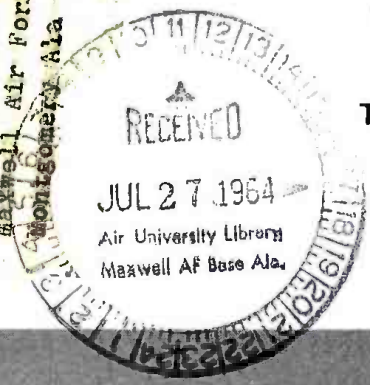




Broadcasting

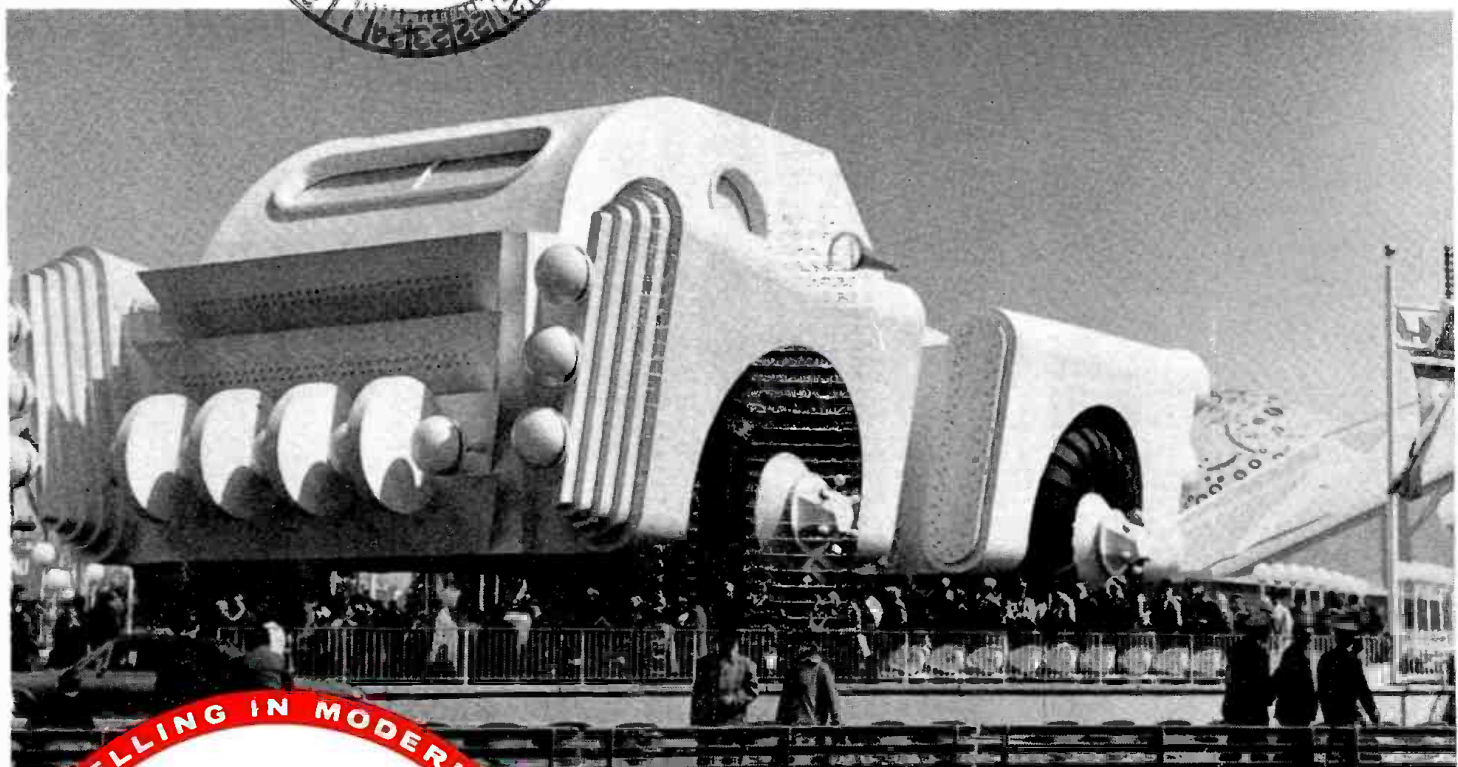
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

USAF Air University
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 Maxwell Air Force Base
 Montgomery Ala
 FEB 6 1964
 ATSA
 NEWSPAPER



TV revenues for 1963 total \$1.59 billion, a 7.5% rise. p27
 FCC overcommercialization policy gets second jolt. p34
 Telemeter tightens cinch for pay-TV invasion of South. p52
 New copyright bill is proposed, but NAB has doubts. p64

COMPLETE INDEX PAGE 7



THE CHRYSLER "AUTOFARE" AT THE 1964-1965 NEW YORK WORLD'S FAIR

MODERN SELLING IN MODERN AMERICA

TELEVISION DIVISION

EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

SPOT TV

The successful advertisers today are the ones who make every budget dollar count. They rely heavily on Television. They pick the exact markets they want and go in at the best times to sell. In short, they make use of the efficiency and economy of Spot Television. You'll find more and more of them on the outstanding stations we represent.

KOB-TV	Albuquerque	KPRC-TV	Houston	KMTV	Omaha
WSB-TV	Atlanta	WLW-TV	Indianapolis*	WDBO-TV	Orlando
KERO-TV	Bakersfield	WDAF-TV	Kansas City	KPTV	Portland, Ore.
WBAL-TV	Baltimore	KARD-TV	Kansas State Network	WJAR-TV	Providence
WGR-TV	Buffalo	KARK-TV	Little Rock	WROC-TV	Rochester
WGN-TV	Chicago	KCOP	Los Angeles	KCRA-TV	Sacramento
WLW-TV	Cincinnati*	WISN-TV	Milwaukee	KUTV	Salt Lake City
WLW-C	Columbus*	KSTP-TV	Minneapolis-St. Paul	WOAI-TV	San Antonio
WFAA-TV	Dallas	WSM-TV	Nashville	KFMB-TV	San Diego
WLW-D	Dayton*	WVUE	New Orleans	WNXP-TV	Scranton-Wilkes Barre
KDAL-TV	Duluth-Superior	WTAR-TV	Norfolk-Newport News	WTHI-TV	Terre Haute
WNEM-TV	Flint-Bay City	KWTV	Oklahoma City	KV00-TV	Tulsa
				WTRF-TV	Wheeling

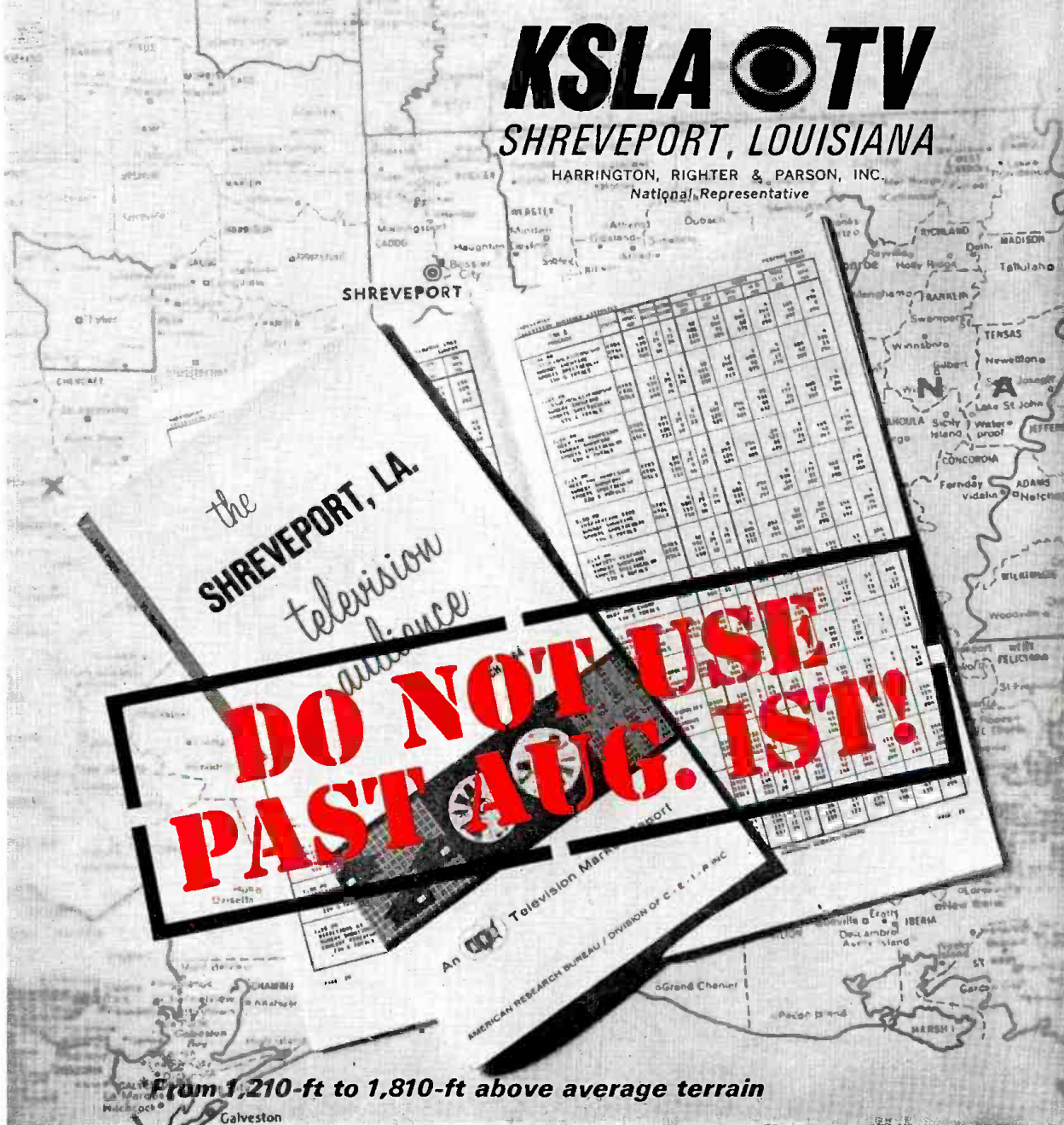
*West Coast only

AUGUST 1, 1964 the day all current figures for homes, coverages and costs for the Shreveport market become obsolete! the day KSLA-TV's new 1,800-foot* tower begins beaming new, unmatched Picture-Power over Billion Dollar Ark-La-Tex! the day KSLA-TV expands area of past 10-years' dominance to new, greater HOMES-COVERAGE-PROGRAMMING combination of sales and service!

KSLA-TV

SHREVEPORT, LOUISIANA

HARRINGTON, RIGHTER & PARSON, INC.
National Representative



Maggie WHO?

*all my love,
Maggie Gault*

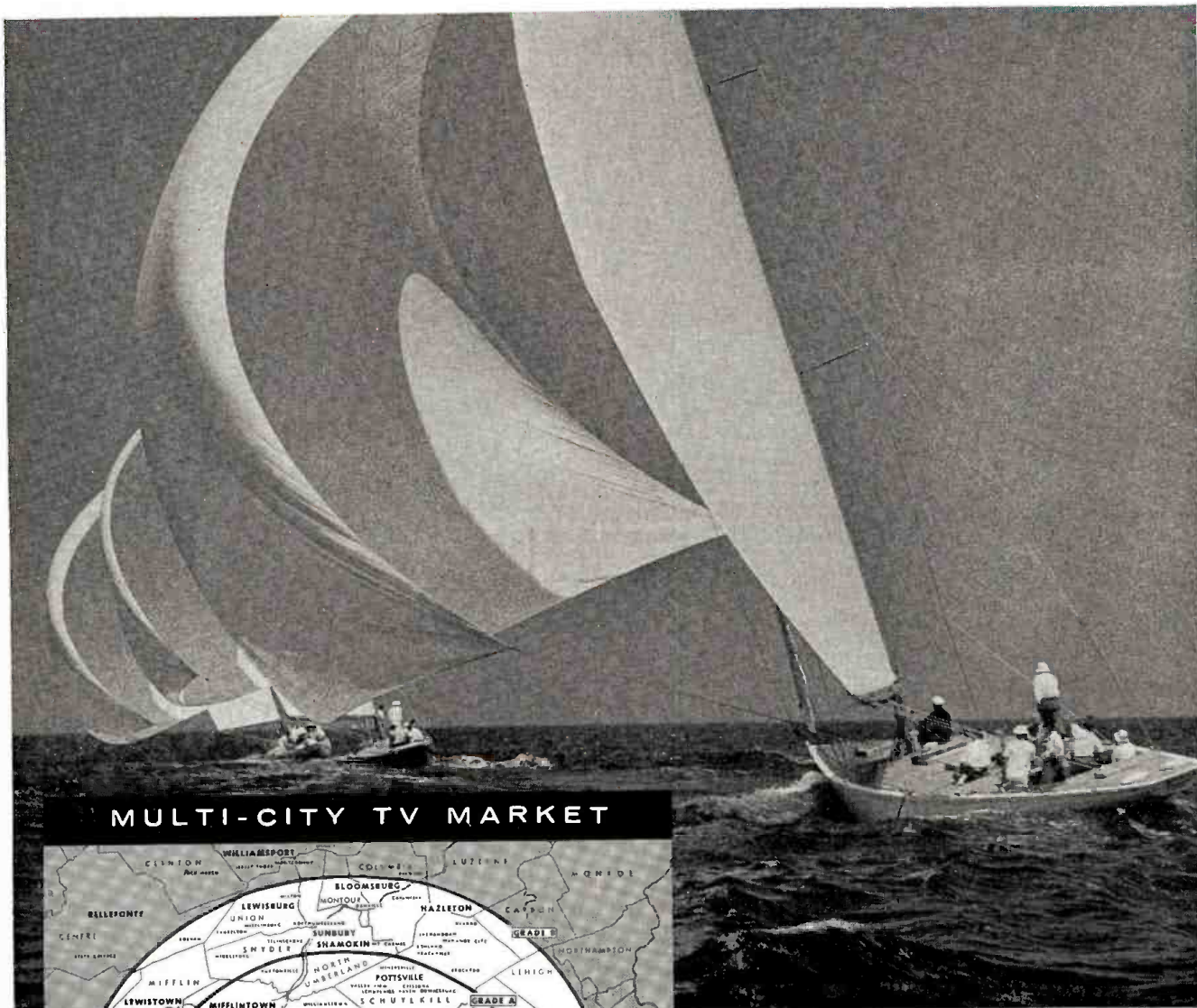


You know her as Kim Novak. But millions of movie fans knew her and loved her as Maggie Gault in the poignant drama, "Strangers When We Meet," co-starring Kirk Douglas, Ernie

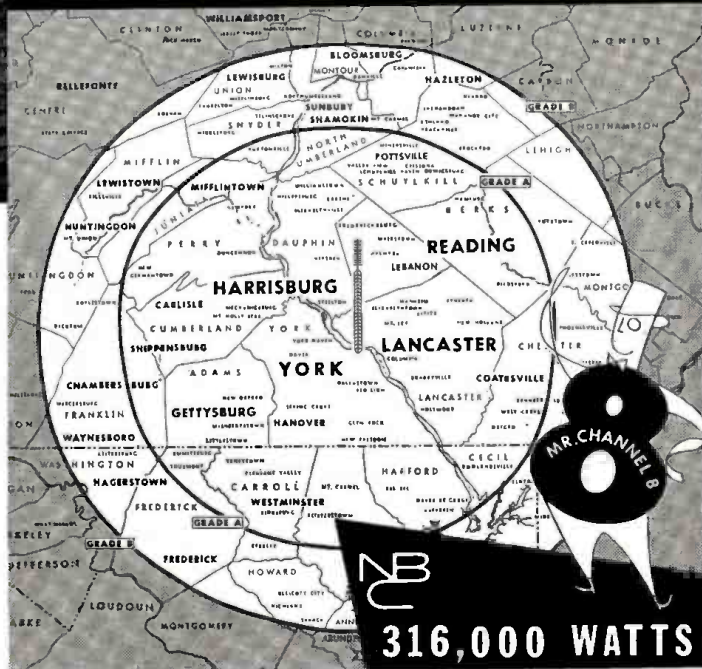
Kovacs and Barbara Rush. It's just one of the 60 great feature film attractions among the newly released Columbia Post-'50 Group II... distributed by SCREEN GEMS.

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, July 27, 1964

Dead center

Resolution to suspend equal-time requirements for broadcast appearances of presidential and vice presidential candidates this fall is destined to gather more dust. Senator John O. Pastore (D-R. I.), chairman of Communications Subcommittee, has made it known he won't initiate action unless President Johnson and Senator Goldwater agree to meet on TV—and as of last Friday that agreement wasn't in offing. Though Mr. Goldwater has said he's ready (BROADCASTING, July 20), Mr. Johnson told news conference last Friday: "We'll cross that bridge when we come to it."

Senator Pastore is in key position to move or stall suspension resolution since it's up to Senate to take action first on compromise version of resolutions already passed by House and Senate. "I'm not getting excited about it," Senator Pastore said last week. He confided, however, he would be "excited" if resolution included congressional candidates.

Search for successor

Augmented committee to select successor to LeRoy Collins as president of NAB probably may be named this week by nucleus five-man executive committee. It's expected full panel will be nine or ten broadcasters, with additional four or five selected from among small and large entities in both television and radio and taking into account geographical spread. Networks per se will not be on selection committee, with their viewpoints presumably available through affiliates.

Selection unit will start from scratch by virtue of decision of Clair R. McCollough, president of Steinman Stations, to eliminate himself from consideration (see page 57). Mr. McCollough concluded, after mature deliberation, that his personal situation "is no different now than it was when I rejected similar suggestions on previous occasions."

UHF sale stalled

Quiet negotiations for acquisition by Cox Broadcasting Corp. of WBRE-AM-FM-TV Wilkes-Barre-Scranton, Pa., for roughly \$3 million last week were reported stalemated. Conversations, which had reached contract stage, would have provided for present owners, Louis G. Baltimore, president, and his son, David M., to continue in charge. Price would have been second highest involving UHF station (WBRE-TV is on ch. 28). Highest price

CLOSED CIRCUIT®

paid for UHF was estimated figure of \$3.5 million for WNEP-TV, also in Scranton-Wilkes-Barre market, acquired by Taft Broadcasting Co. as part of Transcontinent Television Corp. sale approved last February.

Unrenewing renewals

FCC staffers were busy last week explaining why five actions granting renewal applications had been rescinded. Rumors had it that commission was instituting revocation proceedings. Facts, however, were less alarming. In one case, involving WIFE-AM-FM Indianapolis, Ind., clerical error was at fault. Stations got on list of those to be granted by staff before processing of applications was completed. Staff, red-faced, had to take grants back to finish job.

In four other cases, grants were pulled back so that staff could consider protests filed against applications. Protests were submitted to commission only day before grants were ordered, and didn't come to attention of appropriate officials until after grants had been announced. Stations involved are WLCK Scottsville and WBVL Bourbonville, both Kentucky; WRAY Princeton, Ind., and WSEV Sevierville, Tenn.

Saying it with music

Though it's probably meaningless, differences between President Johnson and GOP presidential nominee Barry Goldwater seem to include historic music-licensing issues. Some years back, when Smathers Bill to divorce broadcasters from Broadcast Music Inc. and from recording business was introduced, Senator Goldwater spoke out against BMI as institution that was stifling good music (BROADCASTING, Sept. 9, 1957). On other hand, Mr. Johnson's KTBC Austin (currently in trusteeship for duration of his Presidency) was and reportedly still is one of BMI's stockholder-owners.

Program supply

Preliminary plans for national program conference to assure long-range availability of TV non-network program sources have been drafted by WGN Inc. Ward L. Quaal, executive vice president of company, which also operates KDAL-AM-FM-TV Duluth and is affiliated in ownership with WPIX (TV) New York, has drafted invitation to "pilot group" of dozen group

owners, independents and network affiliates to get their judgment on meeting. Preliminary session will be held in Chicago after Labor Day.

If sufficient interest is indicated, Mr. Quaal said plan would be to evolve agenda for conference to run two or more days—probably in Chicago because of central location. Most of those in pilot group, like WGN, are now in program syndication and production. Underlying conference is need for new program sources because of attrition in non-network programming, including off-network and first-run syndication and feature films (BROADCASTING, July 20).

Anti-CATV forces

Television Accessory Manufacturers Institute (TAME), whose opposition to entry of CATV's around country has been scattered at best, now is preparing more organized contacts with municipal authorities and public considering CATV applications. TAME last week completed final arrangements and will announce soon it has retained Robert R. Mullen & Co., Washington public relations firm.

Wave of the future?

International Telemeter has bullish plans to open its form of wired pay TV in as many as 10 major markets, including four (Miami, Atlanta, Houston and Dallas) where it announced franchises last week (story page 52). Once its wire systems get foothold in big population centers, Telemeter figures, there'll be incentive for production of high-budget pay-TV programs—which up to now have been in short supply.

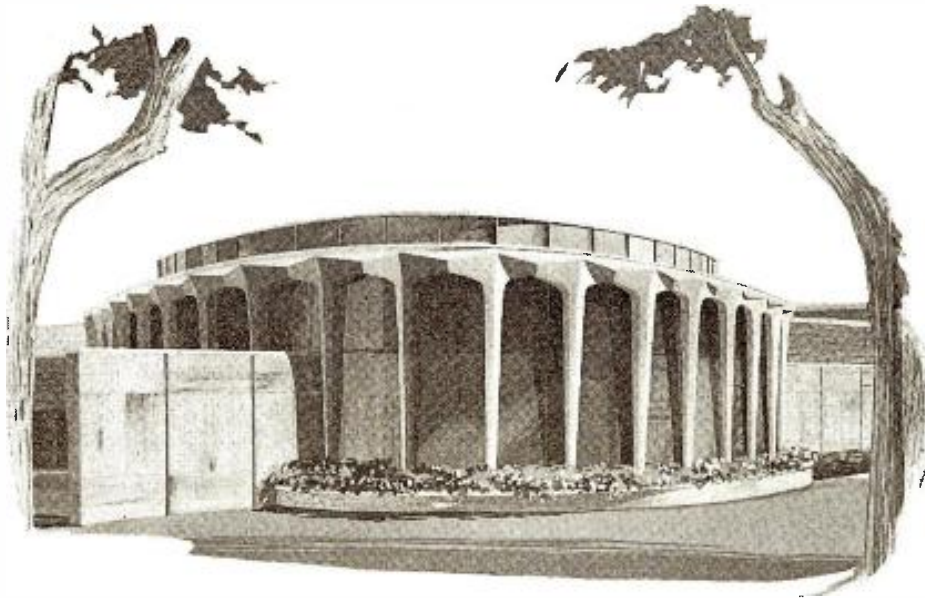
Another UHF deal

Negotiations were well advanced last week toward sale of WYTV(TV) Youngstown, Ohio (ch. 33), by Communications Industries Corp. to new company to be formed by Adam Young Inc., station representative, and others. Price: about \$1.5 million. Sale, subject to usual FCC approval, is part of move by CIC to reduce its broadcast holdings to WJRZ Newark, N. J. CIC is selling WFME(FM) Newark (BROADCASTING, July 13), is understood to be in negotiations toward sales of WKST New Castle, Pa., and WEOK-AM-FM Poughkeepsie, N. Y. Edwin Tornberg & Co. participated as broker in WYTV negotiations.

We started with this simple shape



and wound up with the most exciting
television studio around



It's WTMJ-TV Milwaukee, naturally. Our pioneering blood runs deep.

Back in '42 we built Radio City, considered the nation's best equipped broadcasting facility. Then came WTMJ-TV, first telecaster in Wisconsin. First with network shows. First with color. First in the eyes of adult Milwaukeeans. (WTMJ-TV attracts the most adult viewers. Isn't this the *real* pay-off?)

Now our new \$1.5 million circular studio puts a special glow on an already bright picture. When completed, this one-of-its-kind facility with the latest in technical equipment will do the work of several conventional studios. Meaning even more exciting production, more versatility, more color in Milwaukee.

WTMJ-TV: most exciting television around, any way you look at it.

WTMJ-TV 

THE MILWAUKEE JOURNAL STATION
NBC in Milwaukee

Represented by: HARRINGTON, RIGHTER & PARSONS New York • Chicago • San Francisco • Atlanta • Boston • St. Louis • Los Angeles

WEEK IN BRIEF

1963 was another record year for television finance, both in sales and profits. UHF's had problems and compensation from networks was not overwhelming, but FCC report shows it was a generally sunny year. See . . .

RECORD TV SALES, PROFITS . . . 27

Subscription Television Inc. fills a void: feature films. United Artists will supply pictures exclusively on experimental basis. STV also has new contract to expand Los Angeles service area. See . . .

UA TO SUPPLY STV WITH FILMS . . . 65

Henry and Loevinger lead opposing factions on subject of case-by-case examination of commercial policies; Loevinger wins. Renewals granted to seven of eight Florida stations that sparked conflict. See . . .

STEP FORWARD OR BACKWARD? . . . 34

After 55 years of the same copyright laws, Congress considers new bill. Now legislators' job is to ponder the bill's wisdom, get it into shape. NAB's Anello finds flaws, calls for clarification. See . . .

COPYRIGHT LAW PROPOSED . . . 64

Telemeter Corp. franchises just granted may mean pay TV will pick up southern drawl in fall of 1965. One firm plans to wire Houston and Dallas, another Miami and yet another Atlanta. See . . .

PAY TV TO INVADE SOUTH . . . 52

Oak Knoll Broadcasting gets nod from FCC to use KRLA Los Angeles facility on interim basis. Firm is not applicant for permanent license; 80% of profits will go to educational TV station. See . . .

OAK KNOLL GETS GRANT . . . 58

AAAA committee criticizes NAB code's waiver of political time in commercial count, but McCollough holds firm. Committee thinks waiver will add to clutter problem, NAB says it will wait and see. See . . .

NAB IN CLUTTER FIGHT . . . 44

NAB code's counting of piggybacks as two commercials starting Sept. 1 will do more harm than good, agency executive asserts. Premium charges for piggyback spots will evade the issue, he says. See . . .

PIGGYBACK RULE MAY HURT TV . . . 45

Live television coverage of Olympic games in Tokyo this fall? Yes, if complex plans work out. Comsat will coordinate efforts to use Syncom III satellite, RCA and Japanese Broadcasting Corp. will foot bills. See . . .

OLYMPIC TV PLANS . . . 60

Foote, Cone & Belding is basing radio time buying on survey showing make-up of stations' audiences. Stress is on who listens, not how many. Formats, FC&B says, are essential: "Programming determines audience." See . . .

LOOK FOR QUALITY IN RADIO . . . 48

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Broadcasting

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PROFESSIONAL FIRE FIGHTER—RED ADAIR

ALASKA EARTHQUAKE



RIKERS ISLAND PLANE CRASH



the
victory
of...



ANDREA DORFMAN

SURVIVAL!

FIRST
RUN
SYNDICATION

with James Whitmore

Every episode of "SURVIVAL!" presents action, human interest and suspense in warm, revealing close-ups of men and women reliving their acts of heroism and selflessness. Exciting stories taken from the front pages are crammed with adventure... and in each of the 38 episodes a gripping climax—man's victory... "SURVIVAL!"

Narrating each ½-hr. episode—JAMES WHITMORE. Music score by NELSON RIDDLE. In charge of production—SHERMAN GRINBERG. "SURVIVAL!" is already sold in top markets and acclaimed as a "top buy" by agencies, stations and clients. See "SURVIVAL!" today. Call Seymour Reed, President, collect at (212) PL 7-0100 or write Official Films, 724 Fifth Avenue, New York, N.Y. 10019.



Henry hits majority vote on commercials

CLAIMS REGULATORY POLICY IS NOW IN 'CONFUSION'

FCC Chairman E. William Henry has rebuked commission majority that twice refused to take tough regulatory line in enforcing policy on overcommercialization.

He said majority had ignored past commission representations in matter and, in process, had thrown regulatory program into "confusion."

Chairman made comments in statement dissenting to FCC action, by 4-3 vote, renewing licenses of seven stations that staff had recommended be held up for inquiry into their commercial practices (see page 34). The stations are WNAZ Natchez, WMOX Meridian, WJQS Jackson, all Mississippi; WIKC Bogalusa, WJBO-AM-FM Baton Rouge, WYLD New Orleans, all Louisiana, and KTCS Fort Smith, Ark.

Commissioner Kenneth A. Cox joined in dissent. Commissioner Robert E. Lee was third member of minority. Majority was composed of Commissioners Lee Loevinger, Robert T. Bartley, Frederick W. Ford and Rosel H. Hyde.

Chairman's dissent, at least in spirit, was directed as much to commission's action—by same 4-3 vote—in granting renewal to seven Florida stations whose licenses had been deferred because of commercial practices.

Chairman, recalling that commission in January unanimously voted to give "closer attention" to commercialization on case-by-case basis, asked, "has the majority changed its mind?"

Wants Explanation ■ He said majority should explain its position. Without explanation, he said, majority "refuses to match the commission's action to its words."

Case-by-case approach was adopted when FCC abandoned proposed rule to limit commercials. Since January, chairman said, results of program "indicate there is a problem of substantial proportions."

If first results of commission inquiry are representative, he said, "there has been a decay of standards among broadcasters who carry the greatest number of commercials."

"In the place of meaningful standards we find a pervading sloppiness, neglect and cynicism."

He said the situation is result of temporizing and neglect by this agency—the harvest of years of saying one thing about standards of commercial practices while doing another.

"The time has come for us to face

our responsibilities squarely, and to require broadcasters to face theirs," he said.

Majority, he said, refuses to seize opportunity to set standards. Without attempting to justify its position, he said, it says, in effect, "it does not care!"

In absence of standards, he said, marketplace encourages "slow erosion of the public's program service, a gradual slide toward lowest common denominator and a continuous rise in the overall level of commercialization."

Chesler buys 7 Arts' Grand Bahama stock

Stockholders in Seven Arts Productions at annual meeting in Toronto have approved previously reported plans to divest company's interest in Grand Bahama Development Co. and to redeem its outstanding convertible debentures (BROADCASTING, July 13). According to agreement, Louis Chesler, who had been Seven Arts' board chairman, will pay \$6,548,220 for 495,000 shares which Seven Arts has held in the Bahama Development Co. He has also agreed to dispose of his 150,000-share interest in Seven Arts.

Mr. Chesler has promised to tender \$7,645,000 of convertible debentures he holds in company. New York investment bankers Allen & Co. will lend up to \$4.5 million on 5% notes to finance Seven Arts' debenture redemption. Company said it would realize profit of \$1,598,220 from sale of interest in Bahama land development venture.

Stockholders reduced number of board members from 15 to 12, electing seven new members.

LBJ should sell stations, says dean

Although President Johnson "doubtless leans over backward to avoid any improper pressure" on FCC, objective review of family ownership of broadcast properties would show "wisdom of divesting."

That is view of Columbia University Journalism School Dean Edward W. Barrett writing in summer issue of *Columbia Journalism Review*. He says "it is time for someone with no political axe to grind" to speak on subject.

President's divestment, Dean Barrett says, "can perform a service for the integrity of the commission, for the dignity of the Presidency, and for his own place in history."

Reviewing Johnson family ownership in Texas stations since Mr. Johnson was congressman, Dean Barrett says there was room for doubt then and more doubt when he became member of Senate Commerce Committee "with direct authority over FCC matters." But issue is even clearer with Mr. Johnson as President, dean writes: "There is no doubt that, as President, Mr. Johnson is now setting an unworthy example."

GOP Issue ■ President's broadcast holdings have been subject of Republican fire since late last year (BROADCASTING, Dec. 16, 1963). His family owns Texas Broadcasting Co., but placed stock in hands of trustees week after Mr. Johnson became President (BROADCASTING, Dec. 2, 1963). Company is licensee of KTBC-AM-FM-TV Austin, Tex., and owns 29.5% of KWTX Broadcasting Co., licensee of KWTX-AM-TV Waco, Tex. KWTX Broadcasting owns 50% of KBTX(TV) Bryan; 80% of KNAL Victoria, both Texas, and 80% of KXII(TV) Ardmore, Okla.

Henry says hearing was needed for GE

Henry says hearing was needed for GE

FCC's decision to renew licenses of General Electric Corp.'s three stations in Schenectady, N. Y., was sharply criticized by FCC Chairman E. William Henry Friday (July 24).

He said GE case, involving antitrust violations by company, raised serious questions concerning character qualifications. He said applications should have been set for hearing.

Chairman expressed views in dissenting statement that accompanied commission's order granting renewal of WGY, WGFM(FM) and WRGB(TV) and their transfer to new operating unit.

Applications had been deferred since 1960 because of GE's pleas of guilty and nolo contendere to antitrust charges. Commission's decision was announced four weeks ago, but order was not published until Friday. Vote was 5-1. Commissioner Lee Loevinger did not participate.

Commission majority held that antitrust violations constituted serious offenses but said this fact counterbalanced

more AT DEADLINE page 10

WEEK'S HEADLINERS



Mr. Standen



Mr. Daniels

Charles R. Standen, VP-director of client services at Tatham-Laird Inc., Chicago, elected president and chief executive officer of agency. **Kenneth Laird**, former president, becomes board chairman, succeeding **Arthur E. Tatham**, who has been named to newly created post of chairman of executive committee. **Herbert Daniels**, VP-managing director of agency's New York office, becomes agency's first executive VP in charge of New York operations. Mr. Tatham explained board's actions are part of agency's growth plans and diversification.

Four executives of North Advertising, Chicago, each now VP, have been promoted to senior VP with division responsibility. They are: **Fred Klein**, senior VP in charge of client relations; **Alice Westbrook**, senior VP in charge of creative services; **Harold Rosenzweig**, senior VP-finance, and **Robert Harris**, senior VP-administration. Mr. Klein, formerly head of Doyle Dane Bernbach's Chicago office, joined North in 1961. Mrs. Westbrook and Mr. Rosenz-

weig are among agency's founding members. Mr. Harris joined North in 1962.

Frank Armstrong, chairman of management board, McCann-Erickson, New York, elected executive VP. He joined M-E as senior VP in October 1962. Earlier, Mr. Armstrong was president of Communications Affiliates Inc., marketing arm of The Interpublic Group of Companies, New York.

Howard Mandel, research group head and associate director of Kenyon & Eckhardt, New York, elected VP in charge of research for National Association of Broadcasters, effective Aug. 17, with headquarters in New York. He replaces **Melvin A. Goldberg**, who has joined John Blair & Co., New York, as VP for planning and research (BROADCASTING, May 18). Before joining K&E in 1960, Mr. Mandel was with BBDO and various federal and New York state agencies. As NAB research VP he will work with Donald H. McGannon, president of Westinghouse Broadcasting Co. and chairman of NAB research committee, on furthering association's research program. Mr. Mandel also will be one of NAB's representatives on Rating Council Inc.



Mr. Mandel

licensees." It is policy, commission added, not to make declaratory rulings unless specific facts or controversy are presented to federal agency.

Talks underway on U.S.-Soviet TV show exchange

U. S. Ambassador Foy D. Kohler predicted eventual exchanges of TV programs with Russia at opening of American communications exhibit in Leningrad Friday (July 24).

He said "our government representatives and our scientists have already held discussions about cooperation in the field of communications satellites—holding out hope that in due course we may by this method have regular direct exchange of TV programs as well as more rapid and dependable telephonic and telegraphic communications."

3 P. R. UHF's to form NBC-TV regional network

NBC-TV expects to be servicing tapes of its programming on Aug. 15 to its new affiliate, WTSJ(TV) San Juan, P. R. Two other stations—in Ponce and Mayaguez—are scheduled to begin operating later in year, and three stations, all UHF, will form regional network. Stations' operator is Telesanjuan Inc. Bulk of NBC-TV programs will be recorded at central taping in New York and transported by jet to San Juan. Stations are to program in English.

FTC will restrict ad claims for Enurool

Scheduled to be released Saturday (July 25) was Federal Trade Commission initial decision that would forbid National Research Corp. from making false therapeutic claims for Enurool, product for which claims have been made on radio and TV commercials.

FTC hearing examiner hit claims that Enurool could help "arthritis, bursitis, rheumatism or any other degenerative disease." He also said, among other things, it wouldn't decrease amount of cholesterol and that it isn't "new medical or scientific discovery . . ." Charges in original FTC complaint had been denied by NRC (BROADCASTING, Dec. 30, 1963).

Hearing examiner said, however, that corporate name does not mislead public. He also advocated dismissing charges against Saul Sonnier, named as company official in complaint, because he "severed all official connection with the business" before complaint was made. Other officials named were Harold Sonnier and John C. Jackson.

For other personnel changes of the week see FATES & FORTUNES

fact that pioneer broadcaster GE has rendered broadcast service "in the public interest for 40 years." Majority also cited, as important factor, establishment of separate subsidiary organization to assure close supervision of broadcast operations by top GE management.

Westinghouse Broadcasting Corp., whose parent concern was involved in same antitrust case as GE, had won renewal of its licenses in 1962 largely because of its programming which commission held to be outstanding.

Oral argument for MPATI

FCC last Friday (July 24) announced it will hold oral argument Oct. 9 on rulemaking that would allocate on regular basis channels 72, 74, 76, 78, 80 and 82 for airborne ETV in Illinois, Indiana, Kentucky, Michigan and Wisconsin.

Argument, as was rulemaking, was

requested by Midwest Program on Airborne Television Instruction (BROADCASTING, April 13). MPATI presently operates channels 72 and 76 on experimental basis.

FCC tells Lutheran group it won't issue ID ruling

FCC sponsorship identification rules are properly concern of licensee, commission said last Friday (July 24) in denying request by department of TV, radio and films of The American Lutheran Church, Minneapolis, for declaratory ruling on need for sponsorship identification of certain religious programs.

Commission said "decision as to whether or not sponsorship identification is required . . . is one which properly rests with the individual broadcast

*Write your ticket
to sales success*

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Ron Mercer

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OMAHA 342-7626

R. E. "Dick" Shireman
Vice President
National Sales Director



SOLD NATIONALLY BY H-R Radio

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KOIL AM-FM OMAHA
KISN PORTLAND

BROADCASTING, July 27, 1964



THE CONSISTENT LEADERSHIP STATIONS



TOP RATED
PULSE

IN ALL 3 MARKETS

FIRST RUN OFF NBC NETWORK AND NEVER



DAVID JANSSEN

STARS AS THE SUAVE, TOUGH HOLLYWOOD PRIVATE EYE
IN TWENTY SIX EXCITING HALF HOUR ACTION EPISODES

RICHARD DIAMOND



This exciting series should hit a new performance peak in prime time programming. Each half-hour was telecast only once over the NBC network (1959-60) and are the only episodes on which the original title, Richard Diamond, can be used.

Pre-release sales are WGN, Chicago; WPIX, New York; KTLA, Los Angeles; WFAA, Dallas; KVKN, Monahans, Texas; KGNC, Amarillo, Texas; WSAV, Savannah, Georgia; WKOW, Madison, Wisconsin; and WTIC, Hartford, Connecticut.

"PROVEN-PROGRAMMING" FROM



A SUBSIDIARY OF FOUR STAR TELEVISION

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20
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OFFERED FOR SYNDICATION BEFORE

David Janssen battles tough guys, soothes ruffled clients and charms beautiful women in fast-paced adventures of crime, mystery and courtroom drama. Quality produced with top Hollywood guest stars and featuring the husky voice of Richard Diamond's answering service girl "SAM".



RICHARD DIAMOND / STARRING DAVID JANSEN,
with Russ Conway as Lt. Kile and Richard Devon as Sgt. Alden

Some Negroes have money-
Others don't.
Some are well educated-
Others are not.
Some like sports-
Others can live
Without it.

Simply put:
People are people.
And most people
Buy from people
Who understand them
Best.

That's the real reason
To buy Negro radio.

Negroes are closer
To Negroes.
So- they communicate
Better with Negroes.
They trust them more.
It's as elementary
As that.

One station in the
Greater New York
Negro Community
That everybody trusts
is
WLIB.

This symbol of faith
Is its measure
Of strength.
It's the true power
Of any station:
Better than wattage-
Better than numbers-
Better than anything.

Think about it.
One doesn't buy time
Just to reach
An audience, but
To persuade them, too.
And for that-
You need people
Who speak best
To the people
You hope to sell.

WLIB

Harlem Radio Center

310 LENOX AVENUE, AT 125th ST. NEW YORK 27.

PROGRAMMING TO THE NEGRO COMMUNITY
7 DAYS A WEEK - - 365 DAYS A YEAR.

DATEBOOK

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

■Indicates first or revised listing.

July 20-31—Management seminar designed for young advertising and marketing executives and sponsored by the Advertising Federation of America. Northwood Institute Midland, Mich.

■July 27-28—Meeting of National Community Television Association executive committee, International Inn, Washington.

■July 28—Statements favoring reduction of 10% manufacturer's excise tax on all-channel TV receivers to be presented to House Ways & Means Committee by Delbert L. Mills, Electronic Industries Association; Vincent Waslewski, National Association of Broadcasters; William G. Harley, National Association of Educational Broadcasters, and Mort Farr, National Appearance and Radio-TV Dealers Association.

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

■July 30—Senate Juvenile Delinquency Subcommittee hearing on alleged effects of violence and sex on television on children, with witnesses of television networks. Caucus Room, Senate Office Building, Washington, 10 a.m.

AUGUST

■Aug. 3—Requests for legislation to reduce 10% excise tax on communications to be presented before House Ways & Means Committee by Robert D. L'Heureux, National Community Television Association.

Aug. 4—Georgia Association of Broadcasters forum on CATV and pay TV. Featured speakers will be Robert C. L'Heureux, general counsel of National Community Television Association; John Pinto, vice president of RKO General Phonevision Co.; Terry Lee, vice president for planning and development of Storer Broadcasting Co.; William Carlisle, vice president for station services, National Association of Broadcasters; W. Theodore Pierson, Pierson, Ball & Dowd, Washington; Herb Jacobs, president of TV Stations Inc., New York; Morton Leslie, acting chairman of Television Accessory Manufacturers Association; William Putnam, president of WRLP-TV Greenfield, Mass.; Eugene Cogan, vice president and media director of McCann-Erickson, Atlanta; Bruce Merrill, president of Ameco Inc., Phoenix, and chairman of National Community Television Association; Max Paglin, Washington attorney and former chief counsel of FCC, and Hilbert Slosberg, associate general counsel of FCC. Guests will present brief prepared speeches, then be questioned by a panel of state broadcasting association presidents. Advance registration deadline is July 24. Riviera motel, Atlanta.

Aug. 5—Third annual TV day of Georgia Association of Broadcasters. Speaker will be Herb Jacobs, president of TV Stations Inc., New York. Riviera motel, Atlanta.

Aug. 11—Panel on "The Right of Fair Trial: Responsibility of the Public, Legal Profession and the News Media," annual meeting of the American Bar Association. Dean Erwin Griswold, Harvard Law School; Circuit Judge J. Skelly Wright, U. S. Court of Appeals for the District of Columbia; Harry Ashmore, director of editorial research and development, *Encyclopedia Britannica* (and former editor of the *Arkansas Gazette*); Felix R. McKnight, executive vice president and editor of *Dallas Times Herald* (KRLD-AM-FM-TV Dallas). Waldorf Astoria hotel, New York.

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. 20-23—Tenth annual convention, National Association of Radio Announcers, Ascot House, Chicago.

Aug. 21-22—Meeting of New Mexico Broadcasters Association, Kachina Lodge, Taos.

Aug. 21-22—Meeting of Oklahoma Broadcasters Association, Lawton. Speakers include Dick Osburn, KXOL Fort Worth; Alan Carter, U. S. Information Agency, and Charles N. Stone, director of radio code authority of National Association of Broadcasters.

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. 25-28—Western Electronic Show and Convention, Los Angeles. Twenty technical morning sessions at Statler-Hilton; 1,200 exhibits at Sports Arena and Hollywood Park, where visitors can attend five special afternoon sessions via closed-circuit TV.

■Aug. 27-30—Fall meeting of West Virginia Broadcasters Association. Speakers include FCC Commissioner Rosel H. Hyde; Ed Bunker, president of Radio Advertising Bureau; Pete Cash, president of Television Bureau of Advertising; Vic Diehm, president, WAZL Hazleton, Pa. The Greenbrier, White Sulphur Springs.

Aug. 28-29—Meeting of Arkansas Broadcasters Association, Coachman's Inn, Little Rock.

SEPTEMBER

Sept. 7-11—International Conference on Microwaves, Circuit Theory and Information Theory, sponsored by Institute of Elec-

RAB CONFERENCE SCHEDULE

Dates and places for the Radio Advertising Bureau's fall management conferences, as set by the RAB board at its midyear meeting, are:

■ Sept. 17-18 — Tarrytown House, Tarrytown, N. Y.

■ Sept. 21-22 — Homestead, Hot Springs, Va.

■ Sept. 28-29—Far Horizons, Sarasota, Fla.

■ Oct. 1-2—Hyatt House, San Francisco.

■ Oct. 8-9—Western Hills Lodge, Wagoner, Okla. (near Tulsa).

■ Oct. 12-13—Hotel Moraine, Chicago.

■ Oct. 15-16 — Northland Inn, Detroit.

We'd like to show you a picture of ATC's modular "building block" concept in Automatic Broadcasting systems. But we just can't do it. No two systems ever look the same. Each system is designed to the specific programming desires of management. This is why ATC systems are creating so much interest in the industry. Our building block concept tailors the system exactly to your needs.

We'd like to tell you just what you need in the way of an Automatic Broadcasting system. But we need your help. We need to know what it is you want to broadcast automatically. How long and why. To help you in this, ATC offers free a 35 page booklet entitled, "Planning for Automated Broadcasting." It helps you consider all aspects of Automatic Broadcasting without investing a penny. (There's a copy waiting for you now.)

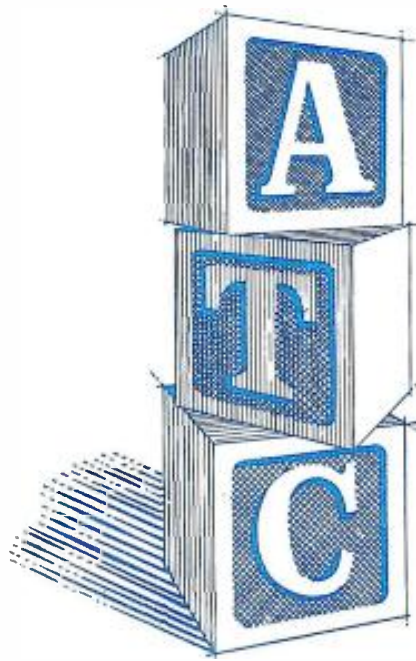
We'd like to tell you just how much an Automatic Broadcasting system will cost. But we need to know exactly how you want your sta-

tion to sound. ATC systems are priced on the basis of how many components are needed to do a specific job. You get no more than you need and certainly no less. Also, we need to know what equipment you now have which might be useable in the system. We work with you to get the price down, not up.

We'd like to tell you that switching over to Automatic Broadcasting is easy. But we can't unless the proper planning and preparation for Automatic Broadcasting is done beforehand. We can tell you, though, that the reward is well worth the effort. Your reward is better use of professional personnel. Your station is more dynamically effective seven days a week and night time, too. You enjoy complete error control over your program content. And, among other things, you maintain absolute control over your music policy.

We'd like to hear from you. Call or write us and tell us your thinking. Then we can show you the picture of what your Automatic Broadcasting system will look like. And cost.

AUTOMATIC  **TAPE CONTROL**
1107 E. Croxton Ave. Bloomington, Illinois



Automatic broadcasting — as easy as ATC...

No wonder more people watched the Republican Convention on the NBC Television Network than on the other two networks combined.

"STRENGTH-IN-DEPTH"

"NBC's Chet Huntley and David Brinkley still are the team supreme in the art of easy-going commentary. Brinkley's bits of off-beat information are special joys.

