



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Collins says Salant 'confused' on NAB pay-TV policy. p31

Computers cure for ad waste, says Marion Harper. p40

Rich sees networks' 4th quarter as buyer's market. p54

Rancor intrudes into Emmys' sweet 16 celebration. p70

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512763
BY JOC
115
U.S. Air Force
Air University Lib
63-8999
Serial Acq Section
Maxwell AFB Ala



HOOSIER FAVORITE

INDIANAPOLIS

Wife

REALLY HAS THE PULSE

A.M. **46%**

P.M. **45%**

PULSE

FEB. - MAR., 1964

MON. - FRI., 6 a.m. to 6 p.m.

7 COUNTIES

Marion	Morgan
Hendricks	Johnson
Hamilton	Shelby
Hancock	

The data used are estimates only, subject to whatever limitations and errors are inherent in indicated sources.

THE STAR STATIONS

SOLD NATIONALLY BY H-R Radio

WIFE AM-FM INDIANAPOLIS
KOIL AM-FM OMAHA
KISN PORTLAND

DON W. BURDEN, PRESIDENT

WTR EFFIGIES

Wheeling

A SERIES OF FRAMEABLE ADworld CLOSE-UPS!

RESEARCH DIRECTOR

(SEER O' KNOW)



3 WTReffigy TV SERIES FROM WHEELING, W. VA.

Scan Zoo Animals, Inc., Los Angeles, California

NEW TOWER . . . 529,300 TV HOMES

Greater WTRF-TV Wheeling/Steubenville Industrial Ohio Valley . . .

A lively buying audience spending 5 1/3 Billion Dollars Annually . . .

Merchandising . . . Promotion . . . Rated Favorite!

WTRF-TV Wheeling!

Represented Nationally by



316,000 watts



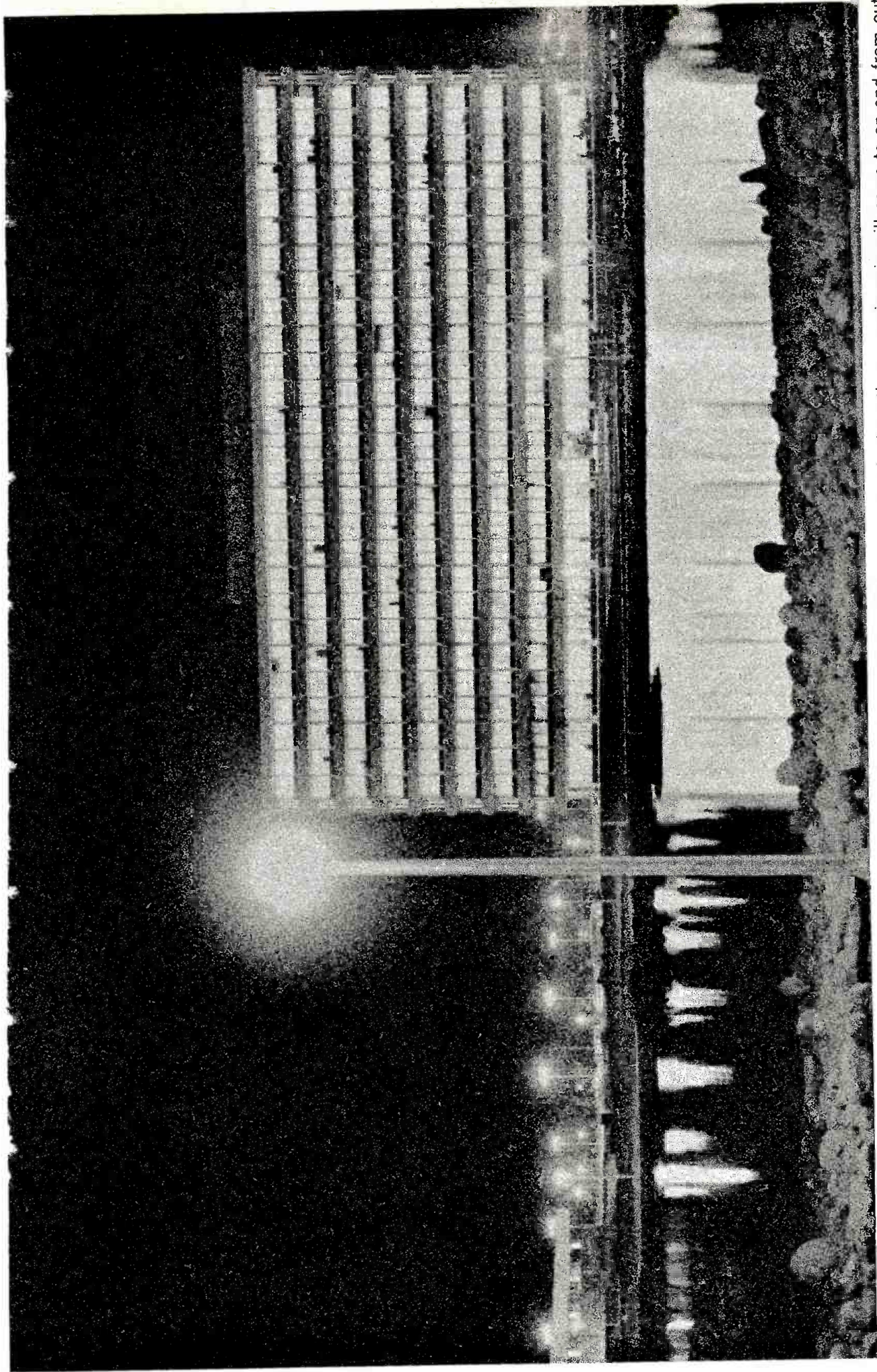
network color



(RED EYED SET? Write for your frameable
WTReffigies, our ad-world close-up series!)

wtrf^{tv} 7

WHEELING 7, WEST VIRGINIA

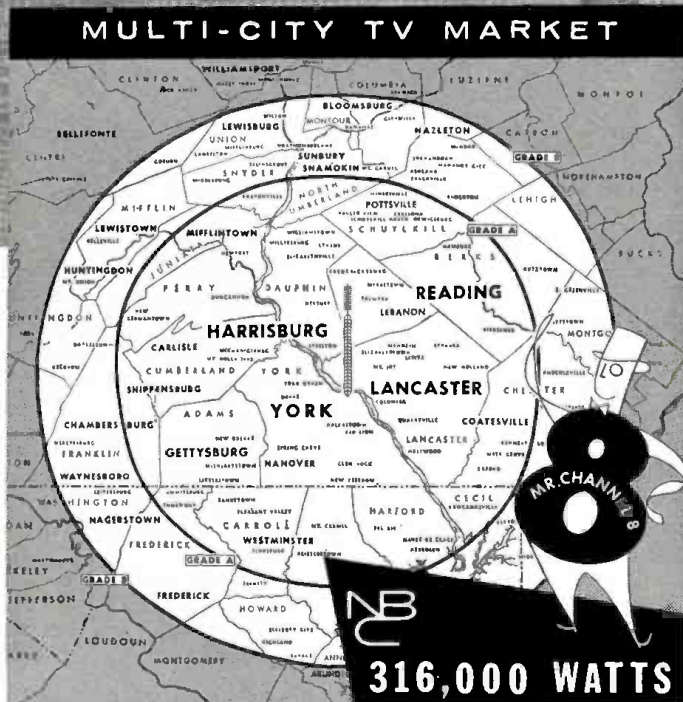


The long centuries when men aspired to the moon in vain will come to an end from out of the multi-building complex and control center of the National Aeronautics and Space Administration. And, here in Space City, the men who will do the job watch KTRK-TV...

PROGRESS REPORT: HOUSTON

RELAX

Let **WGAL-TV** do your sales work. It is the outstanding selling medium in the Lancaster/Harrisburg/York 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, May 18, 1964

Mercy killings in AM

When FCC considers proposal to lift AM freeze this week or next, it will be based on establishment of rigid technical criteria that would permit thinning out of assignments in "over-populated" areas through mergers without danger of others applying for same facilities. Existing allocations would be "grandfathered," to be continued as long as stations remained in same location under same ownership. Freeze, which was invoked two years ago, is expected to be thawed within next few weeks as FCC Chairman E. William Henry advised recent NAB convention (BROADCASTING, April 13).

Tailoring problem

Scheduling advertising messages in televised sports events promises to become more complicated as rising costs require more commercials, but CBS-TV sports authorities think they've worked out solution for next fall's National Football League games that won't disrupt play or irritate fans. There'll be two more commercials per game than this year—18 vs. 16—but one will be scheduled between halves, and for first time network plans to schedule some messages after field-goal attempts that miss. If teams should then line up in less than minute, referee would delay resumption of play for whatever seconds remain.

Ordinarily pro football has enough scoring, team changes and timeouts to more than accommodate commercials, but CBS-TV itself can call timeout under certain limited conditions. If play is uninterrupted for 10 consecutive minutes, referee on signal from network representative will call timeout at first point that isn't apt to affect outcome of game (he won't interrupt when either team is moving well or when timeout might benefit one team more than other). In closing minutes, trailing team usually calls frequent timeouts to stop clock, but network tries to get its commercials in before this point is reached so that fans in stadium won't be justified in complaining—as they sometimes do—that one team is being aided by delays called "just to get the commercial in."

Tighter rein on staff?

FCC held special, "private" meeting last Monday in connection with Commissioner Lee Loevinger's vehement complaint about manner staff handled order setting unopposed Pacific Northwest UHF applicant for hearing (CLOSED CIRCUIT, May 11). He had written stinging, 20-page dissent based

on programing issue—one of several in proposed order. But then staff, after seeing dissent, revamped section summarizing facts on that issue. This caused Commissioner Loevinger to explode. Who, he wanted to know, in effect, was in charge—commission or staff?

At meeting Monday, much of tension appeared to have been taken out of situation. Commissioners said dispute involved "misunderstanding," that staff was guilty of "sloppy work" but didn't try to "switch grounds" on Commissioner Loevinger. One immediate result was that commissioners favoring hearing for application undertook, with staff help, to rewrite order themselves. Longer-range result, according to one official, is that commission will employ "firmer hand" in managing staff.

Buddying up to a bogey

FCC Commissioner Frederick W. Ford is going to attempt to put telecasters' current concern with CATV into historical perspective. In speech he is preparing for National Community Television Association convention June 15-19 in Philadelphia, he plans to point out that (1) when radio came along, newspaper publishers were frightened; (2) when TV came along, radio broadcasters were frightened, and (3) now that CATV has come along, telecasters are frightened. But, he's planning to say, in case of newspapers and radio broadcasters, they joined new businesses they had been fighting. So it'll be with TV and CATV, he surmises.

A batch of Bennys

If enough want it, CBS-TV affiliates can have Jack Benny six times a week next fall instead of once. Some have suggested that CBS-TV—which plans to put Benny re-runs into Sunday 5-5:30 period when Mr. Benny himself moves to NBC-TV (BROADCASTING, May 11)—also carry Benny repeats at 4:30-5 p.m. Monday through Friday. This is period CBS-TV returned to stations when it expanded evening news. Network has queried affiliates on across-the-board proposal on basis giving CBS-TV one commercial for sale, letting stations sell other five daily availabilities locally. Some affiliates feel that although move would be welcome among smaller stations, acceptances may not reach 75% coverage level that CBS-TV says it needed to put it into effect.

CLOSED CIRCUIT®

NBC presumably won't be distraught if CBS-TV across-the-board plan doesn't jell, since six Benny repeats per week might jade audience appetite for comedian's new weekly appearances on NBC-TV. NBC conceivably could find new competition in another area, however. Some CBS-TV affiliates have asked about some sort of late-night programing opposite NBC-TV's Tonight. General affiliate attitudes on this, too, are being solicited, but apparently it's wholly preliminary exploration since there's been no talk of formats or personalities who might be involved and no minimum-coverage levels have been mentioned.

Dodd again

ABC was invited last week to be first media witness "around June 2" when Senate Juvenile Delinquency Subcommittee starts its check-back probe for violence and sex in television programing. Senator Thomas J. Dodd (D-Conn.), chairman, disclosed plans for hearing late last year (BROADCASTING, Dec. 23, 1963), but sessions haven't materialized, due partly to extended civil rights debate. As it is, however, TV executives can expect early sessions—beginning at 7:30 a.m. Because panel can only get in few hours of hearing daily, networks are being scheduled separately, and NBC and CBS will follow. Film producers may be called depending on network testimony.

Lee calls a foul

FCC Commissioner Robert E. Lee has complained to colleagues about full-page, anti-all-channel-receiver advertisement in Oklahoma City, Okla., but they decided last week against sending formal letter on it to Federal Trade Commission, as he suggested. Instead, matter will be handled through normal liaison that exists between two federal agencies at staff level.

Advertisement, taken out by RCA distributor, said all-channel receivers that set manufacturers are now required to build are of no use in Oklahoma City area. Commissioner Lee says this is misleading advertising, cites KOKH-TV, educational station operating on channel 25 there. He wants to nip in bud any trend to anti-all-channel-set advertising by distributors who might have stocked up on VHF-only receivers before changeover date (BROADCASTING, April 27 et seq.).

Sign up **NOW** for...



THE LIEUTENANT

Full details
from any
MGM-TV salesman



New York • Chicago • Culver City • Charlotte • Toronto

Your station will recruit big audiences and happy advertisers with this one.

Excitingly different hour-long drama series starring Gary Lockwood and Robert Vaughn with a great roster of guest stars. Available for Fall start.

WEEK IN BRIEF

Collins tells Salant that NAB has not adopted policy on legislation against pay TV, only on CATV. Misunderstanding is believed to be at root of the confusion. See . . .

CONFUSION OVER PAY TV . . . 31

B&B's Lee Rich estimates there is \$50 million of unsold prime time at networks for coming October-December period. He warns again of rising commercial costs. See . . .

A BUYER'S MARKET? . . . 54

Specter of payola still haunts broadcasters, FCC tells Congress. Suggests national investigation be made. Also reports receiving 1,660 complaints a month in '63. See . . .

PAYOLA STILL ALIVE . . . 61

Advertising money is often misused, ANA convention told, but spending will almost double in 10 years. Interpublic's Harper says computers are the answer. See . . .

ASK THE COMPUTER . . . 40

The fine arts and baseball form backbone of STV programming plans as outlined by Pat Weaver. Will start operation July 1 with 7,000-8,000 subscribers, he says. See . . .

STV'S PROGRAM PLANS . . . 33

Miss Emmy loses a number of sugar daddies, and it looks as if the television awards in their present form are doomed. NBC-TV fights lonely battle in their defense. See . . .

EMMY'S VIRTUE ATTACKED . . . 70

Fred Ford accepts reappointment to FCC after chat at White House. He won't talk about it, but speculation is that Johnson doesn't want to rock the boat. See . . .

FORD AGREES TO STAY . . . 60

Study of plug-in, car and portable radios shows listening is burgeoning every hour in every season. CBS Radio says listening peaks occur weekday mornings. See . . .

RADIO GETS MORE AND MORE . . . 66

More than 13 million imported radio sets flooded U. S. market in 1963, Commerce Department says. Most were from Japan. Sales of domestic sets fell off. See . . .

IMPORTS TOP \$100 MILLION . . . 75

Lee and lawyer clash on FCC's renewal backlog at programming executives meeting. Pierson says proposed new TV reporting forms will form additional delays. See . . .

PROGRAMS FREE OR CHAINED? . . . 76

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Broadcasting

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LET'S TALK MOVIES!

LAST YEAR WTIC-TV TELECAST

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

NOT ONLY NEW, BUT FINE MOVIES, SUCH AS —

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

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

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

For television leadership in movies, look to

WTIC-TV3

HARTFORD, CONNECTICUT

**REPRESENTED BY HARRINGTON,
RIGHTER & PARSONS, INC.**



Artists, producers settle differences

Strike against East Coast Television Program Producers by local 829 of United Scenic Artists, which had halted or delayed production in New York on various network series, was settled Friday (May 15) by agreement calling for average 10.7% wage increase for 550 employees (see page 77).

After settlement was announced, Plautus Productions, which had moved production staff to Hollywood to film episodes of *The Defenders* and *The Nurses* (both on CBS-TV), reported that only two episodes now would be made on West Coast. Spokesman said remaining programs in this year's cycle and those for next year would be produced in New York, starting in approximately two weeks.

Under terms of agreement, which runs through Dec. 31, 1965, weekly wages of costume designers are raised from \$287 to \$317.71 and of art directors from \$429 to \$475. Pay scale of scenic artists are increased from \$45 to \$50 per day. Another key provision provides that East Coast program producers will make contribution to union's pension and welfare fund, retroactive to April 1, 1962.

Member companies of East Coast TV series producers associations, which are signatories to agreement (in addition to Plautus), are Chrislaw Productions (*Patty Duke Show* in association with United Artists Television and on ABC-TV); Richelieu Productions (*The Reporter* to be on CBS-TV); Ben Gradus Productions (untitled series on former President Truman's tenure in office) and Talent Associates-Paramount (*Mr. Broadway* to be on CBS-TV).

Collins says he won't head cigarette code

Published reports that LeRoy Collins, president of National Association of Broadcasters, had inside track to be administrator of cigarette advertising code were unequivocally denied by Mr. Collins Friday (May 15).

"There's absolutely nothing to it. I am deeply involved here [at NAB]," Mr. Collins added, "and here I expect to stay."

It's known, however, that Mr. Collins

is one of those on list of possible candidates for cigarette advertising czar. Authoritative tobacco source said Friday that list has not yet been winnowed down to final few.

Rumors that man had been picked and that it could be Mr. Collins stemmed from fact Tobacco Institute was scheduled to meet last weekend at Hot Springs, W. Va. Tobacco Institute technically has no connection with cigarette code activities which are individually backed by nine major tobacco companies (BROADCASTING, May 4).

WCLM(FM) says FCC used data to aid FBI

Attorney for WCLM(FM) Chicago, which is facing license revocation, says FCC staff investigation of station was aimed at aiding Federal Bureau of Investigation and Chicago police in their probe of gambling in that city.

Statement was made Friday (May 15) by William A. Roberts, counsel for station, in oral argument before commission.

Station is charged with using multiplex facility to provide bookies with prompt reports of horserace results. Another charge is that William G. Drenthe refused to supply commission with requested information. Mr. Drenthe was general manager of station from 1959 to 1963, and headed Newsplex Inc., which transmitted news over subcarrier frequency.

Mr. Roberts said staff, using FCC authority over licensee, sought data FBI was unable to obtain. "The coincidence of activities of the staff and the FBI is too great to ignore," he said. Material sought was list of Newsplex stockholders and subscribers to news service.

Commissioner Lee Loewinger, however, asked why FCC couldn't refer to FBI material that isn't privileged. Mr. Roberts said if "legislative agency" uses its powers to obtain data police can't get, information should not be used in court.

Mr. Roberts said station, in transmitting race results, didn't violate law or specific commission rule. He also maintained news service was within standards FCC has set for broadcasting race results.

Attorney for commission, Patrick Valicenti, said stations that broadcast material of assistance to illegal gambling are subject to license revocation, regardless of whether law is violated. He said FCC policy has long made this

clear. He also said Chicago police notified Mr. Drenthe he was giving "aid and comfort" to gamblers.

Mr. Valicenti said number of other issues justified revocation of station's license. These include allegations of misrepresentation of programming, failure to file contracts with commission and refusal to supply requested information.

WPDQ Jacksonville sold for \$750,000

Sale of WPDQ Jacksonville, Fla., by Brush-Moore Newspapers to Henderson Belk, North Carolina department store owner and broadcaster, for \$750,000 was announced Friday (May 15).

Mr. Belk owns WIST-AM-FM Charlotte and WKIX-AM-FM Raleigh, both North Carolina, and WORD Spartanburg and WOXL Columbia, both South Carolina. Brush-Moore retains WHBC Canton and WONE Dayton, both Ohio.

WPDQ is fulltime on 600 kc with 5 kw. Broker: Blackburn & Co.

ASCAP asks court for more station money

Radio stations have replaced networks as radio's dominant music users and revenue earners and therefore should pay more than in past for their use of music of American Society of Composers, Authors and Publishers, ASCAP was preparing late Friday (May 15) to say in papers to be filed in U. S. Southern District Court in New York.

As for radio networks, ASCAP planned to argue that their payments for ASCAP music are at subsistence level now and cannot be reduced. Papers were in answer to radio station and network bids for lower ASCAP rates or new base computations (BROADCASTING, March 2, et seq.). Hearing is slated in district court Wednesday (May 20).

Appeals court asked to stay FCC's order

Federal appeals court in Washington was asked Friday (May 15) to issue stay against April 22 FCC order approving request to move transmitter of KHMA(TV) Houma, La. (ch. 11), toward Baton Rouge.

Appeal was filed by WBRZ-TV Baton Rouge which had opposed KHMA re-

WEEK'S HEADLINERS



Mr. Goldberg

at Blair as soon as his replacement is selected at NAB. Mr. Goldberg was at NAB for two years and helped set up Broadcast Rating Council. His background includes several years with Westinghouse Broadcasting Co. where he was research director. He also had been active in research field including posts with government and at one time was director of research for former Dumont TV Network. Blair's former top research executive was Ward Dorrell, who retired earlier this year as vice president in charge of research.



Mr. Giblin

Arthur E. Larkin Jr., executive VP-operations, he will share responsibility for company's domestic operating divisions, its Canadian subsidiary, General

Melvin A. Goldberg, VP-research director of National Association of Broadcasters, has resigned to join John Blair & Co., New York-based station representative, as VP, planning and research. He will assume his post

E. Burke Giblin, VP and general manager of Jell-O division of General Foods Corp., White Plains, N. Y., appointed to newly created position of VP-operations group. Under

Foods Ltd., and certain staff functions. Jell-O, Post, Kool-Aid, institutional food service, and distribution-sales service divisions and General Foods Ltd. will report through Mr. Giblin. **Martin L. Gregory**, VP and general manager of Post division, replaces Mr. Giblin as head of Jell-O division. **M. C. Baker**, assistant general manager of Post division, promoted to general manager, succeeding Mr. Gregory. Mr. Giblin joined GF in 1946, became Jell-O division general manager in 1959, and corporate VP in 1960. Mr. Gregory joined com-



Mr. Baker



Mr. Gregory

pany in 1939. He was elected Post division VP-general manager in 1962. Mr. Baker joined General Foods in 1954, became assistant general manager of Post division in January 1964.

A. Craig Smith, VP in charge of advertising for Gillette Safety Razor Co., is retiring on June 1. Mr. Smith is credited with having conceived and developed Gillette's *Cavalcade of Sports* broadcasts, initially for radio in 1939 and subsequently for TV in 1944. He joined Gillette in 1937 as advertising manager and later was elected VP and member of board of directors. From 1932-37 he was copywriter for Maxon Advertising on Gillette account.

For other personnel changes of the week see FATES & FORTUNES

quest which claimed that rulemaking procedure should be followed, and that if approved by FCC channel 11 should be open to new applicants.

KHMA is moving to site 18 miles from Baton Rouge, 47 miles from Houma.

Britain to consider commercial radio

Britain may soon license its own commercial radio station, as it did commercial television nine years ago, according to AP report.

England's postmaster general told Conservative Party legislators last week that he will not try to suppress pirate radio ships Caroline and Atlanta, broad-

casting commercial radio programs from international waters off country's coast (BROADCASTING, April 20). Change from earlier government opposition is seen as foretelling commercial British land stations.

Success of commercial TV, as both entertainment source and tax source, creates powerful pull for comparable radio system.

Senate stalled on law for football on TV

Senators grappling with question of protecting high school and college football games from competition of professional contest telecasts were unable to

agree on legislative approach during executive session Friday (May 15) and are expected to meet again soon.

Amendment of Senator Everett Dirksen (R-Ill.), member of Senate Antitrust and Monopoly Subcommittee, would prevent individual teams from arranging Friday night or Saturday afternoon telecasts outside of league package. However, as written, proposal would punish all league teams by removing antitrust exemptions all enjoy if one team negotiated individually on telecast for those times.

And while some senators agree to principle of protecting amateur games, others are not sure that public interest is on side of great number of viewers who would enjoy pro telecast but would not patronize amateur game if pro game were not on television anyway.

Werner expecting full turnout sans ABC, CBS

Despite pullout from Emmy awards by CBS-TV and ABC-TV (see page 70) ceremony on May 25 will be fully attended by industry personnel, check on Friday (May 15) indicated. Emmy officials reported that no nominees for awards—excepting network people affected—will fail to appear because of position of ABC-TV and CBS-TV. Mort Werner, president of National Academy of Television Arts and Sciences and vice president, programing, NBC-TV, wired all nominees Friday, asking them to confirm intentions to attend ceremony, adding "no one has the right to prevent you from appearing."

Managers of CBS-owned TV stations—including WCBS-TV New York and KNXT(TV) Los Angeles, which have been nominated for Emmy station awards—were notified by Merle S. Jones, president of CBS-TV Stations division, that they should not participate in Emmys, in line with policy indicated earlier by CBS News and CBS-TV.

Market 1 adds seven stations

Market 1, formerly QXR Network, has announced addition of seven new stations, three of them in new areas.

KFN(BM) Oklahoma City, WTOL-FM Toledo, Ohio, and KEEZ(FM) San Antonio, Tex., represent new market additions.

WHFS(FM) Bethesda, Md.-Washington, WNOB(FM) Cleveland, WFOI(FM) Cincinnati and WVCB-FM Miami represent markets where Market 1 had previously been affiliated with other stations. Additions bring to 48 number of total stations with Market 1.



TELEVISION TIMES

PUBLISHED MONTHLY BY WARNER BROS. TELEVISION DIVISION

May 1964



KORN AND KOTLER. Benet Korn (right), President of Metromedia Broadcasting TV, visits VP Joseph Kotler at Warner Bros. TFE '64 suite in Chicago last month. Among five Metromedia stations in major markets buying new WB-TV film releases, three purchased 77 SUNSET STRIP, two picked up ROOM FOR ONE MORE, four signed for THE DAKOTAS, and five invested in "WB CARTOONS—SERIES '64." Total: 14 important sales of WB-TV's newest releases in five of top 25 markets.



"E-H-H-H, WHAT'S UP, DOC?" Jack Rhodes, Northeastern Sales Manager of Warner Bros. Television Division, helps four-foot talking replica of Bugs Bunny greet NAB delegates who visited WB-TV hospitality suite in Chicago last month. New WB Cartoons package, "SERIES '64," which includes 100 cartoons never shown on television before, has been sold in New York, Los Angeles, Philadelphia, Washington, New Haven and other major markets.



"77 SUNSET STRIP" RIDES. (L to r) Edward "Kookie" Byrnes, Efrem Zimbalist, Jr. and Roger Smith co-star in Warner Bros. hot, new release for fall start—77 SUNSET STRIP. With 149 highest rated hours from first four network seasons, which averaged 40% share, series has been sold in New York, Los Angeles, Chicago, San Francisco, Washington, Syracuse and other markets.



"LAWMAN" SPURTS.

On strength of impressive rating successes in markets representing all sections of country, **LAWMAN** is currently picking up new sales at the rate of two a week. Recent **LAWMAN** sales in top 50 markets include: Philadelphia, San Francisco, St. Louis, Dallas-Fort Worth, Sacramento, Atlanta, Asheville, Nashville, New Orleans, and Louisville. With John Russell as Marshal Dan Troop, Peter Brown as his youthful deputy, and Peggie Castle as a frontier hotel owner, **Lawman's** 156 half-hour episodes are ideal for stripping or once-a-week.



GOT "ROOM FOR ONE MORE"? This heart-warming comedy series (26 half-hours), starring Andrew Duggan and Peggy McCay, is worth making room for. Despite mid-season premiere against two strong network hours starting 30 minutes earlier, "Perry Mason" and "Wells Fargo," RFOM averaged 25% Nielsen Multi-net share—22% above "Fargo."

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

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

A guide to
WAVE WATCHERS
(native "birds" of the Louisville area)



Eagle-eyed Stampsaver



This female really rules the roost in the Louisville sanctuary. She controls average household expenditures of \$4,158.00 annually. Last year eagle-eyed stampsavers put the Louisville area into 41st place in U.S. metro area food store sales. (Figures from SRDS.)

You can reach more Eagle-Eyed Stampsavers on WAVE-TV because:

- **WAVE leads in total market coverage**—reaching more Louisville-area TV homes than any other station (567,400 TV homes vs. 445,700 for its nearest competitor—a WAVE bonus of more than 120,000 homes!*)
- **WAVE leads in audience appeal**—with six out of the area's ten favorite nighttime network TV shows (according to a recent reader-poll by the Louisville Courier-Journal, December 22-31, 1963 viewing period).

*Source: ARB Market Coverage Information.



WAVE-TV
Channel 3 • NBC • Louisville

Represented by The Katz Agency

DATEBOOK

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

•Indicates first or revised listing.

MAY

•May 19—**Advertising Club of Los Angeles** luncheon meeting. The Tanner Electronic Survey Tabulation method of measuring television viewing will be discussed and demonstrated by James L. Tanner, inventor of the system. 12 noon, Hotel Statler-Hilton.

May 19—**Radio Day** at the **Advertising Club of Washington**. Guest speaker will be Edmund C. Bunker, president of the Radio Advertising Bureau. 12 noon, Presidential Arms.

May 19-21—Annual convention and exhibition of **Armed Forces Communications & Electronics Association**. Sheraton-Park hotel, Washington.

May 20—**Broadcast Pioneers**, Los Angeles chapter, luncheon meeting. Harry Witt, chairman of the nominating committee, will submit a slate of officers to be elected for a year, beginning June 1. John Guedel will discuss "Surprises in the Hollywood Museum." Hollywood Roosevelt, starting at 11:45 a.m.

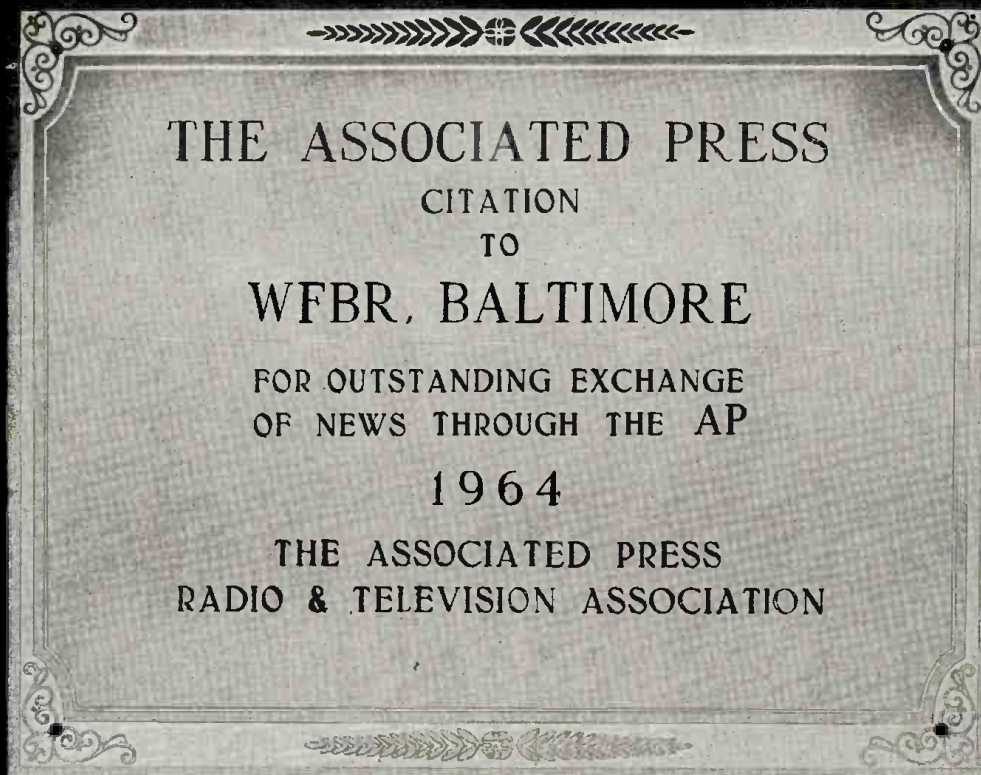
May 20—Annual stockholders meeting of **The Outlet Co.**, Providence, R. I.

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

May 21—Annual Emmy dinner and telecast (WGN-TV) of the Chicago chapter of the **National Academy of Television Arts & Sciences**, Great Hall, Pick-Congress hotel.

May 21-22—Spring conference of **Ohio Association of Broadcasters**. Speakers include Sherril Taylor, vice president-radio at National Association of Broadcasters; Dr. Seymour Banks, vice president of Leo Burnett Co., Chicago, and Pat Higgins of Carling Brewing Co. Commodore Perry hotel, Toledo.

May 21-22—Spring conference of **Washington State Association of Broadcasters**. Included on program will be management seminar on budgeting executive time and time-saving techniques and organization, and address by Rob-



good news!

WFBR, Baltimore, is one of only three radio stations to receive a citation from The Associated Press Radio and Television Association . . . "for outstanding exchange of news with The Associated Press during 1963". This association is comprised of over 2,500 member stations. Good News is one mark of a great radio station, serving its market with dependable responsibility. Ask your Blair man for the *whole* story on WFBR.

Represented Nationally by Blair Radio



Baltimore, Maryland

RADIO 130

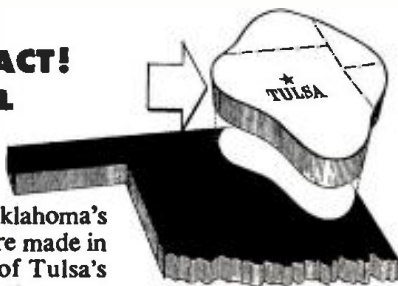
BUY-PASS the TULSA MARKET?



The 4,250 employees of American Airlines Maintenance Base and their \$32 million annual payroll are just part of the Tulsa aero-space industry which helps make up the \$2½ billion Tulsa market. Channel 2 offers most complete coverage of the Tulsa market, with bonus coverage in parts of Kansas, Arkansas and Missouri.

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

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



KVOO 2 TV

Represented Nationally by

Edward Petry & Co., Inc.

ert F. MacLeod, executive vice president of Subscription Television Inc., on pay TV. Hilton Inn, Seattle.

May 21-23—Spring convention of the **Alabama Broadcasters Association**. Program participants include Representative Walter Rogers (D-Tex.) and Max Paglin, former FCC general counsel and now partner in Washington law firm of O'Bryan, Grove, Paglin, Jaskiewicz, Sells, Gilliam & Putbrese. The Broadwater Beach hotel, Biloxi, Miss.

■May 23—Spring meeting of **UPI Broadcasters of Indiana**. Speaker will be Ron Cochran, ABC News. Indianapolis Press Club.

May 23—Tenth annual program on entertainment law by **University of Southern California and the Beverly Hills Bar Association**. Four attorneys who are specialists in entertainment law and will speak are Herman F. Selvin, privacy in motion picture and TV production; Daniel A. Weber, "Practical Considerations in 'Entertainment' Litigation"; Victor S. Netterville, the problems of insurance coverage for privacy, plagiarism and related problems, and Robert A. Schulman, impact of recent tax legislation on motion picture and TV production. Judge Macklin Fleming of the Los Angeles superior court will be luncheon speaker at Town and Gown, Beverly Hills, Calif.

May 24—Communion breakfast of the **Catholic Apostolate of Mass Media**. Speakers include Danny Thomas, motion picture and television personality; FCC Chairman E. William Henry, and Commissioner Robert E. Lee. Willard hotel, Washington.

■May 25—Annual stockholders meeting of **Capital Cities Broadcasting Corp.**, Schine-Ten Eyck hotel, Albany, N. Y.

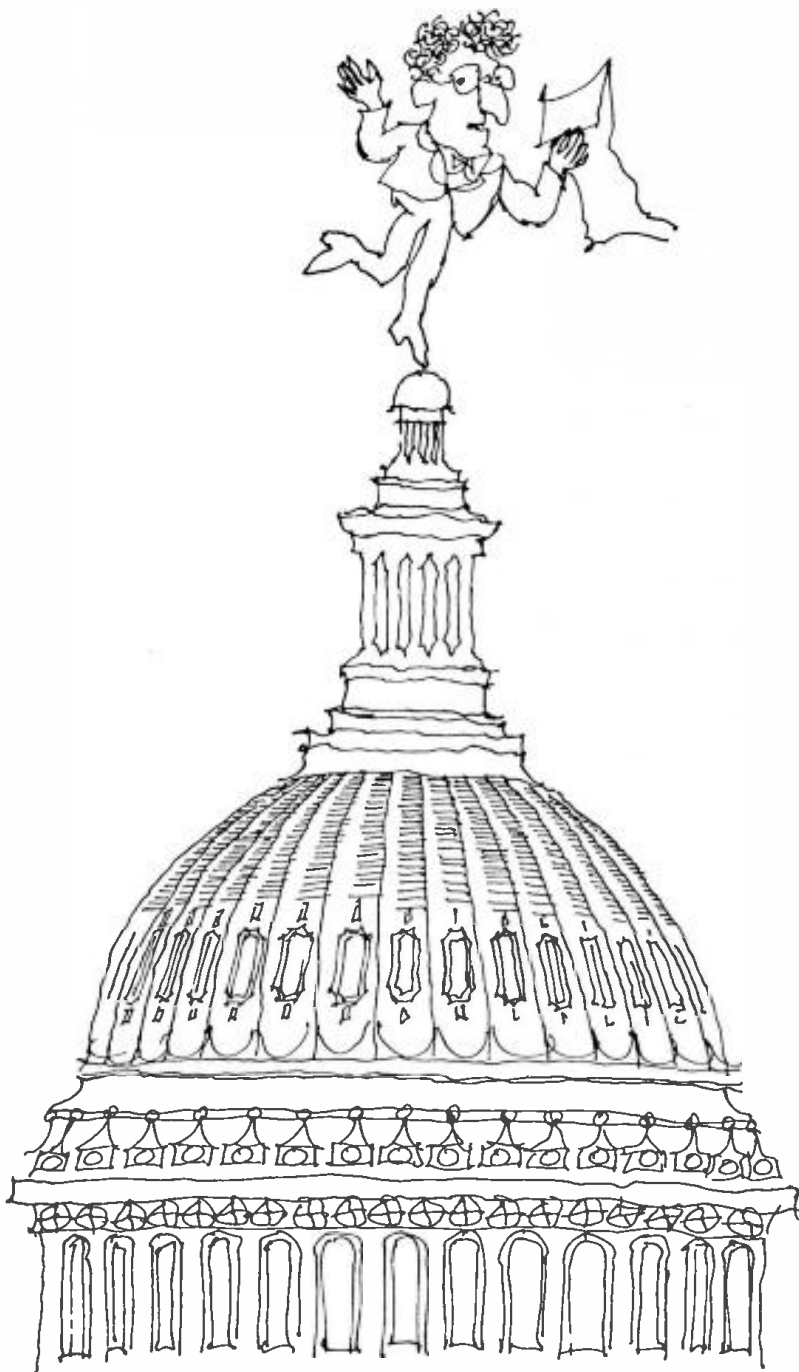
May 25—Sixteenth annual **Emmy awards presentation of National Academy of Television Arts and Sciences**. Production will originate in Hollywood and New York and be telecast over NBC-TV network, 10-11:30 p.m. EDT.

■May 25—Deadline for comments on FCC proposed rulemaking to amend its double billing rules to regulate fraudulent billing practices. Former deadline was May 4.

■May 26—Meeting of the television code review board of **National Association of Broadcasters**, Washington.

■May 26—**Broadcast Advertising Club of Chicago** is sponsoring a one-day seminar on the use of computers in advertising—"The Computer Revolution in Marketing and Advertising." Luncheon speaker will be Arnold K. Weber,

■Indicates first or revised listing.



You may hear a lot of talk about WRAL-TV up in Washington, D.C.

It seems the FCC selected two stations for special study.

The reason? Sharp, incisive editorials. Viewpoints that sometimes take a controversial tack.

Frankly, we're flattered that WRAL-TV was one of the two stations selected for study. But we aren't surprised.

After all, we were one of the first stations to editorialize. And one of the few to tackle subjects more

controversial than home, mother, and traffic accidents.

We aim our editorials at our market. But the impact has gone beyond our 358,800 TV homes.

Which proves one point. We've done what we set out to do. Stimulate. Provoke. Encourage open discussion of the key issues.

Our editorials occupy just five minutes of an hour-long news block WRAL-TV has telecast daily since

1960. This kind of attention to news and the issues is one reason we're probably the most discussed television station in North Carolina.

And one reason they're talking about us in places like Raleigh, Durham, Fayetteville, Rocky Mount, and Chapel Hill, N. C.

And, oh yes, in Washington, D. C.

WRAL-TV RALEIGH, NORTH CAROLINA
Represented Nationally
by H-R...ABC Television



SOUTH BEND* WELCOMES THREE NEW INDUSTRIES

**Within The Past Four Months Three Large Industries
Have Opened Plants in South Bend:**

ALLIED PRODUCTS

This Detroit company will produce automotive stampings in its South Bend plant.

CUMMINS ENGINE

Headquartered in Columbus, Ind., this diesel engine manufacturer will open a large foundry operation in South Bend.

KAISER JEEP

A newly acquired South Bend plant will be the scene of military truck production for Kaiser Jeep, Toledo, Ohio.

**Indiana's second largest television market . . . served best and longest by WSBT-TV!*



WSBT

**AM-FM-TV
SOUTH BEND, INDIANA**



ASK PAUL H. RAYMER, NATIONAL REPRESENTATIVE

vice president of RCA, New York.
Drake hotel, Chicago.

■May 26—Meeting of the **American Council for Better Broadcasts**, Columbus Plaza, Columbus, Ohio.

■May 26—Meeting of the board of directors of the **National Association of Educational Broadcasters**, Columbus Plaza, Columbus, Ohio.

■May 26—Luncheon meeting of **Federal Communications Bar Association**. Sylvester L. (Pat) Weaver, president of Subscription Television Inc., will speak. National Press Club, Washington.

■May 26-28—Thirty-fourth **Institute for Education by Radio-Television**. Participants and speakers include Francis Keppel, U. S. commissioner of education; Donald W. Coyle, president of ABC International; Dr. Lawrence Frymire, chief of the educational broadcasting branch of the FCC; Ray Stanley, director of the educational TV facilities program at the Department of Health, Education & Welfare; C. Scott Fletcher, president of Educational Television Stations (NAEB); Marcus Cohn of the Washington law firm of Cohn & Marks; Henry Loomis, director of Voice of America; George V. Allen, president of the Tobacco Institute; Herbert Evans, president of Peoples Broadcasting Co., and Robert Hyland, general manager of KMOX St. Louis. Ohio State University, Columbus.

■May 27—**Miami Advertising Club**. Guest speaker will be Edmund C. Bunker, president of the Radio Advertising Bureau.

■May 28—**Southern California Broadcasters Association** luncheon. D'Arcy Advertising, Los Angeles, will be guest agency. 12 noon at the Continental hotel, Hollywood.

JUNE

■June 1—Oral proceeding at FCC on revised proposed TV program reporting forms. Formerly scheduled for May 18.

June 1-3—**NBC Affiliates** meeting, Beverly Hilton hotel, Beverly Hills, Calif.

■June 2—Annual stockholders meeting of MCA Inc., Sheraton-Blackstone hotel, Chicago.

June 2-4—**International Symposium on Global Communications** by Institute of Electrical & Electronics Engineers, University of Pennsylvania and Sheraton hotel, Philadelphia.

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

■Indicates first or revised listing.

MEN IN CRISIS

NARRATED BY EDMUND O'BRIEN

A NEW FIRST RUN HALF-HOUR SERIES
FOR SYNDICATION FROM
DAVID L. WOLPER PRODUCTIONS

In the lives of all the great personalities in the 20th Century there comes a moment when their decisions and actions become part of the vital history and legends of our time. MEN IN CRISIS is a unique television series which will dramatize and reveal in an entertaining and dynamic style these conflicts between the men who made history.

CHAMBERLAIN VS. HITLER
CRISIS AT MUNICH

DARROW VS. BRYAN
THE MONKEY TRIAL

KEFAUVER VS. COSTELLO
THE CONGRESSIONAL CRIME HEARINGS

Fate and circumstance brought these men together, but a force inside each of them made one the victor — one the vanquished, and the course of history was forever altered.

MEN IN CRISIS, a dramatic idea in the documentary with a new approach, backed up by the experience, the staff and the award winning team of Wolper Productions, the largest and most honored producer of quality documentary films in the world.

Contact: Ira Gottlieb

Wolper Television Sales Company
555 Madison Ave., New York 22 N. Y.. Phone HA 1-5322

OOH! OOH! OOH!

Toody and Muldoon have decided to give Sgt. Sol Abrams a pair of orthopedic shoes to celebrate his 25th year as a policeman. When you schedule 'Something Nice For Sol' and the 59 other half hours of CAR-54 you are sure to capture audiences and advertisers for your station and market.



CALL CAR 54/NBS FILMS

INDIANAPOLIS
is the 24th U.S. city,* but—

WHO RADIO
DES MOINES
gives you America's
**23rd RADIO
MARKET!**

Radio stations in only 22 U. S. markets give you a larger audience than WHO Radio, Des Moines. 354,050 homes reached weekly — 42% of all homes in 117 counties. (Authority: NCS '61.) Thus WHO Radio belongs on every list of "the top 25" markets in America. Ask PGW for the proof.

*Sales Management, June 10, 1963

WHO, DES MOINES
50,000 WATTS • CLEAR CHANNEL
NBC

Peters, Griffin, Woodward, Inc.
National Representatives

old deadline was April 3.

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

June 5-7—Spring convention of the **Wyoming Association of Broadcasters**. Dr. G. D. Humphrey, president of the University of Wyoming, will be presented the association's first annual award for distinguished service in betterment of radio and TV in Wyoming. Wort hotel, Jackson.

June 7-10—Sixtieth annual convention of the **Advertising Federation of America**. Speaking on a number of subjects that relate to the convention theme, "Advertising—Gateway to Progress," will be Edward L. Bond Jr., president of Young & Rubicam; Dr. Bergen Evans, Northwestern University; Shelton Fisher, president of McGraw-Hill Publishing Co.; David B. McCall, vice chairman of C. J. LaRoche & Co., and Dr. Malcolm McNiven, head of advertising research at E. I. du Pont de Nemours & Co. Chase-Park Plaza hotel, St. Louis.

June 8-10—Sixteenth world congress of **International Advertising Association**, Waldorf Astoria, New York.

June 9—Annual stockholders meeting of **United Artists Corp.**, New York.

June 9—Deadline for reply comments on FCC proposed rulemaking to amend its double billing rules to regulate fraudulent billing practices. Former deadline was May 19.

June 10—One-day conference on "Advertising for Children," sponsored by The Curtis Publishing Co. Speakers and participants include Lyle Spencer, president of Science Research Associates; Wrigley Ofield, advertising manager of William Wrigley Jr. Co.; Bailey K. Howard, chairman and president of Field Enterprises Educational Corp.; George Anderson, vice president of Erwin Wasey, Ruthrauff & Ryan; Yale Roe, daytime sales manager of ABC-TV; and Robert Spaeth, vice president of Leo Burnett Co. Hotel Roosevelt, New York City.

June 11—Deadline for comments on FCC rulemaking to establish rules to govern ex parte communications during adjudicatory and record rulemaking proceedings, which have been designated for hearing. Former deadline was April 30.

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

*Indicates first or revised listing.

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Broadcasting

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

BROADCASTING, May 18, 1964

It's more than a trend

It's a sweeping wave

It may surprise you to realize what is happening in national representation. Today it is estimated \$225,000,000—more than a quarter of our total national spot television business is handled by representatives listing less than fifteen stations. This is more than a trend—it is a tremendous wave, all in one direction and all for one reason.

The largest part of this change is being made from lists of twenty-five, thirty-five, forty-five or more TV stations. Station after station and group after group is demanding more interest, time, attention and sales effort. To get this kind of concentration these stations are leaving the long list for the short list. Many of them are building their own organizations to get the benefits of this high intensity selling they believe they deserve.

Like so many of our great station operators who have made this move, you, too, may want more interest, attention, thought and effort in the national field

for your station. You may be feeling the need for this new kind of concentrated representation. You may even be considering setting up your own company. That, of course, is risky and it is expensive. It lacks the sharpening fire of competition. There is a much better way to do it.

One independent organization in the national field, (ours of course) like the groups, will never represent more than fifteen TV stations. Because of that we can give you the benefits of this new high intensity representation. With us you can be *important*, your interests *big*, your wishes *recognized* and your advantages *sold*. All our salesmen and all members of our staff would have reason to "care" because their welfare would depend upon you.

Isn't that the way it should be?

Ask us to show you what a great difference this new and better kind of representation would make. Get it for yourself. You should have it now.



PAUL H. RAYMER COMPANY, INC.

Station Representatives Since 1932

NEW YORK CHICAGO DETROIT ATLANTA DALLAS SAN FRANCISCO HOLLYWOOD



The Embassy of Chile

His Excellency, Sergio Gutierrez-Olivos,
Ambassador of Chile to the United States,
and his wife, at the entrance to the Embassy...
another in the WTOP-TV series on the diplomatic scene.

WTOP-TV
WASHINGTON, D. C.

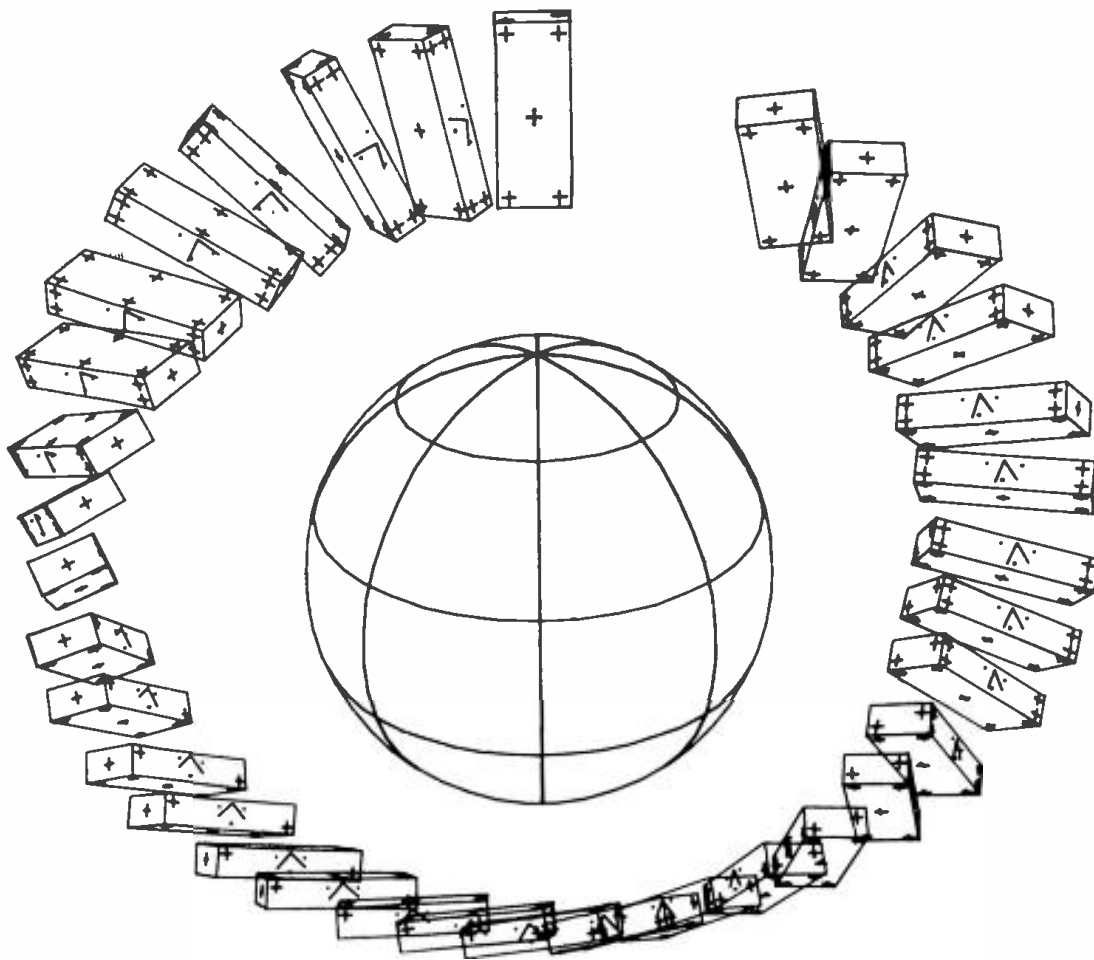


Represented by TvAR

**POST-NEWSWEEK
STATIONS** A DIVISION OF
THE WASHINGTON POST COMPANY

Photograph by Fred Maroon





Picture of a satellite in orbit—as drawn by a computer

The domino-shaped box in the drawing above represents a communications satellite orbiting the earth.

The various angles and positions of the box show the relative positions of the satellite during one orbit.

The drawing was made, not by a man, but by a computer at Bell Telephone Laboratories to help scientists visualize how the satellite would behave.

What the computer did is called *simulation*. Working from data given it, the computer calculated, or simulated, the satellite's position at various instants and produced the

picture on microfilm. The picture told us what we needed to know.

We use such simulation a great deal to save time and hold down costs in developing and testing new products and services.

Computers help us plan coast-to-coast transmission systems, new switching logic, and data systems. They also help us study problems relating to telephone usage at given times of the day or year.

Not all of our simulation is done on computers. Often we can simulate by other means.

We test new kinds of undersea telephone cables in buried, brine-

filled steel pipes that duplicate the pressures and temperatures of the ocean's bottom at various depths.

Ingenious equipment in one of our laboratories sends test telephone pulses racing around an electronic ring that simulates a 6000-mile circuit containing 5300 repeaters to boost voice volume.

Many additional examples of simulation could be cited. Often they help us spend our time and money more efficiently in developing new services and improving present ones—in making sure that America continues to enjoy the world's finest telephone service at the fairest possible prices.



Bell Telephone System

Serving you

Does need exist?

EDITOR: I have read with extreme interest "Access Problems in the Midwest" (BROADCASTING, April 27). . . . As a daytimer with a fairly new FM operation we have tried to promote FM by getting into the council room for live coverage. We have only been partially successful thus far, and only after some heated and sticky exchanges. We serve at least four communities in our market and thus far we are in one council after first being turned down on three occasions. This was achieved by outright force and showing up one night ready to broadcast. It was a horribly quiet and tense meeting. . . . The Litchfield mayor, after eight months of live broadcasting, made a public apology for the initial council attitude.

I tried to get backing from the NAB, only to learn they could provide no information on the successes of precedent setting city council-radio station relations. It did offer verbal support as did other groups. Is there a need for such compiled information and source material?—*Don Jones, news director, WSMI-AM-FM-TV Litchfield, Ill.*

We're dishonest

EDITOR: It is most interesting that the May 4 editorial page which contains the Hix cartoon showing lightning destroying a TV tower also carries your foray into the field of morality entitled "A little water on the fire."

