



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Independents increase share of prime-time programs. p27

Salant wants clarification of NAB's pay-TV position. p44

Radio broadcasters, ASCAP near compromise. p60

The \$8 billion Spanish-speaking market in the U. S. p77

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NEWSPAPER



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Represented Nationally by Edward Petry & Co.

**Will your station
go out of business
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feature films?**

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**but your competitor
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MERCHANDISING



A modest proposal: "Try 24 I.D.'s spread over a two-week period. Consider it the icing on your merchandising program." That's what we, at KTVI, recommended to the Krey Meat Packing Company in St. Louis.

They accepted. Planned displays, featuring a price reduction on the product, went up in IGA food stores . . . and the I.D.'s went on.

The sweet payoff: Sales soared 200% during both weeks of the promotion, and have continued to hold a 50%

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*Robert Beckermann, Director of Advertising,
IGA Food Stores, St. Louis.

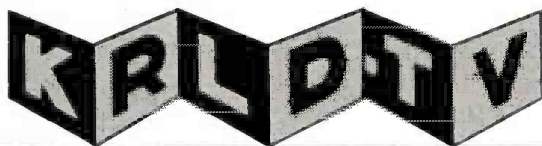
HR **KTVI 2** **abc** St. Louis



The "Weatherly" successfully defends the American Cup

Since 1959, KRLD-TV, Channel 4 has emerged as THE NUMBER ONE STATION in the Dallas-Fort Worth market, delivering more homes per average quarter hour, 9 a.m. to midnight, Sunday thru Saturday, in every published ARB Market Reports.

Take advantage of this proven, continuing market domination. See your ADVERTISING TIMES SALES representative.



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Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, President



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

BROADCASTING, May 25, 1964

Fairness primer

Unless it changes signals again, FCC isn't going to meet fairness doctrine head-on by providing "guidelines" for broadcasters. Slated for consideration Wednesday (May 27) is draft of digest of all previous findings on specific complaints involving fairness issue. Previously FCC had planned to produce guidelines based on hypothetical questions and answers. Thus, if new draft is adopted, broadcasters would have nothing more than now except that it will be documented and digested.

Pay-TV politics?

Could politics be holding up decision of Public Utilities Commission of California on contract between Subscription Television Inc. and Pacific Telephone Co.? Contract, covering installation and maintenance of facilities for transmitting STV's programs to homes of paying subscribers in Los Angeles, was submitted in February to PUC, which held public hearings in Los Angeles March 25 and San Francisco April 1. Now, with STV's scheduled starting date of July 1 just over month away, applicants are still waiting for PUC to act on initial contract, have still to file in San Francisco where same target date exists.

Mutual fund question

Draft of proposed FCC rulemaking affecting mutual funds with holdings in broadcast properties has gone back to drafting board. Major change may be elimination of question on whether publicly held corporations should be allowed to hold licenses (CLOSED CIRCUIT, May 4). Commission decided that question is 40 years too late. Commissioners will concentrate on original issue—technical violation of multiple-ownership rules by mutual funds and investment companies owning more than 1% of two or more broadcast group owners. FCC wants information that will help determine how to bring compliance with rules.

Automated politics

Democrats' voiced news service for radio-TV (story page 68) almost caught Republicans with mikes down. Although GOP knew Democrats were experimenting with some kind of audio device weeks ago, they didn't know just what competition had up its sleeve until Pennsylvania primary April 28 when Democrats fed KSFO San Francisco comment by John Bailey, party chairman, and KSFO called GOP in

CLOSED CIRCUIT®

Washington for other side. Curious Republicans got fill-in and immediately ordered equipment of their own. Meanwhile, Democrats are hoping to keep one step ahead of GOP—they're working on film service for TV.

Dodd gets secret data

Confidential FCC reports on payments and contracts between TV networks and TV film producers went to Dodd's Senate Juvenile Delinquency Subcommittee last week. Information supplied FCC by networks during commission's program hearing in January 1962 was given up with understanding that it would be held in confidence for use by Office of Network Study. Subcommittee is known to be tracing responsibility for program content (it subpoenaed network-production firm memoranda weeks ago).

Triangle feature package

Watch for group-owner Triangle Stations to move soon into feature-film syndication by offering first package (made up of 11 movies, predominately post-1950's) through Triangle Program Sales. Other than Triangle's markets, where these features will be shown on its own stations, newly-acquired movies will be offered to stations nationally. Package, tentatively shown on its own stations, newly acquired from Johnar Film Productions on 10-year lease basis. Titles include "Magnificent Matador" with Anthony Quinn and Maureen O'Hara, and "Black Beauty." Triangle's six TV stations: WFIL-TV Philadelphia; WNEF-TV Binghamton, N. Y.; WNHC-TV New Haven; WFBG-TV Altoona, Pa.; WLYH-TV Lebanon, Pa., and KFRE-TV Fresno.

New way to "strike"

Has FCC opened door to new type of "strike" application? That's question being asked following split vote (5-2) decision wherein FCC accepted application of Radio KHAI Inc. for new AM station in Honolulu to operate on 1090 kc with 5 kw-U, and denied opposition of KHAI which now occupies identical facility and which has renewal pending.

Unique aspects are (1) FCC waived existing AM freeze and (2) accepted new station application despite fact applicant, which had sought to buy KHAI facilities for \$150,000, specified KHAI's transmitter site and equipment on pre-

sumption that if its application was successful, present owner would be forced to sell tangible facilities. Commissioners Hyde and Ford dissented, apparently on premise precedent would permit anyone to apply for existing station and simply specify desire to acquire facilities on salvage basis. Notion is that action would encourage irresponsible applications.

Nippon's newspaper pitch

Japanese newspapers, which did not get in on ground floor of television, are eyeing both UHF and FM in any revision of allocations which may be recommended by special government committee expected to report this summer. There are now 150 commercial TV stations and more than 15 million licensed television sets in country.

One of Tokyo's leading English-language papers, Yomiuri, recently advocated editorially that newspapers should be given special consideration in allocations. It said: "The day, in fact, may not be too distant when newspaper companies will rely less on the printed word than the broadcast word for fulfilling their function in disseminating the news to the people."

Comsat a la Russ

FCC Chairman E. William Henry will be member of U. S. delegation to meet in Geneva next month on Soviet Union's possible participation in international communications satellite system. Meeting begins June 15, with no date yet set for windup. Other members of U. S. delegation: Joseph V. Charyk, president of Communications Satellite Corp., which will own U. S. share of international system, and State Department officials. Bilateral talks are result of initiative taken by State Department year ago.

Set tax outlook bad

Chance for elimination of 10% excise tax on all-channel TV sets this session of Congress is gloomy. House Ways and Means Committee, tax-writing panel, has heavy scheduled of "must" legislation which doesn't include review of excise taxes. Manufacturers and FCC still trying but failure to win endorsement of Treasury, whose word on such matters gets priority, may be crucial factor. New pitch was made to committee last week but source says there are no plans for special hearing.



Acquisitives*... love Adventure in Cleveland

For the second consecutive year, WJW-TV's "Adventure Road" has been awarded the coveted Cleveland Press Club Award for outstanding achievement in the field of locally-produced TV programming. Now televised in color... in prime time... "Adventure Road" is one more reason why—

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

LOS ANGELES KCBS	PHILADELPHIA WIP	CLEVELAND WJW	MIAMI WTOG	TOLEDO WSPD	DETROIT WDAW	DETROIT WDAW
NEW YORK WABC	MILWAUKEE WISN	ALBANY WATZ	ATLANTA WAGA	TOLEDO WSPD-TV	STORER BROADCASTING COMPANY	

ACQUISITIVES WATCH

WJW-TV

WEEK IN BRIEF

Major film producers are still ahead by 2 to 1, but independents are grabbing a bigger slice of the \$10-million-a-week job of supplying the television networks with prime-time programming. See . . .

SPLITTING \$10 MILLION . . . 27

Researcher says young adults may not be prime selling target after all. The older folks make more and spend more. Banks suggest that committee be formed to study latest consumer spending data. See . . .

YOUNG ADULT A MYTH? . . . 34

TV networks are selling next year's prime time at a rapid clip. CBS has fully sold out 21 of 34 weekly prime-time shows. NBC has at least 10, ABC 7, but their sales situations are less clear. See . . .

SRO AT NETWORKS . . . 30

As Salant and Collins continue to debate the problem, NAB's TV board probably will have to decide how far its anti-pay-TV policy goes. Salant says if NAB is neutral on regulation, CBS still disagrees. See . . .

SALANT STILL WARY . . . 44

Unexpectedly, radio broadcasters and ASCAP are close to compromise agreement. Both sides apparently will have to make major concessions. Final terms to be hammered out at meeting in July. See . . .

COMPROMISE IS NEAR . . . 60

AB-PT beats back threat by Simon, re-elects its slate of directors. Management's proposal to abolish cumulative voting wins by landslide, setting up Simon's defeat. Earnings reported as rising. See . . .

SIMON LOSES ROUND . . . 100

FCC scuttles case-by-case approach to overlapping, adopts new rules even more stringent than originally proposed. By 5-2 vote prohibits grade B overlap of signals of stations under common ownership. See . . .

OVERLAP RULES TIGHTENED . . . 97

The show will go on, but Emmys continue to pick up avid dissenters. Awards will be given whether recipients are there or not. All but 13 of 128 nominees are expected to attend the ceremonies. See . . .

WINNERS TO GET EMMYS . . . 102

SPECIAL REPORT: SPANISH-LANGUAGE MARKET

Eight million Spanish-speaking people in U. S. make an \$8 billion market. Is it important for broadcast advertisers? Comprehensive BROADCASTING study comes up with a resounding "si." See . . .

AN \$8 BILLION MARKET . . . 77

Spanish-language market is replete with success stories. About \$7 million went into regional and national broadcast in 1963, and business is growing for a simple reason: It's getting results. See . . .

THE SPANISH TOUCH . . . 80

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Clutter cutters OK'd by code

Board recommendations will
knock out up to 30 seconds
of clutter each half-hour

TV code review board of National Association of Broadcasters sized up clutter problem Friday and gave it one-two jab which, it hopes, will cut as much as 30 seconds each half hour from credit and billboard crawl.

Specifically, code board recommended that program provisions of code be amended to read: "Program content should be confined to those elements which entertain or inform the viewer. To the extent that titles, teasers and credits do not meet these criteria they should be restricted or eliminated."

Board also agreed that commercial sections be amended to provide that credits for technical and physical services, as distinct from artistic and creative services, be counted against commercial time limitations.

Code sources said this meant credits for actors, producer, director, etc. were all right, but those for hairdressers, lighting supervisor, etc. would be considered as commercials.

Details of who belongs in which category will be spelled out after TV board acts on these changes in code. Board meets in Washington June 16.

Political Advertising ■ Board also authorized code authority to waive as commercials paid political broadcasting programs or announcements.

This was at request of Code Director Howard H. Bell, who noted that political broadcasts are essentially public service to community and that commercial limitations should not deter broadcasters from meeting heavy demands during elections (BROADCASTING, May 18). There was no time limit placed on this action.

In winding up its two-day session (see page 37) Friday morning, TV Code Board Chairman Clair R. McCollough, Steinman Stations, named following to look into establishment of central commercial clearance office in New York: Joseph H. Ream, CBS, chairman; Lawrence H. Rogers II, Taft Broadcasting, and Roger W. Clipp, Triangle Stations. Mr. McCollough is member ex officio.

Purpose of office, it was explained, would be to check claims made by advertisers in commercial copy. This is now done separately by code authority and by networks. Single office would substantiate claims and advise all subscribers of findings, although final decision as to whether to broadcast questioned commercial would still remain with broadcaster.

Board was told by Edward H. Bronson, TV manager of code authority, that 163 TV stations were monitored during April for 16,635 station hours.

Cox replies to Triangle petition

Cox Broadcasting Co. last week defended its community antenna television plans against petition by Triangle Publications Inc. asking FCC to deny Cox's applications for microwave stations to serve proposed CATV's.

Cox said applications, which were filed by its subsidiary, Video Service Co., are no different from any other such applications not opposed by Triangle.

Microwave stations applied for would carry programs of WOR-TV and WPIX (TV), both New York, and Philadelphia's educational station WUHY-TV to CATV's in Chambersburg and Tyrone, both Pennsylvania.

Triangle had charged that proposed CATV service was potential subscription TV danger. Similar charges were made earlier by Steinman Stations' WGAL-TV Lancaster, Pa. (BROADCASTING, May 11).

Cox denied allegation that new CATV systems in area would hamper UHF growth. Cox also said Triangle petition should be denied as it contains same questions as FCC's notice of inquiry into joint ownership of CATV's by television licensees.

George Norton dies

George W. Norton IV, president of Norton stations (WAVE-AM-TV Louisville, Ky.; WFIE-TV Evansville, Ind., and WFRV-TV Green Bay, Wis.), died early Friday (May 22) in auto accident near his home outside Louisville. Mr. Norton, 30, became president of stations after his father, George W. Norton Jr., died earlier this year following auto accident in Jamaica, where he was vacationing (BROADCASTING, Feb. 17).

Mr. Norton, in 1957, joined com-

pany his father had founded and became secretary-treasurer in June 1961. He is survived by his widow, his mother and sister, Mrs. Norton Dunlany. Senator Thruston B. Morton (R-Ky.), his uncle, left Washington early Friday for Louisville. Funeral services were to be held Saturday.

Capital Cities to borrow \$35 million

Capital Cities Broadcasting Corp. has told stockholders it will borrow \$35 million to buy WJR-AM-FM Detroit and WSAZ-AM-TV Huntington-Charleston, W. Va., from Goodwill Stations, to retire debts of Capital Cities and Goodwill and to buy John B. Poole's shares for \$2 million.

Capital Cities will borrow money from Society National Bank of Cleveland, Chemical Bank New York Trust Co., First National City Bank and Ford Foundation. Mr. Poole, past director of Capital Cities, is buying WJRT-TV Flint, Mich., in spin-off from Goodwill sale (BROADCASTING, May 18). Payment to Mr. Poole will be \$1 million cash and 10-year note for \$1 million.

Press may not back Stanton's 'code'

Development of code of ethics for news media, proposed by CBS Inc. President Frank Stanton, may be good idea, "But I doubt many newspapers would go along with it," past president of Associated Press said in Pulitzer Memorial Lecture at Columbia University.

Benjamin M. McKelway, now editorial chairman of *Washington Evening Star* (WMAL-AM-FM-TV Washington and WSAV-AM-FM-TV Harrisonburg, Va.), said concept of someone "sitting in judgment upon the performance of the press and seeking to enforce that judgment by some appeal to public opinion is fundamentally opposed to the concept of press freedom."

Independence of news media is vindicated when newspaper can prove "that it was right and the favored patterns of behavior, supported by public opinion, were wrong," Mr. McKelway continued.

Reviewing history of correct codes of behavior for news media, Mr. McKelway said "all are based on conformity to what somebody may consider

WEEK'S HEADLINERS



Mr. Meyers



Mr. Berentson

Carl J. Meyers, VP-manager of engineering, WGN-AM-TV Chicago since 1961 and with WGN since 1925, elected senior VP of WGN Inc., at board meeting of parent Chicago Tribune Co. last Thursday (May 21). **Charles E. Gates**, station manager of WGN, and **Benjamin H. Berentson**, station manager of WGN-TV, each were elected VP's of WGN Inc., licensee of WGN-AM-TV. Mr. Gates has been with Tribune organization since 1927; Mr. Berentson since 1932.



Mr. Gates

James C. Armstrong, VP and manager of Los Angeles office of Young & Rubicam, and **Karl F. Vollmer**, VP and manager of agency's Chicago office, elected senior VP's. Mr. Vollmer also becomes associate chairman of Y&R's plans board, with headquarters in New York. **G. Bowman Kreer**, formerly sen-

ior VP, director of client services and member of executive committee of Clinton E. Frank Inc., Chicago, joins Y&R as senior VP and manager of Chicago office, succeeding Mr. Vollmer. Earlier Mr. Kreer had been general manager of Chicago office of Campbell-Mithun, Minneapolis. Mr. Armstrong joined Y&R in Los Angeles in 1958, became account supervisor in 1960, VP in 1961 and put in charge of that office following year. Mr. Vollmer joined Y&R in New York in 1938 and moved to Chicago in 1950.

Peter M. Affe, station manager of WNBC-TV New York, resigned last Friday (May 22). Announcement said Mr. Affe had submitted resignation which had been accepted, and added that his duties would be assumed by **Theodore H. Walworth Jr.**, VP and general manager of WNBC-AM-FM-TV. Mr. Affe joined NBC in 1943, served as manager of daytime program operations for NBC-TV before being appointed WNBC-TV station manager in July 1961.

Dr. Samuel B. Gould, president of WNDT-TV (educational ch. 13) Newark-New York, has resigned to become president of State University of New York, effective Sept. 1. Dr. Gould became president of WNDT in July 1962 and earlier served as chancellor of University of California at Santa Barbara from 1959-62 and president of Antioch College, Antioch, Ohio, from 1954-59. His successor at WNDT has not been named. In his new post, Dr. Gould will head state-wide system of colleges and universities on 58 campuses.

For other personnel changes of the week see FATES & FORTUNES

to be a righteous course of conduct."

Dr. Stanton's proposal, in which he urged broad study of problems of TV coverage of judicial and legislative proceedings and out of which some ethics code might be developed, is under review at Brookings Institution, Washington research foundation (BROADCASTING, May 11).

FCC asked to rule on GIM discount plan

Midwest Television Inc. has asked FCC for declaratory ruling on whether company's GIM discount plan is lawful and in public interest.

GIM (Greater Illinois Market) plan allows discount to advertisers who buy certain time availabilities on Midwest's two television stations in Illinois, WCIA

(TV) Champaign and WMBD-TV Peoria.

Request for ruling was made in accordance with agreement resolving dispute with Plains Television Corp. (BROADCASTING, Dec. 16, 1963). Plains, which owns WICS(TV) Springfield, WCHU(TV) Champaign, WICD(TV) Danville, and WTVQ(TV) Rockford, all Illinois, had claimed Midwest was monopoly in area. Claim was based in part on Midwest's discount plan.

Midwest said scope of plan is "extremely limited." It said either station can be purchased separately and that most of each station's broadcast day is not offered at discount rates.