"NBC's news strength-in-depth was never more evident than on Monday, both in the floor work of its skilled reporters (Frank McGee, John Chancellor, Ed Newman, Sander Vanocur) and in its ability to keep the story running through a long between-sessions lull, while the other two networks reverted to regular programming."

RICHARD K. DOAN, NEW YORK HERALD TRIBUNE

"CONSCIENTIOUS"

"NBC took the honors on the conscientiousness of its coverage. It stayed on longest in the afternoon—right through the Ike parley—and was the first to return to the convention in the evening."

PERCY SHAIN, THE BOSTON GLOBE

"CRISP WIT"

"In terms of editorial content it was a day when David Brinkley's dry manner stood out: during a long lull his crisp wit on NBC can be a source of sustenance for a viewer."

JACK GOULD, THE NEW YORK TIMES

"PRE-EMPTS PROGRAMMING"

"If NBC's coverage should lead the survey list here, it's understandable. Its willingness to pre-empt regular programming earned the gratitude of the viewer who tuned in his set to follow the Convention."

BERNIE HARRISON,
WASHINGTON EVENING STAR

"MOST MEANINGFUL"

"Judging from the thoroughness of the NBC coverage of the morning activities, that network is far ahead of the other two. Particularly informative was the analysis of the morning's session by each of the net's major newsmen. It kept NBC on the air nearly an hour longer than CBS or ABC, but it was clearly the most meaningful broadcast service of the convention so far."

TERRENCE O'FLAHERTY,
SAN FRANCISCO CHRONICLE

"A COMPLEMENTARY PAIR"

"It is easy to see why this pair (Huntley and Brinkley) has dominated convention coverage since 1952. As those who watch their regular 30-minute newscasts each evening can vouch, the two make a complementary pair. They work easily together, but in the long run prove to be just as human as all the rest."

FRANK WILSON, THE INDIANAPOLIS NEWS

"GREAT NEWS ORGANIZATION"

"The great news organization of NBC demonstrated again the abilities that have placed it first in audience favor. David Brinkley, who easily observes the world of politics in a light-hearted manner others can acquire only looking through the bottoms of wry glasses, shared the inevitable hanging studio with Chet Huntley. Though confined together for long hours, they seemed as agreeable as a couple on honeymoon and their mostly ad lib operation went as smoothly as if it had been scripted."

AL SALERNO, N.Y. WORLD-TELEGRAM AND SUN



“CONSISTENCY”

“Huntley and Brinkley haven’t had a single bad moment...”

LAWRENCE LAURENT, WASHINGTON POST

“FINE INTERVIEWS”

“The Good Hunch Award belongs to NBC, which decided to remain on the air with convention commentary throughout the afternoon, until the conclusion of the Eisenhower news conference.

“And in the time when they were the only station dealing with the convention they worked in some fine interviews and fine summaries of the impressions gathered by the NBC team.”

HENRY MITCHELL,
THE COMMERCIAL APPEAL, MEMPHIS

“CRISP ANALYSIS”

“Once again the Huntley-Brinkley combo, with an excellent location overlooking the convention hall, offered crisp commentary and analysis.”

KAY GARDELLA, NEW YORK DAILY NEWS

“MOST ACTIVE FLOOR TEAM”

“NBC appeared in the opening round to have probably the most active floor team...”

RICHARD K. DOAN, NEW YORK HERALD TRIBUNE

“OFTEN BRILLIANT”

“The only real suspense engendered during most of the long dry periods is that which derives from a desire not to miss the often brilliant humorous asides offered by these NBC observers (Huntley and Brinkley).”

WIN FANNING, PITTSBURGH POST-GAZETTE

“ABSORBING CAMERA WORK”

“NBC seemed to us to have the overall edge, via smoothest floor coverage and absorbing ‘human interest’ camera work during the lulls in convention action. Reuven Frank’s production and camera staff take credit.”

ATRA BAER, NEW YORK JOURNAL-AMERICAN

“IN A CLASS BY THEMSELVES”

“NBC’s Chet Huntley and David Brinkley were again in a class by themselves...”

BOB WILLIAMS, NEW YORK POST

“MORE PERCEPTIVE”

“NBC was best by a wide margin in the coverage of the night’s proceedings. It showed more vigor in getting to the heart of the various disputes or controversies; it had a surer touch in its handling of the farflung ramifications of such a sprawling event; and it got more perceptive and brighter comment from its two men at the top, Chet Huntley and David Brinkley.

“Frank McGee was particularly valuable as a backup man in the floor maneuvering, with others like Ed Newman, Sander Vanocour and John Chancellor also on the ball.”

PERCY SHAIN, THE BOSTON GLOBE

“THOROUGH AND FAST”

“NBC is still the leader in thorough and fast coverage. It’s Chet Huntley – David Brinkley team of anchormen towers above their rivals and they are backed by the largest staff who dig up unusual, informative sidelights.”

BEN GROSS, NEW YORK DAILY NEWS



How About It? Wouldn't You Like To Take A Ride With A Winner?



"The Girl from MGM-TV" Chris Noel

**Like KOIN-TV
Portland, Ore.?
They just bought
the new Zero One
series...after the
rating results
in Portland, Me.!**



trical 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. Alaska Prince hotel, Tokyo.

■Sept. 10—Panel on "Is 'Fairness' Fair?" sponsored by the communication committee of Federal Bar Association. Participants include FCC Commissioner Kenneth A. Cox; W. Theodore Pierson of law firm of Pierson, Ball & Dowd; Ben Strouse, president of WWDC-AM-FM Washington, and Lewis Cohen (moderator), Washington attorney. 8 p.m., Statler-Hilton hotel, Washington.

Sept. 10-11—Michigan Association of Broadcasters annual fall meeting, Hidden Valley, Gaylord, Mich.

Sept. 13-15—Meeting of Louisiana Association of Broadcasters, Capitol House, Baton Rouge.

■Sept. 14—Public hearing on applications for community antenna television franchises before Public Utilities Commission, State Office Building, Hartford, Conn., 10 a.m.

■Sept. 15—Annual meeting of shareholders of Rollins Broadcasting Inc., Bank of Delaware Building, Wilmington, Del.

Sept. 18—Deadline for comments in FCC inquiry into CATV ownership by broadcast licensees and related questions.

Sept. 18-19—Meeting of Maine Association of Broadcasters, Poland Spring (tentative).

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

Sept. 18—New FCC deadline for filing reply comments on its proposed rules to govern grant of authorizations in business radio service and domestic public point-to-point microwave radio service for microwave facilities to relay TV programs to CATV systems.

Sept. 20-22—Meeting of Nebraska Broadcasters Association, Holiday Inn, Grand Island.

Sept. 21—Radio programing clinic held by National Association of Broadcasters' program study committee. Chisca 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. 23-24—Convention of the CBS Radio Affiliates Association, New York Hilton hotel.

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

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

Sept. 25—Radio programing clinic held by National Association of Broadcasters' program study committee. Hilton Inn, Tarrytown, N. Y.

Sept. 25-26—Utah Broadcasters Association convention, Royal Inn, Provo.

Sept. 27-Oct. 2—Ninety-sixth annual technical conference of Society of Motion Picture & Television Engineers, Commodore hotel, New York.

OCTOBER

Oct. 4-5—Fall meeting of the Texas Association of Broadcasters, Hotel Texas, Fort Worth.

Oct. 4-6—Meeting of North Carolina Association of Broadcasters, Grove Park Inn, Asheville.

Oct. 5-6—Fall convention of New Jersey Broadcasters Association, Nassau Inn, Princeton.

Oct. 8-9—Meeting of Tennessee Association of Broadcasters, Mountain View hotel, Gatlinburg.

Oct. 8-10—Meeting of Alabama Broadcasters Association, Tuscaloosa.

Oct. 15-16—Meeting of Indiana Broadcasters Association, Marriott hotel, Indianapolis.

Oct. 16—Deadline for reply comments in FCC inquiry into CATV ownership by broadcast licensees and related questions.

Oct. 19-21—Fall meeting of the Kentucky Broadcasters Association, Jennie Wiley State Park, near Prestonburg.

Oct. 19-21—Twentieth annual meeting of National Electronics Conference. Additional information may be obtained from R. J. Napolitan, NEC, 228 North LaSalle Street, Chicago. McCormick Place, Chicago.

Oct. 21-23—Fourth annual general meeting of the Institute of Broadcasting Financial Management, Sheraton-Cadillac hotel, Detroit.

Oct. 21-23—Fourth International Film & TV Festival of New York, to be held in conjunction with the eighth annual Industrial Film and Audio-Visual Exhibition. New York Hilton hotel. For additional information, write: Industrial Exhibitions Inc., 17 East 45th Street, New York 17.

■Oct. 22-23—Fall meeting of Missouri Broadcasters Association, Ramada Inn, Jefferson City.

Oct. 25-26—Meeting of Massachusetts Broadcasters Association, Hotel Somerset, Boston.

■Oct. 25-28—National convention of the National Association of Educational Broadcasters. Speakers include Carl T. Rowan, director of the U. S. Information Agency, and Dr. Lester F. Beck, professor of psychology for the Oregon State System of Higher Education. Austin, Tex.

Oct. 27-30—Western region convention of the American Association of Advertising Agencies, Beverly Hilton hotel, Beverly Hills, Calif.

Oct. 28-30—Twelfth annual marketing conference of the National Industrial Conference Board Inc. Speakers and participants include Thomas B. McCabe Jr., Scott Paper Co.; K. E. Staley, General Motors Corp.; Donald M. Kendall, Pepsi-Cola Co.; Arch C. West, Frito-Lay Inc.; Jack Northrup, Purex Corp.; Philip L. Bondy, General Cigar Co.; William G. Mennen Jr., The Mennen Co.; Seymour Marshak, Lincoln-Mercury division of Ford Motor Co.; J. Emmett Judge, Westinghouse Electric Corp.; Alvin Griese-dieck Jr., Falstaff Brewing Corp., and Charles T. Pope, Birds Eye division of General Foods Corp. Waldorf-Astoria hotel, New York.

NOVEMBER

■Nov. 12-13—Fall convention of Ohio Association of Broadcasters, Christopher Inn, Columbus.

Nov. 16-17—Fall meeting of Oregon Association of Broadcasters, featuring reception for state legislators, Marion motor hotel, Salem.

Nov. 16-18—Annual convention of the Broadcasters' Promotion Association, Pick-Congress hotel, Chicago.

Nov. 17-19—Television Bureau of Advertising's 10th annual meeting, New York Hilton hotel, New York.

JANUARY

■Jan. 25-29—Winter meeting of boards of National Association of Broadcasters, Palm Springs Riviera, Palm Springs, Calif.

■Indicates first or revised listing.

First Voting Machine?

"Yep. Cannon helped us get the vote, in Rhode Island.

"In 1841, folks here were fed up, 'cause they had to own a lot of land to vote. They set up a People's Party. Elected a Providence businessman, Thomas Dorr, for Governor. Only trouble: Samuel King, the incumbent, wanted to hold onto his job.

"So, Mr. Dorr rounded up some cannon and men with guns, and started the Dorr War against the militia. With just one man killed and two wounded (spectators at that) — he raised enough fuss so, in '42, the Landholders put through a better constitution that let more men vote. Pretty vigorous campaign!"

But then, the Providence market is always vigorous, in spending as in politics. It is Connecticut and Massachusetts, as well as all of Rhode Island. And, people in television say **Providence is WJAR-TV.**



Your personal print, suitable for framing, awaits your card or call.

© OUTLET 1964

W SURE WE'RE THE 46th MARKET*
AND LOOK WHAT ELSE WE ARE!

N TV-5 Land has a National Ranking of 40th in Total Retail Sales, with Retail Sales of \$1,896,909,000.90 —
Higher than FIVE MARKETS with Larger Populations.

E Our National Ranking is 38th in Food Sales
Higher than Toledo, Ohio — which ranks 44th in Food Sales.

M We're ranked 33rd in Drug Sales
Higher than Dayton, Ohio — which ranks 42nd in Drug Sales.

. 32nd in Appliances
Higher than Providence, Rhode Island, which ranks 40th in Appliance Sales.

T 32nd in Furniture
Higher than Lansing, Michigan — which ranks 41st in Furniture Sales.

V 32nd in Automobiles
Higher than Cincinnati, Ohio — which ranks 34th in Automobile Sales.

5 IN FACT, WE'RE HIGHER THAN TOLEDO AND HIGHER THAN LANSING—THE CAPITAL OF MICHIGAN—IN EVERY SALES CATEGORY!*

It will pay you to take a closer look at the 46th Market — Flint-Saginaw-Bay City. WNEM-TV 5 delivers this big Metro Market, PLUS all of Eastern Michigan. That's why more advertisers use WNEM-TV 5 than any other station in the market. (BAR, January, 1964)

WNEM-TV 5 has been selling most of the local advertisers time and time again, consistently for the past 10 years . . . Flint-Saginaw-Bay City-Midland.

*Sales Mgt., Survey of TV Market February 7, 1964

WABJ, Adrian, Michigan and WNEM-FM, Affiliate Stations.

WNEM-TV 5
SERVING FLINT - SAGINAW - BAY CITY AND ALL EASTERN MICHIGAN

Interest pops up

EDITOR: The story on Mogubgub Ltd. and pop art (BROADCASTING, June 15) is creating an interest in many advertising agencies around the country. . . . Your article has certainly done much to excite the imagination of many commercial advertisers . . . thank you for identifying us with a trend that seems to be gaining momentum.—A. J. Silano, Mogubgub Ltd., New York.

Far East fan

EDITOR: I found BROADCASTING in the library of Dentu, one of the biggest ad agencies in Japan. It was filled with interesting and useful features from the first page to the last. Please send me a subscription order form.—Masayuki Nakao, Matsushita Electric Industrial Co. Ltd., Tokyo.

Times do change

EDITOR: I really think that we ought to try to build a fire under broadcasting and newspapers toward a moratorium on electronic predictions of the winner of the November presidential elections, and do it on a voluntary basis. . . . WAVA under any circumstance is not going to broadcast any of these cybernetic predictions. I feel particularly close to this since, in 1948 I was working for Dr. George Gallup, when unequipped with anything but an adding machine we predicted that Dewey would, of course, clobber Harry Truman. Things have changed, haven't they?—Arthur W. Arundel, president, WAVA-AM-FM Arlington, Va.

Which voice is real?

EDITOR: The article on editorializing (BROADCASTING, July 13), which summarizes the 2½-day meeting of the National Broadcast Editorial Conference, is an informative and timely report on today's status of editorializing. . . .

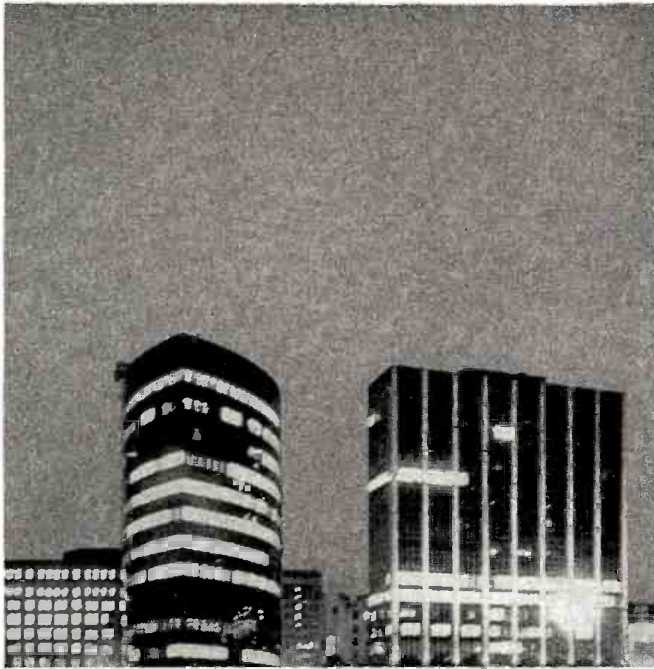
However, using the TIO statistical analysis of TV for a showing of present actuality—rather than merely the potential—of editorializing, it is indicated that only about one third of all TV stations editorialize, only about once a week, and that the editorials are usually only about two or three minutes long. . . .

It appears the newspapers have little to fear in the way of competition in editorializing, contrary to the notion expressed by some speakers, unless the situation is changed.

We must ask, based on the history of the industry, and the present state of

UNITED PRESS INTERNATIONAL

a smart addition to any newsroom



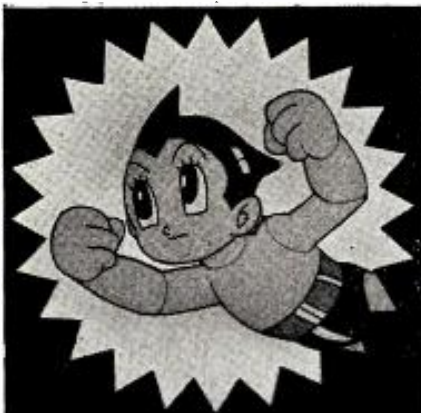
Hartford-New Britain, market on the up-beat after a \$40,000,000 face lift. And the home of ...

WPOP (under new ownership), entertaining and informing the insurance capital of America. Now, WPOP (Joseph C. Amaturò, President and General Manager) appoints ...

WPOP



BLAIR RADIO,
a Division of John Blair and Company,
effective August 1, 1964, as its
exclusive national representative.
This selling power added to the
Blair Group Plan makes it, more
than ever, America's most
influential group of radio stations.



ASTRO BOY

Just bought by Bob Rierson, Program Operations Manager of WBTV, Charlotte, North Carolina. 52 new animated half hours. Every program an exciting adventure.

CALL NBC FILMS

for your tower requirements check

ROHN SYSTEMS

A complete tower erection service that has these special advantages:

- ✓ DEPENDABILITY
- ✓ RELIABILITY
- ✓ COMPLETE ENGINEERING
- ✓ COAST TO COAST SERVICE

Be sure to obtain price quotations and engineering assistance for your complete tower needs from America's foremost tower erection service.

ROHN SYSTEMS, INC.

6718 W. Plank Road

Peoria, Illinois

the record: Is radio-TV editorializing an elephant's body with the voice of a mouse? Or is the voice of the elephant merely muted—ready when the call comes? If so, the time is now.—*John F. Clagett, attorney, Washington.*

Contact renewed

EDITOR: This is murder. Tehran, Iran, is beautiful, but contact with the rest of the world is nonexistent. Please rush me a year's subscription to BROADCASTING, including the YEARBOOK, as soon as possible.—*Staff Sergeant Robert A. Martin, Armed Forces Radio and Television Service, APO 205, New York.*

Thought that counts

EDITOR: Appreciate so much the Week's Profile sketch you were kind enough to run on me in BROADCASTING, June 1. To my way of thinking you have an excellent publication.—*Louis R. Draughon, president, WSIX Inc., Nashville.*

Observations in Oregon

EDITOR: Perhaps your readers will be interested in a remarkable station I encountered in Oregon. Three individuals employed by KWFS-AM-FM Eugene suffer from severe physical handicaps. But not one suffers a job handicap.

A Korean battleground cost James Huntington, chief engineer, both legs and three fingers of his left hand. Outstanding coordination and an unusual degree of manual dexterity have more than compensated for his physical loss.

A brain injury sustained in World War II left news director Dolph Janes paralyzed in the left arm and leg. Getting about in a battery-operated car equipped for short-wave broadcasting, Mr. Janes travels hundreds of miles daily on his news beat.

Program Director Dennis Celorie has been confined to a wheelchair since birth—a victim of severe cerebral palsy. Although unable to raise his arms above chin-level, he operates a control panel loaded with dozens of switches and knobs, reads meters and adjusts transmitter controls, and maintains a complicated filing system.

Mr. Marvin R. Steffins Jr., president of the Willamette Family Stations, has found that each of his so-called "handicapped" employes has "outstanding ability." His experience is typical of that of other enlightened broadcasters who have had the foresight to give a disabled worker a chance.—*Harold Russell, chairman, The President's Committee on Employment of the Handicapped, Washington.*

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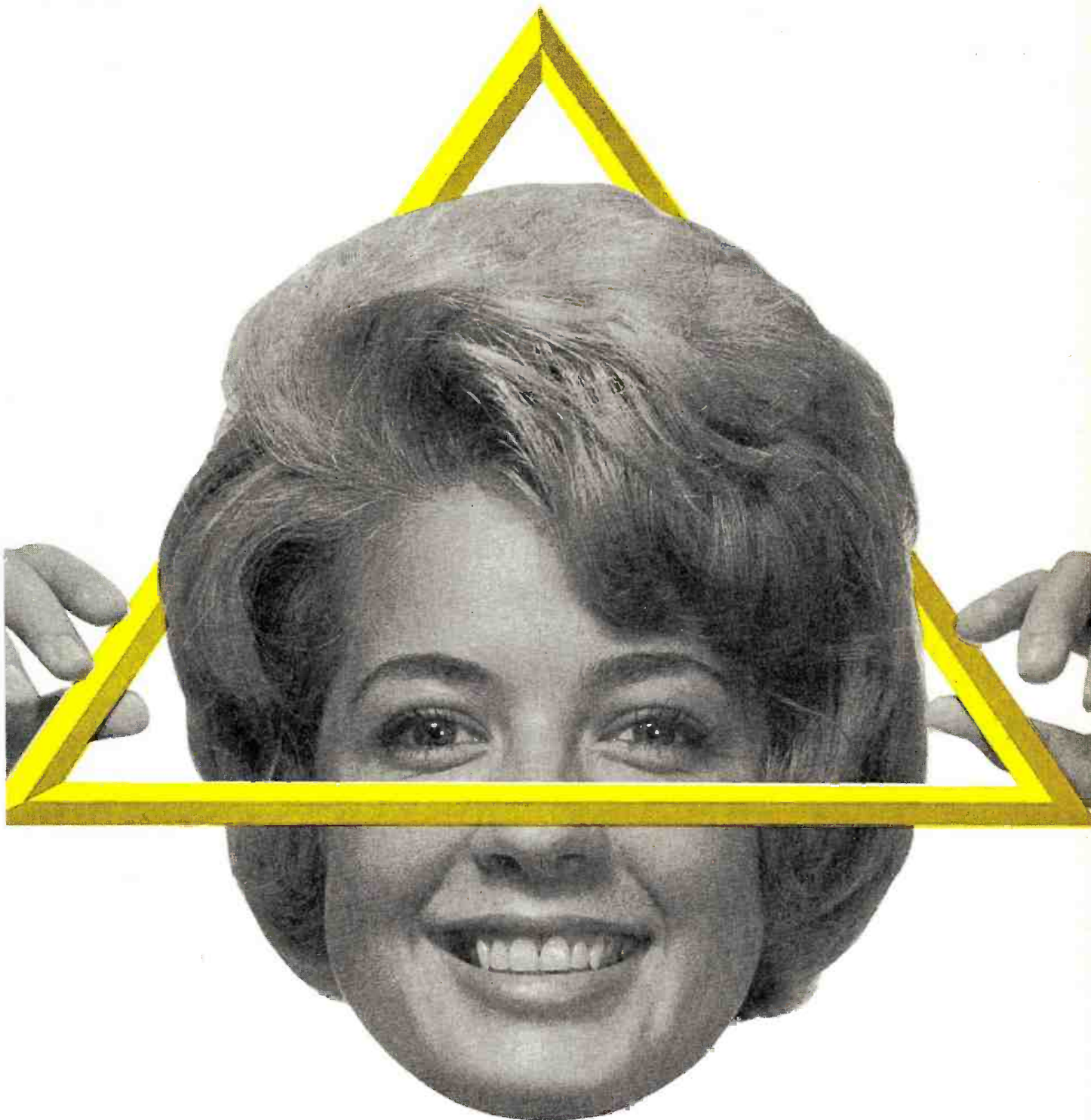
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BROADCASTING, July 27, 1964



You know you belong in the Golden Triangle

The WSJS Television Market—No. 1 in North Carolina

Because WSJS Television's Golden Triangle comprises a 3 metro city-33 county Grade A coverage that's the No. 1 market in the No. 12 state, being No. 1 in population, households and retail sales in North Carolina.

WSJS 
TELEVISION  **12**

WINSTON-SALEM / GREENSBORO / HIGH POINT
Represented by Peters, Griffin, Woodward

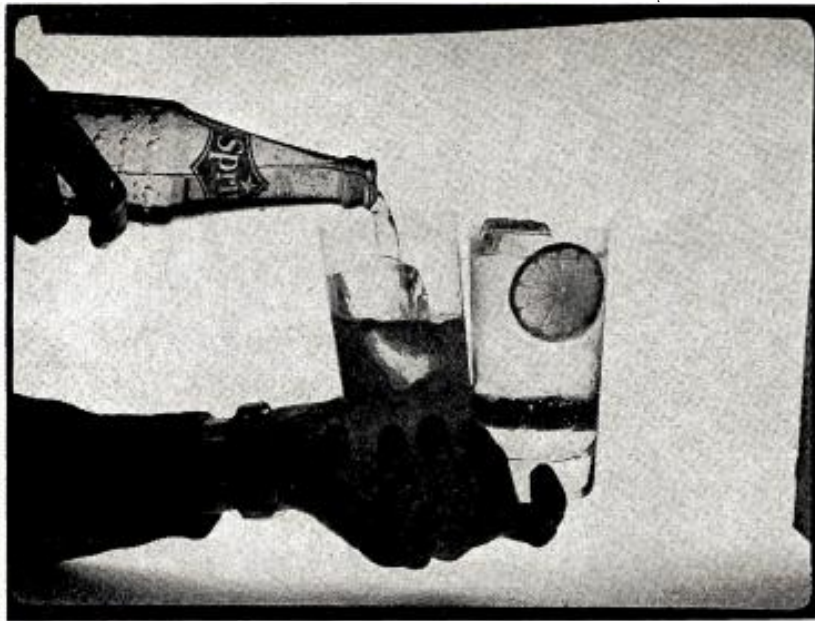
MONDAY MEMO

from ARTHUR L. MELTZER, Clinton E. Frank Inc., Chicago

An example of the print syndrome in action:



Sprite ad, in 'Life'



The TV version

Harold Becker, a New York photographer, exhibits his command of both print and TV for Sprite (agency, McCann-Marshall). The product's image is translated in an exciting and meaningful way, with taste appeal projected far beyond the average ad or commercial. Mr. Becker

uses the same studio and same crew for both media, and can make the transition from print to TV and back again with complete freedom; a freedom borne of natural talent disciplined and tailored to advertising through his years in the print media.

Perhaps many of you have noticed, as I have, how many of the really exciting and effective commercials are being done by print photographers who have turned to television. Irving Penn for Pepsi Cola; Harold Becker for U. S. Steel and Sprite; Howard Zieff for Xerox and Ford—just to name a few.

Of course, this warms the cockles of any art director's heart, because these guys have been making us look good for years. Why have they made the transition to TV so easily and excelled so quickly? There are two reasons:

First, because of their years in print, they have accepted the discipline of advertising. Their first instinct is the dramatization of the product.

Second, these men are truly artists, rather than mere technicians who learned their trade in the school of B movies.

If you look even deeper, you find that the best writers and art directors in agencies are the ones who started in print and are currently working in both media. (I'm speaking, of course, of the ones who have spent enough years in TV to understand the extra dimensions of the television medium.) They are bound by their print discipline never to let technique dictate an idea, but vice versa. In other words, to them the medium, print or TV, becomes in-

cidental to the *idea*. And let's face it, no one has even seen a good commercial or a good ad that didn't have a good *idea* behind it.

Speaking of art directors, let me just say that the ones who have ignored TV (and there are many talented ones who still can't be bothered) are not only limiting their outlooks, but perhaps shortening their careers. Conversely, the ones who have gotten into TV with both feet are really effective because of their early print discipline.

Does this mean that people who grew up in broadcast are suddenly without portfolio? Of course not. But you'll find that the best agency producers, writers

and art directors are the ones who understand that they are in the advertising business and not the film business. They realize that much of what was done in films in the past is no longer applicable to this ever-changing business of instantly communicating an idea.

The point comes down to this: Good print people have been spending the last few years painfully learning and have interjected their discipline into the television medium. Good broadcast people have seen the light and are utilizing the talents of a Penn, a Becker or a Zieff. In a few years, I'll bet, the ones that don't won't be around.

Everybody agree?



Arthur L. Meltzer, born and reared in Chicago, attended the Chicago Academy of Fine Arts and the Institute of Design of Illinois Institute of Technology. He was with Fulton, Morrissey Co., Chicago (1952-54); Edward H. Weiss & Co. for the next six years, and in the Chicago office of Leo Burnett Co. (1959-1962). He joined Clinton E. Frank Inc. as vice president and executive art director in June 1962.

NAME DROPPING... FLORIDA STYLE!

BRISTOL-MYERS PRODUCTS DIVISION

BRISTOL-MYERS COMPANY
ESTABLISHED 1887

630 FIFTH AVENUE - NEW YORK 20, N.Y.

May 13, 1964

Mr. Charles Mathews
General Sales Manager
Station WLBW-TV
3898 Biscayne Boulevard
Miami, Florida 33512

Dear Charlie:

Now that the dust has settled, I thought you might be interested to know that our recent promotion on WLBW-TV was a huge success. Not only for Bristol-Myers, but for the retailers themselves. We hope you benefited, too.

Let me thank you for your part in this program. Never in my experience has an advertiser desperately needed and received so much unqualified cooperation from a station.

Without your help, the traffic people, your copy department, and the valiant efforts of your slide projection group, we never could have done it. Our sincere thanks... it was genuinely appreciated.

Sincerely yours,

Edward E. Parmelee
Advertising Manager

EEP: sed

cc: W. R. McCurdy
T. A. Welstead

Represented by HR Television, Inc.



WLBW-TV



Affiliated with WCKY 50KW
GINCINNATI, OHIO

MIAMI, FLORIDA

BROADCASTING, July 27, 1964

"Seasoned to Please!"



WKRG-TV

Mobile-Pensacola

Channel 5

Represented by H-R Television, Inc.

or

Call C. P. Persons Jr., General Manager



Another record for TV sales, profits

1963 SEES REVENUES OVER \$1.5 BILLION, PROFITS CLIMBING 10%

The FCC in its annual report of a plethora of television financial figures last week offered further proof of TV's steady growth in both revenue and profit.

In 1963, the FCC's figures revealed, the three networks, their 15 owned-and-operated stations and the 550 other TV outlets included in the report amassed record revenues of more than \$1.59 billion and record profits before federal income taxes of more than \$343 mil-

lion. Revenues were 7.5% above 1962's \$1.48 billion and profits were up 10% from that year's \$311 million. In 1962, however, revenues and profits gained 12.7% and 31%, respectively, over 1961.

Spot Shows Gain ■ Both network and national spot sales were up from 1962, and spot increased its financial lead over network revenue, a lead first gained in '62. In that year spot accounted for \$539.5 million, or 41%, of the industry's total revenues; network time was

credited with \$521.5 million, or 40%. The FCC's report showed that in 1963 spot was up to \$600.7 million, 43% of the total, and network at \$537.9 million, 39%. Spot thus accounted for some two-thirds of the increase in total time sales in 1963. The rest of the totals belong to local sales, \$242.5 million, 19%, in 1962 and \$256.1 million, 18%, in 1963.

The networks pulled in \$537 million in revenues from time sales, and in-

What happened to television's dollars in 1963

Tv Networks		15 Network-Owned Stations		550 Other Stations	
INCOME		INCOME		INCOME	
\$918,200,000†	100%	\$217,100,000†	100%	\$899,900,000†	100%
Network time sales		Network time sales		Network time sales	
\$537,000,000	58.5%	\$34,900,000	16.1%	\$167,800,000	18.6%
Program & talent sales		National-regional spot		National-regional spot	
\$345,800,000	37.7%	\$131,800,000	60.7%	\$468,900,000	52.1%
Sundry other sources		Local advertising		Local advertising	
\$35,400,000	3.8%	\$42,200,000	19.4%	\$213,900,000	23.8%
		Program & talent sales		Program & talent sales	
		\$3,000,000	1.4%	\$8,400,000	1.0%
		Sundry other sources		Sundry other sources	
		\$5,200,000	2.4%	\$40,900,000	4.5%
OUTGO & PROFIT		OUTGO & PROFIT		OUTGO & PROFIT	
\$918,243,000†	100%	\$217,159,000†	100%	\$899,861,000†	100%
Paid to owned stations		Agency & rep commissions		Agency & rep commissions	
\$34,900,000	3.8%	\$32,700,000	15.0%	\$123,000,000	13.7%
Paid to affiliates		Technical expense		Technical expense	
\$166,900,000	18.2%	\$16,211,000	7.5%	\$90,123,000	10.0%
Agency commissions		Program expense		Program expense	
\$80,600,000	8.9%	\$55,754,000	25.7%	\$234,761,000	26.1%
Technical expense		Selling expense		Selling expense	
\$28,665,000	3.1%	\$12,232,000	5.6%	\$68,253,000	7.6%
Program expense		General & administrative		General & administrative	
\$487,239,000	53.0%	\$20,462,000	9.4%	\$176,724,000	19.6%
Selling expense		Profit before federal tax		Profit before federal tax	
\$22,167,000	2.4%	\$79,800,000	36.8%	\$207,000,000	23.0%
General & administrative					
\$41,372,000	4.5%				
Profit before federal tax					
\$56,400,000	6.1%				

Source for all figures—FCC financial reports for 1963. † Totals of income and outgo & profit do not precisely balance because of rounding.

Individual market revenue for 1963 compared with 1962

Markets	No. Stations Reporting	Total 1963 Revenues ² (000)	Total 1963 Expenses (000)	Total 1963 Income ³ (000)	Network		Gain or Loss (000)	Spot		Gain or Loss (000)	Local		Gain or Loss (000)
					1963 (000)	1962 (000)		1963 (000)	1962 (000)		1963 (000)	1962 (000)	
Albany-Schenectady-Troy, N. Y.	3	\$ 6,664	\$ 4,686	\$ 1,978	\$1,680	\$1,769	\$ (89)	\$4,507	\$4,172	\$335	\$1,385	\$1,120	\$ 265
Albuquerque, N. M. ⁴	3	2,584	2,551	33	611	638	(27)	794	670	124	1,421	1,073	348
Amarillo, Tex.	3	2,226	2,221	5	526	530	(4)	615	627	(13)	1,158	1,169	(11)
Atlanta ¹	3	9,088	7,036	2,052	1,859	1,921	(62)	5,582	4,900	682	3,036	2,875	161
Bakersfield, Calif.	3	1,989	2,088	99	436	439	(3)	830	744	86	962	989	(27)
Baltimore	3	11,915	8,377	3,538	2,260	2,413	(153)	8,451	8,414	37	2,868	2,831	37
Beaumont-Port Arthur, Tex.	3	1,966	1,790	176	612	557	55	849	928	(79)	750	530	220
Binghamton, N.Y.	3	2,591	1,978	612	819	*		1,298	*		779	*	
Boston	3	25,011	12,414	12,597	4,147	4,214	67	19,531	17,541	1,990	5,655	6,028	(373)
Buffalo-Niagara Falls, N.Y.	3	12,548	8,028	4,520	2,745	2,482	263	8,785	8,698	87	3,213	3,100	113
Cedar Rapids-Waterloo, Iowa	3	2,894	2,158	735	957	952	5	1,566	1,399	167	611	534	77
Charleston-Oak Hill-Huntington, W. Va.-Ashland, Ky.	4	5,162	3,972	1,191	1,888	1,770	18	2,365	2,107	258	1,245	1,188	57
Charleston, S.C.	3	2,051	1,755	296	783	652	131	494	515	21	873	778	95
Chattanooga	3	2,234	1,943	291	745	740	5	954	895	59	681	670	11
Chicago	4	53,522	32,328	21,194	6,786	7,054	(268)	38,079	34,200	3,879	12,864	10,573	2,291
Cincinnati	3	11,239	6,929	4,310	2,468	2,636	(168)	6,199	5,989	210	2,411	2,342	69
Cleveland	3	21,294	10,900	10,395	3,333	3,530	(197)	14,863	13,829	1,034	4,653	3,880	773
Colorado Springs-Pueblo, Colo.	3	1,568	1,624	56	365	365	0	576	531	45	739	709	30
Columbia, S.C.	3	2,194	1,621	573	529	531	(2)	879	928	(49)	763	721	(42)
Columbus, Ohio	3	9,591	6,237	3,354	1,694	1,769	(75)	6,063	5,722	341	2,527	2,478	49
Dallas-Fort Worth	4	13,549	9,770	3,778	2,509	2,329	180	7,985	7,323	662	4,181	4,131	50
Davenport, Iowa-Rock Island-Moline, Ill.	3	3,690	2,979	711	1,362	**		2,319	*		402	**	
Denver	4	8,218	5,880	2,339	1,335	1,361	(26)	5,034	4,294	740	2,672	2,311	361
Des Moines-Ames, Iowa	3	4,164	3,116	1,048	1,147	1,157	(10)	2,531	2,473	58	1,003	872	131
Detroit	3	20,956	11,177	9,780	4,554	4,737	(183)	13,910	12,708	1,202	5,423	5,287	136
El Paso	3	2,151	2,069	82	498	482	16	795	682	113	996	1,053	(57)
Evansville, Ind.	3	2,481	1,881	601	754	794	(40)	985	763	222	833	746	87
Flint-Saginaw-Bay City, Mich.	3	3,741	3,036	705	1,067	1,097	(30)	2,263	2,072	191	890	740	150
Fort Wayne, Ind.	3	2,729	2,030	699	838	880	(42)	1,414	1,143	271	767	774	(7)
Fresno-Hanford-Visalia, Calif.	6	3,675	3,935	261	883	913	(30)	2,194	1,822	372	1,244	1,287	(43)
Grand Rapids-Kalamazoo, Mich.	3	7,492	4,447	3,045	2,078	1,914	164	4,740	4,382	358	945	629	316
Green Bay, Wis.	3	3,034	2,684	351	1,033	1,080	(47)	1,430	1,331	99	735	731	4
Greensboro-High Point-Winston-Salem, N.C.	3	4,199	2,473	1,726	1,193	**		2,616	**		898	**	
Greenville-Washington-New Bern, N.C.	3	2,238	2,014	224	739	**		1,001	**		621	**	
Greenville-Spartanburg, S.C.-Asheville, N.C.	4	3,568	2,730	838	1,006	1,005	1	2,031	1,586	445	771	926	(155)
Harrisburg-Lancaster-York-Lebanon, Pa.	5	4,889	3,888	1,001	1,420	1,453	(33)	3,053	2,946	107	1,231	1,183	48
Hartford-New Haven-New Britain-Waterbury, Conn.	4 ⁵	10,311	6,431	3,880	2,047	2,009	38	8,501	7,927	574	1,340	1,336	4
Honolulu	4	3,927	3,946	20	510	457	53	1,112	963	149	2,537	2,330	207
Houston-Galveston, Tex.	3	10,429	6,534	3,896	2,028	1,985	43	7,553	6,979	574	2,358	2,240	118
Huntsville-Decatur, Ala.	3	*	*	*	*	**		*	**		*	**	
Idaho Falls-Pocatello, Idaho	3	*	*	*	*	**		*	**		*	**	
Indianapolis-Bloomington, Ind.	4	11,670	7,516	4,153	2,188	2,135	53	7,489	6,598	891	2,737	2,686	51
Johnstown-Altoona, Pa.	3	3,806	2,202	1,604	1,427	1,418	9	2,067	2,302	(235)	616	579	37
Kansas City, Mo.	3	10,055	6,829	3,226	2,159	2,280	121	6,899	6,536	363	2,442	2,349	93
Knoxville, Tenn.	3	2,998	2,117	881	915	938	(23)	1,384	1,321	63	962	930	32
Las Vegas-Henderson, Nev.	3	2,061	1,960	101	153	147	6	284	279	5	1,519	1,368	151
Lincoln-Hastings-Kearney, Nebr.	3	2,617	2,114	502	776	739	37	1,021	886	135	948	870	78
Little Rock, Ark.	3	2,827	2,151	676	827	846	(19)	1,281	1,081	200	915	896	19
Los Angeles	9	61,568	46,323	15,245	6,730	6,845	(115)	44,990	36,164	8,826	19,860	20,989	(1,129)

crease of 3.2% over 1962.

Compensations paid to the networks' O&O's, however, dipped to \$34.9 million, a drop of 3.3% from 1962's \$36.1 million. Although compensation to affiliated stations rose 1.5% from \$164.5 million to \$166.9 million, these figures include affiliates picked up by the net-

works during the year.

Although some of this drop may be attributed to the commercial hiatus prompted by the assassination of President Kennedy, the major contributor to the loss is probably the reductions in daytime compensation rates that all three networks initiated in 1963.

UHF Expense Up - UHF stations also reported some bad news mixed in with the good. While their revenues were a record \$39.1 million, up 13.7% from 1962's \$34.4 million, their profits were down to \$200,000 from \$900,000 because of a 16.1% jump in expenses.

The networks continued their trend

Markets	No. Stations Reporting	Total 1963 Revenues* (000)	Total 1963 Expenses (000)	Total 1963 Income* (000)	Network		Gain or Loss (000)	Spot		Gain or Loss (000)	Local		Gain or Loss (000)	
					1963 (000)	1962 (000)		1963 (000)	1962 (000)		1963 (000)	1962 (000)		
Louisville, Ky.	3	6,088	3,403	2,685	1,543	1,583	(40)	4,103	3,999	104	1,209	1,273	(64)	
Madison, Wis.	3	2,447	1,634	812	635	633	2	1,429	1,190	239	570	592	(22)	
Memphis	3	5,953	3,784	2,169	1,800	1,817	(17)	3,657	3,323	334	1,169	1,129	40	
Miami	3	11,268	8,108	3,159	1,786	1,839	(53)	7,329	6,719	610	2,998	2,972	26	
Milwaukee	4	11,206	7,705	3,502	2,150	2,291	(141)	7,771	7,019	752	2,958	2,684	274	
Minneapolis-St. Paul	4	14,181	10,404	3,777	2,506	2,636	(130)	7,320	6,487	833	4,243	4,492	(249)	
Mobile, Ala.-Pensacola, Fla.	3	2,867	2,351	516	800	819	(19)	1,442	1,367	75	857	938	(81)	
Nashville	3	5,395	4,267	1,128	1,429	1,494	(65)	2,631	2,220	411	1,987	2,055	(68)	
New Orleans	3	7,593	5,827	1,766	1,604	1,670	(66)	4,485	3,927	558	2,698	2,173	525	
New York	6	93,644	55,064	38,579	12,741	13,117	(376)	74,184	63,523	10,661	17,258	15,416	1,842	
Norfolk-Portsmouth-Newport News-Hampton Va.	3	5,119	4,136	983	1,489	1,514	(25)	2,378	2,134	244	1,761	1,750	11	
Oklahoma City-Enid, Okla.	3	6,218	4,142	2,077	1,514	1,569	(55)	4,045	3,421	624	1,139	1,509	(370)	
Omaha	3	5,096	4,268	827	1,456	1,507	(51)	3,132	3,059	73	1,007	1,040	(33)	
Orlando-Daytona Beach, Fla.	3	3,477	2,660	817	911	836	75	1,626	1,325	301	1,223	1,115	108	
Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	3	2,164	1,633	532	818	785	(33)	1,178	1,008	170	323	285	38	
Peoria, Ill.	3	2,675	2,251	424	814	838	(24)	1,368	1,122	246	764	741	23	
Philadelphia	3	31,671	17,754	13,917	5,880	6,123	(243)	25,113	22,533	2,580	5,957	5,503	454	
Phoenix-Mesa, Ariz.	4	5,650	4,866	784	877	858	19	2,760	2,253	507	2,592	2,554	38	
Pittsburgh	3	19,245	10,686	8,559	3,470	3,612	(142)	14,352	12,910	1,442	4,413	4,536	(123)	
Portland-Poland Springs, Me.	3	3,306	3,080	225	980	1,026	(46)	1,721	1,753	(32)	932	797	135	
Portland, Ore.	4	8,059	6,457	1,602	1,779	1,753	26	5,267	4,743	524	2,071	2,040	31	
Providence, R. I.	3	7,301	5,648	1,653	1,968	**		5,427	**		1,203	**		
Richmond-Petersburg, Va.	3	3,765	2,802	963	1,102	1,176	(74)	1,424	1,417	7	1,065	938	127	
Roanoke-Lynchburg, Va.	3	2,882	2,366	516	1,011	1,077	(66)	1,251	1,225	26	881	894	(13)	
Rochester, N.Y.	3	4,902	4,240	662	1,487	1,290	197	2,606	2,742	(136)	1,391	1,244	147	
Rochester-Austin, Minn.-Mason City, Iowa	3	1,737	1,279	458	593	584	9	613	602	11	598	569	29	
Sacramento-Stockton, Calif.	3	7,696	6,034	1,662	1,356	1,308	48	5,598	4,383	1,215	2,132	1,535	597	
Salt Lake City-Ogden-Provo, Utah	3	4,654	4,056	598	977	1,069	(92)	1,919	1,652	267	1,798	1,535	263	
San Antonio, Tex.	4	4,964	4,309	654	1,216	1,226	(10)	2,626	2,438	188	1,787	1,555	232	
San Francisco-Oakland	4	25,362	14,206	11,156	3,855	3,988	(133)	16,799	14,009	2,790	7,760	6,755	1,005	
Seattle-Tacoma, Wash.	5	10,562	8,612	1,950	1,982	2,094	(112)	6,874	6,173	701	2,532	2,208	324	
Shreveport, La.-Texarkana, Tex.	3	3,221	3,026	195	949	1,002	(53)	1,563	1,593	(30)	1,098	985	113	
South Bend-Elkhart, Ind.	3	2,090	2,019	71	626	652	(26)	903	836	67	587	613	(26)	
Spokane, Wash.	3	3,249	2,865	384	889	891	(2)	2,009	2,042	(33)	868	859	9	
Springfield-Decatur-Champaign-Urbana-Danville, Ill.	5	4,342	3,179	1,163	1,184	1,194	(10)	2,258	1,585	400	1,293	1,267	26	
St. Louis	4	13,986	9,976	4,010	2,778	2,923	(145)	10,232	9,391	841	3,221	3,249	(28)	
Syracuse, N.Y.	3	6,274	4,436	1,838	1,664	1,568	96	4,505	4,429	76	1,098	1,118	(20)	
Tampa-St. Petersburg, Fla.	3	6,604	4,317	2,287	1,380	1,350	30	4,494	3,909	585	1,747	1,794	(47)	
Tucson, Ariz.	3	2,072	2,235	162	385	453	(68)	672	526	146	1,162	1,216	(54)	
Tulsa, Okla.	3	4,652	3,496	1,156	1,230	1,221	9	2,703	2,359	344	1,198	1,272	(74)	
Wailuku, Hawaii	3□	*	*	*	*	*	*	*	*	*	*	*	*	*
Washington	5	15,346	11,638	3,708	2,659	2,789	(130)	10,893	9,231	1,662	2,421	2,635	(214)	
Wichita-Hutchinson, Kan.	3	4,223	3,693	530	1,224	1,091	133	2,084	1,919	165	1,318	970	348	
Wilkes-Barre-Scranton, Pa.	3	3,219	2,941	278	1,027	1,030	(3)	1,496	1,433	63	907	952	(45)	
Youngstown, Ohio	3	2,111	1,735	376	667	669	(1)	1,117	1,077	40	480	456	24	
San Juan-Caguas, P.R.	3	4,603	4,021	582	169	310	(141)	3,360	3,215	145	509	395	114	
TOTAL 96 Markets	323	\$804,514	\$550,475	\$254,039	\$156,779			\$530,878			\$205,620			
Markets less than 3 stations														
TOTAL 180 Markets	242	\$156,897	\$124,046	\$32,850	\$45,939			\$69,847			\$50,475			
TOTAL 276 Markets	565	\$961,410	\$674,521	\$286,889	\$202,718			\$600,725			\$256,096			

* Before commissions to agencies, representatives and others.
 † Total revenues consist of total time sale less commissions plus talent and program sales.
 ‡ Before Federal income tax.
 Note: () denotes loss.
 § These markets show substantially less total broadcast income than in 1962 as a result of larger depreciation expense reported.