It was a little water, indeed—and brackish. . . .

Why not be honest with your readers and admit that as long as there are broadcasters who will lose revenue by the loss of tobacco advertising, BROADCASTING will be in favor of tobacco, regardless of the evidence against it?

Or will lightning have to strike your editor to bring about this change to honesty in editorial policy?—*R. Edwin Browne, director, KFKU-KANU(FM), University of Kansas, Lawrence.*

We're honest

EDITOR: I was interested and pleased to read your coverage of the United Church of Christ's request to the FCC that the license renewals of WJTV(TV) and WLBT-TV in Jackson, Miss., be denied (BROADCASTING, April 20). I thought your handling of this news item was complete and quite unbiased. I say quite unbiased because I was struck by the [possibility of an interpretation by you] that Dr. Everett Parker, chairman of the subcommittee that

drew up a 1963 pronouncement for the National Council of Churches regarding broadcasting, might now be engaged in another project which your magazine would find distasteful as you did this first.

A question which came to my mind regarding this event of a church group seeking the revocation of two stations' licenses was: did the church group and the civil rights leaders seek to change the stations' operating procedures by threatening to petition the FCC, or did they just suddenly decide to use these two stations as examples for broadcasters in all of Dixie?

I'm in complete agreement with Dr. Parker's charges, which reveal that the two stations have failed miserably in their commitment to the public.—*Wynn Blair Ward, director radio & television, Nebraska Council of Churches, The United Presbyterian Church in the USA, Omaha.*

190 radio reminders

EDITOR: Hope you don't mind our referring to the April 27 BROADCASTING (page 34) in our letter that accompanies the MFA radio commercials for June. The commercials go to 190 radio stations in 11 states.—*W. Judd Wyatt, director of advertising, MFA Insurance Companies, Columbia, Mo.*

(MFA called attention to story, based on American Association of Advertising Agencies study, which gave further proof of radio advertising's effectiveness)

The unclutterables

EDITOR: I was intrigued by the Monday Memo by David Seigel, Riviera Manufacturing Co., Los Angeles (BROADCASTING, April 27).

The sponsorship of uninterrupted movies on local television is not new, as Mr. Seigel thought when he wrote ". . . to our knowledge I realized no other American advertiser had ever chanced running a full-length feature before without commercial breaks. . . ."

The Iron Mining Industry of Minnesota has sponsored WCCO-TV's *Critic's Award* full-length feature, Saturdays 10:30 p.m., since Oct. 3, 1959. This continuous sponsorship is through the Westmoreland Agency, Duluth, Minn.—*Tom Cousins, promotion director, WCCO-TV Minneapolis-St. Paul.*

EDITOR: . . . the Iron Mining Industry of Minnesota has sponsored the uninterrupted *Producer's Playhouse* since October 1958 . . . on KDAL-TV Duluth-Superior every Saturday at 10:15 p.m. . . .—*Carl Casperson, manager promotion and merchandising, KDAL Inc., Duluth, Minn.*

Apparently,
the Cat's
Out of
The Bag!

If it was a secret that Los Angeles radio listeners were ready for stimulating conversation (when KABC became the conversation station three years ago)—it's no secret now. While we're getting more and more imitators (and we're flattered), our tested blend of interesting conversation, news-in-depth, and radio drama provides our advertisers with just about the most important group of adult listener-customers in Los Angeles (the ones who spend more because they have more to spend). Call the Katz Agency for full details.

KABC
RADIO 79

*The Conversation Station
of Los Angeles*

AN ABC OWNED RADIO STATION

THE FIRST ENCORE

You've been seeing our first six one-hour "specials" by Wolper . . . You've been reading and hearing about their success with stations, sponsors, viewers and reviewers . . . and with film festival and Academy Award committees. Now, we're pleased to announce an "encore": six all-new "specials" each documenting the triumphs and tragedies that shaped our times.

SIX MAJOR ONE-HOUR SPECIALS GROUP II

NEW DOCUMENTARIES
for Local/Regional Telecast

by **W**OLPER PRODUCTIONS, INC.
David L. Wolper, Executive Producer
Marshall Flaum, Producer-Director
Allan Landsburg, Producer-Director
Richard Basehart, Narrator

PRELUDE TO WAR



THE BATTLE OF BRITAIN



THE TRIAL AT NUREMBERG



FRANCE: Conquest and Liberation



JAPAN...a NEW DAWN over ASIA



KOREA



*...all 12 hours (Group I + II),
available—together or by the group.*

Nazis tear up the Versailles Treaty, steal the Ruhr, militarize the Rhine, devour Austria . . . Munich '38: For "peace in our time", Western Powers sacrifice Czechoslovakia to Hitler's gluttony — in vain . . . Panzers hit Poland, start WW II.

MUNICH PACT
ANSCHLUSS
MAGINOT LINE
PANZER COLUMNS
BROWNSHIRTS
AXIS ACCORD



Britain's "finest hour" begins at Dunkerque . . . To aid Hitler's cross-channel invasion, Goering pledges to kill the RAF. Daylight raids and 57 consecutive nights of bombing fail . . . The RAF strikes Berlin, turns the tide.

DUNKERQUE
CHURCHILL
AIR ARMADAS
BLACKOUTS
PUZZ BOMBS
DOG-FIGHTS



VE Day, '45 . . . Charged with unspeakable war crimes, 22 ranking Nazis face the combined legal genius of the Big Four in History's greatest courtroom drama. 45 tons of damning evidence drive 2 to suicide, send 7 to prison, the rest to the scaffold. The hunt for accomplices goes on . . . Program features Red Army film.

ELBE LINK-UP
NAZI ELITE
ARRESTS
AUSCHWITZ
EVA BRAUN
TRIBUNAL



Overrun by German armies thrice in 70 years, France emerges a rejuvenated Power with an independent atomic establishment and foreign policy that defies the rest of the West. Between wars, *La Patrie* is wellspring of 20th Century culture: Modern art . . . literature . . . science . . . autoracing . . . and welcomes famous American expatriates.

ARMISTICE '18
HEMINGWAY et Cie
THE MAQUIS
VICHYITES
ALGIERS
MONTMARTRE



Japan wins Russo-Japanese War, start of expansionist adventure . . . Peace cabinet purged in "night of the long-knives" . . . Rising Sun shines on Manchuria and 400,000 square miles of China, sink USS Panay . . . Flying Tigers fly . . . Japan joins Axis . . . Her initiation: hit Pearl Harbor . . . Her "moment of Truth": Hiroshima.

MANCHUKUO
FLYING TIGERS
PEARL HARBOR
GUADALCANAL
"ENOLA GAY"
THE BIG MO



June, 1950 — North Korea's Communists crash 38th Parallel . . . UN calls for "police action" . . . Inchon landing outflanks Reds, drives them back, over the line . . . Police action accomplished . . . Suddenly, a tidal wave of Red Chinese appears . . . our boys won't be "home for Christmas."

UN ASSEMBLY
MacARTHUR
PORK CHOP HILL
INCHON
SYNGMAN RHEE
PANMUNJOM



What the timebuyer needs to get even more out of radio

Radio's mass-selectivity is a seemingly contradictory phrase. But radio today does offer an opportunity to reach the mass of a number of different, selective consumer audiences. More importantly, radio's mass-selectivity is a concept that could be developed and expanded to the great benefit of radio.

Radio today is everywhere and everyone listens to radio. People with similar demographic and socio-economic characteristics tend to listen to the same types of programming. If these two statements are true, it should be possible to define the population groups that are the prime prospects for a client's product or service, and reach them all frequently as a selective mass of sales potential, by purchasing announcements based on the known program appeals to that group.

There has been a tendency in advertising to try to avoid comparisons of media on the basis of the old "apples versus oranges" argument. This is completely unrealistic. Every agency and advertiser who has ever selected one medium rather than another, or one combination of media rather than another, has either consciously or unconsciously compared the two and arrived at a decision. More and more agencies and clients are facing this situation realistically through direct comparisons of the values of various media combinations against the creative and media objectives of an advertising campaign.

Circulation Is Basic ■ Let's first consider print media. Evaluation here starts with at least one basic statistic—circulation. You can usually hang your hat on it, and it's very easy to understand. Projections of total readership, demographic breakdowns, and the like, for both magazines and newspapers, are rapidly increasing in both number and acceptability. Outdoor, with its highly non-selective audience exposure and its particular creative requirements, offers, through various industry sources, remarkably complete and standardized media data.

The major national and local television rating services have been receiving critical comment from many sources. However, they continue to be well-accepted by both clients and agencies whose big dollars are invested in this medium and who depend upon their reliability for major media decisions. And the television rating services are supplemented by a wealth of qualitative programming data. By contrast, the amount of useful radio media data, ratings and otherwise, especially on a local

basis, seems vast in amount, but lacking in standardization and reliability. Very frankly, the ratings situation is less of a problem than the lack of reliable, basic information, that should come before the ratings!

Vital—but Complicated ■ Radio is an important, vital, and dynamic force. It offers unmatched flexibility, and very economical audience reach and frequency. It has case history success stories by the dozens. But radio is complicated by its great number of stations—over 3,000 AM stations—which is about five times more than the number of TV stations—plus over 1,000 FM stations.

The vast number of stations, 10, 15, 20 and more per market, cries out for some effort toward simplification and standardization. There is an urgent need for consistent and comparable data that the broadcast media buyer can use with confidence in radio station and schedule selection. Would this be good for local radio business? Yes, because it would increase the confidence level of every spot radio buy, from the media buyer to the client.

Rate Complexities ■ Speaking of standardization and accuracy of radio media information, local radio has a rate card situation that is second to none in its complexities and, in some cases, inequities. The prevalence of both national and local rates, but with the local rates not published, leads only to embarrassment and frustration. How would you feel if you paid \$250 for a household appliance, and learned that your neighbor bought the same item the same day and from the same store for \$180. How can an advertising agency recommend local radio values based on national rates, and be sure that the dollar figures it is quoting are the "last word."

Don't misunderstand me. I am not

opposed to local rates. But if local rates are available, agencies should be able to buy advertising for their clients at these lower rates. The situation should be clarified.

Publish and Standardize ■ This takes us full circle back to the mass-selectivity of radio. My impression is that many radio stations try to be something special to certain people and, at the same time, all things to all people. If radio stations would publish their audience composition, by standardized demographic and socio-economic categories, and then clearly define their programming, by day parts, to reach these particular audiences, radio's value as an advertising medium could be improved dramatically.

I would like to repeat this suggestion. It's a pretty simple idea and it wouldn't take much doing to get it started. Publication of even very brief programming information by stations in directories and publications listing rates would obviously be a great help to the media buyer. It would take the burden of proof away from the buyer and place it on the station, where it belongs.

An Urgent Need ■ In summary, there is an urgent need for clarification and standardization—by radio stations—of programming definitions and classifications, the selective-mass audience category sought by each of these program types and equitable rates for all advertisers.

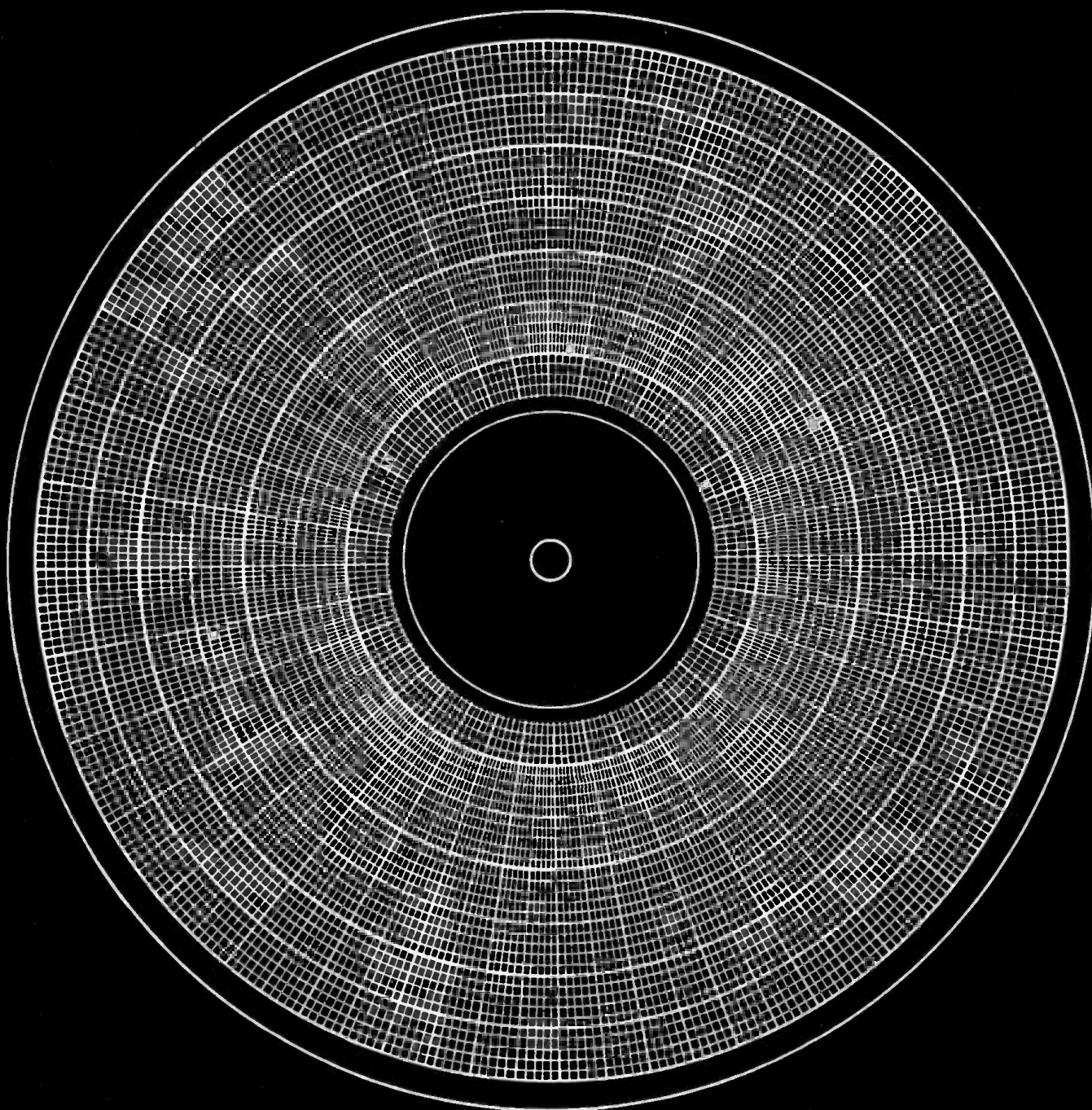
Armed with this information, the radio buyer would not have to rely on general, sometimes conflicting, information, or his personal knowledge of individual station programming. He would have basic facts that would enable him to do a better buying job—to enable radio to do a better selling job—for his client's product or service.



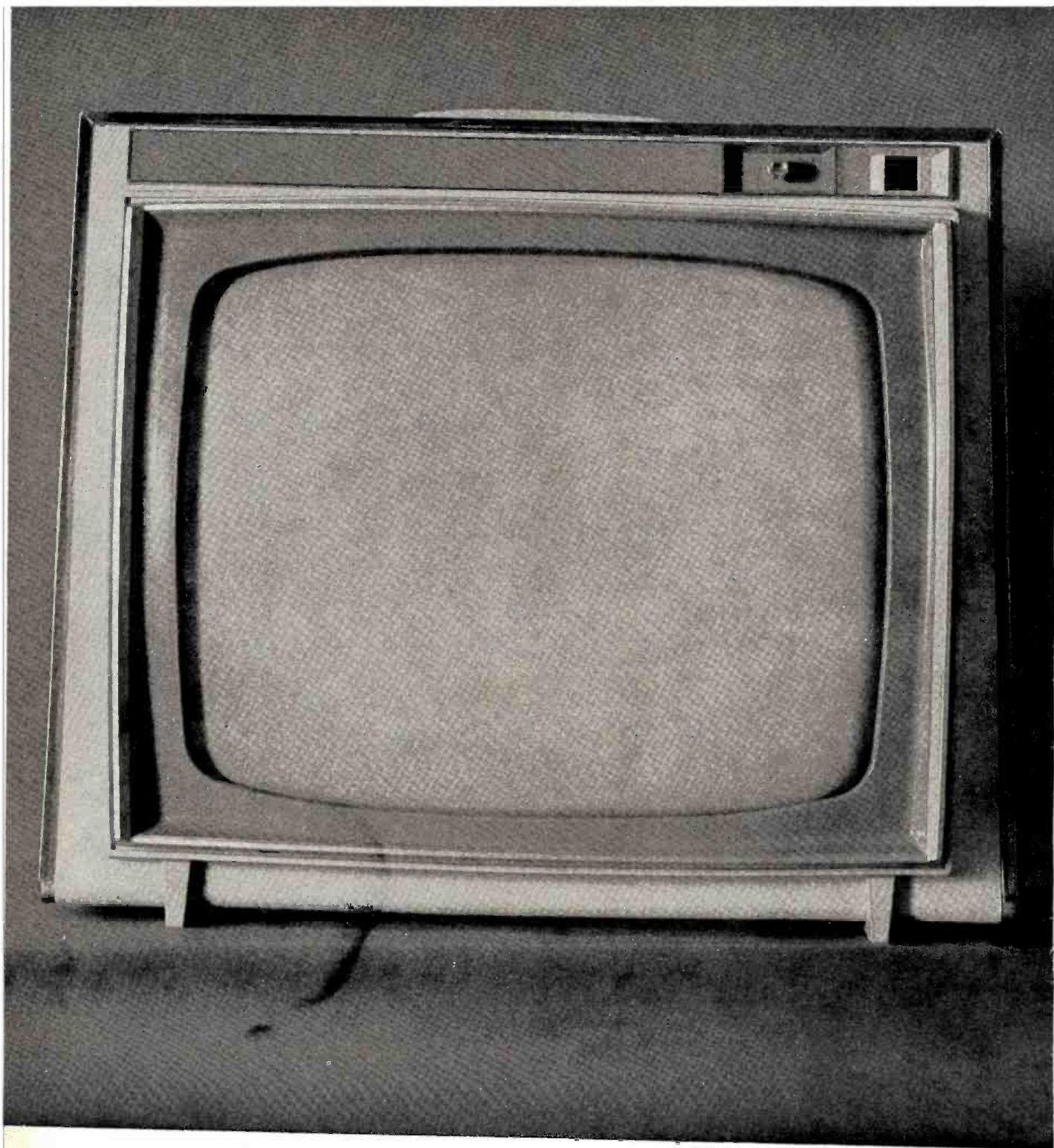
John O'Connell is a marketing executive with the Los Angeles office of Young and Rubicam. He joined Young and Rubicam in 1961 from Fitzgerald Advertising, New Orleans, where he was vice president and account executive. Prior to that, he was associated with the Colgate-Palmolive Co. for several years in market research, sales, and as a product manager. His comments above are taken from a speech that Mr. O'Connell delivered to the Southern California Broadcasters Association.

Quality by any measurement is on the record at WELI.
The station with the adult purchasing power audience in New Haven.
The station that makes New Haven a better buy.
5000 Watts; 960 KC.

WELI



NATIONAL: H-R REPRESENTATIVES, INC.; BOSTON: ECKELS & COMPANY



No Competition



*30-market Nielsen—26 weeks (Sept. 16, 1963—March 23, 1964)

"Breaking Point" is taking on all comers in local markets. It was no contest on network. After 26 weeks:

Breaking Point, *32.2% share (still climbing);
East Side, West Side, 28.9%; Sing Along With
Mitch, 28.1%.

Just why this hour show dominated its time slot should be obvious after a single screening. This is not just another head-shrinker show. "Breaking Point" breaks the rules.

Its success is based on a simple premise: it is possi-

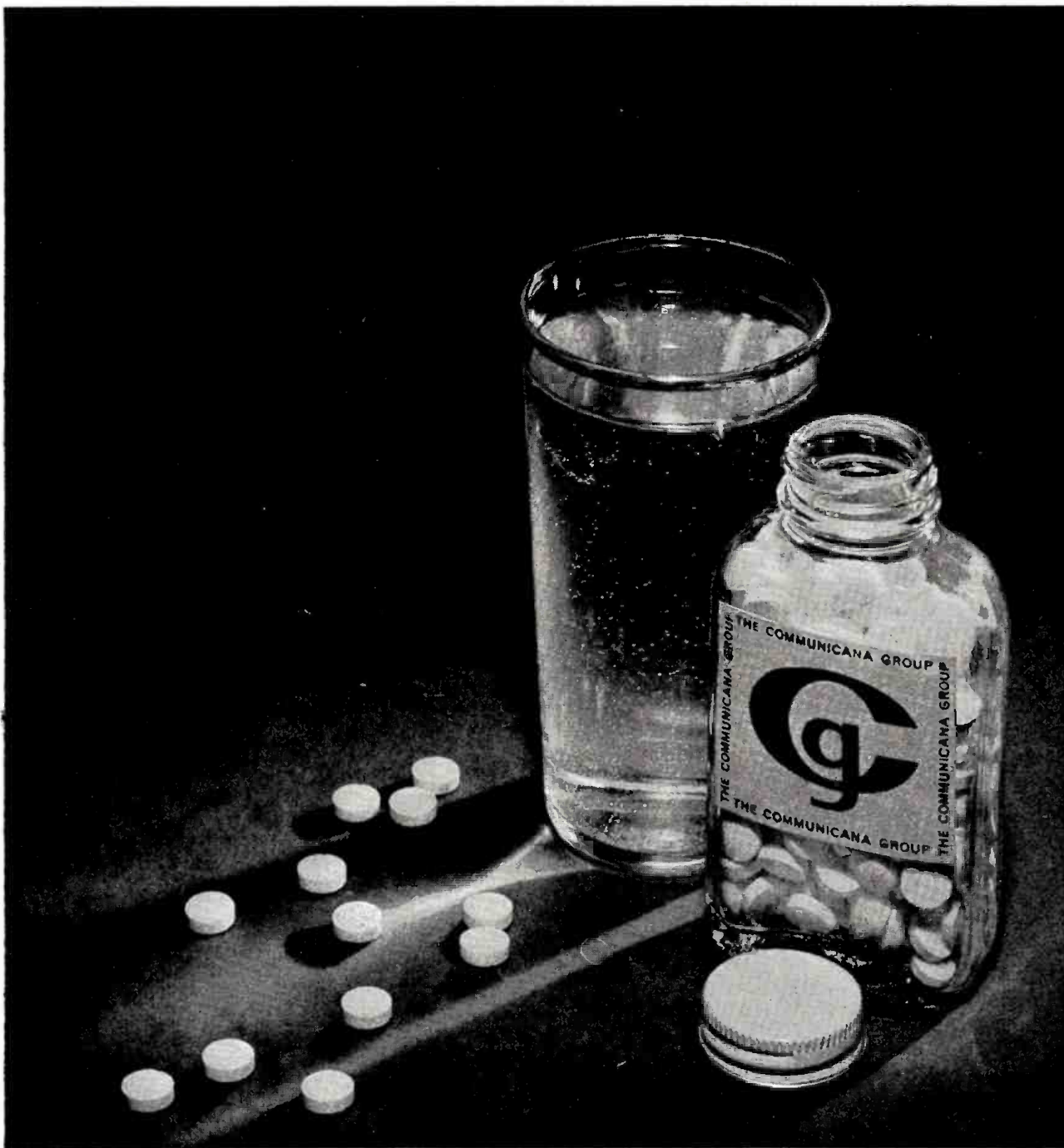
ble to combine potent drama with an understandable insight into the nature of mental illness.

Paul Richards performs as Dr. "Mac" Thompson with undeniable authority. Eduard Franz co-stars. Guests like Robert Ryan, Susan Strasberg, Cliff Robertson, Shelly Berman and Burgess Meredith lend further distinction to the cast. 30 hour shows are available for fall start.

If you've got a problem spot somewhere, give us a call. We'll send you a few programs. But hurry. Your competition has problems, too. **ABC Films, Inc.**

1501 Broadway, N.Y. 10036—LA 4-5050

360 N. MICHIGAN AVE., CHICAGO, ILL.—AN 3-0800/9624 JUSTIN PLACE, NEW ORLEANS, LA.—729-5130
130 N. CANON DRIVE, BEVERLY HILLS, CALIF.—NO 3-3311



CG can make you well in Indiana. If you want it to doctor sales for your drug products, prescribe it, through ATS.

John F. Dille, Jr., *President*



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



Confusion over pay-TV controls

In wake of CBS disagreement, Collins now says

NAB never advocated anti-pay-TV legislation

though it will carry on its fight by other means

The National Association of Broadcasters last week began disentangling itself from the anti-pay-television policy that the association's television board was understood to have adopted last January.

The policy, as frequently reported and never denied until last week, committed the association to oppose pay TV by any means, including the encouragement of legislation to outlaw it. In the policy statement the board defined pay TV as any form of wireless or wire transmission to the home that originates programs of its own and collects a fee from viewers.

Last week LeRoy Collins, NAB president, said the board had not voted to seek legislative protection against subscription television. He took that position in a letter to Richard S. Salant, CBS vice president and assistant to the president, who two weeks ago made a speech disagreeing with what was then the generally accepted version of the NAB's anti-pay-TV policy.

In a speech to CBS-TV affiliates Mr. Salant said "we part company with . . . the NAB" on the association's proposal to seek government protection against pay TV on wire (BROADCASTING, May 11). Mr. Salant said that CBS agreed it was proper for the FCC to regulate, and indeed to suppress, pay TV on the air because it must use broadcast frequencies, but that CBS thought it wrong to seek government suppression of wired pay TV for no reason other than the fear of competition to free broadcasting.

Collins's Version ■ To Mr. Salant, Mr. Collins wrote last week that CBS erred in assuming that the NAB was committed to seek legislation controlling or outlawing pay television. He suggested that Mr. Salant had "confused" the NAB's policy on pay TV with its policy on community antenna television. The NAB wants legislation controlling CATV, said Mr. Collins, and although he did not mention it in his letter, the association's Future of Television in America Committee last week made rec-

ommendations on the nature of the CATV legislation that will be sought (see story page 33). The committee reportedly was advised of Mr. Collins's letter before it was sent.

Mr. Collins commented to Mr. Salant that he did "not believe there is any substantial difference between us" on the question of CATV regulation. In his speech to the affiliates Mr. Salant had said CBS had no policy on CATV but had appointed a committee to develop one.

According to Mr. Collins's interpretations last week, the NAB television board committed the NAB to oppose pay TV in the home, whether transmitted by wire or air, since by either method of delivery it is "contrary to the public interest" and is a threat to free broadcasting. The board authorized the NAB staff and the Future of Television in America Committee "to take those actions on behalf of the NAB which in their judgment seem timely and necessary" to implement the opposition to subscription television.

The committee and the staff, Mr. Col-

lins said, have "taken no position calling for regulation of pay TV by law. . . . In fact, we are not fully advised regarding the constitutional questions such legislation would involve."

Salant Not Alone ■ Mr. Collins's suggestion that Mr. Salant did not understand the NAB's policies on CATV and pay TV could as well have been applied to many of NAB's most prominent and active members, including some on the television board. In response to inquiries from BROADCASTING last week a number of board members who were at the January meeting said they understood the majority had voted for legislative intervention in pay TV.

In the preparation of his speech Mr. Salant presumably had available the counsel of CBS-TV's own representative on the NAB television board, William B. Lodge, the network's vice president for affiliate relations and engineering.

NAB staff members last week said the minutes of the January meeting indicated that a motion to go for anti-pay-TV legislation was defeated.

It was conjectured that some confu-

Salant is the last to get the word

Richard S. Salant, CBS Inc. vice president and assistant to the president, said last Friday morning (May 15) that he had not yet received NAB President LeRoy Collins's letter asserting that Mr. Salant misunderstood NAB policy on wired subscription television.

Mr. Collins's letter was dated Thursday (May 14), and was distributed to news media on the afternoon of that day. The letter was written at the NAB's Washington headquarters and addressed to Mr. Salant at his office in New York.

Mr. Salant expressed some surprise when told that the NAB presi-

dent's letter had been released before it reached the recipient.

When the letter was read to Mr. Salant, he said that if it meant that the NAB had decided not to seek legislation to protect free broadcasters from competition from wired pay TV, "I'm glad."

Mr. Salant said he would make no comment beyond that until he had seen the Collins letter. Asked whether he would make a public reply to the NAB president, the CBS official said he would not. It would be up to the recipient, Mr. Collins, to decide whether to release whatever correspondence he got from Mr. Salant, the CBS vice president stated.

CONFUSION OVER PAY-TV CONTROLS *continued*

sion had arisen over the public announcement issued after the board meeting. At one point the announcement stated that the television board had voted to seek legislation controlling CATV. At another point it defined pay TV in such a way that it included any CATV system that originated any programming. These points, together with the generalized statement of opposition to pay TV in all forms and the instructions to the staff and committee to implement the opposition by all necessary and timely means, were generally understood to add up to the policy with which Mr. Salant took issue two weeks ago.

Henry's View ■ Mr. Collins's new version of the policy puts the association at odds with FCC Chairman E. William Henry who, in a speech to the NAB annual convention last month, argued for federal control of pay TV, whether broadcast or distributed by wire. At the time Mr. Henry's position was widely accepted as corresponding to the NAB's. During the same convention Mr. Collins made a speech urging broadcasters to propagandize against all forms of pay TV, although he made no mention of pay-TV legislation.

It turned out last week that another FCC member regards CATV as a form of pay television. In a transcript released last week it became known that FCC Commissioner Frederick Ford on March 5 told a closed session of a House Appropriations Subcommittee: "There are two kinds of pay television. There is one where the cable gives you all the programs for a monthly fee. The other kind charges for a specific program." Mr. Ford was nominated last week for reappointment to another term (story page 60).

In his NAB speech, Mr. Henry went the whole route for control.

All wired television, CATV or pay TV, must be brought under regulation, he stated then. "Legislation is clearly required on some points," he added, "and action by the commission or the industry on others. Congress, the commission and the industry must make critical decisions about wired television before events make them for them."

Although he acknowledged at a later news conference that he had not thought out any legislative proposals or a timetable for them, he pointed out that the FCC acquires jurisdiction when micro-waves are used for either CATV or pay TV. The whole purpose of assuming jurisdiction, he emphasized, is to keep it from spreading until we have a chance to see its effects."

"It makes no sense," Mr. Henry said, to control broadcast pay TV, while giv-

ing "carte blanche" to wired pay TV.

Although there is nothing in preparation yet, the commission's next big step in pay TV is expected to come in a request to Congress for regulatory authority. Even some FCC staffers who are seldom bashful about asserting commission authority, agree that the issue is so big Congress should be asked to set policy. There has even been some talk about imposing a freeze on microwave grants serving pay-TV systems until the entire issue is clarified by Congress.

Congress Interested Before ■ Six years ago, when the FCC was studying the question of pay TV over the air from licensed TV stations, Congress expressed definite interest. Aside from the questions directed at the FCC about the subject—from statutory authority to licensing policy—both the House and Senate commerce committees asked the commission to delay taking any action on pay TV while the congressmen considered whether to take any action. No actions were then, or since, taken by Congress. The FCC deferred and it wasn't until March 1959 that the commission issued its Third Report which established criteria for over-the-air pay-TV tests. The first and only licensee



Alvin's road to happiness

Alvin, the miniature mutt frequently seen as canine talent on various network television shows, has his commercial side too. Next month he introduces the Pulvex line of aerosol flea and tick spray to its first extensive plunge in TV with a heavy spot campaign to run initially in the Southwest throughout the "scratch" season. Agency for Pulvex Division of William Cooper & Nephews is Geyer, Morey, Ballard, Chicago.

under this authority is RKO General where per-program fees are charged for special programs broadcast by WHCT (TV) Hartford, Conn.

Representative Oren Harris (D-Ark.), chairman of the House committee, did introduce legislation to encompass both broadcast and wired pay TV under FCC control. "You cannot have uncontrolled tests of pay television by wire if tests of pay television by radio are subject to strict limitations prescribed by the FCC," he said then.

Mr. Salant is not the only one to take issue with the notion of an anti-pay-TV protection policy for broadcasters.

Brigadier General David Sarnoff, at an RCA stockholders meeting two weeks ago (BROADCASTING, May 11), said in answer to a question that he was opposed to pay TV but added that "as a matter of principle, I'm not in favor of outlawing competition."

FCC Commissioner Lee Loevinger in addresses several weeks ago in Los Angeles and Dallas warned broadcasters they ought not seek legislation for their competitors, pay TV or CATV, that they would oppose for themselves.

"We must," said Mr. Loevinger, "have competition among diverse licensees in order that the public may make its own choice and thus exerts its own influence as to the proper programming which it finds responsive to its needs and desires."

Kluge's Views ■ A pro-regulation statement came last week from the head of a major television station group. Asked about his attitude toward the planned introduction of wired pay TV in Los Angeles and San Francisco by Subscription Television Inc., John H. Kluge, president of Metromedia Inc., said at a stockholders meeting that he favored FCC control of such systems. Pay TV, he said, "is part of the spectrum of entertainment."

FCC control, Mr. Kluge suggested, would give pay TV some of the "disadvantages" of government regulation to which broadcasters are now subject and "at least would put us in an even competitive position."

He noted further that Metromedia is watching pay TV closely and that, should it become a successful medium, the company would be ready to "bridge the gap."

This point, that broadcasters will have to join the pay TV force if it is successful, has been made previously by all three networks and other broadcasters.

Free Competition ■ How does STV—the wired pay TV system poised for entry into operation in both Los Angeles and San Francisco—feel about the talk of regulation?

Sylvester L. (Pat) Weaver Jr., president of STV, said last week that the only

Law to give FCC control of CATV's asked by NAB committee

Legislation to give the FCC control over community antenna systems by amending the rebroadcast provisions of the Communications Act was the regulatory route recommended by a National Association of Broadcasters' committee last week.

Ground out after an all-day meeting in Washington by the association's Future of TV in America Committee, the proposal to be submitted to the FCC would:

- Amend Section 325 of the Communications Act to include CATV systems as well as broadcast stations which would be prohibited from rebroadcasting the programs of another broadcast stations "without the express authority of the originating station."

- Permit the FCC, however, to overrule a refusal by one of its licensees if it is in the public interest.

The recommended legislation, which must first be ratified by the television board which meets in Washington next month, follows the instructions of the board to impose

FCC control over CATV. The TV board took this action last January at its meeting in Florida, when it adopted a resolution supporting the FCC's proposed rules to control microwave-fed community antenna television systems and to prepare legislation which would confer on the FCC jurisdiction to similarly regulate non-microwave CATV systems.

Rule Making Pending ■ The commission has a rule making outstanding to require CATV's to protect local stations by (1) carrying them on the cable when requested, and (2) refraining from duplicating their programs for 15 days before and after the programs are carried by the local station. This rule, however, would apply only to microwave-fed CATV's.

The FCC wants, also, legislation that would clearly extend its authority to off-the-air CATV's as well. Over a period of time the commission has consulted with the National Community Television Association and had arrived at a meeting of minds on a projected congressional bill.

The FCC-NCTA agreement called

for all CATV's under FCC jurisdiction, but they would not be licensed. CATV's within a 15-mile radius of a local station would carry that station on its cable and not duplicate its program simultaneously. Outside the 15-mile radius, duplication would be forbidden on a case-by-case basis for at least five years, after which the FCC would formalize its duplication policy by rule.

Hopes of a tripartite agreement vanished however when the NAB's Future of TV in America Committee last March contended that the FCC-NCTA legislative proposals did not meet the commission's own Sixth Report and Order priorities established after the TV freeze was lifted in 1952—one broadcast signal to all communities, one local TV station, two or more services wherever possible and two or more local stations wherever possible.

It is generally agreed, however, that there is no hope of persuading Congress to pass any CATV legislation this year. It is hoped that, if all three parties can come to an agreement, some sort of law can be passed next year.

specific regulation he knows about is the campaign led by California theater owners to outlaw pay TV by a state referendum. "Needless to say we're against this form of regulation," he declared.

Until there are specific recommendations for regulation, Mr. Weaver said, STV cannot be for or against legislative proposals. But he added: "It should be remembered that, unlike broadcast television, wired television is not subject to regulation because of any limitation on the number of available channels. . . . The only reason thus far advanced for regulation . . . appears to be that we must be regulated lest we compete too successfully" with theater TV, motion picture theaters and "advertiser-sponsored" television.

"In other words, the fear is that people will prefer our product to the exclusion of the product provided for by our competitors" Mr. Weaver declared.

This attitude is not only the antithesis of free competition, Mr. Weaver said, but runs afoul the constitutional guarantees of free speech and a free press. "Any regulation which sought to interfere with our program content," he said, "would be resisted by every means available to us."

STV announces program plans

10 million homes in five years, says Weaver of San Francisco, L.A. beginning

High quality theatrical productions, classical ballet and chamber music will join big league baseball in the opening week's offerings of Los Angeles and San Francisco pay television, Sylvester L. (Pat) Weaver, Subscription Television Inc. president, announced last week.

Service in both cities will start July 1, he said, with play-by-play coverage of the Los Angeles Dodgers set for subscribers in that city and of the San Francisco Giants for STV customers there.

STV currently has some 3,500 subscribers signed in Los Angeles, and has just started to solicit them in San Francisco, he said, predicting a total of 7-8,000 by July 1 and 10 times that number by the end of the year. In five years, there should be 1.3 million

homes hooked up to STV in California and probably 10 million in the nation. A total of 75,000 subscribers will put STV operations on a break-even basis if estimates of \$15 a month per subscribing home prove correct, the STV president stated. He added that subscribers are being cautioned to select their pay-TV viewing carefully and not use the new service so much that the first month's bill will be \$50 or more.

Unlike today's television, which Mr. Weaver called a "habit medium," STV will be a special event, special interest medium. Its subscribers are expected to watch its programs perhaps three or four hours a week, compared to the 35 hours the average home watches television today. And most of the STV audience will come from homes where the TV screen would otherwise be black, he observed.

First Programs ■ At the beginning STV's three-channel service will offer programs in the prime evening hours, possibly 7-11 p.m., seven nights a week, Mr. Weaver said, with no daytime service except baseball games and perhaps other special events. One channel will carry a mass-appeal program such as a ball game or a first-run motion picture, with special interest programming on the other two. One of the

programs on the STV schedule in its opening days will be the Anton Chekhov drama, "Uncle Vanya," filmed at the National Theater in London where it is being performed with a cast headed by Sir Laurence Olivier. Another will be "Sponono," a South African drama with integrated tribal war chants and dances, taped at New York's Cort Theater, where it had "great reviews and bad box office." Two off-Broadway shows, "The Trojan Women" and "The Streets of New York," will also be available.

Other early offerings include a concert of chamber music; "An Evening with the Royal Ballet" and "The Best of Bolshoi," two top ballet organizations, and the opera "Der Rosenkavalier," filmed in color.

Like the dramas, these will be presented full length, even the 3½ hour opera. That is a major difference between STV and the TV networks, Mr. Weaver commented.

The musical features to be shown by STV include a program of flamenco songs and dances, a visit to a New York night club, a folk music jamboree, a Sunday Sing from a Los Angeles Park and many more. For young viewers there will be a career guidance program, Encyclopaedia Britannica and other educational films, as

well as programs featuring top teenage recording artists and other purely entertaining material. Bridge lessons and foreign language sessions will be available for viewers of all ages, along with programs of every variety of special interest appeal, Mr. Weaver said.

May Help Theaters ■ STV has assembled an assortment of motion pictures, although to date none from any major Hollywood studio, but the STV president expressed full confidence that before long all studios would be making their product available to STV on a first run basis. He decried the fears of theater operators that STV will hurt their business and cited figures showing that 80% of today's movie theater tickets are purchased by teen-agers, who are not apt to stay home to watch STV's evening offerings. Adults who watch new pictures, uncut and uninterrupted, at home will be stimulated to go to the theater with its big screen, full color and other attractions, he commented, so instead of hurting theater attendance, STV can actually help it.

As far as TV broadcasters are concerned, Mr. Weaver said that STV doesn't want and wouldn't take 90% of the material now on TV, chiefly serial dramas. "We will duplicate the other 10% to some extent," He said. STV plans no hard news programming,

"which already has been done very well," but it will have special programs on topics of current interest. He suggested that a three-hour discussion by, say, 20 top reportorial names, standard in newspaper by-lines but seldom if ever seen on TV, would make an interesting program for STV.

Commenting on the fight by California theater owners to get pay TV outlawed through an initiative petition, which has won a place on the California ballot at the general election on Nov. 3, Mr. Weaver expressed confidence that the voters of the state will reject the idea and give STV a chance to show what it has to offer. If the measure should pass, STV would go to court and have it declared unconstitutional, he stated. He noted that all attorneys with whom he and his associates have discussed the situation agree that it is impossible to legislate a competitor out of business without violating the Constitution.

Speaking of sports, Mr. Weaver said that pay TV, or at least STV, will restore to viewers events no longer available on home TV screens. He noted that in recent years nine baseball teams have moved to new cities, forced out of business at their former homes by unrestricted TV coverage, and that eight of the nine have now imposed TV blackouts on their home games.

Wire TV, fairness are Iowa subjects

Wired TV and the FCC's fairness doctrine were scored last week in speeches to the annual Iowa Broadcasters Association meeting in Iowa City.

William B. Quarton of WMT-AM-FM-TV Cedar Rapids, who is also chairman of the joint boards of the National Association of Broadcasters, said "the most pressing problem before the industry" is the use of wire systems to bring programs to the public. He called on broadcasters to take their case against pay TV and CATV systems to the public.

"Pay TV follows CATV like night follows day," Mr. Quarton said, and CATV is using broadcasters' programs "to build strength to slowly strangle us."

Wire systems are not solely a problem for television operators, he emphasized. Many CATV's already offer some of "the staples of the radio broadcaster's programing"—such as background music, weather, time, news, etc.—and pay TV proposals would move in on the field, too, he said.

Douglas A. Anello, general counsel of the NAB, pointed out to the Iowans

that a broadcaster can sell only time. If he is "forced to give time for the expression of a contrary point of view," Mr. Anello asked, "isn't this comparable to the levy of damages for saying what you think?"

He argued that the fairness doctrine "can induce conformity with certain preconceived ideas." Mr. Anello said that the FCC has been "objective and free from bias" in judging fairness doctrine cases, but asked "what guarantee is there that the government will continue to have such outstanding men of high purpose?"

"Any doctrine of coercion is dangerous because even if it could be administered with impeccable intentions and flawless wisdom, it creates a precedent that could be disastrous in the hands of some future authority who might be unwise, ill-intentioned, or both."

Mr. Anello said the basic problem with the fairness doctrine is that it discourages broadcasters from expressing opinion. Broadcasters cannot adequately fulfill their function of informing public opinion, he said, unless they have "more of the freedom enjoyed by newspapers."

A third principal speaker at the meeting was Robert J. Burton, president of Broadcast Music Inc. (see page 80).

North Carolinians fight CATV entry

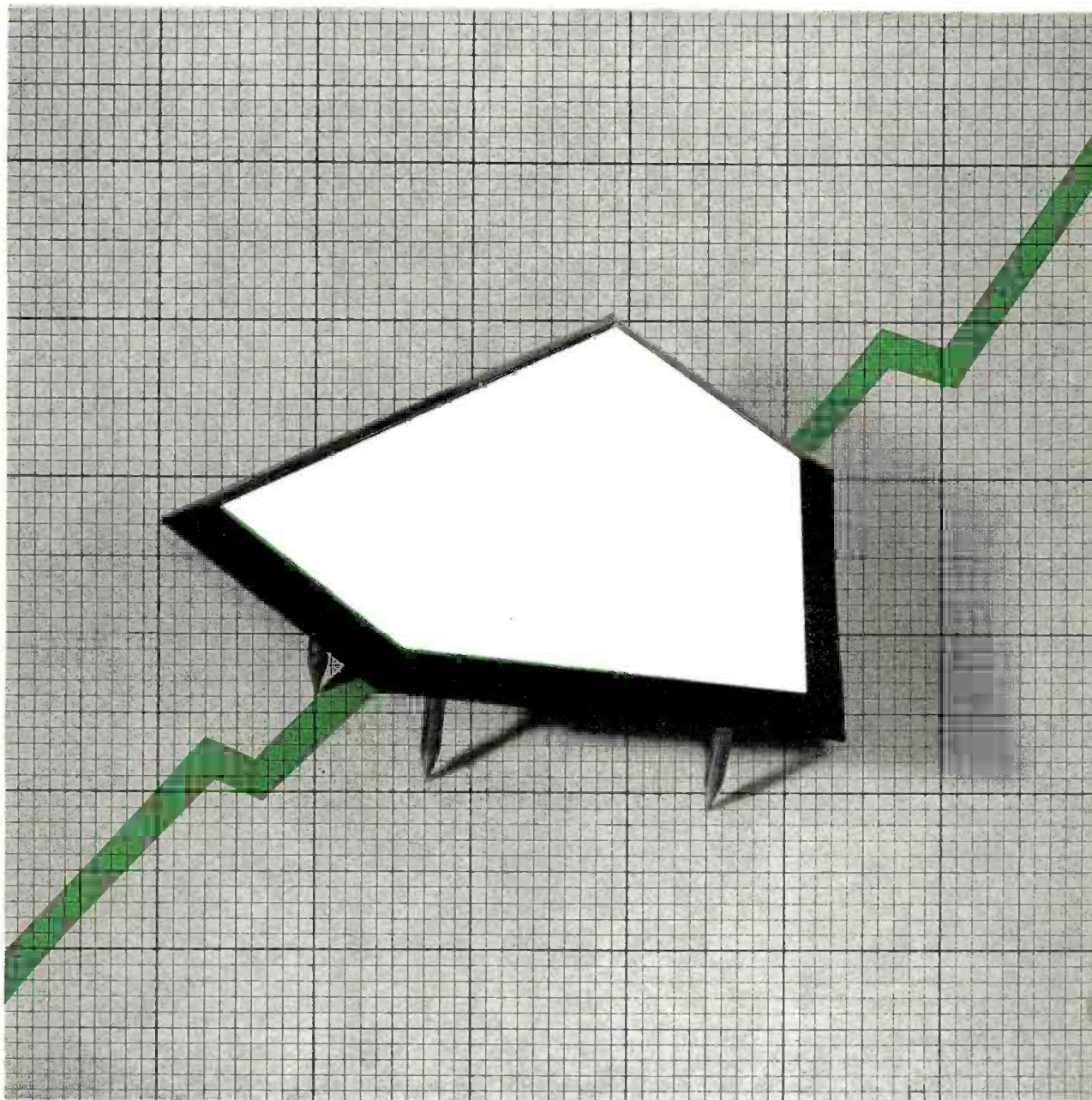
Developments in community antenna television expansion into North Carolina moved rapidly last week:

■ Television broadcasters in cities without apparent cable plans were alerted by the president of the North Carolina Association of Broadcasters to warn their city councils to take CATV proposals up "slowly and seriously" when and if they are made.

■ Fred Fletcher, vice president and general manager of WRAL-TV Raleigh and president of the state association, said he was considering calling all television members together to discuss CATV's swift entry into the state and said, "The surreptitious way things are brought before city councils is frightening."

■ A statewide group to oppose CATV was formed under the leadership of the Television Accessory Manufacturers Institute Inc. (TAME), which already is waging a major campaign in Georgia.

The activity was stimulated by a sudden surge of interest in CATV in the state as shown by the actions of groups seeking city authorizations to begin



Firsttest with the mostest

Atlanta's retail sales jumped 23.2 percent for the past two calendar years, by far the highest gain among the top 25 markets.* People with something to sell can't overlook booming Atlanta. And they can't overlook the best selling medium in town, WSB Radio. It's the firstest medium to reach the nation's mostest market. Run there for results now. It's like stealing home.

*SM Survey of Buying Power 1/1/62—1/1/64.

WSB *RADIO/ATLANTA*

NBC affiliate. Represented by Edward Petry & Co., Inc.



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.

A Metro Radio Sales man takes more of your time

He has the markets buyers want. He knows his station and his proposals show it. They are fully researched and tailored to a specific account. He usually gets more time, air time, from mediagen for these selected stations in these major markets. WNEW, NEW YORK; KLAC, LOS ANGELES; WIP, PHILADELPHIA; WHK, CLEVELAND; WCBM, BALTIMORE; KMBC, KANSAS CITY; WDRC, HARTFORD.

Metro Radio Sales

H.D. "BUD" NEUWIRTH, VICE PRESIDENT AND DIRECTOR

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

cable operations in Raleigh, Durham and Charlotte. A TAME spokesman said he suspected the new interest in CATV was part of a statewide campaign to bring cable television into Winston-Salem, Burlington, High Point and Greensboro.

In Durham, where a group called Durham Cablevision Co. is seeking a "privilege" (as contrasted to an exclusive franchise) to bring in CATV (BROADCASTING, May 11), Mayor Wense Grabarek named a committee to examine the CATV issue.

In a counter-action TAME held sev-

eral fund-raising and organizational sessions and named John Knight of Womack Electronics, a distributor chain firm, and Harvey Finkel of JFD Electronics, which manufactures TV antennas in Oxford, N. C., near Durham, as co-chairmen of a North Carolina TAME committee.

And in Raleigh anti-CATV forces prepared to urge the city council today (May 18) to delay a decision on Raleigh Cablevision Co.'s request for a "privilege license" for at least 30 days and preferably 90 days, Mr. Fletcher stated.

Weaver, Wasilewski debate pay-TV issue

The first confrontation between an official representative of the broadcasting industry and of Subscription Television Inc., the pay TV company planning to wire up Los Angeles and San Francisco for fee TV to begin this summer, took place last Friday before the Commonwealth Club of California in San Francisco.

Facing each other in what was heralded as a debate on pay TV were Vincent T. Wasilewski, executive vice president of the National Association of Broadcasters, and Sylvester L. (Pat) Weaver, STV president.

Both were scheduled to make the same points which have been made before: Mr. Wasilewski, that pay TV threatens to siphon off the programs now brought to the American people through free TV, and Mr. Weaver, that STV intends to bring new and different programs to the public for which they will pay on an individual basis.

Mr. Wasilewski, in his prepared remarks, maintained that everybody stands to benefit from pay TV except the public. If pay TV is successful, he contended, then the networks and broadcast entities will enter the field, to the detriment of existing forms of regular TV.

Pay TV, he insisted, is not new. "If pay TV proposed to use other than existing television sets for its success," he said, "it would be new. But pay-TV proposes to use the existing investment of approximately \$20 billion on the part of the public in television receivers as the take-off point for this operation."

What pay TV wants to do, Mr. Wasilewski said, is to "convert that free highway into a toll road."

Over the long run, Mr. Wasilewski contended, pay TV will outbid free TV for its programming. Thus, he added, for the benefit of the 5% of the public who want pay TV, 95% will be deprived of programs they

now enjoy without charge. This erosion process, he said, will result in the demise of free TV as it is today. "It would simply cease to exist as a viable operation," he said.

It would even, over a period of time, probably begin to accept advertising. "Is it not also really naive to assume that there will be no advertising on pay TV? Who does not remember when the magazine *Readers Digest* scorned advertising revenues?"

Plea for Votes ■ Mr. Weaver took the occasion to plead for the defeat of the referendum, sponsored by the theater owners and others, which would prohibit pay TV in California. In his prepared text, he said:

"We believe and we ask responsible business and public organizations to make known that they stand with all of the California press, with the national press, with the broadcasting press and with the heads of the two principal broadcasting networks in condemning the use of legislation to protect monopoly and to prevent competition for a public decision in the market place.

"A television service supported entirely on money from advertising has grave inherent limitations," he added, "because of the need for mass audience, mass acceptability program material, flow of audience and professional requirements. . . We of Subscription Television Inc. will never use this type of show because no one would ever pay to see it even if it were the best possible show of its type. . ."

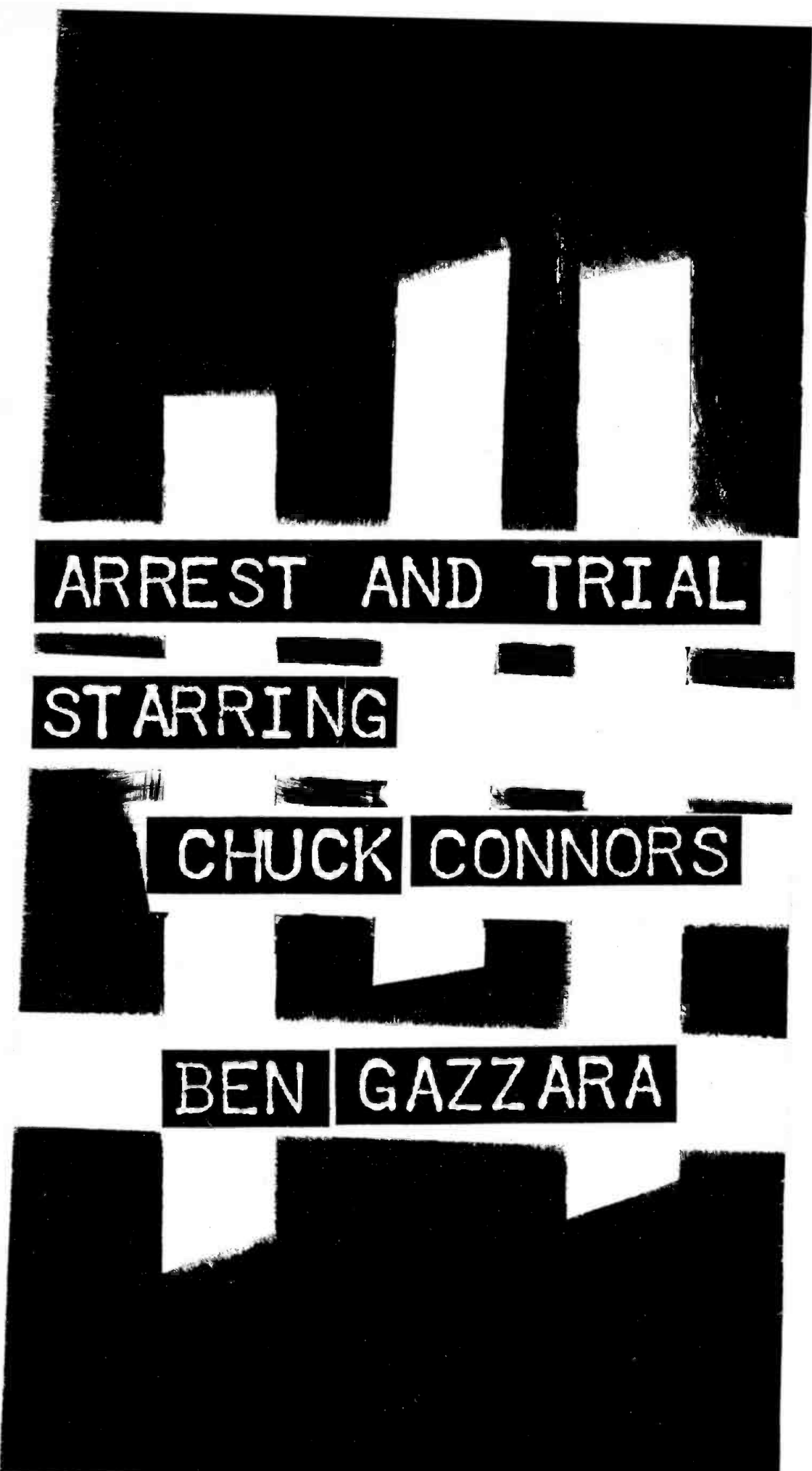
He continued:

"When this billion and a half dollar industry [broadcasting] states it cannot coexist with a subscription television service, I must categorically state that it is deliberately not telling the truth. Our service will be completely, utterly and distinctively different in all respects."

