$75,000. 29% down.

**JACK L. STOLL & ASSOCIATES**  
6381 Hollywood Blvd.  
Los Angeles 28, California

**NEED HELP?  
LOOKING FOR A JOB?  
SOMETHING TO BUY  
OR SELL?**

**For Best Results  
You Can't Top A  
Classified AD  
in**

**Broadcasting**  
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

## FOR SALE—Stations—(Cont'd)

### APPRAISALS for:

property valuations  
tax allocations  
estate purposes

buying and selling, check with

✓ **CHAPMAN COMPANY INC**

2045 PEACHTREE RD., ATLANTA, GA. 30309

### NETWORK TV

Highly profitable absentee owned TV in three station Mid-West market. \$800,000 cash plus assumption of liabilities.

Box F-235, BROADCASTING

### SACRAMENTO CALIFORNIA \$165,000

Two going businesses for the price of one. The No. 1 FM in a top 50 market plus the one and only multiplex background music and sound systems Co. with contracts receivable approaching \$100,000. The new owner will be making a good return the day he takes over. Terms to the right party. Call your broker or mail inquiries to P. O. B. 2295, Sacramento, California. Attention: Dale Flewelling.

## FOR SALE

One of foremost, finest-equipped

### FM STEREO STATIONS

in country  
One of America's most beautiful cities.  
Coastal Southern California  
One of fastest-growing markets  
One of Nation's best FM areas  
Has listeners over two-thirds of State

### MAKING MONEY

105,000 Watts Antenna high—4,500 feet

TREMENDOUS IMMEDIATE  
POTENTIAL

Box F-184, BROADCASTING

Continued from page 99

Inc., and Elmira Heights-Horseheads Broadcasting Co., for new FMs in Elmira, N. Y., and scheduled certain procedural dates and continued July 13 hearing to Sept. 9. Action June 9.

■ On own motion, scheduled further prehearing conference for June 11 in proceeding on application of Bigbee Broadcasting Co. for new AM in Demopolis, Ala. Action June 5.

■ In proceeding on applications of Henry Wallerstein, receiver, Television Co. of America Inc., et al., for renewal of license, assignment of license and transfer of control of KSHO-TV Las Vegas. Granted Wallerstein's petition to reopen record, and scheduled further hearing for June 10.

■ Issued order granting nunc pro tunc request of James E. Walley, Oroville, Calif., for continuance of May 27 hearing to June 17 in proceeding on AM application. Action June 4.

By Hearing Examiner Isadore A. Honig

■ Formalized by order certain agreements reached June 8 prehearing conference in proceeding on applications of Springfield Telecasting Co. and Midwest Television Inc., for new TVs on channel 26 in Springfield, Ill. and scheduled certain procedural dates and continued July 15 hearing to July 21. Action June 8.

By Hearing Examiner H. Gifford Irion

■ Continued June 11 hearing to July 16 in proceeding on FM applications of Cascade Broadcasting Co. and Sunset Broadcasting Co. (KNDX-FM), both Yakima, Wash. Action June 10.

■ Granted request by American Colonial Broadcasting Corp., for further prehearing conference on June 11 in proceeding on applications to change trans. site and ant. height of WSUR-TV Ponce, and to increase power of WKEM-TV, Caguas, Both Puerto Rico. Action June 8.

By Hearing Examiner Jay A. Kyle

■ By memorandum opinion and order, dismissed as moot petition by Progress Broadcasting Corp. (WHOM), New York, to postpone date for exchange of exhibits and commencement of hearing in proceeding on application for changes in DA and ground systems, continued operation on 1480 kc, 5 kw, DA-2, U, and, because of pendency of Broadcast Bureau's petition to dismiss for failure to prosecute, continued hearing without date. Action June 9.

■ By memorandum opinion and order in proceeding on applications of Chronicle Publishing Co. (KRON-TV), and American Broadcasting-Paramount Theatres Inc. (KGO-TV), San Francisco, in Dockets 12865-6, cancelled June 16 prehearing conference and scheduled further prehearing conference for June 29. Action June 8.

■ Scheduled further prehearing conference for June 16 in proceeding on applications of Chronicle Publishing Co. (KRON-TV), and American Broadcasting-Paramount Theatres Inc. (KGO-TV), San Francisco. Action June 5.

■ In proceeding on applications of Burlington Broadcasting Co., Burlington, and Mount Holly-Burlington Broadcasting Inc., Mount Holly, both New Jersey, in Dockets 13931, 13933, granted motion by Mount Holly-Burlington to extend time from June 12 to June 22 to tender exhibits to Burlington Broadcasting Co., Broadcast Bureau and examiner, and extended from June 22 to July 2 time for Burlington and Broadcast Bureau to request any additional information from petitioner. Action June 5.

■ Granted request of Tuscarawas Broadcasting Co. to reschedule June 16 prehearing conference for June 17 in proceeding on application and that of Dover Broadcasting Inc., for new FMs in New Philadelphia and Dover-New Philadelphia, both Ohio. Action June 4.