¶ Does not include data for station in Hartford conducting Pay-TV experiment.
 ** Data not published for groups of less than 3 stations.
 □ Hilo and Wailuku have 3 and 2 satellite stations, respectively, whose financial statistics are included in the reports of their parent stations.
 *** Comparable data not available for 1962.

toward getting increasing percentages of their revenues from sales of programs and talent. For networks, only 40% of revenue was from time sales, while time accounted for 94% of stations' revenues. The networks and their o&o's pulled in total revenues of \$820.3 million, had expenses of \$684.1 million

and profits of \$136.2 million. Of industry totals, that's 51.4%, 54.6% and 39.7%, respectively.

About 86% of the networks' expenses was accredited to the technical and programing fields with the remainder written off to selling, general and administrative expenses. The other 550

stations reporting had \$570 million in expenses, with 57% going to technical and programing efforts and 43% to the other categories.

Median revenues of profitable stations in markets with three or more outlets: \$1,712,934. For stations with losses, median revenues were \$436,616.

Bullseye estimate

The accuracy of BROADCASTING estimates of 1963 television time sales, published in this magazine last Feb. 17, was confirmed last week by official FCC tabulations.

BROADCASTING had estimated that total time sales were \$1.384 billion; the FCC last week put them at \$1.394 billion, only a fraction of one percent higher than the magazine's figures.

In various categories of time sales BROADCASTING (B) and FCC figures compared as follows: network, \$543 million (B) and \$537 million (FCC); spot, \$584 million (B) and \$600 million (FCC); local, \$256 million in both reports.

All time sales are after deduction of frequency and promotional discounts but before deduction of commissions to agencies and sales representatives.

STATIONS PAYMENTS TO PROPRIETORS, PARTNERS, OR STOCKHOLDERS, 1963 (excludes payments from surplus)

Stations reporting payments of:	Number	Amount
\$200,000 - 300,000	2	\$ 425,407
150,000 - 199,999	8	1,390,205
100,000 - 149,999	10	1,218,666
75,000 - 99,999	17	1,499,550
50,000 - 74,999	30	1,788,759
25,000 - 49,999	87	3,140,946
15,000 - 24,999	56	1,098,641
10,000 - 14,999	41	493,321
5,000 - 9,999	37	279,272
Under 5,000	37	94,691
Total	325	\$11,429,458

RELATIONSHIP OF LOSSES TO PAYMENTS TO PROPRIETORS, PARTNERS

1. Total number of stations reporting losses	122	
a. Total amount of losses		\$13,245,824
2. Number of losing stations which reported payments to proprietors, etc.	57	
a. Total payments to proprietors, etc.		1,082,338
3. Number of losing stations reporting depreciation	113	
a. Total depreciation		8,251,841
4. Number reporting a loss which was less than:		
a. The amount reported paid to proprietors, etc. and depreciation expense reported ¹	6	
b. The amount paid to proprietors, etc.	3	
c. The amount of depreciation expense	35	
d. The combined total paid to proprietors, etc. and depreciation expense	7	

¹ An example of this category is where the loss reported was \$10,000, the amount reported paid to proprietors, etc. was \$15,000 and the amount of depreciation expense reported was \$25,000.

BROADCAST EXPENSES OF 3 NETWORKS AND 565 TV STATIONS IN 1963 (In thousands of dollars)

Type of expenses (1)	Networks (2)	15 network owned-and-operated TV stations (3)	550 other TV stations (4)	Total 3 networks and 565 TV stations (5)
Technical	\$ 28,665	\$ 16,211	\$ 90,123	\$ 134,999
Program	487,239	55,754	234,761	777,754
Selling	22,167	12,232	68,253	102,652
General and administrative	41,372	20,462	176,724	238,558
Total broadcast expenses	\$579,443	\$104,659	\$569,861	\$1,253,963

PRINCIPAL EXPENSE ITEMS OF TV STATIONS WITH TIME SALES OF \$25,000 OR MORE CLASSIFIED BY VOLUME OF REVENUES (Stations Operating Full Year 1963 Only)

Broadcast Revenues	No. of stations	AVERAGE PER STATION REPORTING				
		Total expenses	Salaries and wages	Film	Talent	Depreciation
\$7,500,000 and over	23	\$6,958,984	\$2,002,219	\$1,641,654	\$411,494	\$188,509
5,000,000 - 7,500,000	16	3,780,931	1,365,968	783,265	172,810	201,692
4,000,000 - 5,000,000	14	2,691,116	1,094,341	409,713	89,135	170,809
3,000,000 - 4,000,000	39	2,197,250	823,929	337,692	72,646	165,462
2,000,000 - 3,000,000	42	1,699,223	637,248	251,892	46,732	145,973
1,500,000 - 2,000,000	35	1,335,198	518,364	152,710	28,498	133,693
1,000,000 - 1,500,000	76	1,028,111	401,762	116,614	19,165	121,013
800,000 - 1,000,000	45	774,075	318,211	65,407	13,541	96,987
700,000 - 800,000	30	698,787	276,917	70,893	12,234	101,602
600,000 - 700,000	34	552,872	230,166	40,936	11,536	66,864
500,000 - 600,000	27	520,450	211,309	45,127	12,616	56,765
400,000 - 500,000	34	448,460	177,260	40,172	9,987	58,035
300,000 - 400,000	33	368,717	159,340	32,694	5,564	36,652
200,000 - 300,000	24	229,000	97,927	8,845	4,007	23,144
100,000 - 200,000	37	230,059	89,746	23,558	4,271	26,174
Under 100,000	21	110,625	44,624	7,827	2,358	11,514
Total	530	\$1,268,961	\$ 462,775	\$ 203,789	\$ 48,355	\$ 99,519
VHF	454	\$1,397,572	\$ 504,582	\$ 227,992	\$ 54,147	\$107,601
UHF	76	\$ 500,677	\$ 213,585	\$ 49,580	\$ 10,186	\$ 51,556

Note: Not all stations reported all expense items.

BROADCAST FINANCIAL DATA OF 3 NATIONAL TELEVISION NETWORKS AND 565 TV STATIONS, 1963 (In millions of dollars)

Items	Networks	15 Owned and Operated TV Stations	550 Other TV Stations	Total 3 Networks and 565 stations
A. Revenues from the sale of time:				
1. Network time sales				
a. Sale of network time to advertisers.....	\$537.0			
2. Deductions from network's revenue from sale of time to advertisers:				
a. Paid to owned and operated stations.....	34.9			
b. Paid to affiliated stations.....	166.9			
Total participation by others (excluding commissions) in revenue from sale of network time.....	201.8			
3. Total retentions from sale of network time.....	335.2	\$ 34.9	\$167.8 ¹	\$ 537.9
4. Non-network time sales:				
a. National and regional advertisers.....		131.8	468.9	600.7
b. Local advertisers.....		42.2	213.9	256.1
Total non-network time sales.....		174.0	682.8	856.8
5. Total time sales.....	335.2	208.9	850.6	1,394.7
6. Deduct—commissions to agencies, representatives, etc.....	80.6	32.7	123.0	236.3
7. Net time sales.....	254.6	176.2	727.6	1,158.4
B. Revenues from incidental broadcast activities:				
a. Talent and programs.....	345.8	3.0	8.4	357.2
b. Sundry broadcast revenues.....	35.4	5.3	40.9	81.6
Total incidental broadcast activities.....	381.2	8.3	49.3	438.8
Total broadcast revenues.....	635.8	184.5	776.9	1,597.2
C. Total broadcast expenses.....	579.4	104.7	569.9	1,254.0
D. Broadcast income (before federal income tax).....	\$ 56.4	\$ 79.8	\$207.0	\$ 343.2

¹ Total retentions from sale of network time of 167.8 million by 550 other TV stations includes revenues received from miscellaneous TV networks in addition to receipts from the 3 national TV networks.

() Denotes percentage decrease.

THE MOST SENSATIONAL SUCCESS STORY OF ANY CHILDREN'S SHOW SYNDICATED BY

TRANS-LUX

THE LEADER IN TELEVISION PROGRAMS FOR CHILDREN

THE MIGHTY



130 FIVE AND A HALF MINUTE PROGRAMS IN B/W OR COLOR

THE MOST PRE-SOLD ADVENTURE HERO OF ALL TIME.

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

© MCMLXII Trans-Lux Television Corporation

TRANS-LUX

TELEVISION CORPORATION

NEW YORK, 625 Madison Avenue, PLaza 1-3110

CHICAGO • LOS ANGELES • MIAMI BEACH • ZURICH, SWITZERLAND

NUMBER OF UHF TELEVISION STATIONS REPORTING PROFIT OR LOSS BY VOLUME OF TOTAL BROADCAST REVENUES, 1963
(Stations operating full year only)

Revenues of:	Total number of stations reporting	Number of stations reporting profits	Number of stations reporting profits of:				Number of stations reporting losses	Number of stations reporting losses of:				
			\$200,000 to 300,000	\$100,000 to 200,000	\$50,000 to 100,000	Less than \$50,000		Less than \$50,000	\$50,000 to 100,000	\$100,000 to 200,000	\$200,000 to 400,000	\$400,000 and over
\$1,000,000 - 1,500,000	10	10	3	5	2							
800,000 - 1,000,000	8	6	1	3	1	1	2	2				
600,000 - 800,000	9	6		3	3		2	1				
400,000 - 600,000	14	10		2		8	4	3				1
200,000 - 400,000	15	9		1	2	6	6	4		2		
100,000 - 200,000	13	3				3	10	3	2	1	4	
Less than 100,000	9	1				1	8	5		2		1

BROADCAST REVENUES, EXPENSES, AND INCOME OF TELEVISION NETWORKS AND STATIONS, 1962-1963
(In millions of dollars)

	1963	1962	% Change 1962-1963
BROADCAST REVENUES			
3 networks (including 15 owned-and-operated stations)	\$ 820.3	\$ 754.2	8.8%
550 other stations:			
464 VHF	737.8	697.6	5.8
86 UHF	39.1	34.4	13.7
Subtotal	776.9	732.0	6.1
Industry total	\$1,597.2	\$1,486.2	7.5%
BROADCAST EXPENSES			
3 networks (including 15 owned-and-operated stations)	\$ 584.1	\$ 642.8	6.4%

550 other stations:			
464 VHF	531.0	498.3	6.6
86 UHF	38.9	33.5	16.1
Subtotal	569.9	531.8	7.2
Industry total	\$1,254.0	\$1,174.6	6.8%

BROADCAST INCOME
(before federal income tax)

3 networks (including 15 owned-and-operated stations)	\$ 136.2	\$ 111.4	22.3%
550 other stations:			
464 VHF	206.8	199.3	3.8
86 UHF2	.9	(77.8)
Subtotal	207.0	200.2	3.4
Industry total	\$ 343.2	\$ 311.6	10.1%

() Denotes percentage decrease

Note: Data are for 3 networks and 554 stations in 1962, and 3 networks and 565 stations in 1963.

TV MARKETS RANKED BY VOLUME OF REVENUES SHOWING MEDIAN REVENUES OF STATIONS REPORTING PROFIT OR LOSS, 1963
(Stations Operating Full Year Only)

TV Markets (Ranked by Descending Volume of Revenues)	Total Number of Stations Reporting	Stations Reporting Profits		Stations Reporting Losses	
		Number of Stations	Median Revenues	Number of Stations	Median Revenues
MARKETS WITH THREE OR MORE TV STATIONS					
1st - 25th	94	87	\$4,368,668	7	\$449,624
26th - 50th	84	70	1,927,007	14	383,111
51st - 96th	134	104	916,359	30	476,196
Total 96 Markets	312	261	\$1,712,934	51	\$436,616
MARKETS WITH TWO TV STATIONS					
1st - 25th	50	45	\$1,300,871	5	\$620,460
26th - 50th	50	38	650,270	12	536,707
51st - 61st	20	12	353,383	8	148,636
Total 61 Markets	120	95	\$ 779,509	25	\$468,099
MARKETS WITH ONE TV STATION					
1st - 25th	25	25	\$ 754,783
26th - 50th	25	22	411,286	3	\$384,021
51st - 75th	25	15	223,617	10	192,827
76th - 101st	26	5	17,693	21	84,661
Total 101 Markets	101	67	\$ 418,461	34	\$132,696

Lee to hold down fort during FCC hiatus

The last days of July traditionally witness an FCC working overtime to clear up as much of its backlog as possible before the commission's annual August recess. In addition, it's vacation time for at least six of the seven commissioners.

Commissioner Robert E. Lee, as he customarily does, will serve as acting chairman. The last commission meeting before the hiatus will be held this Wednesday (July 29).

Chairman E. William Henry plans

to spend Aug. 3-23 at Nantucket, R. I., with his family.

Commissioner Rosel H. Hyde has a schedule of association meetings. He will attend the executive committee meeting of the meeting of the National Association of Railroad and Utilities Commissioners in Portland, Ore., Aug. 5-6, the American Bar Association symposium on procedures of regulatory agencies in policymaking, New York, Aug. 11, and the meeting of the West Virginia

Broadcasters Association Aug. 28 in White Sulphur Springs.

The New York World's Fair is part of Commissioner Kenneth A. Cox's vacation plans, and possibly some touring in the Carolinas.

Commissioner Lee Loevinger plans to spend two weeks at an Eastern Shore Maryland beach with his family.

Commissioners Robert T. Bartley and Frederick W. Ford have made no plans.

Chairman Henry will convene the August commission meeting, required by statute, on the 31st.

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 CASSELLS
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

FCC again rebuffs chairman

Case-by-case approach to overcommercialization gets another setback as FCC renews licenses of seven Florida stations for full three-year terms

An FCC minority's attempt to police "excessive" commercialization on a case-by-case basis ignited stormy debate within the commission last week. When it was over—after 2½ hours—the minority—led by FCC Chairman E. William Henry—had received its second setback within a month.

The commission, by a 4-3 vote, overrode staff recommendations and granted regular three-year licenses to seven of eight Florida stations whose renewal applications had been deferred since Feb. 1 because of questions about commercial practices. The eighth will be

asked to clarify its commercial policy. The staff had recommended one-year renewals for six of the stations.

The action followed by less than a month a commission decision, by a same 4-3 vote, to instruct the staff to ignore the commercial practices of six radio stations, in Mississippi, Louisiana, and Arkansas, in considering their renewal applications (BROADCASTING, July 6). And last week, this decision was affirmed. Staff had recommended that letters of inquiry be sent the stations.

The decision on the Florida stations isn't a fatal blow to the case-by-case ap-

proach. But the commission is giving it a different look. New procedures have been adopted to permit closer commission supervision of the staff and to reduce the time the staff spends on the campaign. And indications are that only the most extreme cases of overcommercialization will be brought to the commission's attention.

Loevinger and Henry ■ The principal disputants in the debate that preceded the vote on the Florida stations were Commissioner Lee Loevinger and Chairman Henry. Commissioner Loevinger led both winning assaults on the case-by-case approach, and was joined both times by Commissioners Robert T. Bartley, Rosel H. Hyde and Frederick W. Ford.

Chairman Henry is largely responsible for the commission's adoption of the case-by-case approach. The commission followed his suggestion in the matter last January, when it abandoned its proposal to limit commercials by rule. Voting with him to implement the policy were Commissioners Kenneth A. Cox and Robert E. Lee.

Staff members who were present described the debate as one of the most heated commissioners have engaged in for years. Commissioner Loevinger is reported to have called the case-by-case approach "silly" and "a phony." Chairman Henry for his part, is said to have characterized Commissioner Loevinger's attack as a "diatribe" and to have accused him of attempting to assume a "popular" role in opposing the commission policy.

Henry's Dissent ■ Contributing to the high feeling was a dissent Chairman Henry was preparing to the commission's action in the case involving the stations in Mississippi, Louisiana and Arkansas. A draft of the dissent was distributed to the commission Wednesday. The document had not been released as of Thursday, but is said to be sharply critical of the majority for abandoning the policy the commission adopted in January.

The majority, however, reportedly feels that the case-by-case approach has become a petty operation, that the staff's time could better be spent in reducing its own backlog of work and that the practice, in any case, wasn't



COMMERCIAL PREVIEW: Burry's cookies

Slow baking is the claim but fast selling is the aim of a new saturation spot TV campaign by the Burry Biscuit Division of the Quaker Oats Co. in New York, Los Angeles, Boston and other major markets.

The grinning trio of tuneful bakers shown here gleefully praise the virtues of Burry's Gauchos, Happy Family, Chocolate Chip and Cello

line. The spots emphasize Burry's slow-baking process, a method claimed to endow the goods with vast superiority. Each commercial features a specific product.

The spots for the "best darn cookies in the neighborhood" were made by Weightman Inc., Philadelphia, the Burry division's advertising agency.

COMPETENT

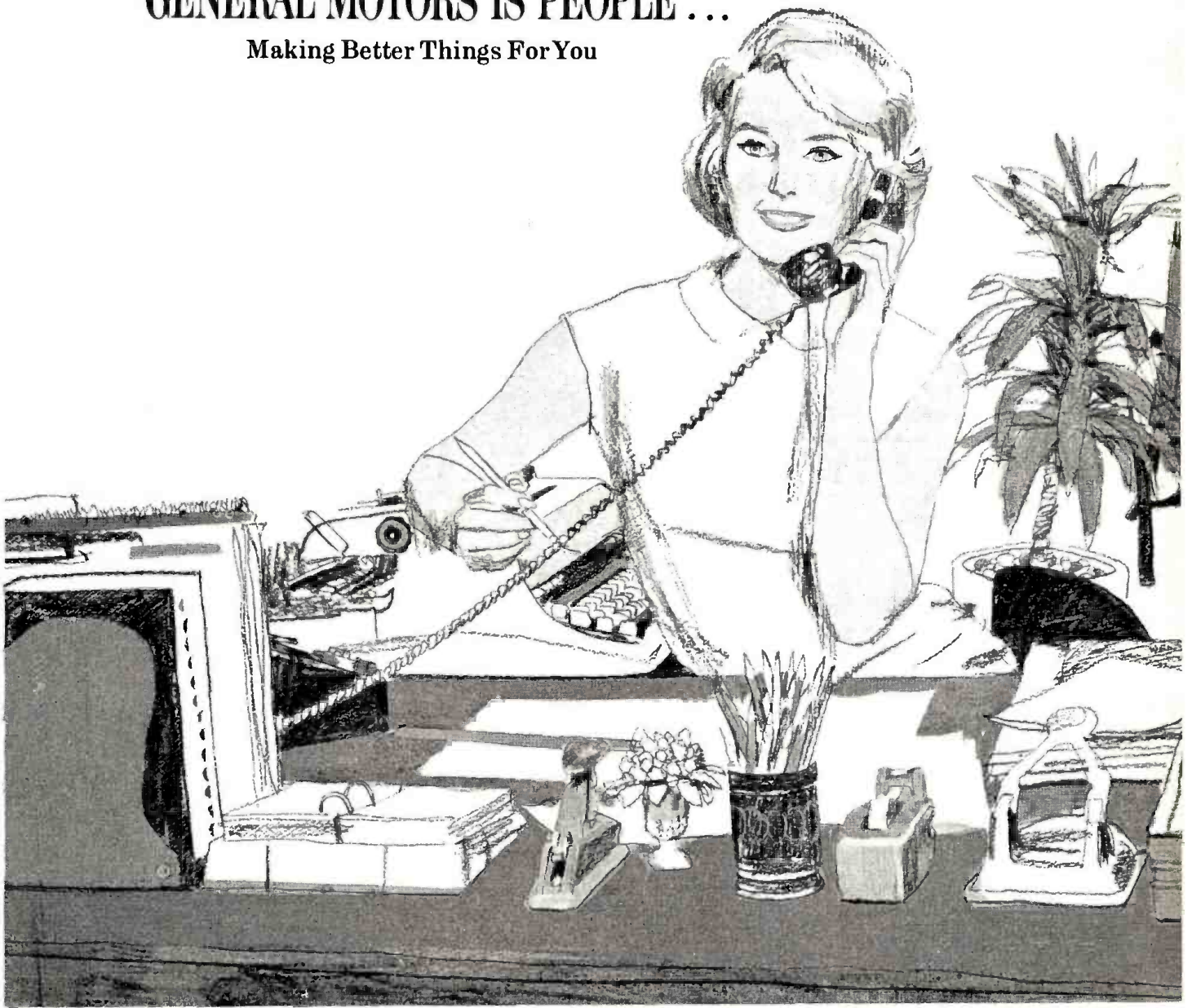
She's a top-notch secretary at General Motors. Her job calls for intelligence, tact, good humor and, most of all, plenty of initiative.

Her skills reflect the variety of talents possessed by the women who work for GM. They are also employed as lab technicians and librarians, designers and dietitians, supervisors and scientists, statisticians and stylists, test-drivers and trained nurses—to say nothing of a wide variety of manufacturing occupations.

Women play an important part in GM progress. They have in the past and they will in the future. In fact, more than 80,000 of GM's 640,000 employees are women—as are more than half of the individual shareholders. Clearly, women are very essential people at General Motors . . . a company that counts *people* as its most important asset.

GENERAL MOTORS IS PEOPLE . . .

Making Better Things For You



the answer to the "overcommercialization" complaints received by the commission.

The Florida stations voted full-term renewals are WFLA-TV and WTVT(TV), both Tampa, and radio stations WEZY Cocoa, WHOO Orlando, WQAM Miami, Wonn Lakeland and WNVY Pensacola. The staff had recommended one-year renewals for all but WNVY.

With Commissioner Ford swinging over to give the Henry-Cox-Lee side a majority, the commission voted, 4-3, to ask WMFJ Daytona for a clarification of its commercial policy.

Since February, the staff has been pulling from the file those renewal applications showing the highest number of commercials and analyzing them on the basis of promise versus performance. Those showing the most glaring discrepancies are brought to the commission, along with a detailed memo and a proposed letter of inquiry for the station.

New Procedure ■ Under the new guidelines laid down by the commission last week, the staff will gather the statistical information, but it won't prepare any letters until specifically instructed to do so by the commission. This is designed to save the staff's time as well as to avoid any unnecessary deferrals of renewal applications.

Few commissioners or staff members

Justice imprimatur

The Justice Department last week gave its official nod to Broadcast Rating Council Inc., the organization generated by the National Association of Broadcasters to study broadcast ratings. The council was incorporated early this year (BROADCASTING, Jan. 13).

The ruling by the government department means that it has examined the council and decided that it does not violate antitrust laws. Such rulings from Justice are commonly sought by newly incorporated organizations.

Douglas A. Anello, NAB's general counsel, will present the department's statement at a meeting of the council's board in New York today (July 27). Mr. Anello is a director of the council.

were ready last week to write off the case-by-case campaign against overcommercialization as a dead letter. In fact, the staff was preparing to bring several new cases to the commission's attention this week. But it was generally agreed that only those stations apparently guilty of the grossest overcommercialization would get the com-

mission's attention.

Just how strong a case the staff would have to find in order to convince the commission to take action remains to be seen. In the three renewal periods that have passed since Feb. 1, the staff has not yet found one station a majority of the commission is willing to punish for overcommercialization.

A major argument advanced by the majority against the case-by-case approach, as it has been administered, is that it won't remedy the situation the majority feels that the public complains about.

Most of the stations caught in the staff's net have been relatively small AM's. But the majority feels most complaints are directed against commercials that interrupt television programs. And the stations involved, according to the majority view, are usually large, network affiliated outlets that comply with the National Association of Broadcasters commercial code. No proposals have been offered to deal with that situation.

The members of the majority are also concerned about the staff's mounting workload. They feel this should be whittled down before any new projects are undertaken.

Another argument advanced against the policy is that the present program reporting form on which the staff relies for its information is a poor instrument for measuring promise versus performance. Some members of the majority feel that the questions are "fuzzy" and that licensees, therefore, shouldn't be blamed for providing vague answers.

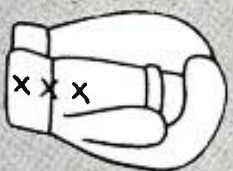
Business briefly . . .

The Savings and Loan Foundation, Washington, through McCann-Erickson, New York, has purchased sponsorship of NBC-TV's color special *Small Town* (Sept. 18, 10-11 p.m. EDT).

Allied Old English Co., Newark, N. J., through Venet Advertising, Union, N.J., has purchased a heavy schedule of radio and TV announcements in New York promoting its Polynesian Punch. The summer radio campaign consists of 60-second spots on WOR, WNBC, WNEW and WABC. The TV schedule includes sponsorship in several WNEW-TV shows.

The Nestle Co., White Plains, N. Y., through Leo Burnett will participate in new season programs *The Andy Williams Show*, *The Jonathan Winters Show*, *Daniel Boone*, *Mr. Novak*, *The Virginian* and *International Showtime*, all on NBC-TV.

Helena Rubinstein Inc., New York, through Ogilvy, Benson & Mather, New York, has purchased sponsorship in 10 NBC-TV evening programs next season.

<p>in Boxing . . .</p>  <p>it's Marquess of Queensberry</p>	<p>in TV and Radio . . .</p> <p>IT'S BROADCASTING YEARBOOK!</p>
--	--

In the squared circles of prizefighting, the 8th Marquess of Queensberry gets credit for establishing authoritative standards upon which today's rules of boxing are based. More competitive than anything this 19th Century Englishman ever knew, however, is our business of broadcast advertising. To enter the ring of television or radio, you have to know what you're doing—or else. That's why so many busy people look to **BROADCASTING YEARBOOK** as the authoritative standard for latest facts about these twin media (and keep

looking, all year 'round, whenever they need information). The 1965 **BROADCASTING YEARBOOK** soon goes to press, packing a power-punch of data between its covers that will serve the needs of over 20,000 subscribers in broadcast advertising. If you have some facts of your own for them, your message will enjoy a guaranteed gate of profitable attention month after month. There's still time before the first round bell: deadline for proofs, Sept. 21; final deadline Oct. 1. **Call or wire collect to reserve space.**

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales Street, N.W.
Washington, D. C. 20036

Go back where they come from



... and ask them what they think. That's the best way to find out about a place. Just ask the people who live there. That's what we did. We asked media buyers in seven cities about the radio stations in the market they lived in.* You'll find some revealing answers on the following pages.

**Findings are based on Charles Harriman Smith/Associates, Inc. estimates, subject to qualifications which any CBS Owned radio station or CBS Radio Spot Sales representative will supply on request.*

Go to San Francisco

...and talk to the media buyers who know the city best because they live there. Ask them which local stations they pick for the bulk of their buying.

Nine out of ten pick KCBS as one of the top three.

Ask them why. Their choice of the most effective showcase for commercials is a talk and information format such as KCBS's.

Other reasons for their choice of KCBS are that they rate the station best in overall news job, as having the most active news department. Added to this, they rank the station high in believability as well as service to its community.

And they put their money where their choice is. *KCBS RADIO.* Ask your *KCBS* salesman or *CBS Radio Spot Sales* representative for the complete study.



Go to St. Louis

...the time buyers there are from Missouri and they've got to be shown. When we asked them to pick the three best buys in the market, 96% chose KMOX—50% more than the next station.

And their reasons go beyond just the numbers.

St. Louis time buyers rate the KMOX talk and information format as one of the best showcases for their commercials.

Equally important, they rank KMOX first in believability, editorial effectiveness, best overall news job, most active local news department and just about every other measure of a station's impact on its community.

And they put their money where their choice is. *KMOX RADIO.* Ask your *KMOX* salesman or *CBS Radio Spot Sales* representative for the complete study.



Go to Philadelphia

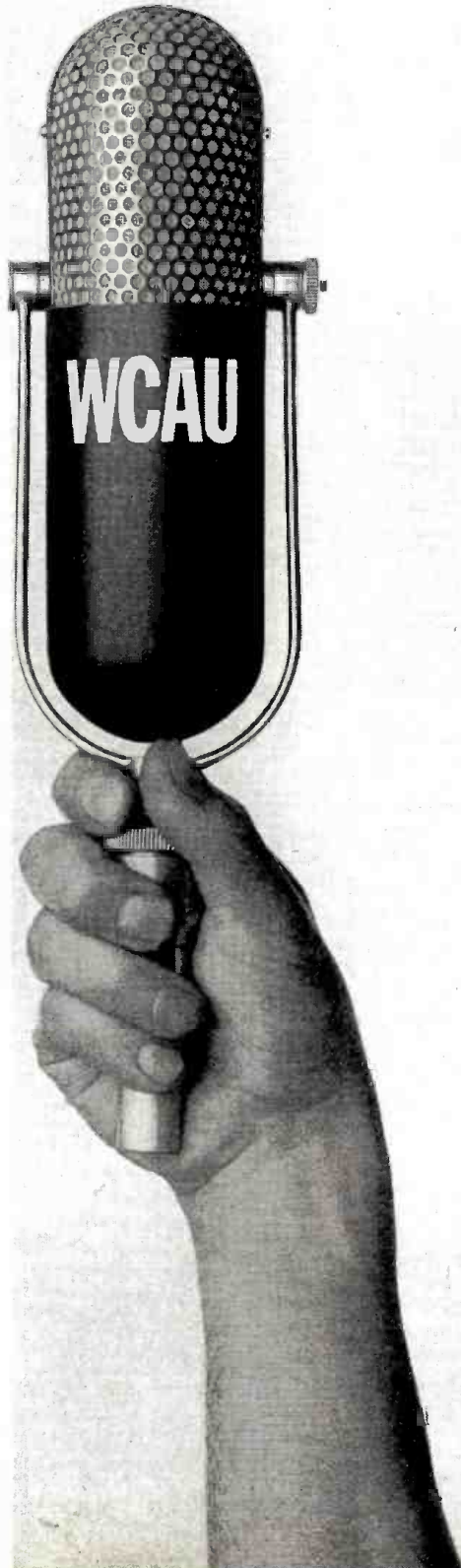
Don't talk to the Philadelphia lawyers, just speak to the time buyers who live there and know the market best.

You'll find that 93% of them pick WCAU Radio as one of the three best buys in town (63% more than picked the next station). What are their reasons?

They picked WCAU's talk and information format as being the most effective showcase for their commercials.

They pick the station which they rate highest in believability, editorial effectiveness, best overall news job, and just about every other criterion of a station's standing in its market.

And they put their money where their choice is. **WCAU RADIO.** Ask your WCAU salesman or CBS Radio Spot Sales representative for the complete study.



Go to Boston

... ask the time buyers who live there which local radio stations they pick for the bulk of their buying. 96% of these frugal New Englanders named WEEI Radio among their top choices.

Why? One reason is they feel that they're giving their commercials a more effective environment on a talk and information/good music station rather than competing with other formats which shall remain nameless (namely Rock & Roll, Top 40, Serious Music, or Country and Western).

They choose WEEI because of its service to the community, editorial effectiveness, and programs most favorably talked about.

And they put their money where their choice is. **WEEI RADIO.** Ask your WEEI salesman or CBS Radio Spot Sales representative for the complete study.



Go to Chicago

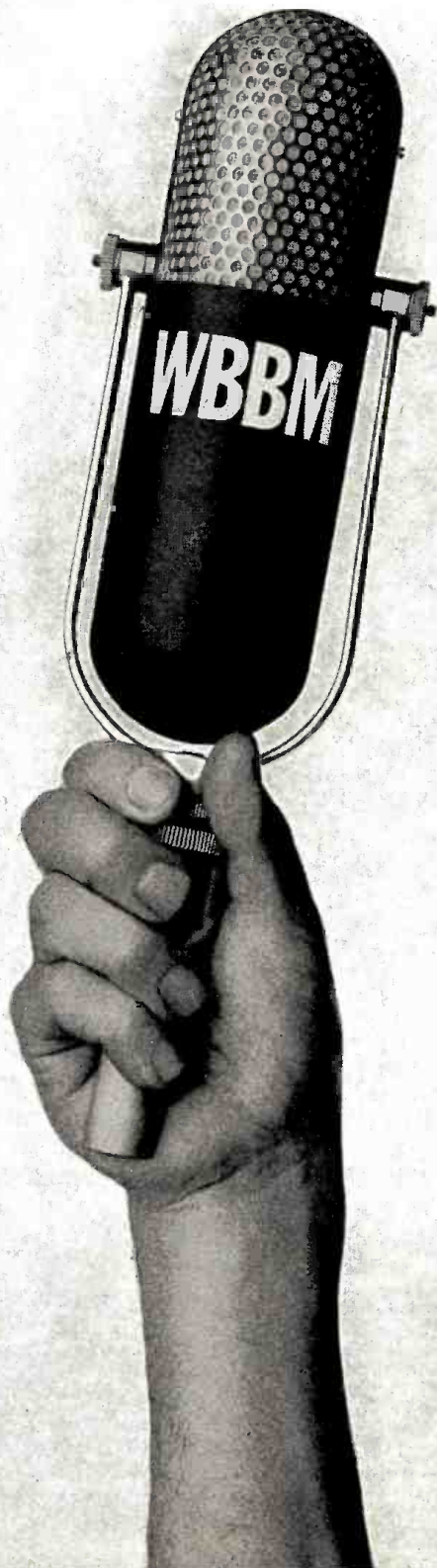
...the natives are friendly. Speak to the media men who live in the market. They know the territory best.

You'll find that nine out of ten of them pick WBBM Radio as one of the top three local stations for the bulk of their buying. Their reasons are sensible.

They buy time for commercials. They feel that theirs are best heard on WBBM's kind of talk and information/good music format.

They choose WBBM because of its lead in believability, its editorial effectiveness, best overall news job, most active local news department, programs most favorably talked about.

And they put their money where their choice is. **WBBM RADIO.** Ask your **WBBM** salesman or **CBS Radio Spot Sales** representative for the complete study.



Go to Los Angeles

...and ask the time buyers who live there about this booming, sprawling megalopolis of the West.

Which local stations do they choose for the bulk of their buying? Eight out of ten of the media men and women who know the market best pick KNX Radio as one of the top three. Why?

Because they prefer the KNX format of talk and information, the most effective showcase for their commercials.

Because they rank KNX first in believability, editorial effectiveness, best overall news job, most active local news department, et cetera, et cetera, et cetera.

And they put their money where their choice is. **KNX RADIO.** Ask your **KNX** salesman or **CBS Radio Spot Sales** representative for the complete study.



Go to New York

...it's a great place to visit, but the time buyers who live there know the city best. Ask which stations *they* buy. Eight out of ten pick WCBS Radio as one of the top three. And for very commercial reasons.

Their commercials, they feel, get the most attention on a station with a talk & information format such as WCBS's. They rate it a more effective showcase than Rock & Roll, Good Music, Top 40, and Serious Music programming.

Their messages cannot help but be enhanced by WCBS's outstanding reputation. They rated it first in editorial effectiveness, tied for first in best overall news job and most active local news department.

And they put their money where their choice is. *WCBS RADIO*. Ask your *WCBS* salesman or *CBS Radio Spot Sales* representative or the complete study.



So
when
you
go
to
all
of
these
markets,
go
with
the
CBS
Owned
radio
stations...

**The choice
of media experts
who live
in the market:**



The CBS Owned

Radio Stations

Represented by CBS Radio Spot Sales

Media test project seeks FCC permit

The *Milwaukee Journal*, in conjunction with its own WTMJ-TV and three other commercial TV stations in the city, is ready to begin a three-year, controlled investigation into media mixing. The Journal Co. last week asked the FCC for a regular license to simplex super-audible signals that will activate a muting device attached to selected receivers in connection with the research program.

The Journal Co.'s application said that WISN-TV, WITI-TV and WUHF-TV (ch. 18) will also apply for simplex authorizations, based on the Journal Co. program.

The key to the success of the media-mix study is the controlled program made possible by the participation of all four Milwaukee commercial TV's and the *Journal* (BROADCASTING, Feb. 24). The study is being made by The Milwaukee Advertising Laboratory, a division of the Journal Co.

Muting attachments are to be installed in about 1,500 homes that will be split into two panels (or matched markets) of 750 homes each—although for actual research samples the program will rely on 600 homes per matched market. This device is designed to mute given commercial announcements from both the audio and video reception.

The two panels, during testing periods, will be exposed to different commercial messages, that is, panel "A" may receive a given commercial that is muted from the receivers of panel "B" and vice versa. This plan will be applied in a variety of combinations, the Journal Co. said, and is to be tied in with similar programs with *Journal* subscribers.

The laboratory is presently in its third 90-day period of technical tests of the muting device.

Consumer Diary ■ Panelists in a matched market are given consumer diaries every week that cover more than 50 product categories. Monthly reports will be issued from each panel "covering brands bought, size, quantity, price, point of purchase and any special inducements involved," according to the laboratory's brochure.

These reports will be restricted to advertisers and agencies "involved in testing their specific brand or brands in the product category under which it falls. It is the monthly and cumulative reports of each panel for the brand and product class under test which will be the source of all estimates of the sales effects of the advertising strategies being tested."

Subscriptions to the media testing



Armstrong introduces new products

Three new Armstrong floor products are to be introduced this year with heavy radio-TV support on network television and radio, it was announced last week by Armstrong Cork Co., Lancaster, Pa.

Commercials for One-Step Floor Care, Wood One-Step, and Floor

Mark Remover will be used on *The Danny Kaye Show*, *Password* and *On Broadway Tonight*, all on CBS-TV. Floor Mark Remover will be promoted on *The Arthur Godfrey Radio Show* on CBS Radio beginning this October.

Agency is BBDO, New York.

service will cost \$30,000 and will entitle the subscriber to all data for the three-year period of the test. The study itself is estimated to cost over \$1 million.

Agency appointments . . .

■ The Indiana State Democratic Central Committee has appointed Ruben Advertising Agency, Indianapolis, to handle the 1964 Democratic campaign in Indiana.

■ Central Airlines has appointed Tracy-Locke Advertising, Dallas, to handle advertising for its operations located in the south-central part of the country. The agency will take over the \$250,000 account Sept. 1. Former agency was D'Arcy Advertising, St. Louis.

■ The High-Life Packing Co., Chicago, has appointed Edward H. Weiss and Company, that city, to handle its advertising. High-Life markets Orleans dog food and Lolli-Pups dog candy. The company is planning a major expansion of its advertising program.

■ B. T. Babbitt Inc., New York, with an estimated \$500,000 per year billing, appoints Daniel & Charles, New York, to handle all of its advertising with the exception of its Charles Antell cosmetics. The Babbitt account was resigned by Geyer Morey Ballard Inc. because of a product conflict (BROADCASTING, July 20). D & C primarily receives Babbitt cleaning products, such as Bab-O cleanser and Cameo metal cleansers.

NBC Radio sales up 78.7%

NBC Radio last week reported sales of more than \$5 million for the mid-April to mid-July period. The total represents new and renewed business placed by 29 advertisers and accounts for a 78.7% volume increase over the similar period last year.

The addition of Pet Milk Co., St. Louis, through Gardner Advertising, marks the return of that advertiser to network radio after being out of the medium for 10 years.

TV clutter to be thickened by politics?

4A committee criticizes waiver on political spots being counted as commercial time

The National Association of Broadcasters has deliberately lost a battle in the war its code authority and advertisers are waging against clutter, according to a committee of the American Association of Advertising Agencies.

The code authority has announced that subscribers can run political commercials through the November campaigns without counting them in their totals of commercial time (BROADCASTING, June 1). Richard A. R. Pinkham, senior vice president of Ted Bates & Co. and chairman of the AAAA's broadcast operating committee, said that the ruling "constitutes a giant step backward." His remarks were contained in a letter to Clair McCollough, president of the Steinman Stations and chairman of the NAB's TV code board. A copy of the letter was also sent to Howard H. Bell, code authority director.

Mr. McCollough, however, last week replied that the code will not renege on the waiver, and that the AAAA's comments on the subject were welcome.

Mr. Pinkham's letter said "If stations are to be allowed to schedule spot political announcements in addition to existing commercial regulations without any reduction of the usual clutter of credits, promotions and billboards, etc., then the public can only suffer still further. And ad effectiveness, too."

He said stations should carry political announcements "through the scheduling of such spots in unsold commercial positions or, if need be, through pre-emptions." He ended by asking for reconsideration of the waiver.

McCollough Responds ■ Mr. McCollough's reply, drafted after consultation at the NAB last week, said Mr. Pinkham's suggestion that the political

spots be put in unsold time slots was impractical. He pointed out that the campaigning well might want time in a specific period—prime time, for example—and not be willing to settle for an unsold slot.

But he didn't attempt to refute the main AAAA arguments. He stressed, rather, that the waiver is an experiment contained within a short period of time and can only be judged after the fact. The waiver is an attempt to erase a very real problem facing broadcasters, he said, and if it adds substantially to clutter difficulties between now and November it will be reconsidered then.

Mr. McCollough also noted that he was speaking only for the TV code board, at which Mr. Pinkham's letter was directed. The radio code board was not involved in the exchange.

Meanwhile, Storer Broadcasting Co. announced that its five TV stations will stay within the standard code regulation despite the waiver.

In the Storer policy memo distributed to stations, Bill Michaels, TV vice president, said the waiver was considered not in the company's long-range best interests. The Storer stations hence would continue to include political announcements in their "maximum content calculations." In a participating half-hour program, he explained, the stations will retain the maximum six commercial minutes, even though the code waiver permits additional political announcements within the program.

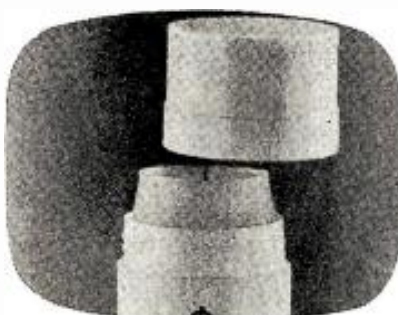
Shulton used to illustrate integrated spot

The National Association of Broadcasters' idea of a smoothly integrated multiple-product commercial was pictorially presented in the July issue of *TV Code News*, sent to code subscribers last week.

The NAB's code authority used as an example a new commercial for Shulton Inc. that was separately listed among a number of announcements judged as either integrated or piggybacks (see page 45).

The two products in the integrated spot are Old Spice stick deodorant and after-shave lotion, which the publication said "are different but related in nature." Shulton's agency is Wesley Associates Inc., New York.

The NAB said the spot has "a continuing, compatible, creative theme, using the same announcer. . . ." The deodorant is featured first, then the lotion, then both are shown together. "It's interesting to note," the *Code News* reports, "that Shulton created the commercial before the TV code's new multiple-product amendment was announced."



Opening with the deodorant message, announcer stresses freshness . . .



. . . the freshness theme carries over to the lotion . . . then a final dual shot

Piggyback rule may hurt TV

Agency executive says total commercial time, not number, is the issue

The National Association of Broadcasters and station groups may have acted to bring an end to the piggyback controversy effective Sept. 1, but the issue is far from settled in the mind of at least one major agency executive, H. W. (Hank) Shepard, senior vice president of Edward H. Weiss & Co., Chicago.

NAB's piggyback rule has attempted in good faith to solve a problem, Mr. Shepard said last week, but what really has resulted is a situation "that will hurt the TV medium more than the original problem."

Like most agencies and advertisers, Weiss believes that the issue of "clutter" needs attention and correction, Mr. Shepard said. But the TV industry by its course "is conveying to many of us that the piggyback 'corrective' action was and is a hybrid composed of one small part 'clutter' and one large part revenue opportunity," he asserted.

"Although the premium charge compensates the station for the possible loss of revenue when one piggyback replaces two commercials, 'the idea that dollars can make piggybacks acceptable is almost as much a puzzle as the policies which outlaw piggybacks on some stations,'" Mr. Shepard said.

"I believe the total amount of commercial time per hour should be the prime issue," he continued, "not the number of different brands occupying any given announcement."

Mr. Shepard contended that the industry "is kidding itself" when it takes the position that the daytime viewer can be exposed to more commercial time than the nighttime viewer, or "that retail advertisers can present a number of different items for sale cafeteria style in 60 seconds while the national advertisers who supply the bulk of television's revenue are limited by unrealistic regulations."

The industry has failed to say anything about advertising effectiveness or what can be done creatively to sell a product in 30 or 60 seconds, Mr. Shepard said. "There is a built-in control factor at work in this area," he pointed out.

"Only a few major and minor claims can be presented effectively in 60 sec-



Mr. Shepard

onds," he said, "and even less claims can be built into a 30-second commercial. Since the length of the commercial is dependent upon the creative mission, no advertiser or agency will air for long piggybacks that won't sell the products featured at an acceptable cost efficiency."

From the creative standpoint, he continued, most dual-product integrated commercials "will be too contrived to sell each product with equal emphasis and effectiveness. If one of the two products does not sell well, advertisers will quickly abandon this technique and

the dollars will go to other brands or media."

The Weiss agency official explained that a study of most piggybacks now on the air will show they "usually are much easier and more pleasant to watch than the series of commercials during station break time." This prompted his suggestion that one answer to cleaning up the clutter "might be found by restructuring station break time to accommodate one commercial unit of time" with the cost of other participations increased to cover the revenue loss in this period.

"Although dramatic, if such a move could prove to deliver more attention, more awareness or greater advertising effectiveness for all commercials," Mr. Shepard said, "the advertisers would welcome this kind of change."

Some radio stations with policies of restricted numbers of commercials per 15-minute segment "are a joy to hear," he observed, "and because of under-commercialization offer much to advertisers."

Mr. Shepard also cited the "awesome job of determining what is or isn't a piggyback" and questioned just how such judgment can be handled by stations, the NAB or the networks.

"Confusion and frustration will reign because judgment is not black and white," Mr. Shepard argued, and the rules, regulations and definitions of what constitutes a piggyback will inevitably result "in much friction and debate."

Television will suffer, Mr. Shepard warned, "when advertisers and agencies throw in the sponge and go elsewhere to sell their customers."

More multiproduct ads okayed

TV code office passes 28 commercials, augmenting list of approvals last month; Shulton cited as example

The National Association of Broadcasters last week made public its second evaluation of multiple-product television commercials, listing nine companies. The first list included 35 integrated and 44 piggyback commercials (BROADCASTING, June 15). Current list is in the July issue of *TV Code News*.

The NAB's TV code offices in Washington, New York and Hollywood classified the advertisements. Beginning Sept. 1, stations subscribing to the code will count the piggybacks as two commercials, the integrated announcements as one. The *Code News* also included a pictorial presentation of an advertisement for Shulton Inc., judged as integrated, which demonstrated the meshed

multiple-announcement (see page 44).

The list:

Integrated

De Luxe Reading Corp.: one ad with Johnny Seven Microhelmet Phone Set and OMA Gun. Gillette Safety Razor Co.: two commercials both featuring Foamy, stainless blade and Sun-up. Hudson Pulp and Paper Corp.: one with facial tissues and napkins. International Latex Corp.: one with Playtex Living Stretch bra and Playtex Magic bra.

S. C. Johnson & Son.: two, each featuring Klear, and Pledge and wax kit. Shulton Inc.: one with Old Spice stick deodorant and after-shave lotion. Simmons Co.: one for Beauty-Rest mattress and Hide-a-Bed. A. E. Staley Manufacturing Co.: one with Sta-Puf fabric softener and Sears Lady Kenmore washer.

Piggybacks

Beecham Products Inc.: one commercial featuring Brylcreem and Macleans. Campbell's Soup

WLW TELEVISION and RADIO Receive 8 Major Awards!



McCALL'S MAGAZINE GOLDEN MIKE AWARD to Ruth Lyons for outstanding woman in Radio and Television for many reasons—including her annual Christmas Fund which has raised over \$2,750,000 for children in 80 hospitals.

GEORGE WASHINGTON HONOR MEDAL from the Freedoms Foundation at Valley Forge to WLW Television documentary program—"Citizen"—powerful story on an immigrant becoming an American citizen.