If you lived in San Francisco...



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



ARREST AND TRIAL

STARRING

CHUCK CONNORS

BEN GAZZARA

W. McLean

30 EPISODES

NINETY MINUTES

A TELEVISION FIRST

FOR LOCAL EXHIBITION THIS FALL

MCA

Need answers? Ask the computer

Examination of the facts often brings surprising results, Harper points out to ANA; Eldridge sees decline in influence for much advertising

Claims that too much advertising money is being misspent were coupled last week at the Association of National Advertisers spring convention in New York with a prediction that national advertising expenditures in the next 10 years will increase nearly 100%.

Much of the caution regarding excessive use—or misuse—of advertising came in a speech by Marion Harper Jr., president and chairman of the board of the Interpublic Group of Companies, who cited new techniques that make increasing use of computers and which have indicated that from 15 to 85% of a commercial or advertisement's performance may be wasted effort.

While deploring the poor performance of many advertising efforts, Mr. Harper was enthusiastic over the "in-

place? Or, should we allocate differently between advertising, promotion and publicity? Or, for that matter, should we recommend that we start to 'milk' a product and assign what would otherwise be its advertising appropriation to promoting some new product?"

To support Interpublic's computer operations, Mr. Harper said, a "media data bank" with more than a half-million cards has been set up to provide "information covering circulation, media profiles, client market definitions and other data."

With ready access to so much information, he said, an agency "can range electronically over all the data and all the possibilities, constructing media schedules on the basis of facts most relevant to a client's marketing needs."

Thomas B. McCabe Jr., marketing

for correspondingly decreasing results. He attributed this inflation to unnecessary and unwise use of advertising, particularly in television.

He criticized advertising, which he said is especially prevalent on TV, that attempts to create "psychological differences, psychological superiorities, in products where no such differences or superiorities exist in fact." Such claims are seriously affecting the believability of advertising, he said.

Mr. Eldridge also criticized advertisers and agencies for what he considered indiscriminate use of television, their regard for television as a cure-all for their advertising needs and, often, their practice of dismembering their advertising messages to fit the limitations of television.

He cited occasions where sales points are simplified or omitted entirely because they cannot be fitted into the mood a TV commercial attempts to create or into the short period of time a commercial is allotted. In an effort to compete with the program the advertiser is sponsoring, he said, creative people, "in indulging their ego, bury the product message in an impenetrable maze of irrelevancies which completely emasculate the advertising."

Story Needed ■ He advocated the use of words, not mood or gimmicks, to "tell a complete and convincing story," even if only a relatively small audience sees it, rather than to "flash a meaningless slogan before millions."

Mr. Eldridge said that so much advertising is being carried in print media, as well as on TV, that "the point of diminishing returns has been reached—and passed." He noted a recent American Association of Advertising Agencies' report that said that consumers react to only 15% of the advertisements they see each day (BROADCASTING, April 27).

Worse yet, he said, was that a third of that 15% was regarded as "especially annoying or offensive."

With 90% of all advertising being ignored or considered irritating, Mr. Eldridge said, there is "grave danger that the image of all advertising will suffer; the believability and effectiveness of all advertising will be reduced, the innocent will suffer along with the guilty."

As solutions, Mr. Eldridge said that advertisers and agencies should stress real differences in their products, not psychological ones; that cleverness should never be substituted for facts or



Mr. Harper



Mr. Eldridge



Mr. McCabe

formation revolution," which he said has begun. "Symbol of this information revolution is the electronic computer," he said, asserting that it will make advertising more a science than an art because so much more knowledge concerning the habits, needs and desires of the consumer will become so much more quickly available to "all participants in the communications process—the advertiser, the advertising agency and the advertising medium."

New Questions ■ One effect of the "information revolution" he said may be that instead of advertisers trying to decide which media to use, they may ask, "should we advertise in the first

vice president for Scott Paper Co., predicted that the pressures "for increased profits and improved efficiencies from managements, boards of directors and stockholders will continue to mount."

Despite this added pressure, Mr. McCabe said, national advertising budgets will increase from the current level of \$8 billion to \$15 billion by 1974. Efficient management of advertising budgets has become mandatory, he said.

Influence Wanes ■ Marketing consultant Clarence E. Eldridge stressed "the decline in the influence of advertising" that is now taking place. He saw advertising as becoming increasingly inflationary, with more money being spent



A NEW COMMAND ON SALES: BLAIR GROUP PLAN.

The fur really flies in the competitive hair dressing business. That's why astute marketer Alberto-Culver grooms Command Hair Dressing for tidier sales with the Blair Group Plan. Blair Radio's Bull's-Eye Marketing Service gives Alberto-Culver a nationwide audience that's snipped and shaped to suit local selling needs.

To pinpoint your audience, Blair uses National Survey #1. Then enthusiastic local personalities give your message a stimulating 60-second workout it can't possibly get any other way. Blair Group Plan alone gives you such market selectivity. No wonder Blair Group Plan is America's most influential group of radio stations. Order your tailor-made plan by calling your Blairman today.

AMONG OTHER SUCCESSFUL USERS: THE NESTLÉ COMPANY, FORD, ACCENT, KELLOGG'S, MARS BARS, LINCOLN-MERCURY, CAMPBELL SOUP & ALKA-SELTZER.



BLAIR RADIO, Division of John Blair & Company
OFFICES IN 10 MAJOR CITIES: New York/Chicago/Atlanta/Boston
Dallas/Detroit/Los Angeles/Philadelphia/St. Louis/San Francisco







BEST WAY TO MEASURE RADIO... is the new WLW "Radio Value Yardstick"—developed by the Crosley Broadcasting Corporation with the assistance of 25 media directors, plus reps and research organizations. This simple fast method enables timebuyers to measure radio stations' qualitative and quantitative value—not on the usual cost-per-thousand based on audience numbers alone, but also on 8 other factors. It supplements an agency's normal procedure of matching radio station information to its clients needs.

Another example of Crosley 42 years of leadership

WLW RADIO, CINCINNATI  **NATION'S HIGHEST FIDELITY RADIO STATION**

CROSLEY BROADCASTING CORPORATION, a subsidiary of Avco

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

WLW Sales Offices—New York, Chicago, Cleveland • Edward Petry & Co., Inc.—Los Angeles, San Francisco • Bomar Lowrance & Associates—Atlanta, Dallas

believable arguments; that advertising quality should be substituted for quantity so that "a lesser number of dollars, more intelligently spent, might produce greater results—and thereby, incidentally, enhance both the influence and image of advertising."

Speeches on possible legislative action in regard to regulation of advertising were made by Mrs. Esther Peterson, special assistant to the President for consumer affairs, and Gilbert H. Weil, general counsel to the ANA.

Clutter Opposed — Mrs. Peterson urged the ANA itself to help correct what she said were bad practices in regard to TV commercial "clutter," misleading promotion of motion pictures and the defacing "clutter" of roadside advertising.

Mrs. Peterson commended advertisers, particularly in the cigarette industry, for the "high degree of self-regulation" they have imposed upon themselves.

Mr. Weil said that regulation of advertising could best be done by industry itself because the advertisers' interests "are not adverse" to those of the consumer. He said that recommendations made by government agencies "can only be welcomed" by the advertisers, but that in the end, the advertiser knows best what the consumer wants because he is the only one directly financially affected by those wants.

A highlight of the ANA meeting

Ad budgets lagging

Paul Foley, vice-chairman of McCann-Erickson, New York, last week reproved advertisers generally for failing to keep their ad budgets in line with the growing purchasing power of the public.

While purchasing power in this country has increased by over 25% in the last four years, he said, aggregate advertising budgets have increased by only 9%.

Mr. Foley commented that budgeting by potential rather than by history or projection of current sales will be an "absolute necessity" in the anticipated "era of abundance."

His remarks were made before the Pittsburgh Advertising Club.



Mr. Foley

was the awarding of its Paul B. West Award for leadership in advertising to the Audit Bureau of Circulation on the occasion of the ABC's 50th anniversary.

ANA President Peter W. Allport said the award was in recognition of "the significant contribution ABC has made in raising the standards of advertising evaluation over the years."

3 groups to vote on proposed ad code

A draft of a proposed "advertising code of American business" is being issued today (May 18) by committees of three major advertising organizations for adoption at their respective annual meetings in the next few weeks.

The three organizations are the Advertising Federations of America, the Advertising Association of the West and the Association of Better Business Bureaus. The code draft is the work of three advertising improvement committees. The ABBB considers the code first at its annual conference in Atlanta the first week in June, AFA will meet next on June 6-10 in St. Louis, and the AAW on July 5-8 at Sun Valley, Idaho. Approval is expected of all three.

The code is made up of nine points or principles which emphasize truth, responsibility, taste and decency in advertising, while critically treating such matters as disparagement of competitors and/or their products and the practice of bait advertising. The code asks that guarantees and warranties mentioned in advertising be "explicit," that price and other claims unsupported by fact be avoided and that testimonials be limited "to those of competent witnesses who are reflecting a real and honest choice."

The objective of the code is to improve the truthfulness, accuracy and believability of advertising.

Eastern Airlines hops from B&B to Y&R

For the second time in five months, Eastern Airlines appointed a new agency. Last week it transferred its \$9 million account from Benton & Bowles to Young & Rubicam.

Eastern is buying heavily in broadcasting, earmarking about \$2 million to television and \$2.5 million to radio.

The airline named B&B as its agency for its consumer advertising last December after four agencies had sub-

mitted elaborate presentations. Previously, Fletcher Richards, Calkins & Holden had been Eastern's agency for 28 years. (Gaynor & Ducas was named last December to handle Eastern's sales promotion, trade publication advertising and special projects, and retains this assignment.)

Eastern declined to comment on the move. An official at Benton & Bowles called the change "incredible," saying that as recently as two weeks ago the agency's approach had been commended by the airline's advertising and marketing management.

The acquisition by Y & R of the Eastern billing recoups to a substantial extent the agency's loss of the \$11 million Bufferin account to Grey Advertising last month (BROADCASTING, April 13).

Commercials in production . . .

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

Jefferson Productions, One Julian Price Place, Charlotte, N. C.

Frito-Lay, Inc., Dallas (Fritos); one 60 for TV, live on tape. Norman Prevatte, producer. Agency: Dancer-Fitzgerald-Sample Inc., New York Bert Saperstein, agency producer.

Roddey's Packing Company (Roddey's Meat); two 60's for TV, live on tape. Ed Wade, Director. Agency: Sonny Smith Agency Inc. Charlotte, N. C. Robert Hicks, agency producer.

Brown and Williamson Tobacco Corp., Louisville, Ky. (Tube Rose snuff); one 60 for TV, live. Dan McDaniel, director. Agency: Ted Bates and Co., New York. Mort Kasman, agency producer.

Simoniz Co., Chicago (Stik-Stik); one 60 for TV, live on tape. Norman Prevatte, director. Agency: Dancer-Fitzgerald-Sample Inc., New York. Dave Davidow, agency producer.

Bost Bakery, Shelby, N. C. (Bost bread); six 20's for TV, live on tape. Norman Prevatte, director. Agency: Cleveland Advertising. Max P. Butler, account executive.

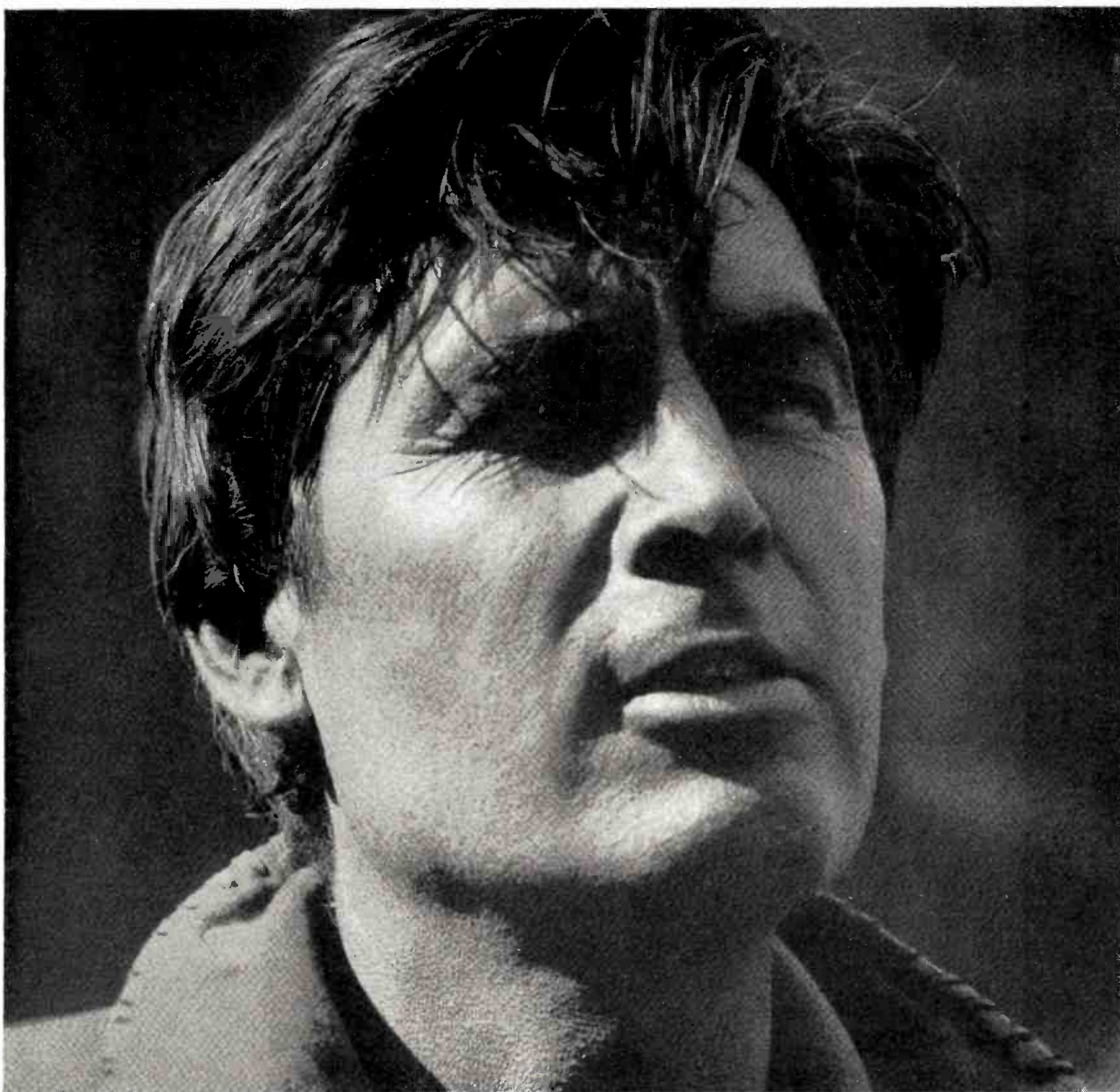
Quality Bakers of America Cooperative Inc., New York (Sunbeam bread); one 60, one 20, one 10 for TV, live on tape. Ed Wade, director. Placed direct. Alan Baker, agency producer.

Pilot Life Insurance Co., Greensboro, N. C. (insurance); one 60, one 20, one 10 for TV, live on tape. Norman Prevatte, director. Agency: Wilson, Haight and Welch, Hartford, Conn. Carlton Hawthorne, account executive.

First Citizens Bank and Trust Co., Charlotte, N. C.; eight 20's for TV, live on tape. Norman Prevatte, director. Agency: Lloyd Advertising Agency. Clyde Pulley, account executive.

Procter and Gamble Co., Cincinnati (Radar); one 60 for TV, live on tape. Norman Prevatte, director. Agency: Dancer-Fitzgerald-Sample. New York. Dave Davidow, agency producer.

Great Atlantic and Pacific Tea Co., New York (A&P); four 20's for TV, live on tape. Ed



LOOK WHO'S JOINING DR. KILDARE

Daniel Boone—and he's just what the doctor ordered.

Actually, it means that Dr. Kildare is getting a real, healthy lead-in. After all, who wouldn't be pleased to have Daniel Boone leading the way? Especially when Dan'l is portrayed by Fess Parker, every inch the frontiersman—from buckskin britches to Boone-skin cap.

Daniel Boone, a rousing adventure series set in pioneer America, premieres next fall in the 7:30-8:30 p.m. time slot that leads into NBC-TV's other hits on Thursday night: high drama with *Dr. Kildare*, high jinks with *Hazel*, and high blood pressure with *Kraft Suspense Theater*.

Thursday is just one of the reasons NBC's fall schedule looks so good. (The other reasons are Monday, Tuesday, Wednesday, Friday, Saturday, and Sunday.) No wonder



our '64-'65 sales are ahead of previous seasons. No wonder that on NBC, every single prime-time program—new or returning—has already attracted important sponsorship.

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

A softer sell with a sinking sensation

"We're making the sidewalks softer this year" is the theme for Wolverine Shoe & Tanning Corp., Rockford, Mich., in its current TV commercials for Hush Puppies casual footwear. The 60-second spots are on NBC-TV's *Tonight* and *Sunday* and used as spots by local dealers.

The commercials feature feet

sinking into a foam rubber sidewalk. In one sequence a little old lady does a standing forward somersault before her soft sidewalk demonstration. The effect was achieved by painting and scoring sections of foam rubber to blend with the sidewalks. Agency for Wolverine is MacManus, John & Adams, Detroit.



Policeman stares in disbelief at the sinking spectacle

Wade, director. Agency: Jefferson Productions. Rod Alexander, account executive. Jim R. Rogers, agency producer.

Mid America Videotape Productions, Division of WGN Inc., 2501 West Bradley Place, Chicago 18. Illinois Bell Telephone Company, Chicago (service); one 60 for TV, tape. Dale Juhlin, director. Agency: N. W. Ayer and Son, Inc., Chicago. Robert Mellott, agency producer.

Real Estate Co. of America, Chicago (homes); three 60's for TV, tape. Dale Juhlin, director. Agency: Gourfain, Loeff and Adler, Inc., Chicago. Allan Sargal, agency producer.

Goldblatt Bros., Chicago (department store); one 60, one 20, one 10 for TV, tape. Dale Juhlin, director. Agency: Tobias and Olendorf, Chicago. Irv Haag, agency producer.

American Dispensers, Inc., Chicago (Custom Draft bar); one 60 for TV, tape. Dale Juhlin, director. Agency: Creative Communications, Chicago. Hirschel Lewis, agency producer.

Pantomime Pictures Inc., 8961 Sunset Blvd., Hollywood 89.

Ralston Purina Co., St. Louis, Mo. (dog food); three 60's for TV, live on film. John Marshall, production manager. Agency: Gardner Advertising Co., St. Louis, Mo. Joe Creaturo, agency producer.

Best Foods Division of Corn Products Sales Company, New York (Sippy Peanut Butter); one 60. Fred Crippen, production manager. Agency: Guild, Bascom and Bonfigli, San Francisco. Gordon Bellamy, agency producer.

Pepper Sound Studios, Inc., 51 South Florence, Memphis 4.

Guerdon Industries, Inc., Detroit (Mobile Homes); one 60 for radio, jingle. Ernie Bernhardt, production manager. Placed direct.

Piggly-Wiggly, Jacksonville, Fla. (grocery chain); one 60 for radio, jingle. Joe D'Gerolamo, production manager. Placed direct.

Dale Carnegie Institute, Salt Lake City; one 60 for radio, jingle. Bud Smalley, production manager. Placed direct.

Sears, Roebuck & Co., Chicago (department store); one 60 for radio, jingle. Hub Atwood,

production manager. Placed direct.

Golden Guernsey, Inc., Peterborough, N. H. (milk products); one 60 for radio, jingle. Jerry Clement, production manager. Placed direct.

Penick & Ford, Ltd., Inc., New York (Brer Rabbit molasses); one 60 for radio, jingle. Vincent Trauth, production manager. Placed direct.

Studio Ten Productions, Inc., 1329 Exchange Bank Building, Dallas, 75235.

Patio Foods, Inc., San Antonio, Tex. (food); one 60, one 30, one 20, one 10 for radio and TV, jingle. Tom Merriman, production manager. Agency: Fuller & Smith & Ross, Inc., Fort Worth. Ernie Brandt, agency producer.

Porterhouse Motels, Phoenix (motels); one 60 for radio, jingle. Tom Merriman, production manager.

National Bank of Commerce, San Antonio (bank); one 60 for radio, jingle. Tom Merriman, production manager. Agency: Aylin Advertising Agency, San Antonio. Ginger Dutcher, account executive.

Metzger's Dairy (dairy); one 60 for radio, jingle. Tom Merriman, production manager. Agency: Pitluk Advertising Company, San Antonio. Dave Hubbard, agency producer.

APCO (gasoline); one 60 for radio, jingle. Tom Merriman, production manager. Agency: Humphrey, Williams & Gibson Inc., Oklahoma City. Ellis Gibson, agency producer.

Business briefly . . .

General Mills, Minneapolis, through Dancer—Fitzgerald—Sample, is introducing Good News, a low-calorie addition to the Big G cereal line, with introductory campaign in radio, TV, newspapers and magazines. Product presently is being test-marketed in Davenport, Iowa and Moline, Ill. areas.

Hoffmann-La Roche Inc., Nutley, N. J., through McCann-Erickson, New York,

has bought sponsorship in seven NBC-TV programs for the 1964-65 season. Program buys are *The Alfred Hitchcock Hour*, *Daniel Boone*, *The Virginian*, *Wednesday Night at the Movies*, *That Was the Week That Was*, *International Showtime* and *The Jack Paar Show*.

Xerox Corp., Rochester, N. Y., through Papert, Koenig, Lois, New York, will sponsor *Big Brother is Listening*, an ABC-TV documentary to be telecast May 21 (10:30-11 p.m. EDT) about how private citizens' lives are increasingly being investigated by government and private agencies.

The Consumer Products Division of Union Carbide Corp., through William Esty, both New York, has purchased sponsorship in two new series scheduled by NBC-TV for the coming season. *The Man from U.N.C.L.E.* (Tuesday, 8:30-9 p.m.) and *Daniel Boone* (Thursday, 7:30-8:30 p.m.).

Western Auto Supply Co., Kansas City, through Winus-Brandon, that city, has renewed its sponsorship of ABC-TV's *Tennessee Ernie Ford Show* (Monday-Friday, 12:30-1 p.m. NYT) for a special promotional campaign from August to October.

Old London Inc., New York, through Richard K. Manoff Inc., that city, has started a television campaign on behalf of its Pretz-I-Nuggets, a bite-size pretzel, using announcements on NBC-TV's *Bullwinkle* show and spot TV in selected markets.

P. Lorillard Co., New York, through Lennen and Newell, that city, and A. F. Young Inc., Springfield, Mass., through J. Walter Thompson, New York, have purchased sponsorship in CBS Radio's *Dimension*. Lorillard's campaign for Kent cigarettes will feature announcements on *Dimension* and CBS Radio news and sports shows. The sponsorships will run for 10 weeks starting July 3. W. F. Young's schedule will include messages on *Dimension* during the summer beginning June 5. H. J. Heinz, Pittsburgh, through Grey Advertising, New York, has purchased a 52-week schedule of participations in *House Party* on CBS radio. The order started last week.

Timex Watches, through Warwick & Legler, New York, will sponsor two *Sneak Preview Specials* on NBC-TV during the 1964-65 season. Steve Lawrence will star in a variety special Nov. 27, 10-11 p.m. NYT. Details of the second special were not announced.

Union Oil Co. of California through Smock, Debnam & Waddell, Los Angeles, is sponsoring *Hollywood Park Feature Races* Saturday, 5-5:30 p.m. starting May 16 on 24 Columbia Pacific Television Network stations.

Out one door into another Dore! Bob Dore, that is!

THE OLDEST NEGRO GROUP OF STATIONS ADDS TO THE GROWING LIST OF BOB DORE STATIONS

The 5 stations of the OK Group will now expand the Dore representation with 2,500,000 additional Negroes in the coverage area of the Gold Coast of the Gulf Coast

NEW ORLEANS **295,000 NEGROES, WBOK**
Largest Negro City in the South (Soon to be Full Time)

HOUSTON **264,000 NEGROES, KYOK**
Second Largest Negro City in the South (Full Time Negro No. 1)

MEMPHIS **265,800 NEGROES, WLOK**
Third Largest Negro City in the South (Full Time A Good No. 2)

BATON ROUGE **77,700 NEGROES, WXOK**
Fastest Growing Industrial City (The Only Negro Station)

MOBILE **114,000 NEGROES, WGOK**
Deep South Fast Increasing Negro Population
(Most Representative Negro Station)

In the coverage area of these stations, there are vast audiences of Negroes, with rapidly rising incomes, approaching the \$4,000.00 for annual purchasing power of the family. The total purchasing power of these five cities for the Negroes at retail sales in food, apparel, furniture, automotive and drugs amounts to \$516,456,000.00. A rich market that can be covered by one buy . . . one bill . . . and multiple discounts for the 5 station buy of the OK Group.

OK Group **WBOK New Orleans** **KYOK Houston**
WLOK Memphis **WXOK Baton Rouge** **WGOK Mobile**

BOB DORE ASSOCIATES

NEW YORK, CHICAGO, LOS ANGELES, ATLANTA, SAN FRANCISCO

Many are culled, but few are chosen

AMERICAN TV COMMERCIALS FESTIVAL MAKES ANNUAL AWARDS

Doyle Dane Bernbach received 12 mentions, Young & Rubicam 10 and J. Walter Thompson 7 as agencies credited in the annual American TV Commercials Festival awards, announced Friday (May 15).

Grey Advertising had 5 mentions, Papert, Koenig, Lois and Campbell-Ewald 3 each, Kenyon & Eckhardt and McCann-Erickson 2 each in the awards for TV commercials in the 37 product categories, regional competitions and "craft" areas covered. The awards—a Clio statuette—were made in New York.

This year's festival drew 1,396 entries from national, regional, local and Canadian TV advertisers. Various screenings before judges this spring reduced finalists to 200 which were then screened by panels made up of advertising executives. Walter Weir, chairman of the executive committee at West, Weir & Bartel, was chairman of an awards luncheon coordinated by festival director Wallace A. Ross. Mr. Weir succeeds Barton A. Cummings, board chairman, Compton Advertising, as chairman of the festival board, comprising about a dozen other prominent advertising men.

The "Best Overall Series" went to Betty Crocker rice (General Mills

Gourmet Foods). The series, "European Dishes," was produced by Doyle Dane Bernbach and Televideo Productions. A statuette was awarded to Edwin W. Ebel, vice president advertising services, General Foods Inc., in recognition of the GF's TV entertainment programming and for its commercial messages. Specified in the citation was a description of the advertiser's messages as "informative, tasteful and entertaining."



Betty Crocker rice

Winners and their categories follow:

Best—overall series (special citation) tie for best copy: Betty Crocker Rice—"European Dishes," General Mills Gourmet Foods, Doyle Dane Bernbach, Televideo Productions.

Best—office appliance: Xerox copier—"Ordinary Paper," Xerox Corporation, Papert, Koenig, Lois, Farkas Films.

Best—home appliance: G. E. Automatic Toothbrush—"Cowboy," General Electric, Maxon, Video Crafts.

Best—apparel: Van Heusen Shirts—"Car Wash," Phillips—Van Heusen, Grey Advertising, Rose-Magwood Productions.



Van Heusen shirts "Car Wash"

Best—automobiles: Volkswagen Sedan—"Snowplow," Volkswagen of America, Doyle Dane Bernbach, Film Contracts, London.

Special Citation—best, trucks: Ford Pickup—"Airdrop," Ford Motor Co., J. Walter Thompson, Wylde Films.

Best—auto accessories: Double Eagle Tires—"Landmine," The Goodyear Tire & Rubber Co., Young & Rubicam, VPI of California.

Best—baked goods & confections; special citation—tie for best copy: Laura Scudder's Potato Chips—"Pledge," Doyle Dane Bernbach, Wylde Films.

Best—baking mixes: Aunt Jemima Pancakes—"Yellowbird," The Quaker Oats Co., J. Walter Thompson, Chicago, Elliott, Unger & Elliott—Screen Gems.

Best—banks & financial; best—West Coast market: Great Western Savings—"Armored Car," Doyle Dane Bernbach, Gerald Schnitzer Productions.

Best—bath soaps & deodorants: Princess Dial "Beach," Armour Grocery Products, Foote, Cone & Belding, FilmFair.

Best—beers & wines: Country Club Malt Liquor—"Crushed Can," Pearl Brewing, John W. Shaw Advertising, Chicago, MGM Telestudios.

Best—building products & home maintenance: Kaiser Screening—"Screen Door," Young & Rubicam, San Francisco, Don Feddersen Productions.

Tie for best—breakfast cereals: Cheerios—"Headache," General Mills, Dancer-Fitzgerald-Sample, Freberg, Ltd.

Tie for best—breakfast cereals: Kellogg's Frosted Flakes—"Proper Grip," Kellogg Co., Leo Burnett Co., Gerald Schnitzer Productions.

Best—cigars & cigarettes: White Owl Cigars—"Sidewalk Cafe," General Cigar Co., Young & Rubicam, MPO Videotronics.

Best—cleansers, waxes, polishes: Twinkle Copper Cleaner—"Penny," The Drackett Co., Canada, Ltd., Young & Rubicam, Rabko Productions, Toronto.

Best—coffee & tea: Instant Maxwell House—"Edward G. Robinson," General Foods, Benton & Bowles, MPO Videotronics.

Best—dentifrices: Poli-Grip—"Apple," Block Drug Co., Grey Advertising, Gray-O'Reilly.

Best—dairy products & fruit drinks: Eversweet Orange Juice—"Table Top," Eversweet Foods, Doyle Dane Bernbach, VPI Productions.

Best—gasolines & lubricants: Clark Gasoline

—"Snow Scene," Clark Oil & Refining, Papert, Koenig, Lois, Audio Productions.

Best—gift & recreation items: Kodak Movie Cameras—"Mine Once More," Eastman Kodak, J. Walter Thompson, Sutherland Associates.

Best—hair preparations; tie for best b&w cinematography: Breck Shampoos—"Night Ride," John H. Breck Co., Young & Rubicam, Ansel-Shaw (A.S.I.).

Best—home furnishings: Centura Tableware—"Bull In China Shop," Corning Glass Works, N. W. Ayer & Son, Rose-Magwood Productions.

Best—corporate & institutional: Chrysler—"Simca," Chrysler Corp., Young & Rubicam, Filmex.

Best—insurance: Traveler's "Burning House," Traveler's Insurance Co., Young & Rubicam, Audio Productions.

Best—laundry soaps & detergents: Downy—"Lullaby," Grey Advertising, Robert H. Klaeger Associates.

Best—media & entertainment: Reader's Digest Magazine—"Tense Generation," J. Walter Thompson, MPO Videotronics.

Special Citation—media & entertainment: "Mad Mad Mad Mad World," United Artists, Freberg Ltd.

Best—packaged food: Betty Crocker Rice—"Valenciana," General Mills Gourmet Foods, Doyle Dane Bernbach, Televideo Productions.

Best—cosmetics & toiletries; tie for best b&w cinematography: Cashmere Bouquet Talc—"Body Sings," D'Arcy, Elliott, Unger & Elliott—Screen Gems.



Cashmere Bouquet talc

Best—papers, foils & containers; tie for best demonstration: Kaiser Foil—"Two Sponges," Young & Rubicam, San Francisco, Signet Productions, Hollywood.

Best—pet foods; best—animation design: Milk Bone Flavor Snacks—"Self-Trainer," National Biscuit Co., Kenyon & Eckhardt, Storyboard.

Best—pharmaceuticals: Allerest—"Animals," Pharmcraft Laboratories, Papert, Koenig, Lois, Elliott, Unger & Elliott.

Best—public service: National Library Week, "Read," American Library Association, Wylde Films.

Best—retail outlets: Ford Cars—"Ford Has Changed," Ford Dealers of Southern California, J. Walter Thompson, A.S.I. Productions.

Best—toys: Mattel—"Western Guns," Mattel Toys, Carson/Roberts, Lou Lilly Productions.

Best—travel & transportation; tie for best b&w cinematography: Jamaica Tourist Board—"Waterfall," Doyle Dane Bernbach, Rose-Magwood Productions.

Best—8-10 second IDs (special citation):

Dodge—"Little Old Lady," Dodge Dealers of Los Angeles, Cole Fischer Rogow, Sandler Films.

Best—20 second length (special citation): Levy's Rye Bread—"Delicatessen," Henry S. Levy & Son, Doyle Dane Bernbach, Elliott, Unger & Elliott.

Best—men's toiletries: High Sierra—"Slap," The Mennen Co., Grey Advertising, Televideo Productions.



High Sierra "Slap"

Best—premium offer (special citation): Ivory Flakes—"Baby Parade," Procter & Gamble, Grey Advertising, Pelican Productions.

Special citation—best program openings: ABC-TV—"Winter Olympics," Kim & Gifford Productions.

Special citation—budget under \$2,000: 1963 Appeal—"Blind" . . . "Old Age," Greater Boston United Fund, BBDO, Boston, Magna Films, Boston.

Special citation—best, midwest market: American Family Detergent—"Chicago," Procter & Gamble, Tatham-Laird, Chicago, Morton Goldsholl Design Associates.

Best—soft drinks: Coca Cola—"Beach," McCann-Erickson, Wylde Films.



Coca-Cola "Beach"

Special citation—best, southeast market: 7-Eleven—"Convenience-Service," 7-Eleven Dairy Stores, Florida, S. R. A., Miami, Coronado Studios, Miami.

Special citation—best, southwest market: Colonial Hamburger Buns—"Park," Campbell-Taggart Bakeries, Bel-Art Advertising, Dallas, Jamieson Films, Dallas.

Special citation—best, Canadian market: Nestle's Quik—"Quick Cuts," Nestle (Canada) Ltd., Ronalds-Reynolds, T.D.F. Productions.

Special citation—best, Canadian, French language: Westinghouse—"Fry Pan," Westinghouse of Canada, Goodis, Goldberg, Soren, Advertel Productions.

Special citation—best color cinematography: Award sponsored by RCA—Unicap Vitamins—"Apples . . . Bottles . . . Balloons," McCann-Marschalk Advertising, VPI Productions.

Special citation—best film editing: B.O.A.C.—"London," Pritchard, Wood Advertising, Wylde Films.

Special citation—best special effects (tie): Alcoa Closures—"Sounds," Ketchum, MacLeod & Grove, The Europeans.

BROADCASTING, May 18, 1964

Special citation—best special effects (tie): Chevrolet Corvair—"Strobe," Campbell-Ewald Co., Group Productions.

Special citation—best video tape production: Award sponsored by Minnesota Mining & Manufacturing—Marathon Gasoline—"Right Now" Graphics, Campbell-Ewald Co., Advertel Productions Ltd.

Special citation—best use of graphics (tie): Comet Callente—"Something Hot," Lincoln-Mercury Division of Ford Motor Co., Kenyon & Eckhardt, MPO Videotronics.

Special citation—best use of graphics (tie): Ford Introductory—"Parade," Ford Division, Ford Motor Co., J. Walter Thompson, Mogubgub Ltd.

Special citation—best musical scoring: Johnson & Johnson Band Aid—"Field," Young & Rubicam, Sid Ramin, composer & director.

Special citation—best music with lyrics: "Things Go Better With Coca-Cola," McCann-Erickson, William Backer, composer & music director.

Special citation—Best spokesman on camera: Jack Gilford for Cracker Jacks.



Jack Gilford for Cracker Jacks

Special citation—best spokesman off camera: Barbara Baxley, Betty Crocker rice dishes.

Special citation—best, children's market: Cracker Jacks—"Boardwalk," The Cracker Jack Co., Doyle Dane Bernbach, Rose-Magwood Productions.

Special citation—best demonstration (tie): Kodak Instamatic Cameras—"Sky Divers," Eastman Kodak Co., J. Walter Thompson, Cascade Pictures & Paraventures.

Special citation—best use of humor: Cracker Jacks—"Card Game," Doyle Dane Bernbach, Rose Magwood Productions, Jack Gilford, David Burns, John Carradine, Danny Dayton.

Special citation—exceptional production values: Chevrolet—"The Pinnacle," Campbell-Ewald Co., Alexander Film Co., Marc Brown Associates.

Special citation best direction: Cracker Jacks—"Jack Gilford Series," Doyle Dane Bernbach, Howard Magwood, Rose Magwood Productions.

Best—oils & dressings: Hunt's Tomato Catsup—"Shower," Hunt Foods, Young & Rubicam, Los Angeles, Signet Productions, Hollywood.



Hunt's tomato catsup

Bait and switch forbidden pitch

FCC warns these ads may bring a fine for misleading audience

The FCC warned broadcasters last week to avoid bait-and-switch advertising. It was believed to be the first time the commission addressed itself to that kind of misleading advertising.

The warning came in a case involving WBTS Bridgeport, Ala. The station was notified that it was subject to a \$250 fine for failure to identify a program sponsor.

But the notice of apparent liability also said the advertising copy involved apparently employed "the notorious 'bait-and-switch' technique." The copy offered listeners a chance to buy a sewing machine "worth \$69.95 for the amazing low price of only \$29.95." To qualify for the low price, a listener had to answer the question, "Who was the oldest man in the Bible?" The notice said the announcement was carried for the Sincere Sewing Center without sponsorship identification.

The commission said that "advertising which offers a prize . . . to anyone who can name the first President of the United States or the oldest man in the Bible is obviously designed to lead the credulous listener to believe that he is being given a preference. . . ."

It added that in most similar cases in the past, even those persons who fail to supply the correct answer are "permitted to buy the product at the allegedly reduced rate." The commission said the station should have realized the announcement might mislead the public.

Listener's Complaint • A commission official said the agency began its investigation, which resulted in the charge of failure to identify sponsorship, on the basis of a complaint from a woman listener who had supplied the correct answer (Methuselah). The woman reportedly said that, instead of selling her the \$29.95 machine, the store talked her into buying a more expensive model.

The commission's notice recalled that it issued a notice in 1961 warning licensees against false or misleading advertising. It also said that the Federal Trade Commission's "Advertising Alert," which is mailed to licensees each month, has twice warned against bait-and-switch schemes.

The FCC notice is believed to con-

Is advertising effectiveness declining?

There is an increasing need for advertising today but, at the same time, advertising is declining in effectiveness, David C. Stewart, president of Kenyon & Eckhardt, told a meeting of the National Retail Merchants Association in New York last week.

He cited statistics to show that various industries have had to double their expenditures today over 1953 in or-



Mr. Stewart

der to achieve a comparable share of sales. Simultaneously, he said, media costs have grown sharply, with daily newspaper rates increasing by 38% from 1952 to 1961 and television, magazine and rates rising comparably or even more sharply.

He recommended that company's advertising procedures be reviewed carefully to minimize what he called "organizationitis." He added: "Look for evidence of confused responsibilities, duplication of efforts, too many decision-makers, too many chiefs and not enough Indians, or the converse, too many Indians acting like chiefs, with no one really in charge."

stitute the first time the commission has lifted an eyebrow about bait-and-switch advertising. This type of case is usually handled by the Federal Trade Commission, and an FCC official said the notice would probably be referred to that agency for its information.

However, it was also pointed out that like any fraudulent advertising, bait-and-switch advertising might be regarded by the commission as reflecting on the character qualifications of a licensee.

Should political spots be logged?

If Howard H. Bell has his way, broadcasting stations in the future will no longer have to log paid political announcements during primary and general elections as commercial time.

Mr. Bell, code authority director of the National Association of Broadcasters, in a speech to be delivered last Friday (May 15) evening, said political spots should be exempted by both the radio and television codes. He also called for the FCC to adopt a similar policy.

Speaking to the annual radio and television banquet at the University of Kansas, Mr. Bell said counting the spots as commercial time "during the hectic political season" can place "an undue burden on the broadcaster." He said he would recommend the exemption to the code boards, which meet in Washington May 21-22.

"It seems ironic that the broadcaster, in performing a service to his community in the field of political broadcasts, runs the risk of violating the codes,

which encourage high standards of community service," Mr. Bell said.

The NAB code director also rebuffed the idea that broadcasters join with agencies and advertisers in regulating the broadcast field. Apparently alluding to a recent speech by Leonard S. Matthews, executive vice president of Leo Burnett Co. (BROADCASTING, May 4), Mr. Bell said "radio and television are independent communications and advertising media, with not only the inherent right to shoulder the final responsibility of material they carry, but also the legal responsibility as well."

He said the suggestion "shows that responsible people are giving thought" to broadcasting's problems. But, Mr. Bell emphasized, the broadcaster's responsibility cannot and should not "be surrendered or delegated to the advertiser and I would be opposed to any such joint committee to decide broadcast standards and policies."

Humble uses TV to push new gas

Humble Oil and Refining Co., Houston, last week unleashed a four-month advertising campaign estimated to be in the millions of dollars, to promote its new premium gasoline.

The ad campaign, which urges motorists to "put a tiger" in their gas tanks, includes sponsorship of 13 NBC documentaries beginning May 24 which will be supplemented by spot television and radio schedules.

NBC announced last week that Humble has also purchased the color special *Gentlemen, Start your Engines!* May 28 (7:30-8:30 p.m. EDT).

TV 'most effective' for ads, says Dixon

The man who heads the government's advertising watchdog operations thinks television advertising "is the most effective" selling medium.

Federal Trade Commission Chairman Paul Rand Dixon, testifying before the House Independent Offices Subcommittee on the FTC's 1965 budget request, was pressed for his view by Representative Harold C. Ostertag (R-N.Y.), senior Republican on the panel.

Representative Ostertag, striving to find the "most potent" medium "with regard to this whole question of deception and false and misleading advertising," asked Chairman Dixon whether actions on a TV screen, compared to a newspaper ad, weren't "very vividly blown up to you."

The commission chairman, noting first that TV "is a very vital and forceful means of advertising," added that, "I think the most effective is television advertising."

The discussion came up in testimony given in March but released only last Wednesday (May 13). The FTC is seeking \$13.3 million for fiscal 1965, an increase of \$1,055,250 over its current budget.

In other testimony justifying the FTC appropriation request, the commission said its work on cigarette advertising and broadcast ratings needed continuing attention:

- The FTC's rulemaking proceeding on cigarette health warnings in advertising and labeling "is expected to require a massive effort by legal and scientific personnel of the Bureau of Deceptive Practices."

- Work "on cases involving indicated misrepresentations as to reliability and meaning of radio and television ratings . . . will extend through fiscal year 1965."

The FTC has planned "the launching of a showdown" in fiscal 1965 "on the validity of advertised claims for consumer health protection." Last year's sales of packaged medications totaled almost \$2 billion, with about \$500 million going into advertising, and cosmetic and toiletry sales hit almost \$2 billion more while "the advertising of principal brands ran to more than \$300 million. . . . There need be no doubt that the response to FTC probing will be fast, furious and with all the legal competence that money can buy."

The subcommittee's recommendations on the FTC, as well as the FCC (see page 61), were scheduled to be filed in a report to the House today (May 18). Floor action on their appropriations was planned for Wednesday.

WHAT'S IN THE MIDDLE MAKES THE BIG DIFFERENCE



..and, IN PENNSYLVANIA, IT'S **WJAC-TV**

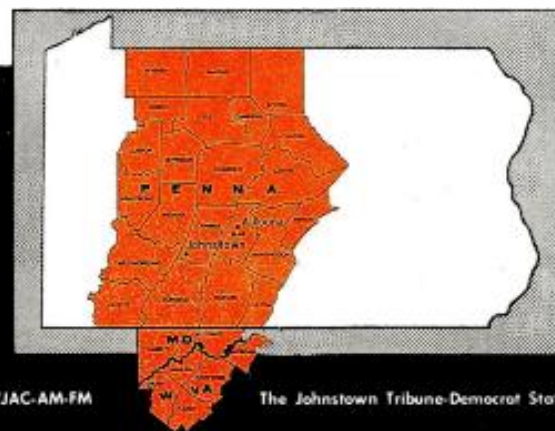
To keep the big Pennsylvania "middle" market charging ahead--you need WJAC-TV. This is the one station that attracts the huge "million dollar market in the middle."

America's 27th largest TV market.

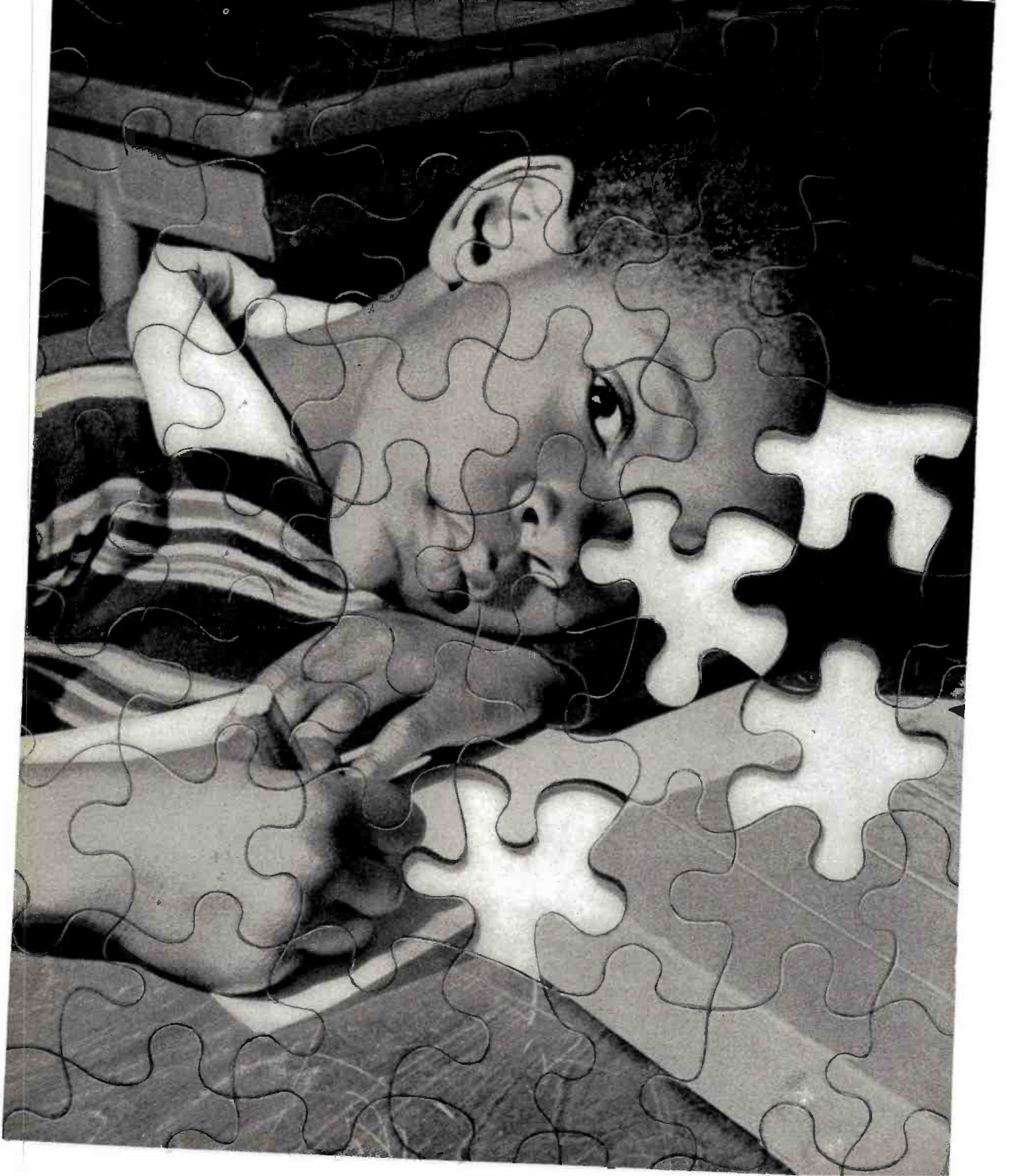


Represented
Nationally
by
Harrington,
Richter &
Parsons, Inc.

Affiliated with WJAC-AM-FM



IN SEARCH



OF A SOLUTION

Civil Rights: The issue is complicated and efforts to resolve it exhaust the nation. Many present solutions, some advising traditional methods, others urging original ideas. None disagree on the vital need for action now.

That all views might be heard, RKO General Broadcasting produced "In Search of a Solution: Civil Rights," a continuing symposium expressing the *individual* ideas of 27 national and local leaders on how best to resolve the issue peacefully and justly. Their opinions were presented around-the-clock for six consecutive weeks on the 12 television and radio stations of RKO General Broadcasting.

The series is based on the conviction that only through unrestricted expression of diverse viewpoints will we form a true national consensus.

It is a conviction expressed in the original motto of the United States, "*E Pluribus Unum.*"

MR. HYMAN H. BOOKBINDER, *Former Dir., Eleanor Roosevelt Memorial Foundation.*

DR. JUDAH CAHN, *Rabbi, Metropolitan Synagogue of New York.*

SENATOR CLIFFORD P. CASE, *New Jersey.*

SENATOR THOMAS J. DODD, *Connecticut.*

SENATOR ALLAN J. ELLENDER, *Louisiana.*

MR. BENJAMIN EPSTEIN, *Exec. Dir., Anti-Defamation League of B'Nai B'Rith.*

SENATOR PHILIP A. HART, *Michigan.*

SENATOR JACOB K. JAVITS, *New York.*

MR. FRANK E. KARELSEN, *Vice President, Public Education Association.*

SENATOR KENNETH B. KEATING, *New York.*

REPRESENTATIVE JOHN V. LINDSAY, *New York.*

MR. STANLEY H. LOWELL, *Chairman, New York Commission on Human Rights.*

MR. WILL MASLOW, *Executive Director, American Jewish Congress.*

SENATOR PAT MCNAMARA, *Michigan.*

MR. LEO PERLIS, *Director, AFL-CIO Community Service Activities.*

DR. DAN M. POTTER, *Exec. Dir., Protestant Council of New York City.*

VERY REV. STURGIS RIDDLE, *Dean, American Episcopal Cathedral, Paris, France.*

GOVERNOR NELSON A. ROCKEFELLER, *New York.*

MR. MAX J. RUBIN, *Former President, New York City Board of Education.*

DR. JOHN SLAWSON, *Executive Vice President, American Jewish Committee.*

MR. A. N. SONNABEND, *President, Hotel Corporation of America. (Deceased)*

FRANCIS CARDINAL SPELLMAN, *Archbishop of New York.*

MR. GUS TYLER, *Ast. President, International Ladies Garment Workers Union.*

GOVERNOR GEORGE WALLACE, *Alabama.*

MR. ROY WILKINS, *Executive Secretary, NAACP.*

SENATOR HARRISON A. WILLIAMS, JR., *New Jersey.*

MR. MALCOLM X, *Former Eastern Minister of the Black Muslims.*

RKO GENERAL BROADCASTING

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



A 'buyer's market' at TV networks?

B&B's Lee Rich says over \$50 million unsold prime time remains for final quarter of 1964

The vice president of a major TV-buying agency last week estimated there is \$50 million worth of unsold evening prime time on the three television networks for the October-December period of the coming TV season and that one network accounts for perhaps 50% of that amount.

Lee Rich, senior vice president in charge of media and programming at Benton & Bowles, New York, an outspoken critic of rising network TV costs, warned that any network which finds itself lagging in audience in the coming year may find itself in "serious trouble."

Mr. Rich said the situation was even more acute than the \$50 million figure would indicate because a major portion of October-December business at the networks has been placed on a short term basis.

The B&B vice president repeated his charge that production costs have gotten out of hand while time costs appear to have been advancing at a reasonable pace.

He laid the blame for "unreasonable"



Lee Rich
"You'll laugh yourself silly"

program costs to the networks, talent agencies and "silent partners who finance programs and have their fingers in the pie too."

CPM Up 25% ■ Mr. Rich said aver-

age network cost per thousand has increased by approximately 25% over the last 10 years.

Carrying his cost argument further he offered the example of a half-hour show, new on a network last year, which had cost a B&B client \$52,000 per half hour and for which the same network this year demanded \$63,000 per half hour. "The network gets this, not the producer," he asserted.

Another offender, he suggested, is the talent agency. He cited an example of a leading talent agency which he said could collect \$32,000 in one week for merely representing the talent in four half-hour network shows.

Mr. Rich said B&B had, in the past, considered overseas production of TV programs which it estimates it could accomplish for about \$35,000 a half-hour, but that unions in this country had made it clear that they would organize reprisals for the agency's clients.

Program Control ■ Mr. Rich, a long-time advocate of agency control of programming, had rough criticism for the fare scheduled by the networks next season.

"There are 19 new comedies," he said. "You'll laugh yourself silly." With a total of 35 comedies, he suggested "there are going to be a hell of a lot of failures—a lot of half-hour comedy failures."

He said he felt reasonably sure that he could go to NBC-TV or ABC-TV with a program idea and get it on the air by promising at least 26 weeks of sponsorship and offering a guarantee that he would not move the show to another network.

Mr. Rich indicated Benton & Bowles would stick with CBS-TV as long as it is "number one" but continued "when they're not number one we'll stop doing business with them and do it with the new number one."

He ventured that "advertisers had better get in control of their programming if they want to stay in network TV."

Mr. Rich said one technique his agency uses in keeping costs down has been to sign long-term contracts—four or five years—for its programs. He said B&B had been able to hold the cost of the

Tinker and Alka-Seltzer

Jack Tinker & Partners, New York, the special-assignments component of the Interpublic group of companies, announced last week that it would disclose on July 1 some of its plans for the handling of its first regular advertising account, the \$12 million Alka-Seltzer budget of Miles Laboratories (BROADCASTING, May 11).

On that date, the announcement said, Tinker & Partners will announce to media "the personnel involved and the procedures to be followed" in handling the Alka-Seltzer business.

Tinker & Partners works separately from the other Interpublic units, concentrating on creative and other special accounts. In this way it has handled assignments involving accounts represented by McCann-Erickson and other agencies in the Interpublic group, but has not had an advertising account of its own.