■ On own motion, continued to date to be determined June 8 hearing in proceeding on AM application of Progress Broadcasting Corp. (WHOM), New York, and scheduled oral argument for June 8 on applicant's petition for postponement of certain dates for exchange of exhibits and hearing. Action June 3.

By Hearing Examiner Herbert Sharfman

■ Granted petition by Lompoc Valley Cable TV for leave to amend its application for operational fixed stations in Business Radio Service in Docket 15358 by changing name to Lompoc Valley Cable TV Inc. Action June 9.

■ In proceeding on AM applications of



Southern Radio and Television Co., Lehigh Acres, and Robert Hecksher (WMYR), Fort Myers, both Florida, in Dockets 14909-10, at June 5 prehearing conference, on remand, among other things, scheduled procedural dates and hearing for Sept. 9. Action June 8.

By Hearing Examiner Elizabeth C. Smith

■ In proceeding on applications of United Audio Corp., and Northland Broadcasting Corp., for new FMs in Rochester, Minn., in Dockets 15417-8, granted Northland's request for further prehearing conference on June 10. Action June 8.

■ In proceeding on applications of United Audio Corp., and Northland Broadcasting Corp., for new FMs in Rochester, Minn., in Dockets 15417-8, denied Northland's petition for leave to amend to substitute new applicant—North Central Video Inc. Action June 3.

By office of Opinions and Review

■ In proceeding on application of Blue Ridge Mountain Broadcasting Inc., for new AM in Ellijay, Ga., granted joint petition by Blue Ridge and Gordon County Broadcasting Co. (WCGA), Calhoun, Ga., to extend time to June 23 to file application for review of Review Board's May 5 decision which denied application. Action June 5.

#### BROADCAST ACTIONS

by Broadcast Bureau  
Actions of June 9

\*WUCM-TV University Center, Mich.—Granted mod. of CP to change ERP to 234 kw vis., and 117 kw aur.; change type trans. and type ant.; ant. height to 470 feet; and make changes in ant. system and equipment; condition.

KIXE-TV Redding, Calif.—Granted mod. of CP to change type trans. and type ant., ant. height to 3620 feet, and make other equipment changes.

WZIP-FM Cincinnati—Granted mod. of CP to decrease ERP to 70 kw; increase ant. height to 310 feet; change type trans. and type ant., and make changes in ant. system.

WIKI Chester, Va.—Granted CP to replace expired permit for new AM.

KLEA Lovington, N. M.—Granted CP to install an auxiliary trans. at main trans. site.

KJEO(TV) Fresno, Calif.—Granted mod. of license to change ERP to 200 kw vis., and 20 kw aur.; ant. height 1790 feet.

■ Following were granted extensions of completion dates: WIBC Indianapolis, Ind., to Nov. 15; KTBC Austin, Tex., to Nov. 11; WQQIK Jacksonville, Fla., to July 1; WDCY Minneapolis, to Aug. 1; KCRA-FM Sacramento, Calif., to Sept. 1; KBOC(FM) Ogden, Utah, to Aug. 8.

#### Actions of June 8

■ Granted renewal of license for following: WAML Laurel, Miss.; WCCV-FM Charlottesville, Va.; WCOY Columbia, Pa.; WDOV-AM-FM Dover, Del.; WDSP De Funiak Springs, Fla.; WIAC San Juan, P. R.; WJNO West Palm Beach, Fla.; WIAC-FM and SCA San Juan, P. R.; WBB Macon, Ga.; WICK Scranton, Pa.; WITN Atlanta; WLCO Eustis, Fla.; WPAS Zephyrhills, Fla.; WRIP Rossville, Ga.; WUSM Havelock, N. C.; WVGT Mount Dora, Fla.; WTUV(TV) Tupelo, Miss.; WBTS Bridgeport, Ala.; KO9AG, Basalt Community Television, Basalt, Colo.; KO3AJ, Frying Pan TV Association, upper Frying Pan River area, Colo.; and KO7BU, Pleasant Valley TV Club, Howard, Colo.

K78AV Gallup, N. M.—Granted assignment of license to city of Gallup, N. M.; no monetary consideration.

K70BG, K78AK, K82AF, and K74AR Deer River and Cass Lake, Minn.—Granted assignment of licenses of K70BG and K78AK to KDAL Inc. (KDAL-TV, ch. 3, Duluth); and K82AF and K74AR to Northwest Publications Inc. (WDSM-TV, ch. 6, Superior, Wis.); consideration \$1.00 each.

WYFS(FM) Winston-Salem, N. C.—Granted SCA on sub-carrier frequency of 67 kc.

#### Actions of June 5

■ Granted licenses for following AMs: WLEF Greenwood, Miss.; WEGS Sildell, La., and specify type trans.; KTMN Trumann, Ark., and specify type trans.; KGMR Jacksonville, Ark., and specify type trans., and main studio location and remote control point.

■ Granted licenses for following FMs: KELD-FM El Dorado, Ark.; KRIL-FM El Dorado, Ark.

Town and Country T. V., Beowawe, Nev.—Granted CP for new UHF-TV translator

on channel 78 to rebroadcast programs of KOLO-TV (ch. 8), Reno, Nev.