Purpose of plan, Midwest said, is to establish central Illinois area as single market for television advertisers.

Midwest said commission's opposition to combination rates has involved situations in which separate owners who should be competitors establish com-

mon rates or cases of "forced selling" of two or more stations.

Midwest said neither condition is present in its plan and said plan does not violate antitrust laws.

Court backs FCC in El Centro grant

U. S. Court of Appeals in Washington Friday (May 22) upheld FCC in one economic injury case, but sent another back to commission for further procedural action.

Court upheld commission in its 1963 grant of channel 9 in El Centro, Calif., to Tele-Broadcasters of California. Objection was made to grant by KIVA(TV) Yuma, Ariz., on channel 11, after grant was made without hearing. FCC denied protest on ground objection should have been filed pregrant, and found that allegations of economic injury not sufficient to recall grant for hearing.

In second economic injury case, KGMO Cape Girardeau, Mo. (1550 kc, 5 kw fulltimer), protested grant to KZIM in same city (1220 kc, 250 w daytimer). FCC refused objection on ground KGMO had not specified details on which it claimed public would be injured. Court said that commission should have told KGMO what additional information it wanted and allowed protestant to supply this data. One of three judges dissented from this view.

Earlier U. S. District Court in Washington dismissed for lack of jurisdiction request by Hubbard Broadcasting Co. for order by court requiring FCC to act on its application for 770 kc in New York (now held by WABC that city). Hubbard application for New York frequency is element in decades-old 770 kc controversy between ABC-owned WABC and Hubbard-owned KOB Albuquerque, N. M.

CBS continues financial aid to WNDT

CBS President Frank Stanton took issue, by indirection, with NBC stand against further support of New York area's educational TV station, WNDT, in letter made available Friday by WNDT.

"We send our best wishes for the future and express the hope that the entire community will join in the support and encouragement of this worthwhile endeavor," Dr. Stanton was quoted in WNDT announcement of new \$100,000 contribution from CBS. Earlier in week, NBC had said it would not contribute further to WNDT, but CBS had indicated its support would continue (story page 60).



ONE + TWO + THREE = NEWS POWER

■ Ohio's finest radio-television news department has done it again. This time it's first, second and third awards in the Ohio Press Photographers Association annual competition — television film division. *Illustrated: first award, CHUCK UPTHEGROVE—helicopter rescue of two youngsters from raging Mad River. Also won: second award, AL BROWN—apprehension of fugitive in Greene County, and third award, ANDY CASSELLS—reunion of father with his five year old son.* WHIO's news department offers a quality level unique in this area. This quality is the result of a philosophy that combines creative, investigative and comprehensive coverage—plus the power and immediacy of radio-television action. Superb news coverage—adult music—sport leadership—CBS features—no wonder WHIO rates No. 1 with so many time buyers. Ask your Hollingbery Man for WHIO.

WHIO | AM | FM | TV DAYTON, OHIO



Cox Broadcasting Corporation stations: WHIO AM-FM-TV, Dayton; WSB AM-FM-TV, Atlanta; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU, San Francisco-Oakland.

BROADCASTING, May 25, 1964





PILLARS OF THE COMMUNITY

**The
salesman
with
perfect pitch**



If you were interested in securities and lived in Tulsa, you might know Francis Jones. He sells for a brokerage firm.

If you were interested in music and lived in Tulsa, you'd certainly know Francis Jones. He's the Concertmaster of the Tulsa Philharmonic Orchestra ... after the Big Board closes.

Last year, when Mr. Jones and the Philharmonic were interested in starting a Youth Symphony, KOTV joined in con

brio ... with programming in prime time that informed Tulsans of the need for the Youth Symphony. Naturally, when the Youth Symphony gave its first public performance it was telecast by KOTV ... again in prime time.

KOTV, like the other Corinthian stations, is in tune with its community. Musically. Entertainingly. Responsibly. That's why Corinthian stations strike such a high note of community rapport.



- SACRAMENTO
KATV
- HOUSTON
KHOU-TV
- INDIANAPOLIS
WISH-TV
- FORT WAYNE
WANE-TV
WANE-AM
- TULSA
KOTV

THE CORINTHIAN STATIONS
RESPONSIBILITY IN BROADCASTING



"We look to Roanoke television . . ."
Mr. J. D. Bassett, Jr., Chairman of the Board
BASSETT FURNITURE INDUSTRIES
BASSETT, VIRGINIA

"Bassett, Martinsville, Roanoke; in fact all of western Virginia has been blessed with rapid industrial expansion and healthy growth since the beginning of Bassett Furniture Industries. Today's highly-diversified manufacturing plants and prosperous economic climate are symbolic of the robust vitality throughout this region.

"I invite you to consider western Virginia because it presents an excellent marketing and advertising opportunity for goods and services, as well as offering prime plant sites.

"We of the Bassett-Martinsville area look to Roanoke television as a

primary source of information and entertainment, as do most residents of western Virginia."

WDBJ Television is privileged to recognize the achievements of Bassett Furniture Industries, the largest manufacturer of wooden furniture in the world. We echo Mr. Bassett's invitation to consider western Virginia.

Whether you are looking for a prime marketing opportunity, or for "A Perfect Test Market," this rich and growing area is a *must* for your advertising and sales plans.



ROANOKE, VIRGINIA

REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

OPEN MIKE

Support for memorial

EDITOR: AS ONE WHO HAS PROSPERED THROUGH APPLICATION OF THE TODD STORZ CONCEPT, I HEARTILY ENDORSE JACK SANDLER'S SUGGESTION (BROADCASTING, MAY 11) OF A FITTING MEMORIAL TO THAT GREAT BROADCASTER.—*Charles A. Sprague, vice president and operations manager, WLAJ Grand Rapids, Mich.*

EDITOR: . . . Todd Storz was ridiculed, but no less feared, when he took over WJGY. . . . He breathed a whole new life into both the state of the art and the Twin Cities that remains today. I know. I worked for his competition. He was equally disliked in Oklahoma City, that is by his competitors. I know, I was one of them. I've an idea it was true in Omaha and Miami and wherever else he was known.

The ill-fated Disk Jockey Association held its convention in Minneapolis in 1960. This giant of the industry, small as he was, showed up in his impeccable manner offering suggestions and solutions to the group, many of whom were total strangers, aimed at assisting the then-founding association. . . . Many opinions about Todd Storz were changed, I'm sure, then.

Jack Sandler, you're right. What can I do to help?—*John Arthur Bloomquist, Box 764, Palmdale, Calif.*

'Search' didn't switch

EDITOR: Your good profile on Bill Craig (BROADCASTING, May 11) garbled one detail: *Guiding Light* may have been transferred to TV from radio in 1952, but *Search for Tomorrow* was a TV original, created by Roy Winsor at the Biow Agency, went on CBS-TV at 12:30 p.m. Eastern time, Sept. 2, 1951, and stills runs there more than 3,300 performances later.—*Richard Krolik, Time-Life Broadcast Inc., New York.*

Radio's important

EDITOR: SMALL BUT IMPORTANT OMISSION IN YOUR EXCELLENT STORY ON AWARDS (BROADCASTING, MAY 18). LEGION OF HONOR HAS SIX CATEGORIES. ONLY ONE IS EXCLUSIVELY TELEVISION: OUTSTANDING TV PERSONALITY. OTHER FOUR MAY BE IN EITHER RADIO OR TELEVISION OR BOTH. OMITTED IN YOUR STORY IS OUTSTANDING RADIO PERSONALITY. A LOT OF OUR MEMBERS, INCLUDING ED BUNKER, THINK RADIO IS A MIGHTY IMPORTANT PART OF BROADCASTING. YOUR MASTHEAD AGREES.—*Claude Barrere, executive director, International Radio and Television Society, New York.*

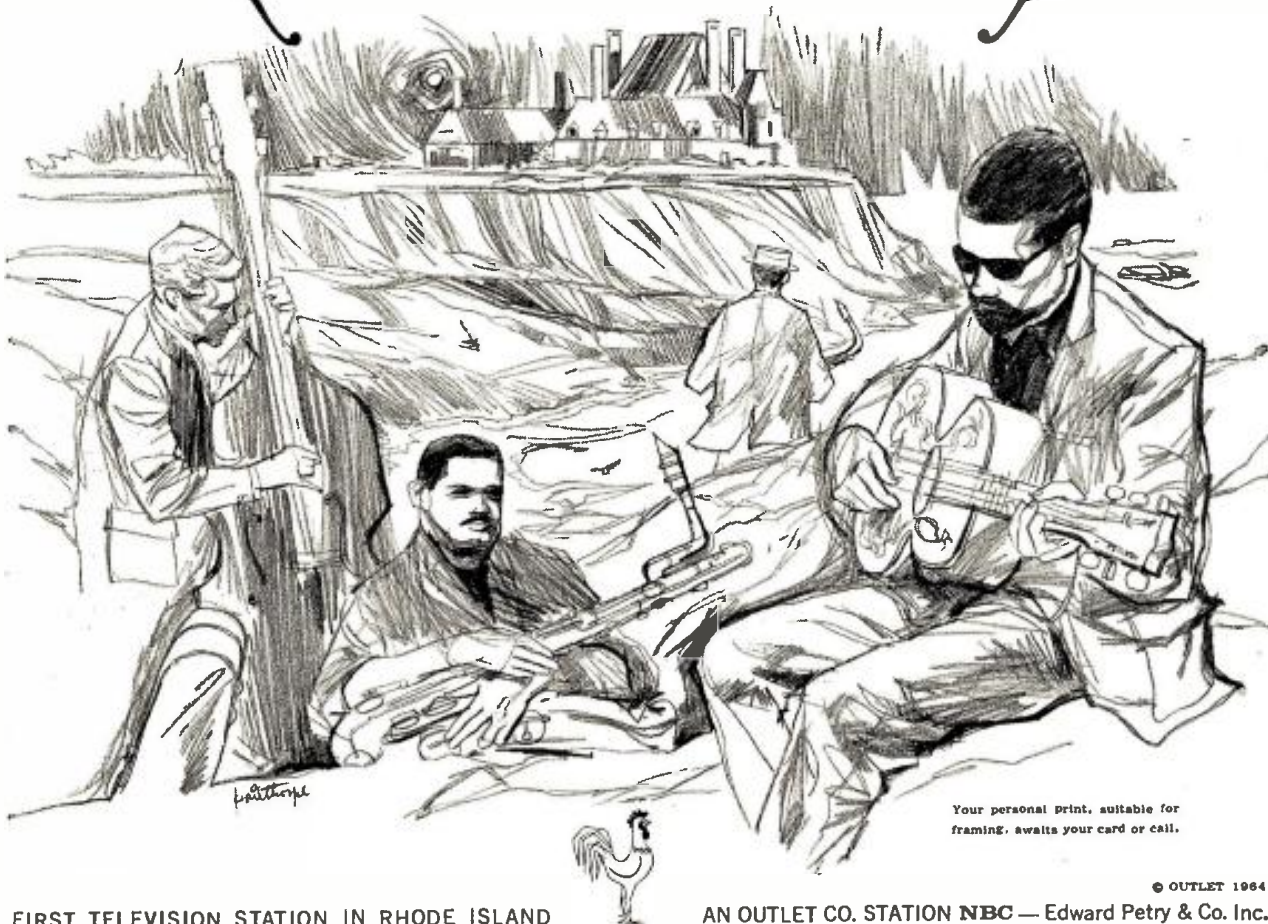
There's more than one way to make the scene

"And man, like you ask any cat who falls in on this big Jazz Festival . . . old Newport, R. I. digs 'em all.

"Millionaires' pads, crazy . . . like money is no object. Navy cats swingin'. Sailboats chasin' cups . . . man, like it's water out there. And this jazz thing . . . the most. 40,000 . . . 50,000 buffs sit in, with the big names ridin' . . . the coolest sounds in the U. S. of A.

"Newport jumps, man. The 'in' world that's way out, you might say!"

But then, the whole Providence market is jumping . . . new industries . . . new roads . . . new recreation . . . big money to spend. Advertisers who are most successful throughout Rhode Island and Southeastern New England say Providence makes the scene. People in television say **Providence is WJAR-TV.**

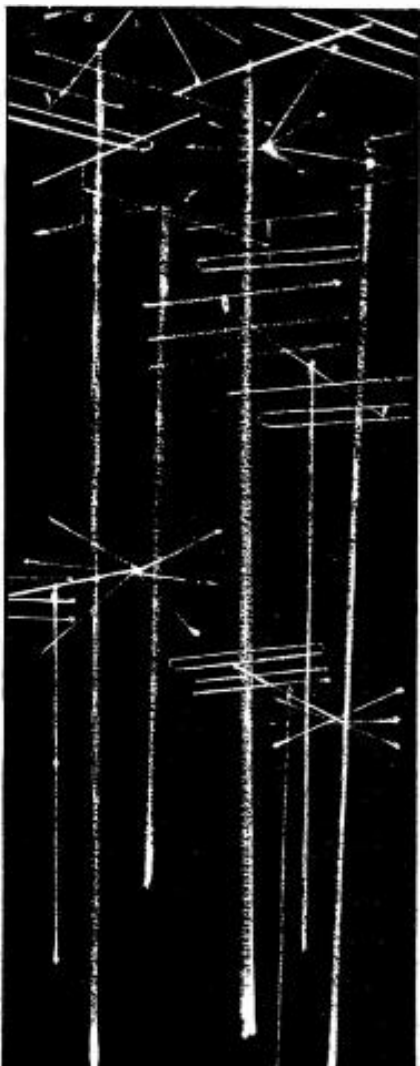


Your personal print, suitable for framing, awaits your card or call.

© OUTLET 1964

FIRST TELEVISION STATION IN RHODE ISLAND
BROADCASTING, May 25, 1964

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



FLORIDA'S **3**rd MARKET

is
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DATEBOOK

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

■ Indicates first or revised listing.

MAY

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, 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 25—Luncheon meeting of U. S. Conference of Mayors and Broadcast Pioneers for presentation of first annual Mayors' Awards to radio-TV stations for community service. Hilton hotel, New York.

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 J. Weber, 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.

■ May 28—Southern California Broadcasters Association luncheon. Harry Renfro, vice president and radio-TV director of D'Arcy Advertising, St. Louis, is guest speaker. 12 noon, Hotel Continental, Los Angeles.

■ May 29—Meeting of the Alaska Broadcasting Association, Anchorage-Westward hotel, Anchorage.

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; 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 4—Special meeting in lieu of annual stockholders' meeting of Walter-Reade-Sterling Inc., 34th Street East Theater, New York.

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 Offield, 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 11-13—Meeting of the Colorado Broadcasters Association, Vail Village, Lodge at Vail.

■ June 11-13—Meeting of the Mutual Advertising Agency Network, Bismarck hotel, Chicago.

■ June 13-16—Twenty-ninth annual convention of Georgia Association of Broadcasters. Speakers will include Representative Walter Rogers (D-Tex.); FCC Commissioner Lee Loewinger; Hope Martinez, BBDO; Ruth Trager, Tucker Wayne and Mary O'Shields, McCann-Erickson; Harold Krelstein, Plough

Crosley Broadcasting Corporation

receives the



GEORGE FOSTER PEABODY AWARD

for Education by the Broadcast Pioneers

WLW RADIO PROGRAM

"GOVERNMENT UNDER LAW"

GEORGE WASHINGTON HONOR MEDAL

the highest award for Radio given by the
Freedoms Foundation at Valley Forge

WLW RADIO PROGRAM

"GOVERNMENT UNDER LAW"



These WLW radio programs, created to instill a greater appreciation of our American heritage and freedoms, are in keeping with the public service spirit of Crosley Broadcasting Corporation to recognize its obligations to the communities it serves.

We deeply appreciate this recognition, and pledge, that wherever there is a WLW Station—Cincinnati, Indianapolis, Columbus, Dayton—the warm and friendly spirit of a station with a single mindedness for public service to the community will prevail above all other considerations.



CROSLEY BROADCASTING CORPORATION, a subsidiary of Arco

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

ONCE
IN LOVE
WITH
EMMY



Two television networks have been going out of their way, of late, to proclaim their disaffection with a girl named Emmy. From all their talk, you'd think they never really cared about her at all.

But that couldn't be so, because until their recent and sudden outbursts, it was clear that they've always been quite taken with the young lady.

Otherwise, why—over the years—have they always tried so hard to win her approval? Why have they been so eager to spread the word about each and every accolade she's conferred upon them? And what else but love and respect could have kept them from spotlighting her minor shortcomings — imperfections they now suddenly find intolerable?

Strange, indeed, are the ways of love. But we should like to tell Emmy here and now that for those of us at NBC Television (and countless others among the medium's creators, performers, critics and viewers) an enthusiastic nod from her is still a treasured compliment.

Here, at NBC, we have no idea how Emmy will be treating us tonight. But we know that we will be honored and delighted to accept — in person — any and all of the awards we may be privileged to win.

We know, too, that the many millions of viewers of the Emmy Awards Special [10-11:30pm, EDT tonight, (Mon.)] will be seeing an exciting and enjoyable show.

Our guess is, by the way, that the industry's party-poopers (despite their pronouncements of the last two weeks) will be watching every minute of the proceedings on their own television sets.

As we've been saying, you just don't fall out of love that suddenly. ♥ ♥ ♥ ♥ ♥



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love

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50 KW

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The Model TT-20A is a compact, low distortion, transistorized turntable preamp for VR cartridges, with built-in NAB equalization. Design ingenuity reduces residual noise level to better than 65 db below rated output. Small current requirements permit 6 volt dry cell battery operation, eliminating AC hum worries. Response, 30-15,000 cps $\pm$ 2 db... output —12 dbm, 600 ohm emitter follower... distortion under 1% at double rated output... size, 2 1/4 x 2 1/4 x 5 1/2". Priced from \$46.50; transformer output and power supply available. Also available as a flat amplifier Model BA-20A. Write or wire for complete details.

Spotmaster

BROADCAST ELECTRONICS, INC.

8800 Brookville Road
Silver Spring, Maryland

Broadcasting; A. Prose Walker, Collins Radio; Avery Gibson, H-R Television. Special one-day engineering conference will take place on June 16. Holiday Inn, Callaway Gardens, Ga.