OHIO STATE UNIVERSITY AWARD . . .
to WLW Television documentary program—"Citizen"
—for meritorious achievement in educational and public
service broadcasting.



OHIO STATE UNIVERSITY AWARD . . .
to WLW Television documentary program—"The Last
Prom"—as a powerful example of what local television
programs can achieve.



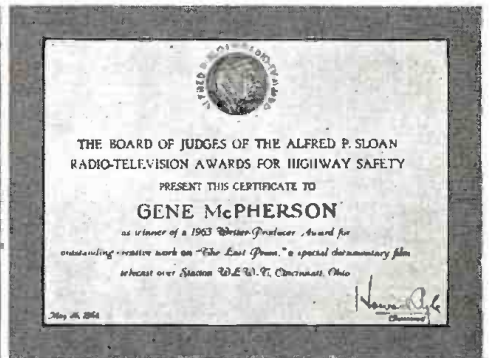
EMMY AWARD nominations, as one of 9 regional Station Award winners, for WLW Television documentary program —“The Last Prom”—powerful story on teenage driving.

ALFRED P. SLOAN AWARD (right) for creative excellence to Gene McPherson as writer-producer of WLW Television documentary —“The Last Prom.”

We deeply appreciate this recognition, and pledge, that wherever there is a WLW Station—Cincinnati, Indianapolis, Columbus, Dayton — the warm and



GEORGE FOSTER PEABODY RADIO AWARD for Education from University of Georgia and the ENCASED GEORGE WASHINGTON HONOR MEDAL, the highest Award for Radio given by the Freedoms Foundation at Valley Forge, to WLW Radio program —“Government Under Law”— endorsed by J. Edgar Hoover as a study of our American freedoms under the Constitution for a greater appreciation of our American heritage. Above left, Jack Gwyn, emcee and program coordinator. Below right, Ed Mason, program guest, head of Cincinnati office of the Federal Bureau of Investigation.



friendly spirit of a station with a single mindedness for public service to the community will prevail above all other considerations.

CROSLY BROADCASTING CORPORATION, a subsidiary of Avco

TELEVISION STATIONS: WLW-T, Cincinnati / WLW-C, Columbus / WLW-D, Dayton / WLW-I, Indianapolis / WLW RADIO, Cincinnati

No revision, no seal

Four television commercials for Carbamine Antacid have been turned down by the code authority of the National Association of Broadcasters.

The NAB in its July *TV Code News* quoted the commercials as claiming the remedy "helps soothe and promote the healing of irritated stomach linings caused by over-acidity" and said "this is viewed as involving self-diagnosis and treatment that goes beyond acceptable claims under the code."

Howard H. Bell, code director, said the advertising agency, Arthur L. Gray & Associates, Miami, "has shown no willingness to revise the commercials."

Co.: one with tomato and oyster stew, one with chicken noodle and shrimp, one with vegetable beef and clam chowder. Chemway Corp.: one with Lady Esther face cream and Pretty Feet. Ex Lax Inc.: two, both featuring Ex Lax tablets and unflavored pills. General Mills Inc.: one with Cheerios and Lucky Charms.

Helene Curtis Industries Inc.: one with Miss Spray Net and Ender, three with Magic Secret and Miss Spray Net, one with Miss Spray Net and Magic Secret. Kellogg Co.: one with corn flakes and bran flakes. Helena Rubenstein Inc.: one with Long Lash and Tintillate, one with Tintillate and Long Lash. Richard Hudnut Co.: one with Fashion Quick and Light & Bright, one with Fashion Quick and Creme Rinse.

Well-handled 30's can equal 60's effect

Still more ammunition for the piggy-back battle may have been supplied indirectly last week by a representative of the Schwerin Research Corp. during a Chicago advertising seminar talk about the company's progress in testing of television commercial effectiveness.

Schwerin's Don McCollum told the annual summer creative workshop sponsored by *Advertising Age* that testing of commercials by his firm proves there is no special "magic" to the 60-second format.

Actually, he said, the 30-second spot can be just as effective as the one-minute commercial and even more so. The vital factor is quality and not length, he indicated.

One area of research by Schwerin into the comparative effectiveness of different lengths or "matched" versions of the same product commercial, he said, disclosed that the 30-second version measured 74% as effective as the one-minute version while the 20's

proved two-thirds as effective as the minutes. These were averages, he indicated, and in certain cases the shorter spots far surpassed the longer.

The use of the shorter commercials in the "back-to-back" format "has produced handsome rewards for many advertisers," Mr. McCollum noted.

Mix Them Right - As for integrated commercials, Mr. McCollum said that the right combination of products can achieve greater effectiveness than if the products stood alone. An ideal combination, he said, was a tie-in of products like "hamburgers and ketchup."

Mr. McCollum's guideposts for enhancing the effectiveness of any TV commercial: The spot should give one unified impression; the video should do the primary job with the audio in the supporting role; the structure and order of presentation should be as simple as possible; the story should be in the viewer's terms, not that of the manufacturer; the spot should involve the viewer through believable situations, and the commercial's "entertainment," if any, must have product purpose.

WGN-TV Chicago was host to the workshop at its studios Wednesday evening for demonstrations of new techniques in video tape editing and new methods of making commercials. Ward L. Quaal, executive vice president and general manager of WGN Inc., looking ahead into color TV's future, predicted 3.2 million color sets in the station's coverage area by 1975.

Nationally he forecast 3 million color homes by the end of this year and said "by 1972 black-and-white-television will be virtually a thing of the past."

Other highlights of the seminar:

The advertiser can make effective "pictures" on radio, too, according to Ted H. Factor, senior vice president of Doyle Dane Bernbach, Hollywood. He demonstrated how his agency has used radio effectively with the translation of highly pictorial print media ideas into aural images.

James J. McCaffrey, board chairman of C. J. LaRoche & Co., New York, noted that an advertising medium's function "goes beyond mere exposure" of the advertiser's message. He cited the need for proper interrelation of media planners, research tools and organization to produce the most effective marriage of advertising messages and media.

Rep appointments . . .

■ WSOB Charlotte, N. C.: H-R Radio Representatives Inc., New York.

■ KPAT San Francisco: Venard, Torbet & McConnell Inc., New York.

■ KWNT Davenport, Iowa: Mid-West Time Sales, Kansas City, Mo., as regional representative.

Look for quality not quantity

FC&B makes survey of radio stations to determine type of audience, formats

It's not how many listeners a radio station has, but what kinds of people they are that timebuyers at Foote, Cone & Belding, Los Angeles, are using as a guide to their buying this fall. And they're getting their answers, not from the rating books, but from replies of station management to questionnaires sent by FC&B to about 1,000 radio stations across the nation.

The qualitative measure of a radio station is the one that counts, the agency media department has decided. "Good radio buying," it says, "is no longer a matter of reaching the most ears per dollar. Nor would it be even with valid quantitative yardsticks. With stations more numerous and more specialized, the problem has become one of selecting the right segment of the total audience."

Format Types - The answer, for FC&B, at least, is knowing station formats, for "programming determines audience" and "programming is something definite, consistent, even classifiable." The agency has grouped all radio stations into five classes, into which it believes most stations fall naturally, although the names of the classes, FC&B admits, are "working titles" and subject to change. These are:

"Youth appeal. Programed to the general likes of the broad masses of listeners, but with emphasis on the young adult; contemporary in design to match the fast pace of American living.

"Moderate. Also aimed at the mass audience, but somewhat less broad in scope because it is less specifically directed at the young adult.

"Vintage. Appealing to that segment of the listening world which first discovered radio through soap operas, radio drama and other kinds of pre-TV daytime radio.

"Specialized. Most often, programming to ethnic blocs of the population.

"Background. Catering to a selective audience through mood music and related production techniques and appropriate announcer personalities."

The Questions - To get this information, FC&B asked some basic questions, which can be summarized as follows:

"Programming: What general phrase describes the 'sound' of the station? To what type of audience is the pro-

Everybody benefits

when Rural Electric help open the window on the world



Because we live with history as it happens, we are better able to meet its challenges when they face us.

And, thanks to our consumer-owned rural electric systems, all Americans . . . not just those in or near the big cities . . . can sit in on the great events of our times. They can watch the drama of a national convention as it moves to nominate a candidate. They see and hear the world's statesmen as they debate an issue in the United Nations.

Rural electric provide the power for radios and television sets across the countryside. They provide the energy that rolls the presses of many a small newspaper.

Built with the help of Rural Electrification Administration loans, rural electric systems also furnish the power for lonely radar stations that scan the skies and flash news to our defense centers. Ranger towers that guard our state and national forests . . . telephone relay stations that help speed messages across the country . . . missile sites and vital defense installations in remote areas . . . depend on rural electric for power. The rural electric meet these and other responsibilities with the continuing help of REA loans.

The result is a nation whose citizens sit secure and informed before a window on the world . . . ready to speak and act with a united voice. And everybody benefits.

*20,000,000 people working together
to serve their communities.*



AMERICA'S *Consumer-Owned*
RURAL ELECTRIC SYSTEMS

For more information, write National Rural Electric Cooperative Association, 2000 Florida Avenue, N.W., Washington 9, D.C.

A return to integrated commercials

When George Schlatter agreed to produce the commercials for the *Texaco Star Parade* specials this summer as well as the programs themselves, the deal was that he'd do them live, integrated into the show and, so far as possible, by the personalities of the program. "Homogenized" is the producer's word for the spots.

"Our goal was the same as that of every producer of commercials," Mr. Schlatter said last week, "to capture and hold the attention of the audience right through the commercial message. Our approach was to make the Texaco spots part of the Texaco programs, to let the entertainment continue right into the commercials, so that the audience doesn't know it's watching a commercial until it's too late to sneak into the kitchen and by that time we hope we have our viewers so entranced that they won't want to stop watching."

The producer started by asking for a list of things that Texaco has to sell. "We took that list, almost word for word the way we received it, set it to music and came out with the animated gas pump sequence on the first program," he said. "Then we asked what a motorist should expect in the way of service when he stops at a Texaco station and this, again with almost no change except to adapt it to the hoedown rhythm, gave us the song-and-dance number that Molly Bee and the Texaco singers did

on the second show.

Waste Not, Want Not ■ "Incidentally and importantly, it was the homogenized approach that enabled us to get Molly to do this commercial. She was on the show as a guest star, with her own solo number, and she was not about to change her role to that of a spokesman for the sponsor's products. But in rehearsal she saw the way the commercial developed naturally in the course of the show and when I mentioned to her that it would be a shame to waste such a good performance spot on just any girl singer she readily agreed that she ought to do it herself."

The way Molly and the Texaco singer service station attendants put it: "When your car pulls in for Texaco service . . . they know what to do. Confidence is what they sell, they do it right, they do it well, they alemain left [square-dance step] up to your car and start the service of the big bright star, fill up the tank with the best gasoline and Sky Chief, that's what I mean.

"Put some water in the radiator so the car won't get in trouble later. Now see if the tires need some air and check the tread if it's getting bare. Clean off the windshield and make it glow, rub real hard with a dosy doe . . .

"We change your oil and lubricate to make sure that it runs real great. We check your points and spark plugs too; there's nothing we can't

check for you. There's maps for free at your Texaco station and the cleanest restrooms across the nation, so bring your car to a Texaco dealer . . . there's nothing he can't do for you . . . and you can trust your car to the man who wears the star—the big, bright Texaco star."

And, at that, the show moved along into another hoedown number, this one without any commercial connotation but, in the opinion of Mr. Schlatter and many members of the audience, no more entertaining than the filling station routine.

Cornfield Pitch ■ In addition to the homogenized production commercial, each of the *Texaco Star Parade* programs also includes a "viewpoint" commercial delivered by Meredith Willson, star of the series. "Our aim here," Mr. Schlatter explained, "is to give the sales story from the point of view of the audience, not the salesman. Meredith grew up in Iowa and, as his music shows, he's never lost the small-town folksy touch. He's the 'man in the street,' or maybe the 'man just in from the cornfield' would be a more apt description.

"He's one of us and what he says we take just that way. When he explains that he doesn't understand anything about the ingredients of gasoline or what makes one brand better than another, most of us go along with him. And when he says that more than 20 years ago he drove into a Texaco station because at that

graming directed?

"Music: Specifically, what type of music is emphasized on the station?

"Sports: What is the normal schedule of sportscasts on the station? What is the extent of sports coverage?

"Women's programing: What type of programs directed to women does the station carry?

"News: What is the normal schedule of newscasts on the station? With what national news service, if any, is the station affiliated? What is the extent of the station's news staff?

"Public service: What public service campaigns are carried on the station? Are public discussions and/or editorials regularly scheduled?

"Commercial policy: What is the general commercial policy of the station? Are NAB code rules observed?

"Local acceptance: Please attach a list of all current, local advertisers carried by the station.

"Coverage: Please attach a copy of your engineering map as submitted to the FCC."

Station reaction to the questionnaires has been excellent, the agency reports, although no one thinks that this kind of timebuying provides an automatic—or infallible—method of station selection.

"What it does do," FC&B believes, "is establish a logical starting point to which the time buyer can bring his own intelligence and experience. Other knowledge of the stations, their management, facilities and staff, remains an invaluable factor in his decisions. The questionnaire method adds substantially to it by providing true station profiles on a comparable basis. Reduction of the information to numbers or categories then provides organization. Of course, station evaluation also requires constant updating and reappraisal of market conditions."

Beer sales gains vs. TV spot spending

A study released last week correlating sales and media expenditures of major brewing companies offers evidence that increased sales and the use of spot television have gone hand in hand in recent years.

Data covering 1957-1963 compiled by New York representation firm Edward Petry & Co. shows that the "big five" in the beer industry gained an average of 45% in barrel sales over those years, while nearly tripling their spot TV spending.

The five leaders—Anheuser-Busch, Schlitz, Pabst, Carlings and Falstaff—registered a 10-million barrel gain during the '57-'63 stretch. At the same time, sales for the remainder of the in-



Molly Bee and Texaco singers in 'homogenized' commercial

time Texaco was sponsoring the opera on radio and that his car seemed to run better and the service station man was a friendly guy and so he's been going back ever since—well, we can understand that too. It's basic sales logic, not a fender-pounding sales pitch."

The commercial formula that blends personality and product is a definite asset, Mr. Schlatter avers, and he points out that this is nothing new for Texaco, which had a long association with Milton Berle in the early years of television and before

that with Ed Wynn on radio. To achieve this relationship calls for a combination not too common these days, he notes: First, one company sponsorship of a full program, such as Texaco has with its summer specials on CBS-TV; second, a client such as Texaco which is willing to let the producer try something different, and, finally, an agency such as Benton & Bowles which is progressive minded and ready to offer the producer full cooperation in developing the homogenized commercials, done live during the broadcast.

dustry declined by over 1 million barrels.

The Petry report offers a breakdown of spot TV outlays and sales for the five majors in each of the seven years considered. The biggest percentage gain in sales was achieved by Carlings which climbed 80% for the period while increasing its spot TV budget from approximately \$1.2 million to \$4.5 million.

NBC-TV registers 4th quarter sales

Advertisers over a five-day period, starting July 15, signed for NBC-TV's nighttime fall shows in buys representing \$4.95 million in billings for the fourth quarter. NBC-TV last week also reported about \$3.2 million worth of daytime sales for the new season dur-

ing the same period.

Among the nighttime sales: Dow Chemical, General Cigar, Lehn & Fink, Mead Johnson and Norwich Pharmacal in *90 Bristol Court*; Beecham, General Cigar, L&F and Norwich in *The Man from U.N.C.L.E.*; American Motors, General Cigar, L&F and Vick Chemical in *That Was the Week that Was*.

Daytime advertisers signed in the period included Alberto-Culver, American Home Products, Campbell Soup, Colgate-Palmolive, Duffy-Mott, General Mills, Grove Labs, Thomas Leeming, Mars Inc., Mennen, National Cotton Council, Pharmacrast, Pittsburgh Plate Glass, Plough, Vick.

NBC-TV also said that its *Andy Williams/Jonathan Winters*, *Kentucky Jones* and *Daniel Boone* periods on next fall's nighttime schedule were virtually SRO for the quarter—a few scattered minutes remaining for sale. This near-SRO was reached in the past 10 days.

GOP may bank heavily on TV

Indications are that the Republicans will spend more money than ever before on television to elect their national ticket, but aides close to Senator Barry Goldwater (R-Ariz.), the party's presidential nominee, say it'll be a few weeks before decisions can be made.

According to an FCC report, the GOP spent \$5,431,293 on network and spot television in the 1960 presidential campaign and Democrats spent \$6.2 million (BROADCASTING, April 17, 1961).

How much to spend this year—and where and how to spend it—was the subject of a private conference involving top GOP finance officials and the party's advertising agency, Leo Burnett Co., during the Republican convention at San Francisco.

It has been learned through party sources that Richard L. Cullen, representative on the Republican account, brought the finance people up to date on what the agency has been doing for the GOP since it went to work for the Republicans Jan. 1, 1963. Television strategy was a part of this discussion.

Decisions Delayed ■ It has been reported that one proposal prepared for that meeting would boost GOP TV buying plans for "national television" alone to \$4.5 million. But hard and fast arrangements couldn't be consolidated because (1) at the meeting time the party's ticket had not yet been nominated and (2) it was felt that the presidential candidate would be likely to have his own ideas and make changes both in personnel and plans of the Republican National Committee.

Senator Goldwater's top agents—the men who organized and executed the four-year campaign for his convention victory—already are being superimposed on the structure of the national committee. Dean Burch, an Arizona lawyer named by the senator to be chairman of the national organization and who is expected to have a major say in the campaign, will report to his new post in Washington today (July 27).

Spending strategy, especially that concerned with amounts to be funneled into particular media, is not the kind of information political workers like to discuss. But everything being said about the Goldwater campaign by people who should know is that it will rely heavily on television. TV was credited by Goldwater people as a major factor in the senator's crucial triumph in the California primary and was said afterward to be "one of the major keys to victory" in November (BROADCASTING, June 8).

Big league touch to minor budgets

Smaller advertisers—those with billings under \$1 million—will be courted by a new subsidiary agency of Norman, Craig & Kummel, New York, formed to offer clients a mixture of small-agency intimacy and large-agency facilities (CLOSED CIRCUIT, July 20).

NC&K last week said the new organization, Howard Marks Advertising / Norman, Craig & Kummel, should not be equated with multiple agency ownership since no interagency product conflicts will be allowed.

Howard Marks, who recently sold a Cleveland agency bearing his name to Marcus Advertising of the same city, will be president of the subsidiary and a vice president in NC&K.

The arrangement includes Mr. Marks' purchase of stock in NC&K.

Norman, Craig & Kummel President



Mr. Marks

Norman B. Norman explained that the subagency will have the services of NC & K—research, marketing, media and public relations—on request, but otherwise will operate autonomously. None of Mr. Marks clients at his former Cleveland agency will move to the new firm.

Presumably when an account which started with the branch agency exceeded \$1 million in billings it would be transferred to the parent agency, Mr. Norman said, but this would be flexible, and would depend on the needs of the particular client.

Mr. Marks said the billings of his Cleveland agency, totaling about \$3 million, had been divided nearly equally between broadcast and print media.

NC&K had to turn away about five potential clients in the past year, due to their relatively small size, according to Mr. Norman. He said that NC&K had taken on accounts of less than \$1 million in the past which later grew to multimillion media spenders, but that the new arrangement would facilitate such growth stories from both agency and client viewpoints. The biggest share of Norman, Craig & Kummel's \$50 million-plus domestic billings are placed in broadcast media.

The new agency, which begins with a staff of six people, is located at 75 East 55th Street, New York.

Also in advertising . . .

New name ■ W. D. Lyon Co., Cedar Rapids, Iowa, advertising agency, plans to change its corporate name to Creswell, Munsell, Schubert & Zirbel Inc. The change, according to President Robert B. Creswell, will coincide with the company's Aug. 1 move to new offices in the Merchants National Bank building.

4A West moves ■ The American Association of Advertising Agencies has moved its western offices from San Francisco to Beverly Hills. The new location is at 8500 Wilshire Boulevard, 90211. Telephone: Oleander 7-3711.

Spots available ■ Hammond Organ Co., Chicago, has produced five one-minute TV commercials at MPO studios, Hollywood, and is making them available to its dealers for local advertising. The spots include 10-second tags for the local dealer's message.

Political note ■ Richard H. Ullman Associates, Hollywood-based broadcast syndication firm, is introducing a package of five customized political jingles. Politicals, ranging in length from 10 to 31 seconds. Custom designed for local, state, regional or national candidates or issues, politicals may be bought singly for \$240, or lower with quantity discounts.

THE MEDIA

Pay TV to invade the South

Three firms granted Telemeter franchises to wire Atlanta, Miami, Dallas and Houston for coin-box operation planned to start in the fall of 1965

Plans for wired pay-TV systems in four major southern cities were brought to light last week in an announcement by International Telemeter Corp. that it has granted franchises for construction and operation of its Telemeter system in Atlanta, Miami, Houston and Dallas.

The agreements envision construction of cables reaching a minimum of 75,000 homes in each of the four cities, with a capital investment of \$15 million estimated for installation of the systems, authorities reported.

International Telemeter, a subsidiary of Paramount Pictures Corp., operates a Telemeter pay system in West Toronto through Trans-Canada Telemeter. That operation has been the testing

ground for Telemeter for the past several years.

The new franchises have been granted to Home Theaters Inc. for Houston and Dallas, to Florida Home Theaters Corp. for Miami and to Home Theaters of Georgia for Atlanta. Telemeter mentioned the fall of 1965 as a possible starting date in each of the cities.

Each of these groups said financing plans would begin immediately and Home Theaters Inc. reported that it has already signed contracts with the Southwestern Bell Telephone Co. for cable grid construction and circuit maintenance for its Dallas and Houston operations. International Telemeter President Leslie Winik noted that these were the first agreements for a Telemeter

system to be signed with a Bell System affiliate. The Atlanta and Miami groups are in negotiations with Southern Bell Telephone Co.

The Telemeter announcement said engineering surveys have already been made in the four areas to be wired.

Homes Targeted ■ According to Telemeter the Dallas project will cover 100,000 homes in a 45 square mile area and in Houston 80,000 homes will be reached within 50 square miles.

President of Home Theaters Inc. is John Allyn, a partner in Francis I. duPont & Co., Chicago, and a co-owner of the Chicago White Sox baseball club. Other principal stockholders are C. Hamilton Moses, president of Midwest Video, Little Rock, Ark.; A. E. Dahl,

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JOIN THE FOREST RANGERS IF YOU WANT:

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- 78 half-hour episodes of outdoor action for children, available in color or black and white.
- The only children's TV show that combines the excitement of forest fire fighting, gold prospecting, space capsules, helicopters and wild animals—all in a contemporary setting.
- An award-winning series that informs by entertaining, and introduces youngsters to the vast North American outdoors.



To join THE FOREST RANGERS, write , ASP Productions Ltd., Kleinburg, Ontario. or call 288-1158

Top executives (possible sponsors?) drawn to Ike's lunch

Some of the bluebloods of U. S. industry—a group of corporation executives that a salesman might envy as a rarely equalled private assemblage of potential sponsors—were guests of AB-PT President Leonard H. Goldenson at a luncheon for General Dwight D. Eisenhower (at right, Mr. Goldenson sits at the general's left) in San Francisco during the Republican convention. Not only top industrial executives but leaders in the arts, banking and other fields were among guests honoring the former president, who served as political consultant to and commentator for ABC News during the GOP convention. On hand for the luncheon, held July 15 at the St. Francis Hotel, were Elmer W. Lower, president, ABC News, at left; James Hagerty, VP in charge of corporate relations, AB-PT (foot of table); Robert Montgomery, TV advisor to General Eisenhower (head of table) and guests including:

James Black, board chairman, Pacific Gas & Electric Co.; William W. Crocker, honorary board chair-



man, Crocker-Citizens National Bank; Christian De Guigne, board chairman, Stauffer Chemical Co.; R. Gwin Follis, board chairman, Standard Oil of California; Sol M. Linowitz, board chairman, Xerox Corp.; Edmund W. Littlefield, president and

general manager of Utah Construction and Mining Co., and also a director of California Packing Co., Industrial Indemnity Co., Wells Fargo Bank, General Electric Co. and Pima Mining Co.; Dan E. London, managing director, St. Francis Hotel

board chairman, American National Bank, Rapid City, S. D.; E. O. Cartwright, vice president, Merrill Lynch, Pierce, Fenner & Smith, Dallas; D. H. Byrd of Ling-Temco-Vought, Dallas; financier Winthrop Rockefeller; David Grundfest, board chairman of Sterling Stores; Walter Hussman, newspaper publisher and president of KTAL-TV Texarkana, Tex.; N. B. Hunt and Lloyd B. Sands, executives in Hunt Oil Co.; J. D. Cobb, Arkansas businessman; Leonard Phillips, oil executive; David Wolper, TV producer; Henry Hathaway, Hollywood film director, and actor John Wayne.

Florida Home Theaters, which is planning the Miami operation is led by Budd Mayer, president of Budd Mayer Co., food brokers. Mr. Mayer said a review of Telemeter's pay-TV research in Canada had indicated this will be an "extremely profitable" business. Other major parties in the Miami operation are Herbert K. Cummings, vice president, Consolidated Foods Corp.; Florida businessmen Burton Kahn and Harvey Salomon and Robert Haverfield, attorney.

President of the Atlanta group—Home Theaters of Georgia—is Jack Rice. Others are Fred J. Turner, retired president of Southern Bell Telephone; Bobby Dodd, director of athletics at Georgia Tech University;

W. H. Murray, citrus grove owner, and F. M. Byrd, attorney.

A major difficulty confronting pay-TV operators has been and continues to be acquisition of programming of a quality subscribers will pay for. Subscription Television Inc., the wired pay-TV company which started operations on the West Coast this month and is fighting for a firmer foothold, last week announced its first procurement of first-run feature films (see page 65).

Significant in the new Telemeter franchises is the development of plans by the Atlanta and Miami groups to exchange programming. Mr. Rice of the Atlanta syndicate suggested still further possibilities in this area:

"Through an interchange of pay-TV programs with Florida Home Theaters Corp., operating in an adjoining state, we shall materially increase the flow of quality entertainment and sports to be offered our subscribers and those in Miami. As other Telemeter systems start operations in adjacent areas, we propose to extend this concept, thus assuring an ever-widening pool of diversified program material."

Paramount Pictures Corp., which developed the Telemeter system, estimates that its total investment in the field of pay-TV over the past 10 years has been in the \$15 million range.

The Telemeter system uses an "on the

spot" collection method for subscriber payment—a coin slot on the home equipment accepts nickels to half-dollars. Three pay channels are available, two of these presenting programs exclusively, the other serving parttime as a "barker," offering program information.

Senate okays Collins 53-8

The Senate last week confirmed 53-8 the nomination of LeRoy Collins, outgoing president of the National Association of Broadcasters, to be director of the Community Relations Service, a new federal bureau set up to ease implementation of the Civil Rights Law.

Mr. Collins, whose resignation from the NAB becomes effective Aug. 1, already is at work in his new job although no money has yet been appropriated. A request for \$1.1 million to establish the relations service and provide 51 jobs in it was sent to Capitol Hill last week.

John L. Perry, Mr. Collins's administrative assistant and speech writer both while he was Florida governor and NAB president, has been assisting Mr. Collins in his new job and is expected to

in San Francisco.

Francis A. Martin, VP and general manager of Grant Advertising, San Francisco and director of Pacific Air Lines; Robert Watt Miller, board chairman, Pacific Lighting Corp., and also director of American Airlines, Fiberboard Paper Products Corp., Caterpillar Tractor Co. and Wells Fargo Bank; George Montgomery, board chairman of Kern County Land Co. and director of General Electric, Castle & Cooke, Bankers Trust in New York, Matson Navigation Co., Wells Fargo Bank, and a regent of University of San Francisco, chairman of advisors council to the business school at Stanford University; Herman Phleger, attorney, Brobeck, Phleger and Harris; Harold Zellerbach, chairman of executive committee of Crown Zellerbach Corp. and also president of San Francisco Art Commission, member of State Park Commission, president of San Francisco International Film Festival, board of trustees of San Francisco Opera Guild and San Francisco Ballet Guild; David Sacks, VP-general manager of KGO-TV San Francisco; John Eisenhower, son of the former President.

work for the service when it receives its appropriation.

Senator Strom Thurmond (D-S. C.), the lone dissenter when the Senate Commerce Committee recommended confirmation 16-1 (BROADCASTING, July 13), fought Mr. Collins' nomination again when it reached the Senate floor on Monday (July 20).

But rising in bi-partisan support of Mr. Collins were Senator Mike Mansfield (D-Mont.), majority leader; Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee; Senator Spessard L. Holland (D-Fla.), who opposed enactment of the rights measure earlier this year, and Senator Kenneth B. Keating (R-N.Y.).

Senator Thurmond said Mr. Collins "ran for and served as governor of Florida as a segregationist" and added, "I have little respect for turncoats who are willing to sacrifice their previous principles for political expediency."

Mr. Collins' nomination was confirmed by a 53-8 vote, and 16 other Democrats and 9 more Republicans who were absent and did not vote were recorded as being in favor of the nomination.

Senator Thurmond, the only speaker against, was joined in voting "no" on the nomination by seven other southern senators: James O. Eastland (D-Miss.), Lister Hill (D-Ala.), Olin Johnston

(D-S. C.), John L. McClellan (D-Ark.), A. Willis Roberston (D-Va.), John Sparkman (D-Ala.) and John Stennis (D-Miss.).

Senator Pastore noted that as chairman of the Communications Subcommittee, "I came in almost daily contact with this distinguished public servant. I have always found LeRoy Collins to be fair under all circumstances—judicious—with a deep sense of public service and official responsibility."

Senator Holland, saying he also spoke for Senator George Smathers (D-Fla.), found Mr. Collins "uniquely qualified" for the rights post.

Raleigh city council gives nod to CATV

Raleigh, N. C., one of several larger Carolina cities considering whether to permit community antenna television service, has decided to let CATV in.

The city council has tentatively approved 6-0 an ordinance that, when given final approval, will allow CATV applicants to do business there and string cable across city streets. A second and final note is scheduled for Aug. 2. As written, however, the ordinance denies exclusivity to any applicant, does not permit pay-TV operations and prohibits CATV's from carrying commercials other than those "received from an officially [FCC] licensed station."

Three firms have applied for CATV's in Raleigh: Raleigh Cablevision Co., a group of local businessmen that was first to propose CATV in the city; WRAL-TV Raleigh and WTVD(TV) Durham. Other groups have proposed CATV's in Charlotte and Durham (BROADCASTING, May 18).

A spokesman for the Television Accessory Manufacturers Institute (TAME), which has been opposing CATV in major North Carolina cities, said he thought lack of exclusivity would tend to discourage firms from starting CATV's in the capital city of Raleigh.

But a veteran communications lawyer said last week that most cities in the U. S. that have permitted CATV operations have not granted exclusivity either. And, he added, it is likely that any exclusivity granted by a city would fail to withstand a court test.

The Raleigh ordinance does not set rates per se but limits charges to \$20 for installation and \$6 for monthly service per receiver.

Applicants will be required to post \$5,000 bond, guaranteeing they will provide the CATV service which they promise.

Crowell-Collier gets short-term

FCC cites cooperation, firm's reorganization in giving licenses to 3 AM's

The FCC last week climaxed an investigation begun in 1961 by giving Crowell-Collier Broadcasting Corp. "the equivalent" of short-term licenses for its three radio stations.

The investigation centered on the programming and operations of the stations—KFWB Los Angeles, KEWB Oakland, Calif., and KDWB St. Paul.

The commission, in a letter to Crowell-Collier, said the investigation disclosed "several serious matters" before the company was reorganized in 1962.

But the letter also noted that the company had been candid in its dealings with the commission, that most of the matters studied had occurred before 1962 and that Crowell-Collier had been reorganized and since late 1961, had taken steps to prevent a recurrence of the "derelictions."

On balance, the commission said it felt "the most appropriate resolution" is to grant the renewal applications for the term to expire April 1, 1965. This is the expiration date for stations in Minnesota. The renewal date for California stations is Dec. 1, 1965.

But the commission said, "these grants are considered . . . to be the equivalent of short-term grants. This procedure will afford the commission an opportunity" to review the stations' operations.

The "derelictions" cited in the commission's letter included 1958 broadcast over KFVB containing material "which you conceded to be objectionable" concerning a "highly controversial" issue in a state election.

The letter also mentioned "scare promotional announcements" carried by the California stations in 1959 and 1960, remarks broadcast over KFVB "which were objectionable under your own broadcast standards," and the airing of contests and promotions between 1959 and 1962 "which were improperly conducted and which in some instances misled the public."

The letter added that Crowell-Collier, as licensee of KFVB, paid a fine in 1961 for violating the terms of its license by operating after midnight with excess power.

The commission's letter also noted that a civil suit has been filed in a Cali-

ifornia court alleging that payola is practiced at KFVB. Crowell-Collier and some of its officers and employees are among a number of broadcast station and record company officials and employees named in the suit brought by Albert Huskey, Hollywood record promoter (BROADCASTING, April 27).

The commission said the grants of the Crowell-Collier applications were "without prejudice" to whatever action might be taken as a result of any facts developed concerning payola.

The ETV test was a success

A five-year experiment in the use of television in school classrooms has been termed a success and has passed from the experimental stage into acceptance as an important educational resource.

The experiment was the "Washington County (Md.) Closed-Circuit Educational Television Project." Conducted from 1956 to 1961, it was sponsored by the Electronics Industries Association and the Fund for the Advancement of Education of the Ford Foundation. The Chesapeake and Potomac Tele-

phone Co. of Maryland assisted the project.

Since the end of EIA and Ford Foundation support, the TV program has been continued by the county school system.

Under the Washington county system, every school in the county is able to receive six channels carrying instruction aimed at every grade from the first to the senior year in high school. The projects main aims were: (1) to improve the educational program and (2) to do so at reasonable cost.

A report on the five-year project evaluates the project's findings.

How It Works ■ An example given of improvement in the school system's curriculum involves science instruction. Before TV, the county's elementary system offered a minimum of science instruction, determined mainly by what the individual teacher felt qualified to teach. The high schools offered one-year courses in physics, biology and chemistry.

Now, with the TV program, science instruction starts in the first grade and continues through high school with a related series of courses that grow in complexity and scope. The high schools are now able to offer two years each of biology, physics and chemistry.

On the cost front, the expenditures of the school system were \$368 a pupil in

1961-62. The range among states in 1960-61 was from \$207.32 in Mississippi to \$683.28 in New York. Without TV, a budget increase of almost \$1 million would be needed to duplicate the courses added to the instructional program through TV. The annual operating cost of the system is about \$280,000 including cable charges and salaries.

The cost of establishing the closed-circuit TV system and operating it for five years was about \$1.3 million, excluding telephone company cable installation costs.

What It Shows ■ Among conclusions reached after evaluating the TV project:

- Pupil achievement can improve significantly when TV is used consistently as a teaching aid.

- TV accelerates the teacher's professional growth.

- TV makes it possible to improve the curriculum and enrich the educational program more easily and economically.

- TV does not replace the teacher or substitute techniques and procedures which would eliminate regular classroom learning activities and personal teacher-pupil relationships.

- Operational costs can be met without increasing the normal school budget as savings result from redeployment of teaching equipment, altered scheduling of personnel and changed organization within schools.

- Greater equality of educational opportunity is brought to all pupils as children in the small rural school have the same TV teachers and variety in courses as do children in the larger schools.

- TV changes the role of the classroom teacher and makes him, along with the TV teacher, part of a teaching team.

Changing hands

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

- **WMTS-AM-FM** Murfreesboro, Tenn.: Sold by Arthur D. Smith Jr. to Mrs. Joyce R. Ehrhart for \$175,000. Mrs. Ehrhart's husband, John F., has had varied broadcast experience and will assist in running the stations. WMTS is a 5 kw daytimer on 810 kc. WMTS-FM is on 96.3 mc with 3.6 kw. Broker: Chapman Co.

- **Wcvi** Connellsville, Pa.: Sold by Dr. Cam Troilo and associates to Ruth Keister and David C. Keister, mother and son, for \$92,500. Mr. Keister will move to Connellsville from Hillsdale, Mich., to operate the station. Wcvi is on 1340 kc with 1 kw day and 250

Outstanding Values in Radio-TV Properties

Fulltime network affiliate in major market. Has good past record, present billing down. Needs aggressive management.

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\$425,000

Major market power station. An underdeveloped facility in one of the South's outstanding markets. Terms negotiable.

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\$200,000

Powerful, low frequency. Daytimer with good potential in small, solid market. Ideal for owner-operator. Excellent terms available. Price reduced for quick sale.

SOUTHWEST

\$140,000

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C. Bennett Larson
Bank of America Bldg.
9465 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-8151

w night. Broker: Chapman Co.

▪ WNJH Hammonton, N. J.: Sold by Louis N. Seltzer and William S. Halpern to J. William Harrell for \$60,000. Mr. Harrell is Baltimore businessman. WNJH is a 1 kw daytimer on 1580 kc. Broker: Howard S. Frazier Inc.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 77).*

▪ KNEZ Lompoc, Calif.: Sold by M. D. Buchen, Gerald F. Hicks and associates to David H., Edward C. and Joyce W. Cannon for \$200,000. Buchen-Hicks stations retained are KENO Las Vegas and KAVR Apple Valley, Calif. KNEZ is on 960 kc with 500 w.

▪ KFUN Las Vegas, N. M.: Sold by Dorothy G. Thwaites, administratrix of the estate of E. N. Thwaites, to Merle H. Tucker for \$135,000. Mr. Tucker also has an interest in KGAK Gallup, N. M. KFUN is on 1230 kc with 250 w.

McCollough doesn't want NAB job

One man who will not be the new president of the National Association of Broadcasters is Clair McCollough, president of the Steinman stations and long a power in NAB matters. But the NAB, he has suggested, should choose a new head quickly.

In a letter sent last week to Willard Schroeder, WOOD-AM-FM-TV Grand Rapids, Mich., and chairman of the NAB executive committee, Mr. McCollough said he had heard he was being considered for the post but his "personal situation is no different now than when I rejected similar suggestions on previous occasions." But he did have some strong words of caution for Mr. Schroeder, whose committee will study presidential possibilities.

"Since I was responsible during my term as NAB joint radio and television board chairman for setting up an executive committee of board officers to function in the event the NAB found itself without a president," he said, "I now offer the further suggestion that the executive committee make its selection as quickly as possible for NAB board approval."

"I speak from the experience of NAB operation during the period following the death of Harold Fellows and before the election of Governor Collins to the NAB presidency. Also, there looms on the horizon many current possibilities



Mr. McCollough

for applying the 'divide and conquer' technique to the broadcasting industry."

Mr. McCollough when asked about the letter said a new leader should be chosen before the national elections in November. In that way, he said, undesirable political overtones to the selection may be avoided. His "divide

and conquer" statement, he said, was directed in general at the immediate problems facing the NAB, and he said he would elaborate on the subject no further at this time.

ABC back in St. Louis

WBBY Wood River (St. Louis) has joined ABC Radio. The network said last week that the affiliation marks a return by ABC to that market. ABC Radio was previously with WAMV East Saint Louis, Ill., which went dark earlier this year. WBBY will operate with 5 kw day and 1 kw night effective Aug. 16. Woody Sudbrink is president and owner of the station.

WDBC joins CBS Radio

WDBC Escanaba, Mich., an independent, has affiliated with CBS Radio, effective next Sunday (Aug. 2). The station is on 680 kc with 1 kw fulltime and is scheduled to increase its daytime power to 10 kw later in the month. It is owned by WDBC Broadcasting Co., headed by President A. E. Dahl. In the CBS Radio lineup it replaces WJAN Ishpeming, Mich., which has reportedly gone off the air.

EXCLUSIVE BROADCAST PROPERTIES!

MIDWEST—Fulltimer serving single station market of over 12,000 population. This fully automated facility will gross approximately \$55,000 this fiscal year and is priced at a total of \$75,000 with 29% down. **Contact—Richard A. Shaheen in our Chicago office.**

EAST—Daytimer in beautiful stable market. Expect to gross \$90,000 in 1964. Total price of \$150,000 on basis of 29% down and long terms. **Contact—Barry Winton in our Washington office.**

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Oak Knoll gets interim grant for KRLA facility

FCC votes 4-3 to let custodian run facility while 19 others compete for permanent license

Oak Knoll Broadcasting Corp., a nonprofit educational organization, last week won a grant from a divided FCC for an interim operation on the facilities of KRLA Pasadena-Los Angeles, which is scheduled to go off the air Aug. 1.

The commission, by a 4-3 vote, held that there is a need for an interim service during the processing of, and hearing on, the 19 applications for a permanent license on the KRLA facility. The commission says the proceeding will probably last three years.

In selecting Oak Knoll from among five contenders for the interim operation, the commission placed great weight on the fact the applicant is not among those seeking a permanent license. The Oak Knoll grant, the commission said, "would most completely avoid disadvantage or detriment" to the applicants for a permanent license. The majority said

this outweighed all other comparative factors.

The commission also cited Oak Knoll's proposal to donate 80% of the profits it earns to KCET(TV), Los Angeles's only educational television station, and the remaining 20% to charity. The commission held an oral argument on the five applications last month (BROADCASTING, June 29).

Chairman E. William Henry and Commissioners Rosel H. Hyde, Robert E. Lee and Kenneth A. Cox constituted the majority. Commissioners Robert T. Bartley, Lee Loevinger and Frederick W. Ford dissented—not because of opposition to Oak Knoll but because of their view that, under the circumstances, no interim grant should be made.

Expected Income ■ Oak Knoll, a subsidiary of the Broadcasting Foundation of California, anticipates, on the

basis of KRLA's experience, yearly operating income of \$1.5 million. The station operates on 1110 kc, with 50 kw day, and 10 kw night.

KRLA was denied renewal of its license in 1962 on the grounds of fraudulent contests and falsified logs, but has remained on the air through a series of stays and extensions pending judicial review and commission consideration of various pleadings.

Donald R. Cooke, 100% owner of the licensee corporation, at one point proposed giving the station's stock to the Broadcast Foundation as a means of keeping the station on the air. The proposal, made after the station exhausted its court appeals, was turned down by the commission on the ground Mr. Cooke had no license to transfer (BROADCASTING, Feb. 24).

Although the interim operation is scheduled to begin Aug. 1, new court action could result in KRLA staying on the air a while longer. Counsel for Radio Eleven Ten Inc., which was one of Oak Knoll's competitors for the interim operation, might appeal the commission's decision. Radio Eleven Ten comprises six applicants for the regular license.

Any appeal would be accompanied by a request to stay the commission's action. And if this were granted by the court, the commission would have to decide whether to give KRLA another lease on life or to let it go silent Aug. 1.

Besides Radio Eleven Ten, four of the applicants that are seeking the facility for communities outside of Pasadena have indicated they would appeal. They have argued that any interim operation would prejudice their chance of proving the need for the facility somewhere other than Pasadena.

This view received support from Commissioner Bartley, in a dissenting statement in which he was joined by Commissioner Loevinger. Commissioner Bartley wrote that a finding of "impelling public need" must be made to justify an interim operation and that this would be "highly prejudicial" to those seeking use of the facility in some other location.

He also called the grant "violative" of statutory requirements for an evidentiary hearing. He said "substantial and material questions of fact" concerning Oak Knoll's financial, technical and programing proposals were not resolved in hearing as, he said, the rules require.

Ford's Position ■ Commissioner Ford, in a separate statement, said that the oral argument didn't provide a sufficient record on which to grant an application for an interim operation.

The commission majority held that the "most obvious benefit" of an interim operation is that it would make use of a 50 kw assignment rather than leave



Ford sworn in for second term

FCC Commissioner Frederick W. Ford (left) is sworn in for his second seven-year term as a member of the commission. Chairman E. William Henry held the Bible, as commission

Secretary Ben Waple administered the oath. The brief ceremony was held before the start of the commission meeting Wednesday. Photo by Arthur K. Gearheart.

it follow. The majority also said the operation would protect U. S. rights to the frequency which, under international agreements, might be challenged if it were not used. The commission also said a "substantial case" had been made for operating the station in Pasadena, from the standpoint of services in that city.

Besides Oak Knoll and Radio Eleven Ten, the applicants for the interim operation were California Regional Broadcasting Corp., Goodson-Todman Broadcasting Inc. and Crown City Broadcasting Co. The three are also seeking the permanent license. Goodson-Todman and Crown City, both Pasadena, threw their support to Oak Knoll in the oral argument (BROADCASTING, June 22).

The commission majority said it preferred Oak Knoll and Radio Eleven Ten because they were not applicants for a regular license. "No application for a regular license could derive any advantage from the interim operation," the commission said.

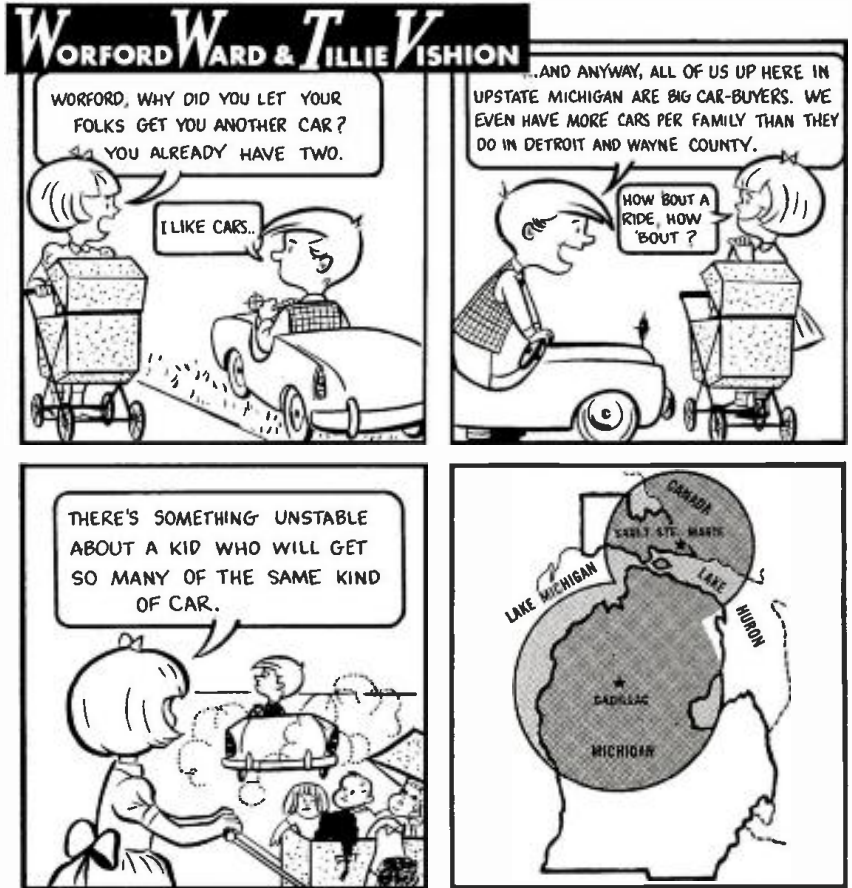
Oak Knoll Preferred ■ "As between Oak Knoll and Radio Eleven Ten," the FCC added, "we prefer Oak Knoll because not even its principals will be participants in the subsequent proceeding. . . . There is also the consideration that a very substantial portion of the funds derived from the Oak Knoll interim operation will go to the support of the UHF educational station in the area. . . ."

The commission majority said the interim operation would not prejudice the chances of those applicants seeking to move the frequency. Each of the applicants in the hearing will have "the identical burden . . . of establishing a greater need for the use of the frequency in his respective community," the commission added.

The commission promised to ignore the interim operation in its consideration of the competing applications for permanent authorization. "In order to insure that no advantage can be gained by the Pasadena applicants," the commission said, "we now state that in the subsequent proceeding we will resolve (the question) without regard to the interim authorization. . . ."