WUOA San Juan, P. R.—Granted CP to install a new auxiliary trans. at main trans. site.

KODA-FM Houston — Granted CP to change ant-trans. location, install new trans., and new horizontally polarized and vertically polarized ant.; increase ERP to 100 kw (horizontal) and 15 kw (vertical); ant. height to 620 feet (both horizontal and vertical); remote control permitted; conditions.

WGLO Mendota, Ill.—Granted mod. of CP to change ant-trans. location to 2.5 miles north of Mendota; change type trans.; and specify studio and remote control point; conditions.

WAEF-FM Cincinnati—Granted mod. of CP to change type trans.; and install new ant.; remote control permitted.

#### Actions of June 4

KOLR Sterling, Colo.—Granted change in remote control authority.

■ Remote control permitted for following: WSNY (auxiliary trans.), Schenectady, N. Y.; KXLY, Spokane, Wash.; WCBG, Chambersburg, Pa.

FM Background Music Inc., Albuquerque, N. M.—Granter SCA on sub-carrier frequency of 67 kc for FM.

KAFF(FM) San Francisco—Granted SCA on sub-carrier frequency of 67 kc.

K76AX Romeo, LaJara, Manassa, Antonito and Alamosa, all Colo.—Granted license covering changes for UHF-TV translator.

■ Granted licenses for following VHF-TV translator: K11ET, Grand Lake, Colo.; K88EK, KIODY, K12EE, Rangely Area TV Association, Blue Mountain, Rangely rural area, Rangely and Artesia, Colo.

#### Actions of June 3

KDLO-TV Florence, S. D.—Granted mod. of license to reduce aur. ERP to 25 kw.

WSAI Cincinnati—Remote control permitted; conditions.

\*KUON-TV Lincoln, Neb.—Granted CP to change trans. site to 1.25 miles west and 3 miles north of Memphis, Neb.; change ERP to 316 kw vis., and 158 kw aur.; type trans. and type ant., make changes in ant. system and change ant. height to 820 feet.

KJEF-FM Jennings, La.—Granted CP to install new ant., increase ERP to 600 w, and decrease ant. height to 215 feet; conditions.

K08AV Nucla, Colo.—Granted CP to make changes in ant. system for VHF TV translator.

KMBL Junction, Tex.—Granted extension of authority to operate with sign-off at 7 p.m., for period ending August 31.

\*WKSD(FM) Kewanee, Ill.—Granted request to cancel license for noncommercial education FM; delete call letters.

WNCN(FM) New York—Granted request to cancel license covering operation of auxiliary trans.

■ Granted licenses for following VHF-TV translators: W07AG, Van Curler Broadcasting Corp., Rutland (West Rutland), Vt.; K13FU, Cheyenne Crossing TV Club, Cheyenne Crossing, S. D.; K12CH Red Cliff, Colo.; K13GA, Charles E. Thorne Post #2038, VFW Pierre Area Translator Association, Blunt and rural area northeast of Pierre, S. D.; K99GD, Better Town and Country TV Inc., Canby, Minn.

■ Granted licenses covering changes for following VHF-TV translators: K10BP, Shields River Free TV Association, Upper Shields River, Porcupine Bench, Clyde Park and Flat Head Creek, Mont.; W88AN, Skyway Broadcasting Co., Bryson City, N. C.; K4CW, Cowles Magazines & Broadcasting Inc., Marshalltown, Iowa.

■ Granted licenses covering changes for following UHF-TV translators: K79AD, San Luis Valley Television Inc., Romeo, LaJara, Manassa, Antonito and Alamosa, all Colo.; K75BD, Anaconda Allys Corp., Weed Heights, Nev.; K72AQ, K83AF, Millard County, Delta and West Millard County, Utah.

■ By report and order, commission adopted counterproposal in Docket 15377 and assigned channel 2 for noncommercial educational use in Seneca, S. D., instead of in Roscoe as originally proposed. By assigning channel to Seneca, which is about 25 miles south of Roscoe, same general area would be served, and short-spacing with site proposed by North Dakota Board of Higher Education for new station on channel 2 in Grand Forks, N. D., would be obviated. This makes fifth VHF channel assigned to South Dakota for its statewide educational TV network. Action June 3.

#### Actions of June 2

KRCB Council Bluffs, Iowa—Remote control permitted.

■ Granted change in remote control authority for following stations: WCIL (main trans.) Carbondale, Ill.; KLCN-AM-FM Blytheville, Ark.

#### Action of May 28

WGSN Birmingham, Ala.—Granted change in remote control authority, while using non-directional ant. (main trans.).

#### Action of May 26

KMPX(FM) San Francisco — Granted change in remote control authority.