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

June 14-19—Annual convention of National Community Television Association (NCTA). Bellevue-Stratford hotel, Philadelphia.

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

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

June 15-17—Forty-seventh national conference of the American Marketing Association, Sheraton hotel, Dallas.

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

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

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

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

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

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

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

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

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

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

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

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

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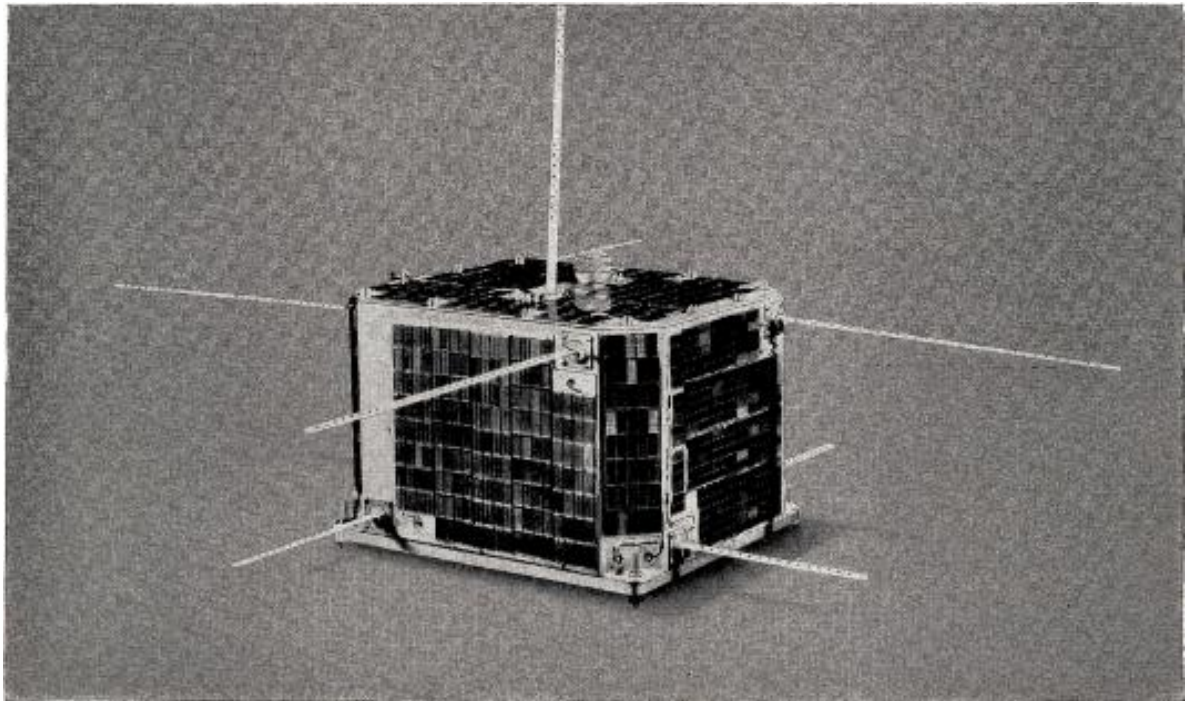
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BROADCASTING, May 25, 1964



Up until now most satellites cost millions to produce.

This ITT-built satellite is an exception. It carries a price tag of well under \$250 thousand.

The U.S. now has a relatively inexpensive space vehicle with many potential uses. It could be designed for communications, or any number of scientific experiments like the measuring of radiation in the atmosphere; it can be used for pinpointing locations on earth. In fact, that's what it is doing at this moment. All 40 pounds of it is circling the earth about every hour and 40 minutes at an altitude of 600 miles. It was successfully orbited early this year by the U.S. Air Force Space System Division as

part of an overall program of geodetic measurement, managed by the U.S. Army.

Working in conjunction with four ground stations, the new satellite's job is to receive and retransmit radio signals which permit determination of accurate data on the exact positions of continents, islands and other landmarks. It will eventually help eliminate the margin of error that now exists in cartographic computations.

The uses of this new space vehicle are limited only by the imagination and inventiveness of its users. It has nowhere to go but up in this booming age of space technology. This is another of the advances made by ITT scientists and engineers who are active in virtually every area of U.S. Space and Defense programs—from

microcircuit packaging to the management of missile ranges covering thousands of square miles.

ITT is the world's largest international supplier of electronic and telecommunication equipment. Facilities in 49 nations doing business in 115 countries and employing 179,000 people. International Telephone and Telegraph Corporation. World Headquarters: 320 Park Avenue, New York, New York 10022.

worldwide electronics and telecommunications

ITT

MONDAY MEMO

from SAMUEL H. NORTHCROSS, Foote, Cone & Belding, New York

The rubber club has boomeranged

At the National Association of Broadcasters in early April, they were at it again, beating television over the head with a rubber club. They are the so-called spokesmen for the industry, expounding about evil commercial practices; government experts exhorting and saying nothing memorable. Everyone is forever whipping the poor, magnificent boy. Fortunately, he has grown to such proportions that he doesn't hurt much.

Never in the history of man has any medium provided more entertainment, enlightenment and opportunity for improved understanding for so many than television has during the past 15 years.

The Detractors ■ The print media, sensing a formidable economic threat, assigned all the wrong people to write about television—the articulate word merchants, who through intellectual training, felt themselves far above the masses and, therefore, were constrained to talk down to the people. After all, they were named as critics, and they just had to criticize. Strange thing about it was that what they criticized was on last night and wouldn't be around for the reader to make his own evaluation. Frustrating, to say the least! And these "critics" made obviously invidious comparisons with stage and screen.

Obviously, with the obligation to program 28 hours per week between 7-11 p.m. alone, the networks were open to a lot of criticism. These self-appointed arbiters of public taste had a field day.

The publishers at the start never let one hand know what the other was doing, and while the business sides of the publications were wisely buying up every television property the law would allow, the editorial sides were encouraged to excoriate the beast.

Now it seems that an astonishing 474 television stations out of a total of 550 are owned, wholly or in part, by newspapers and magazines. (The 1964 BROADCASTING Yearbook shows 171 TV stations with newspaper or magazine ownership or affiliation.) One of the great examples is the Time-Life group, which owns the same maximum of five VHF TV and seven radio stations as the networks are permitted by law. It is interesting to note that within this publishing family there is a strong and marked dichotomy—*Life* inclines toward promoting TV, while *Time*, supposedly representing the intellectual side, tends to deplore and disapprove, and *Fortune* and *Architectural Forum* remain coolly aloof, for the most part.

Coming to Terms ■ That the mass

magazines have editorially finally come to terms with their adversary is evident from a survey of any newsstand.

In New York, the highly commercial and utterly practical *Daily News* owns one of the most important independent stations, WPIX(TV) — and their employees have learned to live with this paradox with guarded but inspired enthusiasm. Their TV critics, while showing a marked preference for WPIX programming and the *Ed Sullivan Show*, have developed an attitude of kindly tolerance toward television.

Start something about TV and it will attract attention. Rake it over the coals; call it names. The newspapers and magazines will print most anything you say about their natural enemy. Sure, they own some TV stations, but they really don't believe in it; pure protection on their part; the government owns the air, and on and on.

With the press, the government and self-styled intellectuals berating those who are associated with television, the timorous man is apt to become more than a little defensive. Sometimes, when people at a social gathering ask what you do, the wild impulse is to lie and seize on some honorable calling such as gambler, or parttime embalmer—rather than admit that you derive your unworthy bread from television.

Historical Perspective ■ I recently read a very provocative book, *When the Cheering Stopped* by reporter Gene Smith concerning the days of President Woodrow Wilson following his triumphant return from Europe in 1919. It is rather terrifying in retrospect.

Here was a man who, at the time, was the undisputed hero of all time around the civilized world. No emperor or conquering captain had ever

received such extravagant adulation from the peoples of Europe. He was the savior of the world and people were looking toward him and the United States for leadership. He had a fine dream of sane intercourse between nations. A truly believed idea to end war. The people of Europe were almost hysterical in their acceptance of his noble ideals. Back home, however, he ran into an obdurate Congress. Now that the shooting was over, the temper of the Congress was to withdraw into complete isolation. The ailing President, against the advice of his doctors, decided to take his case to the people.

He stubbornly insisted on embarking on a grueling 9,000-mile trip to talk to the electorate about the covenant and the League of Nations. He was sick, but stubborn. At his many stops, in auditoriums and from the rear of the train, he could only impart his terribly urgent message to a mere handful of the population.

One cannot help but think that if we had had the great medium of television for communication then, the entire course of world history would have been changed—for President Wilson could have gone to the people, without killing himself, and he probably could have set aside the opposition.

There is little doubt that television's superb ability to communicate to the public has forced an important change in politics and in the entire democratic process. In this election year, the TV camera will have an x-ray quality to instantly expose the phony and the insincere. With television's recent technological advances, political conspirators will have to be extremely adroit to avoid instant exposure in the traditional smoke-filled room!



Samuel H. Northcross, vice president and national director of broadcast, Foote, Cone & Belding, New York, joined the agency in 1963. Prior to his association with FC&B he had been a vice president of the William Esty agency where he had been in charge of all television operations. He spent 15 years with Esty and is credited with instituting its television department. He is a graduate of the University of North Carolina and also studied at Oxford University.

BUSINESS MEN LOVE US

because we program for them. Every day there are 17 stock market reports. Every hour there are two newscasts: immediate, intelligent, factual, convenient . . . Contact News that meets the ear. We help them find the employees they need with our Job Bulletin Board, aired in cooperation with the Michigan State Employment Security Commission. We cover their meetings from Kiwanis Clubs to Canning Conventions, from Union Halls to the Economic Club.

Detroit businessmen make important decisions every day. Decisions about life insurance, cigarettes, automobiles, clothing—you name it. If you want to talk to Detroit businessmen, talk to WKNR (or your Paul Raymer man).



BROADCASTING, May 25, 1964



WE SENT THIS LETTER TO 15,000
BUSINESSMEN...



THE **FLYING TIGER LINE** INC.

AIRFREIGHT

Dear Shipper:

This letter is addressed to you and any other man in your firm who cares how, where and why the company's money is spent. Whether he is your comptroller or purchasing agent, he believes the old axiom, "a dollar saved is a dollar earned," and does something about it.

You should be aware of the fact that huge chunks are gouged out of your company's travel budget whenever you or your personnel fly on any of the Big Three airlines. The record shows that American, TWA and United Airlines include excessive and totally unnecessary amounts in the price you pay for your airline tickets. A few facts and figures will prove my point.

Consider this: United Airlines will fly you from Los Angeles to Honolulu for \$100. That same airline charges you no less than \$145.10 to fly you from Los Angeles to New York, yet the distance to New York is 4% less than it is to Honolulu. Furthermore, the cost of flying over water is at least 5% higher, according to our extensive experience, than it is to fly over land.

Based on these figures, it is at least 9% cheaper to fly you from Los Angeles to New York than it is to fly you from Los Angeles to Honolulu. Knock 9% off of the \$100 you are charged for your trip to Hawaii, and your fare becomes \$91, the amount you and your employees *should* be charged for that flight from Los Angeles to New York.

How come? Since United flies you from Los Angeles to Honolulu for \$100, we have every reason to believe they make a profit on your trip. If they are making a profit, are they then *arbitrarily discriminating* price-wise against the passenger who flies on the Los Angeles to New York run?

Consider this: In 1957 TWA would fly you from Los Angeles to New York for \$80. They now charge you 81% more for that same transcontinental flight than they did seven years ago! Why? Because, we believe, from 1947 to 1957 they had to meet the competition of the independent airlines; had to meet that \$80 price cross-country. But once the independent non-skeds were knocked out of the picture, the prices began to climb. Now the same trip costs you \$145.10. Justified by rising costs? Nonsense! Today TWA is carrying a greater volume of passenger traffic at a far lower cost than they ever have in their history.

LOCKHEED AIR TERMINAL • BURBANK, CALIFORNIA

IS A BROADCASTER—IT WILL INTEREST YOU!

— 2 —

I have no criticism of the comfort, service, safety and efficiency offered by these passenger airlines. Quite the contrary; I praise them for their impressive accomplishments. But these accomplishments add further weight to my arguments that you have a right to expect from them a more realistic and equitable price on the tickets you buy for yourself and your personnel.

Why are we interested? Simply because these excessive and unnecessary charges, paid by you for airline passenger transportation, provide money used by these passenger airlines to subsidize their cargo flights.

Mr. Alan S. Boyd, Chairman of the Civil Aeronautics Board, said in a speech on February 14, 1964, "The Big Four (these are the four largest passenger airlines in the domestic United States) lost more than \$20,000,000 in all-cargo operations during the year ended September 30, 1963." Later in the same speech Boyd said, "We do not propose to ignore the losses incurred as a result—*losses which are now being paid for by the passenger.*"

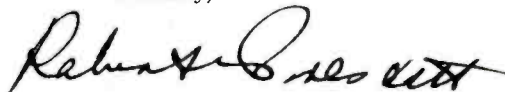
We value your business and we value ours. We want to see both your business and ours continue to operate in a climate of clean and healthy American Free Enterprise. Therefore, we are calling your attention to these facts. We will continue to keep you up to date regarding our efforts to correct this unhealthy condition which now exists in the passenger airline industry.

I'd like to know if others feel as I do—that it is not in the public interest for a public utility, which these airlines are, to overcharge one segment of the airline-using public in order to underwrite the costs of another segment of the airline-using public.

If the present rate structure prevails, you will continue to pay far more for your airline passenger service than you will ever save in subsidized cargo rates.

Please drop me a line and let me know what you think about these obvious overcharges which are draining your personnel transportation budget.

Sincerely,



Robert W. Prescott
President

For additional information please contact
Public Relations Department—The Flying Tiger Line, Inc.



LOOK WHO'S JOINING FLIPPER

Mr. Magoo, that's who. He isn't young, and he's so near-sighted he barely knows where he's going—yet he's the most animated fellow we know.

For the last two Decembers he's scored a personal triumph in NBC-TV's full-hour Christmas Carol special, with a portrayal of Scrooge that was superbly drawn. What's more, the repeat posted a stunning 46% share of audience and ranked in the Nielsen Top Ten. Now he's preparing *The Famous Adventures of Mr. Magoo*, a hilarious weekly series—produced in color especially for the new TV season. He plans to star as Gunga Din, Long John Silver, Cyrano de Bergerac and, in *Snow White*, all seven dwarfs. Clearly, Mr. Magoo is a man of parts.

He'll beguile you on NBC-TV's Saturday night of hits: *Flipper* (7:30), *The Famous Adventures of Mr. Magoo* (8:00), *Kentucky Jones* (8:30), and *Saturday Night At The Movies* (9:00).

Saturday is just one of the reasons NBC's fall schedule looks so good. (The other reasons are Monday, Tuesday, Wednesday, Thursday, Friday, 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.

How they'll split the \$10 million

Independent studios will supply more prime-time shows next season as only Revue and 20th Century-Fox, of the majors, increase their total network output

The battle between independent film studios and the "majors" for bigger shares of the \$10 million a week business of supplying prime-time network television programs is becoming more intense.

The majors are still out in front with a 2-to-1 lead, but the independents are narrowing the gap. In the networks, with schedules now virtually locked up for the 1964-65 season, five independents showed gains while two companies were accounting for all of the gains of the majors.

Except for a dramatic rise by 20th Century-Fox TV, from no prime-time network programming in the current season to four hours a week scheduled for next fall, the majors—those companies affiliated with motion picture studios or historically regarded as major network suppliers—would have sustained a net loss of more than four hours a week. Even with Fox TV's surge, they lost a

weekly half-hour while the independents were picking up 90 minutes.

In sales to the networks an average half-hour represents approximately \$65,000 a week while an hour production commands \$120,000, or more, though individual prices vary widely from program to program.

Risky Business ■ The rewards are not always immediate and the hazards not always apparent. The cost of producing half-hour pilots can run to \$100,000 or more—a substantial risk, major for many companies, if the pilots are unsold. Thus the immediate rewards cannot necessarily be measured by the number of programs sold. To be taken into account, too, is the investment in pilots that didn't make the grade. For every network sale, however, there is the brighter prospect of future renewals, daytime reruns and domestic and foreign sales.

There is another hazard—the noto-

riously up-and-down nature of the business. One year a firm can score well with three or four shows on the network and the following year it may be shut out or get no more than a renewal. The trend may work the other way, too—as shown most spectacularly this year by Fox TV's rise. Still other companies seem to bolster their shares slowly but dependably.

Cited among current examples of the individual fluctuations were Warner Brothers, which had a heyday on ABC-TV with its cycle of westerns and action-adventure series a few years ago but this past year had scant network success, and Danny Thomas Enterprises, which has grown steadily and is set with four shows in the 1964-65 schedule (For a company-by-company listing of 1964-65 network production, hours and the extent of gains or losses, see story page 29.)

A company with a resounding hit,

They sold networks 23 hours of weekly prime-time programs



Mr. Mitchell



Mr. Shupert



Mr. Burns



Mr. Glenn



Mr. Werblin

Most successful in selling prime-time series to the three networks for the 1964-65 season were these five top sales executives. On the record as it stands today their production firms are responsible for 23 hours of weekly network time next year. The companies producing the shows

and the top salesmen responsible for selling them to the three networks are David A. (Sonny) Werblin, president of MCA TV, sales arm of Revue Studios; John Burns, vice president in charge of sales for MGM-TV; George T. Shupert, vice president for sales, Twentieth Cen-

tury-Fox TV; John Mitchell, vice president, national sales, Screen Gems, and Norman W. Glenn, executive vice president, programming, United Artists Television. Production companies they represented were the leading creators of network shows set for next year.

HOW THEY'LL SPLIT THE \$10 MILLION continued

such as Filmways with *Beverly Hillbillies*, can parlay the success into other series—Filmways will have three on the air next fall. In contrast, Desilu Productions is dropping from three shows to one, with *The Lucy Show* back but not *Greatest Show on Earth* and *Glynis*.

While the ups and downs are often unaccountable, some agency program sources feel that the performance of production companies in "following through" on their series—not only producing excellent pilots but making sure that each episode comes up to the pilot's standards—is becoming increasingly important in generating and maintaining the "up" momentum. Several agency sources noted that both networks and agencies are paying more and more attention to the selection of a series' executive producer and producer as well as the director and writer.