Authority Cited ■ The majority conceded the commission's rules don't specifically cover the procedure it followed. But, the commission said the grant is consistent with the policies "underlying" the conditional grant rule. "To hold that the commission is without power of positive action in situations not anticipated by its rules would be inconsistent with the dynamic nature of the broadcasting industry and its requests, and with the basic discretion and duties conferred and prescribed by the Communications Act," the commission said.

The grant to Oak Knoll was condi-



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tioned on the company eliminating interference KRLA now causes KFAB Omaha and on its seeking to solve an interference problem involving KSDO San Diego.

The commission also required Oak Knoll to place in escrow 50% of the funds it would otherwise pay to KCEI until the termination of the interim authorization. This would assure the television station of financing at the conclusion of the interim operation. The condition would not prevent Oak Knoll from drawing on the escrow funds if they were needed to operate the interim station.

Oak Knoll proposes to continue the leasing arrangements KRLA now has in

effect. These include the lease of transmitter site and equipment from Broadcast Equipment Corp., which is owned by Jack Cooke, Donald's brother, for \$90,000 annually, and of studio space in the Huntington Sheraton hotel for \$21,000 a year.

KIII(TV) signs with SIN

KIII(TV) Corpus Christi, Tex., has become an affiliate of the Spanish International Network and will carry in Spanish such programs as soap operas, musicals, bullfights and boxing.

Spanish International Network will handle national sales of Spanish-language programming for the channel 3

outlet. Spanish-language television now can be seen in 17 U. S. markets.

KVWO fined \$1,000

The FCC last week notified Cheyenne Broadcasting Inc., licensee of kvwo-AM-FM Cheyenne, Wyo., it is liable to a fine of \$1,000 for an unauthorized transfer of control. The commission said that Cheyenne failed "to notify the commission of numerous transactions relating to transfer of ownership or control."

Leo R. Morris is 40% owner and president-general manager of the stations. The licensee has 30 days to contest the fine.

INTERNATIONAL

Comsat sets Olympic TV plans

Satellite relay from Japan to California will be major link with video tapes to be jetted from Montreal to Europe

Segments of the Oct. 10-24 Olympic games in Tokyo will be telecast live to the U. S. if plans revealed last week by the Communications Satellite Corp. prove successful. The intricate international agreements also will allow Europe to obtain films of the games earlier than would otherwise be possible. Comsat will act as anchorman in the experimental space-TV project.

The arrangements were discussed in Washington by officials of Comsat, the National Aeronautics and Space Administration, the European Broadcasting Union, the Japanese Broadcasting Corp. (NHK) and others (BROADCASTING, July 6). The transmission will be via Syncom III, which NASA plans to launch in mid-August as a part of its regular satellite program.

The programs will be sent by microwave link to a Japanese ground station 50 miles outside Tokyo. It is still being built, but is expected to be completed by the end of August. The signal then will be sent to the satellite, in a stationary orbit on the equator, and then will be picked up at the U. S. Navy base at Point Mugu, Calif., and relayed for distribution to the Los Angeles test board of the Bell System.

Costly Modification ■ The Point Mugu base is being modified for the project at a cost of \$250,000, and Comsat estimates the total cost of the effort will be about \$350,000. RCA has agreed to provide \$200,000 of the cost and NHK will chip in the rest, up to \$150,000. The FCC last week granted Comsat's application for the Point Mugu modifications.

Comsat said the transmissions, which it described as nonprofit, were prompted by a State Department statement that they would be in "the national interest." The White House last week said the experiment was an outstanding example of cooperation between the U. S. and Japan.

NBC has a contract with the Japanese for TV rights to the Olympics, but the Comsat announcement last week said the network has agreed to "make available the opening day ceremonies to all other U. S. networks and stations for simultaneous telecast without charge." The network plans at least 16.5 hours of Olympics programming during the games.

NBC's plans are far from solidified, however. It may take only the opening ceremonies live and rely on tapes for the rest of its coverage. NBC News' James Kitchell will produce the live show. Depending on the quality of the satellite's relay, however, more may be picked up to augment its tapes. Olympic coverage pool arrangements allow ABC-TV and CBS-TV to use, at four-hour intervals, three three-minute news spots a day.

One drawback to watching the opening ceremonies on live TV: They will begin at 1 a.m. EDT.

EBU's Problems ■ Coverage plans are doubly complicated when EBU and the Canadian Broadcasting Corp., one of its 21 members, are taken into account. Each is to receive one hour of coverage within a specified three-hour period on each day of the Olympics. Canada will tape the events in Los Angeles, then fly

the tapes to Canada. EBU plans to check the signal in Los Angeles, send it on a microwave circuit to Buffalo, and then to Montreal. EBU will then send video tapes to Europe on chartered jets. The union is also scheduling planes from Japan with tapes of the games, but the flights from Montreal are expected to win the race by some 12 hours, thus allowing Europeans to see the games on the same days they are played. The microwave link and airplane costs are among those extras that will be at the participants' expense.

CBC is not using the EBU system because of its expense (estimated at about \$50,000) and because it's a relatively short flight from Los Angeles to Canada.

Comsat last week also worked in a few words of caution: "(1) The satellite has to be successfully launched and positioned, (2) the Point Mugu ground station has to be successfully modified in a very narrow amount of elapsed time for this kind of job and (3) the Syncom III satellite was not basically designed for TV capability, and the quality will not be as good as that of the satellites in the global commercial communications satellite system."

In an attempt to improve the quality of the transmitted picture, Japan is "furnishing a 'bandwidth reduction system' for possible use. This, by slowing down picture transmission, may gain reception quality." The equipment is expected to be installed at Point Mugu by Sept. 15.

Saudi Arabia signs pact with NBC International

NBC International has entered into an agreement with the government of Saudi Arabia to provide that country with 13 television stations within the next 12 years.

An initial staff of 21 American tech-

nicians will work with 70 Saudis and will be joined by at least 50 additional Americans as the project progresses.

The installation and operation of two interim stations at Jidda and Riyadh are planned by next April. Permanent installations eventually will be constructed in these cities and at Mecca, Taif, Medina, Buraida-Eaize and Al Kharj. Plans call for all the stations to be linked by microwave relay.

17 nations consider joining Comsat

Delegates from 17 nations met in Washington last week to consider participating in the Communications Satellite Corp. The Russians weren't there, and the Russians weren't talking.

Two questions must be settled for the meeting to end a success: The governments involved have to agree on organizational principles for a global system of satellite communications, and technical details for participation in that system have to be worked out by the companies or agencies which will actually implement it within each country.

Under the proposed international arrangements Comsat would serve as manager of the global system on behalf of all members. Initially, Comsat will retain about 61% ownership of the space facilities, apportioning 24% among those nations at the conference, and reserving 15% for other nations that might want to make a capital contribution at a later date. The U. S. share will never fall below 51%.

In addition to the U. S., the conference includes representatives from Australia, Austria, Belgium, Canada, Denmark, West Germany, France, Ireland, Italy, Japan, the Netherlands, Norway, Portugal, Spain, Sweden, Switzerland and the United Kingdom.

Although the Soviet Union seemed willing to cooperate in the joint effort at an earlier meeting in October, Comsat chairman Leo D. Welch reported last week that the Russians refused to disclose whether or not they were working on their own system.

But if the Russians develop their own space network, they will not be alone. Secretary of Defense Robert McNamara told a news conference that the Defense Department will need a space communications system of its own. He said the decision was made "much to my regret," but was necessary because of security, technical and diplomatic problems inherent in trying to use the commercial network for military purposes. The Defense Department and other U.S. agencies will probably use Comsat for routine administrative communications, as they now use present commercial facilities.

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AB-PT reports record quarter

40% increase in earnings

lifts six-month period

28% over first half of '63

American Broadcasting-Paramount Theaters, New York, last week reported record second quarter operating earnings of \$2.56 million, a gain of 40% over the like period of 1963. The second quarter advance lifted AB-PT's first half operating earnings 28% over last year's level for the first six months.

A statement by AB-PT President Leonard Goldenson attributed the increases to "improvement in television and radio broadcasting and theaters" and noted "some benefit" from lower federal tax rates. Mr. Goldenson said ABC-TV had gained audience in daytime and nighttime programming and pointed to seven programs, new in the past season, which will return to the network in the fall.

The report to stockholders made note

of AB-PT interest in two current Broadway musicals, "Fade Out-Fade In" and "High Spirits" and ABC-Paramount Records release of original cast albums of both shows.

In another investment AB-PT has joined with Warner Bros. Pictures in filming the Broadway production of "Hamlet" which will be shown in theaters this fall (BROADCASTING, July 6).

Six months ended June 30:

	1964	1963
Earned per share	\$1.20	\$1.01
Operating earnings before federal taxes	10,870,000	8,877,000
Net earnings	5,474,000	4,573,000
Capital gains, after tax	41,000	354,000

DDB files plan to go public

Doyle Dane Bernbach Inc., New York advertising agency, plans to offer 247,080 shares of class A stock to the public soon.

A registration statement filed at the Securities and Exchange Commission in Washington last week said that 25 stockholders, who own stock equivalent to 97.3% of the firm, will offer all of

their class A stock, or about 24.8% of the firm. Although there are only 249,272 shares of class A stock outstanding, the sellers also own the vast majority of the class B stock outstanding—7,478 shares. The class A stock carries one vote per share; class B, 100 votes.

The prospectus says 25,000 of the shares will be offered initially to company employees.

Underwriters of the sale will be led by Francis I. duPont and A. C. Allyn Inc. in New York. Price of the stock will be announced before the sale, which is expected in about one month.

DDB's 1963 billings were \$83.4 million, making it the 18th largest agency in the U. S. and the 20th in the world.

The sellers and their class A holdings, according to the SEC registration statement:

William Bernbach, 26,858; Evelyn Bernbach, 36,281; Ned Doyle, 63,139; Maxwell Dane, 33,672; Belle Dane, 2,950; Marvin Corwin, 2,295; Joseph R. Daly, 19,498; Ted H. Factor, 11,568; Robert Gage, 21,240; Edward T. Russell, 9,429; John F. Dillon, 1,200; Lester Feldman, 375; Paula Green, 625; Helmut Krone, 2,600; Robert H. Levenson, 625; Montgomery N. McKinney, 3,102; Leon Meadow, 250; Sidney Myers, 175; Dorothy Parisi, 2,000; Leonard L. Press, 619; David Reider, 1,875; Phyllis Robinson, 3,129; Ben Spiegel, 375; William Taubin, 3,000; Jerome Wertans, 200.

Lucy gets \$735,289 as Desilu actress-boss

In a proxy statement mailed to stockholders to remind them of the company's annual meeting in Hollywood on Aug. 18, Desilu Productions Inc. listed the yearly salaries of its executives who are paid more than \$30,000 for the fiscal year ended May 2.

Lucille Ball was paid \$127,404 for her work as president and \$177,885 as an actress. She was also credited with \$280,000 deferred salary as actress with another \$150,000 for her acting the prior year. Her aggregate remuneration: \$735,289.

Jerry Thorpe, who resigned May 4, was paid \$65,000 as vice president for programming, with \$35,000 deferred, and \$1,980 as program director for a total of \$101,980. W. Argyle Nelson Sr., a vice president, was paid \$61,154 and had \$14,100 deferred for a total of \$75,254; Edwin E. Holly, another vice president, was paid \$61,164 and had \$10,000 deferred, totaling \$71,154.

Oscar Katz was hired as executive vice president of Desilu in April with an annual salary of \$100,000.



Cox Broadcasting added to Big Board

Principals in Cox Broadcasting met with New York Stock Exchange President Keith Funston in the exchange gallery July 17, the day on which the corporation was given a Big Board listing.

James M. Cox, Jr., board chairman of the company, opened trading with a purchase of 100 shares at an initial price of 21 1/4. On July 23 the price was unchanged. Ticker symbol as-

signed to the broadcast stock is "COX." The NYSE lists 2,750,000 shares of the issue with 2,650,000 now outstanding.

Next to a chart showing Cox properties are (l-r) Marcus Bartlett, vice president; Clifford M. Kirtland, Jr., secretary-treasurer; Frank Gaither, vice president; Mr. Cox; Mr. Funston and J. Leonard Reinsch, Cox president.

Stock trading report of SEC

The Securities & Exchange Commission has reported the following stock transactions by officers and directors of broadcasting and allied companies in its June issue of *Official Summary* (all common stock unless otherwise indicated):

Capital Cities Broadcasting—J. Floyd Fletcher sold 200 shares, now holds 32,141; H. J. Mendelsohn bought 625, now holds 625.

CBS Inc.—Peter Mead Abel sold 952, now owns 612; Michael Burke exercised option to buy 5,963, now holds 5,963; Samuel R. Dean exercised option to buy 3,076, now holds 6,632; Lewis Gordon exercised option on 1,739, now owns 11,985; Clarence H. Hopper exercised option on 7,258, now holds 15,498, with wife indirectly owns another 994; Theodore F. Koop exercised option on 1,062; now holds 1,972; Goddard Lieberson exercised

option on 6,365, now owns 25,187; E. K. Meade Jr. exercised option on 1,623, now owns 9,228; Walter P. Rozett sold 379, now holds 1,704.

Desilu Productions Inc.—Oscar Katz bought 6,800, now holds 10,000.

Outlet Co.—George O. Griffith bought 100, now owns 1,000.

Reeves Broadcasting—J. Drayton Hastie bought 1,000, now owns 74,750; Morris Schechter bought 700, now holds 2,000; Mr. Hastie sold \$5,000 worth of 6% convertible subordinate debentures, now owns \$47,000 worth; Dolores J. Russell sold \$1,000 worth, now owns \$37,000 worth.

Rollins Broadcasting Inc.—John W. Rollins sold 600 shares, now holds 183,436, as guardian indirectly controls another 3,600; O. Wayne Rollins made private sale of 15,000 shares of class B common stock, now owns 532,060.

Storer Broadcasting Co.—Bill Michaels exercised option for 6,400, now holds 7,550; Stanley L. Willis exercised option for 5,600, now owns 5,600.

Taft Broadcasting Co.—Charles P. Taft sold 199, now holds 15,854.

Storer revenues up 7.6% in first half

The six months ended June 30 were a record first half for Storer Broadcasting Co. Revenues were \$21,430,332, up 7.6% from the \$19,917,858 registered in 1963's first half.

The second quarter of this year for the company showed TV revenues up 10.5% and radio revenues up 9.5%. The radio stations' increases were due primarily to the firm's WHN New York, which it bought in 1961.

Six months ended June 30:

	1964	1963
Earned per share*	\$1.78	\$1.28
Total revenue	21,430,332	19,917,858
Income before income taxes	7,200,597	6,897,292
Net income	3,585,213	3,509,391

*Based on 2,013,128 shares outstanding.

Rollins earnings up

Rollins Broadcasting Inc. last week reported booming business for the year ended April 30, with revenues up 15.6% over the year before and earn-

ings up 54.1%. Both were company records.

Year ended April 30:

	1964	1963
Earned per share	\$0.93	\$0.61
Revenue	9,130,958	7,899,744
Earnings before federal taxes	1,751,233	1,214,557
Net income	894,254	580,388

Capital Cities' profit up 44%

A favorable first half report last week by Capital Cities Broadcasting Corp., New York, showed net profits reaching \$1.3 million, a gain of 44% over the 1963 first half.

Frank M. Smith, Capital Cities president, noted increased demand for sponsorships by local businessmen and further development of stations as major causes for increased profits.

Six months ended June 30:

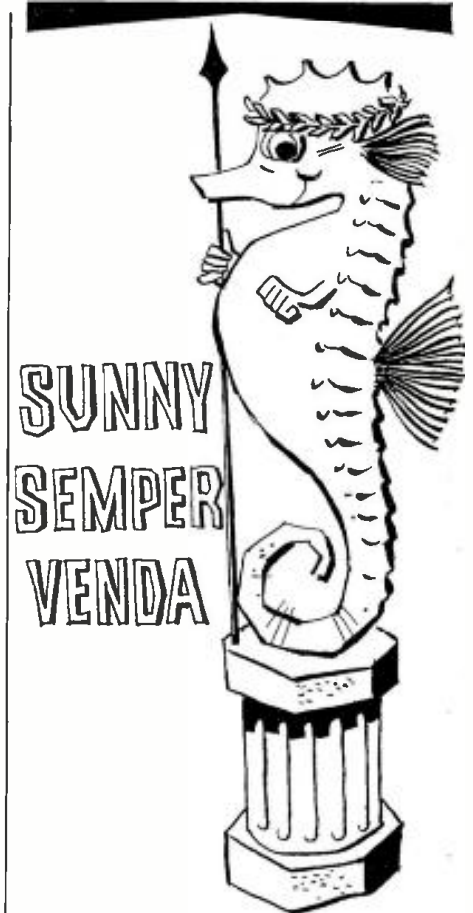
	1964	1963
Earned per share	\$0.94	\$0.65
Net broadcasting income	9,101,061	8,256,514
Operating profit before depreciation	3,822,721	3,231,894
Income before taxes	2,713,661	1,944,595
Net income	1,309,381	912,445

Motorola has record earnings

All six divisions of Motorola Inc., including color TV, helped contribute to the firm's record sales and earnings so far this year, Robert W. Galvin, board chairman, said last week. Semiconductor products also are achieving "remarkably increased sales," he said.

First six months of 1964:

	1964	1963
Earned per share	\$ 2.15	\$ 1.22
Sales and other revenues	192,023,984	172,166,230
Income before federal income tax	17,119,647	10,486,053
Earnings	8,678,218	4,913,094



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New copyright law proposed

Present law dates back to 1909—before radio, TV, phonographs; NAB may oppose bill on three specific proposals

If the laws regulating copyrights in the U. S. have been confusing in their application to the broadcast media and the recording industry, one reason is that the last major revision of these laws occurred in 1909—well before broadcasting and phonograph recording became major factors in the entertainment field.

Last week a 36-page bill was introduced jointly in the House and Senate that proposes a complete revision of copyright laws to, in part, take into consideration the impact of television, radio and modern video and audio recordings.

This bill, the product of nine years' work by the Copyright Office, was prepared with the advice and close cooperation of lawyers representing various interests that will be affected by the revision, such as broadcasting, publishing and education.

Identical versions were introduced by Representative Emanuel Celler (D-N.Y.), chairman of the House Judiciary Committee who offered HR 11947, and Senator John L. McClellan (D-Ark.), chairman of the Senate Patents, Trade-marks and Copyrights Subcommittee, who introduced S 3008.

Some broadcast lawyers who have followed developments in the bill's drafting will join an American Bar Association copyright committee and representatives of the Copyright Office for a full discussion of the bill in New York Aug. 3.

In order that adequate time could be given to a thorough review of the nation's copyright laws Congress has extended through Dec. 31, 1965, all renewal copyrights that would have lapsed during the period of the study.

It is expected that Congress will adjourn before its committees can examine the bill, and it will be introduced again early in the new Congress that convenes next year. The bill was offered last week so that all interested parties would have a document on which to base their comments.

Neither Broadcast Music Inc. nor the American Society of Composers, Authors and Publishers, the two major music licensing organizations, would comment on the bill last week. Spokes-

men said they had not had sufficient time to study it.

Douglas A. Anello, general counsel of the National Association of Broadcasters, said he'd not had an opportunity to review the bill in detail but he added that judging from his first reading he would oppose the legislation unless there were adequate clarification of three major points.

Mr. Anello said he was "disap-



NAB's Anello

pointed" that the bill omits a recommendation that the \$250 minimum automatic fine for copyright violations be changed to give courts discretion not to assess the minimum fine if they found an offense were not deliberate.

In addition, Mr. Anello said, a section on making copies of recordings is not sufficiently clear. The bill should only prohibit copying for sales purposes, not for such uses as replaying on the air, he said.

And, Mr. Anello continued, the bill's language in Section 13 could be interpreted to eliminate copyright protection from uses of protected works by community antenna television systems.

A federal appeals court has blocked

broadcast efforts to protect alleged program property rights from use by CATV's, and the court has indicated that relief may be available only through the copyright laws or directly from Congress. The decision was rendered on the basis of the existing copyright code and before the revision measure was introduced last week (BROADCASTING, July 20).

If they are "trying to write out copyright protection against CATV," Mr. Anello said of the new bill, he will oppose it.

That section says that the following is not an infringement: "reception of a broadcast embodying a performance or exhibition of the work on a single apparatus of a kind commonly used in private homes, unless a direct admission fee is charged to see or hear the broadcast, or unless the receiving apparatus is coin-operated."

The new law would also add sound recordings to the list of works protected under the copyright laws but they would be protected only against actual duplication or dubbing, the Copyright Office said.

Another major provision of the new bill would extend the duration of a term of copyright to life plus 50 years. Presently copyrights are issued for 28 years and are renewable for another 28-year period.

One lawyer noted that commercial broadcasters might be pleased with a provision that would require educational broadcasters to respect copyrights unless they are broadcasting to classrooms.

Letters on fairness made public on Hill

Complaints of two broadcasters about Democratic National Committee requests for free time to answer programs carried by their stations were made public by two Republican congressmen last week.

Representative Craig Hosmer (R-Calif.) said one of the Johnson admin-

istration's "most vicious restrictive measures is the FCC's ordering radio and television stations, carrying paid political broadcasts on public issues of current importance, to offer free time to so-called responsible groups to argue against what was said."

The Democrats have been corresponding with some 600 radio stations carrying the Rev. Dr. Carl McIntire's *Twentieth Century Reformation Hour*, which Samuel C. Brightman, party public affairs director, says has attacked him (BROADCASTING, July 20).

Clarence Jones of WQIZ St. George, S. C., warned Mr. Brightman not to "threaten me, sir." He said "kooks" at the party's headquarters "had better hire you another public relations man because you are headed in the wrong direction."

Thomas E. Steele, general manager, KBBJ(FM) Los Angeles, told Mr. Brightman that he had listened to the program indicated as carrying an alleged attack and found "absolutely no reference to you or to the Democratic National Committee. . ."

A party spokesman said the Democrats had heard from a number of broadcasters who echoed Mr. Steele's complaint. He explained that the *Reformation Hour's* daily 30-minute taped programs are apparently "bicycled," meaning that when tapes are returned by one group of stations they are mailed to another group which is cycled a week late. Thus Mr. Brightman's reference to a broadcast played on a particular date in the Washington area did not coincide with the same program carried on stations on a delayed cycle.

Representative J. Arthur Younger (R-Calif.), ranking Republican on the House Communications Subcommittee, did not comment on Mr. Jones's letter. However he is author of legislation that would protect stations from carrying free broadcasts to answer commercial programs.

UA will supply STV with feature pictures

Films will be first run for TV on 'exploratory' basis; pay-TV firm-General Telephone sign contract

Contemporary motion pictures, the self-admitted major lack in the initial program schedule to Subscription Television Inc., will be part of future schedules, starting July 31 in Los Angeles. An agreement for United Artists Corp. to supply feature films to STV's pay TV service on an "experimental and exploratory basis," has been concluded, according to a joint announcement of Arnold M. Picker, executive vice president of United Artists, and Sylvester L. (Pat) Weaver, STV president.

This is the first agreement by any major picture company to provide its pictures for use on the closed-circuit pay-TV systems of STV in Los Angeles, where three-channel program service began July 17 (BROADCASTING, July 21), and San Francisco, where STV is to start supplying programs to subscribers on Aug. 14 (see story below).

While the ability to present such films as "Irma la Douce," "Lilies of the Field" and "Love Is a Ball," to pick only three from the list of United Artists pictures now available to STV, the arrangement is a far cry from the ideal of first-run films for pay TV at the same time (or ahead of) their showing in the community's major theaters. The terms give STV the right to present these films nine months after the end of the first-run motion picture theater release, or while

they are playing the second-run houses.

But it is first run for television. The films which United Artists is making available to STV will not be released to commercial television during the year of the UA-STV agreement. STV plans to schedule each feature twice in the same evening, probably at 7:30 p.m. and 9:30 p.m., and to repeat each picture on the same early show-late show basis every three months during the contract year. The motion pictures will be presented without editing, without interruption and without commercials.

Spread the Service ■ Plans to expand STV's service area in the Los Angeles region were revealed last week when the pay TV company reported that it had signed a contract with the General Telephone Co. of California to supply it with program transmission facilities. Like the earlier contract with the Pacific Telephone & Telegraph Co., this new contract must be approved by the California Public Utilities Commission before General Telephone can connect new subscribers to STV.

In the case of the PT&T contract, the process of securing PUC approval was long and drawn out. The agreement was filed with the commission in February, hearings were held in Los Angeles March 25 and in San Francisco April 1 and approval was given on June 3.

STV gets court turndown, may have trouble in San Francisco

The good news about obtaining current feature pictures (see story above) was welcome at STV last week, where other news was not so sunny. Blackest was the rejection by the California State Supreme Court of Subscription Television's petition to have the constitutional amendment to outlaw pay TV in that state removed from the November ballot.

STV had argued that if approved by the California electorate the measure would be subsequently

thrown out by the courts as an abridgement of free speech that violates both the federal and state constitutions. The California court, in turning down the STV plea, did so without comment.

Also last week, STV faced the threat that the city of San Francisco might go to court in an attempt to stop the company from transmitting TV coverage of the home games of the San Francisco Giants to subscribers in that city when service starts there on Aug. 14. The concern

of the San Francisco supervisors about the pay-TV coverage of baseball is that this could have an adverse effect on attendance at Candlestick Park, the Giants' home field, and that any major reduction in gate receipts at the park might delay retirement of the \$5.5 million in revenue bonds issued by the city to help finance the construction of the \$15 million park. The team has been paying the city about \$420,000 a year, from fees on paid admissions and parking revenue.

Four Star's new project

'Spectacular Showcase', first offering of feature films, to be color package of 14 Italian, 1 Japanese products

Details of Four Star Distribution's entry into feature film syndication (BROADCASTING, July 6) were announced last week. Len Firestone, vice president and general manager, disclosed that the initial package, *Spectacular Showcase*, will include 14 Italian films and one Japanese feature. All are in color and each runs 90 minutes.

In reviewing Four Star's entry, Mr. Firestone said the 15 features represented about 10% of the pictures the company screened over a nine-month period.

Four Star's feature-film program entailed the acquisition of the exclusive services of Jay Cipes and Ed Palmer, independent film packagers and distributors who operate in Europe. Four Star acquired all rights to film product owned by these packagers.

All of the films were given special editing and retitling—they will be offered for TV release in their English version.

The titles in the package of the Ital-

ian films are "Scheherazade," "Spartacus and the 10 Gladiators," "Conqueror of the Desert," "Terror of the Red Mask," "Triumph of the 10 Gladiators," "The Old Testament," "Tyrant of Castile," "Hercules and the 10 Avengers," "Nero and the Burning of Rome," "Violent Patriot," "Avenger of Venice," "Samson and the Seven Challenges," "Zorikan the Barbarian," and "Night of the Great Attack." The Japanese science-fiction film is "Warning from Space."

CBS-TV prepares five religious shows

CBS-TV is preparing five special religious telecasts from European locations for presentation next season.

Hour programs are planned from the Sistine and Pauline chapels in Vatican City, focusing on paintings by Michelangelo, and from the Netherlands, fo-

cus on the past and current history of that nation's Jewish community.

Half-hour programs will deal with the Waldensian Protestant sect of the piedmont area of northern Italy, the Jewish community in Hungary and the Greek Orthodox patriarchy in Turkey. In the latter program, Greek Orthodox Patriarch Athenagoras will be interviewed.

CBS-TV said the half-hour broadcasts would be presented on the *Lamp Unto My Feet* series (Sundays, 10-10:30 a.m. NYT), but set no dates for those or the hour programs.

Program notes . . .

New package ■ SESAC announced last week that the first package from its new Pacemakers series of LP's will be introduced in August. "The Morning Man" series, musical selections for programming in morning shows, consists of more than 100 melodies.

Second Part ■ CBS-TV will telecast a Lincoln Center Day special Sept. 20 (9-10 p.m. EDT), which will include excerpts of three plays in repertory being presented at the New York City theater. The program is the second in a series of five annual telecasts commemorating the anniversary of the opening night of the Lincoln Center for the Performing Arts. Included in the program will be scenes from Arthur Miller's "After the Fall," S. N. Behrman's "But for Whom Charlie" and Eugene O'Neill's "Marco Millions." A progress report will be given by Dr. William Schuman, president of the center.

Football specials ■ United Artists Television next September will release a series of 13 half-hour taped specials about professional football and the National Football League.

Titled *Pro Football Special*, the series will have New York Giants coach Allie Sherman and TV personality Bill Cullen as hosts. Several coaches and players from every NFL team will appear during the series.

KALI asks waiver of program origination rule

KALI San Gabriel, Calif., last week asked the FCC to grant the Spanish-language station a waiver of the rule requiring an outlet to originate a majority of its programming from the community to which it is licensed. Three weeks ago KALI became the first station in commission history (according to the FCC) to be liable for a fine under that rule (BROADCASTING, July 6).

The San Gabriel station did not formally ask the commission to reconsider

Film sales . . .

Men in Crisis (Wolper TV Sales): KOA-TV Denver. Now in 32 markets.

Superman (Wolper TV Sales): KGMB-TV Honolulu; WSTV-TV Steubenville, Ohio-Wheeling, W. Va.; KTVT-TV Fort Worth-Dallas; WMT-TV Cedar Rapids, Iowa; KTTS-TV Springfield, Mo.; KIFI-TV Idaho Falls and WICS-TV Springfield, Ill.

Star Route (Medallion TV): WDEF-TV Chattanooga; KSWB-TV Elk City, Okla.; WJHL-TV Johnson City-Kingsport, Tenn.-Bristol, Va.; KATC-TV Lafayette, La.; KGUN-TV Tuscon, Ariz.; KARD-TV Wichita, Kan.; KOMC-TV McCook, Neb.; KGLD-TV Garden City, Kan.; KAUZ-TV Wichita Falls, Tex.; CJAY-TV Winnipeg, Man.; CJOH-TV Ottawa. Now in 35 markets.

Volume 9 (Seven Arts): WTAE-TV Pittsburgh and WLOS-TV Asheville, N.C.

Volume 7 (Seven Arts): WTIC-TV Hartford, Conn.

Volumes 4 and 5 (Seven Arts): WHO-TV Des Moines, Iowa.

Special Features (Seven Arts): KSTP-TV St. Paul-Minneapolis.

Churchill, the Man (Seven Arts):

Woi-TV Ames, Iowa and KPAC-TV Port Arthur, Tex.

Epicolor '64 (AI-TV): WTTV-TV Bloomington - Indianapolis; WBAP-TV Fort Worth-Dallas; KONO-TV San Antonio, Tex.; KSHO-TV Las Vegas; KAKE-TV Wichita, Kan.; WSYR-TV Syracuse, N. Y.; WTPA-TV Harrisburg - York - Lebanon, Pa., and WAPI-TV Birmingham, Ala.

Zoorama (Trans-Lux): Sold to KHOU-TV Houston-Galveston.

Group II Post-1950 (Screen Gems): WBRE-TV Wilkes-Barre-Scranton, Pa.; WTIC-TV Hartford, Conn.; KCMO-TV Kansas City, Mo.; WBAP-TV Fort Worth-Dallas; WCCO-TV Minneapolis-St. Paul; KOVR-TV Stockton-Sacramento, Calif.; KPHO-TV Phoenix; WTVT-TV Tampa-St. Petersburg, Fla.; WAPI-TV Birmingham, Ala.; KTVI-TV St. Louis; WTPA-TV Harrisburg-York-Lebanon, Pa.; WSYR-TV Syracuse, N. Y.; KDKA-TV Pittsburgh; WTVJ-TV Miami, and WLOS-TV Asheville, N. C. Now in 30 markets.

Flamingo Features (Wolper TV Sales): WPRO-TV Providence, R. I.; WTHI-TV Terre Haute, Ind.; KPLR-TV St. Louis.

the \$4,000 forfeiture, although it did say that it will do so. KALI said that the commission has been "aware of the fact that a substantial portion of the station's broadcasting was presented on a remote basis." This was shown in KALI's 1962 application for license renewal, the station said, pointing out that previous FCC inspections of KALI's San Gabriel facilities produced no complaints.

KALI said that it made a survey and found most of its Spanish-language audience centered to the south of San Gabriel. The station used the remote broadcasts, KALI said, in order to bring its programing closer to its audience.

The commission was asked to authorize KALI to broadcast 57% of its programing on a remote basis, 25.6% from a Hollywood studio and 17.4% from either its San Gabriel studio or transmitter site.

Four Star Television adds two music firms

Four Star Television has acquired Sherman Music and DeVorzon Music from Billy Sherman and Barry DeVorzon, whose Valiant Records has also become a part of the Four Star family. Warner Brothers, which has handled distribution of the Valiant label recordings, will continue in that capacity. The new companies are members of BMI, as is Four Star Television Music Publishing Co. Four Star's other music firm, BNP Music Publishing Co., is affiliated with ASCAP.

Mr. Sherman, who has handled the business affairs of the music companies, and Mr. DeVorzon, who was in charge of artists and repertoire for them, have joined Four Star's executive staff, reporting to Alfred Perry, music director. Also coming to Four Star is Bodie Chandler, writer for Sherman-DeVorzon, who will assume A&R and publishing duties. Writers Don Crawford, Vern McEntire and Dick and Don Adrissi will also continue their association with the reorganized music companies.

SAG members to vote on new TV contract

Screen Actors Guild on Wednesday (July 22) mailed ballots to its membership asking for ratification of the new TV contract negotiated by the SAG board with the Association of Motion Picture and Television Producers (BROADCASTING, July 13). In addition to providing for increases in residual fees for TV entertainment films to total 165% for six runs instead of the previ-

Sales up 300%

Twentieth Century-Fox Television last week reported sales for the first six months of 1964 up 300% over sales for all of 1963.

The company's five TV series that will begin next fall, all have been sold in markets in Australia, Venezuela and Uruguay. The new series are *Peyton Place*, *Voyage to the Bottom of the Sea*, *12 O'clock High*, *Daniel Boone* and *Valentine's Day*. The programs — except for *Boone* on NBC-TV—are slated to start this fall on ABC-TV.

ous 140% and for payments for foreign use of TV programs for which actors were not formerly paid, the new agreement calls for overtime payment for all players, not just those earning less than \$1,500 a week or \$900 for three days work.

Players in that upper bracket will get double time for all hours over 10 in any working day, meaning \$75 an hour for the three-day players and \$68.18 for the weekly, series and term contract performers. For actors below the \$900-\$1,500 status, the former overtime provisions of time-and-a-half for the ninth and tenth hours, and double time after that, continue unchanged.

Music re-use payments growing, AFM reports

Music re-use payments for broadcast commercials are on the upgrade, at least in Hollywood, according to Local 47 (Los Angeles) of the American Federation of Musicians. In 1963, members of the local received \$119,000 in re-use fees for TV spots and \$70,000 for the re-use of radio spots. For 1962, the re-use payments were \$98,000 for television, \$51,000 for radio.

The AFM local, reporting on the broadcast re-use situation in the July issue of its monthly membership magazine, *Overture*, reminded readers that "one of the major points in recent negotiations between the AFM and television producers was a strict clause protecting musicians against unauthorized re-use of musical sound track." Failure of "certain subordinate personnel at Revue Productions to adhere to this portion of the contract has resulted in a settlement of \$78,000 recently paid to 278 members of Local 47. . . . Had the company re-recorded the music, as required by contract, the total cost to them should have been in the neighborhood of \$12,000," it was noted.

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More harsh words on TV news

Goldwater continues to hit CBS on attempts to 'falsify'; Wallace criticizes 'slanting, distorting'

A CBS reply to Senator Barry Goldwater's criticism of its coverage of him caused the Republican presidential candidate to renew his attack on CBS's reporting.

The senator said the CBS reply "was the fourth or fifth absolute attempt of theirs to falsify."

He reviewed the alleged first three in an exclusive copyrighted interview granted KOOL-TV Phoenix and played July 17 on CBS *Evening News with Walter Cronkite* at the conclusion of the Republican convention in San Francisco (BROADCASTING, July 20). CBS answered the senator in the same broadcast.

The next day Senator Goldwater amplified his views on his treatment by CBS in a copyrighted interview with *The (Phoenix) Arizona Republic*. "He termed the network's treatment of him as a policy of 'constant harrassment,'" the *Republic* said.

"It's not just me, either," he continued. "It's any conservative, Democrat or Republican. Dr. [Frank] Stanton (president of CBS) just doesn't understand that these things are going on."

The senator said he believed European newspapers, which have been harshly critical of his views, obtain their impressions of him from "other news organizations that distort my position," according to the *Republic*. He named the *New York Times* and the *Washington Post*.

An Echo from Wallace ■ An outburst

against news media also came from the Democratic side last week when Governor George C. Wallace of Alabama appeared on CBS-TV's *Face the Nation*.

Announcing his withdrawal as a candidate for President, the governor said, "I think the American people are sick and tired of columnists and TV dudes who get on the national networks, and instead of reporting the news as it is, and shame the devil, which is what they are supposed to do, try to slant and distort and malign and brainwash this country."

People in Alabama "are tired of being maligned by distorted versions of what happens in our state," Governor Wallace said. "And I can tell you that there are millions of people in this country that themselves are tired of the distorted, slanted, absolute dishonest lying by the news media—that is, a portion of it, a great portion of it, not all of it."

NAB's Taylor outlines fall clinic agendas

The formats have been established for the National Association of Broadcasters radio program clinics this fall, Sherril Taylor, NAB's vice president for radio, announced last week.

Mr. Taylor, speaking to a meeting of

the Idaho Association of Broadcasters in Burley, said the NAB's program study committee has approved plans for discussions of news and editorials, trends in talk shows and drama and commercial production. Featured will be case histories of seven successful programing ideas and a three-man panel—one each from top 40, middle-of-the-road and "sweet music" stations—discussing "patterns in music."

Registration for the clinics has been heavy, Mr. Taylor said, "and only a limited number of openings are left." The clinics will be held Sept. 18 in Palo Alto, Calif., Sept. 21 in Memphis, Sept. 23 in Omaha and Sept. 25 in Tarrytown, N. Y.

Charles M. Stone, NAB's radio code manager, made a strong plea at the Idaho meeting for wider support of the code by radio outlets.

"We can't answer our critics with individual whispers," he said. "They can only be answered through the strong voice of a united industry's radio code. . . ."

FOI bill is passed by Senate committee

Legislation that would give news media or any private citizen the right to go to court to win access to government information was approved by the Senate Judiciary Committee Tuesday (July 21).

S 1666, a freedom of information bill intended to remove some of the arbitrary bars occasionally utilized by federal agencies to shroud some of their activities, has been supported in the main by the National Association of Broadcasters and press groups but generally opposed by individual government agencies (BROADCASTING, Nov. 4, 1963).

Although it provides some new disclosure language, the bill takes into account needs for secrecy in cases of national security or, in the case of broadcasters, the FCC's practice of keeping confidential the financial data broadcast licensees are required to provide for annual economic reports (see page 27).

Meanwhile, a House subcommittee has written 20 federal agencies, commissions and boards, all below the cabinet level, asking them to explain why they require personnel not directly involved in public information operations to report contacts with news media.

In letters to the chairmen of each organization, Representative John E. Moss (D-Calif.), head of the House Foreign Operations and Government Information Subcommittee, said "initial investigation . . . indicates that the prac-

Sarnoff condemns proposed news limits

NBC Board Chairman Robert Sarnoff Saturday (July 25) was to take strong exception to "a call for prohibitive legislation" that would restrict news media from reporting results of national elections until polls had closed in all parts of the nation.

In a speech prepared for delivery at commencement exercises at Bryant College in Providence, R. I., Mr. Sarnoff said such proposed restraints "would not only be at odds with the basic principles of democracy, but would remove a bulwark against improper manipulation of such information."

The computers that news media will use in November to project the election winners are only improving

on the practice of predicting a winner that has long been common, Mr. Sarnoff said. Those who say that early reports of election trends will influence voters at polls that have not yet closed, he added, have no faith in the "intelligence and good sense of the American voter to exercise his franchise on his own convictions and in his own best interest."

Mr. Sarnoff said that new machines and technology should not be muzzled, but should be treated as "a welcome ingredient of our times, placing additional reliance on individual responsibility, to be sure, but quickening the free flow of information so vital to our free development."

Independents won the GOP convention-week race

Networks may spend millions to cover a convention, but if the big show has a predictable plot, viewers flock to the independents.

American Research Bureau's Arbitron reports for New York show both an overall audience increase and an increase in the unaffiliated

stations' share of that audience during the Republican convention.

Comparison with a preceding non-convention week reveals a switch in the normal viewing ratio. The independents gained a lead early in the prime-time period and widened the gap until about 10 p.m. Sets-in-use

also increased between 5% and 10% though, and if most of these "extra" viewers tuned in for the convention, network totals would not be much lower than in a normal evening.

There may not be a "loser," but the independents were clearly the winners, this year.

	New York Arbitron Metro Rating estimates Wednesday, July 15, 1964	New York Arbitron Metro Rating estimates Wednesday, July 1, 1964		New York Arbitron Metro Rating estimates Wednesday, July 15, 1964	New York Arbitron Metro Rating estimates Wednesday, July 1, 1964		
7:00 p.m. EDT	Network stations Nonnetwork stations Total sets-in-use	25.4 9.0 34.4	21.3 6.5 27.8	10:00 p.m.	Network stations Nonnetwork stations Total sets-in-use	24.1 30.4 54.5	34.8 10.5 45.3
7:30 p.m.	Network stations Nonnetwork stations Total sets-in-use	20.6 18.0 38.6	19.6 9.9 29.5	10:30 p.m.	Network stations Nonnetwork stations Total sets-in-use	27.3 29.2 56.5	35.4 9.9 45.3
8:00 p.m.	Network stations Nonnetwork stations Total sets-in-use	20.4 19.7 40.1	26.4 9.4 35.8	11:00 p.m.	Network stations Nonnetwork stations Total sets-in-use	24.5 24.6 49.1	32.7 8.3 41.0
8:30 p.m.	Network stations Nonnetwork stations Total sets-in-use	20.6 23.2 43.8	28.7 10.9 39.6	11:30 p.m.	Network stations Nonnetwork stations Total sets-in-use	20.7 20.0 40.7	23.1 6.4 29.5
9:00 p.m.	Network stations Nonnetwork stations Total sets-in-use	21.0 25.1 46.1	32.7 12.8 45.5	12:00	Network stations Nonnetwork stations Total sets-in-use	20.5 10.7 31.2	20.4 4.2 24.6
9:30 p.m.	Network stations Nonnetwork stations Total sets-in-use	20.3 26.7 47.0	35.3 11.1 46.4	12:30 a.m.	Network stations Nonnetwork stations Total sets-in-use	14.9 9.0 23.9	17.9 2.0 19.9

tice of reporting press contacts often is subject to serious misuse. A reporting system can indicate a lack of trust in operating personnel and may serve to deny free public access to unclassified material."

Bar official sees place for radio-TV in courts

The rights of the individual must be balanced with the public interest in allowing television to cover trials, according to Orville Richardson, president of the Missouri Bar Association. Appearing on *Ask the Lawyer* on KMOX St. Louis, he noted that in Colorado the defendant has the right to decide if he wants to be shown on television. This, Mr. Richardson, said, is a case where privacy has been recognized.

He said the original objection to live trial coverage was due to distractions caused by broadcasting equipment. However, he feels that all distractions can't be removed from a courtroom and witnesses should be able to tolerate minor distractions.

Mr. Richardson noted that broadcast-

ing equipment today is not as distracting as it was when the American Bar Association's Canon 35 was put into effect. The ABA passed Canon 35 in the wake of the Lindbergh kidnap-murder trail in the early 1930's.

One bar association complaint, Mr. Richardson said, was that perhaps there are some lawyers and judges seeking public office who might want to take advantage of live trial coverage to be "ham actors." He said this is a "danger, but it is minor and can be solved in the end."

Nebraska photo ban draws barrage of protests

A ban on news photographers at meetings of the Nebraska board of education brought protests last week from the Nebraska Broadcasters Association, Sigma Delta Chi's state chapter, KFOR Lincoln, and two local papers.

Nebraska Broadcasters President A. James Ebel (KFOR Lincoln-KGIN Grand Island) sent the six board members a letter of protest on the recommenda-

tion of an NBA subcommittee. He said he hoped the board would reconsider the ruling at its next meeting.

The controversial ban, a reversal of previous policy, resulted from an incident involving a television cameraman a year ago, according to a spokesman for the board. He did not name the cameraman or reveal details of the "incident."

WLIB feeds reports of riots in Harlem

Independent radio stations in the U. S., and stations in Canada and France last week reported the news of the Harlem rioting in New York City by using tapes or beeper descriptions provided by WLIB New York, a Negro-oriented station.

The reports included on-the-spot coverage of the rioting as well as meetings of Negro leaders with city officials and other commentary and summaries.

Stations which carried WLIB's coverage included WAMO Pittsburgh, KSFO San Francisco, WABQ Cleveland and

WJJD Chicago. Reports also were sent to CKXL Alberta, and, in French, to Paris Radio in France.

Most New York stations covered the riots as a major news story, with some injuries reported by news personnel who got caught in the melee.

The most severe injuries were suffered by CBS-TV cameraman Bob Daly, whose arm was broken when a group of rioters kicked and beat him. His camera, taken during the beating, was not recovered.

WINS New York reporter Tuck Stadler was burned on the back of his neck when a lighted cigarette was ground into it. Other injuries of a less serious nature were reported, including one WCBS-TV cameraman, who didn't wish to be identified. He suffered bruises when he tripped over a colleague while running away when some shots rang out.

Governors' committee to study election returns

Early declarations of election "winners" based on East Coast returns and broadcast to West Coast areas where voting is still going on continues to worry Nevada's Governor Grant Sawyer, among others.

Governor Sawyer, chairman of the National Governors Conference, announced Wednesday (July 22) that he has appointed nine governors—five Democrats and four Republicans—to a committee that will investigate the election broadcast situation. The Nevada governor called for a study of possible new election laws at the organization's conference in Cleveland last month and said he thought the broadcast aspect should be examined (BROADCASTING, June 15).

Governor Sawyer asked the committee to meet soon with network representatives.

Gospel show expands its station list

New sales of *Bob Poole's Gospel Favorites* to three Triangle TV stations and five southern radio stations, was announced last week by Claude E. Freeman, vice president of Poole Productions of the Southeast, Greenville, S. C. The show is now on 60 TV stations and 20 radio stations.

More than 100 programs in the one-hour video-taped series are now available, Mr. Poole said. *Gospel Favorites* went into TV syndication three years ago and entered radio syndication this year.

The new stations are: WHP-TV Harris-

burg, WLYH-TV Lancaster-Lebanon, and WSBA-TV York, all Pennsylvania; WHPE High Point, N. C.; WAVP Avon Park, Fla.; WETB Johnson City, Tenn.; WCBI Columbus, Miss., and WARI Abbeville, Ala.

IATSE keeps hands off pay-TV issue

Pay television was expected to provide one of the hottest floor fights of the convention of the International Alliance of Theatrical Stage Employes, held last week in Louisville, Ky. But the subject never came up for debate by the delegates of the behind-the-scenes, below-the-line unions. Instead, a resolution designed to put IATSE on record as opposing any legislative move to outlaw pay TV or any other attempt to retard it was withdrawn.

The proponents of the resolution, representatives of Hollywood studio workers who look to pay TV to provide more employment, agreed to drop the measure in order to avert a battle that could have split IATSE into two hostile factions: theirs and that of the locals representing theater employes who see in pay TV a threat to the existence of the theaters. The agreement to withdraw carried the stipulation that no motion opposing pay TV be presented to the convention.

Another explosive issue, the fight of

News for hard of hearing

In an attempt to aid the hard of hearing who prefer radio news to receive broadcasts more clearly, WWIL-AM-FM Fort Lauderdale, Fla., last Monday (July 20) began an experimental program with the Department of Health, Education and Welfare.