#### Rulemakings

##### FINALIZED

■ By report and order, commission made following changes in FM table of channel assignments: Added 269A to Jamestown, N. Y.; 270 to Colorado Springs, Colo.; 280A to Easley, S. C.; 260 to Nantucket, Mass.; 285A to Crestview, Fla.; 261A to Missoula, Mont.; 300 to Spencer, Iowa; 269A to Radford, Va.; substituted 285A for 269A at Blacksburg, Va.; 252A to both Green Bay and Menomonee Falls, Wis., and deleted 253 from Green Bay; 228A to Bath, W. Va.; substituted 244A for 228A at Halfway, 244A for 265A at Oakland, 287 for 244A at Frostburg, all Maryland and 292A for 244A in Huntingdon, Pa.; 276A to Winter Park, Fla., shifted 237A from Windermere to Sanford to substitute for Sanford's present 276A; Substituted 229 for 241 in Minneapolis, and modified license of WAYL (FM) in that city on 229 in lieu of 241; and substituted 240A for 228A at Fairbault and 292A for 228A at Princeton, all Minnesota; 282 for 258 at Wallace, Idaho; 231 for 228A at Houston, Miss., and 224A for 232A at Senatobia; 275 for 223 at Jacksonville, Fla., and 300 for 223 at Huntington, W. Va. Action June 3.

■ Commission denied proposals to add channel 229 to San Diego; shift 272A from Franklin to Newton, N. J., and delete 279 from Newton; substitute 225 for 221A at Fairhope, Ala., and delete 227 from Mobile. Action June 3.

■ By letter, denied request by Northwest Broadcasting Co. for waiver of allocation and mileage separation rules and returned as unacceptable application for new FM on channel 300 in Anoka, Minn. Action June 3.

#### PETITIONS FOR RULEMAKING FILED

■ WKEL Kewanee, Ill.—Kewanee Broadcasting Co. Requests institution of rulemaking proceedings to change FM table of assignments so as to add channel 221A to Kewanee. Received May 26.

■ KWMT Fort Dodge, Iowa—American Broadcasting Stations Inc. Requests institution of rulemaking proceedings to change FM table of assignments as follows: Fort Dodge; delete channel 232A, add channel 286; Carroll, Iowa; delete channel 286, add channel 224A; Charles City, Iowa; delete channel 224A, add channel 232A. Received May 27.

■ KRNT-TV Des Moines, Iowa—Cowles Magazines and Broadcasting Inc. Requests institution of rulemaking proceedings to add TV channel 70 to Fort Dodge, Iowa. Received May 28.

■ WCSM Celina, Ohio—WCSM Radio Inc. Requests amendment of rules to add channel 244 to Celina. Received June 2.

#### Processing line

■ Applications listed below are mutually exclusive with certain applications already on file with commission. United States Court of Appeals for District of Columbia Circuit in case of *Kessler v. F.C.C.* 1 R.R. 2d 2061 (1963) ordered that applications be accepted for filing and designated for hearing in consolidated proceedings with proper mutually exclusive applications on file. Accordingly, notice is hereby given that on June 3, 1964, following listed applications will be considered as ready and available for processing. Attention of any party in interest desiring to file pleadings concerning either of applications pursuant to section 309(d) of Communications Act of 1934, as amended, is directed to section 1.580(l) of commission's rules for provisions governing time of filing and other requirements relating to such pleadings.

■ Monticello, Fla.—William S. Dodson d/b as Radio Monticello, 1090 kc, 1 kw, D, class II.

■ Oshkosh, Wis.—Radio Oshkosh Inc., 690 kc, 1 kw, DA-D, class II.

## *Parents who teach their children sensible eating habits help the young avoid costly food faddism*

IT HAS BEEN ESTIMATED that Americans spend from 500 million to one billion dollars each year needlessly on food fads, vitamin pills that are not necessary, and so-called "health foods" which may be perfectly good foods but which do not live up to some of the elaborate health claims made for them and which may not be worth the premium prices charged. Parents really interested in getting their children off to a good start in life should be alert to food faddism and health quackery and should prepare their children to avoid being victimized by the faddists and quacks who prey on the young, as well as the aged, because they know of the concern the young have for health and strength and body development.

Although scientific research has demonstrated that drinking milk on the day of an athletic event apparently has no adverse effects on the athletes' performance, there are still athletic coaches in high schools and colleges who instruct their teams to avoid milk at certain periods or meals. Some physical education teachers, who influence the attitudes of young people they are instructing, are not well informed about sound nutrition principles.

Parents concerned about the good health of their children should be aware of what the children are being taught, if anything, about what they should eat and why. Generally, schools use nutrition teaching materials prepared under careful supervision of nutritionists who know their business, but there are some cases in which nutrition teachings are not based on well established nutrition principles.

### **PARENTS CAN TEACH THROUGH GOOD EXAMPLES**

In most families, it is likely that the examples set by adult members in their own eating habits will be a very strong influence on the children's eating habits. If adults shun certain foods, then the children, especially the teen-agers, may assume they, too, can avoid these foods. Parents should understand at least the fundamental principles of good nutrition so that they can guide their children toward sensible eating habits and toward an understanding of the role which food plays in health and development.

Parents need not be walking textbooks on nutrition. Nutritionists have made life much easier for us by developing the Daily Food Guide. Family meals may be planned for both taste appeal and good nutrition by selecting from four major food groupings: (1) Milk and Other Dairy Foods; (2) Meats, Fish, Poultry, Eggs, Dried Peas and Beans, Nuts; (3) Fruits and Vegetables; (4) Breads and Cereals. The groupings are based largely on the kinds of nutrients provided by each group. The Guide recommendations provide only a foundation for a well balanced diet. Depending upon total calories required, other foods not included in these four groups may be selected to round out the daily diet.