Dick Van Dyke Show (CBS-TV) at \$57,000 per half hour by this method. Mr. Rich estimated that 75% of his agency's total billings are spent in television.

His remarks were made to the Fordham Alumni Advertising Club in New York last Thursday (May 14).

Liberty Mutual buys show for 27 markets

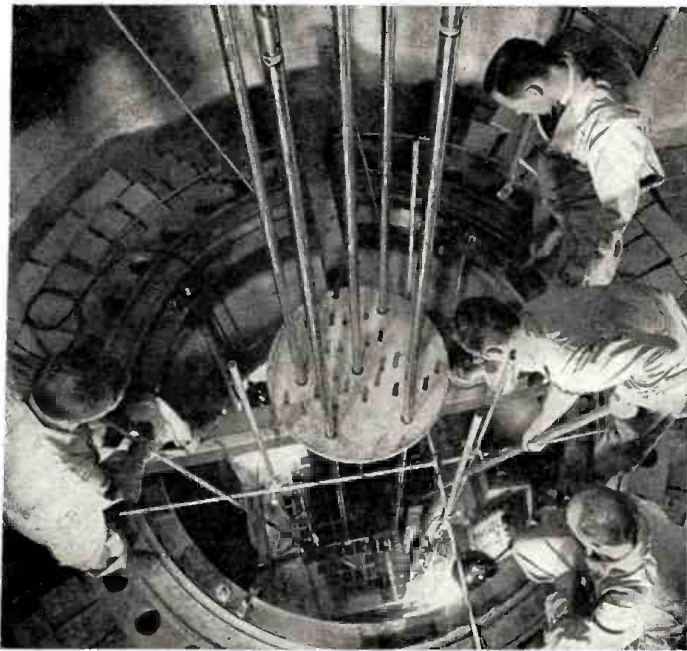
In a substantial purchase of a syndicated program series, Liberty Mutual Insurance Co., Boston, last week bought the *Gadabout Gaddis* fishing program in 27 markets and holds an option for another 22 cities. The agency for Liberty Mutual is BBDO, Boston. It is estimated that Liberty Mutual will spend in excess of \$500,000 if the 26 half-hour color-TV programs are placed in 49 markets.

The program, which stars R. V. Gaddis, a fishing expert giving tips to fisherman, was produced and is being distributed by N. W. (Nick) Russo.

Liberty Mutual's sponsorship will begin in New York in September and in other cities in January 1965. Other Liberty Mutual markets on *Gaddis* include Los Angeles; Boston; Philadelphia; Chicago; San Francisco; Atlanta; Pittsburgh; Dallas; Detroit; St. Louis; Baltimore; Cleveland; Buffalo; Louisville, Ky.; New Orleans; Kansas City, Mo.; Denver, and Minneapolis.



The more and more of these there are...



the more there is of this

As the population keeps on growing, constant research is one of the ways the investor-owned electric light and power industry works to keep America's *electrical* growth well ahead of people's needs. Making every unit of fuel produce more . . . making lines carry more power farther and more efficiently . . . investigating new

sources of power . . . this is all part of the continuing process of research and development that keeps the electricity you use both plentiful and low in price.



Visit the Tower of Light at the New York World's Fair and see "The Brightest Show on Earth."

INVESTOR-OWNED ELECTRIC LIGHT AND POWER COMPANIES

more than 300 companies serving 140,000,000 people

Sponsors' names on request through this magazine

The PI's that bloom in the spring, tra la

IMPORT-EXPORT, CHICKS, RELIGION—YOU NAME IT

Per inquiry offers to station managers continue, particularly in radio. Now a midwest company is offering mail order advertisers know-how in using PI's, plus a list of stations that will accept such advertising.

Successful Methods Institute of St. Louis is offering advertisers a "fascinating new no-risk radio mail order method," but from its own print advertising, the institute's "method" does not appear to be selling too well.

The company has reduced the price of its "method," which includes a listing of 100 radio stations accepting per inquiry offers, from \$8.95 in October 1963 to \$4.95 in March 1964. The prices were quoted in identical (except for the price) half-page ads published in *Specialty Salesman* magazine.

Those who order the radio plan may also purchase a TV plan for an additional \$5—which sold for an extra \$4 until the radio plan price was reduced.

New Deals ■ John D. Morgan Inc./Advertising, Chicago, now is offering stations a radio announcement that "while long, really gets the story across" for the Mellinger Co., Los Angeles, which specializes in imports. TV stations are offered a 15-minute taped program "with a three-minute straight pitch at the end."

According to Mr. Morgan, the offer

is "doing extremely well on a wide list of TV stations." The Mellinger Co. offers stations "a gross of \$1" for each inquiry. The suggested radio announcement, which is three and one half pages of double-spaced copy, offers "a four-transistor tape recorder outfit for \$6.70 . . . and 8mm movie projector for \$2.80 . . . a jeweled calendar watch for only \$2.33."

Then there are baby chickens. Radio stations, through Edwin A. Kraft Advertising, Los Angeles, can get 9/10ths of a penny for each baby chicken they sell through per inquiry spots. The offering price is \$3.98 per 100 chickens and, if any fail to live, Sunshine promises to send the customer 100 more at half price.

'Dear Friend' ■ Reverend Dallas E. Turner of Andrews, S. C., is offering radio stations a "red hot proven money-making per inquiry" religious program. "This program has never failed to earn good money for the stations," the reverend said in a "Dear Friend" offer to station managers.

Stations that accept the program—either a daily 15-minute or weekly 30-minute broadcast—take and keep "all the money. Yes, I give you all the offerings," Reverend Turner said in his solicitation. "You merely forward the mail to me. I am only interested in getting

the Gospel message to the people."

Reverend Turner said he offers "several gifts" to listeners for a donation of \$1 or more. "Many send \$2, \$3, \$5, \$10 and \$20," he said, and the gifts offered are changed "every few weeks."

The code authority of the National Association of Broadcasters asked Reverend Turner to supply complete information on his offer and sample tapes.

Religion and Jingles ■ Radio stations now can receive "at absolutely no cost . . . one of the finest quality custom-produced radio jingle series in the country." There is a catch, however, in the offer by James G. DeMunck & Co., Oostburg, Wis., agency. To receive the "free" jingle, a station has to agree to air "a quality, 20-minute Sunday church broadcast for us. . . ."

Interested stations are asked to send the agency its musical format "and we will rush you the audition that best complements your programing." Source of the religious program is not identified in the offer.

Crazy Calendars ■ Radio stations have been offered the opportunity to "capitalize on the Beatle craze" through per inquiry commercials for a four-color 1964 Beatle calendar.

Campbell-Mithun Inc., Minneapolis, has written stations offering them 30¢ for each \$1 calendar sale on behalf of the Louis F. Dow Co., St. Paul. In a first letter to stations, C-M Vice President Art Lund sent along a sample commercial and suggested that broadcasters put the promotion on the air immediately "because the time is short in which to capitalize on the Beatle craze."

C-M is not directly involved in the per inquiry promotion and will not share in any commissions, Mr. Lund said. A regular, paid campaign is being tested in several markets, including Minneapolis, New Orleans and Dallas.

It's PI in reverse at WPKO

A sort of reverse per inquiry deal is being offered by WPKO Waverly, Ohio, "the Gospel voice from the atomic center of Ohio."

The station, run by a group of "interdenominational, Bible-believing . . . Christian businessmen who are anxious about the treatment and exclusion of Gospel broadcasting by so many of our major radio and TV stations," offers preachers and Gospel groups with radio programs 14 minutes per week for 26 weeks for \$100 cash in advance. WPKO guarantees at least a \$100 return.

The \$100 understanding has some restrictions, according to WPKO's solicitation. Those accepting the offer must send the station "your list showing every listener in our coverage who has sent you a contribution . . . their address . . . the date of contribution and the amount. . . ." The station also wants introductions

to contributors and permission to have WPKO's "money-raising team" visit them "with a view toward encouraging them to make up your difference."

The station also specifies that the religious shows submitted cannot attack any church or group and must not have money as a "central theme." The letter offering the \$100 package adds, "it is important to use give-aways, sermon copies or any other thing that will encourage [listeners] to participate. . . ."

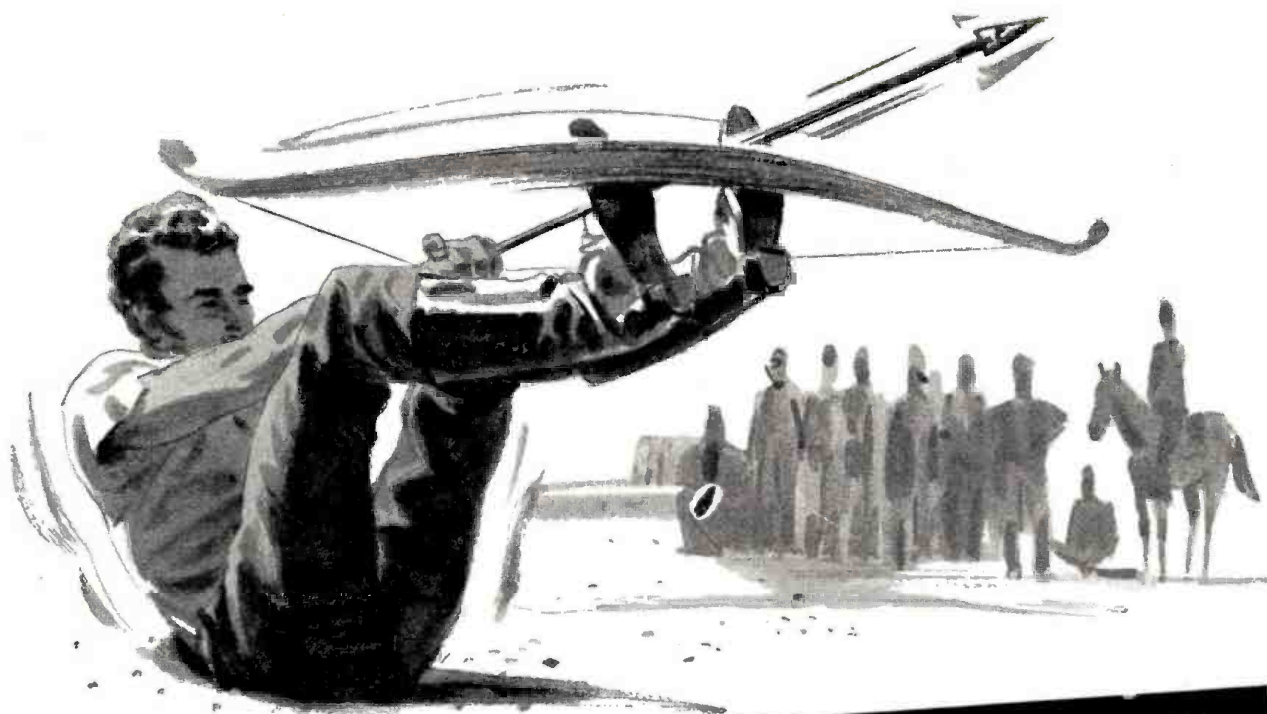
The letter is signed by James B. Denton, the station's manager and majority owner, who promises to make up the difference between contributions and the \$100 cost. WPKO reportedly is readying another batch of promotions for the offer, having found "50 or so" takers the first time around. The station previously offered a similar deal for 34 weeks.

FCC rules on fees for ad agencies

If a broadcaster pays commissions to advertising agencies that place commercials, he must pay them to agencies that buy time for political candidates.

The FCC issued this ruling last week in response to a query from the Washington counsel for KNOE-TV Monroe, La. The attorney, Marcus Cohn, said the request for a ruling resulted from a dispute between the station and a Louisiana advertising agency that represented a gubernatorial candidate in a recent primary election.

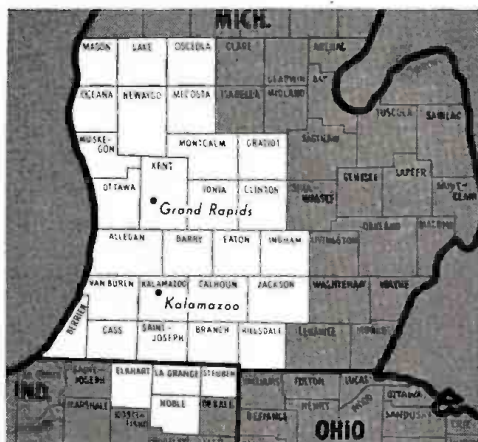
Mr. Cohn had argued that paying commissions for political appearances would violate Section 315 (a) of the



YOU MAY NEVER SHOOT AN ARROW A HALF-MILE*—

BUT... WKZO-TV Is On Target in Greater Western Michigan!

**WKZO-TV MARKET
COVERAGE AREA • NCS '61**



Rating projections are estimates only, subject to any defects and limitations of source material and methods, and may or may not be accurate measurements of true audiences.

More viewers zero in on WKZO-TV than any other Michigan station outside Detroit.

It's pretty much the same from the opening pull in the morning until the last bullseye at night. Add up these NSI (Nov. '63) scores:

- 9 a.m. to noon, weekdays, WKZO-TV hits the mark with 83% more viewers than Station "B."
- Noon to 3 p.m., weekdays, WKZO-TV's center circle catches 25% more viewers than Station "B."
- 7:30—11 p.m., Sunday through Saturday, WKZO-TV tallies with 24% more sets tuned than Station "B."

Let your straight-shooting Avery-Knodel man tell you about all the arrows in the WKZO-TV quiver! And if you want all the rest of upstate Michigan worth having, add WWTW/WWUP-TV, Cadillac-Sault Ste. Marie, to your WKZO-TV schedule.

**Sultan Selim of Turkey shot an arrow 972 yards in 1798.*



The Feltzer Stations

RADIO
WKZO KALAMAZOO-BATTLE CREEK
WJEF GRAND RAPIDS
WJFM GRAND RAPIDS-KALAMAZOO
WWTW-FM CADILLAC

TELEVISION
WKZO-TV GRAND RAPIDS-KALAMAZOO
WWTW/ CADILLAC-TRAVERSE CITY
WWUP-TV SAULT STE. MARIE
KOLN-TV/LINCOLN, NEBRASKA
KGIN-TV GRAND ISLAND, NEB.

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER

**Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan**

Avery-Knodel, Inc., Exclusive National Representatives

Communications Act. This requires broadcasters who make their facilities available to one candidate to afford "equal opportunities to all other such candidates for that office. . ."

Mr. Cohn said that paying a commission is, in effect, paying an agency for the expert services it provides a candidate. But, he added, this would not be fair to candidates who don't use agencies, since the station does not make such services available to them.

The commission, however, said the requirements of Section 315(a) are met if a licensee makes equal time available to all candidates at the same rates. The section is not violated if some candidates choose to use agencies, the commission said, since that would be a matter of their own choice.

Furthermore, the commission said a station would violate Section 315(b) as well as FCC rules if it pays commissions to agencies placing commercials but not to those representing candidates. It noted that Section 315 of the act and Section 73.120(c) of the rules prohibit stations from charging more for political broadcast time than for commercial time.

Then, the commission said: "Under your policy a commercial advertiser would, in addition to the broadcast time, receive the services of an adver-

Grey Advertising moves

Grey Advertising Inc. has moved to new offices at 777 Third Avenue in New York and will occupy seven floors of the new building. A special feature is a \$250,000 closed-circuit TV recording and projection facility.

The move was said to be prompted by Grey's steady growth. The agency's billing in the 10 years it spent at 445 Park Avenue grew from \$21 million to \$105 million, plus an additional \$20 million from international business, an official said. During the past year Grey has added six new clients, including Hanes Hosiery, American Home Products (Boyle-Midway and American Home Food Divisions), Ex-Lax, the Wool Bureau and H. J. Heinz.

tising agency merely by paying your established card rate. A political candidate-advertiser, however, in return for payment of the same card rate, would receive only broadcast time. If he wished

to have these services, he would either pay the agency himself, hire a third party to furnish the services or perform such services himself. We believe that such a resultant inequality in treatment vis-a-vis commercial advertisers is clearly prohibited by the act and the rules."

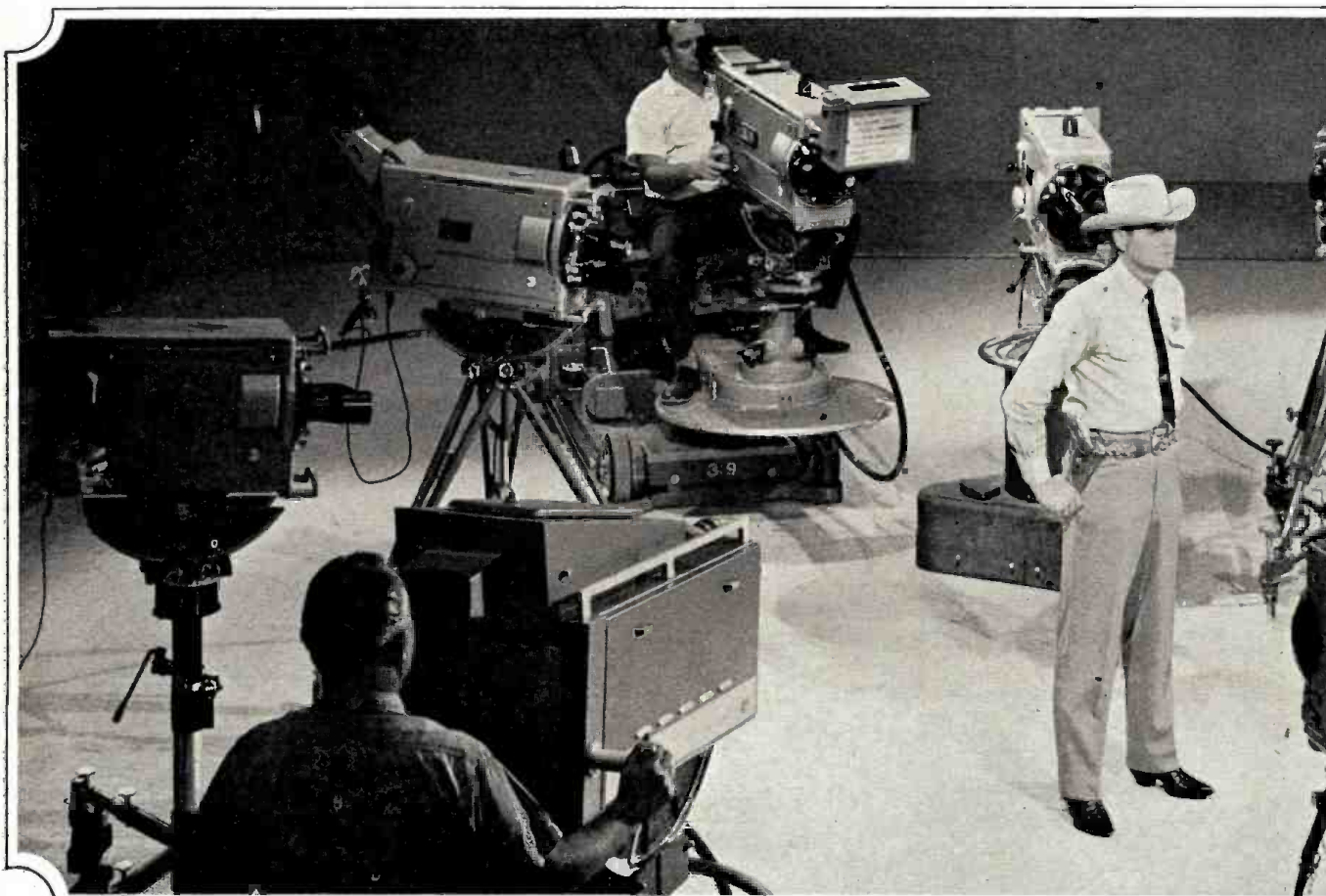
Also in advertising . . .

Name change ■ Robert Luckie, president of Robert Luckie & Co., a Birmingham, Ala., advertising agency, has announced that the firm's name has been changed to Luckie & Forney Inc., incorporating the name of John M. Forney, the company's executive vice president.

Site switch ■ Don Frank & Associates has moved to 6725 Sunset Boulevard, Hollywood. Telephone: Hollywood 9-3538. Harry McDowell, art director, and Annette Rayes, office manager, moved to Hollywood with Mr. Frank from Santa Ana, Calif., where the agency was formerly located.

Agency named ■ WCBS New York has announced the appointment of Warren Muller, Dolobowsky Inc., that city, as advertising agency.

Dallas Move ■ Peters, Griffin, Wood-



ward's Dallas office has moved to expanded quarters at 1606 Southland Center. Its telephone number remains the same.

Donation ■ The Hollywood Advertising Club has donated a group of nearly 1,000 commercial spot radio announcements to the Radio Advertising Bureau's radio commercial library. The gift increases the RAB collection of commercials to more than 7,000.

TVAR schedules workshops

Television Advertising Representatives Inc. last week began a series of TV advertising workshops for advertisers and agencies. The first session was held in Boston in cooperation with WBZ-TV in that city, and other meetings will be held in conjunction with some of TVAR's other station clients, including WJZ-TV Baltimore, WTOP-TV Washington, KDKA-TV Pittsburgh, KYW-TV Cleveland, KPIX(TV) San Francisco, WBT(TV) Charlotte, N. C., and WJXT (TV) Jacksonville, Fla.

Included in the workshops will be a new TVAR presentation, "How to be a Giant" (BROADCASTING, May 11), and a discussion and demonstration of effective television commercials.

Tobacco research in appropriations bill

Legislative efforts by tobacco state lawmakers to provide federal funds for research to make smoking safe—thwarted so far by the House Rules Committee—won an assist from the Appropriations Committee last week.

The budget panel's agriculture subcommittee recommended \$1.5 million for use at a tobacco research laboratory at the University of Kentucky in an agriculture appropriations bill.

"It is extremely important that this research begin immediately," the subcommittee said. "The answers to this problem must be found just as rapidly as possible to prevent economic ruin for growers, substantial losses to revenue to the federal and local governments and possible injury to the public health."

The bill is scheduled for action on the House floor today (May 18).

Rep appointments . . .

- WEW St. Louis: Peters, Griffin, Woodward, New York.
- KXLR Little Rock, Ark.: Mid-West

Time Sales, Kansas City, Mo., as regional representative.

■ KSJB Jamestown, N. D.: Venard, Torbet & McConnell Inc.

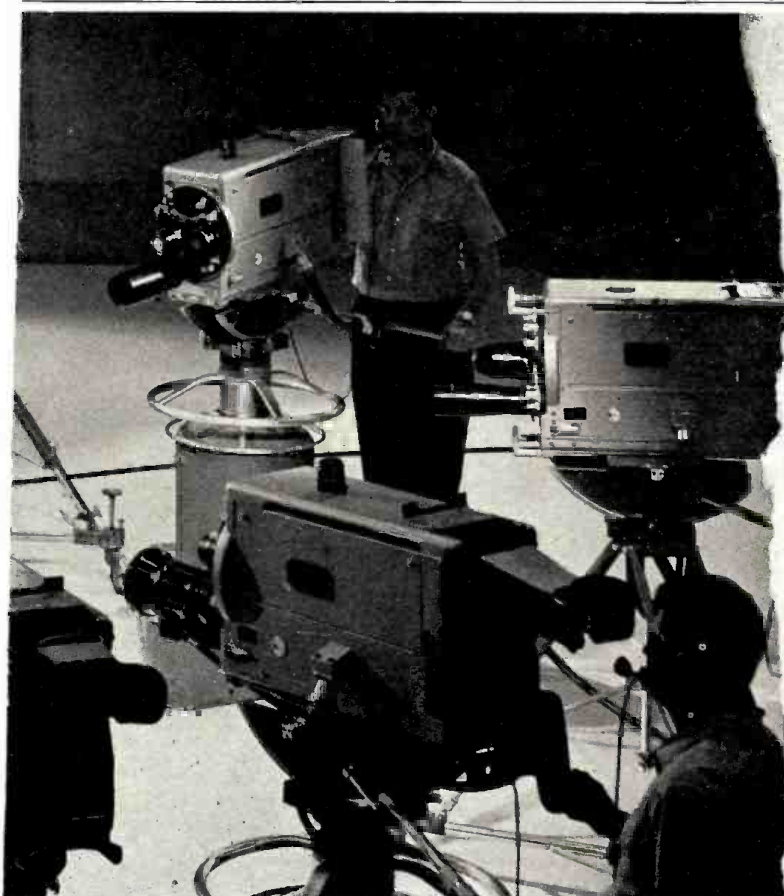
■ KRDD Roswell, N. M., and KWAC Bakersfield, Calif.: National Time Sales.

Minneapolis TV stations reply to Justice Dept.

Three of the four Minneapolis-St. Paul television stations that have refused to pay \$500 fines to the FCC have filed replies to the Justice Department, which has filed against the stations at the U. S. District Court in Minneapolis (BROADCASTING, May 4). The fourth, KSTP-TV, will reply soon.

WCCO-TV, KMSP-TV and WTCN-TV all told the court, as expected, that they did broadcast announcements on a local issue without identifying the sponsor, but that the fines were unjustified because the violations were neither willful nor repeated, as charged by the FCC. KSTP-TV said it plans the same argument.

No date has been set for the trial, but it reportedly will be held in October or November unless the stations seek a summary dismissal.



If you had the Quality touch

You'd have nine Marconi Mark IV cameras, plus color equipment . . . more Marconis under one independent TV roof than any place in the country! And, you'd use them for network remotes, as portable equipment for your two mobile cruisers . . . in your three large Communications Center studios for a myriad of commercials, productions, local programming . . . and, sometimes, just for special effects like Chroma Key . . . We're prepared to provide this fleet of cameras for your peculiar needs — and a competent, richly experienced crew available to assure the excellent production which your assignment demands. If you want the Quality Touch, call Petry . . .

WFAA-TV

The Quality Station serving the Dallas-Fort Worth Market
ABC, Channel 8, Communications Center / Broadcast Services of The Dallas Morning News/Represented by Edward Petry & Co., Inc.

Ford agrees not to rock the boat

He accepts bid to new term, sparing President from facing a politically sensitive FCC vacancy

Under strong persuasion from the White House, FCC Commissioner Frederick W. Ford has shelved his plans to change careers. His reappointment to a full, seven-year term as one of the three Republican members of the seven-man commission was sent to the Senate last week for confirmation.

Mr. Ford had wanted to quit government service, in which he has spent most of his adult life, to enter private law practice in Washington. In recent weeks, however, he had been under intensifying pressure from influential broadcasters, from powerful members of Congress and from the White House to stay on.

President Johnson settled the question of Mr. Ford's immediate future by announcing, during a news conference at the New York World's Fair May 9, that the commissioner had accepted appointment to his second term.

Mr. Ford will complete his first term June 30. He has had 25 years of government service and, if he had left to enter private practice, would have been entitled to an annual pension of \$8,500.

What Did It ■ The clincher that resolved his plans was reported to have been an unpublicized audience at the White House. Whether he saw the President in person could not be confirmed, but a few days before the President announced the reappointment Mr. Ford was known to have been summoned to the executive offices.

The administration was said to be reluctant to make any changes in the FCC's membership with a presidential election campaign about to get underway. Considerable publicity has been given the ownership by the President's family of important broadcasting interests in Austin, Tex., KTBC-AM-FM-TV.

The situation regarding Commissioner Ford has changed several times in the past weeks. At one point, he had notified the White House he did not desire reappointment. At another, it was understood that he had been prevailed on to remain in office until after his successor was appointed, and that no successor would be named until

after the election.

Still Silent ■ The commissioner, who had refused to discuss his plans before the President's announcement, was equally silent last week on his reasons for accepting reappointment. But it was learned the final understanding between him and the White House was firmed up on Thursday, May 7. He was notified by the White House late Friday, May 8, that President Johnson would make the announcement the next day.

In deciding to stay on, the commissioner puts himself in line for a pay raise. A federal pay raise bill now before the House Rules Committee would increase FCC commissioners' salaries from \$20,000 to \$28,000 annually; the chairman's salary would be upped from \$20,500 to \$29,000.

Commissioner Ford, in addition, feels the next several years will be particularly exciting ones on the commission. In the foreseeable future he envisions such problems as wire television, involving both pay television and community antenna television; multiple ownership rules change proposals, including those affecting publicly held corporations; space communications, and network program distribution.

In view of Commissioner Ford's reappointment, there is little likelihood of any changes in commission personnel in the next two years barring resignations and assuming President Johnson's re-election. The next commissioner up for reappointment, in 1965, is Robert T. Bartley, a Democrat, a Texan like the President, and a nephew of the late Speaker of the House Sam Rayburn, the President's long-time friend. Mr. Bartley would seem to have no problem in winning reappointment. By law no more than four members of the FCC may be from the same political party.

Commissioner Ford is the first member of the FCC to be reappointed since Robert E. Lee, in 1960. And news of the President's announcement was well received at the commission, where Commissioner Ford is highly regarded by colleagues in both parties. He often parts company on critical votes with

Chairman E. William Henry, but he doesn't automatically shrink from tough regulatory measures.

Former Chairman ■ Indeed, the commissioner, who served a year as chairman, from March 15, 1960, to March 1, 1961, inaugurated some of the policies later followed by his successor as chairman, Newton N. Minow. During the Ford chairmanship, the commission began laying greater stress on holding licensees to their promises on programming. And as chairman, Commissioner Ford was a major contributor to the commission's 1960 statement on programming policy, which imposes on licensees the responsibility for seeking out, and meeting, their communities' programming needs and interests.

The commissioner, who is 55, was born in Bluefield, W. Va. He graduated from West Virginia University and the university's law school and, after five years of private law practice, entered government service, in 1939, with the Federal Security Agency.

He served with the U. S. Army Air Force during World War II. He returned to civilian government service in the Office of Price Administration, then switched in 1947 to the FCC, where he served as a member of the staff until 1953, when he transferred to the Justice Department. President Eisenhower appointed him a member of the FCC on Aug. 29, 1957.



Commissioner Ford
No farewell party

BROADCASTING, May 18, 1964.

FCC tells Congress payola has come back

It says national investigation is needed—but
it cites no evidence to support sweeping claim

The FCC feels that payola, the object of investigations by its own staff and Congress several years ago, remains a serious problem that merits a nationwide probe. Whether one will be conducted, however, remains to be decided.

The commission expressed its continuing concern with payola in closed-door testimony before a House Appropriations Subcommittee on March 5. A transcript of the hearing was released last week.

The commission has requested \$16,010,000 for fiscal 1965, an increase of \$1,010,000 over its present obligatory authority.

The commission, in its prepared testimony, noted that Congress had enacted legislation imposing criminal penalties for persons involved in payola—that is, under-the-table payment to induce station personnel to broadcast material, usually records. The legislation followed hearings by the House Legislative Oversight Subcommittee and the commission's own investigation in 1960.

Nevertheless, the commission said, it believes that "payola is still widespread in broadcasting and in certain fields may even have increased." Therefore, it added, "it is believed that a major, nationwide investigation of this and related practices, extending over a period of several months, is highly desirable."

No Request ■ But no decision has yet been made on launching such an inquiry. The statement on payola, included in testimony dealing with the commission's complaints and compliance division, didn't involve a request for additional personnel for an inquiry, according to FCC officials. The commission is seeking funds for only one more man in the division, which now has a staff of 47.

Officials said they merely wished to indicate what the commission thought would be a worthwhile investigation if funds were available.

However, they added that it would be possible to reallocate personnel from the case-by-case type of investigatory work they do now to an all-out inquiry on payola. Such a proposal has not yet

been submitted to the commission.

Complaints Persist ■ Staff members say a "regular sprinkling" of complaints concerning payola is received and that most of the promising leads are checked out. Thus far, none has produced evidence of wrong-doing. But commission officials feel an investigation properly mounted, with sufficient manpower and subpoena powers, would be more productive. Part of the investigators' problem is that those individuals who have the facts are not licensees, over whom the commission has authority, but businessmen who make the surreptitious payments to have their products promoted on the air.

The commission, in its prepared testimony, noted that the workload of the complaints and compliance division has increased steadily since it was estab-

lished in 1960. The commission said the number of communications from the public increased from an average of 1,000 per month in 1962 to a monthly average of 1,660 in 1963.

The commission said the division has been too busy checking out specific complaints to do an "audits-in-depth" of selected stations on a regular basis, as had been originally proposed. The audits were to have provided information used in processing renewal applications, as well as to have developed data on current licensee practices.

Henry's Views ■ In other testimony at the hearing, FCC Chairman E. William Henry said that there are "a thousand and one ways" broadcasters may comply with the requirements of the fairness doctrine. The issue was raised by a question as to whether a broadcaster who carried a sponsored program advocating one point of view would have to provide free time for the expressing of an opposing view.

The broadcaster's responsibility is to present contrasting views, Chairman Henry said, adding that it would not be necessary to put on "another specific free program."

Representative Albert Thomas (D-Tex.), chairman of the subcommittee, endorsed the idea of requiring broadcasters who put on one side of a controversial issue to air the other. "I think your decision is eminently correct," he

The eyes of Texas are upon you

Texas, the second largest state in size, last week became first in importance to broadcast regulation.

The death of a senior member in the House caused this realignment: One Texan is in the White House. Another Texan sits on the FCC.

Another Texan rides herd on broadcast legislation.

Two other Texans have the last word on the FCC's budget.

And still another Texan heads a watchdog panel on political broadcasting.

How It Happened ■ The death Tuesday (May 12) of Representative Clarence Cannon (D-Mo.), for 20 of the last 24 years head of the House Appropriations Committee, resulted in the elevation of Representative George H. Mahon (D-Tex.) to the chairmanship of the committee. Representative Albert Thomas (D-Tex.) became third ranking Democrat. He already heads the Independent Offices Subcommittee, which

has direct control over FCC funds (story this page), and now is third ranking Democrat on the full committee. The number two man will retire in January, and if the two Texans are re-elected, they'll be number 1 and 2 on the full committee.

Now for the other Texans. President Johnson, of course, names FCC commissioners. FCC Commissioner Robert T. Bartley, who comes from the same small Texas town as his late uncle, Representative Sam Rayburn (D-Tex.), sits on the commission. Representative Walter Rogers (D-Tex.), whose 18th congressional district is just north of and borders on Representative Mahon's 19th, is chairman of the House Communications Subcommittee.

And that Senate Texan is Senator Ralph Yarborough (D-Tex.), chairman of the Senate Special Subcommittee on Freedom of Communications, also known as the watchdog subcommittee.

Sarnoff prefers today's TV to that of its 'good old days'

There is "no similarity" between television today and television in its "good old days." The "good new days" are infinitely better." So writes Robert W. Sarnoff, board chairman of NBC, in the spring issue of *Television Quarterly*, the journal of the National Academy of Television Arts and Sciences, whose publication this month coincides with Mr. Sarnoff's 25th anniversary in communications. He started in the radio division of the



New York World's Fair in 1939 and is now in his 17th year with NBC.

Television in its early years offered "some glorious moments," he writes, but programming today is far ahead of what it was even five years ago—and so are television costs and the complexities of doing business. Along the way, he continues, television has replaced the newspaper as the public's No. 1 source of news and information, has become the principal medium of political communication and has shown itself to be a powerful social and economic force.

Mr. Sarnoff cites television's coverage of the events surrounding President Kennedy's assassination and its work "in preparing the Amer-

ican public for dramatic developments and progress in the field of race relations" as symbols of the "good new days" that "provide a more meaningful measure of the medium's true worth and service than arguments over the relative merits of anthology and series drama."

The broadcaster's life "was a lot easier" in the "good old days," but it's more stimulating now: "As programming has grown in scope, craftsmanship and sophistication," Mr. Sarnoff asserts, "the standards by which television is judged have gone higher and higher [as] the audience itself has become more sophisticated and more critical of our efforts. I hope the trend continues."

told the subcommittee.

On the quality of television programming, Chairman Henry made this comment: "My personal opinion is that it is getting better. I think there are more programs devoted to news, for example . . . than heretofore."

I think there are more hours devoted to public affairs than heretofore. I think there are more locally originated programs than heretofore. I think there is very much to be desired. I think there is much room for substantial improvement, but I do believe that television is going forward . . . rather than backward."

The appropriations committee's recommendations on the FCC's budget request were scheduled to be reported to the House today (May 18). Last month the commission was told by Senator Warren G. Magnuson (D-Wash.), chairman of the Senate appropriations subcommittee handling FCC funds, that the commission should see if it could do without an increase its staff (BROADCASTING, April 27).

Rating council begins accreditation procedure

The Broadcast Rating Council announced last week it has issued certificates of application for accreditation to A. C. Nielsen Co., American Research Bureau, C. E. Hooper Inc. and The Pulse Inc. (CLOSED CIRCUIT, May 11).

The accreditation covers the Nielsen's Station Index, Television Index, Nation-

al Audience Composition Report and the New York Instantaneous Audimeter; ARB's Local Market Reports, TV National Reports and New York Instantaneous Reports (Arbitron); C. E. Hooper's Radio Audience Index and The Pulse's Local Market Reports.

The certificates were awarded in accordance with the accrediting procedure adopted by the council on March 31. The next step is the regular audit to which the services have agreed. The methods to be followed in these audits and the costs will be developed from the three audits which the council now has in the field for that purpose.

Now July 1 is KRLA's date of execution

The FCC last week breathed another month of life into KRLA Pasadena-Los Angeles as it postponed from May 14 to June 19 the oral argument on five interim applications for the 1110 kc facility.

The commission had ordered KRLA off the air by June 1, but added a month of life, to July 1, to coordinate with the postponement of the hearing on the interim applicants. This is the third extension granted to KRLA, which was to have gone silent Dec. 27, 1963.

It was understood that the hearing delay was to avoid conflict with a rule that requires the commission to wait 30 days before acting on applications.

The applicants for an interim operation are Oak Knoll Broadcasting Corp., Radio Eleven Ten Inc., Goodson-Todman Broadcasting Inc., California Re-

gional Broadcasting Corp. and Crown City Broadcasting Co.

Topanga-Malibu Broadcasting Co. had raised the 30-day rule in its opposition to the commission processing the interim applications (BROADCASTING, May 11). Topanga-Malibu is one of the 19 applicants for a regular license for KRLA's frequency.

FCC waives freeze for 8 AM applications

The FCC has waived its freeze on applications for new AM stations to accept eight applications that are mutually exclusive with applications that were on file with the commission before the freeze became effective May 15, 1962.

In accepting the applications last week the commission said it acted in accordance with a ruling by the U. S. Court of Appeals, Washington. The court ordered the FCC to accept applications which are mutually exclusive with applications on file before the freeze (BROADCASTING, Dec. 30, 1963). The court action had been sought by the applicants accepted last week.

The following are the applications accepted and those with which they are mutually exclusive:

Springfield, Va., Joseph J. Kessler tr/as WXXM Broadcasting Co.; requests 1070 kc, 5 kw, Day. WINA Charlottesville, Va., Charlottesville Broadcasting Corp. Has 1400 kc, 250 w, 1 kw-LS, U; requests 1070 kc, 5 kw, DA-N, U.
Gordon, Ga., Heart of Georgia Broadcasting Co.; requests 1580 kc, 5 kw, DA-D (CH), Day. South Macon, Ga., George C. Garrett and Andrew W. Watson d/b as South Macon

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Broadcasters; requests 1560 kc, 5 kw, Day.
Eau Gallie, Fla., Cape Canaveral Broad-
casters; requests 1560 kc, 5 kw, Day. Mel-
bourne, Fla., R. A. Vaughan and Thomas R.
Hanssen d/b as Vaughan-Hanssen Co.; re-
quests 1560 kc, 5 kw, DA-Day.

North East, Penn., James D. Brownyard;
requests 1530 kc, 1 kw-250 w (CH), Day.
Lawrence Park, Penn., Greater Erie Broad-
casting Co.; requests 1530 kc, 250 w, Day.

Tupelo, Miss., Frank K. Spain d/b as
wrwv Radio; requests 1350 kc, 5 kw, Day.
Corinth, Miss., James D. Anderson and
Frank F. Hinton d/b as The Progressive
Broadcasting Co.; requests 1350 kc, 1 kw,
Day.

Greenville, S. C., Fleet Enterprises; re-
quests 1070 kc, 50 kw, DA-Day. WFLI, Look-
out Mountain, Tenn., WFLI Inc.; Has (CP)
1070 kc, 1 kw, 10 kw-LS, DA-2, U, requests
1070 kc, 1 kw, 50 kw-LS, DA-2, U.

South Norfolk, Va., Harold H. Hersch.
Samuel J. Cole, L. W. Gregory and William
L. Forbes d/b as South Norfolk Broadcasting
Co.; requests 1600 kc, 1 kw, Day. Virginia
Beach, Va., Princess Anne Broadcasting
Corp.; requests 1600 kc, 1 kw, DA-Day.

Cozad, Neb., Dawson County Broadcasting
Corp.; requests 1580 kc, 1 kw, Day. Cozad,
Neb., David F. Stevens, Jr. tr/as Tri-Cities
Broadcasting Co.; requests 1580 kc, 1 kw,
Day.

Changing hands

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

■ **KAPE** San Antonio, Tex.: Sold by Sam
Riklin, Arthur Riklin and Charles Katz
to Maxwell Marvin and associates for
\$168,000. Mr. Marvin is former execu-
tive vice president and general manager
of KABQ Albuquerque, N. M. KAPE is

500 w daytimer on 1480 kc. Broker:
Blackburn & Co.

APPROVED ■ *The following transfers
of station interests were among those
approved by the FCC last week (for
other commission activities see FOR
THE RECORD, page 91).*

■ **KTLA(TV)** Hollywood: Sold by Para-
mount Pictures Inc. to Golden West
Broadcasters for \$12 million (see page
65).

■ **KSAN** San Francisco: Sold by Nor-
wood J. Patterson and family to John
F. Malloy and Delmor A. Courtney for
\$315,000 and \$350,000 agreement not
to compete. Mr. Malloy is 60% owner
of KLIQ Portland, Ore., and formerly
owned and operated radio outlets in
Los Angeles and San Francisco. Mr.
Courtney is band leader and recording
star. KSAN, founded in 1939, is on
1450 kc with 1 kw daytime and 250 w
at night.

■ **WIGO** Indianapolis: Sold by Luke
Walton and Stokes Gresham Jr. to
Sarkes Tarzian Inc. for \$167,576, in-
cluding \$112,676 in obligations. The
Tarzian firm, Bloomington, Ind., makes
TV tuners and components and owns
WTTT and WTTV-FM-TV Bloomington,
WPTH-TV Fort Wayne, WPTA-TV Roan-
oke and WFAM-TV Lafayette, all Indi-

ana. WIGO is a 250 w daytimer on 810
kc.

■ **Wwok** Charlotte, N. C.: Sold by
Sherwood Tarlow and associates to W.
J. German Inc. for \$400,000. Buying
firm, film distribution company, is
owned primarily by the estate of W. J.
German, one of whose heirs is the
majority owner of WTBO-AM-FM Cum-
berland, Md. The Tarlow group owns
WHIL-AM-FM Medford-Boston, Mass.;
WARE Ware, Mass., and KUTY Palmdale,
Calif. Wwok operates fulltime with 5
kw on 1480 kc.

■ **WLAS** Jacksonville, N. C.: Sold by
Milton Adler to Jerry J. Popkin and
Ivins Popkin for \$245,000. Before the
sale, Mr. Adler was 50% owner and
the Popkins each held 25%, and now
the Popkins each own 50%. WLAS is
a 5 kw daytimer on 910 kc.

Blue Ridge's Ellijay application denied

The FCC's review board has denied
the application of Blue Ridge Mountain
Broadcasting Co. for a new AM sta-
tion on 1500 kc, in Ellijay, Ga. on the
ground it was filed "for the purpose of
preventing or delaying the granting" of
an application for the same frequency
in nearby Calhoun.

The board's opinion found that the
Gordon County Broadcasting Co., li-
censee of WCGA Calhoun, "participated
in the planning, preparation and filing
of the Blue Ridge application," which
it added was not filed in good faith.

The application for 1500 kc in Cal-
houn, filed in November 1960 by Re-
liable Broadcasting Co., had been des-
ignated for hearing with Blue Ridge's
application, filed in June 1961. It was
found during the hearing that Blue
Ridge might have applied for either
1330 kc or 1340 kc in Ellijay and
failed to satisfactorily explain why the
applicant chose to enter a comparative
hearing for 1500 kc instead.

Blue Ridge is owned by James M.
Acree and his father, J. T. Acree,
36.4% each, and Harbin M. King,
27.2%. All three are residents of Cal-
houn.

Rogers has some advice for FCC

"Agency people who want to legis-
late should first run for Congress,"
Representative Walter Rogers (D-Tex.)
said last week in a not-too-veiled al-
lusion to the FCC.

Speaking at a meeting of the Pennsylv-
ania Association of Broadcasters in
Buck Hill Falls last week, Mr. Rogers

Outstanding Values in Radio-TV Properties

Fine fulltime facility in strong coastal
growth area. Best potential between San
Francisco and Los Angeles. At this price
all cash will be needed.

CALIFORNIA
\$250,000

Non-directional daytimer in single sta-
tion market. Needs owner-operator.
Priced at slightly over 1963 cash gross.
Exceptionally attractive terms.

NORTHWEST
\$42,500

Good fulltime AM-FM facility. Excellent
potential. Needs owner-operator. Terms
or all cash.

SOUTHWEST
\$285,000

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John G. Williams
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Jackson 5-1576

BEVERLY HILLS

Colin M. Selph
C. Bennett Larson
Bank of America Bldg.
9465 Wilshire Blvd.
Beverly Hills, Calif.
Crestview 4-8151

said "the FCC is using power that it has never been granted" in many areas. He told the broadcasters that they must become more politically active to effectively serve their profession and protect it from regulatory abuse.

Sherril Taylor, vice president for radio of the National Association of Broadcasters, called for new ideas in radio programming. Noting that ABC Radio has made strides in new drama programming (BROADCASTING, May 11), he said that wide public acceptance of old radio drama shows now in syndication demonstrates a "profound need for a new product." To many people, Mr. Taylor said, "this is a new sound on radio."

At panel sessions, the heads of the Television Bureau of Advertising and Radio Advertising Bureau discussed the value of the organizations' individual services to member stations. Edmund C. Bunker, president of RAB, noted how the bureau's services could be used to increase stations' revenues. Norman E. Cash, TvB's president, in outlining the use of TvB services, particularly filmed sales presentations sent to members, emphasized the need for stations to recognize "professionalism" in sales as well as in programming.

Robert J. Burton, president of Broadcast Music Inc., spoke at the meeting on music licensing (see page 80).

Two Western TV stations dedicated

Formal dedication ceremonies have been held for two brand new stations—KCOY-TV (ch. 12) Santa Maria, Calif., and KIII(TV) (ch. 3) Corpus Christi, Tex.

KCOY-TV, licensed to Central Coast Television Inc., is represented by Venard, Torbet & McConnell, New York, and is a primary affiliate of NBC-TV.

KIII, licensed to the South Texas Telecasting Co., is represented by Avery-Knodel, New York, and is a primary ABC-TV affiliate.

Also announced last week is the near completion of educational station—KCET(TV) Los Angeles—which will begin broadcasting Sept. 28 on channel 28.

Licensed to Community Television of Southern California Inc., KCET, is to have an effective radiated power of 1,200 kw.

Total construction cost of the station, to be located at the Mount Wilson Hotel property which was purchased by Metromedia Inc. and made available to KCET on a lease basis, is approximately \$500,000, including a new transmitter building.

BROADCASTING, May 18, 1964

FCC okays Golden West purchase of KTLA

\$12 MILLION PURCHASE PRICE IS SECOND HIGHEST

One of the country's oldest TV stations, KTLA(TV) Los Angeles, is being taken over by its new owners tomorrow (May 19). The sale of the channel 5 independent by Paramount Pictures Corp. to Golden West Broadcasters for \$12 million (BROADCASTING, Nov. 4, 1963) was approved by the FCC last week.

Golden West is 51.5% owned by motion picture and radio star Gene Autry, with Robert O. Reynolds owning 31.67%, and Loyd Sigmon, 3.83% among others. The closing will be handled by these three, for Golden West, and by Paul Raibourn, Paramount Pictures senior vice president (and president of the Los Angeles station), representing the seller.

KTLA went on the air experimentally in 1939, commercially in 1947. It has been owned from the start by Paramount.

Golden West owns KMPC Los Angeles, KSFO San Francisco, KVI Seattle and KEX-AM-FM Portland, Ore. The Golden West group also owns the Los Angeles Angels, American League baseball team, and has a substantial but

minority interest in the Los Angeles Rams, National Football League team. Mr. Autry with other associates owns KOOL-AM-TV Phoenix and KOLD-AM-TV Tucson, both Arizona. He also has investments in hotels in Los Angeles, San Francisco, Chicago and Palm Springs, Calif.

The transaction permits KTLA to continue use of its present studios on the Paramount lot under a lease. KTLA's transmitter is on top of Mount Wilson with all other area TV stations.

Mr. Sigmon is executive vice president and general manager of the group. He previously had said that no changes in KTLA management are contemplated. S. L. Adler is general manager of the station.

The KTLA sale is the second highest price paid for a single TV station in the industry's annals; last year Cox Broadcasting Corp. paid \$12,360,000 for KTVU(TV) San Francisco-Oakland.

The FCC approval of the KTLA sale was unanimous, although Commissioner Lee Loevinger was not present at the May 13 session when the action was taken.

EXCLUSIVE BROADCAST PROPERTIES!

ROCKY MOUNTAINS —Fulltime radio station serving major summer and winter resort area. Grossing \$5,000 monthly and showing a profit. Priced at \$90,000 with 29% down. **Contact—DeWitt "Judge" Landis in our Dallas office.**

MIDWEST —Moneymaking daytimer in market of 300,000. Grossed \$165,000 last year. Priced at \$250,000 with \$120,000 down. **Contact—Richard A. Shaheen in our Chicago office.**

Hamilton-Landis

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More and more people are listening to radio

Audience is increasing across the board, CBS report on plug-in, auto and portable sets shows

Substantial gains in radio listening are reported in a new study being released by CBS Radio this week. It shows a 31.1% gain in winter listening, 1963-64 vs. 1962-63, with summer listening up 12.7% in 1963 over 1962.

The study, based on A. C. Nielsen Co. measurements, covers listening to plug-in, automobile and battery-portable sets. Copies are being distributed to advertisers and agencies.

"The importance to the advertising community of these findings cannot be overstated," Arthur Hull Hayes, president of CBS Radio, reported. "Indications of increased radio audience activity have been apparent for some time [but] it takes a comparison of this type to dramatize these developments. Take this past winter, for example: Average weekly hours of radio listening were up almost one-third over the previous winter—in fact, even though the hot-weather months have been generally regarded as radio's best audience season, the average family spent more time with radio this past winter than the summer before."

Highlights of the findings, which are chartered in a brochure entitled "More People are Listening to Radio":

- "Radio's audience increase is across-the-board, weekdays and weekends,"

with every hour from 7 a.m. to 8 p.m. NYT showing a gain over the corresponding period of the year before except in the case of one hour (7-9 p.m. on summer weekends, when a drop of 0.6% was noted).

- "Monday-through-Friday morning listening continues to be radio's peak tune-in period" (average-minute audience: 12,785,000 families last winter as against less than 10,000,000 the winter before).

- "Monday-through-Friday afternoons have emerged as a major center of audience attention" (average-minute winter audience: 11,118,000 families, or 1.5 million, or more than radio's peak morning tune-in period just one year earlier).

- "Monday-through-Friday evenings have developed into a sizeable marketplace" (average-minute winter audience: 7,778,000 families as against 6,200,000 the year before).

- "The peak period for weekday listening this past winter was 8-9 a.m." (average: 15,934,000 families, up from 11,616,000 the year before).

- "The peak period for weekend listening this past winter was 1-2 p.m." (average: 14,196,000 families, as against 10,462,000 the year before).

The study shows that the average

family spent 24 hours 45 minutes a week with radio from 6 a.m. to midnight last winter—up from 19 hours 3 minutes in 1962-63. In summer 1963, the average was 22 hours 35 minutes as against 20 hours 2 minutes in 1962.

The biggest share of the listening gains is attributed to battery-portable sets—now owned by 48.5% of all radio families. The study also reports substantial gains in automobile listening. Listening to plug-in sets shows the smallest degree of change.

The brochure also notes that the nation's radio set count now exceeds the population (214,353,000 sets, 190,809,000 people), and that radio set sales from 1961 through 1963 (70,843,000) exceeded population growth (8,483,000) by more than eight to one.

"The significance of the public's demand for radio sets and their increased use has not escaped advertisers," President Hayes said. "These developments certainly support the surge of sponsor confidence in network radio which the industry has experienced for the last 16 months. They promise an even more important role for the radio medium in the months ahead."

Lee hits FCC action on review board

The FCC's action in expanding the authority of its review board has drawn the criticism of Commissioner Robert E. Lee.

The commission two weeks ago delegated to the board authority to review initial decisions involving mutually exclusive applications for television grants (BROADCASTING, May 11). The board, established in 1962 under the reorganization statute enacted that year, already had authority to review decisions in comparative AM and FM cases.

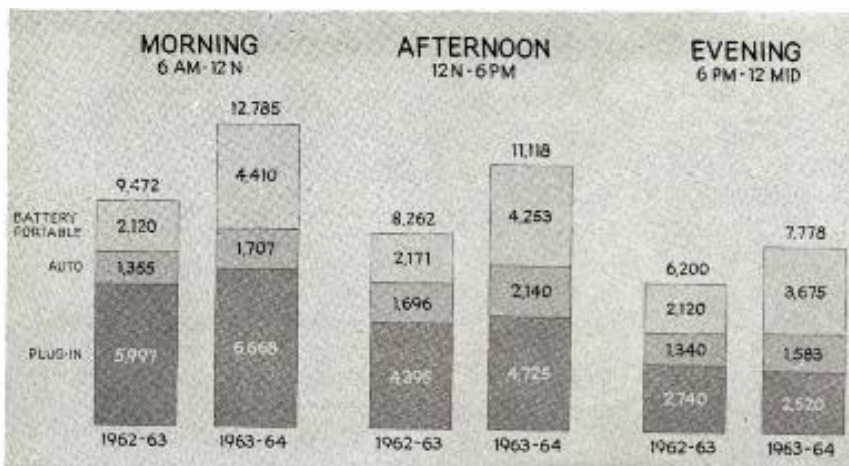
Commissioner Lee, in a dissenting statement issued last week along with the text of the delegation of authority, said that the commission has not yet established sufficient guidelines for the board to follow in multi-party proceedings for TV grants.

"As a result of the closeness of our decisions in such cases," he added, "the commission is now, in effect, delegating to the board policy matters for which the commission has the sole responsibility."

In its delegation order, the commission says it will continue to review all cases involving "novel or important issues of law or policy." It also notes that parties in comparative cases may request commission review of board decisions. However, the commission may reject such requests.