Hired Talent ■ "For instance," one executive said, "this year 20th Century-Fox has hired new people with lots of talent. I think this accounts to a large degree for Fox's upsurge."

Both "ups" and "downs" are sometimes traced to psychological factors: If a company gets hot, its success attracts more buyer interest. If it has a protracted run of bad luck, however, the psychological influence can speed its downhill slide. As one agency man put it, "networks and agencies tend to lose confidence in companies that come up with few winners over a period of time."

The one production company that better than any other seems to withstand the vicissitudes of time and the network planners is Revue Studios. It remains consistently and indisputably the kingpin of the prime-time network suppliers.

For 1964-65 Revue and its associated

producers will be responsible for nine hours of programing a week on the three networks—more than twice the amount of either of the runner-up companies, MGM-TV and Fox TV. Revue's total is a half-hour more than in 1963-64, when it led with 8½ hours, but is considerably short of its peaks of former years. In 1957-58, a total of 13½ hours of weekly programing originated from Revue, and in 1962-63 the

Cubans on 'Today'

NBC-TV said its May 20 *Today* show featured exclusive films of Cuban exiles undergoing special military training at a secret base in Central America.

The films were taken by NBC News cameraman Gene Broda, who, along with correspondent Richard Valeriani, discovered the base, and, after several days of discussions, finally were permitted by the commander of the Cuban unit to photograph the operation providing no names or faces were used.

The films were used on the *Today* program after they arrived in New York only an hour beforehand.

total was 11½ hours.

Star Customer ■ Much of Revue's output traditionally is placed with NBC-TV, and this fall will be no exception. Six Revue programs will be on NBC-TV, three on ABC-TV and one on CBS-TV.

Only one Revue-produced series will not return from the current season—*Arrest and Trial*. Seven others will be

back, plus three new ones.

Agency men seeking to pinpoint the basic reason for Revue's continuing success sometimes wind up with an assessment that comes down to this: "Revue is a highly professional organization that knows 'what the common man wants'—and accordingly produces programs that get ratings."

MGM-TV shares the runner-up spot with Fox TV in 1964-65 with four hours a week of network shows, though MGM slipped from its perch of five and a half-hours for 1963-64. Until the last three years, MGM-TV had not been a consistently strong factor in the network area, so its performance since then has represented a turn-about. Four of its programs from 1963-64 have been dropped—*Eleventh Hour*, *Harry's Girls*, *The Lieutenant* and *Jaimie McPheeters*.

Screen Gems is another example of the cyclical nature of the network programing business. SG sold a total of two hours of prime-time shows to the networks in 1957-58 but steadily increased its share until by 1962 its programs aggregated six hours of weekly network time. By 1963-64 the figure had dropped to four hours and for 1964-65 it will decrease to three hours. SG's number of programs drops from seven to six. Four of its current shows have been renewed for next season and three have been dropped—*Grindl*, *Redigo* and *Route 66*.

Warner Unchanged ■ Warner Brothers will have two network programs next fall—both on ABC-TV—for one hour of time, the same figure as this season. The veteran one-hour *77 Sunset Strip* is being dropped and WB is substituting two half-hour series—*No Time for Sergeants* and *Wendy and Me*.

Desilu and Four Star, companies that often are considered "major" television producers though not affiliated with large motion picture studios, have not made appreciable strides in the past few years.

Desilu goes from three programs to one, while one of Four Star's three has been renewed—*Burke's Law* on ABC-TV and a new program *The Rogues*, being introduced on NBC-TV.

United Artists Television goes into 1964-65 with four programs on the networks, the same as this season, though the time it will represent (three hours) will be down 30 minutes weekly from 1963-64. Three of its current shows have been renewed and it adds a half-hour production, *Gilligan's Island*.

Independent companies generally, though not unanimously, have made gains for the fall. Such organizations as Filmways, Danny Thomas Enterprises, Jack Chartok, Bing Crosby Productions and particularly Richelieu Productions have expanded their representations on the networks. Plautus

TvQ's April report by age

Rank	Program	Total Audience TvQ	Age Groups				
			6-11 TvQ	12-17 TvQ	18-34 TvQ	35-49 TvQ	50+ TvQ
1	Bonanza (NBC)	56	67	70	49	49	54
2	Beverly Hillbillies (CBS)	53	84	64	45	42	49
3	The Fugitive (ABC)	48	39	52	59	44	42
4	Disney World of Color (NBC)	46	68	54	38	37	44
5	Andy Griffith (CBS)	44	62	40	37	43	45
5	Combat (ABC)	44	63	54	39	38	34
7	Dick Van Dyke (CBS)	42	62	50	40	38	32
7	Red Skelton (CBS)	42	71	41	34	36	41
9	Saturday Night Movies (NBC)	41	42	49	43	37	35
10	Gunsmoke (CBS)	39	53	36	30	35	47

Copyright Home Testing Institute, Inc., 1964

The TvQ rating is percentage of those familiar with a program who term it one of their favorites

Here's how production firms divided fall's network shows

Revue Productions again leads the list of production companies obtaining prime-time slots on the networks for 1964-65. The following compilation shows the programs and number of weekly hours for each company and compares the hourly totals with those for the fall of 1963 (feature films and irregular programs are not included).

Revue: *The Virginian*, *Kraft Suspense Theater*, *Bob Hope Show*, 90 *Bristol Court*, *Jack Benny Show*, *Alfred Hitchcock Hour*, to NBC-TV; *Wagon Train*, *Broadside*, *McHale's Navy* to ABC-TV; *The Munsters* to CBS-TV. Total: nine hours. Up one-half hour from last season.

MGM-TV: *Mr. Novak*, *Dr. Kildare*, *The Man From U.N.C.L.E.*, *Flipper*, NBC-TV; *Many Happy Returns*, CBS-TV. Total: four hours. Down 1½ hours.

20th Century-Fox TV: 12 *O'Clock High*, *Voyage to the Bottom of the Sea*, *Peyton Place*, ABC-TV; *Daniel Boone*, NBC-TV. Total: four hours. Up four hours.

Screen Gems: *Hazel*, NBC-TV; *The Flintstones*, *Donna Reed Show*,

Bewitched, *Johnny Quest*, *The Farmer's Daughter*, ABC-TV. Total: three hours. Down one hour.

United Artists TV: *The Fugitive*, *Patty Duke*, *Outer Limits*, ABC-TV; *Gilligan's Island*, CBS-TV. Total: three hours. Down one-half hour.

Bing Crosby Productions: *Bing Crosby Show*, *Ben Casey*, ABC-TV; *Slattery's People*, CBS-TV. Total: three and a half hours. Up one-half hour.

Danny Thomas Enterprises: *Walter Brennan Show*, ABC-TV; *Bill Dana Show*, NBC-TV; *Gomer Pyle*, *USMC*, *Andy Griffith*, CBS-TV. Total: two hours. Up 30 minutes.

Plautus Productions: *The Defenders* and *The Nurses*, CBS-TV. Total: two hours. Down one hour.

Four Star Productions: *Burke's Law*, ABC-TV; *The Rogues*, NBC-TV. Total: two hours. Down one half-hour.

Richelieu Productions: *Cara Williams Show*, *The Reporter* and *Baileys of Balboa*, CBS-TV. Total: two hours. Up two hours.

Filmways: *Beverly Hillbillies*, *Petticoat Junction*, CBS-TV; *Addams*

Family, ABC-TV. Total: one and one-half hour. Up one-half hour.

Goodson-Todman: *What's My Line*, *To Tell the Truth*, *Password*, CBS-TV. Total: one and one-half hour. Down one and one-half hours.

Warner Brothers Television: *No Time for Sergeants*, *Wendy and Me*, ABC-TV. Total: one hour. Same as last year.

Jack Chertok Productions: *My Favorite Martian*, *Living Doll*, CBS-TV. Total: one hour. Up one-half hour.

Desilu: *The Lucy Show*, CBS-TV. Total: one-half hour. Down one and one-half hours.

In addition, the following programs are owned and controlled by the networks themselves:

CBS-TV: *Gunsmoke*, *Perry Mason*, *CBS Reports*, *World War I*, *Rawhide*. Total: four and one-half hours. Down one-half hour.

Selmur Productions (owned by ABC): *Combat*, *Mickey*. Total: one and one-half hours. Up half hour.

NBC-TV Productions: *Bonanza*, *Kentucky Jones*. Total: one and one-half hours. Up one-half hour.

Productions, on the other hand, has dropped one series, *Espionage*, but continues with *The Nurses* and *The Defenders* for next season.

Pilots may put Plautus in Hollywood

Two New York-based TV programs were being produced in Hollywood last week—*The Defenders* and *The Nurses*. But the visit turned out to be a one-show only operation and everybody concerned will return to New York this week.

However, Plautus Productions, producer of the two series, intends to be back in Hollywood this summer to make pilots for four new series which, if sold, will be produced in the film capital.

"New York just doesn't have the facilities we'd need for these shows," Arthur Joel Katz, executive vice president of Plautus and producer of *The Nurses*, said in Hollywood last Tuesday (May 19). He noted that one of the proposed programs, *DE 273*, is set on a destroyer escort in action during World War II and asked, "where in

New York could we find a place to produce this?" In Hollywood, he noted, "the tank on the Paramount lot will give us exactly what we need."

The cross-country trek of the production crews of *The Defenders* and *The Nurses* was the result of a strike of New York local 829 of the United Scenic Artists Union against the East Coast TV Series Producers Association, of which Plautus is a member. These programs, the only East Coast series still in production for the current season, were accordingly moved West for as long as might be necessary. Settlement of the strike on May 15, after a two-week work stoppage (BROADCASTING, May 18), permits these series to return to New York.

Complications ■ Asked why not stay permanently in the West, Mr. Katz said the people working on the two series all live in New York; their children are in school there; to move the productions away would be very disrupting and, now that the strike has been settled, such a move is not necessary.

The four pilots which Plautus will make this summer in Hollywood include three one-hour programs and one two-hour anthology series which, after its TV showing, can be put into theatrical distribution, Mr. Katz said. Reminded of the failure of Revue Studios

to produce two-hour TV programs acceptable to NBC-TV, he said, "we think we know how to do it." Plans are being made to produce 26 of these two-hour shows in the initial series.

The other proposed series are: *Coronet Blue*, an adventure series written by Larry Cohen; *The Scientist*, a dramatic series based on the exploration of new frontiers in science, created and written by Al Rubin, and *DE 273*. There are as yet no network commitments for any of the new programs, Mr. Katz said, adding that because of the close relationship between Plautus and CBS-TV, which broadcasts both *The Defenders* and *The Nurses*, that network would probably be given first chance at them.

'Mickey Mouse' expands

Buena Vista Distribution Co., New York, which handles the distribution of Walt Disney Productions' syndicated *Mickey Mouse Club*, announced last week that it will "expand" the program—formerly on network TV—by featuring "a number of fresh and exciting personalities" next season.

It said 64 new segments have been filmed. More than 100 stations carry the program.

SRO signs being hung at the TV networks

CBS-TV leads in reported prime-time fully sold shows with 21; ABC-TV has 14, NBC-TV has 11

some radio
salesmen
have too much
to do



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

Metro Radio Sales

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

CBS-TV is in a sold-out position in 21 of the 34 weekly prime-time shows for next season. The fall sales situation at the other networks is less clear, but it is known that ABC-TV now has 14 programs fully sold and NBC-TV at least 11—in addition to partial sales and a number of contracts that, at all networks, are being kept undisclosed for competitive or other reasons.

According to reports available last week, the 21 CBS-TV programs already fully sold represent 13½ hours. The remaining 13 programs account for 10½ hours, but all except two programs, *CBS Reports* (Wednesday, 7:30-8:30 p.m.) and *The Great War* (Tuesday, 8-8:30 p.m.), have at least some sponsorship. The count of programs and hours covers the 7:30-11 p.m. periods.

On Sunday, *Living Doll* and *Joey Bishop* at 9 and 9:30 respectively, are half sold—the former to American Tobacco and *Bishop* to Bristol-Myers. All of the Monday lineup has full sponsorship except *Slattery's People*—a new entry at 10-11 p.m.—which, nonetheless, has Drackett, Philip Morris and Miles Laboratories apparently lined up as advertisers. It still has time open.

Red Skelton (Tuesday, 8:30-9:30) is sold out as is *Petticoat Junction* at 9:30-10. Each end of the night, however, has holes—in *The Great War* preceding *Skelton* and in *The Nurses* (10-11). Latter has considerable time available, though it has Brown & Williamson for an alternate weekly half-hour and Noxzema for a one-minute weekly participation.

Except for *CBS Reports*, which has its usual slowness in attracting advertisers at this early period in the selling season, Wednesday night is a sell out. Thursday has two out of five programs with time still available: *The Munsters* at 7:30-8 and *The Defenders* at 10-11 (though the latter program has only 15 minutes open). Friday's new *The Entertainers* at 8:30-9:30 is sold out as is the next half-hour's *Gomer Pyle*, *USMC*. *Rawhide* at 7:30-8:30 and *The*

Reporter at 10-11 have some advertisers, but also have time available.

Saturday has the most programs partially available of any night on the CBS schedule, though *Gunsmoke* at 10-11 is fully accounted for.

Details on the other networks' sales pace are more difficult to come by.

NBC Sales — NBC-TV already has blocked out as fully sold to advertisers these 11 shows: *Walt Disney*, *Bill Dana* and *Bonanza* (all on Sunday); *Bell Telephone Hour* (Tuesday, 10-11 p.m.); *Wednesday Night at the Movies*; *Hazel* and *Kraft Suspense Theater* on Thursday; the *Bob Hope Show*, *Jack Benny* and *Jack Paar* on Friday and *Saturday Night at the Movies*. Nearly half of these shows have a single advertiser; they include Kraft Foods, Chrysler Corp. (*Bob Hope*), Chevrolet (*Bonanza*), the Bell System, and Procter & Gamble (*Bill Dana*).

Mr. Novak, *International Showtime* and *Dr. Kildare*, all established shows on NBC, are reportedly virtually SRO. *Jack Benny*, which moves from CBS-TV, has Miles Labs and State Farm Mutual Insurance; Gillette has placed considerable business on the Wednesday two-hour movie block—its purchase represents one hour a week: Chevrolet has half of the new *Man from U.N.C.L.E.* (Tuesday, 8:30-9:30), Timex has half of *Kentucky Jones*, Libby, McNeil & Libby has half of *Mr. Magoo*; Mattel Toy has half of *Flipper* (all Saturday).

In other sales reported, Coca-Cola and Gerber Foods are in *90 Bristol Court*, a new 90-minute situation comedy of three 30-minute segments on Monday (7:30-9) and Liggett & Myers that same night has half of *Alfred Hitchcock* at 10-11.

American Tobacco has two minutes in each of the movie blocks (Wednesday and Saturday nights) and a third of *The Rogues* at 10-11 on Sunday; Colgate-Palmolive and Glenbrook Labs have participations in *Dr. Kildare*; Speidel is in *TW3*. National Biscuit has less than a third and Miles Labs is a participant in *The Rogues* which is

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- ⇒ Renewed through 1970 in Los Angeles
- ⇒ Renewed through 1966 in New York

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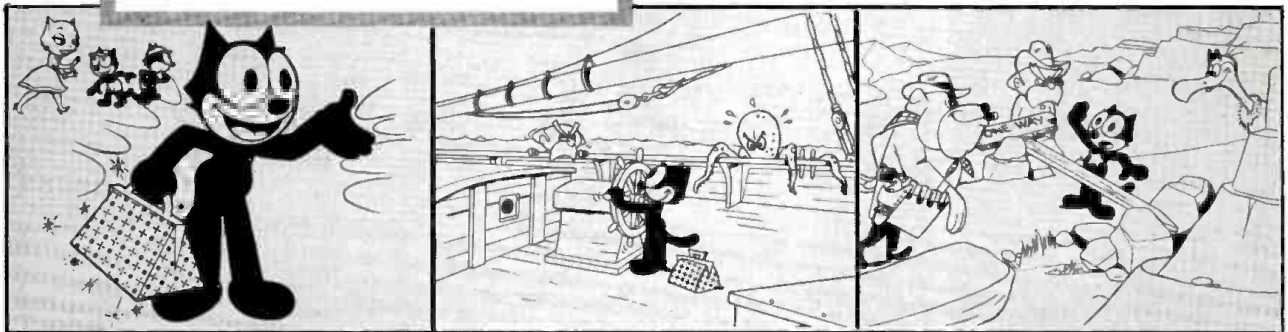
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BROADCASTING, May 25, 1964

virtually SRO. The show with the most time available is NBC-TV's *Daniel Boone*, one of a few programs with less than half of its time now committed.

Last week NBC-TV reported that Block Drug Co. had bought participations in *Paar*, *International Showtime* and the *Johnny Carson Show* in addition to *The Huntley-Brinkley Report* (Monday-Friday, 7-7:30 p.m.).

ABC's Picture ■ ABC-TV was reluctant to pinpoint advertisers for the new season. It—like the others—has a number of sales it is not ready to disclose fully. Armour business representing an estimated \$5.5 million for 1964-65 is reportedly in this category.

Earlier reports have indicated that ABC-TV's *Donna Reed Show* is sold out (Campbell Soup and Singer Co.), as are *Bewitched* (Quaker Oats and Chevrolet), *Bing Crosby Show* (Lever Bros. and Lincoln-Mercury), *Lawrence Welk Show* (J. B. Williams, Whitehall and Block Drug and other participations); *Ozzie and Harriet* (American Gas and Colgate); *My Three Sons* (Quaker Oats and Hunt Foods), *Peyton Place—Part Two* (Brown & Williamson, Clairol and Contac); *Broadside* (Consolidated Cigar and Contac); *Farmer's Daughter* (L&M and Clairol); *Combat*, *McHale's Navy* (R. J. Reynolds, Oldsmobile and Warner-Lambert); *Fugitive*, *Patty Duke Show* (Breck, Sterling Drug and General Mills), and *No Time for Sergeants* (L&M and Schick).

Previous reports placed Consolidated Cigar and Oldsmobile in *Wendy and Me*; American Tobacco in *Walter Brennan Show*; Clairol in *Peyton Place—Part One*, and Pepsi-Cola in *Jonny Quest*. ABC-TV has refused, however, to corroborate these reports.