The Daily Food Guide is excellent because it fits the

needs of the entire family. Food selection varies only in terms of individual nutrient needs. In other words, an adult whose life is quite sedentary does not require the same quantities of food as a very active teen-age boy or a growing child. (See below for instructions on how to receive your copy of the Daily Food Guide for your family.)

### **THE DAILY FOOD GUIDE IS EASY TO USE**

The Daily Food Guide is designed to make food selection for the family as easy as possible. Here is an example of how the Guide suggests that selections be made:

**Milk and Other Dairy Foods:** The Guide suggests 3-4 glasses of milk daily for children and teen-agers and 2 glasses daily for adults (or the equivalent amounts of milk in other dairy foods such as cheese and ice cream). These quantities of milk are recommended because milk provides important nutrients for all age groups.

Milk is a leading source of calcium, essential for the development of bones and teeth and required for proper functioning of muscles and nerves and for normal clotting of blood. Milk is also an important contributor of riboflavin—which is vital in the body's metabolism—and high quality protein that provides the amino acids needed for body tissue growth and repair. Milk also supplies other vitamins and minerals.

For a moderately active adult man, two 8-ounce glasses of milk provide about 10-15% of his recommended daily calorie allowance; about 25% of his protein; about 70% of his calcium; about 45% of his riboflavin; about 15% of his vitamin A; and over 10% of his thiamine.

For an adult woman percentages of these nutrients provided by 2 glasses of milk would be slightly higher because of the generally lower nutrient recommendations for women, but the calories in 2 glasses of milk still provide only 14-20% of the recommended daily allowance for a moderately active adult woman.

Selecting foods from the other food groups in proper quantities provides the additional nutrients recommended. If the entire family follows this very simple Daily Food Guide, and if reasonable effort is made to develop understanding among the young why it is wise to select foods in this pattern to provide a balanced diet, then it is likely that the young will be less susceptible to the siren songs of faddists and quacks who promise them a "quick and easy" path to super bodies and brains via their pills and "health foods."

For complete information on the Daily Food Guide, write: Daily Food Guide, American Dairy Association, 20 N. Wacker Drive, Chicago, Ill. 60606.



a message from dairy farmer members of

**american dairy association**

**W**HEN members of the National Community Television Association hold their annual convention in Philadelphia this week, as usual one among them will be Martin F. Malarkey, who, in its early years, really was the NCTA.

Many rushed into CATV in the early 1950's, but Marty Malarkey foresaw that the industry would require a national trade organization. So he put one together.

It started with 19 members as the Pennsylvania Antenna Association in 1952, but almost immediately changed its name and put itself on a national footing, largely because Mr. Malarkey persuaded his colleagues that CATV would expand so rapidly that a national association would be needed.

He was the NCTA's first president, was re-elected four times and has been an officer or director almost every year since. Throughout the NCTA's growth (it now has more than 550 system members serving upwards of 750,000 subscribers), Mr. Malarkey has remained a guiding influence. An accomplished speaker, a shrewd businessman, and possessor of a natural charm a professional politician would envy, he was for years spokesman of the growing, dynamic new industry.

Today, while the NCTA's very size has tended to diminish the influence of any one member, Marty Malarkey's counsel still is sought and often heard on industry matters.

Mr. Malarkey's zeal has earned him many friends and some detractors. Critics say he has tried to claim too much credit for NCTA's progress. Others say that this is the natural result when a man puts as much of himself into an idea as Mr. Malarkey has in NCTA.

**A Long Way** ■ Since his early CATV days, Mr. Malarkey has become a prosperous system owner, a CATV consultant and now a broadcaster. But he is primarily a CATV man.

His roots go back to eastern Pennsylvania, his home, where mountainous terrain causes the poor reception areas that spurred the birth of commercial community television.

In the great growth days of television his father's music store in Pottsville, Malarkey's Inc., was having difficulties selling TV sets because of bad reception. Marty Malarkey found the solution (and although he didn't know it then—the start of a new career for himself) when in 1950 he visited George Bright, a department store owner in neighboring Lansford who had put a CATV system together to bring in better signals and help sell TV sets. Young Malarkey became so enthusiastic that he returned to learn all he could about CATV. Soon, working with RCA engineers, he installed his

## You need a calendar to find him

own system in Pottsville and within a year had signed up 1,000 homes. And with the \$135 connection charges common in those days, it was apparent that his career in CATV had begun.