U.S. families using radio

Monday-Friday: winter 1962-63 vs. winter 1963-64



Source: NRI, December 1962-January 1963 & December 1963-January 1964, NYT basis. Average per minute audience.



VR-1100 boosts local and regional business for WCCO-TV.

"The WCCO-TV versatility and commercial potential has been increased by the addition of the VR-1100 to our new remote cruiser," says John Sherman, WCCO, Director of Engineering, St. Paul-Minneapolis. "The VR-1100 has made it possible for us to tape on any remote location, thus we can produce a wider variety of the high quality programming that keeps the dial tuned to Channel 4. It enables us to increase local and regional business because we can now give the customers increased efficient on-the-spot service. The VR-1100 is paying for itself, and we have pro-



vided room to install another in our new cruiser." Why did WCCO-TV choose the VR-1100? Because of the high reliability, superb picture quality and full compatibility with the two Ampex VTRs they have in the station. Because the VR-1100 is one recorder that's had its reliability proven in scores of installations. In short: for all the reasons that have made the VR-1100 the fastest selling VTR ever. Contact your Ampex representative, or write: Ampex Corporation, Redwood City, California. Sales and service engineers throughout the world. Term leasing and financing available.

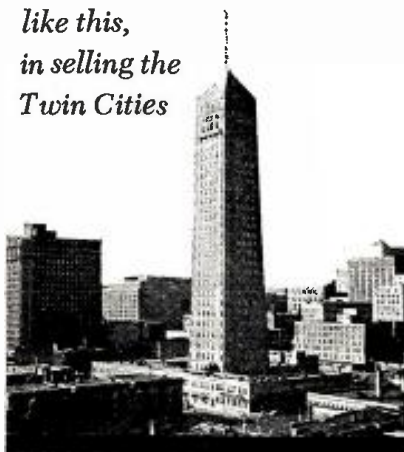
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68 (THE MEDIA)

Hasty examiner is slowed down

FCC Review Board rules
against initial decisions
without proposed findings

The FCC's Review Board affirmed last week what communications lawyers had long regarded as holy writ—hearing examiners may not issue conclusions in a hearing case without giving the parties involved a chance to file proposed findings of fact and conclusions of law.

The board's decision was handed down in a case involving the Muncie Broadcasting Corp.'s application for an AM station in Muncie, Ind.

A hearing was held last October on the application on, among other issues, whether a grant would cause interference to WONE Dayton, Ohio. That station, which opposed the grant, was named a party to the proceeding.

At the conclusion of the hearing, and without determining whether the parties intended to file proposed findings and conclusions, Hearing Examiner David Kraushaar startled counsel for WONE by reading into the record his conclusions—which were favorable to Muncie.

This procedure is believed to be without precedent. And Marcus Cohn, counsel for WONE, objected, declaring he was entitled to file proposed findings before the examiner announced his decision. Mr. Kraushaar said that he could



Mr. Kraushaar



Mr. Cohn

"reconsider" his views on the basis of the proposed findings.

Nevertheless, after the examiner issued his formal initial decision, which looked to a grant of the application, WONE filed exceptions to the procedure he followed.

Examiner's Argument — The examiner said there is "nothing in cited rule or precedent that requires hearing examiners to listen [to proposed findings]

in advance of announcing their decisions."

The review board, however, held that parties are "entitled to file proposed findings of fact and conclusions in order to attempt initial persuasion of the examiner." It said that both the Administrative Procedure Act and the commission's rules give parties this right.

The board noted that the examiner, in his initial decision, said that criticism of his procedure might stifle ideas offered by examiners to speed the hearing process. "However, commendable as this may be," the board commented, the avenue for novel procedural suggestions is through the chief hearing examiner.

Ohio State ready for 34th institute

Agenda for the 34th Institute for Education by Radio-Television May 26 in Columbus, Ohio, has been set. Sponsored by Ohio State University and concerned with educational and public service broadcasting, the institute is held "to stimulate thinking, discussion, and the exchange of ideas and techniques."

May 26 (Tuesday) activities will begin at 2 p.m. with an orientation session when Dr. William Ewing, associate director of Ohio State's Telecommunications Center. Ray Stanley, director of the Department of Health, Education and Welfare's educational television facilities program, and Dr. Lawrence Frymire, chief of the FCC's educational broadcasting branch, will speak. Francis Keppel, U. S. commissioner of education, will deliver the keynote address at 7 p.m.

Wednesday's general session will be conducted by Dr. Edgar Dale of Ohio State, and will feature an address by Dr. Alan Green of Rensselaer Polytechnic Institute.

In the afternoon, Marcus Cohn, Washington communications attorney, will conduct a panel on "U. S. Public Policy on International Mass Media." Panel members will be Henry Loomis, director, Voice of America; George V. Allen, president, Tobacco Institute; Herbert Evans, president, Peoples Broadcasting Corp.

Donald W. Coyle, ABC International president, will be guest speaker for the IERT Award Dinner at 7 p.m.

On the final day of the three-day conference Jack Summerfield, general manager of WVRV(FM) New York, will preside over a general session on "Radio Rediscovered." Participants include Robert Hyland, KMOX St. Louis; Walter Nixon, WVRV; Jerrold Sandler, E.C.S., Washington; and John Reeves, CBC, Toronto.

BROADCASTING, May 18, 1964

Color sets found in 3% of TV homes

Three percent of all U. S. television homes (1.5 million) have color TV, and it's likely that most of the color sets are in homes with more than one TV receiver.

The color-TV base of 1.5 million sets comes from the American Research Bureau's November 1963 research which covered more than 100,000 homes in all counties in the country. The information has just been extracted from the diaries used in the survey.

ARB also found that there are four times as many color sets in the 16.4% TV homes having two or more television receivers than are found in one-set homes.

The 1.5 million color TV sets in existence in 1963 has been the accepted estimate in the industry.

Rulemaking seen as threat to industry

The "increasing tendency" of the FCC and the federal government in general "to exalt rulemaking at the expense of the legislative process . . . is a threat not only to the broadcast industry but to private enterprise generally," Representative John B. Anderson (R-Ill.) said last week.

Speaking at the spring meeting of the Illinois Broadcasters Association at Rockford, Mr. Anderson also said that a too-powerful central government "shares in and eventually dominates the management function and prerogative as well."

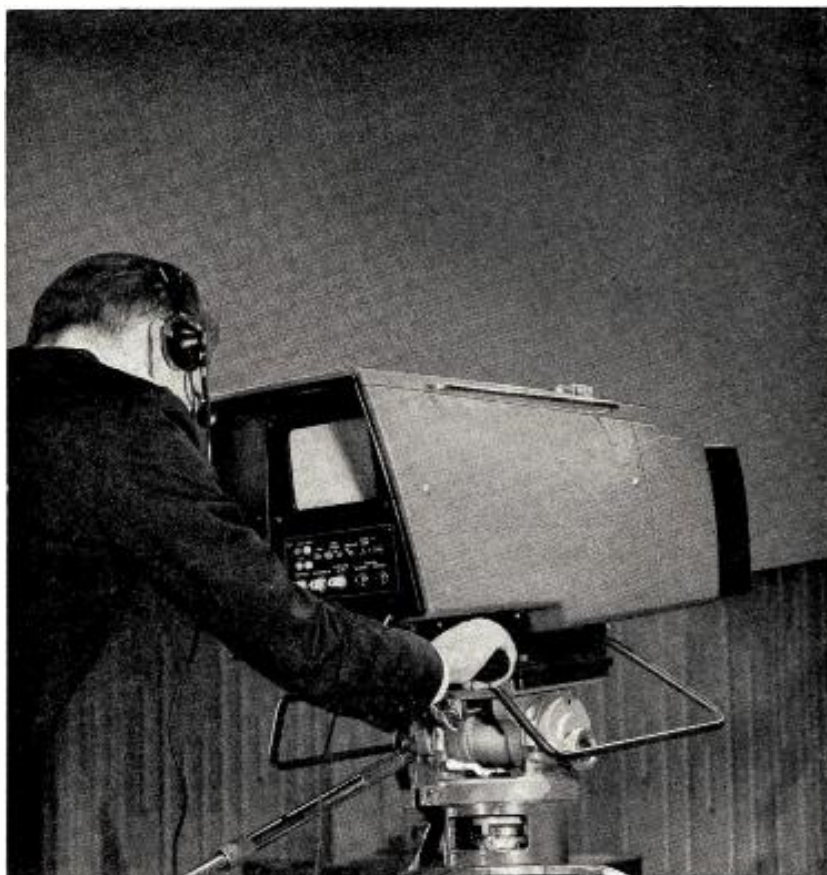
Another speaker at the convention was Robert J. Burton, president of Broadcast Music Inc. (see page 80).

Media reports . . .

Sine qua non ■ WQED(TV) Pittsburgh has \$238,000 of its \$250,000 goal for 1964, according to Donald V. Taverner, president. The \$250,000 is needed to meet 41% of the educational station's \$608,000 operations budget. Other funds are obtained from underwritten public service programs.

Jolly good fellowship ■ WWJ-TV Detroit and *The Detroit News* (both owned by The Evening News Association) plan to grant \$92,000 in graduate fellowships during the next three years. Awards will go to the University of Michigan, Wayne State University and the University of Detroit, all in southeastern Michigan.

BROADCASTING, May 18, 1964



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What's to become of Emmy now?

Deserted by CBS and ABC, 16-year-old TV awards now face May 25 live presentation on NBC-TV with future very much in doubt

A furor that appeared certain to transform if not demolish the basic structure of awards in television was precipitated last week by an outburst of attack on the 16-year-old Emmy awards.

CBS News led the attack and was joined by the ABC-TV and CBS-TV networks leaving NBC alone among the television networks to defend the Emmys, whose 1963-64 presentations will be made—on NBC-TV—on May 25 (10-11:30 p.m. EDT).

NBC said it recognized that the Emmy "award procedures and categories can be improved," but denounced the attack by CBS News and ABC-TV—CBS-TV's withdrawal had not yet been announced—as "a classic of sham and hypocrisy with amusing overtones."

The Emmys are administered by the National Academy of Television Arts and Sciences and have been generally recognized—despite frequent criticisms—as the principal awards that television's practitioners distribute among their own members. They are intended to honor outstanding achievement in programing, performance and technical advances. This year's nominations encompass 27 categories plus an international award and a station award (BROADCASTING, May 4).

End of Awards ■ Last week's events, in which Emmy critics branded the selection system as "unprofessional, unrealistic and unfair," were widely regarded as dooming the awards in their present form, once the current voting has been completed and this year's presentations have been made one week from now. But the results promised to be much more far-reaching than that.

Presentation of a new set of awards by another major broadcasting organization, the International Radio and Television Society, was postponed indefinitely, and three separate moves were initiated to explore and evaluate industry awards systems.

The academy itself said that its board of trustees had decided a month ago that its national awards committee would "conduct a full-scale review of the Emmy awards structure and cate-

gories and would solicit recommendations, as it has historically, from its membership and from others." The academy said it welcomed participation by all networks in this study.

Evaluation Begun ■ CBS-TV president James T. Aubrey Jr., announcing withdrawal of his network's participation in the Emmys, appointed a CBS-TV committee to "evaluate various award procedures and our future participation." The committee is headed by Frank Shakespeare, vice president and assistant to Mr. Aubrey. Other members are John Reynolds, senior vice president, Hollywood; Michael Dann, vice president, programs; John Cowden, vice president, information services, and Charles Steinberg, vice president, public information.

The IRTS not only postponed presentation of its own awards, scheduled for June 8, but proposed the formation of a committee to set up standards and procedures for granting awards in broadcasting. Sam Cook Digges of CBS Films, president of IRTS, offered IRTS personnel and facilities as "a nucleus" for such a group, whose "aim, as I see it, would be the establishment of a single annual awards function for the entire industry."

The IRTS awards whose presentation was postponed indefinitely are the Legion of Honor Awards, which were being introduced this year to honor individuals or organizations for "outstanding performance" in "the business or creative aspects of broadcasting." The categories: showmanship, outstanding TV personality, overall treatment of news, creativity in the use of the broadcast medium and "special recognition" (BROADCASTING, April 6).

System Criticized ■ One of the major targets—but by no means the only one—in last week's attacks on the Emmys was the voting system. Critics contended that a great majority of academy members are associated directly or indirectly with networks and tend to vote out of "loyalty" for programs, performers and other talent identified with their own networks. Some critics accused the networks of buying member-

ships for their employees in order to influence the voting.

The academy has almost 6,000 members in nine cities. About a third of these are believed to be employed directly by the three TV networks. The networks are not themselves members. The biggest academy chapters are in New York and Hollywood. The others are in Chicago, Washington, San Francisco, Seattle, St. Louis, Phoenix, Ariz., and Columbus, Ohio.

The controversy arose when CBS News President Fred W. Friendly notified his staff that CBS News would not participate in the ceremony nor accept any awards that were won by it.

Mr. Friendly said he took the action because he considered the system for selecting award winners as "unprofessional, unrealistic and unfair. Although they purport to be the best judgment of the television industry about its own best work, in reality they are the end result of pressure, politics and in the case of news, lack of professional knowledge."

He particularly criticized the academy's method of grouping regular program series with TV "specials," particularly in the news category. He also questioned the method of voting.

Later, Mr. Aubrey, in announcing the establishment of his new committee, also said that CBS-TV would follow the CBS News decision to withdraw support for the Emmys.

Mr. Aubrey said in part:

CBS-TV "will not participate in the Emmy awards because of our misgivings about nominating and voting procedures. Our action is binding only on employees of the CBS Television Network, and obviously cannot preclude the participation of those in outside organizations whose programs are broadcast over our network."

Believe in Recognition ■ "Let me emphasize that this decision does not mean we oppose awards in general in the field of television entertainment. On the contrary we firmly believe that public recognition of outstanding achievement advances the cause of better entertainment. To be meaning-

ful such awards must adhere to the highest standards of selection."

ABC-TV President Tom Moore said his network had decided to withdraw support from the Emmys following this year's presentations, but that the move by Mr. Friendly had advanced his decision.

Mr. Moore said he generally agreed with Mr. Friendly's criticisms and ABC-TV personnel were instructed not to accept Emmy awards.

Although recognizing that the "academy's award procedures and categories can be improved," NBC-TV castigated the moves by the other two networks as "a classic of sham and hypocrisy with amusing overtones."

NBC-TV said that Mr. Friendly had been a member of the academy's New

Hollywood Palladium and the Texas Music Hall at the New York World's Fair. E. G. Marshall, star of the CBS-TV *Defenders* program, is slated to be host of the New York portion, while Joey Bishop, whose series moves from NBC-TV to CBS-TV next season, is listed as the Hollywood host.

NBC said its *That Was The Week That Was* program, which specializes in topical satire and which had been scheduled as a feature of the Emmy broadcast, "will apply its talents appropriately to this new development in reviewing the television events of the past year."

NBC charged that the organizations headed by Mr. Moore and Mr. Friendly "have accepted scores of Emmy awards with expressions of appreciation, and their members have participated

voting system as "scrupulously honest" but admitted there was no way to "prevent loyalty voting and bloc voting." He said he "welcomed Mr. Friendly's courageous stand" because the significance of the awards "has been grossly overdrawn."

The academy voiced its surprise at the actions and noted that neither network "nor any other organization" is a member of the academy whose membership is drawn from individuals "actively and creatively engaged in all facets of television."

Noting that the awards are the "highest" in the TV industry and its awards structure devised by "the best minds in the television industry," the academy said it had always been receptive to "constructive criticisms and suggestions." But, Peter Cott, executive director of NATAS, added that the academy considered it "particularly regrettable that these gentlemen (Messrs. Aubrey, Friendly and Moore) did not make such recommendations and suggestions to the academy before taking such action."

In the list of nominations announced a few weeks ago, NBC-TV received 56, CBS-TV 47 and ABC-TV 25 in the 27 categories established in the awards structure (BROADCASTING, May 4).



Mr. Digges



Mr. Friendly



Mr. Moore



Mr. Serling



Mr. Aubrey

York chapter since its beginning and Mr. Moore is a past national treasurer. It said that they should have tried to correct any deficiencies in the Emmy awards procedures from their membership standpoint, rather than boycott this year's ceremony "more than a week after the final awards voting began—and shortly before the awards broadcast."

Will Carry Telecast • NBC-TV said it had no plans to withdraw its telecast of the Emmys, and the sponsors, Timex and Libby McNeil & Libby, also apparently intended to stick with the show.

The program will originate from the

actively in the balloting for nominations for the 1964 awards." The attacks by Mr. Moore and Mr. Friendly, NBC said, "are not a responsible approach" towards improving the Emmys but "may represent an effective publicity stunt during the voting period."

Rod Serling, president-elect of the academy, conceded that the Emmy awards system had shortcomings, but urged the networks to help devise a workable plan rather than just quit.

CBS News correspondent Walter Cronkite, past president of the academy and a chief architect of the current awards category structure, defended the

NAFBRAT honors shows, commercials

NBC-TV's three-hour documentary report of the Negro drive for equality, *American Revolution of 1963*, was honored as the outstanding program of the year by the National Association for Better Radio and Television, Tuesday (May 12) at the organization's annual awards dinner in Los Angeles. A special NAFBRAT award went to CBS-TV's *Ed Sullivan Show* for "15 years of outstanding contribution to TV entertainment."

Marking a first for NAFBRAT, which has been more inclined to criticize commercials than to honor them, three special awards "for taste and quality of commercial presentations" were presented to Shell Oil Co. for the commercials on its NBC-TV *Wonderful World of Golf*, United States Steel Corp. for the commercials on the *U. S. Steel Hour* on CBS-TV and Mars Candy Co. for the TV and radio spots created by Stan Freberg. Agencies are: Kenyon and Eckhardt for Shell, BBDO for U. S. Steel and Needham, Louis & Brorby for Mars.

A dual award went to CBS for its TV broadcasts of Leonard Bernstein and the New York Philharmonic and of the same group's young people's

concerts. ABC won two national radio awards, for Edward P. Morgan's news programs and Erwin Canham's news commentaries, and a third radio award went to NBC for the *Dorothy Gordon Youth Forum* series.

NBC received 11 national TV awards for *Mr. Novak*, *Hallmark Hall of Fame*, *Richard Boone Show*, *Wonderful World of Golf*, *Wild Kingdom*, *Bell Telephone Hour*, *David Brinkley's Journal*, *Greece, the Golden Age*, *The Kremlin and Biography* in addition to *American Revolution of 1963*. CBS was awarded five national TV certificates for *The Defenders*, *The Danny Kaye Show*, *The Great Adventure* and *CBS Reports*, in addition to the one for the *Sullivan Show*.

Regional awards went to radio stations KGBS and KNX and to TV stations KNXT, KHJ-TV, KTTV, KTLA and KCOP, all Los Angeles.

Mrs. Clara S. Logan, NAFBRAT president, presided at the dinner meeting, at which Marvin Miller, actor-announcer, was toastmaster and Sylvester L. (Pat) Weaver, president of Subscription Television Inc., was the featured speaker.

Drumbeats . . .

Signs of station goodwill ■ WHIC-TV Pittsburgh has provided community identification road signs for neighboring townships comprising the Pittsburgh

viewing area. Over 250 signs, serving the dual purpose of community service and station advertising, have been erected on highways leading into the communities.

Hex marked the spot ■ The Pennsylvania Association of Broadcasters "hexed" their Buck Hill Falls convention last week (May 9-12) to guarantee its success and freedom from evil spirits. Designed by Earl Davis, assistant promotion manager of KDKA-TV Pittsburgh, the hex sign was the official symbol for



the meeting, appearing in blue, green and purple on a promotional calendar, and in black and white on other materials. The sign is a rosette showing Pennsylvania's state flower (mountain laurel) centered in a star surrounded by

television cameras and microphones. Rosettes, one of the oldest of all hex designs, are believed to date from a sign cut in the entrance of an old Greek church in Athens in 1453.

WABC Day ■ May 8 was WABC Day at the New York World's Fair honoring the city's pioneer radio station. More than 50,000 persons attended the entertainment program, featuring WABC personalities, held in the fair's Pavilion Building.

Clipping service ■ Publici-Tips, a national trade press clipping service with headquarters at 3090 South Birch Street, Denver, has announced its availability to broadcasters, according to Pauline Mahoney, director. Costs range from \$10 per month for radio stations; \$12.50 for TV stations; \$15 monthly for combination radio-TV operations covered in one digest, and \$15 for film companies, trade associations, etc.

Football promotion ■ Sponsors of National Football League broadcasts next fall are being offered pocket-size NFL guidebooks for six NFL teams plus books on both the Eastern and Western Conferences by the Benjamin Company, 600 Fifth Avenue, New York. The books will be ready in August and may be ordered with the name of an advertiser on the front for tie-in purposes. Individual books sell for 50¢ with discounts for bulk orders.

EQUIPMENT & ENGINEERING

Two viewpoints on FM rules

Comments divided on best method to increase power of short-spaced stations

The two proposed means by which short-spaced FM stations may be able to improve their facilities have split broadcasters into opposing camps of thought, although there is common belief that improved facilities are needed.

The differences of opinion are revealed in more than 50 comments filed last week with the FCC on its proposed rulemaking on methods to increase the power of the several hundred FM stations that are short-spaced under the allocations table adopted last summer.

The rulemaking proposes two possible methods by which such FM stations

could improve their facilities. The first would allow all short-spaced stations to increase their power to the maximum permitted by their class, without interference considerations. The second would require stations increasing power to protect other stations located in their 1 mv/m contour (BROADCASTING, Feb. 3).

The comments were split evenly on which method should be adopted. Those supporting the first method claimed that there would be a great increase in service with little interference. Support for the alternate method held that a destruction of service would result if there were no protection within the 1 mv/m contour.

The National Association of FM Broadcasters commented that improved facilities are needed but that there is not enough available information on which to base a solution. The association suggested that an industry-government study committee be formed to survey the problem.

To demonstrate the need for some means of increasing the power of short-spaced FM's, the NAFMB said that 85% of class B stations located in zone

I—covering 18 northeastern states and the District of Columbia—are operating with 20-kw power, or less, and that 65% of the class A stations are at 1 kw or less. Class B stations may, under FCC rules, use as much as 50 kw and class A stations are allowed up to 3 kw.

The three major networks also filed comments on the rulemaking.

CBS, licensee of six FM's, urged that the commission adopt the protected contours system, as the first method would work only to the advantage of stations increasing their power. The network suggested that the commission accept no applications during a three-year period for power increases unless they are accompanied by mutual agreements from all the stations in a short-spaced situation. CBS said it believed this would curtail the need for extensive hearings on applications by settling before hand any questions or contests that would arise between stations.

Inducement ■ CBS said the commission could encourage such agreements by providing that short-spaced stations filing for increased facilities after the lapse of the three-year period, be al-

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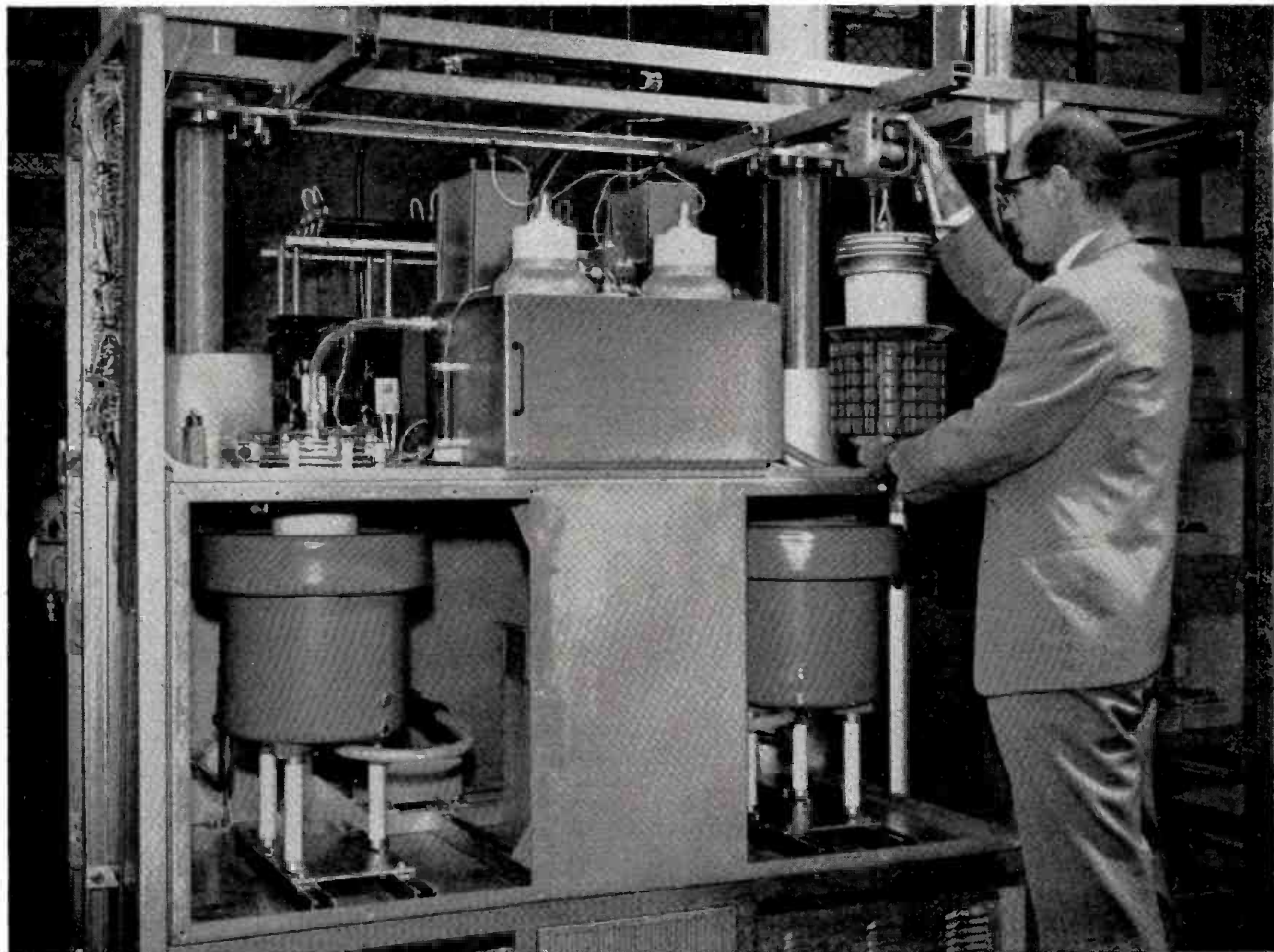
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4CV100,000C



4CX3000A



lowed to up their power, if class A, to not more than three times their originally authorized power and if class B stations, limit the increase to 2½ times original facilities.

Stations that could not work out their improvement programs among their companion short-spaced outlets should fall into the post-three-year category of applicants, CBS concluded.

NBC said that it "... supports a plan which would protect the area contained within a specified contour, perhaps the existing interference-free contour." The first method, NBC said, would create too much interference.

NBC, owner of five FM's, said that the commission should issue a further rulemaking that would make "specific proposals." The network said that proportional power increases among short-spaced stations is the best approach.

ABC, licensee of six FM's, placed itself in opposition to the views of CBS and NBC. The network said that it believes that "simultaneous power increases by mutual agreement" are not practical or very likely to succeed. The first method proposed by the commission is most feasible, ABC said. Increasing the power of FM stations with less than the maximum power wouldn't cause any real interference problems, ABC concluded.

RCA drops price of new color sets

RCA stirred the color television industry last week by announcing a \$50 cut from the lowest-priced model in its 1965 color set line.

Its new color TV price leader will have an optional tag of \$399.95.

RCA, which has predicted that color set sales will reach 1.3 million this year, is introducing four color models in the below-\$500 range. As recently as a year ago \$500 had been about the minimum for a color set.

Raymond Saxon, president of RCA Sales Corp., pointed out that prices on RCA color sets have not been increased to make up for the cost of UHF tuners, now required by law for all TV receivers manufactured. Previously UHF cost \$30 extra.

The reductions were announced during a full display of RCA Sales Corp. equipment in New York.

At the display RCA offered the first public demonstration of a laboratory model of its new 25-inch rectangular color tube which employs a 90-degree deflection angle allowing a reduction of about four inches in the length of the

tube compared to the present 21-inch round unit. The tube had been demonstrated to set manufacturers at RCA's Lancaster, Pa., plant a week earlier. It's expected to be in limited production in the last half of this year.

A major introduction in RCA color sets is described as an automatic "degausser" which will negate magnetic impurities in the color picture when the set is turned on. This feature, which is incorporated in RCA's all-channel Mark 10 line, will reportedly allow movement of the sets without fear of inducing color aberrations and do away with the necessity of degaussing by a serviceman when sets are installed.

Fairchild offers home TV tape recorder

The Fairchild Camera & Instrument Corp., Syosset, N. Y., last week said it would present an offer to TV equipment manufacturers for production rights to its new home television tape recorder within the next two weeks.

A spokesman for Fairchild said 10 TV set manufacturers have seen the unit and the company expects to negotiate a rights agreement without difficulty. Fairchild has suggested a price under \$500 to the consumer (BROADCASTING, April 13).

The company says it does not intend to manufacture a home TV camera, though manufacturers who have seen the Fairchild unit suggest a camera as a necessary accessory for the development of a mass market for the recorder.

Fairchild also said many manufacturers felt the availability of pre-taped programming for rental or sale to the consumer would be a requisite for widespread sale of the equipment.

Technical topics . . .

New transistors ■ RCA announced last week the availability of 10 SK-series germanium transistors intended as servicing replacements for over 1,900 entertainment types. The new transistors, "top-of-the-line," have many applications for problems encountered in the servicing of electronic entertainment-type equipment.

WEMA directory ■ The Western Electronic Manufacturers Association has just issued its 1964 directory of electronics manufacturers in the western states. It lists the 300 WEMA members with detailed information for each on management personnel, principal products, number of employees and how securities are traded and products marketed. There is also a product cross-reference section, listing companies en-

Miniature TV camera is 19 inches long

The Kin Tel Division of Cohu Electronics Inc. has announced the production of a self-contained, 19-inch long, miniaturized TV vidicon camera that can be operated from regular power sources or as a pack-carried mobile unit from a 24 volt DC power supply.

Newly developed is a control unit which attaches directly to the rear of the camera head.

The basic camera, in a sealed cylinder three-inches in diameter, is 9 inches long and weighs 5½ pounds. A 4:1 zoom lens, adding three inches to the length of the tube, is available. With the plug-in control unit, the length of the telescope-type camera is 19-inches. The entire unit, which meets the 525-line standards for broadcast quality, is completely solid state and modular.

Designated Model 2000, the camera is priced at \$4,260—\$2,390 for the basic camera, \$345 for the 1-inch vidicon and \$1,545 for the control unit. The camera can be aimed through the use of a rifle-sight on the exterior of the cylinder or through the lenses themselves.

The camera has been on the market since early 1963 and has been used by WBAP-TV Fort Worth (in the Jack Ruby trial during the attempted jail break there), KING(TV) Seattle (during the Lake Washington speedboat races), KTLA(TV) Los Angeles (exhibition spring training games by the Los Angeles Angels) and KFMB-TV San Diego (during the San Diego open golf championships). The camera is also being used in sewer and mine shaft inspections.



gaged in manufacturing specific components and systems. The 1964 directory can be obtained from WEMU, 3600 Wilshire Boulevard, Los Angeles 90005. Price is \$5.

Appoints reps ■ Reeves Soundcraft Division of Reeves Industries Inc., Danbury, Conn., has announced the appointment of Jim Piper Associates, Dover, Mass., as New England sales representative, and the Ernest L. Wilks Co., Carrollton, Tex., to represent the firm in Oklahoma and Texas, exclusive of the El Paso market. Reeves Soundcraft manufactures magnetic tape products and accessories for sound, video, computer and instrumentation recording.

New firm ■ SRS Electronics has been formed to serve TV stations with special instrumentation, such as picture generating equipment, special display high intensity monitoring equipment and control circuitry. Firm is a partnership among S. S. Krinsky, sales director who

will continue his own business as an electronics representative (S. S. Krinsky & Associates, Hollywood); Robert Coblentz, in charge of systems engineering, and Sol Heytow, in charge of component engineering. SRS is located at 20929-2 Roscoe Boulevard, Canoga Park, Calif.

New camera ■ A 16 mm camera designed to eliminate the major technical problems of TV kinescope recording is being offered by D. B. Milliken Co., Arcadia, Calif. The camera uses a drive which, according to the manufacturer, advances and stabilizes film frames in one thousandth of a second in order to avoid the shutter bar and image shear encountered with slower systems. It compensates automatically for the difference in frame rate between TV and motion-picture photography, is said to offer special advantages in European countries with 50-cycle electrical systems, and is designed to be maintenance-free.

Set imports top \$100 million

Japan is leading source, with more radios imported than were made by U.S. manufacturers in 1963

More than 13 million radio sets and almost 400,000 TV receivers were imported into and sold in the United States in 1963. The bulk of the imports were from Japan.

These figures, scheduled to be announced by the Department of Commerce soon, show that imported radio receivers with three or more transistors numbered 7.2 million, those with less than three transistors, 3.9 million and tube radios (mostly larger table models and consoles), 2.1 million. Total: 13.2 million. Total in 1963 was 13.3 million.

The TV imports which numbered 391,000 (triple 1962's 128,000) are not broken down by size or circuitry.

The dollar volume estimated for these imports was \$97.7 million for radio and \$22.6 million for TV.

In 1963, U. S. distributors sold 9,975,209 radio sets to retailers, down from 11,757,093 in 1962; and 6,828,383 TV sets, up from 1962's 6,301,340.

American manufacturers' production

and distributor sales for the first quarter of 1964 were announced last week by the Electronic Industries Association, showing increases in all categories in both TV and radio.

For the first three months of the year, the number of all-channel receivers made reached 370,269 compared to 198,226 for the same period in 1963. Color TV production reached 286,227 for the January-March period (there was no breakout for color in previous years so there is no basis for comparison). FM receiver production jumped to 391,936 in the first quarter of 1964, compared to 264,125 in the same period last year.

In the first quarter of this year, 1,703,903 black and white VHF-only television receivers were made. This compares to 1,540,555 monochrome VHF-only sets made in the first three months of 1963, an increase in VHF-only production of 163,348 sets.

First quarter figures by EIA:

Period	SALES			
	TV	(with UHF)	Radio	(with FM)
Jan.-March 1964	1,920,363	—	1,978,911*	—
Jan.-March 1963	1,641,617	—	1,887,894	—
Period	PRODUCTION			
	TV	(with UHF)	Radio	(with FM)
Jan.-March 1964	2,074,172**	(370,269)	4,420,255***	(391,936)
Jan.-March 1963	1,738,781	(198,226)	4,187,540	(264,125)

*Excludes auto radios.

**There were in addition 286,227 color receivers manufactured.

***Includes 2,088,811 auto radios made in 1964 period, compared to 1,929,809 in 1963 period.

BROADCASTING, May 18, 1964

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TV programing: free or chained?

Lee agrees government should keep hands off,
but Pierson points to TV reporting form;
executives seek antidote for program sterility

FCC Commissioner Robert E. Lee last week told television programing executives that he is in strong agreement with broadcasters who think "government should be kept out of programing."

Heading a long list of speakers at the first convention of the newly formed National Association of Program Executives in New York, Commissioner Lee stressed that ultimate control of programing should remain with the broadcasters and their audience. The FCC has no power to censor programing, he continued, but must consider a station's "program image" when deciding on license applications.

Commissioner Lee called on the approximately 80 program executives at the convention to show more cooperation with the FCC in the field of programing. He said the FCC should be promptly notified when a station plans a major change in program format.

Discussing a wide range of topics, Commissioner Lee said that he does not think that a station should have to make time available to every candidate and/or splinter group in a political campaign period, as long as a reasonable balance of opinion is maintained.

In response to a question on the backlog of license renewals in Washington, Commissioner Lee said that the great majority of such applications are submitted in incomplete form and require time-consuming refiling and consideration. He added that the FCC is taking new steps to expedite the renewals, but sometimes the process is "like fighting fog."

The question of renewal backlogs brought fire from another member of Commissioner Lee's panel, W. Theodore Pierson, member of the Washington law firm of Pierson, Ball & Dowd. Mr. Pierson, a specialist in broadcast law, said that the new TV reporting form asks for so much information that its processing period will be greatly extended and result in new delays.

Mr. Pierson charged that the FCC is moving into the area of program control and he added: "Every time you open

the door to let in new government power, you are really closing the door on free communications." Mr. Pierson praised the present system of self-regulation by broadcasters, and called for a new professional code of ethics to supplement the National Association of Broadcasters' codes, which he said "have become instruments of government control."

Station Creativity ■ The primary emphasis of the NATPE convention was on local programing. Mike Shapiro, general manager of WFAA-TV Dallas, said that too many TV broadcasters are shying away from local creativity by relying on proven network reruns because they represent safe financial investments. Mr. Shapiro called on program executives to increase their use of new shows that are "fresh and untried."

Mr. Shapiro said that TV is getting into a rut, and broadcasters who fail to work toward something new in programing will provide a strong argument for pay TV.

Taking exception to Mr. Shapiro's stand on the heavy use of reruns by some stations was Bennet H. Korn, Metropolitan Broadcasting Television. Mr. Korn said that, although stations should show more production creativity, reruns represent a sound financial activ-

ity and should not be discounted. A station must be on a good financial footing before it can look toward any untried programing ideas, he stated, noting that some stations must program almost entirely with network reruns.

Mr. Shapiro and Mr. Korn appeared on a panel with Sterling (Red) Quinlan, former ABC vice president and now senior executive for Field Enterprises, Chicago. Mr. Quinlan said that stations should feel free to "borrow" each other's new ideas in programing. Station programing will be improved if better lines of communication can be achieved between program directors and general managers, he noted. Those involved in creative programing must enjoy their work if it is to be successful.

An industrywide campaign for stepped-up local program production and promotion was called for by luncheon speaker, Ralph Allrud, director of special projects for Blair Television. Mr. Allrud said there are far too few advertisers who realize the market value of locally produced programs.

Network and Local Programing ■ Another panel—"The Network's Relationship to Local Programing"—featured a brief discussion by Michael Dann, vice president, programs, CBS-TV; Grant Tinker, vice president, television net-



Network vice presidents concerned with TV programing discussed "The Network's Relationship to Local Pro-

graming." (L-r): Michael H. Dann, CBS-TV; Edward J. Scherick, ABC-TV, and Grant Tinker, NBC-TV.

work programs, West Coast, NBC-TV; and Edward Scherick, vice president in charge of television network programming for ABC-TV.

Mr. Dann joined the other network executives in calling for more program creativity at the station level, and stressed that CBS-TV does not present feature films, because the telecasts would "represent an admission of failure by the network to supply stations with programming they cannot provide themselves." Mr. Dann added that CBS-TV is interested in local talent and locally produced shows from stations.

Mr. Tinker defended NBC-TV's presentation of feature films, saying the network could easily program more movies than it does. Mr. Scherick, whose network also will show motion pictures next season, said the question of network movies will soon be solved by a shortage of such features. Mr. Tinker and Mr. Scherick called for better programming cooperation between stations and networks.

Film Trends ■ Discussing film programming, Joseph Kotler, vice president of Warner Bros. Television, said his firm is studying various program types for possible station presentation after 11:15 p.m. Mr. Kotler said competition is demanding new program ideas during late evening periods. He speculated that some stations may eventually present hour-long series at those times. He also mentioned soap operas as a possibility for late programming.

Mr. Kotler predicted future trends for film programming: fewer off-network programs released because of higher residual costs; more syndicated specials; more cartoons for syndication; and a further drain on available program sources because of new UHF stations.

Sid Cohen, president of Film Service Corp., joined Mr. Kotler in saying that business is "better than ever" for film producers. Mr. Cohen said there is a great market now for feature films, and he noted that up to 90% of the people who switch to a channel carrying a movie have not seen that show before. Mr. Cohen also said that, although the film industry's backlog of movies is depleted, between 175 and 200 new features will be produced this year in Hollywood.

Community Needs ■ Tom Jones, executive program director, Triangle Stations, addressing a session on ways to seek out community needs, advised the program directors to steer away from "artificial" methods.

Mr. Jones suggested that recent stress on seeking community needs has led broadcasters to feel impelled to embrace sterile approaches resulting in a "turgid, tired and timorous" relation to the community.

He stated that recent emphasis on this



Joseph Kotler, vice president of Warner Bros. Television cited a need for new late-night TV programs and said soap operas are a possibility.

question by the government and the press has done broadcasters a disservice in its presumption that "we haven't always been carrying out a dialogue with the community."

Mr. Jones offered two suggestions: a free-swinging editorial policy and establishment of a chain of stringers—20 to 40 per station—spread throughout the coverage area who would report to the station on a regular or intermittent basis.

The topic "Where do you Find Talent?" was discussed by Bob Guy, program development manager for Storer Broadcasting Co., and Charles E. Hinds, program director for WBBM-TV Chicago. Mr. Guy said that there is much undeveloped talent at local stations. Mr. Hinds said there is a shortage of behind-camera talent at local operations, and he noted that skilled television producers, directors and writers are hard to come by at the local level.

Other speakers at the NATPE included: Stan Cohen, director program planning and promotion for WDSU-TV New Orleans, welcome to members; Lew Klein, program director for WFIL-TV Philadelphia and Roy Smith, operations manager for WLAC-TV Nashville, successful formats for "Handling Politicians & Issues"; Lawrence Laurent, radio-TV columnist for the *Washington Post*, improvements needed in local programming.

Announced at the convention were the NATPE's first formally elected officers: Stan Cohen, WDSU-TV New Orleans, president; Roy Smith, WLAC-TV Nashville, first vice president; Tom Jones, Triangle Stations, second vice president.

Plautus flees to Los Angeles

New York labor dispute results in production shift of Brodtkin programs

The outlook for production of major TV programs in New York suffered a setback last week when Plautus Productions revealed it was shifting its activities on *The Defenders* and *The Nurses* network series to Hollywood because of a New York labor dispute.

Herbert Brodtkin, president of Plautus, said the move was prompted by a strike called two weeks ago by New York local 829 of the United Scenic Artists Union against the East Coast TV Series Producers Association, of which Plautus is a member. The two series, both on CBS-TV, were said to be the only ones still in production in New York for the current season, although the strike prevented the start of filming on *The Reporter* and *Mr. Broadway* (both CBS-TV) and *The Patty Duke Show* (ABC-TV) for 1964-65. There were no announcements on whether the latter three programs would adhere to plans to produce in New York or transfer to Hollywood.

A spokesman for the producers association said differences with the union resulted mainly from contract demands, including "fantastic raises." The rates for employees of program producers have been the same as those paid by members of the Film Producers Association of New York, which make commercials for television, he said. The program producers are not members of FPA.

Jerome Wenig, counsel for the East Coast program producers, stated that the weekly salary of an art director under the FPA contract is \$429. His clients, he said, have proposed a salary of \$465 but local 829 has asked for \$525 per week. Other points of issue were said to be the union's insistence on stand-by employees and a prohibition on sending its members from one studio to another.

Erwin Feldman, counsel for the union, reported that the East Coast TV producers had "renege on promises" to contribute to the union's pension and welfare fund, retroactive to April 1, 1962. He said the union would negotiate if the producers "make these payments and honor their prior commitments."

Mr. Wenig said this factor was not an issue in the dispute. He said his

clients are prepared to pay into the fund if they are assured that "all producers will make payments."

Commissioner J. R. Mandelbaum of the Federal Mediation and Conciliation Service held meetings with both sides last week in an effort to resolve the dispute.

Other production companies involved in the strike are Ben Gradus Productions, a subsidiary of Screen Gems, and producer of a series on former President Harry S. Truman's years in the White House; United Artists Television (*The Patty Duke Show*), Richlieu Productions (*The Reporter*) and Talent Associates-Paramount Ltd. (*Mr. Broadway*).

Mr. Brodtkin said that arrangements for scripts and film editing on Plautus' series will continue in New York. He added that key production personnel on the two programs left for Hollywood late last week.

TAC stations make man-on-street show

What America Thinks, a half-hour program series, produced by the stations belonging to Television Affiliates Corp., was offered last week for national and/or regional sponsorship.

Details of the project were revealed last week by Robert Weisberg, vice president of TAC, and officials of several member stations. The pilot program of the series, which is a "man on the street" interview show, was screened for newsmen. It consisted of segments filmed by TAC member stations in eight cities.

Mr. Weisberg voiced the view that the proposed program marks the first time that a large number of stations have joined together to produce a TV series on a regular basis. The aim is to use all 70 of TAC member stations in the project, Mr. Weisberg said.

The pilot program sought answers from citizens in eight cities to the questions: "What is the difference between the Democrats and the Republicans?", "what is your opinion of today's teenagers?" and "what is your opinion concerning our efforts to land a man on the moon?" The format of the series envisions 20 minutes of the filmed segments, six minutes of local-live discussion at the station level, and the remainder for commercial and lead-in time.

Actor David Wayne is the program host. Charles Romine co-produces the series, along with the producers of TAC member stations.

Station executives who endorsed the TAC project and spoke briefly about its potentialities were Joe Jenkins, WTVN

A warning on residuals

A warning was issued last week by Len Firestone, vice president and general manager of Four Star Distribution Corp., that many network series would not go into syndication if the new Screen Actors Guild demands on increased residual payments are met. Referring to SAG's demands, which currently are in negotiation (BROADCASTING, May 11), Mr. Firestone said if residual payments are increased by 100%, as sought by the union, it would prevent many syndication companies from releasing many off-network series. He added: "In this case, no one gains. Actors will make money only if more product is released."

(TV) Columbus, Ohio; Tom Sheeley, KELO-TV Sioux Falls, S. D.; John Comas, WSJS-TV Winston-Salem, N. C.; Ray Shouse, WTAR-TV Norfolk, Va., and George Burnette, WBTW(TV) Florence, S. C. James O'Grady, executive vice president of Adam Young Inc., indicated the series was "an attractive buy" for stations, and said he would recommend it to the outlets represented by Adam Young.

TAC is an organization operated by its member stations. It assembles a selected group of locally produced informational, educational and public affairs programs into its library and distributes them to member stations.



A segment from the 'What America Thinks' program series of Television Affiliates Corp. as it was filmed in Philadelphia by a newsman and crew from WFIL-TV in that city.

UPI election coverage to use RCA computers

UPI announced last week it would use two RCA 501 computers to facilitate its vote tally in the presidential, Senate, House and gubernatorial elections next November.

Election data thus compiled will be available to both broadcast and newspaper subscribers to the wire service. Each computer is capable of assimilating, in under one minute, election totals of all the states, according to the announcement by Julius Frandsen, UPI Washington manager and general supervisor of its election coverage.

UPI emphasized that the computers—rented for the occasion at a cost of over \$50,000—would not be used to predict outcomes of the various races based on partial voter returns, but only to provide actual results quicker and more frequently to subscribers (CLOSED CIRCUIT, May 11).

Mr. Frandsen called the earlier BROADCASTING report's implication that UPI would be sharing the election information with NBC "wholly incorrect." He said vote data would be fed to the two computers from UPI bureaus all over the country and that the computers would be programed for UPI exclusively.

Actor Bill Bendix sues CBS for defamation

Actor William Bendix has filed a \$2,658,000 damage suit against CBS Inc., CBS-TV and James Aubrey, CBS-TV president, charging breach of contract and deliberate interference with his opportunities for employment, as well as defamation.

The action, filed May 11 in Los Angeles superior court, alleges that Mr. Bendix entered into a contract with CBS to star in *Bill and Martha*, a TV series to go into the CBS-TV fall schedule at 9:30-10 p.m., Sundays. But, the complaint states, CBS-TV subsequently moved the *Joey Bishop Show* into that period and cancelled its contract with Mr. Bendix.

Mr. Bendix charges that as a "colorable excuse" for the cancellation, CBS put out press releases to the effect that he was in bad health and physically unable to perform the services required by the series. On the contrary, Mr. Bendix alleges, he is in excellent health and able to do whatever is required.

The \$2,658,000 damages demanded by Mr. Bendix are computed as follows: \$108,000 loss of income from the first 18 shows scheduled for production on the new series; \$500,000 loss

of income from other opportunities to earn money on the stage, screen or TV for which negotiations were broken off as a result of the circulation of the allegedly false rumors by CBS; \$800,000 general compensatory damages for injury to his professional reputation, interference with economic opportunities and defamation concerning his alleged inability to perform professional services as an actor, and \$1,250,000 punitive damages (\$1 million from CBS and \$250,000 from Mr. Aubrey and other individuals listed in the complaint as "John Does.")

Harold A. Fendler, attorney for Mr. Bendix, expressed the belief that the suit would become a "landmark case" in the field of entertainment law, since it involves both compensatory and punitive damages for spreading false rumors about an actor's ability to carry on his professional career.

CBS-TV plans 'letters to the editor' program

CBS-TV will initiate its own "letters to the editor" column May 20 (7:30-8 p.m. EDT), expecting to present the program once a month, beginning next autumn.

CBS News correspondent Harry Reasoner and TV personality Garry Moore will act as hosts on the pilot, titled *Dear CBS*. They will read letters of criticism and comment from viewers and will try to have the CBS-TV personality concerned in the letters on hand to answer the comments.

Fred W. Friendly, CBS News president, compared the program to a newspaper or magazine letters to the editor column, which he termed "one of the liveliest and most readable sections." He added that every communications medium "needs a venting apparatus through which the opinions of its audience can be heard. I think one of the signs of television's developing maturity is our ability to make such a forum as *Dear CBS* available to our viewers."

The program will be produced by Andrew A. Rooney and directed by Clarence Schimmel.

MCA syndicates show

MCA TV announced last week it has placed the 90-minute *Arrest & Trial* series, currently on ABC-TV, into syndication and has made initial sales to WOR-TV New York, KCOF-TV Los Angeles, WGN-TV Chicago, CKLW-TV Windsor (Ont.)-Detroit, and KING-TV Seattle. MCA TV is stressing that the series provides stations with an opportunity to "replace feature-film programming with a quality series made especially for TV." Thirty episodes of *Arrest & Trial* are available.

BROADCASTING, May 18, 1964

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How broadcasting democratized music

BMI's Burton says radio-TV influenced explosive growth of U.S. music in this country and abroad

Broadcasters were credited last week with a major role in "the musical explosion" in the United States and in improving, through music, U. S. relationships abroad.

The tribute came from Robert J. Burton, president of Broadcast Music Inc. He called upon the broadcasting and music industries to reach a clearer appreciation of their contributions to each other and to the nation's culture.

Mr. Burton said the formation of BMI 25 years ago had freed American music from "monopoly" control and created countless new music sources, while broadcasters' use of music on the air had stimulated far-reaching audience interest in buying and performing music as well as listening to it. (The

American Society of Composers, Authors and Publishers was the only major music-licensing organization before BMI was formed.)

"There is not a major or even secondary market in this country where the radio listener cannot by the flick of his dial have the free choice of listening to music of any kind of any era," Mr. Burton said in a speech prepared for the Pennsylvania, Illinois and Iowa state broadcasters association meetings (see pages 34, 64, 69).

"No other nation in the world has achieved this democratization of music in terms of listenership availability."

U. S. music not only has become a major cultural force in this country but has also come to "dominate much

of the musical interest and of the musical taste of most western nations and even of nations behind the Iron Curtain," Mr. Burton said. Broadcasters have helped make music this country's "most important creative export."

He said the government, "which so frequently is fast to criticize broadcasters," ought to realize that its own efforts for presenting the U. S. image overseas are "very secondary approaches to what broadcasters have been able to contribute by simply discharging their duty to give opportunity to music to grow in the U. S. and then to find its way into virtually every corner of the world."

Need One Another ■ Mr. Burton stressed the "interdependence" of the broadcasting and music industries, with the creators of music needing the outlet that broadcasters provide and with broadcasters profiting as well as serving their listeners by providing that outlet.

In an apparent allusion to complaints of some broadcasters about the costs of music licenses, Mr. Burton suggested that "the time has come for broadcasters to view music, not just as a necessary commodity which they would hope to buy at the lowest possible price, but as a part of American life and a very vital part, whose formative years are in many instances dependent upon free

Why ETV stations don't take editorial stands

A survey of noncommercial educational television stations in the U. S. and Puerto Rico reveals that ETV stations don't editorialize, except in rare instances. The examination did, however, reveal some candid views of ETV editorial philosophy.

The survey was made by Richard Estell, manager of Michigan State University's WKAR-AM-FM East Lansing, during 1962 and 1963. Mr. Estell sent questionnaires to 60 ETV stations and 56 responses were received—a 93% return.

The purposes of the study were (1) to determine how many ETV stations editorialized, (2) to discover present attitude toward ETV editorializing, (3) to ascertain "unique pressures" which might prevent educational broadcasters from presenting editorials and (4) to discover if there is a relationship between types of licensees and their attitudes toward editorializing.

The report showed that of the 56 stations responding only one presented editorials and then only infrequently. Results of the study were based on the 55 noneditorializing sta-

tions.

The study indicated that 93% of the stations don't plan to editorialize in the near future; 5% stated that they would. However, all the stations planned to present controversial as well as noncontroversial issues. Although they don't editorialize, 46% stated that it wasn't because of any definite policy against doing so—52% did have such a policy.

No Future Opinions ■ Mr. Estell concluded that ETV stations won't change their bans against editorializing in the "foreseeable future." He believes that at the heart of the matter is the nature of ETV licensees. A commercial station is usually owned by a small group while ETV licenses are held by states, educational institutions, boards of education or communities. "The implication is clear," Mr. Estell states. "No one manager or director of an educational broadcast station would jeopardize his position or that of the licensee by serving partisan ends."

Who makes such policies? In 40% of the cases it is the governing board and in 30% the station manager, although 58% of the respondents

failed to indicate if it were station or licensee policy. That editorializing would affect the station image was agreed to by 78%. Just how the station image would be affected was less certain—23% felt it would be injured, 20% thought it would be bettered, 16% didn't know what to think and 36% didn't answer.

Pressures? ■ Mr. Estell also asked the stations if they felt they were subject to outside influences on their programming decisions — 79% felt there were no such pressures. But 10% said they had experienced outside pressures.

There were 70% who believed that it isn't an ETV station's responsibility to editorialize (19% said it was), but 80% of the station managers said that if they were directing a commercial operation they would present editorials.

It was also pointed out that an ETV station licensee could endanger its tax-exempt status with the Internal Revenue Service, which forbids tax-free organizations from taking sides in political campaigns or attempting to influence pending legislation.



BMI's Burton

enterprise broadcasting."

He said it is "neither improper nor immoral, and certainly not unusual," for buyers and sellers to disagree about prices for any goods and services but that these differences can be resolved by bargaining or other means. In the case of music, he said, the broadcasting and music industries have "an absolute duty" to understand their respective roles and inter-relationships in order to get the price question in perspective.