Initially, the test consists of a single five-minute news program at 11 a.m. each weekday, featuring the most important national, state and local news items.

According to Jack Swart, WWIL news director, the regular news program will be screened to eliminate hard-to-distinguish words sound sequences. It will be read slowly and clearly. New proper names, which a listener should learn, will be repeated.

In addition, through use of electronic filters, WWIL hopes to transmit during the special news program only that range of audible frequencies best received by those with impaired hearing.

six Hollywood locals to upset the videotape agreement negotiated last December by IATSE President Richard F. Walsh, was kept off the convention floor early in the week when it was referred to a grievance committee. The protesting locals, representing cameraman, film editors, lab and sound technicians and make-up and hair stylists (jobs largely dependent on production on film), have objected that the president had no right to make such an agreement without consulting the various locals or to put it into effect without ratification by the locals.

In his annual report to the convention, Mr. Walsh called attention to the growing interest in video tape by production organizations, including some of the major motion picture companies as well as TV producers, and to the failure of the Hollywood locals to do anything about it. "Under laws existing in this country it is important that unions have contracts to cover all work which comes under their jurisdiction," he said, so "finally I worked out a contract . . . in every respect equal or superior to contracts of other unions doing tape production work."

On Thursday, in the convention's final hours, the protesting Hollywood locals appealed to the delegates to override the unilateral action of the president and veto the video-tape agreement. Mr. Walsh asked for support of the contract, which the locals insisted undermined their negotiating position, and he carried the day by better than 10 to 1. In his concluding remarks to the convention, which were warmly received, Mr. Walsh suggested that the TV-tape problem would be worked out amicably to the best advantage of the IATSE.

The convention delegates directed President Walsh to take whatever action he deems necessary to obtain a governmental subsidy for the motion picture industry. They adopted a resolution recommending to the government that the tariff on raw film should not be increased and another recommending that the tariff on finished positive film should not be decreased. (Such action, it was feared, could lead to "runaway processing" as favorable costs abroad had led to "runaway production" in the recent past.) And the delegates requested a congressional investigation of the bad effects of a consent decree that divorced the production of motion pictures from their distribution and exhibition.

The incumbent administration was unanimously re-elected with the single substitution of Canadian Vice President Hugh J. Sedgwick of Toronto for former Vice President Travers.

WGN to syndicate TV 'Barn Dance'

Television syndication of the pioneer *National Barn Dance* of radio was announced last week by Mid-America Video Tape Productions a division of WGN Inc., licensee of WGN-AM-TV Chicago. The program marked its 40th anniversary in May and has been on WGN over three years and on WGN-TV since last September.

A package of 26 half-hour video-tape programs is being offered under the new

title of *The Barn Dance*. The shows are produced especially for the package and are not off-the-air recordings of the WGN-TV program. WGN Inc. said the package already has been sold for five markets in Illinois to Archway Cookies through Marineau Advertising, Battle Creek, Mich.

WGN Inc. said other program properties are being planned for production by its syndication division. The division's full hour *Great Music* video-tape program packages continue to be active, including use in 12 countries overseas. Series three of *Great Music* presently is running on 24 stations in the U. S., while series four is on 21 stations.

FANFARE

5 babies bring big Borden's contract

The Aberdeen, S. D., baby bonanza will pay off even more handsomely this fall for Mr. and Mrs. Andrew Fischer, parents of quintuplets born Sept. 14, 1963.

The Borden Co., New York, has announced that the Fischers signed a three-year contract giving the firm "sole and exclusive worldwide license" to use the entire Fischer family in advertising, sales promotion and publicity campaigns for all Borden products. The contract includes an option for six successive three-year terms.

The quints already are signed to a Curtis Publishing Co. contract giving the firm rights to stories about the family, and to Brown & Bigelow for use of paintings of the family on calendars. Borden's rights include a long list of products—from foods to soap and glue. Curtis holds radio and TV, in addition to publishing rights.

Bay state broadcasters have new who's who list

The Massachusetts Broadcasters Association has put out a complete, up-to-date membership roster that includes pictures of members, their addresses and phone numbers; a city/town index

listing the stations licensed to each town in the state; a listing of essential information about the stations.

Copies of the roster have been sent to many of those interested in Massachusetts broadcasting as well as to the FCC and the National Association of Broadcasters. They are available at \$1 each from Donald A. Thurston, MBA president, 466 Curran Highway, North Adams.

Drumbeats . . .

RAB adds colleges ■ WEJL Scranton, Pa., has underwritten the costs for the University of Scranton and Marywood College, both Scranton, in the Radio Advertising Bureau's college plan which lets a station provide the RAB's sales material and advertising research plus 52 RAB weekly mailings for any college. The underwriting cost is \$150 per year. There are now eight colleges and universities that are participating in the RAB plan.

Long lenses needed ■ KGIN-TV Grand Island and KOLN-TV Lincoln, both Nebraska, in conjunction with the local newspapers are sponsoring a convention photo contest for off-the-tube convention pictures. Participating newspapers run tips on the best methods of shooting stills from the armchair convention seat and the best pictures win camera outfits.

Gift from guests ■ Tom Kennedy, host of NBC-TV's daytime quiz show "You Don't Say!", last week presented a check for \$6,000 to Attorney General Robert F. Kennedy as a donation to the John F. Kennedy Memorial Library. The check represented prize money won by guest celebrities during special versions of the program. NBC televised the pretaped series last week (Monday-Friday 3:30 p.m. EDT).

On-the-scene ■ More than 2,000 Boy

YOU NEED
TERRE HAUTE,
TOO . . .



• More and more leading advertisers are choosing the Top Two Indiana Markets (Indianapolis and Terre Haute) for maximum TV impact on the more than Six Billion Dollar Hoosier Sales Potential.



• MARATHON is one of more than 120 brands which have added WTHI-TV which covers the Second Largest Indiana TV Market.



• These discerning advertisers recognize the pronounced impact of WTHI's single station coverage which added to Indianapolis TV, offers more additional TV homes (with a slice of Illinois as a bonus) than even the most extensive use of Indianapolis TV, alone.

WTHI-TV
delivers more homes
per average quarter
hour than any
Indiana station*
(November 1963 ARB)
*except Indianapolis

WTHI-TV
CH 10 TERRE HAUTE, IND.



THE ORIGINAL STATION REPRESENTATIVE

THE SHADOW
Radio Mystery Series
IS BACK ON THE AIR!

Now available for local purchase
CHARLES MICHELSON, INC.
45 West 45th St. New York 36 • PLaza 7-0695

Scouts served as Jamboree reporters for radio stations in their home towns during the sixth annual national Boy Scout Jamboree at Valley Forge, Pa., July 17-23. The scouts recorded news tapes of the meeting on tape recorders and tape donated by the 3M Co.

Metaphysical pills ■ The Napoleon Hill Foundation, Columbia, S. C., has announced a new service for radio stations. "Success Vitamins," a 25-second program capsule, features Dr. Napoleon Hill, philosopher and author, who delivers one of his original epigrams accompanied by a musical pad. The program will be available Aug. 10 from the Napoleon Hill Foundation, Box 1721, Columbia.

Get out and listen ■ WINS New York is using a multimedia campaign promoting "1010 WINS in '64." The campaign is using an election year approach with a basic ribbon and slogan appearing on

all advertising. In utilizing the interchangeable parts, the print advertisements double as posters and the bumper stickers represent an elongated version of the ribbon and slogan both in art work and copy.

Now see this ■ WCSC-AM-FM-TV Charleston, S. C., has donated two camera chains, two projectors and associated control equipment to the USS Forrestal. It will be used aboard the supercarrier as a closed-circuit system for entertainment and intraship communications. According to the station, the equipment is worth \$50,000.

Freedom awards ■ The Freedoms Foundation, Valley Forge, Pa., is accepting nominations for its 1964 awards until Nov. 1. Medals and certificates will be given in both radio and television categories for programs which have "brought about a better understanding of the American Way of Life." Nomi-

nations should include a recording and script or synopsis of individual programs, date of original broadcast, name of station or network and name of sponsor. They may be sent to the foundation at Valley Forge. Material submitted must have originated since Nov. 1, 1963.

Presidential poll ■ WYRE Annapolis, Md., conducted a surprise listener poll on July 17 to find out how a Goldwater-Johnson contest would fare in its area. Erny Tannen, WYRE president said the audience received no advance warning and the station even interrupted a record to start the poll. Result: President Johnson 142, Senator Goldwater 124. Mr. Tannen explained that about 50% of the responses were local, with the other 50% distributed evenly between Washington and Baltimore. He conducted a similar poll at another station in 1948 and forecast a Truman victory by 2-1.

FATES & FORTUNES

BROADCAST ADVERTISING



Mrs. Pitts

Catherine Pitts, senior TV commercial producer at Grey Advertising, New York, elected VP and TV production supervisor. Mrs. Pitts, formerly with William Esty Co., joined Grey in 1957.

Donald B. Buckley, Grey VP and copy supervisor, promoted to associate creative director. Prior to joining Grey in 1960, Mr. Buckley was VP and copy supervisor of Warwick & Legler, New York.

G. W. Sandell, formerly general manager of Revere-Wollensak division of Minnesota Mining & Manufacturing Co., St. Paul, appointed general sales and marketing manager of Videotape Productions of New York Inc., 3M subsidiary. Mr. Sandell, who joined 3M in 1951, is succeeded in Revere post by **R. J. Gavin**, who has been elected VP and general manager of division.

Ernest M. Lundell elected VP in charge of advertising and merchandising of Grocery Store Products Co., West Chester, Pa. He succeeds **Frank B. Rhodes**, who resigned.

Joseph Harris, formerly associate media director at BBDO, New York, elected VP and media director of Daniel & Charles, that city.

Gene R. Moore and **Henry J. Newbauer Jr.** join Cunningham & Walsh, New York, as account executives. Mr. Moore was formerly products marketing manager at Bon Ami Co., that city. Mr. Newbauer was previously account

executive at Fuller & Smith & Ross, Pittsburgh. **George Brenning** joins C&W as assistant account executive. He was formerly senior market analyst at Ted Bates & Co., New York.

Brewster G. (Bruce) Pattysen, New England manager for TV division of John Blair & Co., Boston, elected VP. Mr. Pattysen joined Blair in 1953.

Richard M. Marvin and **William W. Pemble** elected VP's at Ted Bates & Co., New York. Both are creative supervisors.

Richard J. Gay joins J. M. Mathes Inc., New York, as administrative assistant. He was formerly with Grey Advertising, that city.

Robert R. Lindsey, director of plans, and **Lee Baer** and **James E. McNamara**, account group heads, elected VP's of BBDO, New York.



Mr. Wainwright

Charles A. (Tony) Wainwright joins North Advertising, Chicago, as VP in client relations division and supervisor on Toni Co. account. Mr. Wainwright had been in Chicago office of N. W. Ayer & Son where he had creative and account responsibilities for Illinois Bell Telephone Co., as well as TV assignments on Plymouth Valiant and United Air Lines. **Martin Ryan**, VP in charge of media at North's Chicago office, assumes added duties as supervisor of agency's marketing services division.

Joseph F. Welch, previously account

executive at Benton & Bowles, New York, named advertising manager of International Salt Co. (Sterling brand salt products and Pfeiffer Foods), Clarks Summit, Pa.



Mr. Lissance

Daniel M. Lissance, associate research director of BBDO, New York, joins Kudner Agency, that city, as vice president and director of research.

Dale G. Mehrhoff, VP and account supervisor at Post-Keyes-Gardner, Chicago, since March 1963, joins W. A. Sheaffer Pen Co., Fort Madison, Iowa, as product manager, effective Aug. 1.

James Hollyday, **Patrick J. McGrath** and **John Sheedy**, all account supervisors at Benton & Bowles, New York, elected VP's.

William R. Muller Jr., previously VP and marketing director of Donahue & Coe, Los Angeles, joins San Francisco office of Campbell-Ewald Co. as account supervisor.

Todd Gaulocher appointed manager of Crosley Broadcasting Corp.'s Chicago sales office, in charge of TV. He succeeds **Harry Albrecht**, who was named general consultant to all national sales offices of Crosley organization.

Jack Allen, account executive with Metro Television Sales in Chicago, joins ABC Television Spot Sales, that city, in same capacity.

Robert J. Keenan and **Richard E.**

Masilotti appointed account executive and sales planning and development manager, respectively, in central sales division of NBC-TV, Chicago.



Mr. Baal

of sales.

M. Wells Huff, David W. McLain and **James S. Reeder Jr.** join Gardner Advertising, St. Louis, as account executives.

Leslie Watson joins Strong Productions, Gaithersburg, Md., advertising and PR agency, as account executive.

Ronald G. Smith appointed account executive at WERE Cleveland.

James Miller and **Vivian Sutlin** elected VP's at North Advertising, Chicago. Mr. Miller is account director; Miss Sutlin is copywriter.

Andrew R. Wasowski and **Deanne T. Leety** join copy department of N. W. Ayer & Son, Philadelphia. Mr. Wasowski was formerly in copy department at Fuller & Smith & Ross, Los Angeles. Mrs. Leety was previously in copy department of Ben Sackheim, New York.

Walter Lurie, formerly executive VP of Bruck & Lurie Inc., New York advertising agency, joins Frank B. Sawdon Inc., Los Angeles, as stockholder and senior VP. Mr. Lurie reportedly will take his accounts and staff to Sawdon, effective Aug. 1.

Leonard J. Oxenberg and **John E. Baird** join Henry J. Kaufman & Associates, Washington advertising-PR firm, as account executives.



Mr. Carroll

Dudley D. Carroll Jr., for past three years VP and account supervisor at BBDO, New York, joins Lennen & Newell, that city as vice president and executive on P. Lorillard Co. account.

Fred Eichhorn appointed manager of commercial services at KGW-TV Portland, Ore. **Dick Bode**, formerly sales service manager, succeeds **Walter Hawthorne** as KGW-TV merchandising manager. Mr. Hawthorne has joined N. W. Ayer & Son (Philadelphia) as northwest district manager. **Bill Zer-vis** joins KGW-TV as sales service manager, succeeding Mr. Bode.

Ray Barnett, former VP and Los An-

geles manager of Garland Agency, joins KNX, that city, as account executive.

Mark Hurd, formerly of Cunningham & Walsh, San Francisco, joins KFRC-FM, that city, as account executive.

Martin H. Percival, since 1960 eastern sales manager of Edward Petry & Co., New York, and with organization since 1958, joins Metro Radio Sales, that city, as assistant to director.

Russell McKennan, for past three years statistician at CBS-TV in New York, joins American Research Bureau, Beltsville, Md., as research manager.

James G. Riddell, VP of American Broadcasting-Paramount Theaters and chief executive officer of ABC's western division, appointed general chairman of fifth annual International Broadcasting Awards competition sponsored by Hollywood Advertising Club.



Mr. Rocco

Anthony Rocco, since August 1962 account executive with ABC Radio network, appointed to new post of director of sports and special program sales for ABC-TV network. Previously, Mr. Rocco served as general sales manager of WPTV Albany and WKBW-AM-TV Buffalo, both New York.

Jack Howard, formerly with John Sutherland Productions, Hollywood, joins D. P. Brother & Co., Los Angeles, as broadcast production coordinator.

Ruth Bruzel, with advertising department of Bayuk Cigars Inc., Philadelphia, since 1961, promoted to media coordinator.

Kendall M. Cole elected general counsel of General Foods, White Plains, N. Y., succeeding **Albert L. Cuff**, who will serve as VP-law until his retirement July 1, 1965. Mr. Cole has been assistant general counsel since April 1963. **Herbert M. Cleaves**, executive VP with GF since 1959, elected senior VP. He

continues as member of board and of its operating policy committee. **James D. North**, VP-marketing services, named to head staff areas of advertising services, General Foods kitchens, marketing research services, sales development and trade relations. Mr. North reports to Arthur E. Larkin Jr., executive VP-operations.



Mr. Gillick

Hugh C. Gillick, formerly assistant advertising manager of Phillips Petroleum Co., Bartlesville, Okla., appointed advertising and sales promotion manager of Sunray DX Oil Co., Tulsa.

John A. Hicks joins New York sales staff of H-R Representatives. He was formerly general manager of WAKY Louisville, Ky.

Peter R. Scott and **John Wolfe** join TV and radio sales staffs, respectively, of Avery-Knodel Inc., New York.

F. J. Harrison Jr., formerly supervisor of consumer research for The Nestlé Co., White Plains, N. Y., joins Noxzema Chemical Co., Baltimore, as market research manager, new post.

Joann Meyers and **Guy C. Elisco** appointed broadcast and traffic coordinator, respectively, in Pittsburgh office of Fuller & Smith & Ross.

Bill Brown, formerly with Maxon Inc., Detroit, joins Lang, Fisher & Stashower, Cleveland, as marketing director.

Al Carrell, for past five years with Robert Eastman Co., Dallas and New York, joins McGavren-Guild as head of company's new Dallas office at 2601 Fidelity Union Tower.

Geoffrey G. Hall, formerly account executive at Avery-Knodel Inc., joins New York radio sales staff of The Katz Agency, station repre-

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sentatives. On West Coast, **Fred Delahay** has been transferred from Los Angeles office to Katz' radio sales staff in San Francisco.

Donna Merrill appointed director of broadcast media department of Milici Advertising, Honolulu, succeeding **Paul Yamamoto**, who has joined sales staff of KONA-TV, that city.



Mr. Tobin

John F. Tobin, with ABC Films, New York, since 1961, appointed national sales manager of WNBC-TV, that city.

William Workman, previously production group head at J. Walter Thompson Co.,

New York, joins radio-TV commercial department of Cunningham & Walsh, that city, as executive producer. **Stuart Woods** joins C&W's New York office as copywriter. He was formerly copywriter with De Garmo, that city. **Stanley L. Challiss** joins agency as sales promotion copywriter. He was formerly with Compton Advertising, Chicago.

THE MEDIA



Mr. Sweeney

Kevin Sweeney has resigned as general manager of KGLM Avalon (Catalina Island) and KBIG(FM) Los Angeles, "sometime before fall," he announced Friday. He said he will continue as officer, director and

stockholder of the licensee corporations, which he bought 40% of in March 1963, following his resignation as president of Radio Advertising Bureau. **John Poole**, board chairman of the John Poole Broadcasting Co. and KBIQ Inc., licensees of stations, will resume as chief executive officer. **Alan Fischler**, station manager of KGLM and KBIG, will oversee day-to-day operations. Mr. Sweeney plans business-vacation trip to Europe before "tackling some of the other objectives" he had when he left RAB.

Frank Fogarty, executive VP of Meredith Broadcasting Co., Omaha, elected president of recently created CATV company, Meredith-Avco Inc., new joint venture of group station owners Avco Corp. (Crosley Broadcasting) and Meredith Publishing Co. (Meredith Broadcasting) (BROADCASTING, July 6). Also elected: **Arthur Rasmussen**, financial VP of Avco, who will be VP of CATV company; **H. Y. Engeldinger**, treasurer of Meredith



Mr. Fogarty

Broadcasting, treasurer, and **Gordon Tuttle**, assistant general counsel and secretary of Avco, secretary. Elected to board of directors of new company were **Payson Hall**, executive VP of Meredith Publishing and president of Meredith Broadcasting; **John Murphy**, president of Crosley Broadcasting, and four officers named above.

Howard S. Kester elected executive VP and group manager of WLOF Orlando, Fla., KEZY and KEZR(FM) Anaheim, Calif. He will also serve as station manager of Anaheim stations. **Raymond (Bocky) Smith** elected VP and station manager of WLOF, and **Robert Keith** elected VP and general sales manager of WLOF. Messrs. Keith and Smith have been with WLOF for 16 and 17 years, respectively.



Mr. Miller

D. Thomas Miller, general manager of WBKB(TV) Chicago, elected VP of ABC, licensee of station. Mr. Miller joined ABC in June 1961 as director of central division of ABC Television Spot Sales, became WBKB

general manager in October 1963. Earlier he was with CBS-TV and Harrington, Righter & Parsons.



Mr. Norford

George Norford, NBC executive, joins Westinghouse Broadcasting Co., New York, August 1, as general executive reporting directly to firm's president, Donald H. McGannon. Mr. Norford has held

several executive posts at NBC since 1952 and recently had been on leave of absence from NBC serving on New York Governor Nelson Rockefeller's staff of State Commission for Human Rights. Mr. Norford's responsibilities at Westinghouse will center mainly on recruiting and training minority group members for employment within Westinghouse Broadcasting Co. and its subsidiaries.

A. E. (Bud) Donegan, general sales manager of WIFE Indianapolis, appointed general manager of KOIL Omaha. He succeeds **Steve Shepard** (BROADCASTING, July 20). Both outlets are licensed to The Star Stations Inc. Other KOIL appointments: **Sandy Jackson**, production manager; **Bob Wilson**, operations manager; **Ray Willes**, program director.

Donald W. Reynolds Jr., owner and general manager of KPUB Pueblo, Colo., elected president of newly organized Pueblo Radio Association, composed of six stations in Pueblo: KAPI, KDZA, KCSJ, KFEL, KGHF, and KPUB.

Ed Pigeon of Santa Fe appointed ex-

ecutive secretary of New Mexico Broadcasters Association, succeeding **Gar Packard**, also of that city, who resigned because of other commitments.

Stu Wayne, for past two years station manager of WBCB Levittown, Pa., appointed general manager of WKEN Dover, Del.



Mr. Hagan

Stan R. Hagan, formerly VP of Dixie Broadcasting Co., appointed general manager of Scripps-Howard Broadcasting Co.'s WNOX Knoxville, Tenn. **R. B. Westergaard**, former WNOX general manager who is on

leave of absence, will remain officer and director of Scripps-Howard Broadcasting. Mr. Hagan previously was general manager of KOMT Tulsa, Okla.

Stephen C. Trivers, formerly director of program operations at WPAT Paterson, N. J., appointed general manager of WGVA Geneva, N. Y.



Mr. Kaufman



Mr. Masket

Robert J. Kaufman, general attorney for program and sales contracts in ABC legal department, elected to newly created post as vice president in charge of program and sales contracts. **Edward Masket**, formerly director, elected also to newly created post of vice president in charge of program business affairs at ABC-TV. Both are headquartered in New York.

Vern Hanna, formerly director of finance for Wolverine Tube Co., Detroit, appointed secretary-treasurer of Carroll Broadcasting Co., owners and operators of WKMF Flint, Mich.



Mr. Tribley

Marion B. (Hank) Tribley elected executive vice president, member of board of directors and general manager of WNCT-FM-TV and WGTC Greenville, N. C. Mr. Tribley had been serving as acting general manager of stations.

Earl W. Hickerson, former operations and assistant manager of KOCO-TV Oklahoma City, Okla., appointed to newly created post of administrative assistant and operations director of WFMY-TV Greensboro, N. C.

PROGRAMING



Mr. Stamler

Joseph Stamler, former VP and general manager of WABC-TV New York and more recently account executive at Triangle Program Sales, that city, elected president of Polaris Productions, formed last year by Polaris Corp., Milwaukee, to produce, distribute and merchandise TV programs. **James W. Packer**, VP of Polaris Productions, elected executive VP and general manager. Mr. Packer will be in charge of Chicago and east and west coast operations.

Thomas F. Greenhow, formerly VP in charge of TV activities for western division of McCann-Erickson, elected VP and assistant to president of STV Programs Inc., programing subsidiary of Subscription Television Inc., Santa Monica, Calif.

Cally Curtis elected VP in charge of new television specials production division of Independent Producers Association, San Francisco.

Hal Pickens, formerly of WQXI Atlanta, named program director of KDEO San Diego, Calif.

Lawrence B. Hilford, director of sales for Screen Gems Ltd., Toronto, joins CBS Films Inc., New York, as assistant international sales manager. He succeeds **Frederick L. Gilson**, who joins CBS Limited, London, as manager of sales.



Mr. Barzyk

Frederick F. Barzyk, for past six years producer - director at WGBH-TV (educational ch. 2) Boston, elected president of Creative Television Associates, new production-distribution company with headquarters in Cambridge, Mass. (P.O. Box 303). **Harold F. Pyke Jr.** elected VP of new company, and **Richard Oldham** named treasurer.

Albert Boyars, formerly with MGM, joins Trans-Lux Corp., New York, as director of advertising and publicity.

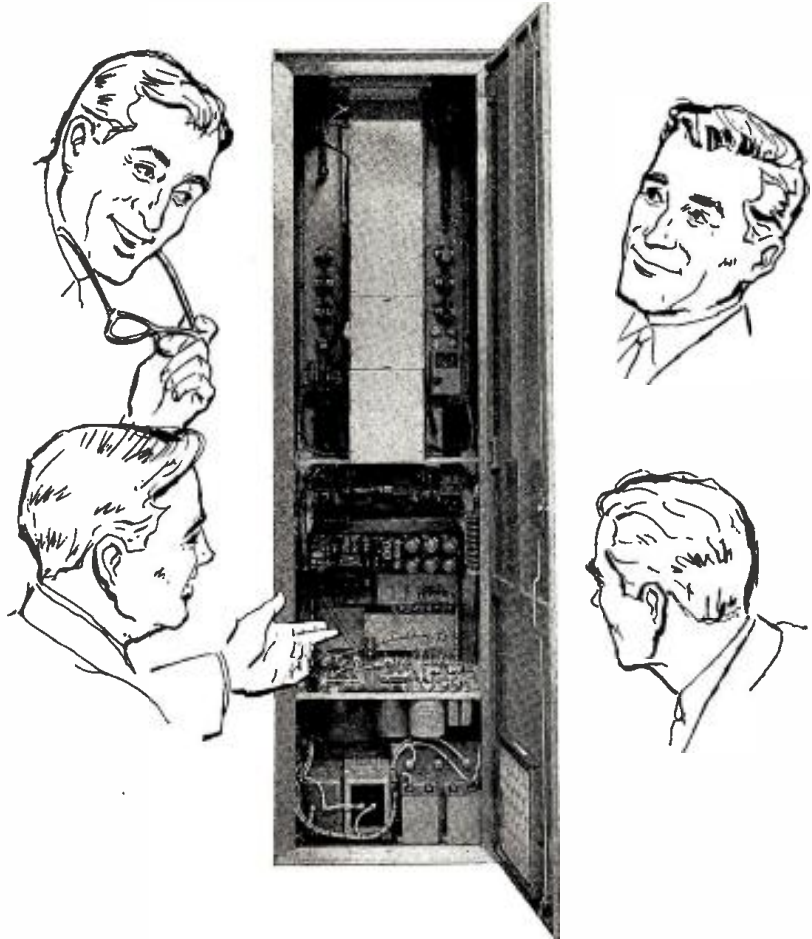
Carl J. Kozlik appointed director of special events for Theatre Color-Vision Corp., closed-circuit theater TV network subsidiary of National General Corp., Beverly Hills, Calif. Mr. Kozlik will be in TC-V's Chicago office.

Mort Hock named director of advertising at United Artists, New York. He was formerly advertising manager.

Allan B. Schwartz, formerly administrative manager at ABC-TV, to direct increased TV program production plans

BROADCASTING, July 27, 1964

LET'S LOOK UNDER THE HOOD AT RUST'S NEW 1 KW FM STEREO BROADCAST TRANSMITTER



Here's the new 1 KW FM stereo transmitter from Rust. Notice the elbow room? Space galore! (Once, we even found an employee cat-napping there.)

The main channel SWING OUT FME Exciter, plus both subchannel generators are crystal controlled for reliability. As for a stable signal — it locks on like a tiger — never drifts — never lets go. And no more burned knuckles checking tubes. The New Rust power supply is completely solid state and unshirkingly reliable. Incidentally, check the space-saver cabinet — only 24" wide x 28" deep — not to mention the new low price.

The Rust 1 KW, with built-in components, comes ready for remote control.

A very desirable optional feature is our Autolog automatic transmitter logging system. Simply turn it on — and forget it! It frees station personnel for other duties.

For further information, prices, specifications and/or a brochure of the complete Rust line, address your inquiry to: Sales Department

RUST corporation of america

Eastern Division
195 Mass. Avenue
Cambridge, Mass.

Western Division
2921 South 104th St.
Omaha, Nebraska



RUST-GEL FM STEREO TRANSMITTERS • AUTOLOG • RUST REMOTE CONTROL

for Sextant Inc., New York. Mr. Schwartz is working on first of group of specials for next TV season. Production company said that its 26-episode TV series, *FDR*, was expected to start on ABC-TV next season (it has been reported that series will not be shown until well after November elections).

Walter J. Marshall appointed program director of WLUK-TV Green Bay, Wis.



Mr. Bond

Clayton E. Bond, since November 1963 member of midwest sales force of MGM-TV, appointed central division manager of MGM-TV's syndicated sales operations, with headquarters in Chicago. Previously,

Mr. Bond served in sales posts at CBS Films, NBC Films (California National Productions), 20th Century-Fox and United Artists.

Dewey L. Nelsen, formerly program manager of KFDA-TV Amarillo, Tex., appointed to similar post at WIBW-TV Topeka, Kan. He replaces **Rush Evans** (BROADCASTING, July 13).

Stanley Greene joins WABC-TV New York as executive producer. He was formerly producer of TV film commercials at Ted Bates, that city.

William Stout joins Official Films, New York, as salesman concentrating on *Survival!* TV series. Mr. Stout had been in similar capacity at Ziv-UA, ABC Films, and, most recently, Storer Programs, New York.

William Lovelock has been signed by Wolper Productions in London as sixth film researcher for *Men in Crisis*, half-hour documentary series, and its second researcher in Europe. **Alan Landsburg** is producer-director of series, to which \$1.5 million has been allocated to produce 32 programs, each dealing with clash of major historical personalities.

Richard Day, winner of seven Oscar awards for motion picture set design, named art director for *Valentine's Day*, series which 20th Century-Fox Television is producing for ABC-TV. Series begins Friday, Sept. 18, 9-9:30 p.m.

Richard B. Graff, assistant to Irving H. Levin, executive VP of National General Corp. and head of its closed circuit theater network operation, Theatre Color-Vision, elected VP of TC-V.

Mel Baily and **Robert Guenette** appointed executive producers at Metropolitan Broadcasting Television, New York. **Jo Ann Goldberg**, formerly with NBC, joins MBT as staff producer. **Lee Polk** joins Metromedia-owned WNEW-TV New York as executive producer of children's programs. He was formerly

with WNDT(TV) (educational ch. 13) Newark-New York.

George Wearn appointed staff director in program department of WGHP-TV High Point, N. C., and **Tom Quenelle** and **Rex Tucker** promoted to assistant staff directors.

Carl Tubbs, formerly executive producer of WKBV(TV) Chicago and who resigned several months ago to join Playboy Enterprises, that city, rejoins ABC-owned outlet as producer-director.

Barry Shear, producer-director of Hollywood pavilion of New York World's Fair, resigns to become producer-director of *The Les Crane Show*, ABC-TV's projected late-night competition for NBC-TV's *Johnny Carson Show* and Westinghouse Broadcasting Co.'s syndicated *Steve Allen Show* (BROADCASTING, July 20).

Ronald St. Charles, studio manager of WJRT(TV) Flint, Mich., promoted to staff director.

Len Johnson, art director of WABC-TV New York, joins Metromedia Inc., that city, in newly created post of assistant art director.

Caterina Valente, Latin-American recording artist, signed to star weekly in CBS-TV's *The Entertainers*, which begins Sept. 25, 8:30 p.m. EDT.

Robert H. Prall, staff writer and assistant city editor of *New York World-Telegram & Sun*, appointed director of *Music 'til Dawn*, American Airlines' nighttime radio show currently on nine stations in major U. S. cities.

Don Kimberling, sports director of WCHA Chambersburg, Pa., assumes additional duties as program director, replacing **Tom Niven**, who leaves for WKER Pompton Lakes, N. J., for similar position. **Ira N. Kaplan** has replaced **Ken Peiffer** as news director.

George Jellinek, formerly director of program services for SESAC Inc., appointed program supervisor of Muzak division of Wrather Corp., New York.

INTERNATIONAL



Mr. Spitzer

E. E. Spitzer, VP and account supervisor of Papert, Koenig, Lois, New York, appointed creative director of PKL Ltd., London, England. Mr. Spitzer joined PKL in 1961, was previously VP and copy supervisor at Kudner Agency and group advertising director of Revlon Inc.

Frank D. Murray, formerly with ITC of Canada Ltd., appointed Canadian di-

vision TV sales manager for 20th Century-Fox Television, with headquarters at company's Toronto offices. He replaces **Tom Reynolds**, who has resigned.

James A. Klein appointed supervisor of Radio Liberty's broadcasting activities in Spain. He succeeds **J. John Newman** who was appointed assistant executive director of Radio Liberty in Munich. Mr. Klein was previously assistant to manager of Radio Liberty network division in Germany.

FANFARE



Mr. Partridge

David E. Partridge, for 10 years advertising and sales promotion manager of Westinghouse Broadcasting Co., New York, joins Blair Television, division of John Blair & Co., that city, as promotion manager. Previously, Mr. Partridge was with Crosley Broadcasting Corp., Cincinnati, and KMBC Kansas City, Mo.

Leslie A. Nash Jr. elected VP of Ruder & Finn Inc., New York PR firm.

Ernest P. Quinby and **Herbert H. Wright** appointed PR manager and manager of PR administration, respectively, for Philip Morris Inc., New York.

Richard Connelly, staff writer and assistant trade press editor at NBC, appointed sales relations manager of Westinghouse Broadcasting Co., New York.

Richard Connelly, staff writer and assistant trade press editor at NBC, appointed sales relations manager of Westinghouse Broadcasting Co., New York.

NEWS



Mr. Graham

Jerry Graham appointed news director of WNEW-AM-FM New York. He joined station in 1960. **Jack Pluntze**, chief editor at WNEW, promoted to new post of assistant news director.

Stan Brown, previously of KTLN Denver, appointed news director of KDEO San Diego.

Lowell Newton, formerly news director of KOBE Las Cruces, N. M., named news editor of Michigan State University's WKAR-AM-FM East Lansing.

Milt Grant, radio-TV personality, joins WAVA-AM-FM Arlington, Va., as anchorman for news-sports *Weekend Spectacular* program.

J. Morgan Hodges joins news department of WWRL New York. He was formerly at WKBW Buffalo, N. Y.

Larry Gaffney, formerly with WIC (TV) Pittsburgh, named news correspondent at WRC-AM-FM-TV Washington.

Bill Fahan, formerly of KOB-TV Albu-

querque, N. M., joins news staff of KMSP-TV Minneapolis-St. Paul.

Ted Coleman, formerly with *Chicago Defender*, joins WBBM-TV Chicago news staff as writer-reporter.

EQUIPMENT & ENGINEERING



Mr. Bernhard

Lewis A. Bernhard Jr., since 1955 administrative manager of Society of Plastics Engineers, appointed executive secretary of Society of Motion Picture & Television Engineers, New York. He succeeds **Colonel Charles S. Stodter**, who is retiring after serving society since 1956.

Hugo Sundberg, formerly president and director of sales for Oxford Electric Corp., Chicago, elected VP in charge of sales of Electronic Devices Inc., North Ridgeville, Ohio, new subsidiary

of Cleveland Electronics Inc., Cleveland. Mr. Sundberg also will serve as sales consultant for general line of Cletron speakers.

Bert Wolf appointed southeastern regional manager for distributor sales division of Jerrold Electronics Corp., Philadelphia.



Mr. Weiss

Walter A. Weiss, formerly VP of picture tube operations division of Sylvania Electric Products, Seneca Falls, N. Y., elected VP and general manager of The Rauland Corp., Chicago, Zenith Radio Corp.'s cathode ray tube manufacturing subsidiary. He succeeds **W. E. Phillips**, who retired. Mr. Weiss had been with Sylvania for 23 years.

John C. Stuckey appointed director of marketing research for Sylvania Elec-

tric Products, New York. He replaces **Frank Mansfield**, who becomes consultant on special marketing assignments.

DEATHS

Nicholas Stanford, 34, at one time unit manager for NBC, New York, drowned July 19 in Barbados, West Indies. Most recently Mr. Stanford had been with Barbados Rediffusion Service.

Thomas B. Chase, 63, member of program operations staff of WOW-AM-TV Omaha for nearly 35 years, died July 15 at hospital in that city shortly after undergoing open-heart surgery.

Herb Sheldon, 51, veteran radio and television children's entertainer, died July 21 in North Shore hospital, Manhasset, L. I., N. Y. Mr. Sheldon was puppeteer for many years and at one time was host of children's programs on WNTA-TV, WNEW-TV and WOR-TV, all New York.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, July 16 through July 22, 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 sunet. 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. CH—critical hours.

New TV stations

APPLICATIONS

Freeport, Ill.—Rock River Television Corp. UHF channel 23 (524-530 mc); ERP 754 kw vis., 113.1 kw aur. Ant. height above average terrain 721 feet, above ground 725 feet. P.O. address 110 South First Street, Rockford, Ill. Estimated construction cost \$662,325; first year operating cost \$390,000; revenue \$420,000. Studio and trans. locations both 1.7 miles west of Rockford, Ill. Geographic coordinates 42° 17' 46" north latitude, 89° 10' 18" west longitude. Type trans. RCA TTU-30A, type ant. RCA TFU-30J. Legal counsel Spearman & Roberson, consulting engineer A. D. Ring & Associates, both Washington. Principals: David A. Carlson (5.32%), Hugh E. Powell (5.32%), Harley W. Mullins (5.32%), C. Gordon Smith (5.32%), David S. Paddock (4.22%), Edward B. Holt (4.22%), John B. Thorsen (2.11%) and others. Principals listed are Rockford businessmen, Ann. July 20.

West Lebanon, N. H.—Upper Valley TV Broadcasters Inc. UHF channel 49 (680-686 mc); ERP 888 w vis., 88 w aur. Ant. height above average terrain 269 feet, above ground 149 feet. P.O. address 14 Main Street, West Lebanon. Estimated construction cost \$53,900; first year operating cost \$14,848; revenue \$18,000. Studio and trans. locations both West Lebanon. Geographic coordinates 43° 39' 19" north latitude, 72° 17' 43" west longitude. Type trans. GE TT-24A, type ant., COEL CO-10SW. Legal counsel and consulting engineer not listed. Principals: Nelson A. Crawford (49.4%), Donald L. Muller (49.4%), and Helen E. Crawford (1.2%). Ann. July 21.

New AM stations

ACTION BY FCC

Pasadena, Calif.—Oak Knoll Broadcasting

Corp. Granted interim operation of KRLA, 1110 kc, 50 kw LS, 10 kw N. DA-2, unl. P.O. address c/o Pollock & Deutz, 812 South Flower Street, Suite 812, Los Angeles, 90017. Estimated construction cost (none, physical facilities to be leased); first year operating cost \$1,200,000; revenue \$1,500,000. Principal: Broadcast Foundation of California Inc., nonprofit organization. Dr. Kenneth A. Harwood, chairman of Department of Telecommunication at University of Southern California, is president. Interim operation will begin Aug. 1 and terminate upon grant of one of 19 applications for regular license. Action July 20.

Cheyenne, Wyo.—Western Broadcasters Inc. Granted CP for new AM on 980 kc, 500 w, D. DA. P.O. address c/o Richard N. Jacobson, 204 Sound View Avenue, White Plains, N. Y. Estimated construction cost \$22,265; first year operating cost \$65,000; revenue \$75,000. Principals: Richard N. Jacobson and James H. Johnson (each 50%). Action July 15.

APPLICATIONS

Banning, Calif.—James and Darwin Parr. 1490 kc, 250 w, unl. P.O. address Box 738, Needles, Calif. Estimated construction cost \$11,242; first year operating cost \$39,000; revenue \$48,000. Principals: James Parr (66½%) and Darwin Parr (33½%). Messrs. Parr are owners of KFTT Needles. Ann. July 22.

Oscoda, Mich.—Airway Broadcasters Inc. 1060 kc, 5 kw, D. P.O. address 208 Shearer

Building, Bay City, Mich. Estimated construction cost \$60,876; first year operating \$34,950; revenue \$48,800. Principals: S. Franklin Horowitz and Anthony F. Bielawski (each 50%). Mr. Bielawski is attorney. Ann. July 16.

Las Vegas—780 Inc. 780 kc, 50 kw, unl. P.O. address 3135 Industrial Road, Suite 121A, Las Vegas. Estimated construction cost \$178,445; first year operating cost \$150,000; revenue \$180,000. Principals: William D. Stiles (10%), G. C. Luzier (10%), Carl L. Apple (10%), Norman L. White (10%), R. Guild Gray (10%), Richard E. Porter (10%), Hurschel McKenzie (10%), Ferren W. Bunker (5%), Jack T. Belcher (5%) and others. Mr. Stiles is manager of Thomas C. Wilson Advertising Agency, Las Vegas. Messrs. McKenzie and White are employed at KLAS-TV Las Vegas. Ann. July 16.

Wichita Falls, Tex.—Reuben B. Knight. 1110 kc, 1 kw, D. P.O. address First Wichita National Bank Building, Wichita Falls. Estimated construction cost \$29,794; first year operating cost \$60,000; revenue \$65,000. Principal: Reuben B. Knight. Mr. Knight is independent producer of oil and gas. Ann. July 20.

New FM stations

ACTIONS BY FCC

Salinas, Calif.—KRKC Inc. Granted CP for new FM on 100.7 mc, channel 264, 3.97 kw. Ant. height above average terrain 2,419 feet. P.O. address c/o Robert McVay, Radio Station KRKC, King City, Calif. Estimated construction cost \$10,781; first year operating cost \$10,000; revenue \$12,500. Principal:

EDWIN TORNBERG

& COMPANY, INC.



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Robert T. McVay. KRKC Inc. is licensee of KRKC King City. Action July 20.

Kendallville, Ind.—Noble DeKalb Broadcasting Inc. Granted CP for new FM on 93.3 mc, channel 227, ERP 37 kw. Ant. height above average terrain 275 feet. P.O. address Box 47, Kendallville. Estimated construction cost \$50,614; first year operating cost \$24,000; revenue \$24,000. Applicant is licensee of WAWK Kendallville. Action July 16.

Greenwood, Miss.—Dixie Broadcasting Inc. Granted CP for new FM on 99.1 mc, channel 256, 100 kw. Ant. height above average terrain 248.5 feet. P.O. address Box 154, Greenwood. Estimated construction cost \$55,310; first year operating cost \$50,000; revenue \$60,000. Principals: C. D. Saunders (75%) and Arthur L. Wilde (25%). Mr. Saunders is Greenwood businessman; Mr. Wilde is employe of Swift & Co. Action July 16.

*University Park, N. M.—University of New Mexico. Granted CP for new FM on 91.7 mc, channel 219, 740 w. Ant. height above average terrain minus 194 feet. P.O. address c/o Harvey C. Jacobs, Department of Journalism and Mass Communications, University Park. Estimated construction cost \$19,666; first year operating cost \$7,660. Principals: board of regents. Action July 16.

Fargo, N. D.—WDAY Inc. Granted CP for new FM on 93.7 mc, channel 229, 42 kw. Ant. height above average terrain 1,150 feet. P.O. address 207 North Fifth Street, Fargo. Estimated construction cost \$36,750; first year operating cost \$12,000; revenue \$12,000. Applicant is licensee of WDAY Fargo. Action July 16.

Conroe, Tex.—Rigby Owen. Granted CP for new FM on 106.9 mc, channel 295, 29.07 kw. Ant. height above average terrain 146.25 feet. P.O. address Box 609, Conroe. Estimated construction cost \$13,770; first year operating cost \$12,900; revenue \$17,475. Principal: Rigby Owen. Action July 16.

Berkeley Springs, W. Va.—Berkeley Springs Radio Station Corp. Granted CP for new FM on 93.5 mc, channel 228A, 3 kw. Ant. height above average terrain 70 feet. P.O. address c/o Kenneth E. Robertson, Box 8, Berkeley Springs. Estimated construction cost \$11,891; first year operating cost \$4,100; revenue \$6,000. Applicant is licensee of WCST Berkeley Springs. Action July 16.

APPLICATIONS

Fort Myers, Fla.—Robert Hecksher. 101.9 mc, channel 270, 26.32 kw. Ant. height above average terrain 184 feet. P.O. address Box 216, Fort Myers. Estimated construction cost \$12,308; first year operating cost \$7,000; revenue \$15,000. Principal: Robert Hecksher. Mr. Hecksher is owner of WMYR Fort Myers. Ann. July 17.

Pompano Beach, Fla.—Fred S. Grunwald tr/as Boca Broadcasters. 102.7 mc, channel 274, 35.7 kw. Ant. height above average terrain 300.93 feet. P.O. address 6101 16th Street, N.W., Washington. Estimated construction cost \$25,778; first year operating cost \$15,000; revenue \$20,000. Principal: Fred S. Grunwald. Mr. Grunwald is permittee of WFSG Boca Raton, Fla. Ann. July 17.

Las Vegas—Las Vegas Electronics Inc. 92.3 mc, channel 222, 29.14 kw. Ant. height above average terrain minus 39 feet. P.O. address Castaway hotel, Las Vegas. Estimated construction cost \$12,500; first year operating cost \$24,000; revenue \$30,000. Principals: George M. Mardikian (30%), B. Floyd Farr (30%), George D. Snell (30%), Mario John Pappas (5%) and Emanuel John Pappas (5%). Ann. July 16.

Orangeburg, S. C.—WDIX Inc. 106.7 mc, channel 294, 29.2 kw. Ant. height above average terrain 227 feet. P.O. address Radio Station WDIX, Orangeburg. Estimated construction cost \$26,042; first year operating cost \$10,684; revenue \$15,300. Principals: F. B. Best Jr. (32%), F. B. Best (30%), C. S. Henerer (13.3%), L. R. Smith (13.3%), Betty B. Hydrick (5%), Nelle C. Felder (3.3%) and A. D. Griffith voting for Preferred American Life (3.3%). WDIX Inc. is licensee of WDIX Orangeburg. Ann. July 16.

Ownership changes

ACTIONS BY FCC

KGUN-TV Tucson, Ariz., and WEHT(TV) Evansville, Ind.—Granted transfer of control of licensee corporations, KGUN-TV Inc. and WEHT Inc., respectively, through transfer of control of WEHT Inc. (parent corp. of KGUN-TV Inc.) from Henry S. Hilberg, individually (17.3%) and as trustee (17.2%), Edwin G. Richter Jr. (20.7%), Mary J. B. Clark (14%), James R. Clark Jr. (votes 34.4%) and others to Gilmore Broadcasting Corp. of Arizona (55%) and Gilmore Broad-

casting Corp. of Indiana (45%), both owned by James S. Gilmore Jr. (100%). Consideration (total) \$4,200,000. Mr. Gilmore also owns Gilmore Broadcasting Corp., licensee of KODE-AM-TV Joplin, Mo. Action July 20.

KCAE Dardanelle, Ark.—Granted relinquishment of positive control of permittee corporation, Central Arkansas Broadcasting Inc. by L. I. and Louis H. VanLandingham, William C. Murphy (each 30%), R. L. Schuh and A. B. Grace (each 5%) through sale of stock to more than 20 individuals. Consideration \$26,640. Action July 15.

KQXR(FM) Bakersfield, Calif.—Granted assignment of license from KLEF Broadcasters, owned by Edward L. Robertson (37.5%), Maude H. Robertson (37.5%) and Walter B. Marston (25%) to KGEE Inc., owned by Dan B. Speare (2.7%) and KMO Inc. which is owned by Carl E. Raymond (93%) and Carl D. Raymond (7%). Consideration \$75,000. KGEE Inc. is licensee of KGEE Bakersfield. Action July 16.

KPAS Banning, Calif.—Granted assignment of license from Stevens Broadcasting Inc., owned by Calvin R. Jasspon (88.2%), Robert J. Stern (4.8%) and T. and J. Gries (7%) to Fred P. D'Angelo d/b as Banning Broadcasting Co. Consideration \$20,851 for foreclosing debts and obligations of licensee. Mr. D'Angelo is owner of Fred P. D'Angelo advertising agency in San Bernardino, Calif. Action July 15.