**Others Rush In** ■ Meanwhile, word of the Malarkey and Bright success brought curious entrepreneurs streaming into the area. Mr. Malarkey, showing a

## WEEK'S PROFILE



Martin Francis Malarkey—founder and partner, Malarkey & Associates, community antenna television management consultants, Washington; b. March 1, 1918, Pottsville, Pa.; attended Catholic elementary and secondary schools in Pottsville; B.S. in accounting and law, LaSalle College, Philadelphia, 1939; VP, Malarkey's Inc. (music stores), Pottsville, 1939-42; U. S. Navy, 1943-45; pres., Malarkey's Inc., 1946-55; pres., Pottsville Trans-Video, 1952-59; VP, Minersville Trans-Video, 1953-59; VP, Harrisburg (Va.) Transvideo, 1955-59; pres., Altoona Trans-Audio Corp. (WRTA Altoona, Pa.), 1956—; treas., Schuylkill Trans-Audio Corp. (WMBT Shenandoah, Pa.), 1963—; sec.-tres., Fine Grinding Corp. (chemicals), Philadelphia, 1959-64; pres., Onesto Hotel Co., Canton, Ohio, 1960—; pres., Delmarva Community Antenna Corp., Salisbury, Md., 1960-62; pres., Cable Television Co., Wilmington, N. C., 1962—; m. Catherine Clare McCarthy, May 30, 1935; child, Clare Ann (Mrs. John E. Hampford), 27; divorced and later married Elizabeth Koehn Onesto of Canton, Ohio, March 29, 1961; Friends of the Corcoran Gallery, Washington; director, Broadcasters Club of Washington; trustee, Chinese Refugee Relief.

characteristic business acumen, began conducting explanatory tours of his system—for a fee.

(Fred J. Stevenson, NCTA chairman and a former Arkansas radio broadcaster, likes to describe his own visit to Pottsville where he says crowds lined up awaiting an audience with Marty Malarkey. He paints a vivid picture of Mr. Malarkey's tours and also of jamming Mr. Stevenson, a man of generous proportions, plus two other customers, into a red sports car and whizzing the group up Sherill Mountain to see the Malarkey system.)

(Mr. Stevenson says, too, that Mr. Malarkey, having heard the colorful and ever "improved" story many times, recently offered a \$50 refund if Mr. Stevenson would stop telling it. He didn't accept. Mr. Stevenson says, "I get too much mileage out of it.")

Mr. Malarkey soon built other systems and bought WRTA Altoona, Pa., in 1956 and later put WMBT Shenandoah, Pa., on the air. He and his radio manager, Louis H. Murray, are especially proud of WRTA winning Sigma Delta Chi's distinguished editorializing award for radio (BROADCASTING, May 11).

Although he would like some day to get into TV broadcasting, Mr. Malarkey has been devoting an increasing share of his time recently to consulting rather than expanding his personal CATV investments. "The cream is off the pie in the smaller communities," he said the other day. Almost all the fewer-than-1,000-subscriber systems are taken and he sees CATV's future in systems located in one and two-signal markets serving upwards of 5,000 subscribers.

**A Car Lover** ■ Tall and trim at 46, Mr. Malarkey likes fast cars and Mr. Malarkey likes fast cars and has owned several—a Ferrari, a Mercedes Benz. He raced them for years until he felt his eyes were not sharp enough to continue. Now he restricts himself to a sedate Rolls Royce or two. He's an airplane pilot and presently is working for a helicopter license.

His business enterprises keep him so much on the go that Mr. Malarkey has worked out a four-week cycled schedule. It begins in Washington, headquarters of Malarkey & Associates. His office is a handsome room in his luxurious Georgetown home and features a beamed ceiling, thick leather chairs, a built-in hi-fi system and scale models of cars he once raced.

After two weeks he departs for Wilmington, N. C., site of his most ambitious CATV system, a \$1-million service with a potential of 17,000 subscribers. A week later he flies to Canton, Ohio, where he owns a hotel. And when he can, he and his wife flee to Elvida Farm, their hideaway near Malvern, Ohio, where he raises horses and has built a go-cart race track.

## Unnecessary warm-up

**I**N response to an FCC notice of inquiry, community antenna operators, broadcasters and other interested parties are spending much time and money working up proposals for a national policy on CATV regulation. Such work will occupy the attentions of the National Community Antenna Association and the television board of the National Association of Broadcasters in meetings this week.

The question is whether all the work is for a useful purpose. There are strong indications that the Congress will want to set policy on CATV, and on the closely related field of subscription television, when it can get around to those subjects next session. If Congress is going to make policy, there is little reason for the FCC to spin its wheels now. Unless the commission wants deliberately to make work for itself and for those who do business with it, the FCC would be wise to suspend its inquiry until the Congress has had a chance to act.

## Those LBJ investments

**B**ECAUSE the office of the President of the United States is the most newsworthy in the world, every public act of the chief executive is covered intensively.

When Lyndon B. Johnson ascended to the Presidency after the tragic event of last November, it was logical that the biographies of the new President, broadcast and published, should plumb every detail of his public and private life. The fact that the Johnson family was in broadcasting—and had been since 1943—was duly chronicled.

But it didn't stop there. In recent weeks there have been numerous depth articles about the Johnson family fortune and how it grew out of small beginnings with a single radio station in Austin. Newsworthy? Yes, because everything about the President and his family is fair game.

These pieces establish the fact that the Johnson family is one of the wealthiest ever to reside at the White House. Because broadcasting is a licensed pursuit, and because the Johnson family established itself in broadcasting while Mr. Johnson held elective office, there is the innuendo that improprieties may have been involved.