There is currently no major dispute between broadcasters and BMI regarding music licenses. Most stations, both radio and TV, accepted BMI's offer of a one-year extension of the old BMI licenses that expired in March. Both radio and TV broadcasters are involved in complex rate litigations with ASCAP, however.

History Lesson ■ In his speech Mr. Burton traced the growth of music from 1939, when BMI was formed. Before BMI, he said, ASCAP membership was limited to 138 music publishers, "of whom only a handful had any commercial significance," and about a thousand songwriters, "of whom approximately 100 received better than 75% of ASCAP's total distribution" of revenues.

Through the competition provided by BMI, Mr. Burton reported, ASCAP's membership has grown to 9,000 author, composer and publisher members, and BMI now has 7,750 composer affiliates and 5,000 publisher affiliates. Thus, he said, between the two organizations there are now "21,750 authors, composers and publishers receiving some income from performing rights

as well as from other sources, as compared to 1,000 authors and composers and 138 publishers in 1939."

Annual sales of records in the U. S. have increased from \$44 million in 1939 to \$650 million, Mr. Burton said. Retail sales of new musical instruments, accessories and sheet music have risen from \$85 million to more than \$650 million; the number of children receiving musical instruction has grown since 1947 from 2.5 million to more than 10 million; the number of symphony orchestras in the U. S. reached 1,300, or more than half of the 2,000 in existence throughout the world, and the number of musical instruments owned by Americans has gone from 15 million in 1939 to 39 million now.

This "musical explosion," Mr. Burton said, is "the direct result of competition, and this competition, in turn, is almost entirely due to the existence of BMI."

He said that "if the public relations of the American music industry is poor, and I am suggesting that it may very well be, the blame belongs squarely on the shoulders of those who wish nothing more than to restore a monopoly position now some 25 years gone."

Program forms called burdensome

The Georgia Association of Broadcasters believes the FCC's proposed radio program reporting forms are burdensome and disadvantageous for the smaller station.

The Pennsylvania Association of Broadcasters, meeting last week, also denounced the reporting forms as "burdensome." The Pennsylvania association plans to file comments with the commission.

The GAB, in its comments to the commission, was harsh in its attack on the section of reporting form asking for information on the competition's programming. The GAB said this would lead to "many problems and ill will. . . . Such a question will lead to bias and poison-penning." The Pennsylvania association, in its resolutions, described this section as "particularly onerous."

The Georgia association found that many of the sections could be answered properly if the station had a large staff. The association also said that the Nov. 15 deadline for the filing of annual reports on commercialization would catch "almost all small market radio stations" at the start of their busy season. GAB suggested that January or February would be a more realistic date for the filing of such information. "However," GAB added, "we are unani-

mous in our opposition to this annual filing as unnecessary."

The GAB said that the report form also made it difficult to define exactly what constitutes educational and local programming.

A joint committee of broadcasters, communications attorneys and FCC staff members are presently finishing work on revised forms which will be presented to the commission for consideration (BROADCASTING, May 11).

Hall still critical of CBS News, Harris

A Republican congressman last week continued his criticism of CBS News and Lou Harris, its voting analyst, for a report that 11% of the vote for Alabama Governor George Wallace in the May 5 Indiana Democratic primary was due to Republican crossover.

Representative Durwood Hall (R-Mo.) said "the CBS conclusion . . . was based on a false premise" and charged that Mr. Harris's "interest lies in promoting Democrat (sic) party causes and 'myths'." He said their explanation, in answer to his initial criticism (BROADCASTING, May 11), "raises more doubts than it resolves."

Then in a general complaint about "self-identified" liberal and Democratic commentators on NBC and ABC, Representative Hall asked, "Must the networks 'filter' out the news and allow the political preferences of their top newsmen to be reflected in their reporting and commentary?"

The congressman's charges were in a letter to Fred W. Friendly, CBS News president, that he placed in the *Congressional Record* Thursday (May 14).

In a letter of his own sent to Representative Hall a week earlier and released by the congressman last Thursday, Mr. Friendly explained the evidence on which Mr. Harris based his findings of Republican crossovers, generally 29% more Democratic votes May 5 than in 1960 when both parties polled "a virtually equal vote," computed from "14.9% fewer Republican votes and 14.9% more Democratic votes." Mr. Friendly said Governor Wallace received 29.3% of the votes in precincts where Democratic votes were up between 1 and 10% over 1960.

Representative Hall said factors other than a Republican crossover could have influenced a higher Democratic vote. "The point I make is," he said, "why does CBS find it so impossible to credit the larger Democrat vote in Indiana to the simple fact that there was a crucial, exciting and attention-getting Democrat presidential primary? . . ."

Suspension of Section 315 near

Senate floor procedure temporarily stalls measure;

Socialists urge President to oppose resolution

Despite a procedural stall in the Senate and a fresh attack from a minority political party, chances looked good last week for final action soon on a measure to suspend Section 315's equal time requirements for this year's presidential and vice presidential campaigns.

Efforts to bring the amended resolution to the Senate floor were frustrated several times last week as senators refused to pause in debate on the civil rights bill. The resolution, HJ Res 247, has already been passed by both houses and is merely going back for final approval in a slightly altered version (BROADCASTING, May 11). The House is not expected to act until the Senate does.

Nonetheless, the Socialist Labor Party, a long-time foe of any weakening of Section 315, renewed its attack on HJ Res 247. In a letter to President Johnson, Arnold Peterson, the party's national secretary, said suspension would be "... a flagrant suppression of equality of opportunity in the field of free speech, and a bold attack on the right

of the American people to hear and consider all sides of the throbbing social, political and economic issues of the day."

The national secretary added that suspension would in effect "confer a virtual monopoly of the publicly owned airwaves" on the major party candidates in 1964, as similar action did in 1960. He accused suspension supporters of using "twisted logic . . . that Democracy is somehow enhanced by restricting public discussion on the airwaves to the candidates of the two major parties, holding views essentially alike on all basic social, political and economic questions." The party opposed the resolution in both House and Senate hearings last year.

Writers sue on 'Novak' series

Harry Crane and Stan Dreben, Hollywood writers, are suing NBC and MGM for \$250,000 plus 25% of the net profits of *Mr. Novak*. The series is

made by MGM-TV and broadcast on NBC-TV, Tuesday, 7:30-8:30 p.m. The complaint, filed by attorney Lee Perkal in Los Angeles Superior Court, alleges that *Mr. Novak* in essence is the same as *The Teacher*, a proposed series of the writers created and submitted to MGM-TV.

On April 19, 1962, they assert, an oral agreement was reached whereby MGM-TV was to pay them \$1,000 for an original treatment, plus 25% of the net and an additional payment of \$350 for each subsequent program of the series. The studio, the complaint alleges, failed to ask the plaintiffs to write the script, but instead appropriated their idea as the basis of *Mr. Novak*.

Film sales . . .

Churchill, the Man (Seven Arts): WTVR(TV) Richmond, Va.; WDBJ-TV Roanoke, Va.; KCHU(TV) San Bernardino, Calif., and KVOA-TV Tucson, Ariz. Now in 54 markets.

Laramie (NBC Films): KPTV(TV) Portland, Ore. and KTVT(TV) Fort Worth-Dallas.

Hennesey (NBC Films): KPTV(TV) Portland, Ore.; WKYT(TV) Lexington, Ky., and KHSL-TV Chico, Calif.

Science in Action and Celebrity Golf (NBC Films): KHVH-TV Honolulu.

The Best of Groucho (NBC Films): WWL-TV New Orleans and WMAR-TV Baltimore.

Car 54, Where Are You? (NBC Films): KQTV(TV) Fort Dodge, Iowa; KRCC(TV) Jefferson City, Mo., and WINK-TV Fort Myers, Fla.

87th Precinct (NBC Films): WINK-TV Fort Myers, Fla., and KPTV(TV) Portland, Ore.

The Outlaws (NBC Films): KPTV(TV) Portland, Ore.

Passing Parade (MGM-TV): WWLP(TV) Springfield, Mass.; WGTV(TV) Athens, Ga., and WREC-TV Memphis.

Cain's Hundred (MGM-TV): KFBB-TV Great Falls, Mont.

Thin Man (MGM-TV): KMVT(TV) Twin Falls, Idaho.

Asphalt Jungle (MGM-TV): WKAB-TV Montgomery, Ala.

The Islanders (MGM-TV): WITN-TV Washington, N. C.

Northwest Passage (MGM-TV): KCOP(TV) Los Angeles.

Pete Smith Specialties (MGM-TV): WDEF-TV Chattanooga and WREC-TV Memphis.

Billy Bang Bang (MGM-TV): KABC-TV Los Angeles.

Yarborough thinks McLendon owes him some time

Senator Ralph Yarborough (D-Tex.) says unused "equal time" owed him by stations from his Democratic primary campaign should be his to use in his coming contest against a Republican candidate in the general election.

Senator Yarborough, who defeated Gordon McLendon, president of McLendon Broadcasting Corp., Dallas in a primary early this month (BROADCASTING, May 11), said Wednesday (May 13), "I think it would be logical for the FCC to order him to give the rest of the time for the other campaign." The senator said his staff has not finished its computation of how much time Mr. McLendon's Texas stations, KLIF Dallas, KILT Houston and KTSa San Antonio, still "owe" him. The time was the subject of a dispute between the Yarborough and McLendon camps in the last weeks of the campaign.

Meanwhile, the senator says his lawyers are still at work on another dispute—determining whether he has grounds for legal action because

of alleged abuses of his rights by Mr. McLendon and some stations. He said, "We have some tapes we're assembling . . . with libel and slander over the air [that is] not all limited to McLendon stations."

Senator Yarborough, chairman of the Senate Special Subcommittee on Freedom of Communications (the watchdog subcommittee), explained last week how the FCC ought to use monitors for political broadcasting problems. He said the agency refused his three requests for monitors because of a lack of personnel.

"At the base minimum," he said, there ought to be enough to see that orders of the FCC are carried out. Next, he continued, if the FCC receives a complaint they ought to have monitors to listen to the stations involved to see if the complaints are justifiable.

Now, he said, they are forced to question a station on receipt of a complaint and settle problems from Washington. Only the most serious problems are investigated in the field, he added.

Crosley TV's find news specials a profitable business

The importance of advance preparation and technique in production of documentaries and news specials by local television stations was pointed up last week at a news seminar held by Crosley Broadcasting Corp. in Cincinnati.

How to reconcile commercial reality with the problems inherent in news coverage and production of specials on local subjects, emerged as the focal point of the two-day (May 9-10) meeting.

News staffs of the four Crosley TV stations and the group's WLW Cincinnati heard an analysis of special news programming at WLWC(TV) Columbus which revealed a profit-making operation.

Walter Bartlett, vice president and general manager of WLWC(TV) through the past year and now vice president in charge of television for the group, said that 63 news specials produced by the Columbus station during the year had returned \$50,000 in income on an investment of approximately \$22,000. Only two of the 63 specials had gone unsponsored, he noted.

Mr. Bartlett said that about 50% of the specials had been placed in prime time positions notwithstanding the problem of network preemption.

Each of the four Crosley TV stations presented taped and filmed doc-



umentaries or news specials at the seminar for criticism of production technique, deployment of news personnel for maximum efficiency and sales methods.

Crosley officials at the conference referred to an increasing emphasis on

local programming by all stations in the group. Over the past three years, Crosley TV stations report an average increase in local live programming of 29%. Local live programming of the stations now constitutes about 21% of their program output.

Program notes . . .

New Bell format ■ NBC-TV's *Bell Telephone Hour* (10-11 p.m. EDT, alternate Tuesdays) will switch to a musical-theater-in-the-round format for the summer months, beginning June 30. Programs will be colorcast live from New York with the studio audience encircling the stage. Name professionals will star on the programs, which will feature new talent in all fields of musical entertainment.

Warner sales rep ■ Warner Bros. Television has named Creative Management Associates, Hollywood-based talent agency, to act as its representative in the sale of programs to the networks. The appointment is a first for both firms. CMA, founded about three years ago by its president, Freddie Fields, has not previously been associated in a sales capacity with any major film producer. And, prior to the appointment,

Warners had handled its own network sales.

'Typical' American ■ NBC-TV will present "Election Year in Averagetown" June 18 (7:30-8:30 p.m. EDT), a *David Brinkley's Journal* special program concerning the "typical" small American community's political attitudes during this election year. Salem, N. J., which was selected by NBC-TV after research at the U. S. Bureau of Census, will be cast as the "typical town."

Poll rights ■ Time-Life Broadcast Inc. has acquired exclusive rights to broadcast results of the California Poll in San Diego for KOGO-AM-FM-TV there. The 17-year-old public opinion poll has established "an enviable reputation for accuracy, dependability and a complete unbiased source of information about public opinion in California," Clayton H. Brace, vice president and general manager of the KOGO stations, said.

New name ■ NBC-TV has changed the title of its new international espionage program that will begin next fall from *Solo* to *The Man from U.N.C.L.E.* (Tuesdays, 8:30-9:30 p.m. NYT).

Desilu expands creative staff

Desilu Productions has completed arrangements with the writing-producing team of Hal Goodman and Larry Klein, who had been under contract to MGM for program development. They will be involved in developing three new half-hour comedy series for Desilu.

In another deal, Martin Jurov, former president of Famous Artists, brings his Martin Jurov Productions to Desilu, which gets exclusive rights to his television activities. He will serve as executive producer of three pilots.

A third agreement brings writer-producer Gene Roddenberry to Desilu to develop and produce three one-hour dramatic series.

Metromedia expects big '64 sales surge

Shareholders last week heard a prediction of \$90 million or more in sales for Metromedia in 1964 at an annual stockholders meeting in New York.

The forecast by president and chairman John W. Kluge would mean an increase of some \$20 million in gross revenues over Metromedia's \$69.7 million level in 1963.

Lower first quarter earnings—27 cents a share as compared to 40 cents in 1963—were attributed to depreciation and interest charges associated with new acquisitions by the company in the last half of 1963, but Mr. Kluge indicated that earnings for the first half would catch up with the comparable period last year. Cash flow for the company was \$8.3 million in 1963 and is projected at \$11-12 million in 1964.

The Metromedia president said the company expects to reduce its employees by about 100 during the year, while achieving the \$20 million gain in revenues. Metromedia had 2,572 employees in December 1963.

Mr. Kluge said Metromedia had made it clear to the FCC and to its stockholders that its sale of KOVR(TV) Stockton, Calif., to McClatchy Broadcasting Co., which still pends FCC approval, was desired by the company only if it could acquire another TV property. Metromedia anticipates a capital gain of approximately \$3 million on the sale.

Council, Poole to be replaced by Capital

Capital Cities Broadcasting Corp., which is buying Goodwill Stations Inc., will add two new directors at its annual stockholders meeting in Albany, N. Y., May 25.

In a proxy statement on the meeting, Capital Cities noted that Carl T. Hogan, president of engineering and furniture manufacturing firms, and Donald A. Pels, company treasurer, will be nominated to replace Carl C. Council and John B. Poole on the board of directors. The other 10 directors will seek re-election. Mr. Poole is leaving Capital Cities to buy WJRT(TV) Flint, Mich., in a spin-off from the Goodwill sale (BROADCASTING, May 11).

The proxy also showed that Frank M. Smith, Capital Cities' president, was paid \$78,000 in 1963. Other officers' remunerations last year: Thomas S.

Murphy, executive vice president, \$67,500; Daniel P. Weinig, vice president, \$52,500; Joseph P. Dougherty, vice president, \$45,000; Mr. Pels, \$40,000; J. Floyd Fletcher and Harmon L. Duncan, vice presidents, each \$38,500.

The proxy also listed stock options that were exercised from the beginning of 1963 to March 31, 1964. Mr. Smith bought 7,500 shares at \$8.80 per share and Messrs. Murphy and Dougherty bought 7,500 and 5,000, respectively, at \$7.60. On the day the three exercised their options the median stock exchange price for the stock was 19¼. Mr. Pels also bought 750 shares at a little over \$8.31 per share. That day the median price was 22½.

CBS Inc. 1st quarter higher than expected

A final CBS Inc. first-quarter statement last week showed sales of the corporation about \$1.5 million higher than had been previously predicted for the three-month period. Sales during the quarter reached \$157,542,786 while net income per share gained by 20.3% over the 1963 first quarter.

Preliminary figures for the quarter were reported at a stockholder meeting in Chicago last month (BROADCASTING, April 20).

Directors of the company last week declared a quarterly dividend of 25 cents per common share payable to stockholders of record May 29 on June 12.

Thirteen weeks ended:

	March 28, 1964	March 30, 1963
Earned per share	\$ 0.65	\$ 0.54
Net sales	157,542,786	141,213,861
Net income	12,487,191	10,175,001

Warner Bros. has deficit

Warner Bros. pictures last week announced a second-quarter deficit and reported that theater and television film rentals were down from last year. Although Warners was apparently in the black at the end of the first quarter, the second quarter loss resulted in a total deficit for the first six months of fiscal 1964. No reason was given for the loss.

Three months ending Feb. 29:

	1964	1963
Net profit (loss)	\$ (800,000)	\$ 1,917,000
Theater and TV film rental	16,425,000	25,767,000

Six months ending Feb. 29:

	1964	1963
Net profit (loss)	\$ (141,000)	\$ 3,927,000
Theater and TV film rental	34,619,000	47,941,000

Best quarter for Macfadden-Bartell

Macfadden-Bartell's net profit for the first quarter of 1964 was the highest of any quarter in the company's history, stockholders were told at the annual meeting last week in New York, by Gerald A. Bartell, board chairman.

Mr. Bartell also said that income from the company's broadcasting division is at an all-time peak and that he expects 1964 to be "an all-time successful year" for the three radio stations in the U. S. and two TV operations in the Caribbean (Telecuracao and Tele-aruba, both in the Netherland Antilles). Macfadden-Bartell plans also to apply for channel 20 in Denver and to put into operation the Teleglobe pay TV system (BROADCASTING, May 11).

In 1964, sales volume will be 10% ahead of 1963, Lee Bartell president, said. He also predicted that earnings "should equal \$1 per share." Macfadden-Bartell had net revenues of \$25.7 million, with net profit of \$1.4 million (87 cents a share) in 1963.

A 3% stock dividend was voted by the directors after the stockholders meeting. Last December the company paid a 5% stock dividend.

Three months ended March 31:

	1964	1963
Earned per share*	\$ 0.34	\$ 0.30
Consolidated sales and revenues	7,899,966	6,256,575
Net profits	581,820	492,638

*Based on 1,671,820 shares outstanding compared to 1,593,487 in same quarter in 1963, representing 5% stock dividend declared in December 1963.

Trans-Lux net unchanged

Trans-Lux Corp., New York, reported that net income, after taxes, for the first quarter of 1964 was virtually the same as for the corresponding period of 1963.

First quarter ended March 31:

	1964	1963
Earned per share	\$ 0.20	\$ 0.20
Net revenue (after taxes)	142,946	142,718

Disney income up

Walt Disney Productions looks for about the same profits this year as last, President Roy O. Disney said last week in an interim report to stockholders. Disney's agreement with NBC-TV for *Walt Disney's Wonderful World of Color* has been extended through the season ending in September 1966. Syndication of the *Mickey Mouse Club*,

now in its second year through Buena Vista Distribution Co., wholly owned Disney subsidiary, is going well, the report stated.

	27 weeks ended: Apr. 4, 1964	26 weeks ended: March 30, 1963
Earned per share	\$ 1.57	\$ 1.49
Income	37,257,000	32,242,000
Earnings before taxes	5,783,000	5,344,000
on income		
Estimated taxes on	2,980,000	2,767,000
income	2,803,000	2,577,000
Profit for the six months	1,780,377	1,725,049
Shares outstanding		

Cumulative voting on AB-PT meeting agenda

The annual stockholder meeting of American Broadcasting-Paramount Theaters—the center of unusual interest this year on the chance that two or more large holders in the company may carry their requests for board membership to a full-pitched proxy fight—will be held in New York tomorrow (May 19).

Conjecture increased as to the intentions of Norton Simon as an AB-PT shareholder with the announcement that he had resigned as president and chief executive officer of Hunt Foods, reportedly to devote more time to that company's varied financing operations.

The combined investment of Hunt Foods and McCall Corp. (35% owned by Hunt) in AB-PT are understood to have reached at least 207,500 shares or 4.5% of the entertainment company's outstanding stock. Mr. Simon, who sits on the McCall Corp. finance committee, is assumed to have been instrumental in both investments (BROADCASTING, May 4).

AB-PT management has solicited stockholder support to abolish the company's practice of cumulative voting for board members, a method which the company says could insure board representation to a holder of 6⅓% of the company's stock. A simple majority vote would be sufficient to establish the change. This issue will be decided at a special meeting of shareholders at 10 a.m. tomorrow, one hour before the regular meeting. The meetings will be held at AB-PT headquarters, 7 West 66th Street.

Oak's earnings up

Oak Manufacturing Co., Crystal Lake, Ill., diversified electronics firm, expects to produce more than 3 million UHF and VHF tuners in 1964. The company serves eight large TV set manufacturers (Admiral, Curtis-Mathes, GE, Motorola, Philco, Sylvania, Westinghouse and Zenith).

In 1963, the company's annual re-

port says, TV tuners produced 30% of total sales. In 1962, TV tuners were 35% of sales.

Oak developed the detented UHF tuner (this "clicks" into each of the 70 UHF positions, as do VHF tuners).

12 months ended Dec. 31, 1963:

	1963	1962
Earned per share*	\$1.37	\$1.32
Net sales	39,540,769	30,591,623
Income before		
income taxes	2,021,131	1,791,031
Net income	924,131	907,031

*Based on 3,832 shareholders at end of year, compared with 3,992 at same time in 1962.

Reeves Broadcasting has lower first quarter

First-quarter earnings for Reeves Broadcasting Corp., New York, fell by \$32,500, or 2.3 cents a share, from their first period level in 1963.

J. Drayton Hastie, president of the corporation, said earnings for the next quarter would, for the first time, reflect the operations of three recently acquired CATV systems in southwest Virginia.

Also contributing to the year's profits, Mr. Hastie indicated, will be the sale of KBAK-TV Bakersfield, Calif. Reeves sold the station to Harriscop Inc., Beverly Hills, Calif. for \$1,635,147.

Thirteen weeks ended March 31:

	1964	1963
Earned per share	\$ 0.036	\$ 0.059
Gross revenue	1,291,400	1,297,500
Pre-tax income	84,400	179,900
Net profit	50,400	82,900

Walter Reade/Sterling up

Walter Reade/Sterling Inc., film distributor, last week reported that gross income in 1963 rose by 32% and net income by 26% over 1962.

Year ended Dec. 31:

	1963	1962
Earned per share	\$ 0.18	\$ 0.14
Gross income	12,389,893	9,406,181
Net income before		
federal taxes	573,957	282,261
Net income	278,957	222,261

Screen Gems has best nine-month

Screen Gems Inc., New York, producer and distributor of television programming, has reported nine-month profits up by \$195,000 or seven cents a share over the three-quarter figures of the previous fiscal year.

Jerome Hyams, executive vice president and general manager of Screen Gems, said the earnings represent the best nine months in the company's history and that the full 1964 fiscal year is also expected to be the most profitable ever. Nine months ended March 28:

	1964	1963
Earned per share	\$ 1.17	\$ 1.10
Profits before taxes	5,888,000	5,497,000
Net profit	2,978,000	2,783,000
Shares outstanding	2,538,400	2,538,400

Financial notes . . .

■ Screen Gems Inc., New York, has declared a regular quarterly dividend of 15 cents per share payable June 29 to stockholders of record May 25.

■ The board of directors of Filmways Inc., New York, declared a 3% stock dividend payable June 12 to stockholders of record May 15.

■ Directors of Cowles Magazines and Broadcasting last week declared a second-quarter dividend of 10 cents a common share of stock, payable June 15 to holders of record as of May 29. The board also authorized payment of the regular semi-annual 5% dividend on June 30 to holders of preferred stock. Gardner Cowles, who has resigned the presidency and editorship of *Look* and *Venture* magazines, retained his position as chairman of the board and chief executive officer, with Marvin C. Whatmore elected president and Don Perkins elected to the newly-created post of executive vice-president.

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BROADCAST ADVERTISING

Robert P. Crane Jr. joins Fuller & Smith & Ross, Chicago, as VP and associate creative director. Mr. Crane, who began his career in Chicago with Blackett-Sample-Hummert, has been in New York since 1947 in creative positions with Sherman & Marquette and Brown & Butcher Inc. He became president of Brown & Crane agency in 1962.



Mr. Crane

Leslie A. Harris, VP and partner of Harris & Breitner Advertising, New York, resigned last Friday (May 15). Mr. Harris, formerly with ABC and NBC, reportedly will remain in broadcast and advertising field.

Willard Wheeler, retired executive of Chirurg & Cairns, New York, elected to agency's board of directors. Mr. Wheeler has been consultant on economics and business strategy at agency since his retirement in 1962.

David B. Brout, head of research department at J. M. Mathes Inc., New York, elected VP. Before joining Mathes in 1961, Mr. Brout was project director at Alfred Politz, that city.

David E. Cardelli, formerly assistant to president of Foster Funding Corp., joins Snazelle Productions, San Francisco, as regional sales manager for West Coast.

Tom Gilligan, account executive at WPEN Philadelphia, joins Cox & Tanz Advertising, that city, as VP.

William H. Fitzsimmons, previously with Foote, Cone & Belding, San Francisco, joins McCann-Marschalk, New York, as VP and account supervisor.

Radford Stone, account executive at C. J. LaRoche & Co., New York, elected VP and account supervisor. Also elected VP was **Karl M. Touraine**, copy supervisor.

Martin Devine, supervisor on Tussy account at Kudner Agency, New York, elected VP.

George Hosfield elected VP-consumer divisions of The Pillsbury Co., Minneapolis.

William L. Nightingale appointed to newly created post of sales promotion and marketing manager of WMCA New York.

Don Ferrull, sales manager of The Chase Co., Westport, Conn., joins Impact Media Sales Inc., Cleveland-based FM sales and merchandising firm, as manager of new San Francisco branch



UJA lauds Siegel, Truman

Honored at the annual industry luncheon last week of the television and radio broadcasters division of the United Jewish Appeal of Greater New York was **Simon B. Siegel** (l), executive VP of American Broadcasting-Paramount Theaters, along with former President **Harry S. Truman**.

Mr. Truman was guest of honor at the luncheon held at the Waldorf Astoria hotel. Mr. Siegel, who served as 1963 chairman of the division's industrywide fundraising campaign, was presented with its Distinguished Service Award for "his compassionate devotion to UJA over the years and his inspiring leadership as 1963 chairman."

at 2425 Buchanan Street. Thomas M. Ferguson, IMS president, also announced company will open New York office within two weeks. Mr. Ferrull previously was with KDFC(FM) San Francisco, KIBE Palo Alto, Calif., and Benton & Bowles, New York.

Cal Druzman, account executive and PR director of KAUZ-TV Wichita Falls, Tex., promoted to national sales manager.

Richard Hoffman named corporate advertising manager of Fairmont Foods Co., Omaha. He was account executive at Young & Rubicam, New York.

Charles H. Brower, board chairman and chief executive officer of BBDO, New York, named last week to head United Community Campaigns of

America, will be first agency executive to hold such a post. Mr. Brower has been UCCA vice chairman since 1960.

Dick Turner named sales manager of KOOL Phoenix.

John Griffin elected VP and executive art director at Fuller & Smith & Ross, New York. Mr. Griffin was formerly VP and senior art director.

J. Mitchell Jablons, formerly president of Vitabath Co. and before that VP of Ellington & Co., New York advertising agency, joins American Safety Razor Co., division of Philip Morris Inc., New York, to develop new Burma Shave line of men's toiletry products. Mr. Jablons has also served as account executive at Ted Bates & Co., New York.



Mr. Jablons

Peter J. Berman joins H-R Representatives, New York, as radio sales promotion manager. He was previously assistant to director of media research and sales development at WPAT Paterson, N. J.

Hildred Sanders, VP of Honig-Cooper & Harrington, Los Angeles, named vice chairman of committee on broadcast business affairs of American Association of Advertising Agencies. She also has been named member of joint policy committee on broadcast talent union relations of Association of National Advertisers and AAAA.

Theodore C. Donhauser appointed midwest regional manager for audio-visual sales of Bell & Howell Photo Sales Co., Chicago. He succeeds **James J. Graven**, who has been named manager of audio-visual industrial sales. **Henry H. Wilson** appointed audio-visual sales engineer.



Mrs. Dowden



Miss Brewer

Jane Dowden, media director at Noble-Dury & Associates, Nashville and Memphis advertising agency, elected VP-media services. **Neika Brewer**, associate media director, succeeds Mrs. Dowden as media director. Mrs. Dowden, Noble-Dury's first woman VP, joined agency in 1956 as media director. Miss Brewer also joined Noble-Dury in 1956, became media buyer in 1958 and associate media director in 1962.

John Williams joins Bernard Howard and Co., New York station representative, as account executive. Mr. Williams was previously at WLIB, that city.

Glenn Kummerow joins Chicago radio sales staff at The Katz Agency. He was formerly account executive at WMAQ, that city.

Walter B. Bruce elected 1964-65 president of Advertising Club of New York. Mr. Bruce is advertising and sales promotion manager of Canco division of American Can Co., that city.

Burton C. Granicher, VP of McCann-Erickson, Los Angeles, retired last week after 38 years with agency. Mr. Granicher joined H. K. McCann Co., predecessor company, in 1926, and directed agency's Lucky Lager account since formation of brewing company and for following 28 years. Among his other positions, Mr. Granicher served as Pacific Coast radio director, and was West Coast producer of *Death Valley Days* in mid-1930's. He was elected VP in 1954.



Mr. Granicher

James Shelton joins S. E. Zubrow Co., Philadelphia, as account supervisor.

Jerry Rettig, timebuyer at Grey Advertising, New York, joins WPX(TV), that city, as account executive.

Dan J. Calori, previously advertising and sales promotion manager for International Heater Co., Utica, N.Y., named account executive at Byer & Bowman Advertising, Columbus, Ohio.

Dan Ailloni-Charas, market research manager at Chesebrough-Pond's Inc., elected president-elect of New York chapter of American Marketing Association. Mr. Ailloni-Charas succeeds **Wallace Lepkin**, of Foote, Cone & Belding.

Robert L. Faust, formerly media supervisor, promoted to account executive at Gardner Advertising, St. Louis.

Al Maffie, sales manager of Yankee Network, assumes added duties as account executive at WNAC-TV Boston.

Harley Lucas, previously salesman at WEWS(TV) Cleveland, joins Vic Piano Associates, New York, as account executive.

Sue Masterson, former office manager-saleswoman at John E. Pearson Co., New York, joins sales staff of WPAT-AM-FM Paterson, N. J.

Ronald G. Leppig, with WIND Chicago for two years, joins sales staff of WLS there.

Jack Lewi, formerly creative consultant to such firms as Packard Bell Elec-

tronics and Hoffman Electronics and previously advertising agency executive, named creative director of Nides-Cini Advertising, Los Angeles.

Patricia McKemie named media director of Harris & Weinstein Associates, Atlanta agency.

Neil Fox, formerly of Lennen & Newell, New York, joins Street & Finney, that city, as assistant to director of media.

Minda J. Gold named media director of Battle Advertising, Wyncote, Pa.

Richard Roberts appointed research director and assistant secretary of WTAR-AM-FM-TV Norfolk-Newport News, Va. **Harry Murphy** named market research manager.

Marcia Friedman, formerly copy chief at W. G. Spencer Co., Los Angeles, joins Recht & Co., Beverly Hills, Calif., as copy chief on White Front Stores (retail chain) account.

Malcolm Gurbarg, formerly with McCann-Erickson, joins Pittsburgh headquarters of Ketchum, MacLeod & Grove as assistant creative director.

Frank Slattery, copywriter at BBDO, San Francisco, joins Frederick E. Baker Advertising, Seattle, in same capacity.

Ronald A. Wagner, formerly with Griswold-Eshleman Co., Pittsburgh, joins Klau-Van Pietersom-Dunlap, Milwaukee, as copywriter.

THE MEDIA



Mr. James

Paul James, formerly national sales manager of WORL Boston, appointed general manager of WADS Ansonia, Conn.

Virgil B. Wolff, since October 1961 general manager of WRDW-TV Augusta, Ga., elected VP of Rust Craft Broadcasting Co.-owned station. Prior to joining WRDW-TV, Mr. Wolff was with KYW-TV Cleveland.

Kenneth W. Hoehn, director of taxes for CBS since 1956, elected treasurer. He succeeds **Samuel R. Dean**, who retired (BROADCASTING, May 11). Mr. Hoehn joined CBS in 1951 as senior tax attorney.



Mr. Hoehn

Henry R. Goldstein, formerly associate with Washington law firm of Spearman & Roberson, joins Trans-Video Corp., community antenna TV system operator with headquarters at El Cajon, Calif., as VP and special counsel. Mr. Goldstein will be active in acquisition of new systems and franchises, and rep-

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Hayes to head new NAB international committee

John S. Hayes, president of Post-Newsweek Stations, Washington, named chairman of National Association of Broadcasters' new committee on international broadcasting (BROADCASTING, May 4).



Mr. Hayes

Herbert Evans, president Peoples Broadcasting, Columbus, Ohio, named vice chairman.

Other appointments to committee that were to be announced last Saturday (May 16): **Otto P. Brandt**, VP of King Broadcasting Co., Seattle;

James Conkling, formerly of CBS Inc. and now president of International Educational Broadcasting Corp., Sherman Oaks, Calif., affiliated with Church of Jesus Christ of Latter-Day Saints; **Donald W. Coyle**, VP of ABC; **George A. Graham Jr.**, VP of Enterprises Division of NBC;

Merle Jones, president of CBS-owned TV stations; **Margaret M. Kearney**, past president of American Women in Radio and Television; **Robert T. Mason**, president of WMRN Marion, Ohio; **Sig Mickelson**, VP of Time-Life Broadcasting Inc.; **Richard N. Pack**, VP for programming, Westinghouse Broadcasting Co.; **C. Wrede Petersmeyer**, president of Corinthian Broadcasting Corp., and **John F. White**, president of National Educational Television Network.

representation of company before FCC. Trans-Video owns cable systems in Southern California and Chanute, Kan.

Robert E. Cooper, general manager of WSM Nashville, elected to board of directors of WSM Inc., licensee.



Mr. Bernard

Joseph Bernard, general manager of KFWB Los Angeles, elected to additional post of VP of Crowell-Collier Broadcasting Corp., licensee of KEWB San Francisco-Oakland, KDWB St. Paul and KFWB. A

30-year broadcast veteran, Mr. Bernard began his career at WKY Oklahoma City, served as VP and general manager of KTVI(TV) St. Louis from 1957 to 1961 and held same position at WGR-AM-TV Buffalo from 1961 to 1962.

Robert W. Sarnoff, board chairman of NBC, named first recipient of Distinguished Communications Medal award presented by Southern Baptists' radio and television commission. Award, which is not always presented annually, is given to individuals who have made "outstanding contribution" to world in field of communications.

Cary H. Simpson, WTRN Tyrone, elected president of Pennsylvania Association of Broadcasters, replacing **Samuel H. Altdorffer**, WLAN Lancaster. Others elected at meeting last week: **Kenneth Stowman**, WFIL Philadelphia, first VP; **Harold C. Lund**, KDKA-AM-FM-TV Pittsburgh, second VP. Re-elected were **Thomas Metzger**, WMRF Lewistown, and **Philip K. Eberly**, WSBA York,

secretary and treasurer, respectively.

F. Sibley Moore, VP in charge of administration for WJR-AM-FM Detroit, agreed to continue in post following talks last Thursday (May 14) with **Frank M. Smith**, president of Capital Cities Broadcasting Corp. Action follows purchase of WJR-AM-FM by Capital Cities from Goodwill Stations Inc. (BROADCASTING, May 11), subject to FCC approval. Mr. Moore has been with Goodwill in executive capacity since 1952.

Gary Martin, formerly of WBEX Easton, Pa., named assistant manager of WTSB Brattleboro, Vt.

Scott H. Robb elected VP and general manager of Ivy Network, New Haven, Conn. Mr. Robb, presently sophomore at Yale University, previously served as network's program director.

PROGRAMING

Joel Rogosin, executive assistant to Roy Huggins, Universal City Studios VP and executive producer of *Kraft Suspense Theater*, named to same post under **Frank Price**, executive producer of *The Virginian*. Mr. Rogosin will also be one of three alternating producers on 90-minute NBC-TV series.

Ed James and **Seaman Jacobs** have been signed as writers for Warner Brothers-PenCam TV series, *No Time For Sergeants*, for showing on ABC-TV next fall. **George Burns** is producer.

Peter B. Sterne appointed to staff of film program coordinators at ABC-TV, Hollywood. He joined network in 1956.

Ron Pulera, formerly copywriter at

Geyer, Morey, Ballard, Chicago, joins WITI-TV Milwaukee as assistant program manager.

Ron Silverman, formerly associate producer at Daystar Productions, Hollywood, elected VP in charge of administration. He will be concerned with various phases of Daystar's production of *The Outer Limits*, recently renewed for second year on ABC-TV, among other administrative duties.

Jim Davis named program director of WBT-AM-FM Charlotte, N. C., replacing **Wade St. Clair**, who resigned.



Mr. Davis

Daniel Darling named account executive at Triangle Program Sales, Philadelphia.

William Watkins elected VP in charge of production at Don Fedderson Commercial Productions, Hollywood. He has been with Fedderson organization for 11 months, was previously with Dancer, Fitzgerald & Sample, Los Angeles.

Julian Ludwig, staff producer for David Wolper Productions, Hollywood, elected VP of Wolper Television Sales, syndication arm of documentary production company. He will direct West Coast sales.

George Gobel, TV comedian, has been signed by Xerox Corp., Rochester, N. Y., as company's official spokesman on its sponsored ABC telecasts of Republican National Convention in San Francisco, July 6-17; Democratic National Convention in Atlantic City, August 10-21, and night of election coverage.

NEWS



Mr. Perryman

Tom Perryman appointed news director of WFAA-AM-FM Dallas, succeeding **Walter Evans**, who will devote fulltime to documentaries and special reports programs. Mr. Perryman joined WFAA last August after five years at WKY Louisville, where he served as newsman and later news director.

Jim McGiffert promoted to editor, and **Allen Harris** joins news staff of WINS New York as staff writer. Mr. McGiffert has been staff writer with WINS since October 1962. Mr. Harris was VP of Magnum Advertising, Chicago.

Larry Worrell, news editor at KAUF-TV

Wichita Falls, Tex., promoted to news director.

Richard Kellerman, administrator of creative projects for NBC News, New York, promoted to manager of news planning.

Dick Christian, formerly of WGAW Gardner, Mass., joins WTSA Brattleboro, Vt., as news director.

Jim Ward and **Michael O'Neil** appointed weekend and afternoon news editors, respectively, at WGBS Miami.

Jerry Kahn, assignment manager of WCBS-TV New York and formerly for 25 years news editor of Fox Movietone News, joins Photo Communications Inc., New York, as VP in charge of TV.

Lowell Thomas, CBS Radio newscaster, awarded Sons of American Revolution's Chauncey M. Depew Medal for outstanding public service May 8 in recognition of his "unbroken record" of 35 years of broadcasting and "the patriotic tone" of his programs.

Ed Needham, newscaster-commentator at WPEN Philadelphia, joins ABC News, New York.

William J. Rowan Jr. named news and sports director of WTRY Albany-Schenectady-Troy, N. Y.

Dick John, formerly new director of WHC(TV) Pittsburgh, joins news team of KNBC(TV) Los Angeles as special reporter on station's 6 p.m. news program.

Bud Chaldy, news director of KBIZ Ottumwa, elected chairman of Iowa AP Radio-TV News Association at group's annual meeting last week in Des Moines. **Don Picken**, news director of KMCD Fairfield, was elected vice chairman of association.

EQUIPMENT & ENGINEERING



Mr. Wavering



Mr. Galvin

Robert W. Galvin, president of Motorola Inc., Chicago, elected to unoccupied post of board chairman and chief executive officer. **Elmer H. Wavering**, executive VP in charge of automotive products division, succeeds Mr. Galvin as president. Changes were effective May 15. Mr. Galvin joined Motorola in 1944, was elected to board following year, executive VP in 1948 and president in 1956. Mr. Wavering, company's senior officer in years of service, participated in design of first Motorola car

BROADCASTING, May 18, 1964

Senate OK's O'Connell

Nomination of **James D. O'Connell** to be presidential adviser on radio and telephone communications was confirmed by Senate Thursday (May 14) following unanimous approval by Commerce Committee.

Mr. O'Connell, retired Army lieutenant general, also will be assistant director of Office of Emergency Planning. There was no opposition to his selection at hearing on his nomination two weeks ago (BROADCASTING, May 5).

radio in 1930. He was elected to board of directors in 1943, became VP following year and executive VP-automotive products division in 1956.



Mr. Beisswenger

Robert H. Beisswenger, VP and general manager of Jerrold Electronics Corp., Philadelphia, and **Paul Garrison**, VP and general manager of Technical Appliance Corp., Sherburne, N. Y., elected group VP's of The Jerrold Corp., parent company, Philadelphia. Also announced was appointment of **Sanford Berlin** to post of sales manager of Jerrold Electronics' distributor sales division.

Boyce Nemec elected VP of Reeves Industries Inc., New York. Mr. Nemec is also president of Reevesound Co., Long Island City, N. Y., wholly owned subsidiary of Reeves Industries.

W. Daniel Schuster named chief engineer-home electronics for home and commercials electronics division of Sylvania Electric Products, Batavia, N. Y. Mr. Schuster will be responsible for en-

gineering supervision of company's TV sets, stereophonic high fidelity phonographs and radios. He joined Sylvania in 1952.



Mr. Rettinger

Michael Rettinger appointed engineer in charge of new acoustical consulting service of RCA's broadcast and communications products division at Burbank, Calif. Consulting service, previously available only to users of RCA film recording equipment, is being extended to include architects, builders and others requiring professional counsel in acoustics. Mr. Rettinger joined RCA engineering department in Hollywood in 1936 and has participated in development of microphones, loudspeakers, headphones, magnetic heads for sound film recording, and other equipment.

Brigadier General David Sarnoff, RCA board chairman, has been named recipient of Yeshiva University's Distinguished Science Award. General Sarnoff will be presented award at dinner on May 24 in New York to launch Yeshiva's \$15 million science center development program. Tribute to General Sarnoff acknowledges his contributions to science and technology field.

FANFARE

William L. Rowe, president of Joe Louis-Rowe Enterprises Inc., New York, named special public relations consultant for Metropolitan Broadcasting Television's autobiographical program *My Childhood*. Show is about Senator Hubert H. Humphrey (D-Minn.) and James Baldwin, author.

Kay Casey named promotion director of KOLN-TV Lincoln and KGIN-TV Grand Island, both Nebraska. She replaces **Pro Sherman**, who resigned to become

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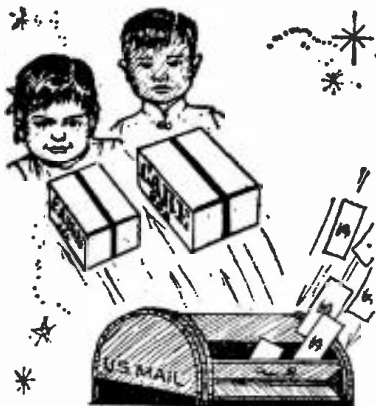
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assistant advertising and sales promotion director of WABC New York.

Dolores Finlay, formerly publicity director of KNBC(TV) Los Angeles, joins KTTV(TV) that city, in similar capacity.



Mr. Curran

Previously, Mr. Curran was TV editor of Fawcett Publications.

E. J. (Jerry) Ade opens his own corporate public relations and publicity firm. He was formerly VP of public relations at Fuller & Smith & Ross, New York. New organization is located at 18 East 41st Street, that city.

INTERNATIONAL

Peter Marriott, former United Kingdom sales manager for Desilu Productions and associate producer of *Douglas Fairbanks Presents*, joins Screen Gems as United Kingdom sales manager. He will make his headquarters in SG's London office and report to Steve Krantz, international sales manager.

Robert L. Johnston, sales supervisor in New York for radio division of All-Canada Radio-TV Ltd., Toronto, joins Radio Advertising Bureau, that city, as national account executive.

Warren Reynolds, president of Ronalds-Reynolds & Co. Ltd., Toronto and Montreal advertising agency, presented gold medal award of Association of Canadian Advertisers at annual meet in Toronto. Award is highest in advertising field in Canada and was given Mr. Reynolds for his work for improvement of educational, ethical and professional standards of advertising in Canada over two decades.

Robert Black, with CJOH-TV Ottawa since 1961, joins Crawley Films, that city, as producer-director.

John McCormick joins BBDO-International as European marketing director. He was previously international marketing executive with Procter & Gamble in Europe.

International Media Buyers Association, New York, last week elected new slate of officers: **Mary Rodrigues** of BBDO, president; **George Nigro** of McCann-Erickson, VP; **Louise Haut** of Kenyon & Eckhardt, treasurer; **Natividad Catalan** of J. Walter Thompson, secretary; **Elaine Herzstein** of Robert Otto-Intam, program head; **Barbara Lilly** of BBDO, publicity, and **Gabriel**

Canadians elect Meen

George Meen, advertising manager of Christie, Brown & Co. Ltd. (biscuits), Toronto, elected president of Association of Canadian Advertisers, succeeding **Robert Oliver**, advertising manager of Bank of Nova Scotia. **Robert M. Sabloff**, The House of Seagram, of Canada, Oakville, Ont., VP and **J. F. Glasier**, Ford Motor Co. of Canada, Oakville, Ont., VP and treasurer. Elected VP's were **A. F. M. Biggs**, Canadian Industries Ltd., Montreal; **J. W. Cook**, Shawinigan Water & Power Co., Montreal; **Allan E. Ross**, Good-year Tire & Rubber Co., Toronto.

Yanez of J. Walter Thompson, membership committee head.

Don Nairn, formerly of CJAY-TV Winnipeg, Man., appointed promotion manager of CFCH-AM-TV North Bay, Ont.

Phil Stone, CHUM Toronto, elected first VP of Canadian Public Relations Society, that city.

DEATHS



Mr. Zachary

George J. Zachary, 52, former program executive at Lever Brothers and CBS and executive VP of Platt, Zachary & Sutton, former New York agency, died May 10 of heart attack in Sarasota, Fla., where he had been living. Mr. Zachary was responsible at one time for production and supervision of *Have Gun, Will Travel*, *Father Knows Best* and *Life of Riley* on TV, and earlier he directed *Gang Busters*, *The Ford Theater* and *Andre Kostelanetz* series on radio.

Hector Perrier, 67, retired account executive with The Advertising Council, New York, and onetime correspondent in St. Paul for United Press, died May 8 at his home in Miami.

Doug Tabner, 40, commercial manager and veteran sportscaster of WTOL Toledo, Ohio, died May 7 in that city. He joined station in 1945.

Paul Klein, 61, account executive at Blaine-Thompson Advertising, New York, and with agency for 35 years, died May 10 at Parkway Hospital in Queens after lengthy illness.

Rear Admiral Willis E. Cleaves (USN-ret.), 62, executive assistant to general manager of Bendix Corp.'s radio division, died May 13 in Baltimore.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, May 7 through May 13, and based on filings, authorizations and other actions of the FCC during that period.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw.—kilowatts. W—watts. mc.—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc.—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *educational. Ann.—announced.

New TV stations

ACTIONS BY FCC

Garden City, Kan.—KAKE-TV and Radio Inc. Granted CP for new TV on VHF channel 13 (210-216 mc); ERP 96 kw vis., 48 kw aur. Ant. height above average terrain 870 feet, above ground 876 feet. P.O. address c/o Martin Umansky, 1500 N. West Street, Wichita. Estimated construction cost \$332,200; first year operating cost \$120,000; revenue \$150,000. Studio and trans. locations both 8 miles NW of Copeland, Kansas. Geographic coordinates 37° 39' 01" north latitude, 100° 40' 60" west longitude. Type trans. RCA TT-11AH, type ant. RCA TF-12AH. Legal counsel Cohn and Marks; consulting engineer Lohnes and Culver both Washington. KAKE-TV and Radio Inc. is licensee of KAKE-TV Wichita. Principals: Sherrill C. Corwin (15.08%), Tom Palmer (19.60%), Theodore Gore (9.3%) and others. Action May 7.

APPLICATIONS

San Diego, Calif.—Jack O. Gross Broadcasting Co. UHF channel 51 (692-698 mc); ERP 87.6 kw vis., 22 kw aur. Ant. height above average terrain 1,928.8 feet, above ground 189 feet. P.O. address c/o Jack O. Gross, 2810 Talbot Street, San Diego. Estimated construction cost \$445,871; first year operating cost \$274,836; revenue \$292,000. Studio location San Diego; trans. location 12.5 miles east of San Diego in San Miguel mountains. Geographic coordinates 32° 41' 48" north latitude, 116° 58' 08" west longitude. Type trans. RCA TTU-10A, type ant. RCA TFU-30J. Legal counsel Krieger and Jorgenson, Washington; consulting engineer Jay E. Tapp, Long Beach, Calif. Principal: Jack O. Gross (100%). Ann. May 7.

St. Paul, Minn.—Capitol City Television Co. UHF channel 23 (524-530 mc); ERP 21.4 kw vis., 10.7 kw aur. Ant. height above average terrain 595 feet, above ground 572 feet. P. O. address c/o Alfred R. Sundberg, 505 Pioneer Building, St. Paul. Estimated construction cost \$239,384; first year operating cost \$180,000; revenue \$190,000. Studio and trans. locations both St. Paul. Geographic coordinates 44° 58' 20" north latitude, 93° 09' 43" west longitude. Type trans. RCA TTU-1B, type ant. Alford 1044. Legal counsel Alfred R. Sundberg, 505 Pioneer Building, St. Paul; consulting engineer Wayne A. Mayer, Minneapolis. Principals: Donald K. Van Slyke (16%), James L. Delmont (12%), Gene R. Ward (5%), Elmer L. Poirier (5%), Kerdell De Mars (5%) and others. Ann. May 12.

Existing TV stations

ACTION BY FCC

WTRF-TV (ch. 7) Wheeling, W. Va.—Waived Sect. 73.652(a) of rules to permit identification as Wheeling, W. Va.—Steubenville, Ohio, station. Commissioner Bartley dissented. Action May 6.

CALL LETTERS ASSIGNED

■ **WZZM-TV** Grand Rapids, Mich.—West Michigan Telecasters.

■ ***WPSX-TV** Clearfield, Pa.—Pennsylvania State University. Changed from WSUP-TV.

BROADCASTING, May 18, 1964

APPLICATIONS

New AM stations

ACTIONS BY FCC

Greenwich, Conn.—Greenwich Broadcasting Corp. Granted CP for new AM on 1490 kc, 250 w unl. P.O. c/o Walter S. Lemmon, Box 1250, Greenwich. Estimated construction cost \$21,850; first year operating cost \$52,000; revenue \$60,000. Principals: Walter S. Lemmon (42.1%), Charles W. Pettengill (21.1%) and others. Greenwich Broadcasting is licensee of WGCH Greenwich. Mr. Lemmon has interest in Radio Electronics Corp. and World Wide Broadcasting System. Mr. Pettengill is attorney. Action April 30.

Milford, Conn.—Milford Broadcasting Co. Granted CP for new AM on 1500 kc, 5 kw-D, DA. P.O. address c/o Blair A. Walliser, Taunton Hill Road, Newtown, Conn. Estimated construction cost \$58,184; first year operating cost \$92,500; revenue \$105,000. Principal: Blair A. Walliser (100%). Mr. Walliser owns 10.9% of WEOK Poughkeepsie, N. Y., WKST-AM-FM New Castle, Pa., WYTU-TV Youngstown, Ohio, WACE Chicago, Ill., and WJRZ Newark, N. J. Action April 30.

APPLICATION

Bayamon, P. R.—Augustine L. Cavallaro Jr. 1030 kc, 10 kw, unl. P.O. address c/o Augustine L. Cavallaro Jr., Box 67, Amherst, Mass. Estimated construction cost \$90,143; first year operating cost \$84,000; revenue \$120,000. Principal: Augustine L. Cavallaro Jr. (100%). Mr. Cavallaro is licensee of WTTT Amherst, Mass. Ann. May 1.

Existing AM stations

ACTIONS BY FCC

KDAY Santa Monica, Calif.—Granted change on 1580 kc from day to unl. with 10 kw-N, DA-2, continued daytime operation with 50 kw; conditions. Commissioner Ford dissented; Commissioner Cox not participating. Action May 13.

WESR Tasley, Va.—Granted increased power on 1330 kc, DA, D, from 1 kw to 5 kw; conditions include precluding pre-sunrise operation with daytime facilities pending final decision in Docket 14419. Action May 6.

WASA Havre de Grace, Md.—Granted increased power on 1330 kc, D, from 1 kw to 5 kw; conditions include precluding pre-sunrise operation with daytime facilities pending final decision in Docket 14419. Action May 6.

CALL LETTERS ASSIGNED

■ **KWRG** New Roads, La.—Avoyelles Broadcasting Corp.

■ **KFLN** Baker, Mont.—Baker Radio Corp.

■ **WHVL** Hendersonville, N. C.—Mountaineer Corp.

■ **WCNW** Hamilton, Ohio—Walter L. Folmer Inc. Changed from WFOL.

■ **WBBR** Travelers Rest, S. C.—Piedmont Broadcasting Co.

New FM stations

ACTIONS BY FCC

Fort Smith, Ark.—The Valley Corp. Granted CP for new FM on 99.1 mc, channel 256, 100 kw. Ant. height above average terrain 2,000 feet. P.O. address 1780 Tower Building, Little Rock, Ark. Estimated construction cost \$77,837; first year operating cost \$48,000; revenue \$50,000. Principals: Joe F. Wheeler (25.6%) and others. Principals are local businessmen. Action May 8.

Honolulu—Kaiser Industries Corp. Granted CP for new FM on 93.9 mc, channel 230, 26.8 kw. Ant. height above average terrain minus 296 feet. P.O. address Kaiser Center, 300 Lakeside Drive, Oakland, Calif. Estimated construction cost \$36,987; first year operating cost \$37,175; revenue \$18,000. Applicant is licensee of KHVH Honolulu. Action May 13.

***Greensboro, N. C.—The University of North Carolina at Greensboro** Granted CP for new FM on 89.9 mc, channel 210, 10 w. P.O. address 1000 Spring Garden Street, Greensboro. Estimated construction cost \$750; first year operating cost \$1,000. Principals: board of trustees. Action May 6.