KNEZ Lompoc, Calif.—Granted 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 \$200,000 and agreement not to compete for 10 years in Santa Barbara county, Calif. David H. Cannon is attorney. Action July 20.

KWIP Merced, Calif.—Granted assignment of license from Yosemite Broadcasters Inc., owned by Ellsworth Peck and Bernice Peck (each 45%) and Brian E. Loughran (10%) to Radio Call Service Ltd., owned by Robert W. and Marie-Renee Miller (each 40%) and Julia B. Miller (20%). Consideration \$100,000 and \$30,000 covenant not to compete within 50 miles of Merced for 10 years. Robert W. and Marie-Renee Miller were managers of common carrier stations. Action July 15.

WOBS Jacksonville, Fla.—Granted acquisition of negative control of licensee corporation, Mel-Lin Inc., by Lawrence R. Picus and Simpson R. Walker Jr. (each 47.5% before, 50% after) through purchase of stock from William W. Massey (5% before, none after). Consideration \$5,488. Messrs. Picus and Walker each have 25.14% interest in Ston-Lin Inc., licensee of WAMV-AM-FM East St. Louis, Ill. Action July 16.

WOLI Ottawa, Ill.—Granted assignment of CP from Thomas R. Hill to Ottawa Broadcasting Co., owned by Thomas R. Hill (85%) and Thomas A. Hill (15%). No financial consideration. Action July 15.

WJIL Jacksonville, Ill.—Granted assignment of license from Donald Earl Udey (100%) to Morgan County Broadcasting Inc., owned by Everett G. Wenrick (25%), Mildred Wenrick, Harold and Larita F. Fleck (each 8½%), Glen Stanley, J. Wayne Douglas and Dan Smede (each 16½%). Consideration \$70,000 and agreement not to compete for 10 years within 100 miles radius of Jacksonville. Mr. Wenrick has interest in KBOE Oskaloosa, Iowa, KITT Columbus, Neb., and KFXD Nampa, Idaho; Mrs. Wenrick has interest in KBOE; Mr. Stanley has interest in and is employe of KBOE; Mr. Fleck has interest in KBOE; Mrs. Fleck is housewife; Mr. Douglas is local businessman (West Oskaloosa, Iowa); Mr. Smede is employe of WJIL. Action July 20.

KIFG Iowa Falls, Iowa—Granted relinquishment of positive control of licensee corporation, Iowa Falls Broadcasting Corp., by Hugh A. Preston (52% before, 50% after) through sale of stock by E. A. Schneider (12% before, none after), E. S. Thompkins (12% before, none after) and C. M. Price (12% before, none after) to Dwight M. Brown (12% before, 25% after) and John P. Whitesell (none before, 25% after). Mr. Preston will sell to Messrs. Brown and Whitesell seven shares of stock for \$2,100. Messrs. Brown and Whitesell will purchase from Messrs. Schneider, Thompkins and Price shares of stock for \$10,200. Action July 15.

WYSI Ypsilanti, Mich.—Granted transfer of control of licensee corporation, Ypsilanti Broadcasting Co., from Craig E. Davids (50.8% before) to Metrocast Corp. (50.8% after), owned by Raymond Seguin, John Bologna, Silvano and Tullio Marrocco, Hyman Simon, Joseph E. Mihelich and Robert P. Dank (each 16½%). Consideration \$30,500.

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Other Ypsilanti stockholders are Kenneth Neubrecht (20%), Roy W. McLean (14.17%), A. P. Berg (11.7%), David Hicks (3.3%) and Sam Schmid (.03%). Messrs. Mihelich and Dank are attorneys, other Metrocast principals are local businessmen. Action July 16.

KFUN Las Vegas, N. M.—Granted assignment of license from Southwest Broadcasters Inc., owned by Dorothy G. Thwaites, administratrix of estate of E. N. Thwaites, deceased, (99.4%), Dorothy G. Thwaites (.5%), Robert Arniño and Helen L. Strubhar (each .05%), to Thunderbird Broadcasting Co., owned by Merle H. (98.2%) and Mida H. Tucker (.8%), and V. F. Digs (.9%). Consideration \$135,000. Tuckers have interest in KCAK Gallup, N. M. Action July 21.

WBFM(FM) New York—Granted assignment of license, SCA and CP from Wrather Corp., J. D. Wrather Jr., president, to WPIX Inc., wholly owned by News Syndicate Inc., licensee of WPIX(TV) New York; Levitt J. Pope is vice president of WPIX Inc. Consideration \$400,000. Action July 15.

WXCN(FM) Providence, R. I.—Granted assignment of license from William C. Hillman and Calvert C. Groton, receivers, to Howard M. Johnson (80%) and Karl S. Kritz (20%), tr/as Mallard Broadcasting Corp. Consideration \$43,300. Mr. Johnson owns sign and outdoor advertising companies; Mr. Kritz is WXCN general manager. Action July 16.

APPLICATIONS

KLCN-AM-FM Blytheville, Ark.—Seeks assignment of license from Harold L. Sudbury to Sudbury Services Inc., owned by Harold L. Sudbury (98.6%), Gladys Benson Sudbury (1.16%) and Graham Sudbury (0.24%). Consideration \$43,000. Mr. Harold L. Sudbury has 70% interest in Newport Broadcasting Co., licensee of KNEY Newport and KSUD West Memphis, both Arkansas. Ann. July 20.

KERN-AM-FM Bakersfield, Calif.—Seeks transfer of control of licensee corporation, Radio KERN Inc., by Ray V. Hamilton (50% before, 75% after) through purchase of stock from John F. Hardesty (25% before, none after). J. Ward Wilkinson is remaining stockholder with 25% interest. Consideration \$2,500. Ann. July 20.

WKTF-FM Jacksonville, Fla.—Seeks assignment of license from Good Music Broadcasting Co., owned by Robert C. Whitehead Jr. (100%) to Jones College, Jack H. Jones president. Consideration \$57,500. Jones College is business school. Ann. July 17.

WSEB Sebring, Fla.—Seeks assignment of license from Highlands Broadcasting Corp., owned by W. K. Diehl (32%), M. J. Hinlein (32%), Andrew V. Denonn (15%), Thomas M. and Betty J. Lyons (10.5%) and Pitser and Mamie Lyons (10.5%) to Dixon Industries Inc., owned by H. Philip Nesbitt (63.69%), Emil L. O'Neil (31.85%), Aubrey E. Robinson (3.18%) and Maurice F. Biddle (1.27%). Consideration \$32,500. Dixon Industries is Gaithersburg, Md., electronics firm. Ann. July 16.

WRIX Griffin, Ga.—Seeks assignment of license from Mrs. Gladys McCommon to Mid-West Georgia Broadcasting Corp., owned by H. Randolph Holder, John T. Lloyd Sr. and James Barrow (each 33 1/3%). Consideration \$50,000. Messrs. Holder and Lloyd Sr. are owners of Clarke Broadcasting Corp., licensee of WGAU-AM-FM Athens, and WLAQ Rome, both Georgia. Mr. Barrow is attorney. Ann. July 21.

KTOH Lihue, Hawaii—Seeks relinquishment of positive control of licensee corporation, Garden Island Publishing Ltd., by C. J. and Mary G. Fern as joint tenants to C. J. Fern (27.41%) and Mary G. Fern (26.54%), individually. No financial consideration. Ann. July 22.

WDEA Ellsworth and CP in Machias, both Maine—Seeks assignment of license and CP from Coastal Broadcasting Inc., owned by Milton C. Chapman (74.5%), Donald E. Knowles (25%) and Nicholas P. Brountas (0.5%) to CBC Inc., owned by William W. Fidler III (64.9%), Donald E. Knowles (35%) and Nicholas P. Brountas (0.1%). Consideration \$75,000. Mr. Knowles is general manager of WDEA. Ann. July 16.

KGRT Las Cruces, N. M.—Seeks assignment of license from Taylor Enterprises Inc., owned by W. C. Taylor (50%), Gene Reischman (20%), Homer F. Glover (15%) and J. Raymond Harris (15%) to Chaparral Broadcasting Services Inc., owned by Frank O. Papan Inc. (44%), Thomas G. Morris (10.67%), Claud Tharp (10.67%), Howard Klein (10.67%), Melvin Klein (10.67%), Edward E. Triviz (8%) and William R. Lask (5.33%). Consideration \$18,000. Mr. Lask is manager of KGRT. Ann. July 22.

WWAY-TV Wilmington, N. C.—Seeks transfer of control of licensee corporation, Cape Fear Telecasting Inc., from William G. Broadfoot Jr. (33 1/3%), Ferebee Sledge (20%), Craig Wall (20%) and Percy Robinson Smith Jr. (26 2/3%) to William G. Broadfoot

Jr. (30%), Charlie B. Britt (30%), Ferebee Sledge (20%) and Craig Wall (20%) through sale of stock by Percy B. Smith Jr. Consideration that Mr. Smith will receive \$4,000 and Mr. Broadfoot will receive \$500 from corporation. Mr. Britt will pay corporation \$30,000 for stock acquired. Ann. July 17.

KGLC Miami, Okla.—Seeks assignment of license from Miami Broadcasting Co., owned by Ruth E. Brown, executrix of estate of Kenyon Brown (99.995%) and William A. Searle (.0005%) to Miami Radio Inc., owned by Carrol J. Jackson (19.50%), B. M. Jackson (19.50%), Louis Mirjanich (10%) and Miami Investment Co. (51%), owned by Gilbert W. Davis, Henry Garwood, Louis Mirjanich, Roy E. Green, Leon L. Bedell, Charles R. Ammerman, Dr. Walter D. Jackson and others (each 5.26%). Consideration \$65,000. Ann. July 17.

WMSR-AM-FM Manchester, Tenn.—Seeks assignment of license from Murray Chumley d/b as Manchester Broadcasting Co. to Roy Wood Jr., receiver. Ann. July 16.

WCMT Martin, Tenn.—Seeks assignment of license from Jones T. Sudbury to Sudbury Brothers Broadcasting Co., owned by Jones T. Sudbury (49%), Harold L. Sudbury (49%) and Graham Sudbury (2%). Consideration \$19,800. J. T. Sudbury is assistant manager of KCLN Blytheville, Ark. Graham Sudbury is attorney and has 0.25% interest in Newport Broadcasting. See application for KCLN Blytheville. Ann. July 20.

KSTA Coleman, Tex.—Seeks assignment of license from Coleman County Broadcasting Co., owned by Floyd Shelton (80%), Bobbie Shelton (0.285%) and O. E. Shelton (19.715%) to Robert L. Griffis and Theo M. Griffis (each 50%) d/b as Coleman County Broadcasters. Consideration \$125,000. Robert L. Griffis is program manager of KSTA Coleman. Ann. July 22.

KERC Eastland, Tex.—Seeks assignment of license from Floyd Shelton and Billy J. Fox (each 50%) to Eastland County Broadcasting Co., owned by James W. Staggs (51%), Thomas W. Staggs (23%) and L. D. Irvine (26%). Consideration \$78,850. Mr. Thomas W. Staggs is assistant chief engineer at KPAR-TV Abilene, Tex., and Mr. Irvine is owner of radio and telephone service in Abilene. Ann. July 17.

KBST Big Spring, Tex.—Seeks acquisition of control of licensee corporation, Snider Corporation, by B. Winston Wrinkle (42.8% before, 100% after) through purchase of stock from Patricia James Withers (28.6%) and Robert M. Newgard (28.6%). Consideration \$72,800. Ann. July 20.

Hearing cases

DESIGNATED FOR HEARING

Middle Tennessee Enterprises, Inc. and Middle Tennessee Broadcasting Co., Columbia, Tenn.—Designated for consolidated hearing applications for new FM's on channel 269 (101.7 mc); ERP 3 kw; ant. height 300 feet. Action July 15.

Cumberland Publishing Co. and East Kentucky Broadcasting Corp., Pikeville, Ky.—Designated for consolidated hearing applications for new FM's on channel 221 (92.1 mc); ERP 3 kw; Cumberland ant. height minus 180 feet; and East Kentucky ant. height 91.8 feet. Action July 15.

WMAX Grand Rapids, Mich.—Designated for hearing application to increase power on 1480 kc. D, from 1 kw and 5 kw; made WRSW Warsaw, Ind., WYSI Ypsilanti, and WCBQ Whitehall, both Michigan, parties to proceeding. Action July 15.

OTHER ACTIONS

Commission gives notice that June 1 initial decision which looked toward granting application of Muncie Broadcasting Corp. for new AM on 990 kc, 250 w, D, DA, in Muncie, Ind.; conditions include no sunrise operation with daytime facilities pending final decision in Doc. 14419, became effective July 21 pursuant to Sec. 1.276 of rules. Action July 22.

By order, in proceeding on applications of American Colonial Broadcasting Corp. to change trans. site and ant. height of WSRB-TV Ponce, and to increase power of WKBMTV Caguas, both Puerto Rico, commission granted American Colonial's July 8 petition to extent of ordering that no dismissal of Caguas application will be effected pending Review Board consideration of separate petition filed same day by American Colonial to add issue to determine whether new provisions of Sec. 73.636 of rules should be waived to allow grant of Caguas application. Action July 17.

Hearing Examiner Jay A. Kyle issued initial report and recommendation in proceeding on applications of Burlington Broadcasting Co. and Mount Holly-Burlington Broadcasting Inc., for new AM's in Burlington and Mount Holly, N. J., recommending that commission take steps to cancel construction permit assigned to Mount Holly-Burlington Broadcasting Inc., on Nov. 12, 1963 by John F. Farina tr/as Mount Holly-Burlington Broadcasting Co., order program tests authorized on Dec. 13, 1963 for WJZZ Mount Holly, N. J., to be discontinued; and deny pending license application of Mount Holly-Burlington Broadcasting Inc. Burlington Broadcasting Co. appealed commission's June 12, 1963 decision which denied application and granted Mount Holly-Burlington Broadcasting Co., and court of appeals remanded proceeding to commission for development of more adequate record. Action July 17.

Commission designated for oral argument, at time to be set later, application by Metromedia Inc., to transfer control of KOVR(TV), channel 13, Stockton, Calif., to McClatchy Newspapers. Order will be issued subsequently. Action July 16.

WFRA Franklin, Pa.—Granted application to change facilities from 1430 kc, 500 w, D, to 1450 kc, 250 w-N, 1 kw-LS. Action July 15.

KWEL Midland, Tex.—Granted change of facilities from 1600 kc, 1 kw, D, to 1440 kc, 5 kw, DA, D; conditions include no sunrise operation with daytime facilities pending decision in Doc. 14419. Action July 15.

Commission announced decision which granted renewal of license of Robert C. Whiteley Jr. and Katharine Whiteley d/b as Tipton County Broadcasters, for WKBL, Covington, Tenn., and denied renewal of license of Shelby County Broadcasters Inc., for WHEY Millington, Tenn. Ordered Shelby County to cease operation and terminated authorization on Sept. 14, 1964, but provided that, in event petition for reconsideration or appeal is timely filed, termination date of operation and authorization will be 60 days after denial of petition for reconsideration and or judicial affirmation of commission's decision. Action July 15.

By memorandum opinion and order, commission waived mileage separation requirements of Sec. 73.610 of rules and granted application of Brigham Young University to move trans. site of *KBYU-TV (ch. 11), Provo, Utah, from present location about 15 miles northwest of city on Lake Mountain to Mount Vision, about 36.8 miles northwest of Provo and 17.5 miles southwest of Salt Lake City in general direction of KMVT(TV) (ch. 11), Twin Falls, Idaho, decrease vis. ERP to 85.1 kw, with aur. ERP 42.7 kw, increase ant. height to 2,920 feet, directionalize ant. and make other changes; with conditions to prevent co-channel interference, as requested by KMVT and accepted by KBYU-TV. Also, denied objections by Association of Maximum Service Telecasters Inc. KBYU-TV has been silent since May 2, 1963. Commissioners Bartley and Lee dissented. Action July 15.

By memorandum opinion and order, commission granted petition by Interurban Broadcasting Corp. for leave to amend application for new AM in Laurel, Md., to specify new trans. site, and accepted the amendment. Action July 15.

By decision, commission granted applications of Interurban Broadcasting Corp. for new AM on 900 kc, 1 kw, D, DA, in Laurel, Md., with condition, and Scott Broadcasting Corp. to increase power of WJWL Georgetown, Del., on 900 kc, D, from 1 kw to 5 kw, with DA, and denied application of S & W Enterprises Inc., for new AM on 900 kc, 1 kw, D, DA, in Woodbridge, Va. May 22, 1962, initial decision looked toward action. Action July 15.

By memorandum opinion and order, commission granted in part petition by WFTL Broadcasting Co. (WFTL), Fort Lauderdale, Fla., to extent of setting aside March 25 action which granted application of Indian River Broadcasting Co. to increase daytime power of WIRA Fort Pierce, on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w, conditions; designated WIRA's application for hearing; and (3) made WFTL party to proceeding. Commissioners Bartley and Lee dissented. Action July 15.

By memorandum opinion and order, commission granted application of John A. Barnett for new AM on 1020 kc, 10 kw-N, 50 kw-LS, DA-2, in Roswell, N. M.; conditions; and (2) dismissed for lack of standing opposing petition of Westinghouse

Broadcasting Inc. (KDKA), Pittsburgh. Commissioners Hyde, Lee and Ford dissented. Action July 15.

Routine roundup

ACTIONS BY REVIEW BOARD

■ Granted request by Midwest Television Inc., to extend time to Aug. 7 to file reply to oppositions to motion to enlarge issues in Springfield, Ill. TV channel 28 proceeding. Action July 22.

■ In proceeding on applications of D & E Broadcasting Co. and Great State Broadcasters Inc., for new AM's in San Antonio, Tex., granted Broadcast Bureau request to extend time to Aug. 3 to file replies to Great State's exceptions to initial decision. Action July 22.

■ In proceeding on applications of American Colonial Broadcasting Corp. to change trans. site and ant. height of WSRU-TV Ponce, and to increase power of WKBM-TV Caguas, both Puerto Rico, granted Broadcast Bureau petition to extend time to July 28 to file responsive pleadings to American Colonial petition to amend issues. Action July 22.

■ Granted motion by WEZY Inc., to extend time to July 27 to file oppositions to WKKO Radio Inc. petition to enlarge issues in proceeding on applications for new FM's in Cocoa, Fla. Action July 21.

■ By memorandum opinion and order in proceeding on AM application of Ottawa Broadcasting Corp. (WJBL), Holland, Mich., in Doc. 15180, denied Broadcast Bureau's appeal from examiner's May 21 action which granted WJBL's petition for leave to amend application to make minor changes in ant. array. Action July 17.

■ By order in proceeding on AM applications of Marietta Broadcasting Inc., WBIE, and Cobb County Broadcasting Co. granted joint request for approval of agreement whereby Cobb County's application for new AM on 1090 kc, 1 kw, D, in Marietta, Ga., would be dismissed; dismissed Cobb County's application, granted Marietta's application to change facilities of WBIE Marietta, from 1050 kc, 500 w, D, to 1080 kc, 10 kw, DA, D; conditions include no pre-sunrise operation with daytime facilities pending decision in Doc. 14419; dismissed WBIE's petition to enlarge issues, and terminated proceeding. Action July 17.

■ Granted petition by Broadcast Bureau to extend time to July 24 to file responses to Rivoli Realty Co. petition to enlarge issues in proceeding on application of Triangle Publications Inc., for new VHF-TV translator in Johnstown, Pa. Action July 17.

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

■ Denied petition by Boston Broadcasters Inc., for field hearing in Boston TV channel 5 proceeding. Action July 20.

■ Designated Examiner Elizabeth C. Smith to preside at hearing in proceeding on applications of College Radio and Pioneer Valley Broadcasting Co. for new FM's in Amherst and Northampton, respectively, both Massachusetts, in Doc. 15562-3; scheduled prehearing conference for Sept. 18 and hearing for Oct. 14. Action July 20.

■ Designated Examiner Jay A. Kyle to preside at hearing in proceeding on AM application of Indian River Broadcasting Co. (WIRA), Fort Pierce, Fla., scheduled prehearing conference for Sept. 18 and hearing for Oct. 14. Action July 20.

■ Designated Examiner H. Gifford Irion to preside at hearing in proceeding on AM application of Atlas Broadcasting Co. (WMAX), Grand Rapids, Mich.; scheduled prehearing conference for Sept. 18 and hearing for Oct. 12. Action July 20.

■ Designated Examiner David I. Kraushaar to preside at hearing in proceeding on applications of Middle Tennessee Enterprises Inc., and Middle Tennessee Broadcasting Co. for new FM's in Columbia, Tenn., scheduled prehearing conference for Sept. 16 and hearing for Oct. 13. Action July 20.

■ Designated Examiner Isadore A. Honig to preside at hearing in proceeding on applications of Cumberland Publishing Co. and East Kentucky Broadcasting Corp. for new FM's in Pikeville, Ky.; scheduled prehearing conference for Sept. 17 and hearing for Oct. 13. Action July 20.

By Hearing Examiner Thomas H. Donahue

■ Granted petition by Broadcast Bureau to extend time from July 20 to Aug. 10 to file proposed findings and conclusions and from Aug. 10 to Aug. 30 for replies in pro-

ceeding on AM applications of Meredith Colon Johnston (WECP), Carthage, and William Howard Cole (WHOC), Philadelphia, both Mississippi. Action July 20.

By Hearing Examiner Charles J. Frederick

■ In proceeding 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 license of WMEN Tallahassee, Fla., and B. F. J. Timm for new AM in Jacksonville, Fla., granted motion by Timm and WDMG to extent of extending from July 18 to July 29 return date of certain subpoena duces tecum, and scheduled further hearing for July 31. Action July 17.

By Hearing Examiner Isadore A. Honig

■ Granted request by KPDQ Inc. (KPDQ), Portland, Ore. to continue July 21 hearing to July 23 in proceeding on AM application. Action July 15.

By Hearing Examiner H. Gifford Irion

■ In proceeding on applications of American Colonial Broadcasting Corp. to change trans. site and ant. height of WSRU-TV (ch. 9) Ponce, and American Colonial Broadcasting Corp. to increase power of WKBM-TV (ch. 11) Caguas, both Puerto Rico, in Doc.'s 15271, and 15451, granted request for waiver of Sec. 1.594 of publication rules with respect to applications.

By Hearing Examiner David I. Kraushaar

■ Granted request by Broadcast Bureau to further continue hearing to Oct. 14 in proceeding on application of Triangle Publications Inc., for new VHF-TV translator in Johnstown, Pa. Action July 16.

By Hearing Examiner Jay A. Kyle

■ Scheduled further hearing for July 23 in proceeding on applications of KTIV Television Co., Peoples Broadcasting Corp., and Central Broadcasting Co. to make changes in facilities of KTIV(TV) and KVTV(TV) Sioux City, and WHO-TV Des Moines, both Iowa. Action July 21.

■ On own motion, scheduled hearing for Oct. 6 in proceeding on applications of Dover Broadcasting Inc., and Tuscarawas Broadcasting Co. for new FM's in Dover, New Philadelphia and New Philadelphia, both Ohio. Action July 20.

■ Received in evidence exhibit number 1 of Farm and Home Broadcasting Co. (WFHM), Coudersport, Pa., and closed record in proceeding on application of Salem Broadcasting Co., for new AM in Salem, Ohio. Action July 20.

■ On own motion, corrected transcript in proceeding on applications of Burlington Broadcasting Co. and Mount Holly-Burlington Broadcasting Inc., for new AM's in Burlington and Mount Holly, both New Jersey. Action July 16.

By Hearing Examiner Forest L. McClenning

■ Granted request by Sundial Broadcasting Corp. (KIBE), Palo Alto, Calif., to open record in proceeding on AM application and admit into evidence its exhibit 4 (additional engineering data), and close record, and to extend time from July 15 to July 30 to file proposed findings. Action July 15.

By Hearing Examiner Chester F. Naumowicz Jr.

■ In proceeding on applications of Northwestern Indiana Radio Inc., Valley Broadcasting and Livingston County Broadcasting Co. for new AM's in Valparaiso, Ind., and Kankakee and Pontiac, Ill., in Doc. 8218 et al., granted Northwestern's request to schedule further prehearing conference for July 17. By separate order, continued July 20 hearing to date to be specified in subsequent order. Actions July 16 and 17.

■ In proceeding on applications of Symphony Network Association Inc. and William A. and George K. Chapman d/b as Chapman Radio and Television Co., for new TV's on channel 54 in Fairfield and Homewood, both Alabama, in Doc. 15460-1, denied Chapman's petition for leave to amend; and on own motion, continued certain procedural dates, and commencement of hearing from July 27 to Sept. 1. Action July 14.

By Hearing Examiner Herbert Sharfman

■ Continued Sept. 14 hearing to Sept. 25 in proceeding on applications of Great Northern Broadcasting System and Midwestern Broadcasting Co. for new FM's in Traverse City, Mich. Action July 20.

By Hearing Examiner Elizabeth C. Smith

■ In proceeding on applications of Paul

Continued on page 87

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COUGH TOO MUCH?
SHORT OF BREATH?



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COUGH TOO MUCH?
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COUGH TOO MUCH?
SHORT OF BREATH?



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BREATH?

Don't take chances . . . see your doctor. You may have a Respiratory Disease. Chronic RD afflicts at least 12 million Americans today. Don't take chances with its most common symptoms—chronic cough and shortness of breath.

Your local Christmas Seal organization and the National Tuberculosis Association say: See Your Doctor.



CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—\$2.00 minimum • HELP WANTED 25¢ per word—\$2.00 minimum.
- DISPLAY ads \$20.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS & EMPLOYMENT AGENCIES advertising require display space.

• All other classifications, 30¢ per word—\$4.00 minimum.

• No charge for blind box number. Send replies to *Broadcasting*, 1735 DeSales St., N.W., Washington, D. C. 20036.

APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO—Help Wanted

Management

Part ownership opportunity 5,000 watt full time California station owner retired. Profitable operation. Must be news and program oriented. Send resume, references and picture. Box G-197, BROADCASTING.

Station manager strong on sales, and capable of sales direction for new 5 kw non-directional serving Tampa, St. Petersburg, Clearwater area. Track record, references. All replies held in strict confidence. C. W. Reddoch, WCWR, Box 608, Clearwater, Florida.

Manager strong on sales for new station. Send full particulars to Station WELV, Ellenville, N. Y.

Sales

Salesman with management potential. Must have successful Top 40 track record. One of country's best pop music stations located in first ten markets. On East Coast. Send resume, references and late picture. Box F-28, BROADCASTING.

Baltimore Experienced, aggressive radio salesman. Ready for management or managing now. Salary plus. Unusual opportunity. Multiple group. Box G-66, BROADCASTING.

KMUS, Muskogee, Okla., needs experienced time salesman. Contact Horace Boren, Owner, Box G-214, BROADCASTING.

5000 watt medium Florida market needs experienced salesman who wants to make money and is interested in working toward management. Good account list with established billing. Send resume and picture to, Box G-237, BROADCASTING.

Salesman-Announcer-producer-conduct and sell established Polish American program in the Buffalo, N. Y. area—Assured annual income in five figures to the right man. Must be bi-lingual and a real go-getter as well as air personality. Box G-259, BROADCASTING.

Experienced salesman with Philadelphia Agency contacts for desirable opening. Box G-279, BROADCASTING.

Salesman with proven ability in hard-to-sell markets for southwest one-station market. Ambitious, determined, hard worker confident of ability to raise station billing. Best credit, character, sales references. Opportunity for station managership. Permanent position; salary plus percentage. \$1000 per month potential for right man. Box G-333, BROADCASTING.

Gulf Coast experienced aggressive radio salesman. Ready for management or managing now. Salary plus. Unusual opportunity. Multiple Negro group. Box G-338, BROADCASTING.

Top media in Laredo. You replace man who has been promoted ownership-management in our organization. Apply only if you have ambition, desire to work, friendly, happy outlook on life, confidence in yourself, and ability to cooperate with others. Bill Harrell, KVOZ, Laredo, Texas.

New 5 kw non-directional serving one of Florida's richest areas seeking high caliber sales staff. Solid sales record a must. References and resume. All replies held in strict confidence. C. W. Reddoch, WCWR, Box 608, Clearwater, Florida.

Management and sales management personnel with broad experience in media sales in southwest area. Require ability to deliver personal sales and develop profitable sales department. Openings in both our Austin, Texas and San Antonio, Texas, offices. Rollins Outdoor Advertising, Inc., 2323 Broadway, San Antonio, Texas. Box 8238.

Sales—(Cont'd)

Wanted — Experienced account executive for Palm Beach radio station. Large commissions, good opportunity for real sales ability. Send resume, references. P. O. Box 2631, Palm Beach, Florida.

New Decatur Station. Contact: Joel Lawhon, Marlo Building, Decatur, Ga.

Are you tired of being just a salesman with no opportunity for advancement to the executive level? If you are and if you are aggressive, hard working, with a solid sales record behind you . . . then you want us. The OK Group is one of the oldest and most successful Negro programed radio properties. We have openings in our top three cities . . . New Orleans, Houston, Memphis . . . for successful radio salesmen. If you've got sales ability we can promise you realistic earnings between \$8,000 and \$14,000. If you've got executive ability we can promise you an opportunity within a year of becoming one of our assistant managers and eventually a managerial chance. Write: Stanley Ray, OK Group, 505 Baronne St., New Orleans, La.

South Florida—Fulltime, medium market—Florida's fastest growing area. We need a real profincial arrangements and benefits above average—salesman will be inheriting active account list, this is a top opportunity. Contact Bob Flynn—area code 305-278-2894.

Announcers

Montana Network station has opening for 1st phone announcer who can double as a newsmen. Send resume, picture Box G-177, BROADCASTING.

Personality-dj for #1 Top 40 station. Tight production, lively sound, competitive market—upper midwest. Many benefits if you're really good. Box G-199, BROADCASTING.

Morning middle-of-road personality. Ability for news on local level. Medium market in Virginia. Good Salary. Box G-254, BROADCASTING.

Dallas good music station has opening for top notch announcer with bright, mature delivery. Send tape, picture, complete resume and personal references. Box G-258, BROADCASTING.

Immediate opening (August, 15) stable mid-south station; will be main announcer doing middle-of-the-road music shows and newscasting. Forty-hour week. Send tape and full resume with three references. Box G-260, BROADCASTING.

Announcer—light announcing plus studio equipment maintenance. Must be familiar with GI surplus equipment. Married but free for travel in limited area. Salary plus extra benefits. Box G-283, BROADCASTING.

Announcer-salesman needed for 5 kw single market N. C. station. Prefer young married man desiring to learn all phases radio. Good future opportunity. Box G-287, BROADCASTING.

Modified Top Forty station looking for a smooth, tight producing announcer with a third class radio telephone license. A real opportunity for a young man on the way up with talent, drive and a desire for reasonable security. Send resume, picture and tape to, Box G-298, BROADCASTING.

All night dee-jay, number one rated station in six station market. Some experience, third ticket, growing chain. Send tape, picture, resume, required salary to Box G-316, BROADCASTING.

Announcers—(Cont'd)

Major midwest well financed group 5 kw needs operations manager. Qualifications should include 1st phone, administrative ability, copy production experience, and ability to handle fast paced midday air trick. Position offers 40 hour week, paid vacation, group hospital plan and retirement program, salary open. Send resume, tape, and photo to Box G-307, BROADCASTING.

Florida—Two announcers. Adult music station. Tight format. Right men can advance to our larger station. Send audition tape, resume and salary expected to Box G-328, BROADCASTING.

CBS TV/AM announcer AM/TV. Middle-road music operation opportunity for valuable experience KAVE, Carlsbad, New Mexico.

Negro dj. Phoenix R and B wants top morning personality. Send tape and resume to Jim Titus, KCAC, 20 E. Broadway, Phoenix, Ariz.

Announcer desiring some sales. Good salary and working conditions. Send tape and resume to: KLEX Lexington, Missouri.

Mature announcing staff for new 5 kw non-directional serving one of Florida's biggest markets. No "screamers," no "hot shots." Seeking adult announcers to appeal to "Mr. and Mrs." Sales background helpful. Tape resume, references. All replies held in strict confidence. C. W. Reddoch, WCWR, Box 606, Clearwater, Florida.

Opportunity for experienced announcer with 1st ticket. Rush tape-resume. WEAW, Evanston, Ill.

Have immediate opening for morning man who also has news experience for feature news cast. Good pay, 40 hour week. Send tape, past experience, references and salary required in 1st letter. William Winn, Program director, WESB, Bradford, Penna.

Experienced announcer with first phone. Must be a good announcer. Good pay to the right man. WION—Ionia, Michigan. Phone area code 616-527-4400.

Michigan 5 kw needs top flight announcer. Must be sharp. Know production and ambitious. WION—Ionia, Michigan. Phone area code 616-527-4400.

Announcer—Experienced staff man wanted to operate key commercial slots 5-8 AM and 11-2 PM. Must be strong on news and commercials, be familiar with C & W and pop music. Must be married, no floater. Permanent job. Opportunity for advancement with small growing chain. Send tape and work record. Don't call. Good market. WKUL, Cullman, Alabama.

At once! Experienced morning "personality." Fast, but not frantic! A swinger, but not wild! A good production man. Send audition tape of deejay work, ad lib, news, etc. No collect phone calls please! Paul Parker, WLAS, Jacksonville, N. C.

Major market opportunity. Wanted: One good, clean, mature, sober, seasoned broadcaster with first class ticket for quality adult operation expanding facilities to 5,000 watts fulltime and 100,000 watts FM and stereo. Send full information first letter with resume picture, salary requirements audition tape with news, commercials and ad lib to William V. Stewart, WPBC AM-FM, 1133 Stinson Blvd., Minneapolis, Minnesota.

Announcer operator, preferably first phone, tight board, play-by-play capability, intelligent sound. WTVB, Coldwater, Michigan.

Announcers—(Cont'd)

Chances are, the best job in this column will go to an announcer trained in "Interpretive Announcing" . . . the nationally recognized, copyrighted voice training method, available now in lecture series on tape. \$14.95 complete with commercial script. Broadcast Guild of America, Inc., 975 North 35th St., Milwaukee 8, Wisconsin.

Western music dj—good salary security—Spokane's oldest full-timer going western—Splendid opportunity for mature, experienced personality with C. & W. background—program directorship also open—complete resume, tape, present salary to Williams, W. 411—33rd, Spokane, Washington.

Immediate opening for announcer with 1st phone good salary located in beautiful mid-Hudson area, 55 miles from NYC. Call 914-831-1260.

Top money in bigtime! Consultant's amazing formula guides you! Future worth \$1.00? Order revealing, highly-effective manuscript "You and Top Forty!" (Also personalized, taped instruction, elementary, advanced. Other professional services.) Hal Fisher, 678 Medford, BM, Patchogue, New York. 11772

New 5000 watt station in North Carolina to open soon. Positions open in all departments. Programming, production, sales-engineering. Excellent opportunity for growth with group. Send audition, resume and photo to, Box 827, Lakeland, Florida.

Technical

Quality Colorado kilowatt needs chief. Experienced maintenance, some announcing. Good community. Good climate. Good salary to right man. Must have excellent work references. Box G-3, BROADCASTING.

Engineer capable of teaching in Industrial Trade school and working on contract basis for radio station in same Carolina town. Send complete qualifications. Box G-286, BROADCASTING.

Chief Engineer, capable of installing and maintaining AM & FM, and mobile equipment. Must have experience with directional antenna systems. Salary open. Good working conditions. In metropolitan South Georgia city. Box G-291, BROADCASTING.

1st class man with little experience but willing and able to learn. Real opportunity. Write C. Engr., WCOJ, Coatesville, Pa.

Wanted, prospective engineering applicants for position beginning October, 1964. Good pay, fringe benefits to right man for 5 kw daytime directional. Write % Manager, WHOF RADIO, Canton, Ohio.

Michigan 5 kw—need experienced chief engineer—some announcing emphasis on engineering. WION, Ionia, Michigan. Phone area code 616-527-4400.

Chief engineer—AM—1000 watt, 3 tower directional. Some announcing abilities. Experienced with remotes. Opening—immediate. Contact Manager, WITY, Box 142, Danville, Illinois.

Immediate opening 1st class engineer-announcer. WHZN, Hazleton, Pa. Send resume and audition tape or call 455-5048.

Combination first class engineer and production man who can write copy. Air voice not essential. White or Negro. Station located in Southeast. Starting salary \$100-\$125 depending upon experience. Write Manager, WOKS, Columbus, Georgia.

If you're experienced, have technical background, ticket, good voice, worth more but willing to start at \$100 and grow with station in beautiful mid-west college city, call 217-245-5119.

Production—Programming, Others

Are you a real pro in the broadcast newsroom? Are you enthusiastic about the future of broadcast news? Can you teach? If you can answer "yes" to these questions and you have at least five years experience plus a bachelor's degree, a Big Ten university wants you on its faculty. Tell us about yourself, your news philosophy and your ideas for developing news courses which will produce top people for the broadcast news industry. Pay starts at \$10,000 a year. Box G-139, BROADCASTING.

Production—Programming, Others

Continued

Experienced and persuasive copywriter for network station in beautiful Texas resort city. Box G-151, BROADCASTING.

News director for growing network affiliate in Illinois. Gather, write and broadcast local news. Good facilities congenial staff that respects professional work. Only station in county of over 40,000. Box G-172, BROADCASTING.

Solid Montana kilowatt with adult programming needs production minded copy writer. Send all details including references and pictures to Box G-176, BROADCASTING.

Group seeking 1 pd. 1 news director, jocks. Top-rated format stations; excellent opportunities. Send tape and resume now to: Box G-191, BROADCASTING.

Newsman for permanent position with good small market midwest station. 5½ days of hard work plus short board shift, good pay. State present salary and past experience. Box G-203, BROADCASTING.

Need program-production director for outstanding group station. Opportunity to grow. Good market, good salary. Send tape, resume and photo to, Box G-238, BROADCASTING.

Need outstanding sportscaster-announcer at active sports minded station. Present sports director promoted. Opportunity for you too. Good market, good salary. Box G-239, BROADCASTING.

Opening for top notch, well versed newsman experienced all phases. Must have first phone. Starting salary substantially above scale in one of the nation's top 15 markets. Voice must be paced to modern radio; past record must speak for itself. Send all tapes, resume, pictures first letter. Box G-295, BROADCASTING.

Massachusetts' 2nd largest market. Station is in need of man who can do copy and production. Must be a self starter. Salary open. Box G-303, BROADCASTING.

One of Pennsylvania's top news and sports stations—winner of fourteen AP awards for outstanding news and sports coverage—has an immediate opening for real pro who can serve in dual capacity of news director—assistant sports director. Station carries 400 newscasts weekly—33 college and scholastic football games and many other sport attractions. Top notch salary for top notch man. Send tape and complete background details to WEST, (NBC), Easton, Pennsylvania.

Production man to head radio copy department—writer, voice, and produce commercial and station promotion material. Send copy samples, tape of voice to: Orv Koch, Stuart Broadcasting Company, Box 391, Lincoln, Nebraska.

RADIO—Situations Wanted

Management

Sales oriented general manager of major market station seeks greater opportunity. Prefer Chicago, St. Louis, Cincinnati or Cleveland. Top in sales and management. Box G-225, BROADCASTING.

Ten years employment by major station in top market. Background includes complete broadcasting gamut. Successful experience will prove invaluable asset. Will relocate. Box G-284, BROADCASTING.

Am able and willing. Have years of diversified broadcasting experience. Won't play politics. . . . Therefore time to move. Box G-285, BROADCASTING.

Employed Southeast. Sales . . . announcing . . . programming . . . promotion. Five years present station as manager. Married . . . 32 . . . honest! Box G-285, BROADCASTING.

General manager—over 20 years station. sales, program management. Radio and newspaper background. Northeast preferred. Box G-301, BROADCASTING.

Management—(Cont'd)

Working manager for small station operation. Combination duties as manager, salesman, top announcer, copy, production. 20 years experience good stations; create and sell profitable promotions. Can operate profitably with staff of 5. Modest salary-percentage arrangement. Box G-308, BROADCASTING.

Manager: 15 years experience . . . proven record. Personally billing \$3700-\$4500 monthly, plus managing, copywriting, sales promotion, programming, and some bookkeeping in town under 3000 population. Desire opportunity of acquiring some stock in station. Box G-312, BROADCASTING.

Profitable radio insurance. Sales or general manager now available with complete background: 6 years 4A sales; 8 years radio sales management, including #1 radio-TV chain. Willing to relocate. Box G-335, BROADCASTING.

Sales

Mature, successful manager-sales manager seeking position of responsibility and challenge in small or medium market. Experienced in full operation. Outstanding references. Available immediately. Box G-299, BROADCASTING.

Aggressive college graduate, 25, married, experienced in handling people, seeks sales position with established radio or TV outlet. Consider any location. Excellent references. Box G-304, BROADCASTING.

Announcers

Experienced Top 40 announcer on the way up. Also good news delivery and production techniques. Box G-65, BROADCASTING.

DJ wants to swing with Top 40. One year middle of road experience. Single. Box G-133, BROADCASTING.

Announcer with first class ticket. Ready to move from prestige station in metro market to better salary. Air style enthusiastically relaxed with real sell power. No paperhanger . . . chief engineer experience. Available four weeks notice. Box G-224, BROADCASTING.

Experienced newsman—announcer 12 years background, age 35, desires metropolitan connection. Box G-263, BROADCASTING.

First phone—swinging-dj with personality traits that promises varied and unique listening qualities. Experience meager but hope's high and potential great!! Rock format preferred, but open to offer's. Single, resume and tape on request. Box G-287, BROADCASTING.

Modern music format specialist! Program director-personality! Out of action momentarily by choice! Top ratings, references, production, performance . . . metro markets, East! Box G-271, BROADCASTING.

Tired of rat race, experienced all phases, 2nd phone, married. Permanent medium, major. Box G-272, BROADCASTING.

First phone—Good voice (no regionalisms)—tight board. Music & programming savvy. Looking for permanent position. Interested? Write, Box G-280, BROADCASTING.

Married first-phoner, 21 ambitious, 4 years experience seeks position in Ohio, midwest, or East with community respected, professionally operated station that desires good employee initiative and satisfaction. Also proficient in stenography, typing, and with news. Not less than \$110.00. Box G-281, BROADCASTING.

Western U. S.—1st phone-broadcasting school graduate. Marine veteran, former deputy Sheriff. 30 yrs., married. Announcer-dj/authoritative newscaster. Box G-282, BROADCASTING.

First phone announcer. News, copy. Married, children. Strictly permanent. Box G-293, BROADCASTING.

Not many of us left around who specialize: Air-personalities with adult appeal . . . Seasoned veterans. Small and large market background. Real pro know-how. Try me. Prefer morning show, South, East or Florida. Eight years present job. Won't be cheap. Box G-296, BROADCASTING.

Announcers—(Cont'd)

4 years experience—large and small markets—first phone—good music background—might try Top 40—young—married—stable—draft free—bright sound—prefer college town. Box G-311, BROADCASTING.

Attention "Top 40's" I offer a foundation of 3 years experience, 3rd ticket, personality and showmanship. Need your offer to build around it. Will locate anywhere. Write immediately. Box G-318, BROADCASTING.

BB for sale! (Male), clever, original, 1st phone, experienced, family. Box G-321, BROADCASTING.

Chicago, Dallas, Milwaukee, audiences liked me—yours will too! All phases and formats. First phone. Box G-322, BROADCASTING.

One of the best adult morning men is looking for a fifty thousand watt station to marry. Let's get hitched. Box G-330, BROADCASTING.

Metropolitan area radio-TV announcer-newscaster with network experience wants change, will consider program directorship. Eighteen years background. Box G-332, BROADCASTING.

Announcer/dj—bright, personable. authoritative newscaster—short on experience. Desire start—will consider all offers—dependable. Box G-336, BROADCASTING.

Announcer-Negro, 3 years experience in both radio and television field, desires position in either. Willing to relocate. Box G-337, BROADCASTING.

Announcer/engineer—1st phone, 21 yrs. old, voice and drama training, graduate of Announcer Training Studio, New York, 8 months experience, \$115/week. Phone 201-762-8510.

Rock and roll dj draft exempt twenty two years old. Announcing school graduate with third-class license. Studying for first phone. Can operate own board. Supply tight production. All I need is first break. Marc Richards, 862 East 51 Street, Brooklyn 3, N. Y. NA 9-1184.

Announcer, third phone element 9. Radio school graduate. Phone 622-2100, Pottsville, Pa.

Gettin' out and ready to go. Completing 3 years Army service, be available Sept. 1st. Location unimportant, only the job counts. Co-operative attitude, experienced, dependable, tight production, no floater, or prima donna. Apply Sp5 Dick Peterson, Headquarters Co., USARECSTA, Ft. Leonard Wood, Missouri.

Announcer experienced. No rock and roll. Jack J. Quirk, 107 Saynor Circle, LaGrange, Ga., Phone TU 2-2451.

C & W or good music announcer with third phone. Grad. of mid-south electronics inst. Eager to work. For tape, resume, write Ed Huffman, Box 5, Ballengee, W. Va.

Top 40 dj. 1st phone. Major market experience. Dick Moore, Box 1733, Midland, Texas. Phone 915- OX 4-3865.

If you are looking for a hard worker, fresh ideas, good strong production and air work, then I'm your man. I will locate anywhere providing situation and money is right. Top 40, middle of the road background. Metro or medium market preferred, available now. Larry Ryan, 515-753-3219.

Have visa will travel. strong dj. Strong commercial, 12 years experience—2 years pd. Canadian. Phone 705-726-8772.

First phone announcer, 6 years experience, phone 912-246-5755. Bainbridge, Ga.

Announcer-dj. Third phone endorsement. School trained only. Small market. Don Padgett, Hillsville, Virginia.

Technical

AM FM chief desires to move. 13 years in radio. Combo man. Will consider both radio and TV offers. Midwest. Box G-261, BROADCASTING.

First phone, med experience. Five years technical background. Will relocate. Box G-292, BROADCASTING.

Experienced chief engineer available in August. Best references. Box G-294, BROADCASTING.

First phone 10 years experience, no announcing. Warm climate. Box G-324, BROADCASTING.

Experienced first class engineer. Presently employed in New York City. I would like a job in Cleveland, Ohio, but I would consider any job within 150 miles of Columbus, Ohio. Box G-327, BROADCASTING.

Attention: Busy station owners. \$200 buys sharp, young first phone. Clean cut, personable, friendly. Can sell, type, run tight board. Finest references—3 years last job. Limited technical, but will double your present sales within 6 months. This nice guy with pleasant voice available immediately. Eddie Post, YMCA, Washington, D. C.

First phone. One year experience. East, Aberdeen, Md. Phone CR 2-9760.

Production—Programing, Others

Weatherman—Meteorologist, member American Meteorological Society, now employed radio-television. References furnished. Box G-7, BROADCASTING.

Program director seeks immediate change. 15 years dj, newscaster-writer, programmer. Experience covers 50 kilowatt operation, network staff. Prefer Jersey Delaware, eastern Penna. Box G-54, BROADCASTING.

News: Quarter of century experience. News director in 5000 watt station past eight years. Extensive experience with interviews and public relations. No bad habits No bad debts. Seek only advancement. Box G-174, BROADCASTING.

Newsman, college grad. experienced in gathering, writing and airing. Hard working, want challenging assignment at news conscious station. Announcing school training. First phone. Box G-248, BROADCASTING.

HARK!!! Fair-haired, mild-mannered production genius with rating ability as "wake-up" announcer in Florida "Gold Coast" and Philadelphia suburban markets desires continued employment to feed three future Miss America's and wife. Lay-off makes 32 year old college broadcasting graduate seek position as Program director, Production man, and/or announcer. TV experience too. Available now. Tape, references, etc. Box G-262, BROADCASTING.