SRO ■ On CBS-TV, here are the sell-out positions, showing advertisers and the programs sold: Kellogg and Toni in *My Favorite Martian*; Whitehall, Lever and P. Lorillard in *Ed Sullivan Show*; Bristol-Myers and Lever in *Candid Camera*; J. B. Williams, American Tobacco and Kellogg in *What's My Line?*; R. J. Reynolds and Whitehall in *To Tell the Truth*; Toni and General Foods in *I've Got a Secret* and General Foods in *Andy Griffith Show*; Lever and General Foods in *The Lucy Show*; General Foods in *Many Happy Returns*; Lever, Whitehall, and Alberto-Culver and Philip Morris in *Red Skelton Hour*.

Also, Procter & Gamble in *Petticoat Junction*; Kellogg and R. J. Reynolds in *The Beverly Hillbillies*; P. Lorillard and P&G in *Dick Van Dyke Show*; General Foods and P&G in *Cara Williams Show*; Armstrong, American Motors and Ralston in *Danny Kaye Show*; P&G, Sterling Drug, American Tobacco and Bristol-Myers in *Perry Mason*; R. J. Reynolds and Bristol-Myers in

Password; Reynolds Metals and Philip Morris in *The Baileys of Balboa*; Alberto, Philip Morris, General Foods and Noxzema in *The Entertainers*; General Foods in *Gomer Pyle*, and Whitehall, P&G and American Tobacco in *Gunsmoke*.

Faults found in Geritol ads

FTC examiner cites truth deficiencies in therapeutic claims

A Federal Trade Commission hearing examiner last week ordered J. B. Williams Inc., New York, to "stop making false therapeutic claims" for its Geritol line. The order was contained in an initial decision and is not final. Wil-

liams said it will appeal to the full commission and to the courts if necessary.

Examiner Abner E. Lipscomb said few people in the U. S. have iron and vitamin deficiencies—the famous "tired blood"—and still fewer suffer from tiredness, etc., because of such deficiencies. Mr. Lipscomb's order said effectiveness claims for Geritol liquid and tablets in the future must be restricted to the symptoms that might be helped by the contents of Geritol. The order also stated that its advertising must clearly show that these symptoms usually have other causes outside of Geritol's effectiveness.

Mr. Lipscomb also found several other advertising claims for Geritol misleading or false. The Williams house agency, Parkson Advertising Agency Inc., New York, was also cited in the order.

The admonition in Geritol's advertising to "check with your doctor" for "iron-poor blood" also was sharply criticized by Examiner Lipscomb. He charged that Williams admitted spending 90% of its advertising budget in television and the remaining 10% in print, leaving nothing for ads directed to the medical profession. "If respondents really expected consumers to consult their physicians . . . it would seem reasonable that respondents would have devoted some of their advertising budget to convince the medical profession of the merits of Geritol," Mr. Lipscomb said. The implication of the advertising, he said, was that "the consumer need merely buy Geritol and wait for the promised improvement."

Williams, meanwhile, was "amazed" by Mr. Lipscomb's findings. The firm said the decision "completely disregards the testimony of internationally recognized medical experts who have stated that Geritol is a safe and effective treatment for tiredness due to iron deficiency."

According to the Television Bureau of Advertising, Geritol's TV advertising for 1963 was \$171,229 in spot and \$3,921,500 in network.

NL&B realigns department

Needman, Louis & Brorby, Chicago, last week reported it has reorganized its creative department into three client group divisions, each of which integrates copy, art and broadcast functions.

The reorganization was made by Curtis Berrien, executive vice president of creative services, who rejoined the agency earlier this year. The heads of the three new divisions are Albert A. Klatt, creative director, and Harold Kaufman and Donald J. Dickens, both associate creative directors.



'Lem' for 'ReaLemon'

The "ReaLemon Reel," performed by an animated cartoon character named Lem, will publicize products of Chicago's ReaLemon Co. on 21 TV stations in 15 markets beginning today (May 25). Lem will appear in 1-minute and 20-second spots. Another animation, "The Sweeper," will be featured in 10-second ID's. ReaLemon is using the Reel's soundtrack for 30-second spots running at the rate of 30 a week on 232 CBS Radio stations.

Jam Handy, Detroit, produced the commercials. ReaLemon advertising is handled by Lilienfeld and Co., Chicago.

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WCKT is recognized, too, for its tremendous audience . . . over 2,000,000 residents of South Florida PLUS A BONUS NATIONAL MARKET of over 5,000,000 annual visitors from all over the country.

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Is young adult a market myth?

Burnett's Dr. Banks cites new consumer spending data which indicates the young adult family is over-rated as the primary target for marketers

Is the so-called "young adult" family over-rated as the prime marketing target?

Possibly yes, based on preliminary study of new consumer spending data recently released by the Bureau of Labor Statistics, according to an agency research specialist, Dr. Seymour Banks, vice president of Leo Burnett Co., Chicago. He spoke Friday in Toledo before the Ohio Association of Broadcasters.

The prime market targets may really be the head-of-family age 35-to-44 and 45-to-54 groups, he indicated, in which family size and income tend to hit their respective peaks.

He urged formation of a committee to recommend research into the best way of using the data gathered by the BLS during its Survey of Consumer Expenditures for 1960-61.

This survey was conducted in 66 cities chosen to be representative of all urban places in the U. S., Dr. Banks explained. Approximately 10,000 families and single consumers were asked to recount their expenditures for items of food, housing, clothing, medical and personal care, transportation and other things used in daily living. Ultimately the data will be reported in considerable detail but for the present Dr. Banks confined his study to 11 broad classifications of expenditures.

Young Vs. Old ■ Dr. Banks said that the new data on family expenditures when observed on the basis of age of family head appear to refute the popular assumption which highlights the young household. "In fact," he observed, there is "similarity in total spending levels by product category among the 25-34 and 55-64 groups for insurance, food, tobacco, alcoholic beverages and personal care items."

The BLS data, Dr. Banks said, shows that with one exception (household furnishings and equipment) "families where the head of household is between the ages of 35 and 54 purchase at higher rates than do the younger families."

Dr. Banks reported that his initial study of the new data also shows that another broad assumption comes through with a few holes in it but not quite so badly as the "young" family theory. This is the assumption that the

bigger families buy more than do the smaller families.

He observed that the new data show that "although expenditures rise as we move from the single person to the 3-to-5 person households, expenditures in eight of the cases drop when we move on to the families containing 6-or-more persons." This last group, he noted, tends to be more nonwhite and with lower income.

One broad assumption—the higher their income, the more people buy—



Burnett's Banks
Are buyers aiming right?

stands up pretty well under the new data, Dr. Banks said.

Dr. Banks noted that the BLS information shows important interrelation of three elements of demographic data—income, family size and age of household head. He suggested that "we might increase the benefits of such data by dealing with them in clusters—say income and presence of children. This type of classification scheme is known as life cycle typologies."

Recalling a study by M. M. David in the December 1962 issue of the *Journal of the American Statistical Association* which used various family and economic data in an effort to predict purchases, Dr. Banks observed that the study indicates "that no single aspect of demographic data is universally applicable."

Age Vs. Marital Status ■ Dr. Banks

said it seems that while "age of family head is significant for furniture and housing, marital status is more significant for the purchase of automobiles. Family size affects the purchase of washers and dryers but not the purchase of TV sets, stoves and refrigerators."

The BLS has a committee of experts from outside the government to examine special studies drawn from the study of consumer expenditures, Dr. Banks said. The agency also has asked budget funds for special tabulations.

"Although it is not possible for the bureau to initiate any special research work until their general purpose tabulation program is completed in 1964," Dr. Banks continued, "they are not adverse to someone now developing a detailed research proposal. I would like to suggest such a committee be formed to recommend research into the best way of clustering demographic data."

Dr. Banks felt that a "substantial advance in our evaluation of audiences can come from additional data." He also felt that "the demographic way of looking at audiences can be improved by research."

In his opinion, "In three to five years, we can move from these one-way slices to cross-tabulation or life-cycle stages."

However, Dr. Banks said, "since the results of this research are not going to be available for several years, let's go ahead with our current data. We will all benefit considerably from the availability of good demographic data for broadcast audiences on a local as well as on a national scale."

Dr. Banks dream: the day when the ideal rating report will read, "8:30 p.m.—station KXXX—25,000 cases of ready-to-eat cereal, 10,000 quarts of beer and 25,000 cartons of filter cigarettes; station WYYY—30,000 cases of ready-to-eat cereal, 8,000 quarts of beer and 32,500 cartons of cigarettes."

Tobacco research approved

A \$1.5 million research project to make cigarette smoking safe was included in a \$5.2 billion agriculture appropriation bill approved by the House and sent to the Senate last Wednesday (May 20).

Congressmen from tobacco-growing areas, however, said this appropriation was no substitute for a large project they are backing. A measure to provide more than \$10 million in federal funds for tobacco research has been tied up in the House Rules Committee (BROADCASTING, May 18).

What's radio done for you lately?

...besides giving you the first results and political significance of the Oregon primary,

keeping you company on that long weekend drive,

alerting you to a possible 3 for 1 split on the stock you've considered buying.

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

●● ABC OWNED RADIO STATIONS ●●

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

Radio...one of the good things about America

●● ABC OWNED RADIO STATIONS ●●

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

Liquor ads have unsteady future

Alcohol control group joins distillers, NAB, against WQXR's liquor ad plans

Broadcasters and distilled spirits manufacturers received a fresh reminder last week that broadcasting hard liquor advertising is frowned on.

The National Alcoholic Beverage Control Association Inc., whose member states account for almost \$1.3 billion in liquor sales annually, made public a resolution adopted by its board which calls on distillers not to advertise on radio and television.

The resolution was, short of congressional action, "the most important development on the whole subject," Robert W. Coyne, president of the Distilled Spirits Institute, said Thursday (May 21).

Adoption of the resolution puts the beverage control association in line with views of the distillers association and the National Association of Broadcasters, both of which have recently reaffirmed their belief in their own self-regulatory codes, which prohibit broadcast advertising for hard liquor products.

Meanwhile, WQXR New York, which set off the controversy when it announced last March that it would accept liquor ads after 10:30 p.m. daily except Sunday, has not reversed this decision. However, two distillers which had planned to advertise hard liquor on WQXR have settled for institutional advertising or liqueur promotion.

Moreover, WQXR apparently would carry hard liquor ads if it had time available, according to a letter written to Representative Oren Harris (D-Ark.). The letter, dated March 30 but released only last week, answered a series of questions about the WQXR advertising policy which the congressman put to the station in a letter he wrote March 23 and made public at about that time (BROADCASTING, March 30).

In his reply to Representative Harris, chairman of the House Commerce Committee, WQXR's executive vice president and general manager, Elliot M. Sanger, said, "We would hope that the action of our station, which occupies an almost unique position in radio, should not cause Congress to be concerned at this time." An antiliquor ad bill had just been introduced in the Senate and Representative Harris had inquired whether Mr. Sanger thought WQXR's

new policy might not bring on restrictive legislation and whether he believed self-regulation had any merit. To the latter question Mr. Sanger said he favored self-regulation and said broadcasters are best able to determine their own advertising policies.

Another exchange of letters followed in which, it was also learned last week, Mr. Sanger explained just what WQXR's liquor sponsors were doing with the time they had purchased in March. McCosson & Robbins is advertising wine and liqueurs, he said, and Schenley Industries Inc. "is using the time for goodwill advertising for the company without reference to any specific brand name."

And, Mr. Sanger continued, "the station's policy [to accept hard liquor advertising for broadcast in late evening time] is the same as was originally announced."

In other comments to Representative Harris, Mr. Sanger wrote:

- Hard liquor advertising on the air should be handled with discretion, as WQXR has done.

- "We think it is difficult to have industrywide rules," he said when asked whether WQXR's hard liquor policy should be made "industrywide criteria." He felt that, "Each station must assume the responsibilities of management and decide what is best for the station and community it serves."

- WQXR believes self-regulation by individuals in broadcasting is "preferable to restrictive legislation or government regulation."

- The station's liquor ad policy was made for itself and not "as a general rule to be followed by the industry."

Mr. Sanger also emphasized the importance of "the manner in which the advertising is handled and the context of the commercial announcements."

Stomach machine on TV

The Warner-Lambert Pharmaceutical Co., Morris Plains, N. J., through Ted Bates, New York, has started a spot TV campaign for Roloids antacid mints which features a new machine for measuring stomach acid.

According to Warner-Lambert, the "Telemeter" picks up electronic signals from a tiny transmitter swallowed by the patient. The signals are then tracked mechanically on a chart. The Roloids spot TV campaign is in major markets in the eastern U. S.

Clutter subject of code meeting

NAB's Code Review Board may act to limit program credits and billboards

A wide-ranging discussion of the "clutter" problem on television occupied a portion of the first day's agenda of the Television Code Review Board, meeting in Washington last Thursday and Friday.

The board was expected to take some action on Friday (May 22) to inhibit the amount of time taken up by program credits and billboards. It has under consideration a proposal by Code Director Howard H. Bell that credits be limited by counting all or part of them against the commercial time maximums in the TV Code.

Any action of the TV Code Review Board must be approved by the television board, which is scheduled to meet in Washington next month.

At its meeting last Thursday, the review board:

- Supported Mr. Bell's proposal that a scientific advisory committee be appointed to assist the code authority in passing on commercials claiming scientific validity. The committee will be named soon.

- Heard George L. Bartlett, manager of the engineering department of the National Association of Broadcasters, report that the question of loud commercials will be "re-examined" to take into account present day techniques and practices.

- Approved expansion of the New York code office by authorizing the hiring of two additional editors, one senior and one junior.

- Approved details of the "Zeal for Seal" campaign which is designed to acquaint the public with the meaning of the code.

In addition to the clutter problem, the board heard reports on government affairs, cigarette advertising, monitoring, code membership, a central commercial clearance office, research projects and piggybacks.

Also to be examined is a system of handling and processing complaints and violations.

The system is designed to inform subscribers, agencies and advertisers of the steps to be followed by the code authority. It will also indicate which elements will be made public.

A \$1 billion year in radio's future?

RAB'S ED BUNKER PREDICTS IT WILL HAPPEN BY 1967

Ed Bunker, president of the Radio Advertising Bureau, said on a May 17 broadcast that radio has a "glowing, glittering" future, predicting that it will become a \$1 billion business by 1967.

Mr. Bunker discussed a wide range of topics while appearing before a panel of newsmen on WABC New York's *WABC Radio Press Conference*. He noted that radio broadcasters handled \$700 million in business during 1963, and he said that radio's popularity is growing rapidly—taking back ground lost to television during the early years of the newer medium.

Of radio's progress he said: "We are very, very healthy and we're growing at an increasing, and accelerated rate, at the moment." He also predicted a suc-

cessful future for FM.

quarters that it is all right to advertise a product that can be sold legally. Mr. Bunker said the RAB's stand on cigarette commercials is that each advertisement should be considered individually on its own merits. He also expressed the opinion that the cigarette industry's self-regulatory code for advertising will cause some changes in commercial placement but have little effect on announcement content.

Improved Measurements ■ Mr. Bunker said that there is a great need for improvements in current methods of radio audience measurement. He said ratings are being overused and/or used incorrectly. He predicted that radio research of the future will deal more with demographic characteristics. He



Ed Bunker (l), RAB president, was questioned on the state of radio and its future on WABC New York's 'Radio Press Conference' by (r to l) Joseph

Kaselow, 'New York Herald Tribune'; Al Salerno, 'New York World-Telegram', and Hal Neal Jr., president of ABC-owned radio stations.

cessful future for FM.

On a more somber note, Mr. Bunker said that the number of radio stations in the U. S. has reached a "super-saturation" level with about 5,000 (AM and FM) outlets. "I'd like to think that our economy can take care of these some day, but at the present time it's not doing it. I mean on the record, a good many stations are losing money." He stressed, however, that the key to station success is the "human element."

Discussing the controversial subjects of cigarette and liquor advertising, Mr. Bunker said he thinks that the guiding forces in these issues will be moral and legal, rather than financial. He noted that there is strong opinion in many

stressed that it is not enough to know how many people are listening, and he added: "What you have to know is who they are, relate them back as individuals who are doing the listening, because no longer do households listen to radio." He also said that future radio research will probably cost much more, but will "bring many-fold the monetary rewards."

Mr. Bunker said broadcasters should try to avoid commercial clutter, because a station's advertising loses its impact if it is too crowded on the program schedule. He said he thinks the clutter on radio is less irritating than that on television, because "radio doesn't demand 100% of people's at-

ention."

In response to a question on radio programming, Mr. Bunker said there is a growing trend by radio stations to change their format in an attempt to reach new segments of the audience. He noted that many stations have been forced by competition to turn to a specialist format that appeals to a particular group of listeners.

Mr. Bunker also stressed radio's sales punch and new "golden age" in a speech last Tuesday (May 19) to the Advertising Club of Washington, which was celebrating Radio Day.

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.

FilmFair, 1040 North McCadden Place, Hollywood 38.

California Oil Co., Denver (Chevron stations); two for TV, live and animation on film. Agency: White & Shuford, Denver.

Max Factor & Co., Hollywood (cosmetics); one for TV, live and graphics on film. Placed direct. First National Bank of Chicago, Chicago (banking); three for TV, animations on film. Agency: Foote, Cone & Belding, Chicago.

McDonald Systems Inc., Chicago (drive-ins); two for TV, live on film. Agency: Tilds & Cantz, Los Angeles.

Abbott Laboratories, North Chicago (Sucaryl); two for TV, live on film. Agency: Tatham-Laird, Chicago.

Colgate-Palmolive Co., New York (Soaky soap); one for TV, live and animation on film. Agency: Ted Bates, New York.

Goodyear Tire & Rubber Co., Akron, Ohio (tires); one for TV, live on film. Agency: Young & Rubicam, Los Angeles.

Chicago Tribune, Chicago (newspaper); three for TV, live on film. Agency: Foote, Cone & Belding, Chicago.

Champion Papers Inc., Hamilton, Ohio (paper); one for TV, live, animation, stop motion on film. Agency: Needham, Louis & Brorby, Chicago.

Southwestern Bell Telephone Co., St. Louis (telephone); five for TV, animation on film. Agency: Gardner Advertising, St. Louis.