APPLICATIONS

Mt. Dora, Fla.—Frasure Hull Inc. 107.7 mc, channel 289, 28 kw. Ant. height above average terrain 229 feet. P.O. address c/o Verlin Kirven, Box 924, Winter Garden, Fla. Estimated construction cost \$27,180; first year operating cost \$27,500; revenue \$32,500. Principals: P. Frasure Hull (64.06%), Emily Broadwell Hull (7%), Abraham J. Goldsmith (7%) and others. Mr. Hull is citrus broker and Mr. Goldsmith is citrus grower. Ann. May 12.

Albany Ky.—Albany Broadcasting Co. 106.3 mc, channel 292A, 2.7 kw. Ant. height above average terrain 155 feet. P.O. address c/o Cecil Speck, Box 158, Albany. Estimated construction cost, first year operating cost and revenue not available. Messrs. Speck and Allred each own half interest in WANY Albany. Ann. May 12.

***Rochester, N. Y.—University of Rochester.** 89.9 mc, channel 210, 98 w. Ant. height above average terrain 140 feet. P. O. address c/o Mr. Jack End, River Campus Station, Rochester. Estimated construction cost

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, May 13

	Lic.	ON AIR	CP's	NOT ON AIR	TOTAL APPLICATIONS
				CP's	for new stations
AM	3,869		78	109	327
FM	1,119		43	207	256
TV	521 ¹		60	83	146

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, May 13

	VHF	UHF	TV
Commercial	486	95 ²	581 ¹
Noncommercial	53	29	82

COMMERCIAL STATION BOXSCORE

Compiled by FCC, March 31

	AM	FM	TV
Licensed (all on air)	3,869	1,119	521 ¹
CP's on air (new stations)	78	43	60
CP's not on air (new stations)	94	156	80
Total authorized stations	4,042	1,318	668
Applications for new stations (not in hearing)	202	245	64
Applications for new stations (in hearing)	100	21	66
Total applications for new stations	302	266	130
Applications for major changes (not in hearing)	198	60	43
Applications for major changes (in hearing)	43	1	7
Total applications for major changes	241	61	50
Licenses deleted	2	0	0
CP's deleted	2	0	1

¹ Does not include seven licensed stations off air.

² Includes three noncommercial stations operating on commercial channels.

\$11,350; first year operating cost \$4,000. Principals: board of trustees. Ann. May 5.

Milan, Tenn.—West Tennessee Broadcasting Co. 92.3 mc, channel 222, 28.3 kw. Ant. height above average terrain 186 feet. P.O. address c/o William Haney, Box 288, Milan. Estimated construction cost \$21,800; first year operating cost \$8,000; revenue \$1,500. Principals: Ben I. King, W. G. Denney, Bryant Cunningham, Dr. H. P. Clemmer and John C. Merrill (each 20%). Applicant is licensee of WKBJ Milan. Ann. May 5.

Existing FM stations

ACTIONS BY FCC

CALL LETTERS ASSIGNED

- WBCA-FM Bay Minette, Ala.—Faulkner Radio Inc.
- KRIL(FM) El Dorado, Ark.—El Dorado Broadcasting Co. Changed from KRIL-FM.
- KMAG Ft. Smith, Ark.—Valley Corp.
- WMMB-FM Melbourne, Fla.—Indian River Radio Inc.
- WNTM-FM Moultrie, Ga. — Colquitt Broadcasting Co.
- WIZZ-FM Streator, Ill.—Streator Broadcasting Co.
- WKMO(FM) Kokomo, Ind. — Booth Broadcasting Co. Changed from WIOU-FM.
- KQTY(FM) Wichita, Kan.—Wichita Beacon Broadcasting Inc. Changed from KWBB-FM.
- KWHG(FM) Lincoln, Neb. — Lincoln Broadcasting Service.
- *WPEA(FM) Exeter, N. H.—Trustees of Phillips Exeter Academy.
- WIRJ-FM Humboldt, Tenn. — Gibson County Broadcasting Co.
- KTAC-FM Tacoma, Wash. — Tacoma Broadcasters Inc. Changed from KTWR (FM).

Ownership changes

ACTIONS BY FCC

KTAL(TV) Los Angeles—Granted assignment of license from Paramount Television

92 (FOR THE RECORD)

Productions Inc., subsidiary of Paramount Pictures Corp., to Golden West Broadcasters (BROADCASTING, Nov. 4), owned by Gene Antry, Robert O. Reynolds, Loyd Sigmon and others. Consideration \$12,000,000. Golden West owns KMPC Los Angeles, KSFO San Francisco, KVI Seattle and KEX-AM-FM Portland, Ore. Mr. Antry with other associates owns KOOL-AM-TV Phoenix and KOLD-AM-TV Tucson, both Arizona. Action May 13.

WLET-AM-FM Toccoa, Ga.—Granted assignment of license from Virgie E. Craig (100%), tr/as Radio Station WLET, to WLET Inc., owned by H. F. Lawson and R. Gene Cravens (each 50%). Consideration \$90,000. Mr. Lawson owns WAEW Crossville, Tenn. Action May 6.

WIGO Indianapolis—Granted transfer of control of licensee corporation, Capitol Broadcasting Corporation, from Luke Walton (51%) and Stokes Gresham Jr. (49%), to Sarks Tarzian Inc. (100%). Consideration \$34,900 and assumption of \$112,676 in notes. Sarks Tarzian Inc. is licensee of WTTT, WTTV-FM, WTTV(TV), all Bloomington, WPTH-FM Fort Wayne, WPTA-TV Roanoke and WFAM-TV Lafayette, all Indiana. Action May 6.

KTOP-AM-FM Topeka, Kan.—Granted assignment of license from KTOP Broadcasting Inc., owned by Publishing Enterprises Inc., to Publishing Enterprises Inc., owned by John P. Harris (30.85%), Virginia S. Harris (28.13%), John G. Harris trust (12.41%), Virginia H. Rayl (12.68%) and others. No financial consideration. Publishing Enterprises is comprised of several newspaper publishing companies and has interest in WJOL-AM-FM Joliet, Ill.; KTUL Garden City and KTVH(TV) Hutchinson, both Kansas; and KBUR Burlington and KMCD Fairfield, both Iowa. Action May 7.

KAOK Lake Charles, La.—Granted assignment of license from KAOK Inc., owned by Jules J. Paglin (42.75%), Stanley W. Ray Jr. (42.75%), Roy K. Rhodes (9%) and Edward J. Prendergast (5.50%), to E. J. P. Inc., owned by Edward J. (99%) and Hazel L. Prendergast and Harry Caire (each ½%). Consideration \$175,000. Messrs. Paglin and Ray have interest in WBOK New Orleans,

WXOK Baton Rouge, La., KYOK Houston, WLOK Memphis, Tenn., and WGOK Mobile, Ala. Mr. Prendergast is officer of WBOK; Mrs. Prendergast is housewife; Mr. Caire is CPA. Action May 11.

WWOK Charlotte, N. C.—Granted assignment of license and CP's from Radio Charlotte Inc., owned by Sherwood J. Tarlow (75.5%) and Joseph Kruger (24.5%), to WWOK Inc. owned by W. J. German Inc. (100%), which in turn is owned by estate of W. J. German (60%), Estel E. German (20%), M. B. Reilly (10%), Arthur W. and Frederick A. German (each 5%). Consideration \$400,000. German Inc. is film distribution firm; A. W. German is majority stockholder in WTBO-AM-FM Cumberland, Md. Action May 12.

WLAS Jacksonville, N. C.—Granted relinquishment of negative control of licensee corporation, Seaboard Broadcasting Corp., by Milton Adler (50% before, none after), through sale of stock to licensee corporation. Consideration \$245,000. Other stockholders following transaction: Jerry J. Popkin, president (50%) and Ivins Popkin, trustee of Yale Mark Popkin (50%). Action May 7.

WISA-AM-FM Isabela, P. R.—Granted assignment of license from Sergio Martinez Caraballo to Bela Broadcasting Corp., owned by Sergio Martinez Caraballo (99.94%), Gloria Maria Machado (0.03%) and Gualberto Martinez (0.03%). Consideration \$100. Mr. Caraballo is licensee of WBYM-FM Bayamon, P. R. Action May 11.

KCCR Pierre, S. D.—Granted assignment of license from Great Plains Broadcasting Corp., owned by Warren W. May and others, to Capitol Broadcasting Inc. owned by Neal P. Edwards, Comet W. Haraldson (each 40%), May E. Edwards and Olive Haraldson (each 10%). Consideration \$70,000. Mr. Edwards is vice president and general manager of KXAP-TV Aberdeen, S. D.; Mr. Haraldson is chief engineer of KXAB-TV. Action May 12.

WLIV Livingston, Tenn.—Granted assignment of license from F. L. Crowder and R. H. McCain (each 50%), d/b as Audio Broadcasters, to R. H. McCain (100%), tr/as Audio Broadcasters. Consideration \$50,000 and agreement not to compete for 8 years within 35 miles of Livingston. Action May 11.

KTWO-AM-TV Casper, Wyo.—Granted relinquishment of negative control of Harri-scope Inc. (which owns 60% of licensee Rocky Mountain Tele. Station, in a joint venture with Television Properties) by Irving B. Harris (50% now, 37.24% after) through sale of stock to North Advertising Inc. (41.4% after), City Capital Corp. (2.47% after), W. W. Harris, V. H. Polsky, and R. H. Mayer (each 3.45%), and others. Consideration (including purchase of bonds by new stockholders) \$647,500. Action May 11.

APPLICATIONS

WELR Roanoke, Ala.—Seeks assignment of license from Roanoke Broadcasting Co., owned by J. W. Buttram deceased, (100%), to Mrs. I. W. Wright and John W. Buttram Jr. joint executors of estate of deceased. Ann. May 8.

KOWN Escondido, Calif.—Seeks transfer of control of licensee corporation, Palomar Broadcasting Co., owned by Julia C. Owen (100%) to Alan R. Skuba and Dean V. Kiner (each 50%). Consideration \$100,000. Mr. Skuba is general manager of KAVR Apple Valley, Calif. Mr. Kiner is chief engineer with same station. Ann. May 8.

KLBS-AM-FM Los Banos, Calif.—Seeks assignment of license from James H. Rose, tr/as Los Banos Broadcasting Co., to John R. McAdam and Edwin Cordeiro (each 50%), tr/as Los Banos Broadcasting Co. Consideration \$80,000. Mr. McAdam is general manager and chief engineer of KLBS. Mr. Cordeiro owns appliance store in Los Banos. Ann. May 7.

WENG Englewood, Fla.—Seeks transfer of control of permittee corporation, Sarasota-Charlotte Broadcasting Corp., from Dorcas P. Monroe (84.3% before, 11.17% after), to Edward J. Ewing Jr. and Geraldine D. Ewing (80.14% jointly). Consideration \$16,000. Mr. Ewing is account executive for WJR Detroit. Ann. May 7.

WJNO West Palm Beach, Fla.—Seeks as-

BROADCASTING, May 18, 1964

signment of license from WJNO Radio, owned by George H. Buck Sr. (20.09%), George H. Buck Jr. (42.06%), Sydney K. Russell (14.02%) and Adrain C. Leiby (23.83%) to Radio WJNO, owned by George H. Buck Sr. (20.09%), George H. Buck Jr. (42.06%), Sydney K. Russell (14.02%) and Joseph A. Beisler (5%). Consideration: Mr. Beisler will pay Mr. Leiby \$16,250 and Mr. Buck Jr. will pay Mr. Leiby \$61,217. Ann. May 6.

WQXI Atlanta—Seeks assignment of license and CP from Esquire Inc., owned by Smart Family Foundation (21.65%), Milo and Co. (5.73%), John Smart (5.37%), Richard Elden (2.28%), Mrs. Joan E. Fietler (2.27%), Northern Trust Co. (3.05% held in trust of John Smart and Edgar G. Richards) and others, to Jupiter Broadcasting of Georgia Inc., owned by Harold G. Ross (3%), George W. Hill Jr. (1%) and firm of Fox, Wells and Rogers (98% voted by James G. Rogers Jr.). Consideration \$1,075,000 and \$225,000 for covenant not to compete within metropolitan area of Atlanta for 7 years. Fox, Wells and Rogers have 47.4% interest in Jupiter Broadcasting Inc. licensee of WSAI-AM-FM Cincinnati. Ann. May 7.

WGLC Mendota, Ill.—Seeks assignment of CP from Mendota Broadcasting Co., owned by Janet C. Becker (100%) to Vanco Broadcasting Co., owned by Jeanne V. Morgan (100%). Consideration \$300. Miss Morgan has interest in WGLM Richmond, Indiana. Ann. May 6.

WFUL-AM-FM Fulton, Ky.—Seeks transfer of control of licensee corporation, Kent-Tenn Broadcasting Corp., owned by R. Paul Westpheling (97.5%) and Kenneth Z. Turner to Kenneth Z. and Clara Agnes Turner (100% jointly). Consideration \$39,000. Mr. Turner is general manager of WFUL. Ann. May 1.

WLCK Scottsville, Ky.—Seeks transfer of control of licensee corporation, State Line Broadcasting Inc., owned by J. B. Crawley, R. L. Turner, W. B. Kelley (each 26%) and others, to R. L. Turner (77.4% after sale). Consideration \$7,000 to both Mr. Kelley and Mr. Crawley plus shares of stock of WMSK Morganfield, Ky. Contingent on application for transfer of control of WMSK. Ann. May 8.

KATC(TV) Lafayette, La.—Seeks transfer of control of licensee corporation, Acadian Television Corp. from Dr. Paul H. Kurzweg Jr., deceased, (11.6% himself and voting 11.01% for sister Shirley Kurzweg Gouraux) to Shirley Kurzweg Gouraux (11.01% terminating trust) and Mrs. Paul H. Kurzweg (11.6%). Dr. Kurzweg controlled only 22.61%, did not exercise control of corporation since percentage of voting stock held by original stockholders had declined so that only 51.52% was held by stockholders at time of original grant. The death of Dr. Kurzweg results in the percentage falling below 50% thus necessitating relinquishment of control. No financial consideration. Mrs. Kurzweg has 2.5% interest in KXKW Lafayette. Ann. May 8.

WRBS Baltimore—Seeks assignment of license from John B. Reynolds (100%) to Peter, Paul and John Radio Fellowship Inc., a non-profit non-stockholder organization, John O. Bisset president. Consideration \$8,000. Organization officers: John O. Bisset, Peter Bisset and Ruth C. Larsen. Ann. May 7.

WTRX Flint, Mich.—Seeks assignment of license from Booth Broadcasting Co., owned by John L. Booth and family (96.16%) and others to Eastman Broadcasting Inc., owned by Robert E. Eastman (100%). Consideration \$345,000. Ann. May 5.

KTVI(TV) St. Louis, Mo.—Seeks transfer of control of licensee corporation, Signal Hill Telecasting Corp., from Paul E. Pelton (34.10%), Harry Tenenbaum (34.10%), Herman O. Wilkat (voting 26% for Newhouse Broadcasting Corp.) and others to Newhouse Broadcasting Corp., owned by Samuel I. Newhouse and family (100%). Consideration \$7,576,778. Mr. Newhouse has interest in newspaper publishing companies through Advance Publications Inc. of which he is sole owner. Ann. May 1.

KVSH Valentine, Neb.—Seeks transfer of control of licensee corporation, Valentine Broadcasting Co., owned by WJAG Inc. (62.5%) to E. F. and K. S. Huse (51.25% after sale) as family group. Consideration \$7,800. Ann. May 5.

KLOS Albuquerque, N. M.—Seeks assignment of license from B&M Broadcasters Inc., owned by George A. Oliver (68.4%), Jesse R. French (31.3%) and Ann I. Oliver (0.3%) to Burroughs Broadcasting Co., owned by John Burroughs (100%). Consideration \$5,000 and assumption of \$45,500

liability. Assignment of KLOS is contingent on assignment of KRZY (see below). Ann. May 5.

KRZY Albuquerque, N. M.—Seeks assignment of license from Burroughs Broadcasting Co., owned by John Burroughs (100%) to B&M Broadcasters Inc., owned by George A. Oliver (68.4%), Jesse R. French (31.3%) and Ann I. Oliver (0.3%). KRZY will as-

ETV fund grants

Following grants for educational television have been announced by Department of Health, Education and Welfare:

■ Bowling Green, Ohio—Bowling Green State University; \$95,137 to activate facilities of WBGU-TV, channel 70; total project cost \$129,779.

■ Santa Clara, Calif.—Office of Education; \$68,064 to activate facilities of proposed station on channel 54; total project cost \$151,254.

■ Vermillion, S. D.—State University of South Dakota; \$14,351 to purchase image orthicon camera at KUSD-TV, channel 2; total project cost \$19,135.

■ Pittsburgh—Metropolitan Pittsburgh Educational Television; \$186,968 to replace obsolete equipment at WQED-TV, channel 13; total cost \$222,624.

sume frequency now assigned to KLOS. Ann. May 5.

WABQ, WXEN-FM Cleveland—Seeks assignment of license from Tuschan Broadcasting Corp., owned by P. G. Tuschan (73.24%), M. L. Klaus (10.88%) and others to Booth Broadcasting Co., owned by John L. Booth and family (100%). Consideration \$626,000 and \$20,000 in consideration that Mr. Tuschan not compete within a 50 mile radius of Cleveland for five years. Mr. Booth is director of Booth Newspapers Inc., Detroit. Ann. May 5.

KRHD Duncan, Okla.—Seeks acquisition of positive control of licensee corporation, Duncan Broadcasting Inc., by R. H. Drewry (48.15% before, 63.10% after) through purchase of stock from J. R. Montgomery (14.95% before). Consideration transfer of Mr. Montgomery's interests in KSWO-AM-TV Lawton, Oklahoma (15.5%) and KRHD Duncan to Mr. Drewry. In return Mr. Montgomery will receive Mr. Drewry's interests in Billingslea Lumber Co., F&M Inc., M&F Inc., Norman Lumber Co., Carver Builders and Western Builders. M&F and F&M companies own and operate motion picture theaters. Ann. May 8.

WRSJ-AM-FM Bayamon, P. R.—Seeks transfer of control of licensee corporation, Antilles Broadcasting Corp., from Julio Morales Ortiz and Clement L. Littauer (each 50%) to Radio San Juan Inc. (100%), owned by Transportation Communications of America Inc. (100%). O. Roy and Claire Chalk have controlling interest (53.64%) of Transportation Communications. Consideration \$650,000. TCA owns Trans-Caribbean Airlines, District of Columbia Transit Co., railroad company in Central America, and New York Spanish-language dailies *El Diario* and *La Prensa*. Contingent on grant of assignment of CPs for UHF stations WTSJ-TV San Juan, WMGZ-TV Mayaguez and WPSJ-TV Ponce, all Puerto Rico. Ann. May 13.

WMGZ-TV Mayaguez, P. R.—Seeks assignment of CP from Antilles Broadcasting Corp., owned by Julio Morales Ortiz and Clement L. Littauer (each 50%) to TELE-SANJUAN Inc., owned by Julio Morales Ortiz and Clement L. Littauer (each 50%). No financial consideration. Ann. May 13.

WPSJ-TV Ponce, P. R.—Seeks assignment of CP from Antilles Broadcasting Corp. to TELESANJUAN Inc. (see above). Ann. May 13.

WTSJ-TV San Juan, P. R.—Seeks assignment of CP from Antilles Broadcasting Corp. to TELESANJUAN Inc. (see above). Ann. May 13.

KHFI Austin, Tex.—Seeks assignment of license from Kennedy-Heard Features Inc., owned by Roderick E. Kennedy (100%), to Southwest Republic Corp., owned by John W. Stayton (15%), E. G. Kingsbery (17.5%), Victor L. Brooks (10%), Bryant M. Collins (10%), R. E. James Jr. (10%), John R. Kings-

bery (10%), Texas Longhorn Broadcasting Corp. (10%) and others. Texas Longhorn's stock is voted by Douglas Adams and owned by John R. Powley (50%), Robert D. Ballard (25%) and others. Consideration \$50,000 and assumption of \$21,650 liabilities. Ann. May 8.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Sol Schildhouse issued initial decision looking toward denying application of Central Broadcasting Co. to increase daytime power of WCGC Belmont, N. C., on 1270 kc, DA-N, from 1 kw to 5 kw, continued nighttime operation with 500 w. Action May 11.

■ Hearing Examiner Chester F. Naumowicz Jr. issued initial decision looking toward denying application of Denver Area Broadcasters to change trans. site of KDAB Arvada, Colo., and facilities on 1550 kc from 10 kw, D, to 50 kw-LS, 10 kw-N, DA-2.

DESIGNATED FOR HEARING

Roswell Television, Taylor Broadcasting Co., both Roswell, N. M.—Designated for consolidated hearing applications for new TV's on channel 10. Action May 13.

Symphony Network Association Inc., Fairfield, Ala. and Chapman Radio Television Co., Homewood, Ala.—Designated for consolidated hearing applications for new TV's on channel 54 (now assigned to Bessemer). In event of grant of either of applications, such grant shall be subject to condition that commission may, without further proceedings, specify operation by permittee on such other channel as may be allocated to Bessemer, Ala., in lieu of channel 54. Commissioner Hyde dissented in part. Action May 6.

■ By memorandum opinion and order, commission designated for hearing application by Triangle Publications Inc., for VHF-TV translator on channel 12 Johnstown, Pa., to rebroadcast programs of WFBG-TV (ch. 10) Altoona, Pa. made protestant Rivoli Realty Co., which serves Johnstown on channel 56 by WARD-TV, party to proceeding. Commissioner Cox concurred in result. Action May 6.

OTHER ACTIONS

■ By memorandum opinion and order, commission granted American Island Broadcasting Corp. petition for reconsideration of April 10, 1963 action which denied petition for waiver of AM "freeze" rule, and accepted for filing application for new AM on 720 kc, 5 kw, unl., in Eleele, Kauai, Hawaii. Action May 13.

■ By memorandum opinion and order, commission granted petition by California Oregon Radio Co. for waiver of AM "freeze" rule and accepted for filing application for decreased nighttime power of KRED Eureka, Calif., on 1480 kc from 5 kw to 1 kw, continued daytime operation with 5 kw, and change from dir. ant. to non-D. ant. Commissioners Ford and Cox dissented. Action May 13.

■ By order, commission waived AM "freeze" rule and accepted for filing, with retention of existing file number BF-14279, application of Rossford Broadcasting Inc. to delete Rossford from presently specified dual-city request for new AM on 1520 kc, 1 kw, unl., DA-2, in Rossford-Toledo, Ohio. Action May 13.

■ By order, commission waived AM "freeze" rule and accepted for filing application of Stephens Industries Inc., to change ant. site and operation of WPRT Prestonsburg, Ky., on 960 kc, 5 kw, from dir. ant. to non-D. ant. Action May 13.

■ By memorandum opinion and order, commission (1) accepted for filing application of Valley Broadcasting Co. to increase daytime power of station KWOW Pomona, Calif., on 1600 kc from 1 kw to 5 kw, continued nighttime operation with 500 w, and (2) dismissed as moot request for waiver of AM "freeze" rule. Commissioner Ford dissented; Commissioner Cox not participating. Action May 13.

■ By memorandum opinion and order, commission (1) accepted for filing application of United Artists Broadcasting Inc., for new TV to operate on channel 31 in Lorain, Ohio, to be processed in order, according to March 30 date of hearing examiner's order accepting amendment changing proposal from that for channel 65 in Cleveland, and (2) denied petition by Superior Broadcasting Corp. to withhold acceptance for filing and processing application pending rule making in proceeding in Docket 14229 con-



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94 (FOR THE RECORD)

cerning revisions of UHF-TV table of assignments. Action May 13.

■ By memorandum opinion and order, commission granted petition by Clarence C. Moore (WCMR AM-FM) Elkhart, Ind., to extent of (1) setting aside Jan. 14 action which granted without hearing application of Kosciusko Broadcasting Corp. to change operation of station WKAM Goshen, Ind., on 1480 kc from 1 kw, D, to unl. with 500 w-N, and installation DA-N, continued daytime operation with 1 kw, conditions, and (2) holding in abeyance this action pending dispositive action in proceeding on application of Northern Indiana Broadcasters Inc. for new AM to operate on 910 kc, 1 kw, DA-2, unl. in Mishawaka, Ind. Action May 13.

■ By order, commission accepted for filing following applications for new daytime AM's—WBXM Broadcasting Co., Springfield, Va., 1070 kc, 5 kw; Heart of Georgia Broadcasting Inc., Gordon, Ga., 1560 kc, 5 kw, DA-D (ch); Cape Canaveral Broadcasters Inc., Eau Gallie, Fla., 1560 kc, 5 kw; James D. Brownard, North East, Pa., 1530 kc, 1 kw-250 w (ch). WTVV Radio, Tupelo, Miss., 1350 kc, 5 kw; Fleet Enterprises, Greenville, S. C., 1070 kc, 50 kw, DA; South Norfolk Broadcasting Co., South Norfolk, Va., 1600 kc, 1 kw; Dawson County Broadcasting Corp., Cozad, Nebr., 1580 kc, 1 kw. Action May 13.

■ By memorandum opinion and order, commission granted applications of KCMC Inc., for two new VHF-TV translators to serve Beverly area of Texarkana, Tex., and Allendale area of Shreveport, La., on channel 9 to rebroadcast programs of station KTAL-TV (chan. 6) Texarkana, Tex.; denied opposing petitions by KTBS Inc. (KTBS-TV, chan. 3), and KSLA-TV Inc. (KSLA-TV, chan. 12), both Shreveport, La. Commissioner Lee dissented. Action May 6.

■ Commission invited comments to notice of proposed rule making looking toward amending FM table of assignments based on petition by Robert Hecksher (WMYR), Fort Myers, Fla., to reassign channel 270 from Naples, Fla., to Fort Myers, and substitute channel 228A for channel 270 at Naples. Commissioner Hyde absent. Action May 6.

■ By memorandum opinion and order, commission denied petition by Robert A. Jones to delete FM channel 261 from Hastings, Mich., and assign it to Coldwater, Mich. Proposal was opposed by Barry Broadcasting Co., licensee of AM station, WBCH, Hastings. Commissioner Hyde absent. Action May 6.

■ By memorandum opinion and order, commission dismissed petition by John Brown Schools of California Inc. (KGER Long Beach, Calif.) which asked reconsideration of commission grant on Jan. 9 assignment of license of KREL (formerly KBUC) Corona, Calif., from Radion Broadcasting Inc., to Major Market Stations Inc. Action May 6.

■ By order adopted May 6, commission (1) denied petition of Texas Association of Broadcasters for further extension of time in program form proceeding concerning television; and (2) granted informal request of National Association of Broadcasters for postponement of en banc oral proceeding concerning radio from June 8 to June 30, 1964. Parties wishing to participate orally in television form proceeding—June 1—shall notify secretary of commission by May 20, setting forth approximate amount of time they wish to use. Parties desiring to participate orally in radio form proceeding—June 30—shall file similar notices by June 15. Parties should indicate which proceeding they want to appear in, and if they wish to appear in both should file separate notices. Parties desiring to file written statements instead of making oral proceedings may do so by respective dates mentioned (an original and 14 copies should be filed). Commissioner Hyde absent. Action May 6.

■ By letter, commission denied petition by DuPage County Broadcasting Inc., for waiver of AM "freeze" rule and returned re-tendered application for new AM to operate on 1530 kc, 250 w, D, in Elmhurst, Ill.: without prejudice to resubmission when interim criteria are no longer in effect, provided proposal would be consistent with substantive rules then in force. Chairman Henry absent; Commissioner Hyde not participating; Commissioner Loevinger dissented. Action May 6.

■ By memorandum opinion and order, commission reopened Boston, Mass. TV channel 5 proceeding and remanded to Hearing Examiner Sharfman for hearing and initial decision on changes made by WHDH Inc., as result of death of Robert B.

Choate (a principal of WHDH) and whether commission's decision of Sept. 25, 1962, should be modified. Consolidated with reopened case proceedings in Dockets 15204-7 for limited purpose of taking evidence on effect of Choate's death on WHDH's renewal and other applications. Commissioner Cox not participating. This is pursuant to U. S. Court of Appeals action on April 18, 1964 in remanding case to commission for this purpose. Commission had previously granted WHDH's application for new TV and denied competing applications by Greater Boston Television Corp. and Massachusetts Bay Telecasters Inc. Latter did not seek reconsideration or legal review. Action May 6.

■ By memorandum opinion and order, commission denied petition by Spartan Radiocasting Co. for reconsideration and grant without hearing application for VHF-TV translator on channel 9 to rebroadcast programs of station WSPA-TV, channel 7, Spartanburg, S. C., to serve Asheville, N. C. but granted other Spartan motion to extent of adding two additional issues to main issue of whether grant of VHF-TV translator would retard development of UHF-TV in Asheville area. Commissioners Hyde and Cox dissented. Commissioner Ford absent. Action May 6.

■ By memorandum opinion and order, commission denied petition by Copper Country Broadcasting Co. for reconsideration of March 2 order which designated application to change facilities of WMPL, Hancock, Mich., in consolidated hearing with application by Upper Michigan Broadcasting Co. for license renewal of WHDF Houghton, Mich. but, on Copper Country's further petition, added issue concerning alleged failure by Upper Michigan to timely file ownership reports and applications and delay in responding to commission communications. Commissioner Ford absent. Action May 6.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order in proceeding on application of KPLT Inc. (KPLT) Paris, Texas, in Docket 15039, (1) denied petition by O'Connor Broadcasting Corp. (KTXO) Sherman, Texas, for rehearing, except as to its request for authorization to file application for increase in power, which request is dismissed, and (2) denied KPLT motion to dismiss petition for rehearing. Member Berkemeyer not participating. Action May 8.

■ By memorandum opinion and order, (1) vacated Nov. 29, 1963 initial decision which looked toward granting application of Muncie Broadcasting Corp. for new AM to operate on 990 kc, 250 w, D, DA, in Muncie, Ind. and (2) remanded proceeding to chief hearing examiner for assignment to examiner (other than examiner David I. Kraushaar who was originally assigned to proceeding) for further proceedings in accordance with instant memorandum opinion. The board concluded that examiner erred in reading his "opinion" into record without first affording parties opportunity to file proposed findings and conclusions or to waive, wholly or partially, right to so file. Member Slone not participating. Action May 7.

■ In consolidated proceeding on AM applications of Northwestern Indiana Radio Inc., Valparaiso, Ind., Valley Broadcasting, Kankakee, and Livingston County Broadcasting Co., Pontiac, both Illinois, granted Livingston petition and accepted certificate of publication. Action May 7.

■ By order, in proceeding on applications of Prattville Broadcasting Co., and Billy Walker for new AM's in Prattville, Ala. (1) denied Prattville Broadcasting Co. motion to certify record to commission; request for opportunity to submit exceptions and briefs in advance of oral argument; and request for extension of time for oral argument; and (2) scheduled oral argument for June 16. Member Slone not participating. Action May 7.

■ Members Nelson, Pincock and Slone (latter concurred and issued statement) adopted decision denying application of Blue Ridge Mountain Broadcasting Inc., for new daytime AM to operate on 1500 kc, 1 kw, 500 w (CH), Ellijay, Ga. August 21, 1963 initial decision looked toward grant. Action May 5.

ACTIONS ON MOTIONS

By commission

■ By order, commission on own motion,

BROADCASTING, May 18, 1964

PROFESSIONAL CARDS

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Telephone District 7-1205
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Edward F. Lorentz, Chief Engr.
INTERNATIONAL BLDG.
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rescheduled from June 15 to June 19 oral hearing in proceeding on five applications—Oak Knoll Broadcasting Corp., Goodson-Todman Broadcasting Inc., California Regional Broadcasting Corp., Crown City Broadcasting Co., and Radio Eleven Ten Inc., all Pasadena, Calif.—each for interim authority to operate facilities of Eleven Ten Broadcasting Corp. (KRLA) Pasadena, Calif. Action May 13.

■ By order, commission, on own motion, postponed May 14 oral hearing to June 15, in proceeding on five applications—Oak Knoll Broadcasting Corp., Goodson-Todman Broadcasting Inc., California Regional Broadcasting Corp., Crown City Broadcasting Co., and Radio Eleven Ten Inc., all Pasadena, Calif.—each for interim authority to operate facilities of Eleven Ten Broadcasting Corp. (KRLA) Pasadena, Calif. Action May 12.

**By Chief Hearing Examiner
James D. Cunningham**

■ Designated examiner Isadore A. Honig to preside at hearing in proceeding on applications of Springfield Telecasting Co. and Midwest Television Inc. for new TV's to operate on channel 26 in Springfield, Ill.; scheduled prehearing conference for June 8 and hearing for July 15. Action May 4.

By Hearing Examiner Thomas H. Donahue

■ In proceeding on applications of Boardman Broadcasting Inc. and Daniel Enterprises Inc. for new AM's in Boardman and Warren, respectively, both Ohio, granted Daniel's request for prehearing conference on May 8. Action May 7.

By Hearing Examiner Millard F. French

■ Granted petition by Harry Wallerstein, receiver, Television Company of America Inc. and Arthur Powell Williams to extend time from May 12 to June 15 to file proposed findings and from May 26 to June 29 for replies in proceedings on applications of Harry Wallerstein, receiver, Television Company of America Inc. for renewal of license, assignment of license, and transfer of control of KSHO-TV Las Vegas. Action May 8.

■ As result of agreements reached on rec-

ord at May 6 prehearing conference in proceeding on application of Bigbee Broadcasting Co. for new AM in Demopolis, Ala., continued without date further prehearing conference pending commission action upon "petition to shift burden of proof or, in the alternative, to direct production of information." Action May 7.

By Hearing Examiner Walther W. Guenther

■ Set aside procedural schedule established in April 23 order and scheduled further prehearing conference for June 24 in proceeding on applications of Coosa Valley Radio Co. and Rome Broadcasting Corp. for new FM's in Rome, Ga. Action May 8.

By Hearing Examiner Isadore A. Honig

■ Granted joint request of applicant parties to extend time from May 8 to May 14 for preliminary exchange of proposed engineering exhibits, with no change in remaining procedural dates that appear in March 27 order following prehearing conference in proceeding on AM applications of Eaton County Broadcasting Co. (WCER) Charlotte, and Flat River Broadcasting Co. (WPLB) Greenville, both Michigan. Action May 8.

By Hearing Examiner Jay A. Kyle

■ Pursuant to May 8 prehearing conference in proceeding on AM applications of Burlington Broadcasting Co., Burlington, and Mount Holly-Burlington Broadcasting, Mount Holly, both New Jersey, in Dockets 13931, 13933, directed Mount Holly to tender exhibits to counsel for both Burlington Broadcasting Co. and Broadcast Bureau by June 12, and scheduled hearing for July 13. Action May 8.

■ In proceeding on FM applications of Dover Broadcasting Inc., Dover-New Philadelphia, and Tuscarawas Broadcasting Co., New Philadelphia, both Ohio, in Dockets 15429-30, granted request by Tuscarawas to continue May 27 prehearing conference to June 16 and June 25 hearing to July 20. Action May 7.

■ Extended time from May 6 to May 11 to file oppositions to petition by Progress Broadcasting Corp. (WHOM), New York, N. Y., for postponement of date for exchange of exhibits and commencement of

hearing in proceeding on AM application. Action May 5.

By Hearing Examiner Forest L. McClennen

■ On own motion, rescheduled time for May 26 hearing from 10 a.m. to 9 a.m. in proceeding on AM application of Sundial Broadcasting Corp. (KIBE), Palo Alto, Calif. Action May 5.

By Hearing Examiner Elizabeth C. Smith

■ On own motion and pursuant to agreement of counsel, scheduled further prehearing conference for May 13 in proceeding on AM applications of Tidewater Broadcasting Inc., Smithfield, and Edwin R. Fischer, Newport News, both Virginia. Action May 7.

BROADCAST ACTIONS

**by Broadcast Bureau
Actions of May 12**

■ By order, authorized Eleven Ten Broadcasting Corp. to continue operation of KRLA Pasadena, Calif., until July 1, 1964, pending further consideration by commission of five proposals for interim operation on 110 kc.

■ Granted renewal of licenses for the following stations: KOMA Oklahoma City, and WVTF White River Junction, Vt.

■ WBGW Bowling Green, Ky.—Granted license covering increase in daytime power and installation of new trans.; specify type trans.

■ KNGL Paradise, Calif.—Granted license covering installation of new trans.

■ WWOX Charlotte, N. C.—Granted license covering change in hours of operation, increase in power, change in ant.-trans. location, and installation of DA-2; delete remote control operation.

■ WEVD-FM New York—Granted license covering use of old main trans. as alternate main trans. at old main trans. site.

■ KMOT(TV) Minot, N. D.—Granted CP to change ERP to 148 kw vis., and 74 kw aur., type trans., and make other equipment changes.

■ WDHA-FM Dover, N. J.—Granted mod. of CP to decrease ERP to 180 w (both horizontal and vertical); increase ant. height to 420 feet horizontal and 410 feet vertical; remote control permitted; Section 73.210(a)(2) of rules waived to permit main studio location at Randolph Township, Morris County, N. J.

Actions of May 11

■ Columbia Broadcasting System Inc., Los Angeles—Granted CP and license to add 2 new transmitters with amplifiers, install amplifiers to 2 of 4 presently licensed transmitters, and increase power to 0.65 w for low power station; conditions.

■ WAPE Jacksonville, Fla.—Granted license covering increase in daytime power, and daytime ant. height, and changes in ground system.

■ K7AD Romeo, LaJara, Manassa, Antonito and Alamosa, Colo.—Granted CP to replace expired permit to make changes in UHF TV translator.

■ KNEV(FM) Reno, Nev.—Granted mod. of CP to change ant.-trans. location, type ant., and increase ERP to 75 kw and ant. height to 500 feet; remote control permitted.

■ WPRC Lincoln, Ill.—Granted extension of completion date to Nov. 9.

Actions of May 8

■ Granted renewal of licenses for the following: WANA Anniston, Ala.; WHAR Clarksburg, W. Va.; WIRK West Palm Beach, Fla.; WPID Piedmont, Ala.; WEIS Centre, Ala.; WIPR San Juan, P. R. and WKRE Oil City, Pa.

■ WEAU-FM Evanston, Ill.—Granted license covering change in ERP, ant. height, installation of new trans. and new ant., and changes in ant. system.

■ WKEF(TV) Dayton, Ohio—Waived section 73.613 of rules, and granted mod. of CP's to change studio location; redescribe trans. location same as studio; and to change ERP to 525 kw vis., and 52.5 kw aur.; type trans., and make other equipment changes; conditions.

■ KCSB-FM Santa Barbara, Calif.—Granted mod. of CP to change type trans. and make changes in ant. system.

■ KCUL-FM Fort Worth, Texas—Granted mod. of CP to increase ERP to 57 kw and ant. height to 430 feet, install new ant., and make changes in ant. system (increase height); conditions.

■ KHOU-TV Houston, Texas—Granted CP to change auxiliary trans. and ant. location to 3.5 miles southwest of Houston city limits (same as new site for main trans. and ant.).

■ KKHI-FM San Francisco, Calif.—Granted CP to change ant.-trans. location, decrease

Continued on page 103



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RADIO—Help Wanted

Sales

Los Angeles . . . Strong salesman, proven management abilities. Top opportunity. Salary plus top station, multiple group. Box C-5, **BROADCASTING**.

The man we need is a professional radio salesman, young, aggressive and a self-starter. Real opportunity in California with fast growing major market chain. Top salary and incentive. All replies held in confidence. Box D-261, **BROADCASTING**.

Needed within three months salesman. One of nation's top 25 markets newly purchased station starting at ground level. Middle of the road modern format. Send resume then we will negotiate. Box E-44, **BROADCASTING**.

Midwest daytime in city of 35,000 needs experienced salesman who can become sales manager. Excellent base pay plus commission. Box E-188, **BROADCASTING**.

Wanted: An experienced top salesman—preferably with RAB training—solid background in promotion, special events and merchandising. Excellent salary with pluses. Box E-199, **BROADCASTING**.

Major southeast market. Experienced salesman. Salary and commission. Outstanding opportunity! Box E-226, **BROADCASTING**.

Experienced radio salesman wanted in Oregon's Capitol City, Salem. Base plus commission. Excellent account list. Middle-of-the-road programming—immediate employment. Call or write: station manager. KAPT, 1-503-364-3353, 212 High St., N. E.

Wanted . . . Sincere, professional radio salesman who is looking for his last job . . . and desires eventual management. You will join one of the most progressive and fastest growing radio stations in the west. First place position maintained over two years, with the kind of local acceptance that other stations dream about. You must have experience, ideas, and sincere knowledge and respect for that fantastic product called radio. Rush complete resume, photo to Dan Libeg, KSNM, Pocatello, Idaho. \$400.00 monthly salary, plus \$45.00 monthly auto allowance, plus monthly override.

Growing single station market has immediate opening for aggressive young salesman. Excellent station sound, facilities, fringe benefits. Attractive salary plus commission. Call General Manager, 814-393-4991, Radio WMVO, Mount Vernon, Ohio.

Real earning opportunity for executive-type salesmen with the OK Group. Take your pick. Work in New Orleans, Houston or Memphis. We have openings for aggressive, competitive salesmen with ideas and desire to make more money. We have a number of salesmen currently earning from \$7,500 to \$13,000. Move into this kind of top money. Excellent draw, based on billings. Fringe benefits, health insurance . . . if you have a record to stand on we will pay moving expenses. In this six station group you have opportunity to move up to management. Send complete summary including references, past earning records and photograph. Application confidential. Write Stanley W. Ray, 505 Baronne Street, New Orleans.

Chicago—52 kw FM—Good music format (not classical)—excellent Hooper rating—Experienced professional salesman only—WDHF—Zip 60643—312-779-6200.

Announcers

100 pro-written resumes—\$5.00. Tape criticized and returned by PD—\$3.50. Write Box D-168, **BROADCASTING**.

2-combo announcers. 1st phone. One swinger for early AM show. One swinger for late afternoon. Both must be top file production men. 1-Capable newsmen. Get it and report it. 1-Junior salesman. Staff expanding. #1 station in metro midwest market. Complete details and tape in first letter. Box D-267, **BROADCASTING**.

Needed within three months program production manager. One of nation's top 25 markets newly purchased station starting at ground level. Middle of the road modern format. Send resume then we will negotiate. Box E-45, **BROADCASTING**.

Negro Rhythm & Blues DJ. Fast rising south Florida station. Send resume and audition tape to Box E-136, **BROADCASTING**.

New Power house on east coast looking for good air men with first phone. Send tape and resume for modern adult format. Box E-140, **BROADCASTING**.

Opening for experienced announcer in Illinois semi-metropolitan market. Good music announcer, opportunity also for tv. Send photo, complete data, tape to Box E-152, **BROADCASTING**.

We'll pay \$500 per month for experienced dj with bright, cheerful sound who operates tight board, can handle either middle-of-the-road or modified top 40 equally well, and also do play-by-play. Box E-156, **BROADCASTING**.

No. 1 midwest station wants top personality. Rush aircheck and complete resume to Box E-170, **BROADCASTING**.

Good man with 1st phone to invest in and work at major market station. Excellent opportunity. Box E-185, **BROADCASTING**.

New Jersey independent seeking experienced announcer/newsmen. Send resume tape, salary requirements. Interview. Box E-197, **BROADCASTING**.

Immediate opening for experienced announcer in western North Carolina. Send tape and resume first letter. Box E-222, **BROADCASTING**.

Opportunity for quality announcer with first class ticket at major Houston station. Good voice a necessity. Adult format, evening shift. Send resume to Box E-223, **BROADCASTING**.

If you have at least two years' announcing experience and as much as one year in sales, and can announce with a sense of humor, we have excellent opportunity on Pacific Coast. Immediate opening Box E-227, **BROADCASTING**.

Negro DJ—Qualify, must have 3rd class license, element 9 endorsement. Good character, sparkling-personality projection over air. \$700 month. Send resume, tape, references to Stan LeVine, KSAN, San Francisco.

We still haven't gotten the right man. Fine opportunity, top security for happy, bright, modern personality for afternoon show. Modified top 100 adult oriented. If you can entertain people, sell on the air you're our man. Pennsylvania 300,000 market. Telephone Jim Ward, WBAX, Wilkes Barre, 825-5528.

Announcers—(Cont'd)

Leading independent in New York City area has exciting opening for creative young staff man on the way up. Warm, bright deejay sound with good news sense and presentation essential. Excellent long-range potential for team-spirited man. Rush tape and resume with personal references to Gene Ladd, vice president and program director, WBIC, Bay Shore, Long Island. Or call 516-MO 5-2300.

Just hired a good morning-man, then lost our afternoon deejay/engineer to a larger near-by Philadelphia station! Got a first phone license? Good trainable voice? Call or tape to: David Ross, Program director WBUX, Doylestown, Pennsylvania. Phone: 215-348-3583.

Experienced top 40 D. J.—news man. Must gather—report news, also capable of production commercials. Third-Class ticket required. Contact Program Director, WCRO, Johnstown, Pennsylvania.

Immediate opening. Announcer with first phone (no maintenance). Pulse rates station tops in area. All Album music—no rock, no djs. \$110 to start. Company pays health insurance . . . Life insurance. Three week vacation. Rush tapes to WGHQ, Kingston, New York.

Immediate opening. News voice, copy-writer. Heavy on both. Start \$85.00. WGVM, Greenville, Mississippi.

Announcer. Live, swinging personality, top 40 operation. WHSL, Wilmington, N. C.

WIRK, West Palm Beach, Florida top format station has immediate opening for 2 top-notch professionals. Must be strong on local news coverage and production. Send air check of dj and news. No phone calls please.

Immediate opening. Smooth announcer for middle of the road station. Must be experienced. No floaters. Contact Wally Dale, Program Director, WITX, Danville, Ill.

Quality big coverage station with big band sound wants good all around announcer \$120 a week. Send tape and resume to Winslow Porter, WJTO, Bath, Maine.

Salesman-announcer opening with Illinois-Iowa group. Send resume, tape to Hayward Talley, WSMI, Litchfield Illinois.

Westchester County—Immediate newsmen-announcer opening. Send resume and salary requirements. Manager, WVOX, New Rochelle, New York.

Audition failures? Discover cause! Consultant offers expert presentation analysis and highly-effective coaching via tape. Also beginners. Studio 24, 678 Medford, Patchogue, New York 11772.

Immediate opening for 2 announcers (first phone) must have car. Phone 203-489-4181, Mr. Eyre.

Technical

Chief engineer/audio. Major market, east coast. Must be experienced chief. Reliable. No announcing. Excellent equipment, working conditions. Rare opportunity. Send resume, references and picture to Box D-298, **BROADCASTING**.

Immediate opening for qualified, responsible shop forman in commercial sound & background music operation. Experience and knowledge of multiples equipment, procedures essential. No moonlighters apply—fulltime requirement. Fine opportunity, excellent benefits, location in mid-Atlantic. All particulars, first letter. Box E-237, **BROADCASTING**.

Technical—(Cont'd)

Are you good enough to help replace two men who left us to work for the Storz chain? We need two first phones. One must know his engineering and become chief. Both must be pretty sharp announcers—news? Production? Traffic experience very helpful. We are in a small market (30,000)—but we don't sound like it. We play some top forty—but we are not an irresponsible "Kiddy" station. Full details quick to: Ken Lipps, KGMO Radio, Cape Girardeau, Missouri.

KLOM, in Lompoc, California is seeking a Chief Engineer-announcer, to begin work on June 1st. Well paying, permanent position for right man. Send complete information and tape to Box #897 Lompoc, California.

Immediate opening for first phone engineer. No announcing. Must be qualified to service Gates studio and transmitter equipment assume full engineering authority. Address applications to K-W-E-W Radio, Hobbs, New Mexico.

Technician, first phone, wanted to service Two-way, radio, and tv. Permanent. Advance Radio Service, 124 S. Douglas St., Wilson, N. C.

Chicago—52 kw FM—first phone and good technical background necessary—only two hours per day board work—WDHF—Zip 60643—312-779-6200.

AM station in major market seeks talented first phone combo man. Write or call WXXW Troy, New York.

Production—Programing, Others

Independent fulltime station southeast New Hampshire area needs newsmen. Should be flexible. Send resume, tape and salary requirements immediately to Box E-169, BROADCASTING.

News director for established news operation. Gather, write and broadcast local news. ABC Station in city of 14,000 WBYS Radio, Canton, Illinois.

WIGS, Gouverneur, New York, new AM needs complete staff. Adult modern format, small market. Experienced pd, newsroom, farm director, announcers, salesman.

Newsman wanted immediately for fulltime regional station, with possibility of some TV news. Good delivery, reportorial reliable and factual writing required. Contact C. B. Heller, Station manager, WIMA, Lima, Ohio.

Half-time graduate assistantship available September, supervising news programing, and student performance, on 6-day University station. Can work for M.A. or Ph.D. School of Journalism, University of Iowa, Iowa City.

RADIO—Situations Wanted

Management

Seventeen years experience radio owner-manager, sales and production including TV major market sales. Seeking administrative, supervisory of sales slot with network, group, rep. or major market station. Family 35, college graduate. Box E-86, BROADCASTING.

Manager offers . . . Sales—Executive experience, ideas, diligence, honesty, economy. Family man available for small or medium market. Box E-91, BROADCASTING.

Mr. Pro, 39, family. Eighteen years radio; last twelve in general and sales management. References will prove successful record in administration, programing, local/national sales in competitive situation. Seeking station and/or sales management in solid operation. Box E-94, BROADCASTING.

Put your station in the black to stay with two of the best men in radio today. One an expert in sales promotion and management. The other in programing and sales. We'll guarantee you'll get your investment back in sixty days and put in the black in 90. We've been doing this temporarily for years and now want a permanent home. Write today to Box E-167, BROADCASTING.

Management—(Cont'd)

Wanted: Small market station, Florida, Wyoming, Montana. Combination manager, chief engineer, and sales. Wife secretary and traffic. Honest and sincere couple. Both experienced. Desire relocation expenses and one year contract. References. Box E-180, BROADCASTING.

Middle-Atlantic manager desires change to same area, small-medium market. One move in fifteen years; All phases. Sincere, conscientious, creative, Age 39, family. Box E-181, BROADCASTING.

Troubles? Absentee operation losing? Working manager will operate and pay you off. Box E-219, BROADCASTING.

Attention chain operators. Do you need an executive assistant whose background of ten years includes station management, sales, programing, operations and announcing? Do you need a man who can fill the gap between you and your stations? I'm your man. This is a promotion for me but I'm ready for it. Let's talk seriously. Box E-230, BROADCASTING.

Your station not working? Neither am I! Let's put your facilities, my experience together. 18 years, all phases, 8 general management, Pocatello to Buffalo via Denver, Omaha, Tulsa, Rochester. Management, sales management, program management. Prefer major market, but want stability, permanence, opportunity to put right station to deserved pre-eminence. Available immediately. Jim Schoonover, 246 Hennepin Road, Grand Island, N. Y. Phone 773-7034.

Sales

Radio and/or television sales. Will graduate from large midwestern University June 7. Seeking sales trainee position. Available June 8. Box E-87, BROADCASTING.

Radio salesman available immediately. Successful record. Best references. College. Single, 29. Box E-177, BROADCASTING.

Successful, young salesman seeking move to large market from medium-small midwest market. Also experienced in general management, news, and accounting. Family man, college graduate, looking for opportunity. Now make five figures. Box E-200, BROADCASTING.

Good radio man, 10 years in broadcasting interested in sales mgmt. with good active account list that needs top man in Carolinas-Ga. Am 29, presently employed, married, creative, no problems, management experience, best references. Box E-203, BROADCASTING.

Experienced sales promotion man. Wants to add \$10,000 to 20,000 to your stations. Plus business . . . short term. No gimmicks . . . no crews . . . high commissions on collections. P.O. Box 183—Lancaster, Ohio.

Announcers

First phone St. Louis announcer. No maintenance. Five years experience, disc jockey, news. Box E-61, BROADCASTING.

14 years "Pro" on 50 KW top ten market now available. Style; bright and friendly. Excellent air salesman. Experienced all phases. Let's have immediate offer. Box E-112, BROADCASTING.

Hire My son the announcer—he also does creative production. He needs a good paying up-tempo middle of the road or top 40 station in California. He's got experience, BS degree in Broadcasting, 3rd ticket and a selling personality. Box D-145, BROADCASTING.

Parolee—Former air personality and news director, needs a job on or about August 15. Professional attitude, competent! 30. Prefer Wisconsin, but will accept any offer. Box E-154, BROADCASTING.

Now doing top rated morning show in metro market. Pro personality. Bright tasteful humor. Box E-181, BROADCASTING.

Experienced good music man, production know how, prefer outside midwest. Box E-163, BROADCASTING.

Announcers—(Cont'd)

Experienced announcer—dj, all phases, good market, \$125, replies answered. Box E-172, BROADCASTING.

Help me and I'll help you in sales-announcing. I'm 31, X-GI, married, college background, long on ideas, dependability and ambition. No commercial experience. Available in June. Willing to locate anywhere and work like mad! Tape on request. Box E-174, BROADCASTING.

I'm completely equipped. Nothing else to buy. I have warm witty personality, authoritative news sound, production voices and programing potential . . . I'm modest too. Box E-179, BROADCASTING.

DJ-announcer: Authoritative newscaster, tight board, dependable, cooperative, not a floater, professional attitude. Box E-182, BROADCASTING.

Fast pace top 40 jock. Great for teen spot. Married—3rd Class ticket. Box E-186, BROADCASTING.

DJ, announcer, newscaster, run my own board. Will travel. Box E-189, BROADCASTING.

Top 40 Negro dee-jay desires position. Reliable and ambitious. Box E-193, BROADCASTING.

Announcer DJ. Authoritative newscaster, married, personable, experienced, tight board, outside sales ability, not a prima donna or floater. Box E-208, BROADCASTING.

Authoritative newscaster, DJ clean sound. Family man experienced. No prima donna. Box E-209, BROADCASTING.

Station managers give me a break. Dublin born announcer. Terrific personality. Emphasis news, sports. Let me prove my statements. Box E-210, BROADCASTING.

Announcer DJ. Bright personality. Authoritative newscaster. Family man. Not a floater. Box E-211, BROADCASTING.

Stop! Please take advantage of this ad, or you'll never forgive yourself for letting me get by. 1st phone swinging modern jock and newsmen. P. D. TV too. Please only majors apply. Do you qualify for my talents? Box E-213, BROADCASTING.

1st phone-DJ, news, interviews, copywriting, PD—modern, bright, tight board. 6 years experience. Desire commuting distance of N. Y. C., but will consider other right offers. Box E-214, BROADCASTING.

Currently large in small N. Y. C. operation. 10 years dee jaying et. al. Real pro. will consider relocation—minimum salary, \$12,000 per annum. Box E-215, BROADCASTING.

If you're interested in a DJ. Comedy team that's really different, really funny, and multi-talented—answer this ad. Presently working as morticians. (We're only kidding). Box E-216, BROADCASTING.