Broadcasting is an honorable pursuit. When Mrs. Johnson acquired radio station KTBC in 1943, the station was a loser. Austin was a secondary market. The Johnsons took a risk.

There was nothing mysterious or surreptitious about the LBJ Co.'s application for VHF channel 7 in Austin after the allocations freeze was thawed in 1952. The facility was wide open for all who might want to apply. Even then in a market the size of Austin, a television station was a gamble. Television grew and so did Austin. It later proved to be a prudent investment, as did many other TV ventures. But in some communities VHF operations flopped.

In the zeal to pique interest, a lot of nonsense has been published about the value of an option held by Texas Broadcasting Co., successor to LBJ Co., for one-half interest in a CATV system in Austin—one of two in the market. The \$10 million value blandly used doesn't square with appraisals of qualified experts. One, quoted in this magazine a week ago, even questioned the wisdom of exercising the option.

Whether the Johnson family is worth \$9 million or double that figure should be no cause for concern about the ability of the President to exercise the functions of his high office. Whether he should have prevailed upon Mrs. Johnson to sell these properties rather than place them in an irrevocable trust was a matter of private judgment.

Certainly Mr. Johnson, as a congressman and a senator, was conversant with the investments made by Mrs. Johnson.

It is evident that he is a good businessman as well as a masterful politician. Would he have made a better or more independent public servant if he had been entirely dependent upon his congressional salary or upon contributions to his election campaigns?

## Does news make news?

**T**HE decision by ABC, CBS and NBC to pool their coverage of next November's election returns, and to supply results to other news agencies, is an eminently sensible accommodation among vigorous competitors. The pool will eliminate wasteful duplication of manpower and facilities. It will provide a single, dependable source of basic information without inhibiting individual participants from engaging in their own interpretations and analyses. It will not, however, assuage—indeed it may even intensify—the worry of some political observers that the rapid reporting of returns can influence the outcome of an election.

This worry has been expressed on numerous occasions since the networks developed the art of making fast predictions on the strength of computerized projections of early voting returns. It was revived after CBS on the evening of the California primaries announced—38 minutes before polls in the northern part of the state had closed—that Senator Goldwater had won the Republican nomination.

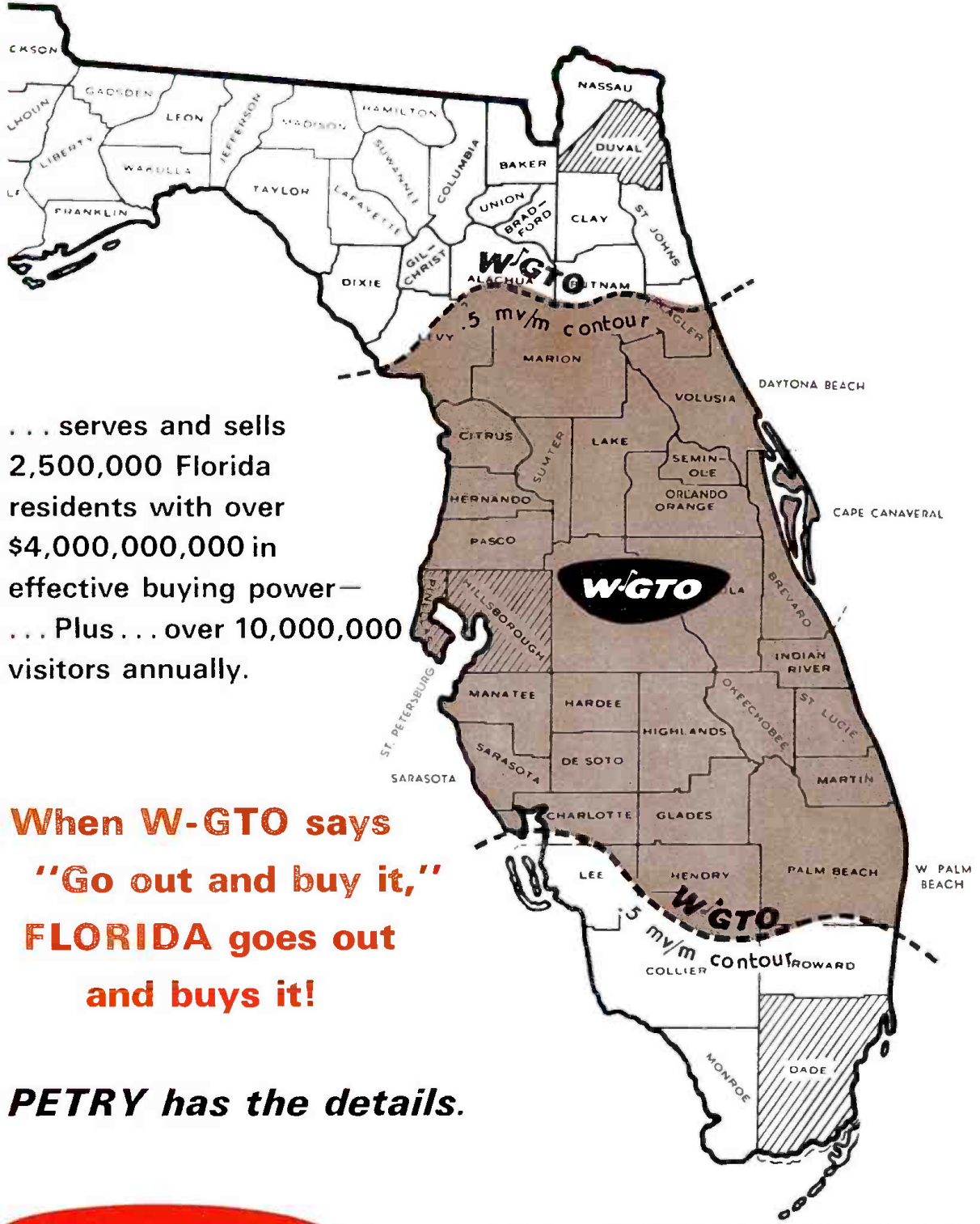
It may be expected that before the national elections next November there will be increasing demands that the networks withhold projections until the whole vote is in. So far the networks have rejected those demands on the quite reasonable grounds that they suggest an artificial and—at this point unjustified—restraint on journalistic enterprise. For our part, we hope the networks will proceed to cover next November's election with all the responsible ingenuity that has made them the principal source of election news in this country.