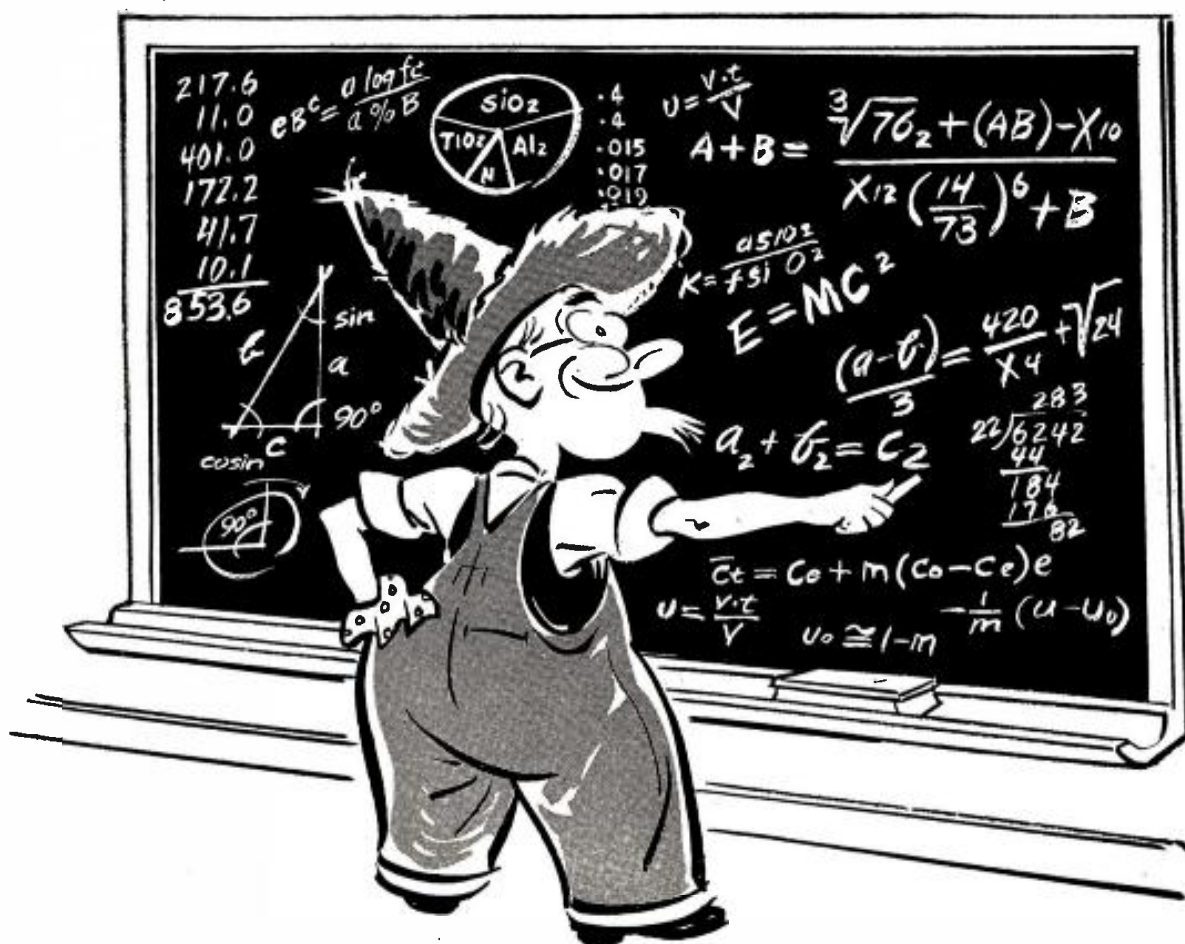
Pepper Sound Studios Inc., 51 South Florence, Memphis 4.

Life Service Stations, Salt Lake City (service station); one 60 for radio, jingle. Hub Atwood, production manager. Agency: Bench Advertising, Salt Lake City. Robert L. Young, account executive.

Associated Brewing Co., Detroit (Pfeiffer beer); three 60's for radio, jingle. Bud Smalley, production manager. Agency: Simons-Michelson Co., Detroit. Mort Zieve, account executive.

Niagara Cycle Massage, Saginaw, Mich.; one 60 for radio, jingle. Gerald Clement, production manager. Placed Direct.

Aqua-Pens, Salt Lake City; one 60 for radio, jingle. Ernie Bernhardt, production manager. Agency: Bailey and Associates, Salt Lake City. Arlo Bailey, account executive.



You Ain't Seen NO "Numbers" Until . . .

NATCH, you've already got all the market and rating numbers in your files for the fabulous Fargo-Moorhead area—but there are lots of other figgers that really mean a *great deal* more when you're picking radio stations in this area.

So we've published a little folder that gives a lot of others. Such as the number of awards from our

local Advertising Club, won over recent years—the astonishing number of *people* on our staff—the number in our News Department—the number of adult programs—the number of people in our Farm Department, and other things that explain the *adult* preferences in the great Red River Valley. Ask PGW for a copy!

WDAY

5000 WATTS • 970 KILOCYCLES • NBC

FARGO, N. D.



PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

Let each be judged alone

NAB suggests case-by-case approach to double billing; opposes proposed FCC rules

The National Association of Broadcasters "does not believe there exists any need or justification" for the FCC's proposed rules prohibiting double billing practices.

The NAB opinion took the form of a letter from its president, LeRoy Collins, to the commission. The association suggested that if the FCC has a complaint against "any licensee, the appropriate procedure would be a direct confrontation between the commission and such station on the basic issue of character."

The Georgia Association of Broadcasters, also commenting, took a more mello approach. The GAB said, however, that "we urgently request that any rules adopted against double billing be enforceable against newspapers, distributors, manufacturers and others who can be involved, not just broadcasters."

The commission's proposal would

amend existing rules against double billings to prohibit the presentation of any document that falsely states the amount actually charged by a station for broadcast time (BROADCASTING, March 30). Comments were also asked on the applicability of the proposed rule changes and nine interpretations of practices that would be banned. Comments on the proposal were due today (Monday).

The GAB told the commission in some cases the broadcaster is forced to double bill "to stay competitive rate-wise with the local newspaper or advertisers. . . ." The Georgia association said that it is necessary to take action against the practice, but that it wished the broadcast industry would have done so.

The NAB said it has called the double billing practice to the attention of its members and all licensees "with strong admonitions against" it. But the association said the FCC's "rulemaking impugns the integrity of broadcasting, is unwarranted by the facts, and should be dismissed."

NBC-TV reports new orders

NBC-TV last week reported more than \$4 million in daytime sales, for the 1964-65 season. The network also reported confident response to changes in its daytime schedule and listed 10 major new daytime orders: Derby Foods, through McCann-Erickson, Chicago; Heublein, through Fletcher, Richards, Calkins & Holden, New York; Colgate-Palmolive, through Ted Bates, New York; Block Drug Co., through Sullivan, Stauffer, Colwell & Bayles, New York; National Biscuit Co., through Kenyon & Eckhardt, Bates and M-E, New York; Aluminum Co. of America, through Ketchum, Macleod & Grove, Pittsburgh; Kenner Products Manufacturing Co., through Leonard M. Sive & Associates, Cincinnati; Campbell Soup Co., through Needham, Louis & Brorby, New York; General Foods Corp., through Foote, Cone & Belding, New York; and Brillo Mfg. through J. Walter Thompson, New York.

Business briefly . . .

Champion Spark Plugs, through J. Walter Thompson, Detroit, and **Chrysler International**, through BBDO, Detroit, have purchased sponsorship on WRUL New York to broadcast the Indianapolis 500 mile race on May 30 to Europe, Africa and Latin America.

RCA Electronic Components and Devices, Harrison, N. J., will use a schedule of minute spots on Walt Disney's *Wonderful World of Color* on NBC-TV

Seatbelt schedule

The American Safety Equipment Corp., licensee of Hickok seatbelts, has begun a television schedule in five New York cities promoting children's safety harnesses and auto seatbelts. The campaign, prepared by Norman Brett Associates, Hempstead, N. Y., is noted as the "opening wedge" of American Safety Equipment's extended customer campaign for auto safety products.

Seatbelt sales have been boosted in the past few years by an extensive public service campaign sponsored by the Advertising Council. Television support alone for the traffic safety campaign is estimated to have risen from \$11.8 million in 1961 to \$16 million in 1963.

Culligan on color

Matthew J. Culligan, board chairman and president of the Curtis Publishing Co. and former NBC executive vice president, said last week that he expects color television to expand and eventually attract many categories of advertisers that have not



yet gone into broadcasting.

Mr. Culligan, also a former general corporate executive and director for the Interpublic Group, spoke before the Advertising Club of New York. He said he does not think that the increase in color TV gross time billings will "come at the expense of the print media." Rather, he predicted a bright future for all advertising media.

beginning May 31 and running through the summer. The campaign, aimed at teen-agers, reportedly is the largest TV schedule ever used by RCA to promote its transistor radio batteries. Agency for RCA is J. Walter Thompson, New York.

General Mills, Minneapolis, through Doyle Dane Bernbach, New York, will use a spot and network TV saturation campaign to introduce its new Snacks. The spots, featuring a French theatrical troupe, will be placed on children's and family programs.

Agency appointments . . .

■ **H. H. Meyer Packing Co.**, Cincinnati, appoints Kircher, Helton & Collett Inc., that city, to handle advertising and promotion of Partridge meat products.

■ **Rayette Inc.**, St. Paul, has appointed Smith/Greenland Inc., New York, to handle advertising for Aqua Net hair spray and other hair products.

■ **Gravymaster Co.**, New York manufacturer of instant gravy and seasonings, has appointed Chirurg & Cairns, New York. Gravymaster's media schedule includes spot radio in about six major markets.

■ **Block Drug Co.**, Jersey City, N. J., has appointed Cunningham & Walsh, New York, as its agency for Pycopay toothbrushes, effective July 1. Television billings for the account last year totaled nearly \$400,000.



COUNTRY STORE *Kansas Style*

Like everything in Kansas, it's BIG. The Fleming Company's Topeka food distribution center covers 258,000 square feet. Fleming has 6 such food distribution centers, serving its voluntary grocery chain of 800 supermarkets in 8 states. Sales volume of these stores in 1963 totalled \$428,505,000, up 15.16% over '62. "It's just Mid-America on the grow," says President Ned Fleming.

You can be BIG in Kansas if you come in with a BIG concept—and with the one medium that's big enough to get the job done—WIBW. WIBW RADIO is Kansas #1 Radio Station. WIBW TV gives dominant day and night time coverage in the Fleming "home country." Buy them both and you're IN in Kansas. Ask Avery-Knodel for the BIG picture.



RADIO AM • FM • TELEVISION
Topeka, Kansas

A division of Stauffer Publications
Represented nationally by Avery-Knodel



Agency executives take to the campus

Executives from five Chicago advertising agencies spoke to students of marketing management and radio-TV advertising during a May 12-13 seminar at Indiana University, Bloomington, as a part of the educational services program of the American Association of Advertising Agencies.

(L-r) William Hyer, broadcast supervisor, Foote, Cone & Belding; Alden Grimes, vice president, Campbell-Mithun; Robert Shirey, vice president and general manager, Kenyon & Eckhart; David Lockwood, vice president and executive art director, D'Arcy, and Karl Vollmer, vice president, Young & Rubicam.

NAFMB releases data on auto buyers

FM sales pointers are now being distributed by the National Association of FM Broadcasters to promulgate Pulse data provided NAFMB during the National Association of Broadcasters' convention (BROADCASTING, April 6). A series of research bulletins will be issued on product categories to member stations. The reports also will be made available to advertisers and agencies.

The first bulletin underscores the car buying potential of the FM audience. NAFMB cites Pulse data showing FM homes purchasing 58% of all new automobiles in the 1962 through 1964 model years, and 67% of medium-priced and luxury cars sold in the same period. FM homes, the report states as representing 56.6% of all homes intending to purchase a new car within the next 12 months. The Pulse study, according to NAFMB, was conducted from November 1963 through February of this year in the top 10 markets.

Other Pulse material supplied by NAFMB, whose bulletins are available at its New York office at 45 West 45th

Street, touched on auto ownership at FM homes. NAFMB said the percentage of FM homes owning two or more automobiles — 13.8% — approximates the non-FM homes with no automobiles — 13.3%. In single-car ownership, FM homes represent 57%, non-FM homes 54.3%.

Rep appointments . . .

- WMIN Minneapolis, WMIL-AM-FM Milwaukee, KOAH Duluth, Minn., and KIXX Provo, Utah; Savalli/Gates, New York.
- KOL-AM-FM Seattle and KSJB Jamestown, N. D.; Vernard, Torbet & McConnell Inc., New York.
- WAYS Charlotte, N. C.; WAVZ New Haven, Conn., and WSPR Springfield, Mass.; Robert E. Eastman & Co., New York.
- Wwgo Erie, Pa.: Weed Radio Corp., New York.
- KEZU Rapid City and KGFX Pierre, both South Dakota: Spot Times Sales, New York.
- KSAL Salina, Kan.: Mid-West Time Sales, Kansas City, Mo., as regional representative.

L. A. ad women give their Lulus

Maryellen Flynn, copywriter for Doyle Dane Bernbach, Los Angeles, received a Lulu award from the Los Angeles Advertising Women for a one-minute TV commercial for Laura Scudder's corn chips. It was judged the best TV spot entered in the LAAW's annual competition for the best creations of western advertising women.

The award was made Thursday (May 21) at the organization's 50th anniversary banquet, at which Miss Flynn also was presented with Lulu statuettes for a magazine advertisement for Lawry's spaghetti sauce and an outdoor poster for Orbach's store in La Mirada, Calif. Her three trophies made her the top Lulu-winner of the year.

Janet Boden of BBDO, San Francisco, won two certificates of merit in the local-regional TV class for one-minute and eight-second commercials for MJB coffee. A one-minute spot for Max Factor's "Once Upon a Red" lipstick brought a certificate of merit in the national TV category to Cynthia Lawrence of Carson/Roberts, Los Angeles.

No Lulu awards were made for radio commercials, but three agency ladies received certificates of merit: Janet Marie Carlson, Klosterman Inc., Los Angeles, for a straight commercial for Santa Maria Savings; Lynn Medberry Freeman, Carson/Roberts, Los Angeles, for a straight commercial for Seibu Stores, and Orva Huff Smith, Phillips-Ramsey, San Diego, a double award for a humorous spot and a jingle for the First National Bank.

ABC-TV sold out for Olympic trials

ABC-TV has obtained full sponsorship for its exclusive coverage this summer of the U. S. Summer Olympic team trials, as well as three U. S. Russian track meet telecasts.

The network has scheduled 13 telecasts, from July 3 to Sept. 19, covering 17½ hours of programing.

Sponsors are Florida Citrus Commission, through Campbell-Ewald, Detroit; Goodyear Tire & Rubber Co., through Young & Rubicam, New York; Lever Brothers, through BBD&O, New York; P. Lorillard, through Lennen & Newell, New York; Mobil Oil Co., through Ted Bates, New York and WTS Pharmaceuticals, through Charles W. Hoyt, New York.



TV TAPE DISTINCTION AT WOC

Deluxe TR-22's in dual set-up assure convenience and versatility in taping of programs and commercials

For TV taping of distinction—it's the RCA TR-22 deluxe TV tape recorder. Two of them mean twice the production versatility! At WOC-TV in Davenport, their new two-recorder Tape Production Center provides for immediate review of taped programs and commercials. They can be perfected for broadcasting ... ready for on-air presentation in a matter of minutes. Also, using two recorders, WOC can record on one while the other is on air, for greater convenience and speed.

In the words of Vern Gielow, Production Director,

WOC, "Our new building is not merely a large and elegant physical plant—it's an efficient production facility. That's why we proudly bring clients in, show them our equipment and demonstrate our TR-22 TV tape recorders and TK-60 cameras. Their striking design and brilliant performance never fail to impress our customers."

If all this has made an impression on you, we suggest you let RCA be of service. Call your Broadcast Representative. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N.J.



The Most Trusted Name in Television

Salant still wary of NAB position

SPELLING OUT OF PAY-TV POLICY FALLS IN TV BOARD'S LAP

The television board of the National Association of Broadcasters was faced last week with one of the stickiest questions it has encountered since Preparation H.

The question is: Does its anti-pay-TV policy, adopted last January, include the use of federal legislation to ban wired pay TV as well as broadcast pay TV?

That the subject is going to be a matter for the TV board to decide was acknowledged by LeRoy Collins, president of NAB, last week. Mr. Collins's remarks were made in a statement following the receipt of a pointed letter from Richard S. Salant, CBS vice president and special assistant to the president, in response to an earlier letter from Mr. Collins to Mr. Salant.

The Collins-Salant-Collins exchange began two weeks ago when the NAB president attempted to correct Mr. Salant's impression that the NAB policy is to seek legislation to bar pay TV. Mr. Salant made this assumption in a speech to CBS affiliates earlier this month and told them that the network was opposed to seeking government protection against pay TV on wire (BROADCASTING, May 11).

Two weeks ago Mr. Collins wrote Mr. Salant and said the NAB had not taken a position on whether to seek federal legislation against pay TV; that any such understanding was a misreading of the action taken by the TV board last January (BROADCASTING, May 18).

Last week, Mr. Salant told Mr. Collins that the NAB's anti-pay-TV posi-

tion is still suspect since the association has not completely ruled out the possibility of seeking such legislation.

Citing Mr. Collins's remarks that the NAB is not committed to a policy of seeking legislation to prohibit pay TV, Mr. Salant observed:

"This falls very considerably short of stating an NAB commitment *not* to seek such legislation. In fact it seems to me that what you are writing is that at this point the NAB has no commitment one way or the other. If this is so, then my original statement is accurate, for CBS parts company from that position as well."

CBS, Mr. Salant repeated, has been committed since 1958 not to seek government protection against wired pay TV.

Also, the CBS official continued, another area of conflict between the network and NAB is contained in the fact that NAB affirmatively does seek government protection against CATV, while CBS has not yet formulated a position in that field.

Collins's Observations ■ Mr. Salant's reply to Mr. Collins is being published in the *NAB Highlights*, which goes to the association's membership. This is being done at Mr. Salant's request. Following the Salant letter, this statement by Mr. Collins is appended:

"I think more has been made of this issue than our differences deserve.