Announcer-top quality. Eight years AM, FM, TV. Mature, versatile. Sharp programing, copywriting, production. Solid music, theatre background. Box E-224, BROADCASTING.

College grad., 4 years experience middle-of-road music, news. Currently morning personality, afternoon newsmen. B.S. marketing, some journalism background. Midwest preferred. Box E-229, BROADCASTING.

Top 40 format radio man, emphasis on production. Available June 1st. \$125 minimum. Box E-232, BROADCASTING.

Sports announcer—dependable, looking for sports minded station. Recent announcing school graduate. Box E-236, BROADCASTING.

Bright ambitious college man desires first big break in Rock radio. Box E-239, BROADCASTING.

News/commercials, broadcasting school graduate, university dramatic production major, presently employed as a music teacher, prefer midwest. Box E-240, BROADCASTING.

Announcers—(Cont'd)

Live swinging top forty. First phone, experience. Dave Reynold, 502-447-2779.

Personality jock-experienced-married-dependable-professional-west only—Rusty Draper—714-344-1300.

Carolinas. Nine years experience. Bill Dillner, 3748 Sheffield, Chicago. BI-8-3589.

Help . . . That's what I can give you. Seeking small or medium market. Experience in news, play-by-play sports, jazz, rock. Thom Follina, 7 Central Ave., Fredonia, N. Y.

Technical

First license, age 43, car, consider any location, construction, directional, audio experience, last job Gates 5 kw. Immediately available. Box E-40, BROADCASTING.

First phone experienced AM-FM-TV-maintenance and construction—June first—Northeast preferred. Box E-90, BROADCASTING.

Competent, versatile, engineer-announcer wants to join well established organization, that offers security and future. Seven years experience all phases. College. Single. Box E-183, BROADCASTING.

First phone engineer with 8 years experience including 3½ years as chief engineer. No announcing or top 40's. Box E-228, BROADCASTING.

First phone engineer available immediately, transmitter or studio, some experience, dependable. 1273 Easton Dr., Akron, Ohio, phone Don 928-8436.

First phone-inexperienced. Anxious to learn, single, dependable, age 24. Will relocate. Marlowe Steege, Fredericksburg, Iowa.

Fifteen years experience. Two as chief. McClain, WPTW, Piqua, Ohio.

1st phone, 21, single, veteran, sober. RCA and Grantham graduate; willing to learn, seeks permanent or summer relief position anywhere USA. Contact Leo Lashley, 173 Herkimer St., Brooklyn, N. Y. Phone ST 9-4668.

Production—Programing, Others

Sports announcer looking for sports minded station, finest of references. Box E-47, BROADCASTING.

Creative copy and winning promotional ideas. Plus top 50 metro market experience. Box E-101, BROADCASTING.

News writer, producer for distinctive newscasts, documentaries, editorials. 5 years' experience. College. 29 years old. In California, but will re-locate. For immediate response, including resume, references, write Box E-191, BROADCASTING.

Stop here! New York City-major eastern markets. Triple threat modern program-production manager-air performer with impressive number one rating record in eight station eastern market ready to tackle new challenge! Single, seasoned - experienced over ten years all phases. Ambition unlimited. For particulars write: Box E-198, BROADCASTING.

Experienced dj-announcer, first phone wants job as pd or assistant with modern format station in midwest. Hard worker and best production. Box E-201, BROADCASTING.

Experienced Sportscaster/director. Colorful professional play by play all sports. Box E-204, BROADCASTING.

1st phone-announcer. News director, public affairs, interviews, PD TV too. Experienced. Prefer northeast major only. Box E-212, BROADCASTING.

Production—Programing, Others

Continued

Ad agency owner wants back to first love-broadcasting. 23 years in most all phases of radio and television. Strong on sales, copy, programing. 15 years with well known group operation. Experience in agency management, print and other media can be great asset. Prefer west of southwest. College degree, business, married, children. Box E-217, BROADCASTING.

Experienced copywriter-announcer. Quality copy and good commercial-news voice. Currently employed. Box E-221, BROADCASTING.

Next big step hard working programing future with adult progressive operation. Ears, eyes, and mind have been open during 10 years of modern radio. More than ready for your station. Production national ad caliber. Big bright, music programing my specialty. Will start with living wages until proven. Now in top 15 market. College. 28. Married. Box E-233, BROADCASTING.

Us format men would rather fight than switch. Music-news operator? Points-profits looser. Don't switch, FIGHT! Unswitchable program director, 13 years experience, professionally program "tailor-made" ideas producing believable sound, saleable image. Successful track record, major chain experience, grade "A" references, 30, married, veteran, University BA. Box E-241, BROADCASTING.

TELEVISION—Help Wanted

Management

Advertising and publicity executive needed to create and direct complete advertising, publicity and sales promotion program for an outstanding broadcasting group operation. We need a man with a strong background and complete resume of education, experience, and salary requirements. Box E-139, BROADCASTING.

Technical

Video switcher, immediate opening, first phone, KCRL, Reno, Nevada.

Chief engineer—right man is ready to step from small to big midwestern market. Needs heavy remote and videotape experience. No soft job but great challenge. Box E-24, BROADCASTING.

Chief engineer KEZI TV, Eugene, Oregon. Full power VHF G.E. equipment. Salary open. Contact B. E. Tykeson, KEZI, 2225 Coburg Rd., Eugene, Oregon.

Permanent position available for experienced transmitter engineer. DuMont equipment experience desirable but not necessary. Contact Chief Engineer, WJBF-TV, Augusta, Ga.

CBS affiliate in mid south has immediate opening for TV technician experienced in studio maintenance and operation. Must be ambitious, dependable and have 1st phone license. Replies treated in confidence. Send qualifications, references, salary requirements and recent photograph to Chief Engineer, WLAC-TV, Nashville, Tenn.

Production—Programing, Others

Newscaster-southwestern medium market CBS VHF station seeks the possessor of a unique audience-attracting style of news delivery. This man will work directly with a long-established and very capable news director and his chief responsibility will be to pull an audience. No limit for the right man. If you have that something extra, send resume and photograph to Box E-123, BROADCASTING and we'll tell you where to send your VTR audition.

News director: Manage four men—tv news department for leading vhf mid-western station. Must be strong air personality and journalist. Send audio or video tape, picture, and details to Box E-159, BROADCASTING.

Production—Programing, Others

Continued

News director for midwest TV station needs a man to act as good right arm. Must have experience in news business and documentary writing and filming (and be able to prove it). Please send scripts, film and salary desired to Box E-196, BROADCASTING.

Midwest TV group requires top flight news man to take ten o'clock news period, must be experienced reporter, writer, film man. Advance to news director. Box E-205, BROADCASTING.

News assignment editor writer position available immediately in combined AM-TV newsroom. College degree plus experience in broadcast journalism desired. Send resume of current salary, age, education, experience, marital and military status to Personnel Office, WLW/WLW-T, Cincinnati, Ohio, 45202.

TV Scriptwriter . . . prepare scripts for TV educational films. College degree plus 3-5 years' experience. Must be a top-notch creative writer. Send resume, picture, writing samples to: W. B. Ward, Roberts Hall, Cornell University, Ithaca, N. Y.

TELEVISION—Situations Wanted

Management

General manager—sales manager, 39. In broadcasting since age 14. Radio 17 years, television 8 years. Past decade in nation's 24th market. Nationally known and connected. Successful producer of ratings, prestige and profits. Box D-107, BROADCASTING.

Operations-program manager. Employed. Two years small-medium market. Experienced film buyer and sales co-ordinator. Six years additional experience as production head. Major program credits. Operate confidently from sale to billing. Box E-18, BROADCASTING.

Nets, groups, reps, stations—college graduate, 35, family, seeking position in major market as supervisor administrator or sales. Now major market TV sales, formerly radio owner-manager. Sixteen years experience. Box E-155, BROADCASTING.

Technical

Technician . . . can't eat titles or live on glamour. 10 years of experience in electronics. Currently employed as TV transmitter supervisor. Box D-315, BROADCASTING.

Technical director—engineer. 10 years experience TV all phases engineering and production. Desires position as technical director with future director opportunity. Write Box E-165, BROADCASTING.

Engineering supervisor, 13 years experience, TV construction, maintenance, direction, operations, desires responsible position. Presently employed. Excellent references. Box E-235, BROADCASTING.

Production—Programing, Others

Director-producer, experienced 5 years . . . college grad. Box E-157, BROADCASTING.

Experienced TV newsmen . . . General reporter, film editor; own Bolex. Resume, film on request. Box E-166, BROADCASTING.

Newsmen — Journalism major—top-rated airman — radio-television — local — network — mature — experienced — authoritative. Box E-178, BROADCASTING.

Director—experienced, well rounded young man with photographic and musical background. Young, single, prefer mid-east or southern. Box E-190, BROADCASTING.

Top cameraman . . . Married wishes to relocate immediately. Chi.-Calif.-or N. Y. areas desired. 13 years TV experience. Many network shows to credit. Sports, a specialty. Top references. Box E-194, BROADCASTING.

Production—Programing, Others

Continued

Television Journalist, employed, experienced. Gather, write, rewrite, air. Desire good news position. Interview required. Box E-192, BROADCASTING.

Writer-producer-director . . . 14 years TV experience. Wants real opportunity, not just a job. Can put additional dollars in your pocket. Capable of wearing many hats. With top-ten market 7 years. Strong on sports, news, pub.-serv., remotes. Network credits. Desire immediate relocation. Married, excellent references. Box E-195, BROADCASTING.

Ad agency owner wants back to first love—broadcasting. 23 years in most all phases or radio and television. Strong on sales, copy, programing. 15 years with well known group operation. Experience in agency management, print and other media can be great asset. Prefer west of southwest. College degree, business. Married, children. Box E-218, BROADCASTING.

Exceptionally talented, desires work with station that demands quality production. Experienced in all types of live and taped programs, commercials, and remote broadcasts. Box E-220, BROADCASTING.

United Press International newsreel cameraman seeks position with small to medium TV station as news director. Previous responsible positions with news departments, TV networks. Extensive experience filming award winning news documentaries. Carl Warner, 9020 Sw. 196 Drive, Miami 57, Florida.

Want solid news coverage, top notch news film? Experienced newsmen, photographer available June 1. Vet., university TV-Journalism grad., 26, single. Will be pleased to forward complete dossier. Leland C. Kenower, 2427 Eric Circle, Madison, Wisconsin.

Creative, experienced public information "generalist" with 20 years at educational institution (Extension Service, largely) and as newspaper reporter plus bachelor's degree (cum laude) in English and History from the American University. Married, 42 years old, seeking work in news, radio, TV, features, columns, training others, personnel and mass media contacts. Top references. John W. Manchester, 6809 Pyle Road, Bethesda, Maryland. 20034. Phone: OL 4-3024.

WANTED TO BUY

Equipment

RCA-TRR-1A microwave receiver and control, working condition, contact Chief Engineer, WTAP-TV, Parkersburg, West Virginia.

Equipment wanted, test equipment all types, TV, AM, FM, Xmters. Cameras. Microwave links, all types, BC Equip. Tech systems. 42 W. 15th St. N. Y. 11, N. Y.

Turn unwanted broadcast equipment into cash! Send list. description, price. Broadcast Equipment, Box 3141, Bristol, Tennessee.

Wanted-complete gear for FM station, including 6 bay antenna, monitors, etc. Radio station WQIK, Jacksonville 6, Fla.

FOR SALE

Equipment

Television/radio transmitters, cameras, microwave, tubes, audio, monitors. Electrofind, 440 Columbus Ave., N.Y.C.

Xmission Line; Teflon insulated, 1 1/2" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused, 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California, Templebar 2-3527.

FOR SALE

Equipment—(Cont'd)

250 ft. self supporting galvanized tower. Excellent condition. Make offer. Eastside Broadcasting 114 Lakeside, Seattle, Washington.

Xmission line, RCA Stealite, insulated, 3 1/2", rigid, 20 foot sections, like new. Also new 125' Ideco galvanized self-supporting tower, disassembled. University of South Florida, Tampa, Florida.

Equipment For Sale. Test equipment. TV, AM, FM, station equipment. Microwaves, remote weather radar repeaters. You name it. Tech. Systems, 42 W. 15th St., N. Y. 11, N. Y.

200 ft. IDECO free standing triangular antenna, Serial #CO14424, complete with the following: 3 base insulators; 1 completely rebuilt Hughie Philips dual flasher beacon; 2 Crouse Hinds flashers weather housed; 14 large insulators (loops, etc.); all bolts, brackets, etc.; set of side lamps 3/4"; 2-6 ft. racks; 2 Gates turntable cabinets; 1 sink and toilet; master square D switches misc. #6 and #8 wire; Andrew tower lighting chokes in weatherproof housing; misc. rigid tubing and fittings. Complete package FOB San Diego, \$1,000.00 Contact, Jack Rabell, C. E., KSON, U. S. Grant Hotel, San Diego, California.

One (1) 4CX 5,000 A tube taken from 5,000 watt transmitter when power was increased. 4,000 hours at low power. Best offer. One (1) four bay Andrew FM antenna. Best offer. Box E-171, BROADCASTING.

Rust RI-108-14C AM-preamplifier. Good condition. Best offer over \$125. C. E., WHAI, Greenfield, Mass.

Two Ampex consoles, 351's complete with remote control units; all nearly new. \$2,400.00. Marshall Darris, Mgr., KATO, Safford, Ariz., 602-428-1230.

Remote broadcast pickup and 2-way new and used equipment. Send for list. Becom Co., Seminary Hts., Weatherford, Texas. 76086.

Gates ST-101 spot tape recorder. Good condition, \$400. Box E-207, BROADCASTING.

Get in FM cheap . . . G.E. 250 watt FM BT-1-A and G. E. 6 bay FM antenna BV-6-D. . . . Both for \$1850 firm. Excellent condition. Jones, WFMG, Gallatin, Tenn. Phone 452-2257.

Heavy duty guyed tower—275 feet—insulated with lighting—ready to ship—also Rust remote control, and Gates antenna tuning unit—New condition—KVEN—Box 1611, Ventura, Calif.

1-Scully Model 270 professional long play tape reproducer—New condition, contact Mr. Cook, Shrader Sound, Inc., 2803 M St. N.W., Wash. D. C. 202-985-1300.

For Sale: Gates RDC-10C remote control system plus RF amplifier in very good condition \$500.00. Box E-202, BROADCASTING.

For Sale: Two bay, Collins FM antenna tuned to 104.7 mc. Presently in use and will be available at the end of May. Reason for selling, increasing power and installing new antenna. Contact General Manager, WITZ Jasper, Indiana.

Studio unit of Gates remote control system for transmitter operation model M-5240, in operating condition. Make offer. Radio Station WMIS, Natchez, Mississippi.

Two Collins 642A1 cartridge play backs \$350.00 each. Two Collins 216C-1 record amplifiers \$225.00 each. Two Mohawk midge tape recorders \$75.00 each. All equipment good condition. Cartridge equipment less than 2 years old. Inland Broadcast Company, Mervin V. Ling, President, Rupert, Idaho. Phone 208-436-4757.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 1000 Super dooper hooper scooper one liners exclusive in your market. Free sample. Lyn Publications, 2221, Steiner St., San Francisco.

Deejay manual . . . A collection of gags, station breaks, fillers, bits, gimmicks for clever deejays. \$5.00. Show-Biz Comedy Service (Dept. DM) 65 Parkway Court, Brooklyn, N. Y. 11235

BARBER-SHOPPERS JINGLES . . . State champions add zest to your sound with new barbershop quartet station breaks. Rush call letters, \$18.75, for first eight . . . all different. 14 day special to acquaint you with our quality product. Box E-164, BROADCASTING.

Creative Radio spot originated and produced on tape. What are your needs. Samples. Box E-187, BROADCASTING.

168 hours—concise, authoritative review of the past 168 hours—providing added depth and prestige with actualities and voice reports from key news centers. Profitably aired by stations from coast to coast, with special delivery for weekend programing. Write Box D-69, BROADCASTING.

Spots written, produced from your copy or fact-sheet. \$5.00 each, minimum order five. Satisfaction or recut. Six Twenty Nine Productions, Pensacola.

New material? Yup. Newest deejay comedy service. Send \$1 for useable sample tape: FUNNYBITS PRODUCTIONS, Box 2134, Davenport, Iowa.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write Dept. 4-K, Grantham Schools, 3123 Gillham Road, Kansas City, Missouri.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans. 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing, programing, console operation Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

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.

INSTRUCTIONS—(Cont'd)

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting July 15 & September 23. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

REI down among the swaying palms beside the cool green surf in Sarasota, Florida. FCC first phone in (5) weeks guaranteed. Tuition \$295.- private rooms \$10 per week. Job placement free. Classes begin May 26-June 30, Aug. 4-Sept. 8, Oct. 13-Nov. 17. For reservations write or call Radio Engineering Institute, 1336 Main St., Sarasota, Florida.

Special accelerated first phone preparation available at Los Angeles Division of Grantham Schools. New classes begin July 20 and September 21. For free brochure, write: Dept. 4-B, Grantham Schools, 1505 N. Western Ave., Hollywood, Calif. 90027.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd. N. Y. OX 5-9245.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting, 814 H St. NW. Washington 1, D. C.

Pittsburgh, FCC first class "success-proven" accelerated course now in Pittsburgh. Day or evening. Free placement. For brochure, write American Electronics School, 415 Smithfield St., Pittsburgh 22, Pa. Phone 281-5422.

FCC license in six weeks. Total cost \$285.00. Complete combination course, DJ, newscasting, etc. Total cost \$450.00. Train in fabulous Houston. Houston Institute of Electronics and Broadcasting, 904 M and M Building, Houston, Texas. CA-7-0529.

FCC first phone license in a short and complete course. Expert instruction. Request information Four C's Technical Institute, 2575 North Blackstone, Fresno, California 93703. Phone 227-2951.

Earn More. Be a better broadcaster. Improve announcing, newscasting, copywriting. Learn all phases of radio and television broadcasting from broadcasters study course. Contains twenty one full sections on every station department. Ten dollars for complete course. Packard Broadcasters, Exeter, Nebraska.

Home study review for FCC license examination. Highly effective, low cost. Free literature! CSOE, Box 432-G, Detroit, Michigan 48231.

Help Wanted

Management

WEST COAST BASED

Humorous Advertising Production Co. wants a sales manager to set up a Chicago-Midwest office. Must have wide acquaintance in ad agencies with successful sales background. Great opportunity for reputable hard-working man. Send resume and references.

Box E-175, BROADCASTING

Help Wanted—Announcers

EXPERIENCED ANNOUNCER

Permanent position. Basic radio staff. TV opportunities, good conditions, terms and fringes. Tight board operation and production ability required. No news. Three years commercial experience necessary. Please address resume, air check and photo to Program director, WOC AM-FM. TV, Davenport, Iowa.

WNOE NEW ORLEANS

Newsman Opportunity

Fast moving, No. 1 news operation needs young, aggressive and dedicated newsman, capable of air work, rewrite, and outside assignment. You will be part of a proud, capable and respected team. Send tape, photo, resume with references to:

**News Director
WNOE
529 Bienville
New Orleans, La.**

WANTED:

Top 40 personality, who is a real "PRO." Must also be a production whiz.

REWARD:

Real security, excellent salary and top notch fringe benefits.

REQUEST:

Please send us tape example of your show and production abilities. This is one of the nation's top 40 station. Major market East.

Box E-176, BROADCASTING

CREATIVE ANNOUNCER

Western—24 hour FM Stereo needs mature experienced highly imaginative producer-announcer with diversified experience in music who will work hard and long for a great radio station. Send names of 5 qualified references, who know your work.

Box E-160, BROADCASTING

PERSONALITY

A good opportunity with a solid operation for a drive time personality. Must run tight board, but be more than a formula man—friendly, and adaptable to a swinging 'middle-of-road' music policy with adult appeal. A man who can get his personality across without overdoing the gab! Good salary—good future. All replies confidential.

Box E-173, BROADCASTING

WE DESIRE

Bass sound. Need three newsmen. All near shape tones for middle of road modern, daytime. Big power, big market, big income for right people. Send resume, photo, tape.

Box E-184, BROADCASTING

Situations Wanted—Announcers

NAME RADIO-TV PERSONALITY

Known nationally, locally . . . top ratings. Presently, Dee-Jay major midwest metropolitan market. 8 years. Program . . . production director. Over 20 years experience. Family man. Interested all markets.

Box E-234, BROADCASTING

FOR THE BEST

Modern Radio DJ . . . Production or Program manager (currently employed in top 5 market) write or wire:

Box E-231, BROADCASTING

Announcer and first phone engineer, college graduate, two years experience, twenty six years old. Now employed, interested in a station that has a future would like to buy an interest in a good small station in a town that is growing. Best of references.

Box E-162, BROADCASTING

Finally Becoming Available

ART KELLER

the dj who brought back #1 ratings to WFLO, ATLANTA. Top ratings also at WAKY, Louisville and KLF, Dallas. Call at home 233-3503. Atlanta or write ART KELLER, WFLO, The Plough Inc. Station, Atlanta, Ga.

TELEVISION—Help Wanted

Technical

QUALIFIED ENGINEERS REQUIRED

to operate and maintain SUBSCRIPTION TELEVISION, INC. Studios in Los Angeles & San Francisco. Apply E. E. Benham, National Television Services, Inc., 6725 Sunset Blvd., Hollywood, Calif. HO 6-3227.

Production—Programing, Others

NEWS WRITER-ANNOUNCER TV

How would you like to live in beautiful Mohawk Valley? If you can write news and if you can present news on-the-air you're our pigeon. Write:

Dan German, WKTV, P. O. Box 386, Utica, N. Y. Phone RE 3-0404.

TELEVISION

Production—Programing, Others

Continued

PRODUCTION MANAGER

ABC affiliate in good Midwest 3 station VHF market wants experienced and hard working production manager. First class equipment including VTR-22. Top notch man only, capable of creating outstanding sets, supervision of direction and studio personnel.

Box E-238, BROADCASTING

NEWSMAN

Seasoned news reporter wanted for No. 2 spot in News Department of network affiliate in Top 10 market. Consideration given applicants with good news background and convincing air performance. Send details and VTR or film to:

Box E-153, BROADCASTING

MARKETING OPPORTUNITIES

CLOSED CIRCUIT TV SALES

Sales to industrial and educational users of video recording equipment. Preferred background will include several years of broadcast or closed circuit TV experience, including thorough familiarity with all television studio equipment. Candidates' backgrounds must include heavy emphasis on video system capability.

VIDEO PRODUCT MANAGER

Specific duties include preparation of the market plan, responsibility for development timetable, product cost and inventories, achievement of projected billings, and support of domestic and international sales forces. Requires B.S.E.E. and five years engineering and marketing experience.

SALES TRAINING SPECIALIST

Sales training on magnetic tape recorders, with emphasis on professional audio equipment. Field sales experience and college education highly desirable.

Kindly submit a detailed resume in confidence to C. R. Moody, Employment Manager.

AMPEX CORPORATION

401 Broadway
Redwood City, California

An Equal Opportunity Employer

INSTRUCTIONS

LET RCA TRAIN YOU IN TV DIRECTION, PRODUCTION and STUDIO OPERATIONS



Study at RCA Institutes' TV and Radio Studio School Located in the heart of the Entertainment World

Thorough and professional training courses take you through each phase of television and radio production...everything from camera work and film editing, to producing and directing a show. Work with professional Radio and Television studio equipment. Study under the direction of experienced men in this field. For complete information, fill out the coupon below.

Day and Evening Coeducational
Classes Now Forming

RCA INSTITUTES, INC.

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Radio Corporation of America



The Most Trusted Name
in Electronics

RCA Institutes, Inc., Dept. B-5-18
Screen Building, 1800 Broadway,
New York 19, N. Y.

Please send me complete information on
your TV and Radio Studio Production
Courses.

Name

Address

City..... Zone..... State.....

EMPLOYMENT SERVICE

PRO-PLACEMENT

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

WANTED

RADIO and TELEVISION stations with
excess time for a guaranteed money mak-
ing offer. U. S., Canadian & Mexican sta-
tions invited. Confidential.

Box E-206, BROADCASTING

STATIONS FOR SALE

1. PACIFIC NORTHWEST. Exclusive. Day-
time. \$15,000 down.
2. SOUTHWEST. Fulltime. Less than \$10,-
000 down.

3. SOUTHWEST. Major market. \$200,000.
29% down.
4. SOUTHEAST. Metro market. \$30,000
down.

JACK L. STOLL & ASSOCIATES

6381 Hollywood Blvd.
Los Angeles 28, California

FOR SALE

Equipment

EASTMAN KODAK VISCOMAT PROCESSOR \$7800

(cost \$12,500)
Used 6 Months
Fully Guaranteed

Holland Wegman Television Inc.
207 Delaware Avenue
Buffalo, N. Y. 14202

WANTED TO BUY

Stations

Want to Buy VHF OR UHF TV

Wish to purchase Television Station or
CP. Write in strict confidence giving
full details to:

Box D-291, BROADCASTING

FOR SALE

Stations

We have fairly priced radio stations
in Florida, Maryland, New York, Pennsylvania,
Virginia & West Virginia. Also two small
market VHF Television Properties.

Negotiations Management
Appraisals Financing

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

TAMPA, FLORIDA

10,000 Watts—Non-directional day—1550KC
new equipment—furnishings—studios. Assets
include transmitter property with new build-
ing. Excellent opportunity for Country-
Western-Religious format in Florida's large-
est industrial city. Low down payment—at-
tractive terms. Call John McLendon—601-
948-1617—Jackson, Mississippi—P. O. Box
197.

JACKSON, MISS.

METRO POP. 225,000

5KW/1KW fulltime facility in this rapid
growth—stable radio market. Ideal for Top-
40 or Country, Western-Religious format.
Priced for quick cash sale. Call John Mc-
Lendon—601-948-1617—Jackson, Miss.—
P. O. Box 197.

FOR SALE—Stations

Continued

SOMETHING TO BUY OR SELL?

For Best Results
You Can't Top A
CLASSIFIED AD

in

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

GUNZENDORFER

WASHINGTON. Daytimer \$40,000, \$15,000 down, exclusive.

HAWAII. Fulltimer \$97,500 with \$48,750 down, exclusive.

CALIFORNIA. Fulltimer \$35,000 down, total price \$127,000.

WILT GUNZENDORFER AND ASSOCIATES

Licensed Brokers Phone OL 2-8800
864 So. Robertson, Los Angeles 35, Calif.

Interested in Major—S. E.
Market Powerhouse? Little down
—Long Terms to qualified purchaser.

Call: Harold
Area code 615-242-0386

FOR SALE:

Midwest daytime radio station. All new equipment. Less than \$50,000, terms available to responsible persons. Reason for selling, health. Write,

Box E-225, BROADCASTING

FOR SALE SOUTHERN CALIFORNIA METROPOLITAN AREA

Promising CLASS "B" FM station. Highly rated, well equipped with beautiful studios.

Box E-168, BROADCASTING

N. Y.	single	daytime	\$125M	terms
Me.	single	fulltime	100M	28M
N. C.	medium	profitable	90M	50%
Fla.	metro	power	200M	50M
N. E.	Top 50	daytime	400M	29%

buying and selling, check with

✓ CHAPMAN COMPANY INC

2045 PEACHTREE RD., ATLANTA, GA. 30309

To buy or sell Radio and/or TV properties contact:

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 56, TEXAS

Continued from page 96

ERP to 5.6 kw, and increase ant. height to 1,190 feet; remote control permitted.

KMFM(FM) Corpus Christi, Texas—Granted CP to change ant.-trans. and main studio location and remote control point.

WAKR-FM Akron, Ohio—Granted CP to decrease ERP to 2.4 kw, install new ant., make changes in ant. system, and change main studio location; ant. height 340 feet.

WRFY-FM Reading, Pa.—Granted CP to install new ant.; remote control permitted.

Actions of May 7

■ Granted renewal of licenses for following stations: KAKO Lake Charles, La.; KAMO Rogers, Ark.; KASO Minden, La.; KBHS Hot Springs, Ark.; KBRT Brinkley, Ark.; KBTM Jonesboro, Ark.; KCKW Helena, La.; KDLA DeRidder, La.; KFFA Helena, Ark.; KLEB Golden Meadow, La.; KLUV Haynesville, La.; KREH Oakdale, La.; KSYL Alexandria, La.; KTLO Mountain Home, Ark.; KVCL Winnfield, La.; KWAK Stuttgart, Ark.; KWRF Warren, Ark.; WBLE Batesville, Miss.; WESY Leland, Miss.; WHHT Lucedale, Miss.; WJPR Greenville, Miss.; WKOZ Kosciusko, Miss.; WQBC Vicksburg, Miss.; WSSO Starkville, Miss.; KALB-FM Alexandria, La.; KOSE-FM Osceola, Ark.; KFERA Franklin, La.; KBRS Springdale, Ark.; KCAT Pine Bluff, Ark.; KPNV Ferriday, La.; KLCN Blytheville, Ark.; KOSE Osceola, Ark.; KRIH Rayville, La.; KUZN West Monroe, La.; WDDT Greenville, Miss.; WMDK Hazlehurst, Miss.; KNGI Paradise, Calif.; WBYD-FM New York, N. Y.; WILM Wilmington, Del.; WJOI Florence, Ala.; WTMC Ocala, Fla.; WXUR Media, Pa.; KAGH Crossett, Ark.; KANE New Iberia, La.; KBBA Benton, Ark.; KBOK Malvern, Ark.; KBTA Batesville, Ark.; KCTL Houma, La.; KDBC Mansfield, La.; KDRS Paragould, Ark.; KHEM Monticello, Ark.; KEUN Eunice, La.; KNOC Natchitoches, La.; KSLO Opelousas, La.; KTHS Berryville, Ark.; KTOC Jonesboro, La.; KVSA McGehee, Ark.; KWLA Many, La.; WABG Greenwood, Miss.; WCJU Columbia, Miss.; WFER Hammond, La.; WJMB Brookhaven, Miss.; WKDL Clarksdale, Miss.; WNLA Indianola, Miss.; WRJW Picayune, Miss.; WVIM Vicksburg, Miss.; KAMS(FM) Mammoth Spring, Ark.; KASU(FM) Jonesboro, Ark.; KBTM-FM Jonesboro, Ark.; KBSF Springhill, La.; KELD El Dorado, Ark.; KJWH Camden, Ark.; KLYR Clarksburg, Ark.; KOSY Texarkana, Ark.; KTLD Tallulah, La.; KXRJ Russellville, Ark.; WELZ Belzoni, Miss.; WSEL Pontotoc, Miss.; WSJC Magee, Miss.; WAPE Jacksonville, Fla.; WFMD-FM Frederick, Md.; WJBY Gadsden, Ga.; WTTF Tiffin, Ohio and WXUR-FM Media, Pa.

K02DC Sycamore Flats, Upper Arroyo and Arroyo Seco Community, Calif.—Granted CP to make changes in ant. system for VHF TV translator station.

■ Granted licenses for following VHF TV translator stations: K11FC, Douglas T. V. Association Inc., Douglas and vicinity, Wash.; K11GH, McNary Utilities Co., McNary, Ind.; K08CW, K10DK, K12CW, Retter Community Television Association, Wakefield and Jackass Butte Area, Wash.

■ Granted licenses for following UHF TV translator stations: K76BO, Parker Television Transmitters, Parker, Ariz.; K70CZ, K74CD, K and M Electronics Co., Ely, Minn.

Actions of May 6

WHNR(FM) McMinnville, Tenn.—Granted license.

K07FX, K11GC, K13FT May, Fort Supply, Fargo and Gage, all Oklahoma—Granted licenses for VHF TV translator stations, and change name to Willard M. Colvin, tr/as Gage Translator System.

K04BU, K05BN, K11DS Boulder City, Nev.—Granted licenses for VHF TV translator stations.

Action of May 4

Roger Mills Translator System, Cheyenne and Reydon, Okla.—Granted CP's for new UHF TV translators on channels 79, 81 and 83, to rebroadcast programs of KGNC-TV (ch. 4), KFDA-TV (ch. 10), and KVIT(TV) (ch. 7), respectively, all Amarillo, Texas.

Action of May 1

Radio Honolulu Ltd., Honolulu, Hawaii—Granted CP for new UHF TV translator on channel 73, to rebroadcast programs of KALA-TV (ch. 7) Walluku Maui, Hawaii.

Action of April 30

VFW Charles E. Thorne Post #2038, Pierre and Fort Pierre, S. D.—Granted CP for new VHF TV translator, on channel 8, to re-

broadcast programs of KXAB-TV (ch. 13) Aberdeen, S. D.

Action of April 28

Sun Co. of San Bernardino California, Victorville, Calif.—Granted CP for new UHF TV translator, on channel 81, to rebroadcast programs of KCHU(TV) (ch. 18) San Bernardino, Calif.

Franklin County T. V. Corp., Preston, Idaho—Granted CP's for new UHF TV translators, on channels 78, 80 and 82, to rebroadcast programs of KSL-TV (ch. 5), KCPX-TV (ch. 4) and KUTV-TV (ch. 2) respectively, all Salt Lake City.

Fine

■ Commission notified Bridgeport Broadcasting Co., licensee WBTS Bridgeport, Ala., that it has incurred apparent liability of \$250 for willful or repeated violations of communications act and commission sponsorship identification rules by broadcasting paid announcements for Sincere Sewing Center without required sponsorship identification. Action May 13.

Rulemakings

PETITIONS FOR RULEMAKING FILED

■ Rome Broadcasting Corp., Rome, Ga.—Requests amendment of rules to change table of assignments as follows: Carrollton, Ga.: delete channel 272-A, add channel 221-A; Rome, Ga.: delete channel 221-A; add channel 272-A. Received April 30.

■ Hubbard Broadcasting Inc., Santa Rosa, N. M.—Requests institution of rulemaking proceeding to substitute channel 240A for channel 228A. Received April 29.

■ Cascade Broadcasting Co. and Sunset Broadcasting Co., both Yakima, Wash.—Requests institution of rulemaking proceedings to amend FM table of assignments as follows: Yakima, Wash.: delete channel 292A, add channel 281; Richland, Wash.: delete channel 281, add channel 292A. Received May 4.

Processing line

■ Notice is hereby given, pursuant to Section 1.571(c) of commission rules, that on June 15, 1964, standard broadcast applications listed below will be considered as ready and available for processing. Pursuant to Section 1.227(b)(1) and Section 1.591(c) of commission's rules, an application, in order to be considered with any application appearing on list or with any other application on file by close of business on June 12, 1964, which involves conflict necessitating hearing with application on list, must comply with interim criteria governing acceptance of standard broadcast applications set forth in note to Section 1.571 of commission rules and be substantially complete and tendered for filing at offices of commission in Washington by whichever date is earlier: (a) close of business on June 12, 1964, or (b) earlier effective cut-off date which listed application or any other conflicting application may have by virtue of conflicts necessitating hearing with applications appearing on previous lists. Attention of any party in interest desiring to file pleadings concerning any pending standard broadcast application pursuant to Section 309(d)(1) of Communications Act of 1934, as amended, is directed to Section 1.580(i) of commission rules for provisions governing time of filing and other requirements relating to such pleadings.

■ Brookneal, Va.—Lester L. Williams, 1230 kc, 250 w, unl.

■ WBGC Chiles, Fla.—Lee-San Corp., from 1240 kc, 250 w, unl. to 1240 kc, 250 w, 1 kw-LS, unl.

■ WPAX Thomasville, Ga.—Radio Thomasville Inc., from 1240 kc, 250 w, unl. to 1240 kc, 250 w, 1 kw-LS, unl.

■ Lincoln, Me.—Radio Voice of Lincoln, 1450 kc, 250 w, 1 kw-LS, unl.

■ KDRO Sedalia, Mo.—Sedalia Broadcasting Corp., from 1490 kc, 250 w, unl. to 1490 kc, 250 w, 1 kw-LS, unl.

■ KNDC Hettinger, N. D.—Hettinger Broadcasting Co., from 1490 kc, 250 w, unl. to 1490 kc, 250 w, 1 kw-LS, unl.

■ KRWB Roseau, Minn.—Marlin T. Obie and Henry G. Tweten, from 1410 kc, 1 kw, day to 1410 kc, 1 kw, DA-N, unl.

■ KVIO Cottonwood, Ariz.—Peter Viotti, from CP 1600 kc, 1 kw, DA, day to MP 1600 kc, 1 kw, day.

■ Buena Vista, Va.—1600 kc, 500 w, 1 kw-LS, DA-N, unl.

■ KAVE Carlsbad, N. M.—from 1240 kc, 250 w, unl. to 1240 kc, 250 w, 1 kw-LS, unl.

Our teen-age girls are not learning to eat right, and poor health is their penalty

TEEEN-AGE GIRLS in the United States, a country noted for its great abundance of healthful foods, often damage their own health and deprive themselves of a full measure of the sparkle and vitality they want because they have not learned to eat right.

Surveys conducted by university nutritionists indicate clearly that the diets of teen-age girls tend to be low in calcium, vitamin A, and ascorbic acid (vitamin C). Many of these girls are low in intake of these essential nutrients because they, much too often like their parents, skip breakfast or try to start the day with too little nourishment.

Studies have been made to determine why these girls do not eat right. Many of them are simply ill-informed about what is happening to them in their adolescent years. They do not realize their young bodies are maturing and need food nutrients in adequate amounts to enjoy good health. They are sometimes excessively concerned about being overweight even though many of them are really undernourished.

EATING RIGHT HELPS INCREASE VITALITY

Many of these girls, as well as many of their older sisters and their mothers, lack the very vitality they want because they don't eat right. They ignore or don't realize the important role that diet plays in physical appearance, including skin and hair health. There is evidence, too, that poor nutritional habits in the teen years account for a significant part of the difficulties which young women experience in childbirth.

These girls tend to be deficient in the nutrients found primarily in milk and in citrus fruits and juices. Too many have picked up from their mothers, and perhaps their fathers, the completely erroneous idea that milk is "fattening." Because they skip breakfast, they often don't have the fruits or juices rich in ascorbic acid.

Teen-age girls are frequently quite volatile personalities and may be difficult to reason with. They dislike being treated like small children and being told to eat this or that. They are in training for maturity, and the parents who follow the policy of "Do as I say, not as I do" find it very difficult to encourage their children to adopt the kind of eating habits that will prove most beneficial for the younger members of the family.

NEED A FAMILY FOOD PLAN?

Preparing food for the family should not require the services of a computer, nor is a healthful diet one that is not also enjoyable. Following the Daily Food Guide which the nutrition scientists have developed is a sound, and easy, approach to keeping the entire family well fed. But, remember, its good sense applies to the adult members of

the family as well as to the children. The Daily Food Guide suggests selecting foods from these four major groupings:

Milk and Dairy Foods: Teen-agers and children should have 3 to 4 glasses of milk each day (or its equivalent in such dairy foods as cheese and ice cream). Adults, for a balanced diet and to set a good example for other members of the family, should have at least 2 glasses of milk each day.

Milk is an important source of essential food nutrients. For an adult man, for example, 2 glasses of milk each day supply about 25% of daily protein needs; 71% of the calcium (required to keep bones strong even after growth stops and for other vital processes); 15% of the vitamin A (which helps to keep skin clear and smooth); 46% of the riboflavin (which also aids skin health and helps cells use oxygen); 10-12% of the thiamine (which helps prevent irritability and promotes normal digestion); 10-13% of the calories (which, despite any unhappy thoughts the term suggests, are needed to provide the body's energy).

Percentages of nutrient requirements for an adult woman are slightly higher in each case because the adult female has lower nutrient needs. The 4 glasses of milk recommended for teen-agers provide higher percentages of all these essential nutrients, but this amount of milk supplies only 25 to 28% of the total calorie needs of a teen-age girl. Remember, too, that the calories in milk are often called "armored calories" because they supply so many other essential food nutrients.

Meat, Fish, Poultry, Eggs: 2 or more servings each day from this group provide more protein, iron, thiamine, riboflavin, and niacin.

Vegetables and Fruits: 4 or more servings help assure adequate intake of vitamins and minerals. Selections should include a citrus fruit or vegetable rich in vitamin C and a dark-green or deep-yellow vegetable rich in vitamin A.

Breads and cereals: 4 or more servings each day from this group provide iron, B-vitamins, protein, and calories.

If you make the Daily Food Guide your family's plan for eating right, you'll do everyone a favor. Teen-age girls have many problems growing up in American society, but helping them learn to eat right is one way we can reduce the strains for them. The best way to help them learn to eat right is for parents to set a good example at the family table.



a message from dairy farmer members of

american dairy association

20 N. Wacker Drive
Chicago, Ill. 60606

IN 1946 the president of Giddens & Rester Theaters went to the two Mobile, Ala., radio stations then on the air to buy time promoting his movie houses. Kenneth Giddens was unable to get the time periods he wanted. As a result, Mobile soon had a third radio station and the theater man had entered the broadcasting business.

An architect by training who went into the movie business after designing and building a Mobile shopping center, Mr. Giddens said his experience in trying to "buy" radio showed him that there was a prime need for a "new voice in Mobile with a strong emphasis on local affairs." He promptly applied for, and was granted, a new AM on 710 kc, with 1 kw daytime only.

A year later, WKRG went fulltime and added an FM service which just last fall raised its power to 100 kw. When TV allocations were finalized for Mobile, WKRG-AM-FM was ready for television. Mr. Giddens combined with the *Mobile Press Register* "to stake out a claim for channel 5 during the freeze." After a lengthy comparative hearing, WKRG-TV went on the air in September 1955 and is CBS affiliated.

Local Fare ■ The long suit of WKRG-TV, and the pride of Mr. Giddens, has been local, live programing for the people in the station's coverage area. For example a channel 5 fixture has been a daily live variety show using local talent at 7 a.m. which, Mr. Giddens says, consistently outrates *Today* "on another network."

Each Saturday, WKRG-TV presents *Adventures in Science* for junior and senior high school students. Other local shows include *Woman's World* which, Mr. Giddens believes, "is the highest rated local woman's program in America," *Great Book Discussions*, chamber of commerce forums, foreign policy discussions and outstanding local events.

WKRG gets into the local programing, too, with separate daily and weekly discussion programs.

"Our local programing, I think, is of unusual quality," Mr. Giddens says.

The WKRG-AM-FM-TV president describes himself as a "selective TV viewer" who does not spend a great deal of time watching although there are four operating sets in his home in Mobile.

He owns the radio stations and the TV ownership is split 50-50 between Mr. Giddens and the newspaper. However, he owns all the Class A stock and under the corporation's by-laws has complete operating control with the right to name the president, treasurer and half the board of directors.

American Abroad ■ The Giddenses love to travel in foreign countries and "Ken has an unquenchable appetite for meeting people and trying new things,"

Architect turned broadcaster

Mrs. Giddens reported. His itinerary in recent years reads like that of a State Department courier, including 40 nations and personal interviews with many of the world's heads of states.

Numbered among the latter are Ben Yousef, Mohammed V of Morocco; the late King Paul of Greece; Gamal Abel Nasser of Egypt; King Hussein of Jordan; the Shah of Iran; Ben Gurion of Israel; President Iskander Mirzas of Pakistan; Prime Minister Nehru of India, and the Pope.

He was a guest in King Hussein's

WEEK'S PROFILE



Kenneth Rabb Giddens—pres., treas., gen. mgr., WKRG-AM-FM-TV Mobile, Ala.; b. Sept. 10, 1908, Pineapple, Ala.; Auburn U., BS (architecture) 1931; NAB management seminar, Harvard, 1960; majority owner, Giddens & Rester Theaters; president, 75% owner, Tampa Telecasters Inc. (applicant for channel 10, Tampa, Fla.); NAB radio board; CBS-TV affiliates board; 1963 chmn., New Orleans federal reserve board; dir., Mobile Chamber of Commerce; dir., Better Business Bureau; pres., Alabama Broadcasters Assn. (1961-62); general contractor, 1939-43; Lt., U. S. Navy, 1943-45; m. Zelma Ann Kirk, children—Mrs. Ann Giddens Buce; Therese Elaine; Sara Kay; member—Mobile Chamber of Commerce, American Legion, Lions Club, Historic Preservation Society, Mobile Opera Guild.

summer palace with the king and his chief military aide. Two weeks later, the aide attempted to overthrow the government. And, Mr. Giddens had the unusual experience of having President Nasser quote George Washington in explaining Egypt's foreign policy.

In February 1962, Mr. and Mrs. Giddens joined other broadcasters for an extended tour of Latin America under the aegis of the National Association of Broadcasters. Mr. Giddens was highly impressed and feels that American broadcasters can and should do much to strengthen U. S. ties with South American countries.

There should be, he says, an international association of free broadcasters for a freer exchange of ideas.

Before getting into broadcasting, Mr. Giddens spent his early career as an architect and contractor primarily in Alabama, where he designed many of the state's parks. In 1941, he built Mobile's first suburban shopping center which included a theater. He remembers that applicants were standing in line to lease the movie house and "I decided if it was such a good thing, I would just run it myself."

Thus, Giddens & Rester Theaters was born. Today the chain has eight houses. "I have never been sorry," Mr. Giddens said.

Another Giddens interest is an oyster farm in Little Bay outside Mobile. His oysters, cultivated from the 125 acres he leases to commercial growers, are "the world's finest oysters, absolutely." Mr. Giddens laughingly admits that he probably couldn't make this claim on his broadcast stations without facing questions from a couple of federal agencies.

He would like to expand his radio-TV ownership and is keeping an eye open for the right property. He owns 75% of an application for channel 10 in Tampa, Fla., which is "still alive" although another party has been recommended for the grant.

WKRG-TV editorializes "occasionally" when local issues warrant and less rarely Mr. Giddens himself personally delivers the station's opinions. There is no shortage of opportunity for the presentation of opposing viewpoints among community leaders, however, as specially scheduled programs of this type are the rule rather than the exception.

During their leisure hours, the Giddens family often can be found somewhere in the Gulf of Mexico aboard the "Bon Vivant," a 46-foot yacht.

Another Giddens hobby is trying the favorite local dish in every state and country which he visits. When the subject gets around to food, Mr. Giddens, his southern drawl to the contrary, often surprises the connoisseur with his knowledge of exotic dishes.

EDITORIALS

Those bespattered Emmys

IF, as seems likely as this is written, the Emmy awards fail to survive last week's denunciations by CBS-TV, CBS News and ABC-TV, we must mark their passing as untimely though not undeserved.

We find it hard to fault the Emmy critics on most of their charges. The awards categories in many cases haven't made sense; it seems obvious that an effort has been made to spread the laurels among as many performers and program sources as possible; the evils of block voting are inherent in the system—and nobody could possibly view enough programs to cast a truly enlightened vote in all categories.

Yet none of these conditions is new. Television's practitioners have been making these awards among their colleagues since 1948, and the system has not been changed materially in recent years. Thus it seems a bit late in the day for outbursts of denunciation and withdrawal less than two weeks before the 1963-64 awards are to be presented.

If CBS News and ABC have felt as they now say they feel, they have had more than adequate time—and opportunity—to withdraw quietly under circumstances and in ways that would not unavoidably impugn not only the awards but the entire profession of broadcasting, including themselves. If their current views are newly arrived at, they could have waited for a quieter time and chosen less inflammatory means; after 16 years, a few months of tongue-holding would be an infinitely small price to avoid the implication that television itself has been party to a sham.

The uproar does, however, have the virtue of spotlighting a question that deserves much serious thought. That is this: Can television devise a system for honoring its outstanding participants and yet avoid the same sort of criticisms that the Emmys invited?

Perhaps the problem is beyond solution. But last week's commotion—in addition to stirring up audience interest in NBC-TV's coverage of the May 25 Emmy presentations—ought to bestir much serious thought in search of a solution. The International Radio and Television Society has proposed the formation of a committee to set standards for broadcasting awards. Whatever the sponsorship, a study of awards is indicated, and it must be searching, unbiased and dedicated to the idea that if television presents awards, they must be beyond suspicion. Better no awards at all if, in the public mind, they taint the medium while professing to honor its members.

No time for soapbox oratory

NOW that a suspension of Section 315 for presidential and vice presidential candidates seems almost certain, broadcasters must figure out a way to get the leading candidates on the air in formats that will be meaningful to voters.

A good many political experts, including prominent Democrats, doubt that President Johnson will want to participate in a repetition of the so-called "Great Debate" format of 1960. In these experts' view, an incumbent President would risk more than he could possibly gain by appearing jointly with his opponent, no matter how inept his opponent might be. These same experts thought the late President Kennedy was rash in saying, in answer to a question at one of his first news conferences as President, that he would be willing to repeat the "debates" of 1960 if he were a candidate in 1964.

Part of the problem here, it seems to us, may be in the name itself. The Great Debates of 1960 were not debates

at all. They were joint appearances of two candidates who independently answered questions asked of them by newsmen. They were closer to joint news conferences than to debates. So right now broadcasters ought to quit talking about "debates" and find a new name that eliminates the implication that anyone expects Mr. Johnson to engage his rival in an adversary argument, unrehearsed and unpredictable, before the whole electorate.

Without the unfortunate choice of name, which we must admit we have done our share to perpetuate until now, the formats of 1960 might be serviceable again. Joint appearances give viewers a chance to see the rival candidates respond to the same questions under the same conditions. In such circumstances neither can dissemble or evade without detection by the audience.

It must be hoped that both candidates in 1964 will agree to the 1960 format or something like it. If not, the broadcasters must insist, at the very least, on separate appearances in which the candidates submit to meaningful questions asked by knowledgeable journalists. As matters now stand, television and radio are all but committed to give prime time to the leading nominees. The time will be wasted if it is used for nothing more revealing than ghost-written political speeches.

In the public interest

FRED FORD's decision to accept reappointment to another term on the FCC was a hard one for him but a good one for broadcasters and the American public.

We have no doubt that Mr. Ford could have considerably enhanced his personal income by retiring with a government pension and going into private law practice in Washington. That he elected to stay in office at the FCC is attributable to the persuasiveness of the Johnson administration and to Mr. Ford's own dedication to public service.

Mr. Ford has not invariably voted our way. As the architect of the commission's 1960 program policy statement he created a work that has given the agency an excuse to exert unconscionable influence on broadcast content throughout the country. But he has invariably voted, we believe, with the public interest uppermost in mind and with a sound knowledge of the issues. Senate confirmation of his reappointment ought to be given speedily.



Drawn for BROADCASTING by Sid Hix

"The boys call this the gas chamber—all political speeches are broadcast from here!"

**“For outstanding Radio Public Service
during the year 1963”**



GEORGE FOSTER PEABODY AWARD

“With its daily program, ‘Open Line,’ KSTP has promoted public discussion of important issues relating to the community. This station played a significant role in the 1963 statewide controversy involving the University of Minnesota and certain public groups which claimed that this institution was harbouring subversive agents and influences. Lee Vogel, the producer, by giving ample air time to numerous civic leaders, professors, and students succeeded in making known the true situation and reestablishing a sense of confidence and integrity.”

KSTP is proud to accept this most distinguished of all **radio awards.**

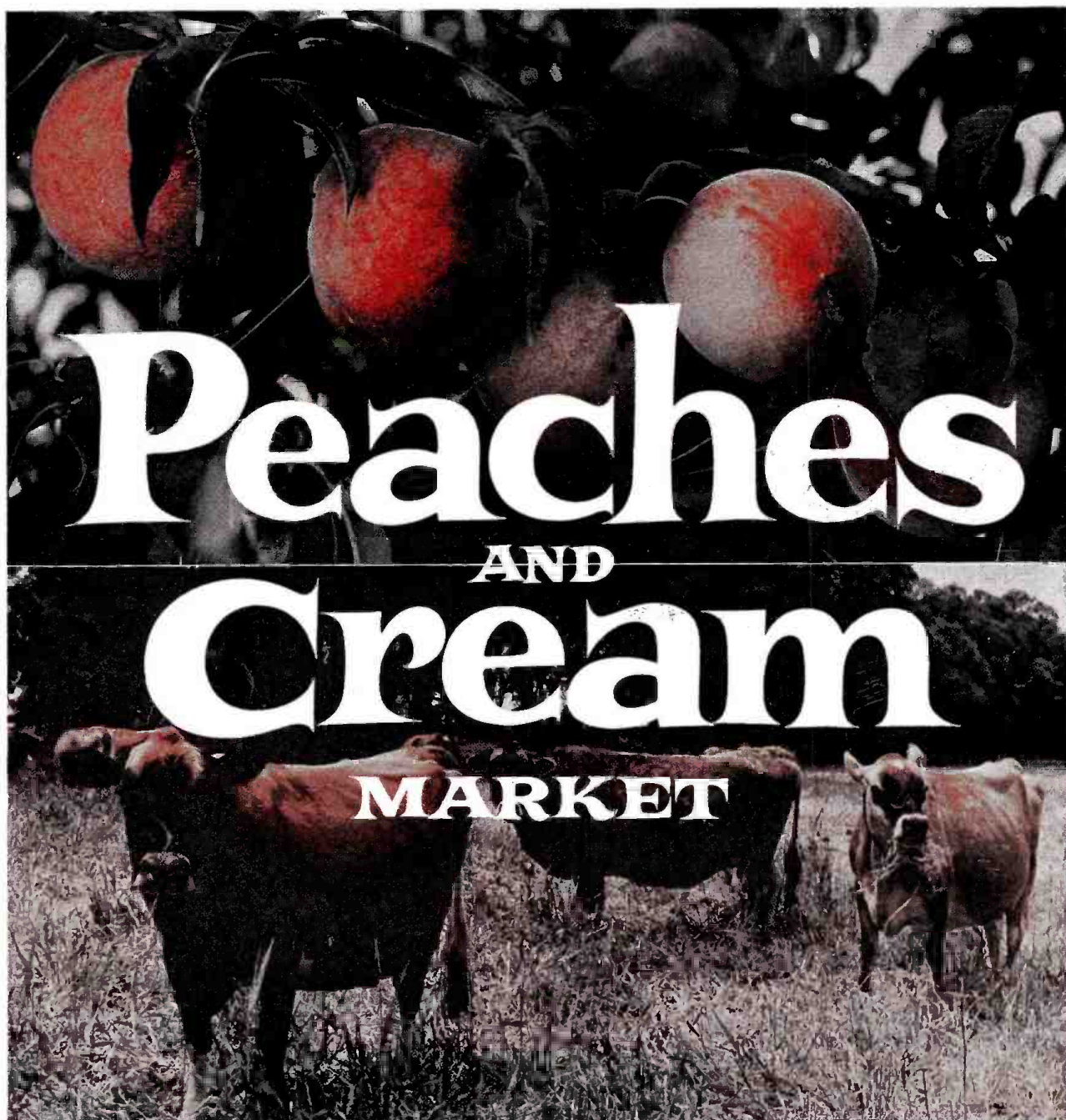
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(*1959 Census of Agriculture)
(**Sales Management's 1962 Survey of Buying Power)

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