Major markets-mature personality (27), eight years experience Radio-TV, former program director-Production chief seeks position with stable good popular music station, or combination radio-TV operation. Box G-266, BROADCASTING.

Experienced newsman—12 years background in radio. Former CBS area correspondent. Box G-274, BROADCASTING.

Top 50 markets! #1 newsman in medium Ne. market ready to move up. Five years experience. family, college graduate. Asking \$175. Box G-275, BROADCASTING.

Major market Top 40 personality with pd experience, production, first phone, family, wants program director position near Great Lakes, will consider all. Box G-306, BROADCASTING.

Experienced PRD with broadcasting background. Presently employed as PRD. Seeking position in connection with radio-TV organization. Box G-309, BROADCASTING.

Experienced radio program director-announcer seeks position as staff announcer in radio-TV outlet. College graduate. Prefers northeast. Family man. Box G-310, BROADCASTING.

Attention Florida Broadcasters!!! Combination sales, newsman moving to Florida August 8. Would like to join your organization. Box G-314, BROADCASTING

Production—Programing, Others

Continued

Newsman, 6 years experience, gathers, writes, reports local news. Family man seeks permanent position northeast or mid-Atlantic. Box G-315, BROADCASTING.

Male copywriter. A decade of dynamic solid-sell. Producer radio and TV. Box G-320, BROADCASTING.

Sportscaster-newsman . . . looking for strong sports situation . . . excellent references . . . proven salesman . . . first phone. Box G-326, BROADCASTING.

Secretary—Attractive, experienced college grad offers excellent skills to swingin' employer (N. Y. C.). Box G-331, BROADCASTING.

Aggressive young married man available immediately for top notch station. Very strong play-by-play. Have experience in football, professional baseball, high school and college basketball and hockey. Presently employed at a 5 kw network station. Best references available, have interest for TV work. Seeking a step up the ladder. Can double as news and/or weatherman. Box G-334, BROADCASTING.

TELEVISION—Help Wanted

Announcers

Sportscaster/director. Nine years play-by-play basketball, football, baseball. Strong on news, interviews. Family, college journalism graduate. Box G-323, BROADCASTING.

One newsman and 1 announcer wanted for northeast TV. Please send audio tape and recent photo to: Box G-269, BROADCASTING. All replies confidential.

Technical

Immediate opening for settled, top quality man with 1st class ticket. Leading station in UHF island area, in one of south's fastest growing markets. Box G-270, BROADCASTING.

Established western AM and TV broadcaster needs competent maintenance technician. Equipment includes VTRs and extensive microwave facilities. Opportunity for advancement to Chief engineer if a good administrator. Send resume and salary requirements to, Box G-268, BROADCASTING.

Wanted: Operator/engineer, first phone—maximum power VHF. Excellent opportunity for willing worker, northwest. Box G-276, BROADCASTING.

NBC affiliate has immediate opening for TV technician experienced in studio maintenance and operation. Must be ambitious, dependable and have 1st phone license. Replies held in confidence. Send qualifications references to Chief Engineer, KTAL-TV, Shreveport, La.

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.

Production—Programing, 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.

Announcer-assistant director. On-camera experience. Some directing experience desirable. Midwest VHF. Resume and salary requirements first reply. Box G-89, BROADCASTING.

Staff artist for TV station in Texas coastal City. Must combine precision with imagination; be adept at illustration, hand-lettering, set design. Box G-156, BROADCASTING.

Production man needed immediately to assist department manager. Knowledge of scenery, props, studio rigging and purchasing. Experience in TV or Theatre production preferred. Resume to, Box G-222, BROADCASTING.

Production—Programing—(Cont'd)

Producer/director: No whiz-kid, no wonder boy genius—but a good record of creative, thorough work and of getting the job done. Looking for a better position, more income as program director, production manager producer/director with station, agency, or independent production unit. Married. 32, AB, MA. 10 years TV. Box G-250, BROADCASTING.

Writer—Immediate opening, major eastern market. Experienced writer to research and prepare television documentaries dealing with local topics. If you are more concerned with content than style, willing to dig for facts, and are never satisfied with your first effort, write giving full particulars to: Box G-329, BROADCASTING.

Faculty member for expanding TV-radio department at College in New York state. Requirements: Strength in news and management, interest in students, advance degree and willingness to contribute to a team effort. Rush credentials to: Chairman, TV-Radio Department, Ithaca College, Ithaca, N. Y.

Are you a real pro in the broadcast newsroom? Are you enthusiastic about the future of broadcast news? Can you teach? If you can answer "yes" to these questions and you have at least five years experience plus a bachelor's degree, a Big Ten university wants you on its faculty. Tell us about yourself, your news philosophy and your ideas for developing news courses which will produce top people for the broadcast news industry. Pay starts at \$10,000 a year. Box G-138, BROADCASTING.

TELEVISION—Situations Wanted

Technical

Supervisory position wanted by experienced engineer currently in Detroit area. Box G-38, BROADCASTING.

Chief engineer or Ass't. Experienced construction, supervision, operation. Build or maintain station. Resume, Box G-317, BROADCASTING.

Chief engineer: 18 years solid experience all phases engineering, management. Presently Chief, Metropolitan market. Looking for advancement large northeast or midwest market. Box G-325, BROADCASTING.

Production—Programing, Others

Become No. 1. Heavy remote news, sports events producer-director. Managerial, programing experience. Independent and net. Box G-28, BROADCASTING.

Want top-flight sports coverage. Number two sportscaster at AM-TV station available for play-by-play and/or daily sports shows. Now in major market. Age 25. University radio and TV graduate. Three years news and sports broadcast experience. Know film. Box G-193, BROADCASTING.

Alert, young (25), male, military completed, seeks position in commercial writing, production, direction. M. S. R-TV. Three years motion picture production, 18 and 35mm, single and double system; news director local radio. Want aggressive station with chance for advancement. Available September 1. Box G-273, BROADCASTING.

Executive producer-director. Presently employed. Ten years commercial-etc. Desires production manager's position. B. A., family. Box G-289, BROADCASTING.

Just one phone call away. A director with drive, a writer with wit, and announcer with sell-ability. Dave Davis 319-652-3144.

WANTED TO BUY—Equipment

Either 500w or 2 kw low channel VHF Television transmitter. Send price, condition and location to Box 3500, Glenstone Station, Springfield, Missouri.

RCA TT10-AL television transmitter well maintained and usable. Box G-288, BROADCASTING.

Wanted Ampex VR 1002 Video tape machine. State age and accessories. WPX, Engineering Dept., 220 E. 42nd St. New York 17, N. Y.

UHF TV transmitter, antenna, and frequency monitor. Must be reasonably priced. East coast area. Box G-257, BROADCASTING.

WANTED TO BUY—Equipment

Continued

We are a clearing house for all used broadcast equipment. Write us your needs. List your equipment for quick sales with Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

A 469-B condenser manufactured by Western Electric Company for their 504 B2, 3 kw FM transmitter. Contact Bill Bratton, Chief engineer, WLAF, Lexington, Ky. 606-255-6300.

FOR SALE—Equipment

Television/radio transmitters, monitors, tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave., N.Y.C.

Parabolic antennas, six foot dia., new, solid surface with hardware dipole, etc. \$100.00 each. S-W Electric Cable Company, Willow & Twenty-Fourth Streets, Oakland California. 832-3527.

KTBS-TV has new 1800 ft. tower. This is your opportunity to buy our old one. Opportunity 40 lb. per sq. inch wind loading. Write for details. KTBS, Ind., Shreveport, La.

TV antenna system—RCA 12 layer batwing and filterplexer for channel 10. Can operate as bi-directional antenna with max. power gain of 25 and circularity better than 10 db. Cost over \$50,000. Make offer. Hammett & Edison, Box 68, International Airport, San Francisco 28, California 415-342-5208.

For Sale . . . FM transmitting equipment in good condition. Two . . . GE BT2B 1000 wt FM Xmitters. One . . . GE BF3A 3000 wt FM Amplifiers. One . . . Andrew four bay antennas. One . . . GE BY4D four bay antenna. Carl Swafford . . . 729-3575, Centerville, Tennessee.

Dark UHF—Over \$400,000 worth of equipment, mostly G.E., used less than one year. Inspection and itemization available. Want package offer. Box G-190, BROADCASTING.

For sale: 3 Gates 601 cartridge playbacks, and one Gates record amplifier just taken out of service. Like new. Excellent condition. Less than one year old. Complete Motorola base station and one mobil unit tuned to 153.35 mc. in fair condition. Contact KBEC, Waxahachie, Texas.

FOR SALE: PT-6mag, \$175, Rek-O-Kut challenger disc cutter \$300, RCA KS-4 TV Boom \$125, 2-Gates CB-11 TT w/arms \$80 ea. All equipment in good operating order. Box G-319, BROADCASTING.

Ampex 300-C. \$1275; Ampex 601. \$375. Both excellent condition. Bishop, 911 E. Seventh, Plainfield, New Jersey 07062.

Nearly new (18 months) Gates BC 250-T transmitter. Bill Booth, KTOT, Big Bear Lake, Calif.

Complete FM station equipment 1 kw Western Electric coaxial cable and fittings. 4 bay Andrews, console, modulation frequency monitors. 1st \$4,000 check. WLOV, 11 Lolly Lane, Cranston, R. I.

For sale: ATC Cartridge equipment. Two playbacks, one record amplifier. Six months old. New condition. Used in light duty. We're going stereo. New cost \$1535.00. Make offer FOB, Jacksonville. Don Ritter WDCJ, Riverton Tower, Jacksonville, Florida. 32211. 305-RAYmond 5-2400.

Complete UHF-TV station transmitter equipment, includes 1 kw G. E. transmitter, Filterex, sweep generator, control console and antenna with gain of 25. Now on channel 22. Write P. O. Box 466, Yakima, Washington.

Ampacac, 15,000 mile, 25 water hours. Make reasonable offer. Ken Couch, 41 Upper Loudon Rd., Loudonville, N. Y. Albany—HE 4-0069.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deefay 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.

Free! Top star interviews! Record from your telephone! Write for number. Box 85068, Hollywood 27, California.

MISCELLANEOUS—(Cont'd)

JOCKEY JOKER!—A collection of six gag-files now in one edition. Contains over 500 One Liners, Gags, sound effect bits, station breaks, ad libs, etc. . . . \$7.50. Show-Biz Comedy Service—(Dept. J), 65 Parkway Court, Brooklyn, N. Y. 11235.

Radio stations! Your idle time can turn to profit time, a guaranteed money-maker offered by reliable organization to selected stations. Write for details to Box F-330, BROADCASTING.

Earn more money. Be a better broadcaster. Improve your announcing, newscasting, copywriting and all phases of radio and television broadcasting from Broadcasters Study Course. Contains 23 full sections. Course mailed complete ten dollars. Packard Broadcasters, Exeter, Nebraska.

Top jocks! Moving up? Boost ratings with 100 all different professional, taped one liners. 100 for 10.00. Cash or C.O.D. only. Box G-297, 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, 2803 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing, programing, console operation Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2803 Inwood Road, Dallas 35, Texas.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Since 1948. 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 September 23, January 8 & March 10. For information, references and reservation, 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 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.

FCC License in six weeks. Total cost \$285.00. Not a Q and A course. We have a record of success. Houston Institute of Electronics, 904 M & M Bldg., Houston, Texas.

INSTRUCTIONS—(Cont'd)

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.

First class license in six weeks. Private instruction at classroom rates. Master teacher with 12 years teaching FCC license courses. Write Bob Johnson, 1201 Ninth Street, Manhattan Beach, California.

Help Wanted—Announcers

STEP UP . . .

To a new opportunity in Major Market. Require personality voice for this Middle of Road operation. 3rd Class License and News experience desired. Air check & background to Bill Fresch, WIGO, Indianapolis.

Help Wanted

Production—Programing, Others

PROGRAM DIRECTOR

#1 Top 40 Network Station needs swinging P.D. Midwest market of 400,000 awaits you. Salary open. Send resume, tape and samples of promotions.

Box G-106, BROADCASTING

Help Wanted—Sales

**Television Broadcast
Field Sales Engineers**

Gencom Division, Whittaker Corporation is planning an extensive expansion program and has several openings for broadcast field sales engineers who are capable of preparing detailed proposals for tv studio equipment. The positions provide the opportunity for extensive travel.

The men we seek must have an EE Degree or equivalent, experience in tv station operation and a proven sales record. Send resume stating salary requirements to:

National Sales Manager
Gencom Division,
Whittaker Corporation
12838 Saticoy St.
North Hollywood, California

TOP NEWSMEN

For adult programmed 24 hour news and music operation in one of country's top ten markets. We're looking for the exceptional man to join our staff who combines ability to prepare and deliver on the air news with the desire of teamwork with other members of our staff. No reader's or DJ's need apply. This is a top job with top pay for a top man to join one of today's great Broadcasting organizations. Send tape and complete resume to:

Box G-243, BROADCASTING

Situations Wanted

Management

ATTENTION STATION OWNERS
Top-flight (shirt-sleeves) General Manager and Program Director team now available. Successful in both major and metro markets. Manager has exceptional history in producing top revenue, local/national. P. D. in rating and sales promotions. Capable of producing top competitive station and profits.
Box G-204, BROADCASTING

AGGRESSIVE MANAGER

OUTSTANDING success in establishing chain of AM distressed stations to top ratings and profits. Recently brought single station to highest income and ratings in ten years. Astute Administrator Power Packed in personal sales; Sales management and programming. Present station sold. Best references.
Box G-221, BROADCASTING

Situations Wanted—Announcers

**AVAILABLE
TOP FORMAT DJ
WITH:
FIRST PHONE**

EXCHANGE EXPERIENCE, RATINGS,
REFERENCES FOR TOP DOLLAR IN
METRO MARKET.

Box G-290, BROADCASTING

PROGRAM DIRECTOR
WPTR 50,000 watt
Albany-Schenectady-Troy

Needed immediately current P.D. leaving for larger market. WPTR: First station in currently expanding chain . . . #1 rated, past 2 years . . . Excellent town, facilities, working conditions . . . Good pay plus incentive, bonuses and benefits. P. D. must take charge of department, prefer airshift and handle executive P. R. tasks. Call: General Manager, Perry S. Samuels, 518-UN 9-9271.

TELEVISION—Situations Wanted

Production—Programing, Others

Production—Programing, Others

**EDUCATOR WANTING TO RETURN
TO RADIO OR TELEVISION**

M. S. Degree and five years experience as news and sports announcer in radio and TV.

Box G-278, BROADCASTING

**TO: TELEVISION STATION OWNERS
TELEVISION STATION MANAGERS
FROM: TELEVISION PROGRAM MANAGER**
Resourceful, Energetic, Administrative Assistant available soon. Thirteen years of TV Operational Experience in: Creative production, Competitive programming, Film buying and Scheduling, Imaginative Promotion concepts. For References & resume, Write:
Box G-277, BROADCASTING

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 ■ ■ ■ ■ ■

OPPORTUNITIES

ALL BROADCAST PERSONNEL PLACED ALL MAJOR U. S. MARKETS MIDWEST SATURATION WRITE FOR APPLICATION NOW
BROADCAST EMPLOYMENT SERVICE
4825 10th Ave. So.
Minneapolis, Minn. 55417

MISCELLANEOUS

COVERAGE MAPS

Custom service for Coverage Maps, Sales Brochures, Rate Cards, Personality Sheets, Market Information, Complete Station Brochures. Arm your local and national reps. with the story of your station told by top Agency-quality Collateral Sales Material. All work prepared under the supervision of major-market radio executive and sales people.

STAN NOYES/SALESAIDS
416 Spruce Drive—Naperville, Illinois

Recording studio, 18 years in business, large southern city, fully equipped, opportunity unlimited. Reply:
Box G-313, BROADCASTING

"WORDS OF WISDOM"
QUOTATIONS BY FAMOUS PEOPLE

Taped by professional. 7 to 30 seconds each. Ideal program fillers. Can be sponsored. 100 quotations . . . \$35.00 for 52 weeks exclusive use. Satisfaction guaranteed. Send check to: HAYDEN HUDDLESTON ADVERTISING AGENCY, INC., Shenandoah Building, Roanoke, Virginia.

WANTED TO BUY—Stations

LOOKING

FOR RADIO STATIONS to buy in Southeast. Will consider Georgia, Alabama, Florida, Tenn. N. Carolina, S. Carolina. Stations can be losing money. Markets of 250,000 up preferable, not essential. All replies confidential. You will be dealing directly with principal. Write,
Box G-228, BROADCASTING

WILL PURCHASE RADIO MORTGAGES

Send full information to;
Box G-302, BROADCASTING

CASH

for dog operations, Phoenix, Arizona area. Not concerned with your programming, customers, accounts receivable or staff. Contact Sam, P. O. Box 20,000, El Paso, Texas. Not broker (confidential).

WANTED TO BUY—Stations

Continued

IF PROFIT IS A PROBLEM

Responsible party wishes to purchase AM Radio Station population area 40,000 to 200,000. All replies confidential.
Box G-300, BROADCASTING

NOTICE

Responsible operator seeks radio station in Southwest or Central United States. Principles requested to send full details and comments, to:

Box G-256
BROADCASTING

FOR SALE—Stations

FOR SALE:

A completed application for a CP in fast-growing Northwest Arkansas city. FCC "freeze" lifted. Application ready for filing with few modifications needed. Will sell for \$1,000. Write:
Box G-284, BROADCASTING

NORTHEAST, SMALL MARKET, daytime, with profitable earnings record. Ideal for husband & wife combination owner-operators. \$26,000 down, and 10-year terms on the balance, easily handled out of income. Write:
Box G-305, BROADCASTING

PACIFIC NORTHWEST REGIONAL

Fulltime station on good frequency with annual average gross of over \$140,000 for past two years. Needs Local ownership to develop full profit potential. Good realstate included. \$175,000 on terms.
Box G-201, BROADCASTING

Fla.	single	fulltime	\$ 60M	terms
Me.	single	fulltime	100M	28M
Ala.	medium	profitable	70M	25%
M. W.	major	daytime	160M	50M
South	metro	TV	1 1/4MM	SOLD

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To buy or sell Radio and/or TV properties contact:
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P. O. BOX 9266 - GL 3-8080
AUSTIN 56, TEXAS

STATIONS FOR SALE

1. ROCKY MOUNTAIN. High power full-time. \$175,000. 29% down.
2. SOUTHWEST. Major market. Daytime. \$20,000 down.
3. PACIFIC NORTHWEST. High power daytime. \$25,000 down.
4. SOUTHEAST. Exclusive. \$30,000 down.

JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, California

Continued from page 81

Dean Ford and J. T. Winchester, Charles H. Chamberlain and Brown Publishing Co. for new FM in London and Urbana, all Ohio, in Doc. 15279 et al., granted joint motion by Ford and Winchester and Brown Publishing for continuance of certain procedural dates and to reschedule July 31 hearing for Sept. 15. Action July 15.

By Office of Opinions and Review

■ In proceeding on applications of Harry 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, in Doc. 15006-8, granted petition by Broadcast Bureau to extend time from July 16 to Aug. 10 to reply to Wallerstein's petition for immediate favorable action on applications for renewal of license and transfer of control, and to Aug. 31 for applicants to reply to bureau's pleading. Action July 15.

BROADCAST ACTIONS

by Broadcast Bureau
Actions of July 21

WHP-TV Harrisburg, Pa.—Amended license of WHP-TV to specify operation on channel 21 in lieu of channel 55, in accordance with report and order of Feb. 9, 1961 in Doc. 13610; ERP 398 kw vis. and 200 kw aur.; specify main trans. and ant.

*WDSE-TV Duluth, Minn.—Granted mod. of CP to decrease ant. height to 880 feet; aur. ERP 158 kw.

WAJR-FM Morgantown, W. Va.—Granted mod. of CP to change type trans. and type ant., and install dual polarization; ERP 50 kw; ant. height 260 feet; conditions.

■ Granted licenses for following UHF-TV translator's: K79AH, Connecticut Television Inc., Waterbury, Conn.; K81AQ, Seaside Video Club, Seaside, Gearhart and Warrenton, all Oregon.

■ Following were granted extensions of completion dates as shown: WBAL-TV Baltimore, to Jan. 26, 1965; *WDSE-TV Duluth, Minn., to Jan. 21, 1965; KPVT(TV) Portland, Ore., to Oct. 1; WBKB(TV) Chicago, to Jan. 21, 1965, with conditions; K07GA, Northern Television Inc., Sterling, Soldotna, Kasilof and Kenal, all Alaska, to Jan. 21, 1965.

Actions of July 20

KIRO Inc., Everett, Wash.—Granted CP for new UHF-TV translator, on channel 72, to rebroadcast programs of KIRO-TV (ch. 7), Seattle.

■ Granted licenses for following VHF-TV translator's: K09AE, Spartan Broadcasting Co., Mountain City and Clayton, Ga.; W04AH, Southeastern Broadcasting Corp., Middlesboro, Ky.; K09GJ, Meredith WOW Inc., Clarinda, Iowa; K04DN, Wauneta Junior Chamber of Commerce, Wauneta, Neb.; K11GN, May Broadcasting Co., Clarinda, Iowa; K03CF, K05CI, K10EW, Moffat County, Blue River Valley and Gore Pass, Maybell and rural area, all Colorado, and Savery and Baggs, Wyo.

WSEV Sevierville, Tenn.—Rescinded action of July 15 which granted renewal of license.

Actions of July 17

WMCA New York—Remote control permitted (alternate main trans.).

National Broadcasting Inc., Chicago — Granted license to add one trans. for low power auxiliary; conditions.

WIFE-AM-FM Indianapolis—Rescinded actions of July 15 which granted renewal of licenses.

WDSL Mocksville, N. C.—Granted extension of completion date to Oct. 1.

WBRN Big Rapids, Mich.—Granted mod. of CP to increase mv/m; condition.

KFAY-FM Fayetteville, Ark. — Granted mod. of CP to change type ant.

KHOB Hobbs, N. M.—Granted CP to change ant.-trans. and studio location, and make changes in ant. system.

WMVG Milledgeville, Ga.—Granted CP to change ant.-trans. and studio location.

WBFG(FM) Detroit — Granted CP to

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, July 22

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,918	78	78	335
FM	1,146	44	208	269
TV	523 ¹	60	85	155

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, July 22

	VHF	UHF	TV
Commercial	512 ²	156	668
Noncommercial	57	50	107

COMMERCIAL STATION BOXSCORE

Compiled by FCC, May 31

	AM	FM	TV
Licensed (all on air)	3,895	1,136	520 ¹
CP's on air (new stations)	77	36	63
CP's not on air (new stations)	79	188	80
Total authorized stations	4,051	1,360	663
Applications for new stations (not in hearing)	202	216	71
Applications for new stations (in hearing)	88	37	66
Total applications for new stations	290	253	137
Applications for major changes (not in hearing)	193	52	41
Applications for major changes (in hearing)	41	4	11
Total applications for major changes	234	56	52
Licenses deleted	0	1	0
CP's deleted	0	0	0

¹ Does not include seven licensed stations off air.

² Includes three noncommercial stations operating on commercial channels.

change ant.-trans. location, decrease ERP to 40 kw, increase ant. height to 470 feet, and install new trans. and new ant.; remote control permitted.

KKHI-FM San Francisco—Granted mod. of CP to install vertical polarized ant.; ERP 5.6 kw; remote control permitted.

WYSL-FM Buffalo, N. Y.—Granted mod. of CP to change type trans., and install new ant.; ant. height 340 feet; conditions.

WLOC-FM Munfordville, Ky.—Granted mod. of CP to change type ant.

Actions of July 16

Spartan Radiocasting Co., Nars Hill, N. C.—Granted CP for new VHF-TV translator, on channel 2, to rebroadcast programs of WSPA-TV (ch. 7) Spartanburg, S. C.

National Broadcasting Inc., Chicago — Granted renewal of license for low power auxiliary.

WWCO-FM Waterbury, Conn.—Reconsidered and set aside June 12 action which cancelled CP; reassigned call letters.

WARC(FM) Meadville, Pa.—Granted CP to change frequency from channel 201 (88.1 mc) to channel 212 (90.3 mc), continued operation with ERP 33 watts and ant. height 79 feet.

*WRTC-FM Hartford, Conn.—Granted CP to install new transmission line.

WJBR(FM) Wilmington, Del.—Granted CP to increase ant. height to 500 feet, install new trans., new horizontal and vertical ant.; ERP 19 kw; condition.

KUOW(FM) Seattle—Granted CP to change ant.-trans. location, increase ERP to 46 kw, ant. height to 760 feet, install new ant. and change transmission line.

KSL-FM Salt Lake City—Granted CP to increase ERP to 13 kw, install new ant. and move ant.-trans. location.

KCHQ-FM Coachella, Calif.—Granted CP to install new trans., make changes in ant. system with ERP 25 kw; conditions.

KBNO(FM) Houston—Granted CP to install new trans., new ant. with ERP 18 kw.

WPPA-FM Pottsville, Pa.—Granted CP to install alternate main trans. on channel 270 (101.9 mc) with ERP 2.8 kw at main ant.-trans. location.

WMIT(FM) Black Mountain, N. C.—Granted CP to move ant.-trans. location, install new trans., decrease ant. height to 3,070 feet, install horizontal polarized ant. and use

ERP of 36 kw.

K02XFP Wenatchee, Wash.—Granted CP and license for addition of UHF power amplifier to existing translator trans. for experimental TV.

WPIX(TV) (ch. 11) New York—Granted CP to change type ant. and make changes in ant. system.

WAGR-FM Lumberton, N. C.—Granted mod. of CP to change type trans. and ant.

WLCM-FM Lancaster, S. C.—Granted mod. of CP to change type ant.

KOCY-FM Oklahoma City—Granted mod. of CP to decrease ERP to 35 kw, change type trans. and ant.; condition.

WDEC-FM Americus, Ga.—Granted mod. of CP to change type trans. and ant.

WSFC-FM Somerset, Ky.—Granted mod. of CP to change type trans. and ant.

■ Granted renewal of licenses for following: KAMD Camden, Ark.; KGKO Benton, Ark.; KZNG Hot Springs, Ark.; WEBX Jacksonville Beach, Fla.; WCLD Cleveland, Miss.; WCLS Columbus, Ga.; WKLS(FM) Atlanta; WLOE-FM Leaksville, N.C.; WNPT Tuscaloosa, Ala.; WOBS Jacksonville, Fla.; WALG Albany, Ga.; WAYX Waycross, Ga.; WDAX McRae, Ga.; WMOG Brunswick, Ga., and WDAK Columbus, Ga.

■ Rescinded grants of following applications for renewal of licenses: WBVL Bourbonville, Ky.; WLCK Scottsville, Ky., and WRAY Princeton, Ind.

Action of July 15

KGEE Bakersfield, Calif.—Granted change in remote control authority; condition.

WSBA-FM York, Pa.—Granted change in remote control authority.

College Radio, Amherst, Mass., and Pioneer Valley Broadcasting Co., Northampton, Mass.—Designated for consolidated hearing applications for new FMs on channel 257 (99.3 mc) with 3 kw—College Radio with ant. height of minus 100 feet, and Pioneer Valley Broadcasting Co. with ant. height of 300 feet.

KXIC Iowa City—Granted CP to make changes in directional ant. pattern.

KVGB Great Bend, Kan.—Granted CP to make changes in nighttime directional ant. pattern.

KLST(FM) Colorado Springs—Granted license for FM.

WDHA-FM Dover, N. J.—Granted mod. of CP to change type ant., decrease ERP to

870 w, and increase ant. height to 225 feet (auxiliary trans.).

*WSLU(FM) Canton, N. Y.—Granted mod. of CP to increase ERP to 8.4 kw and ant. height to 145 feet, and move ant.-trans. location.

■ Granted renewal of licenses for following: WANE Fort Wayne, Ind.; WCLE-AM-FM, Cleveland, Tenn.; WDXL Lexington, Tenn.; WHLP Centerville, Tenn.; WJAK Jackson, Tenn.; WKYW Louisville, Ky.; WROL Fountain City, Tenn.; WRVK Mount Vernon, Ky.; WSEV-AM-FM Sevierville, Tenn.; WLAP-FM Lexington, Ky.; WTRE(FM) Greenburg, Ind.; WVLC-FM Lexington, Ky.; WKBV-FM Richmond, Ind.; WBIR-AM-FM Knoxville, Tenn.; WCDT Winchester, Tenn.; WCPH Etowah, Tenn.; WDXB Chattanooga; WJOB Hammond, Ind.; WLAP Lexington, Ky.; WNOO Chattanooga; WRKH Rockwood, Tenn.; WTMT Louisville, Ky.; WTRC Elkhart, Ind.; WVJS Owensboro, Ky.; WWKY Winchester, Ky.; WXVW Jeffersonville, Ind.; WJCW-FM Johnson City, Tenn.; WMRI-FM Marion, Ind.; WATE Knoxville, Tenn.; WHLT Huntington, Ind.; WAVE Louisville, Ky.; WGNS Murfreesboro, Tenn.; WTRO Dyersburg, Tenn.; WORX Madison, Ind.; WIMS Michigan City, Ind.; WGRV-AM-FM Greeneville, Tenn.; WNDU-FM South Bend, Ind.; WKAM Goshen, Ind.; WCLC Jamestown, Tenn.; WDOD-AM-FM Chattanooga; WFMW-FM Madisonville, Ky.; WHDM McKenzie, Tenn.; WIFE-FM-AM Indianapolis, WJFC Jefferson City, Tenn.; WRGS Rogersville, Tenn.; WROZ Evansville, Ind.; WSAC Fort Knox, Ky.; WSON Henderson, Ky.; WKPT-FM Kinesport, Tenn.; WTRC-FM Elkhart, Ind.; WSIO(FM) Owensboro, Ky.; WSKT Colonial Village, Tenn.; WIVK Knoxville, Tenn.; WBMC McMinnville, Tenn.; WCDG Glasgow, Ky.; WCMJ-AM-FM Ashland, Ky.; WDBL Springfield, Tenn.; WEPG South Pittsburg, Tenn.; WPKY Frankfort, Ky.; WLAF LaFollette, Tenn.; WLSI Pikeville, Ky.; WOPI-AM-FM Bristol, Tenn.; WSIF Paintsville, Ky.; WTPR Paris, Tenn.; WVLK Lexington, Ky.; WREC Memphis; WWCA Gary, Ind.; WXLW Indianapolis; WZYX Cowan, Tenn.; WKOF(FM) Hopkinsville, Ky.; WNES-FM Central City, Ky.; WBTO Linton, Ind.; WAIV(FM) Indianapolis; WFMW Madisonville, Ky.; WITZ-AM-FM Jasper, Ind.; WARU Peru, Ind.; WHNR(FM) McMinnville, Tenn.; WNDU South Bend, Ind.; WFLW Monticello, Ky.; WHER Memphis; WGYW Knoxville, Tenn.; WGRY Gary, Ind., and WFIU(FM) Bloomington, Ind.

Action of July 13

Circle L Inc., Carson City, Nev.—Granted CP for new UHF-TV translator, on channel 80, to rebroadcast programs of KCRL (ch. 4) Reno.

Actions of July 10

Lobo Valley TV Association, Lobo Valley, Tex.—Granted CP for new VHF-TV translator, on channel 13, to rebroadcast programs of KR0D-TV (ch. 4) El Paso.

Donley County Translator System, Clarendon, Tex.—Granted CP for new UHF-TV translator, on channel 74, to rebroadcast programs of KFDA-TV (ch. 10) Amarillo, Tex.

Presidio TV Co., Presidio, Tex.—Granted CP for new VHF-TV translator, on channel 9, to rebroadcast programs of KOSA-TV (ch. 7) Odessa, Tex.

City of Douglas Translator Committee, Douglas, Ariz.—Granted CP's for new VHF-TV translator, on channels 2, 6 and 11, to rebroadcast KOLD-TV (ch. 13), KGUN-TV (ch. 9) and KVOA-TV (ch. 4) Tucson, Ariz.

Rulemakings

PETITIONS FOR RULEMAKING FILED

■ South Central Educational Council, Harrisburg, Pa.—Requests amendment of rules to delete reservation on channel 65 and make channel 33 educational in Harrisburg. Received June 25.

■ WENY Inc., Elmira, N. Y.—Requests institution of rulemaking proceedings to allocate channel 224A to Elmira. Received July 9.

PETITION FOR RULEMAKING

WITHDRAWN

■ Lake Superior Broadcasting Co., Marquette, Mich.—Requests institution of rulemaking proceeding to shift channel 3 from Escanaba, Mich., to Marquette and relocate channel 13 from Marquette to Escanaba. Received June 8 and withdrawn July 10.

"Enter a contest and win a career in advertising!"

That somewhat stereotyped slogan succinctly summarized the way that David Franklin Bascom, today president of the San Francisco-based advertising agency, Guild, Bascom & Bonfigli, got his start.

It happened not quite 30 years ago. Dave Bascom had come to San Francisco with a burning desire to get into advertising and had been impressed with the free-swinging methods employed by a local candy company whose product rejoiced in the name "Awful Fresh MacFarlane." So he pestered them incessantly for a job. Finally he was given a chance to show what he could do in a competition for a new package.

"The winner was to get \$25, the losers, nothing," he recalls. "They could get away with things like that in those days of depression. I was glad just to get a chance to enter. I'd been studying advertising art and I knew enough to realize I couldn't compete with professional designers in creating a beautiful package. So I took an off-beat approach and began folding and cutting paper until I had a pattern for a house-shaped box. I covered the outside with funny slogans on the theory that I'd make up in quantity for what was lacking in quality."

A Big Winner ■ He won the contest, collected the \$25 and then got what he really wanted, a job with the company. It was a sort of do-what-nobody-else-wants-to-do job that included window trimming and truck driving as well as package designing, but Dave Bascom tackled it energetically and within a year he became advertising manager.

He held that position for something like six years before moving into the advertising agency field as copy chief of Garfield & Guild Advertising. Here he worked with Walter Guild, agency partner, and Dan Bonfigli, art director. On March 1, 1949, this trio left G&G to form their own agency.

In its first year, GB&B billed \$200,000. By 1953, the fifth year, billings had grown to \$3,123,000, and 10 years later, in 1963, the total was over \$18 million. Meanwhile, the staff had grown to 145 and the agency had offices in New York, Los Angeles and Seattle in addition to its San Francisco headquarters. Mr. Bascom has been creative head of the agency since its formation and its president for the past year.

Advertising historians will have to decide whether the creation of "The Candy Shanty" marked the start of the off-beat school of advertising for which San Francisco has become noted. Whatever their decision, there is no disputing that through the intervening years Dave Bascom has been a notable creator of the kind of advertising that amuses its

Mr. Bascom builds his candy shanty

way into the mind of the consumer and locks itself in his memory until he has bought the product.

Memorable Spots ■ Who could forget the radio spots produced by GB&B under Mr. Bascom's supervision for Mother's cookies "in the passionate purple package?" Or the "masked grandma," also on radio, who went around stealing Mary Ellen's jam? Or the TV spots in which Lee Goodman explained why Wheat Chex, Rice Chex and Corn Chex are adult cereals, too good for children? Or countless others, up to and including the new TV spot of a man down on the floor at a cocktail party explaining, with the aid of two jars of Skippy peanut butter and a handful of peanuts, how the peanut scrutinizer removes any

WEEK'S PROFILE



David Franklin Bascom—Pres., Guild, Bascom & Bonfigli, San Francisco; b. Oil City, Pa., Jan. 29, 1912; Academy of Advertising Art, San Francisco, 1931-32; circulation dept., 'Saturday Evening Post,' 1932-34; 'San Francisco Chronicle,' 1933-35; freelance artist, 1933-36; adv. mgr., Awful Fresh MacFarlane candies, 1936-43; copy chief, Garfield & Guild, 1943-49; partner-founder, GB&B 1949; president, GB&B, 1963; m. Mary C. Smith, 1937; New York Assn. of Advertising Men & Women citation, 1947; American Graphic Arts Society award of merit, 1950; Sylvania TV award, 1954; Art Directors Club medal, 1955; Ryder award for outstanding achievement in advertising, 1957.

chance of an imperfect peanut getting into the mix.

As creative head of the agency, Mr. Bascom is involved with all campaigns for Skippy and Ralston; he writes much of the copy.

"Humor, properly used, can be an extremely effective advertising tool," Mr. Bascom explained, "and that Skippy spot is a good example. Here is a real scientific improvement in the manufacturing process, one that makes a good product even better. Here's a fact to be told and the problem was to tell it without using the words 'new' and 'improved' superimposed on the picture."

But humor is a useful advertising technique only insofar as it helps to put over a serious sales message, Mr. Bascom believes. "The point is to tell the public something about a product that will make them want to buy it or about a service that will make them want to try it. We don't spend our clients' money just to pass along a new joke. GB&B has a reputation for being different, but when we are it's a difference with a purpose."

Skippy's long experience with program sponsorship—*The Skippy Hollywood Theater*, for more than a decade on radio and *You Asked for It*, for seven years on television—has left Mr. Bascom with a firm conviction that a program of its own is worth a dozen spots or participations for any company.

One particular advantage of single-sponsorship of a program, he avers, is that it enables the sponsor to insure that his commercial will be presented in the proper setting. "Many commercials seem silly or offensive just because their mood clashes with the mood of the program. The viewer who has just witnessed a scene of tense drama resents having that mood broken by a frivolous commercial, but he would have enjoyed that same spot if it had been used in a comedy. When an advertiser is the only sponsor, he can control these things; when he buys a spot he takes his chances."

Fishing—fly fishing—is Dave Bascom's favorite sport and he spends as much time as he can in an old cabin on a stream in Montana about 12 miles west of Yellowstone Park, where "I write copy between rises." Other hobbies are painting, drawing, photography, collecting old books, "fiddling around with the piano and guitar, which I can't play, but I have a lot of fun," and poker, which he plays better than most, his associates wryly agree. He also has a patent for a "golfing clubrod" that lets a golfer drive and then reel in his ball. Conceived as a gag birthday gift for Walter Guild, golfer turned fisherman, the device is now being produced commercially and several thousand have been sold.

ROS for run-of-schedule color

IN large-space newspaper and trade ads *Life* magazine last week went to extra lengths to promote its coverage of the Republican convention. What ingredient could *Life* claim it was adding to the pictorial presentation of an event that television had already conveyed to every corner of the nation? Color.

"Millions of Americans followed the convention on television and in the newspapers," said one *Life* ad. "Yet tomorrow morning they will turn to *Life* and see how *Life* handled the story—to see what the added dimension of dramatic color photography can bring to an event."

Well, *Life* has a point. Color undeniably would have added a dramatic dimension to television's coverage of the Republican convention (as it would to coverage of almost any other event that we can think of), yet so far television lacks the equipment and the incentive to produce in color so complicated a program as the coverage of a political convention. The problem, of course, is that while *Life's* audience is totally equipped to receive any color that it or any other publication can produce, the television audience is still mostly color blind. In such circumstances it makes more economic sense for *Life* than for television to engage in costly color production.

But circumstances are beginning to change. At long last prices of color television sets are beginning to fall toward mass-marketing levels, and it is more than possible that within the next couple of years the color increment within the total television audience will grow to significant dimensions. It is in their own interest that television broadcasters do everything they can to accelerate color set distribution. The volume of color program production must be increased if set buyers are to be persuaded to invest in color receivers.

In its ad hailing the speed of its color coverage of the Republican convention, *Life* said: "Of course, these readers won't know the physical problems *Life* had to overcome to produce this issue in just 80-some hours. But they will recognize—and appreciate—the urgency and excitement of *Life's* coverage. That's what attracts 32 million Americans to each issue of *Life*. Shouldn't this audience see your ad?"

The question is as pertinent to television broadcasters as to the advertisers *Life* hopes to attract.

Good-bye, Mr. Chips

WE hadn't planned to comment further on the departure of LeRoy Collins from the presidency of the National Association of Broadcasters. But events since our observations here three weeks ago warrant clarification.

Mr. Collins is now ensconced as director of Community Relations Services under the Civil Rights Law after three and-one-half years at the NAB that were, to say the least, turbulent.

Many NAB members have criticized the generous settlement made with Mr. Collins by the executive committee with the concurrence of a majority of the 44-member board. Mr. Collins had proposed to resign, and the association therefore was under no obligation to pay any severance.

Legally that was so. But, as a practical matter, the severance was prudent, even though generous. Mr. Collins's government pay is about \$22,500—or less than one-third of his \$75,000 NAB salary, excluding the \$25,000 expense account. The settlement was for \$60,000 cash, plus an \$8,000 Cadillac, plus a color-TV set, plus an AM-FM combination, plus a \$550 oil painting, plus a set of reference books.

Now if the board hadn't made a satisfactory settlement,

Mr. Collins might not have answered President Johnson's call. So Mr. Collins might have stayed on and at the end of the year the board would have had to terminate his contract or extend it. The odds were heavily in favor of termination. Mr. Collins would have received automatically one year's severance pay (\$75,000) and probably would have gotten those "incidentals" anyway. But there would have been a fight that would have hurt the broadcasters' image.

The NAB executive committee, headed by Willard Schroeder as joint board chairman, deserves commendation for the dignified and efficient way in which it handled the Collins affair. It could have been sticky. And it actually cost the association less in money and anguish than if the separation had been deferred until the end of the year.

The President wanted Mr. Collins for a tough job. The broadcasters, knowing this, were magnanimous and made him available. In so doing they also solved a problem.

The NAB, under the executive committee's policy direction, and with Vince Wasilewski as acting chief executive officer, is in good interim hands. There's ample time for members to decide what kind of president they want and whether there should be a change in structure.

A chance for real growth

THE amount of revenue and profit generated by the television system in this country continues to increase at a rate that suggests an opportunity for the development of new stations and, hence, new conditions of competition.

As reported last week by the FCC, total revenues and profits of networks and stations in 1963 were agreeably larger than those of 1962. The details are presented elsewhere in this issue. In them can be found the promise of economic support for a system comprising more units than the three networks and 565 stations now in business. Increased competition will eliminate the rationale for federal regulation that now is moving toward the public-utility concept of control.

Up to now, of course, the deterrent to expansion has been the inequality of competition between UHF and VHF stations and the unavailability of more V assignments in desirable markets. Now that the law requires all sets to be equipped for U as well as V reception, the physical differences between V and U will gradually diminish. Clearly the advertising potential for a larger system already exists.



Drawn for BROADCASTING by Sid Hix

"Now for the next item on our fashion show . . . a topless swim suit!"



30 kw UHF transmitter



Type TTU-30A

...with long-life, integral-cavity klystrons...has lowest operating cost of any 30-kw UHF transmitter!

Here's a brand-new 30-kw transmitter in a compact size, combining top performance with lowest operating cost. It features eye-level, easy-to-read meters, new space-age electronics, new vapor-cooled klystrons. Designed for remote control... Direct FM aural modulation for finest sound... to 1,000,000 watts ERP.

NEW TYPE KLYSTRONS—These klystrons are Integral-Cavity type, which permit low-cost factory pre-tuning. They are long-life klystrons, warranted for 8000 hours aural, 4000 visual.

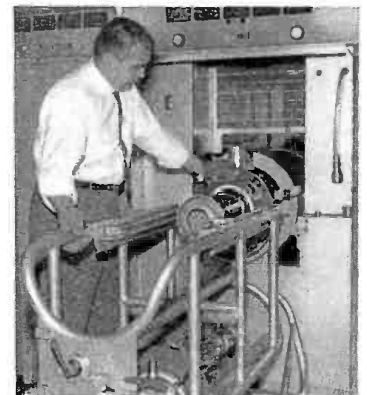
NEW VAPOR COOLING—Vapor cooling of klystrons permits smaller, more economical heat transfer equipment. Vapor cooling assures highest cooling efficiency, reducing operating costs.

UNIQUE KLYSTRON CHANGE SYSTEM—The TTU-30A transmitter can be installed in a room with ordinary 8 ft. ceiling. Either klystron—aural or visual—can be changed in approximately 5 minutes... from power "off" to power "on."

PLUG-IN SILICON RECTIFIERS—These plug-in modules improve power supply efficiency—reducing the cost of primary power and raising reliability. Modules are designed for quick replacement (although normally this is not necessary).

SPACE-SAVING DESIGN—Requires less floor space than the 25-kw system it replaces. Walk-in cabinet design and the use of vapor-cooling are among reasons for its unusual compactness.

NEW 10-KW AND 2-KW—Also in this new line are a completely air-cooled 10-kw, and a 2-kw that easily can be expanded to a 10-kw.



Klystron change is accomplished in only a few minutes with this unique carriage.

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



THE MOST TRUSTED NAME IN TELEVISION

**Are you
sure
your stereo
signal
meets F.C.C.
requirements?**

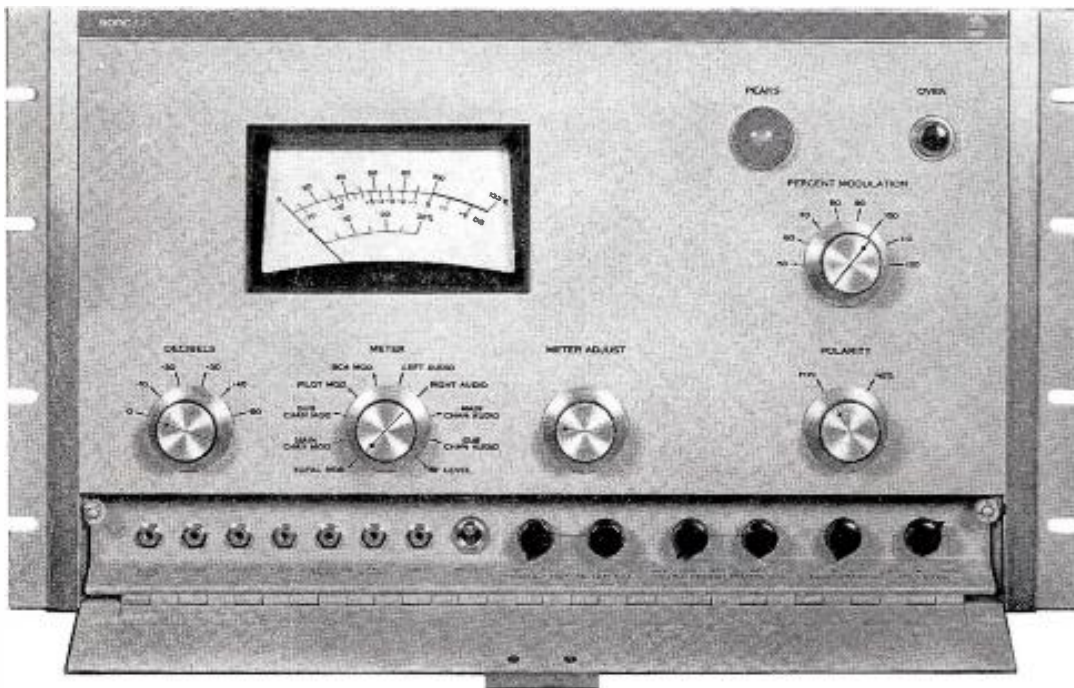
Collins 900C is the final authority!

Collins' new 900C-1 accurately monitors and measures FM emissions to tell you whether you are meeting F.C.C. requirements.

The 900C-1 determines precisely the critical parameters specified by the F.C.C. for high quality stereo broadcasting. It's the only monitor available that will do it.

Collins supplied this precision instrument before the F.C.C. stereo monitor Type-Approval rules were proposed and Collins guarantees that the 900C-1 will be Type-Approved for stereo. (It's already Type-Approved for monophonic-main channel.) Existing monitors will be modified if necessary.

Deliveries are not yet current with demand, but *don't wait* to place your order at the present price, \$2300. Call or write today for information.



COLLINS RADIO COMPANY • Broadcast Communication Division, Dallas



30 Years in the
Broadcast Business