"The NAB position adopted by our board regarding CATV and pay TV and to which I have thus far and will continue to give my support can be summarized as follows:

"1. NAB is opposed to pay TV in the

home—wired or wireless.

"2. NAB feels that the public should be made aware of damage to the public interest inherent in pay TV.

"3. NAB will implement its opposition in specific ways as determined by the Future of Television in America Committee and the staff in joint action.

"4. This committee working with the staff has made no determination to seek government action to prevent or control wired pay TV, and we are not seeking such.

"5. The committee has determined to seek legislative and FCC regulation of CATV in the public interest as a part of the nation's over-all communications policy.

"6. This whole area of concern and interest will be subject to the further consideration of the TV board in its forthcoming meeting."

The bulk of Mr. Salant's May 19 letter is taken up with a review of the view generally accepted by broadcasters, including members of the NAB boards, that the NAB had indeed taken a position to seek legislation to ban pay TV, whether over-the-air or over wire.

"I confess," Mr. Salant said, "that on the basis of the evidence available to me, I was under the impression that the NAB was prepared, if it saw fit, and was authorized under the January 1964 television board resolution, to seek governmental protection against wired pay television."

Mr. Salant made three points in support of this assumption:

■ The January television board meeting drew no distinction between over-



First session of the TV Code Board with Clair R. McCollough, Steinman Stations, as chairman took place last week in Washington. Here (l to r) are six of the nine members in session last Thursday: Joseph H. Ream, CBS;

Mr. McCollough; Lawrence H. Rogers II, Taft Broadcasting Co.; Robert E. Schmidt, KAYS-TV Hays, Kan.; Alfred R. Schneider, ABC; Ernest Lee Jahncke Jr., NBC. A seventh, Roger W. Clipp, Triangle Stations, joined the board

last Friday. Absent from the meetings were the two other members of the code board, Douglas L. Manship, WBRZ-TV Baton Rouge, and George B. Storer Sr., Storer Broadcasting Co. (see page 37).

the-air pay TV and wired pay TV.

■ Mr. Collins's speech to the NAB convention made no distinction between the two types of pay TV; "it clearly stated its opposition to all pay television in the home whether wired or wireless." Not only were they lumped together, Mr. Salant added, but "there was no indication that the opposition to one might, or would, involve different principles, from the opposition to the other."

■ The assumption that the NAB was on record in behalf of legislation if need be against pay TV was widely held. "A number of NAB members and, indeed, members of the NAB board, were similarly under the impression, as I was, that no distinction had been drawn by the NAB between over-the-air pay television and wired pay television," Mr. Salant said.

He also called attention to the statement by Robert Sarnoff and Robert E. Kintner, chairman and president, respectively, of NBC, in a letter last March to all personnel and released generally (BROADCASTING, April 6) which referred to the NAB's "advocacy" of federal legislation against pay TV by wire or over the air and their statement that "unlike NAB, we have not thought it appropriate in principle to oppose wired pay TV."

Mr. Salant concluded by saying: "And so, I find some comfort in the fact that I was in good and reliable company in my understanding of the NAB position. The thought occurs to me that the fault was not wholly ours, but may have been inherent in your own words and the words of the NAB minutes, as well as subsequent action or inaction."

Network Bearing Gifts? ■ On the other side of the continent, in Seattle, an official of Subscription Television Inc., which plans to commence wired pay TV in Los Angeles and San Francisco this summer with baseball games as basic programming, indulged in some irony about the whole Collins-Salant dialogue.

Robert F. McLeod, executive vice president of STV, told Washington State Association broadcasters last Thursday (May 21) that "Mr. Salant did a lot of backing and filling repudiating the NAB position for CBS."

The STV official, claiming that Mr. Salant echoed the theatre owners "party line," expressed skepticism about "CBS bearing a free-enterprise, go-to-it boys banner."

Now that the association has adopted an anti-pay TV attitude for wire as well as over-the-air broadcasts, Mr. McLeod asked, will the broadcasters maintain a policy of fairness in telling their audiences about the California referendum?

Scheduled to be placed on the California ballot in the November election

NAB to expand its radio services

The National Association of Broadcasters is cranking up a new service for radio stations that is at once fuller and more intensified than in the past.



Mr. Taylor

The specifics of the plan have to be hammered out at the NAB board meeting in Washington next month, but the broad outlines were discussed by Sherril Taylor, NAB's vice president for radio, in a speech before the Ohio Association of Broadcasters in Toledo last Friday (May 22). Mr. Taylor dubbed the service "Operation Genny"—a contraction, Mr. Taylor said, for regeneration. Highlights of the five-point

service:

■ An investigation of money-saving practices, including automation. The NAB will also explore the possibility of convincing the FCC to loosen its rigid engineering personnel requirements.

■ NAB's fall radio program clinics will be followed up by sending program ideas to all radio members.

■ A high-powered public relations campaign designed to build radio's image.

■ An increase in "communications and publications."

■ A standard radio measurement service growing out of the work of the joint NAB-Radio Advertising Bureau methodology study steering committee.

Mr. Taylor in his speech stressed the new importance and sales power of radio and said "Operation Genny" is geared to these new "upbeat times."

is a proposal to bar pay TV in any form in that state. The campaign was initiated by California movie exhibitors who drummed up enough support to insure the question on the ballot.

"Now in case we sound like crybabies," Mr. McLeod went on, "I want to reiterate our willingness to compete in the marketplace." But, he added, that he is worried about getting a fair shake from the broadcasters.

"There is," he said, "a section of the broadcast code that says 'An obligation exists to fairly present both sides of any and all controversial issues having political significance.' . . . I'm scared to death that some broadcasters with special interests such as networks, CATV and/or special psychopathic tendencies induced by prolonged security . . . just might turn their heads when the program director says, 'Do we give a fair shake to the pay-television question?'"

Drop-in sought for ch. 10 Jacksonville

The FCC was asked last week to resurrect its VHF drop-in proposal as it applies to channel 10 in Jacksonville, Fla.

The request was made by The New Horizons Telecasting Corp., which, as a would-be applicant, has long urged the commission to drop channel 10 into the Jacksonville market.

The commission last December closed

the door on the drop-in proposal when it refused to reconsider its decision to reject seven short-spaced VHF allocations (BROADCASTING, Dec. 30, 1963).

But New Horizons, in asking the commission to institute a rulemaking to drop channel 10 into Jacksonville, contended that the impact of its earlier pleadings had been "lost in the morass of the complex drop-in proceeding."

New Horizons said the "only objection" to the channel 10 allocation throughout the drop-in proceedings was voiced by the Association of Maximum Service Telecasters, which normally opposes all proposals for short-spaced assignments.

Reason for Drop-in ■ The commission had rejected the drop-ins on the ground they would stunt the growth of UHF television. But New Horizons said that the two VHF stations in Jacksonville are unable to meet the total television needs of northeast Florida and that a UHF outlet could not meet the need for a third service.

New Horizons said its engineering studies show that a UHF station in Jacksonville would be hampered by coverage limitations and could not compete with the existing VHF stations. The petition noted that a UHF station operated in Jacksonville on channel 36 from 1953 to 1957, then went dark after accumulating an operating loss in excess of \$1.25 million.

And that station, New Horizons said, had the advantages of competing with only one VHF station and of having full network service from NBC and partial

service from ABC.

A construction permit for a UHF station on channel 36 is now held by Rust Craft Broadcasting Co. A rule-making to substitute channel 17 for channel 36 is pending. According to New Horizons no construction has been started on the station.

New Horizons also cited the need for a primary outlet for all three television networks in the area. It noted that ABC, which now lacks a primary affiliate in Jacksonville, has said it would not affiliate with a UHF station there because of the low rate of set conversion.

New Horizons is headed by Harry W. Bennett Jr., former New York advertising man who now lives in Jacksonville. Mr. Bennett is the father-in-law of Senator Edward Kennedy (D-Mass.).

More comments on KRLA case

Radio Eleven Ten Inc., applicant for an interim operation of KRLA Pasadena-Los Angeles, last week told the FCC that Topanga-Malibu Broadcasting Co.

"suffers from myopia" in urging that all interim operation applications be dismissed.

In asking that the commission deny the Topanga-Malibu petition, Radio Eleven Ten said that KRLA's 1110 kc facility must not go unused for the long period of time it will take to select a permanent licensee. A long period of nonuse would invite neighboring countries to make use of the frequency, Radio Eleven Ten said.

Topanga-Malibu had argued that the commission could not process the five interim applications without violating a rule requiring 30 days to lapse before action is taken on an application. It also charged that an interim operation in Pasadena would prejudice applications for a regular license in another location (BROADCASTING, May 11).

Topanga-Malibu last week protested to the commission that the agency's action extending the life of KRLA, under former licensee Donald R. Cooke, to July 1, would also prejudice its application for a new station in Topanga, Calif. The applicant told the commission that continuance of "the deleted KRLA operation is per se recognition of need for a 1110 kc operation at Pasadena." Topanga-Malibu also doubted the commission's authority to grant ex-

tensions to stations that have had a final license denial.

In addition to Radio Eleven Ten, the interim applicants are Oak Knoll Broadcasting Corp., Goodson-Todman Broadcasting Inc., California Regional Broadcasting Corp., and Crown City Broadcasting Co.

Radio Southern California last week also entered the cross-fire of written oppositions and asked the commission to deny the pleading by KCJH Arroyo Grande, Calif., that 17 of the 19 regular license applicants for 1110 kc Pasadena be dismissed. KCJH had charged that the applications were in violation of the FCC's freeze on new station applications.

KCJH is owned by Christina M. Jacobson and Leslie H. Hacker, who are one of the 1110 kc applicants, but would locate the frequency in Arroyo Grande.

Changing hands

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

■ KJAY Sacramento, Calif.: Sold by Ort Lofthus to Robert W. Dumm for \$350,000. Mr. Dumm in 1959 sold KROY Sacramento. KJAY is a 500 w daytimer on 1430 kc.

■ KTUC, KFMM(FM) Tucson, Ariz.: Sold by C. Van Haaften, Ben L. Lash and Robert Lebsock to Cote Realty Co. for \$315,000. Cote Realty is owned by John J. and Joseph L. Cote and Chester E. Finn, who also have interests in WKLC St. Albans, W. Va., and WOHP Bellefontaine, Ohio. KTUC, established in 1926, is a 250 w daytimer on 1400 kc. KFMM was started in 1954 and is on 99.5 mc with 7.2 kw. Broker: Blackburn & Co.

■ KOWN Escondido, Calif.: Sold by Julia C. Owen to Alan Skuba and Dean Kiner for \$100,000. Mr. Skuba is general manager of KAVR Apple Valley, Calif., and Mr. Kiner is chief engineer of that station. Both will move to Escondido and assume active management. KOWN is 250 w fulltimer on 1450 kc.

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 115).*

■ WGRY Gary, Ind.: Sold by George M. Whitney and group to Gary Post Tribune for \$262,500 and agreement not to compete. FCC granted sale early this year (BROADCASTING, Jan. 6), then set it aside to consider complaints by WWCA Gary and WLOI-AM-FM La Porte,

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Ind. In making the grant last week, the commission denied the opposing petitions. Chairman E. William Henry and Commissioner Kenneth A. Cox dissented. WGRY, established in 1950, is a 1 kw daytimer on 1370 kc.

■ **WHYE Roanoke, Va.:** Sold by Joseph Mullen and Thomas A. Aheron to Justin W. Dove, Edwin L. Doyle and Homer L. Quann for \$147,000. Messrs. Doyle and Quann are employees of WSWA-AM-FM-TV Harrisonburg, Va.; Mr. Dove is a Harrisonburg businessman. Mr. Mullen is the majority owner of WAIR-AM-FM Winston-Salem, N. C. WHYE is a daytimer on 910 kc with 1 kw.

Federal pay raise bill cleared for House

A bill to raise federal salaries, including upwards of \$8,000 more yearly for regulatory agency commissioners and salary boosts for 1.7 million other government employees, was cleared for floor action by the House Rules Committee last week.

The bill, HR 11049, is a slightly scaled down version of an earlier measure that was defeated in March (BROADCASTING, March 16). The new version provides increases for congressmen, too.

Sample raises: chairmen of the FCC and Federal Trade Commission, from present \$20,500 to \$29,000; commissioners from \$20,000 to \$28,000; U.S. representatives and senators from \$22,500 to \$30,000. Other high level employees in the commission and elsewhere in the federal government would receive pay hikes averaging 16%.

Cox, Ford to speak at NCTA meeting

Three FCC commissioners and experts on media, finance and education will be featured speakers at the annual convention of the National Community Television Association June 14-19 at the Bellevue-Stratford hotel in Philadelphia.

The NCTA, trade association of the community antenna television industry, will offer panel sessions on technical, financial, international and legal matters and a review of major regulatory activities on local, state and federal levels.

FCC Commissioner Kenneth A. Cox will speak at the NCTA luncheon June 16. Commissioner Frederick W. Ford will speak June 18 and is expected to predict that broadcasters will move into

CATV just as newspapers entered radio and radio broadcasters entered television (CLOSED CIRCUIT, May 18). Commissioner Robert E. Lee will appear as a participant in a panel on UHF television with Robert G. Weston, his engineering assistant, June 18.

Program highlights for the five-day convention, as announced last week by the association:

■ **Sunday, June 14:** Grand opening at convention exhibit hall and closed meeting of the executive committee.

■ **Monday, June 15:** Chairman's report; panel discussion on community service, "More in '64," with Sanford Randolph, moderator, and a panel on "System All-Band Conversion-Financing-Appraising" moderated by Charles E. Clements.

■ **Tuesday, June 16:** Symposium, "How CATV Can Be and Is Utilized by ETV," moderated by George J. Barco; Commissioner Cox's speech; chairman's reception.

■ **Wednesday, June 17:** A major review of legal and legislative prospects featuring J. Seibert Worley, chairman, and including Robert L'Heureux, NCTA general counsel; Joseph M. Stone and George D. Webster on legal problems. Messrs. Worley and L'Heureux also

will appear on the legislation panel with Miss Yolanda Barco, Lewis I. Cohen, Jack Cole and Jack Matthews.

■ **Thursday, June 18:** Technical session, "Looking Ahead," moderated by William K. Headley; Commissioner Ford's speech; UHF session with Commissioner Lee and Mr. Weston.

■ **Friday, June 19:** closed session for NCTA members.

Deal is closed in KTLA(TV) sale

Golden West Broadcasters on Tuesday (May 19) gave a check for \$12 million to Paramount Pictures Corp. and in exchange received title to KTLA (TV) Los Angeles. The transfer was approved the week before by the FCC (BROADCASTING, May 18). It was the second acquisition for Golden West within the week. On Monday, GWB assumed control of Cable TV of Santa Barbara (Calif.) Inc.

Paramount officials said the KTLA transaction would net the company \$7.5 million in profits after taxes.

Papers concluding the transfer were signed in the KTLA offices by Paul Rai-

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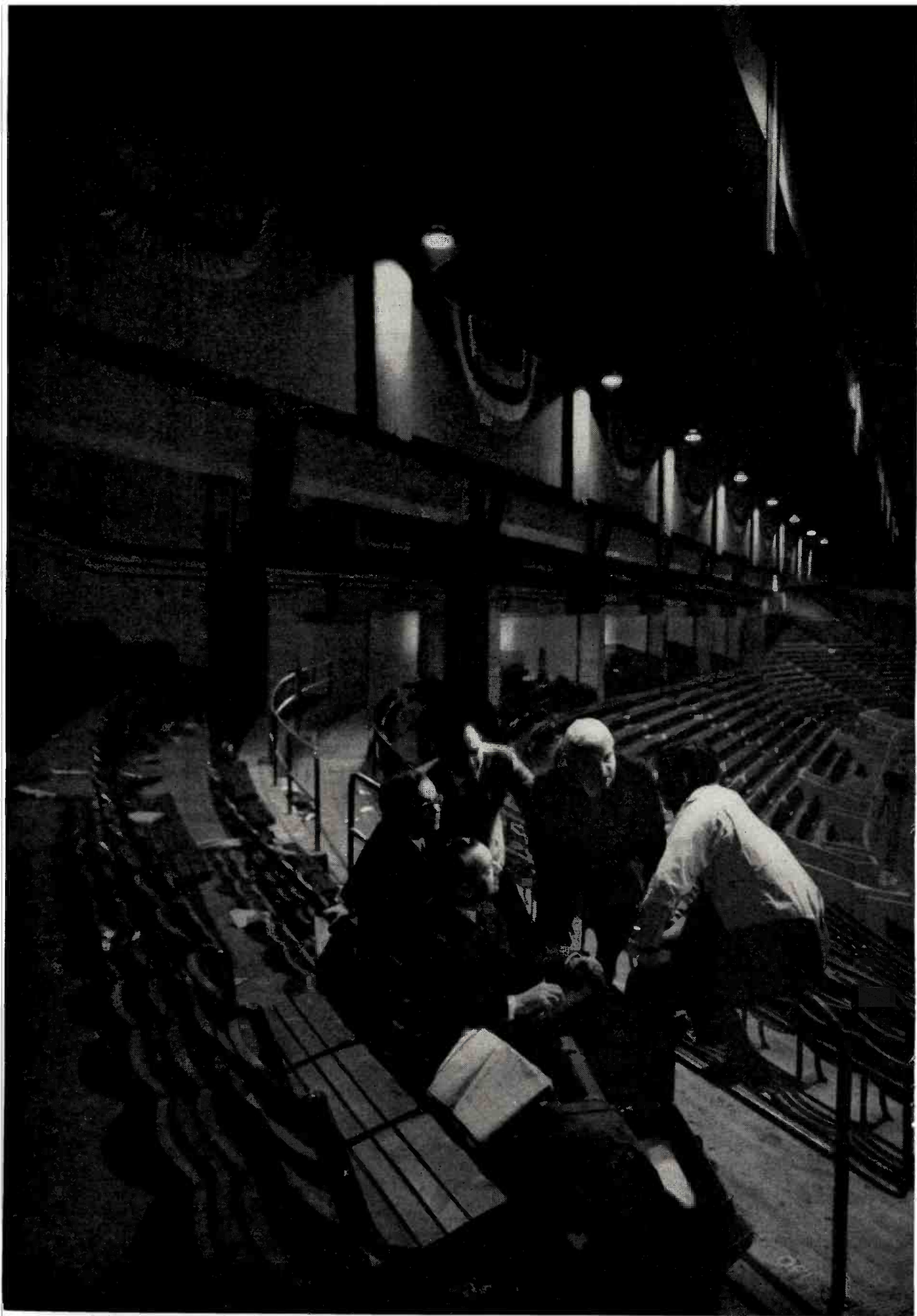
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The plot to inform the people

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The seated figure in the foreground is immediately recognizable to many millions of Americans who watch THE CBS EVENING NEWS WITH WALTER CRONKITE. They know him as one of television's most distinguished reporters who has tracked down and come back with some of the biggest stories of the past two decades...who does his own leg-work and meticulously gathers the facts and figures...who has covered every national convention and major election since 1952.