They do, however, have some responsibility to investigate whether rapid reporting or projections can in fact exert an influence on the final returns. Now that the three television networks have agreed to pool their coverage the way would seem open to another joint effort to find out how, if at all, that coverage affects the vote. Unless they have conducted some kind of research, broadcasters will be in a poor position to defend their coverage practices if the clamor for restraints is raised again after next November's election.



Drawn for BROADCASTING by Sid Hix  
*"We get the sheep to jump over the fence all right, but the cameraman keeps falling asleep!"*

# **W-GTO** • 540 KC 50,000 Watts *The Most Powerful Combination in the Nation—*



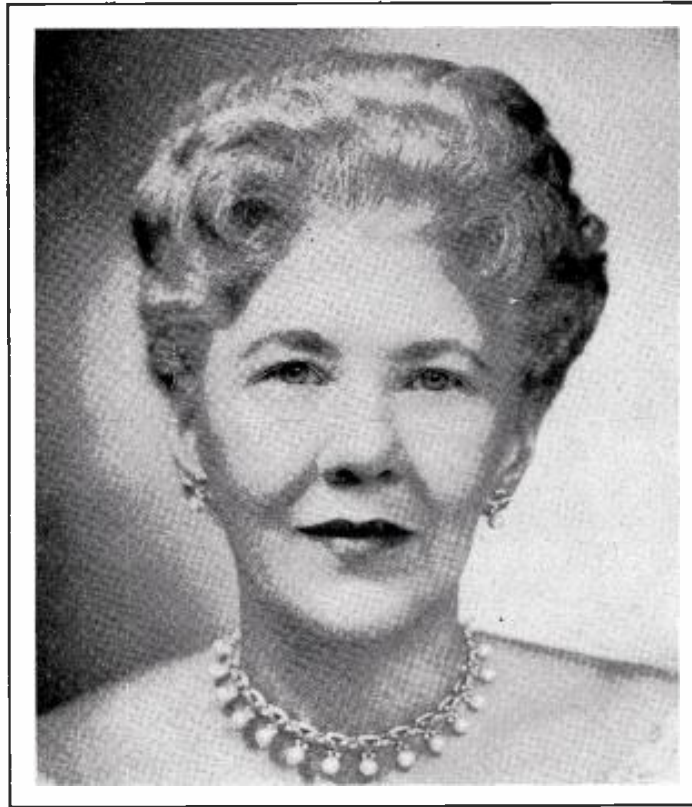
... serves and sells  
 2,500,000 Florida  
 residents with over  
 \$4,000,000,000 in  
 effective buying power—  
 ... Plus ... over 10,000,000  
 visitors annually.

**When W-GTO says  
 "Go out and buy it,"  
 FLORIDA goes out  
 and buys it!**

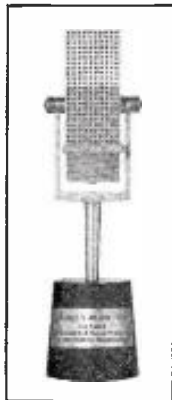
**PETRY has the details.**



CYPRESS GARDENS, FLORIDA      ★ ★  
 FLORIDA DIVISION OF HUBBARD BROADCASTING, INC.



RUTH LYONS  
named outstanding woman of  
RADIO and TELEVISION



We of the Crosley Broadcasting Corporation are deeply proud that our own Ruth Lyons has received the McCall's Magazine Golden Mike Award as the outstanding woman of the past year in radio and television.

It is significant that this award is made for outstanding contributions to the family, the community, and the nation. And, we believe, it reflects the attitude of our entire staff to place service to our communities above all other considerations.

**CROSLY BROADCASTING CORPORATION**, a subsidiary of **Avco**

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