For the past four years Cronkite and his colleagues* have been plotting the coverage of the great political events of 1964. They have delved into the history of Presidential candidates, primaries, party platforms, election campaigns and regional voting patterns until they know them virtually by heart. They form the nucleus of the CBS News Election Unit, part of a nationwide coordinated news organization of some 500 correspondents, reporters, political analysts and public opinion experts. During the weeks and months ahead they will present the most complete, accurate and informative pictures of the election process available to the television audience. If the scene above seems hushed and mysterious—just wait till the political fireworks erupt on your screen in July. **CBS News**

*(clockwise) CBS News Correspondent Walter Cronkite;
CBS News Election Unit Editorial Director Bill Eames, Production Director Robert Wussler,
Executive Producer Bill Leonard; CBS News Executive Producer Don Hewitt.



Shown shortly after concluding the purchase of KTLA(TV) Los Angeles from Paramount Pictures Inc. for \$12 million are (l—r): Arthur M. Mortensen, formerly director of television for Golden West Broadcasters and now

vice president and general manager of KTLA; Loyd C. Sigmon, executive vice president and general manager of Golden West; Gene Autry, Golden West's board chairman, and Robert O. Reynolds, president of Golden West.

bourne, senior vice president of Paramount and president of KTLA, for the seller; Gene Autry, board chairman of Golden West Broadcasters, and Loyd Sigmon, executive vice president and general manager of the GWB stations (KMPC Los Angeles, KSFO San Francisco, KVI Seattle and KEX Portland, Ore., as well as KTLA, first TV station in the group), for the buyers.

KTLA has already started broadcasting the games of the Los Angeles Angels, also owned by an Autry group. Other sports coverage will be added in the near future, according to Robert O. Reynolds, GWB president, who witnessed the signing. "Within the limits of our financial ability," he said, "KTLA will become the sports station of Southern California."

With its takeover of KTLA, Golden West has installed Arthur M. Mortensen as vice president and general manager, Gordon Mason as general sales manager and Frank Travalia as business manager. S. L. (Stretch) Adler, who has been manager of KTLA for the past three years, will stay with Paramount in a new executive assignment. Carlo Anneke, sales manager of the station until the change in ownership, will remain in the KTLA sales department in an executive capacity. No other changes in executive personnel are anticipated in the immediate future.

Mr. Mortensen joined GWB last December in the newly created post of director of television (BROADCASTING,

Dec. 23, 1963). Mr. Mason leaves the post of national sales manager of Golden West Broadcasters' radio division to assume his new position at KTLA. Mr. Travalia comes to KTLA from the post of head accountant for Transcontinent Television Corp., New York.

The Santa Barbara CATV system currently serves 3,500 customers in that city with 140 miles of cable. Construction of 40 miles of additional cable is scheduled for completion in September. The expansion program will cost \$1.2 million and will give the company a 20,000-home potential in the Southern California area.

GWB acquired control of Cable TV of Santa Barbara early in the year (BROADCASTING, Jan. 6) from Harry C. Butcher, formerly majority stockholder, and others. Mr. Butcher retains 20% of the stock and the presidency of the operation. The remaining 13.4% of the stock is held by 19 residents of Santa Barbara.

The system serves its subscribers with programs of 10 stations—eight from Los Angeles, one from Santa Maria and the local Santa Barbara station, KEYT(TV), with KCET(TV) Los Angeles to be added when that educational TV station begins operations on channel 28 in the fall.

Golden West Broadcasters reportedly paid more than \$500,000 for its 66.6% interest. The FCC approved the transfer of the CATV's microwave systems two weeks ago.

WGMA again seeks reprieve

FCC disregarded own policy, Barry and Enright say; tie with NBC-Philco case asked

Jack Barry and Daniel Enright, pleading for reconsideration of the FCC's decision not to renew their WGMA Hollywood, Fla., last week told the commission that their rigged television quiz shows would not, under consistent FCC policy, disqualify them as licensees.

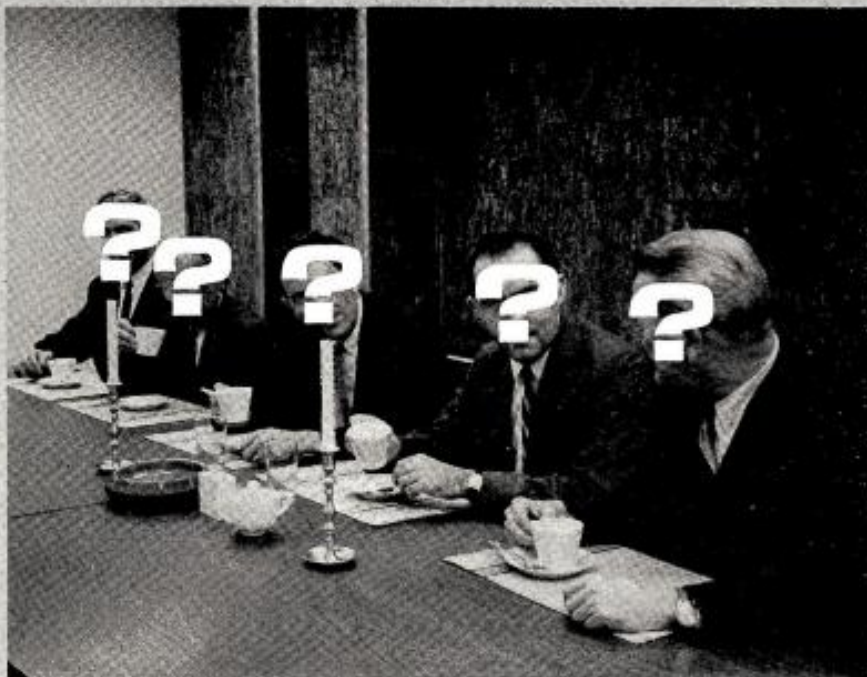
The WGMA owners also said the WGMA case should not be decided until there has been a disposition of the NBC-Philco Philadelphia ch. 3 case. Messrs. Barry and Enright also mentioned there should be new oral arguments consolidating the two cases. This was based on the involvement of both the WGMA owners and NBC in the rigged quiz program affair. "It is difficult to see how or why the commission should decide one case without considering the other at the same time," Messrs. Barry and Enright said.

Messrs. Barry and Enright also informed the commission that they plan to sell WGMA to a group of Hollywood, Fla., residents, including some station employees. It asked the commission not to act on the petition for reconsideration without considering an application for assignment of the WGMA license. The application is to be filed in "two or three weeks," according to station counsel.

The commission ordered the nonrenewal of WGMA's license on the grounds that Messrs. Barry and Enright lacked the character qualifications to be licensees following their participation in the rigging of *Twenty-One* and *Tic Tac Dough*, both NBC-TV quiz programs (BROADCASTING, April 20). The commission action reversed a decision by Hearing Examiner Elizabeth C. Smith.

A Common Past ■ Messrs. Barry and Enright maintained that the need for joint consideration of the WGMA and NBC-Philco cases was shown in Chief Hearing Examiner James D. Cunningham's initial decision in the latter case. Mr. Cunningham said the licenses for NBC's WRCV-AM-TV Philadelphia ought to be renewed, but charged that the network's involvement with the quiz show scandals is a "serious demerit" against license renewals (BROADCASTING, Nov. 25, 1963).

Messrs. Barry and Enright noted



puzzle:

Photo Synthesis

The Sales Managers of five Harrington, Righter & Parsons, Inc. offices—Robert Gilbertson, Frank Dougherty, Frank Rice, Carter Knight and Richard Gardner representing, non-respectively, Boston, Chicago, St. Louis, Atlanta and San Francisco—were in New York recently conferring on WMAL-TV's beefed-up Straw Hat Bonus Plan.*

A photographer who snapped the group at the Top of the Fair restaurant was given the following information when he attempted to identify them: The St. Louis man is at one end of the picture. The Boston man shares a hotel room with Gilbertson. Dougherty is not from Atlanta. Rice is in the center between the Boston man and the Chicago man. There is nobody at Gardner's right. Dougherty, at the extreme left of the photo, plays gin rummy with the St. Louis man. Gilbertson is sitting immediately to the left of Gardner. Reading from left to right, who are the five men in the photo and what city does each represent? Address answers to Puzzle #104, WMAL-TV, Washington, D. C. 20008. Puzzle adaptation courtesy Dover Publications, New York, N. Y. 10014

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Radio Supply Co., Inc.
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that both their and the network's association with the quiz programs was prior to the FCC's rule against fraudulent contests. This should make the actions of NBC of as much interest to the commission as those of Messrs. Barry and Enright, the two men said.

Messrs. Barry and Enright said that it is "common practice" for the U. S. Court of Appeals, Washington, to consolidate cases before involving common questions of law.

Policy Question ■ The WGMA owners argued that in their "... case the commission has departed from the standards and policies which it has developed over the course of many years." Messrs. Barry and Enright cited a number of cases in which the commission decided that the activities of licensees, in fields other than broadcasting, although of an illegal or doubtful nature, did not reflect on their qualifications as FCC licensees. One of these cases referred to was the license renewal proceeding for Westinghouse Broadcasting Co. after the price-fixing of Westinghouse Electric Corp.

"The commission gave little, if any, weight to the fact that Enright's and Barry's improper behaviour was in no way connected with, or reflected by, the operation of station WGMA, whereas in granting the Westinghouse renewals the commission relied largely on the fact that its misconduct was not related to its broadcast operations," the WGMA owners claimed.

NBC to hold affiliate meetings next week

NBC will hold its annual meeting for radio affiliates on June 2 and for television affiliates on June 3 at the Beverly Hilton hotel in Beverly Hills, Calif.

More than 400 executives representing 203 TV stations and 192 radio outlets are expected to attend the meetings. Robert W. Sarnoff, NBC board chairman, and Robert E. Kintner, president, will speak to both meetings.

The dinner for affiliates will be held on June 3. Andy Williams will serve as host for the entertainment, which will feature Jack Benny, Danny Thomas, the Osmond brothers, Jonathan Winters and Roberta Shore.

Speakers at the convention will include Walter D. Scott, executive vice president in charge of NBC-TV; William K. McDaniel, executive vice president in charge of network radio; Emerson Foote, board chairman and president, McCann-Erickson Inc.; Mort Werner, vice president, programming, NBC-TV, and Robert L. Redd, executive vice president, creative services, western division of Erwin Wasey, Ruthrauff & Ryan.

FCC warms up before its August 'freeze'

June meetings will be held to 'consider' AM freeze, clear channel matters, extended hours

The FCC served notice last week it hopes to clear the decks of some highly critical—and long-pending—issues before its annual August hiatus.

Special meetings have been planned on the AM freeze (June 8), clear channel matters (June 22) and extended hours of operation for daytime-only stations (June 29). Commission officials cautioned, however, that the meetings are for consideration of—not necessarily action on—these matters.

Lifting of the AM freeze, imposed two years ago (BROADCASTING, May 14, 1962), depends on adoption of new AM allocations rules. The commission last year made far-reaching proposals that would affect the future of both AM and FM (BROADCASTING, May 20, 1963).

However, the staff is expected to recommend a rule that would concentrate on AM allocations. Although final decisions have not yet been made, a key feature of the proposal, now in preparation, would bar signal overlap in future assignments of AM daytime stations, and would specify that such stations provide a first or second primary service to at least 25% of their service area. Applications that proposed new nighttime operations would not, with some exceptions, be accepted unless they did

not cause interference to other stations and did provide a first primary service to at least 25% of their area. The proposal is also expected to provide for a weeding out of stations in "overpopulated" areas through mergers.

Clear Channels ■ The special meeting devoted to clear channels will involve a package of issues, including the major one of whether the commission will take the final step toward implementing its September 1961 decision to duplicate 13 of the 25 clears. The commission has received fifteen applications for II-A stations—which would operate at night as well as day—on eight of the channels.

Pending before the commission, also, are four proposed rulemakings to increase the power of some or all of the existing clear-channel stations from the present 50 kw maximum to 750 kw. In addition, six of the clear-channel stations have applied for experimental or developmental use of power up to 750 kw.

One other aspect of the clear channel matter involves some 50 applications for higher power that have been filed by daytime stations operating on the clear channels.

The proposal to extend hours of oper-

ation for daytimers has been pending since December 1962. It would allow daytime-only stations in areas without an unlimited-time station to begin operating at 6 a.m. or sunrise, whichever is earlier. However, the measure has been criticized both by daytimers, who feel it doesn't go far enough, and fulltime stations, who feel it goes too far.

Besides scheduling the special meetings, the commission last week announced that, following its annual practice, it will hold no hearings or oral arguments in August. It will hold its statutory-required monthly meeting on Aug. 31. Individual commissioners will be present during the month to handle emergency matters and expedite routine business.

House passes budget for FCC and FTC

The FCC will begin its fiscal 1965 operations with a \$710,000 budget increase if the Senate approves the \$16,310,000 total budget passed by the House last week.

The FCC, which had asked for a \$1 million hike, won all but \$300,000 of it, including \$495,000 requested for increased pay costs.

The Federal Trade Commission didn't fare as well, receiving \$12,725,000, which is \$545,000 less than it had asked, but \$390,000 more than it has for current operations.

The FCC and FTC budgets, part of an \$8.1 billion omnibus appropriation bill for independent federal offices, were approved by the House Thursday (May 21) and referred to the Senate. The Senate Appropriations Committee is ex-

FCC impartiality impaired by LBJ?

A Republican Party newsletter has charged that the FCC's impartiality "is being seriously impaired" because the commission has had to rule on matters relating to KTBC-TV Austin, Tex., owned by the family of President Johnson.

"Just how the commission can extricate itself from this highly compromising position is a moot question," said *Battle Line*, published by the Republican National Committee. "However," it continued, "many believe that the answer can come only from the President himself."

The article, entitled "LBJ Family TV Station Haunts FCC," said it has

been common practice for Presidents and cabinet members to divorce themselves from corporate holdings "to avoid any suspicion of conflict of interest. But the Johnson family's divorcement from the Texas enterprise is only partial." The newsletter said ownership of the station remains with "friends of the family."

The FCC ruled recently to protect KTBC-TV from duplication by TV Cable of Austin, a CATV that uses microwave and thereby comes under FCC jurisdiction. Capital Cable of Austin Inc., in which KTBC has an option to buy up to 50% interest, does not use microwave and, not

being under FCC jurisdiction, is free to duplicate KTBC programming (BROADCASTING, May 11, 4).

The newsletter said the President's assertion that "he has nothing to do with the LBJ company [now Texas Broadcasting Co.] and that the interest held by members of the family is now in the hands of the trustees" does not relieve "the worsening dilemma of the embarrassed FCC."

Mrs. Claudia Johnson, the President's wife, had her 52.8% interest in the LBJ Co. placed in trusteeship. The Johnson daughters' 30.9% share already was in trust (BROADCASTING, Dec. 2, 1963).

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Humphrey feted by Metropolitan

Bennet Korn, president of Metropolitan Broadcasting Television, was host at a reception and dinner last Tuesday (May 19) honoring Senator Hubert H. Humphrey (D-Minn.), his family, friends, and other members of Congress, FCC Chairman E. William Henry and Commissioner Lee Loevinger at WTTG(TV) Washington, following a preview of *My Childhood*, a story produced by Met-

ropolitan Broadcasting and based on Senator Humphrey's early years.

Looking on as Senator Humphrey (second from l) cuts a cake commemorating the landing of Norwegians in Minnesota 150 years ago are (l to r) fellow Minnesotan Commissioner Loevinger, Mr. Korn, Mrs. Humphrey and Mark Evans, vice president in charge of public affairs, Metromedia Inc.

pected to conduct some hearings on the measure, although it held a preliminary budget review last month (BROADCASTING, April 27).

A report of the House Appropriations Committee filed last week directed the FCC "not to divert any of the employees presently engaged in the processing of applications for licenses in the bureau of safety and special radio services until the workload becomes current." The report suggested, too, that the House's legislative committee (the commerce committee) and the FCC "review the need for an existing requirement that licenses for police, fire and public safety be renewed at least once every five years." Since no licenses issued to public bodies have ever been revoked, five-year renewal "is perhaps unnecessary," the report said.

Representative H. R. Gross (R-Iowa) commented during floor debate that he hoped the extra money voted for the FCC would aid the commission in breaking "the virtual television monopoly in Austin," a reference to control by President Johnson's family of KTBC-AM-TV Austin, Tex., the only television station in the market (story page 54).

WTVW(TV) told it can stay on channel 7

The FCC closed the books last week on its last and longest-pending deintermixture case—that involving its proposal to move channel 7 from Evansville, Ind., to Louisville, Ky.

The commission proposed the move on Feb. 27, 1957. The object was to make Evansville a three-UHF market, with channel 31 being substituted for channel 7. The proposal would have given Louisville its third VHF station.

But last week the commission dismissed an order requiring WTVW(TV) Evansville to show cause why its construction permit shouldn't be modified to specify operation on channel 31 instead of channel 7.

WTVW, which began operating on channel 7 in 1956, had opposed the FCC's proposal. The station was originally controlled by Mr. and Mrs. Rex Schepp and is now owned by the Polaris Stations.

And over the years, the commission

said last week, "significant changes" occurred, including congressional passage of the all-channel receiver legislation, which is designed to boost UHF television.

In return for congressional support of the bill in 1962, the FCC agreed to abandon eight other deintermixture cases it was considering in a package proposal. The FCC said then it would give the all-channel bill several years to demonstrate its effectiveness before considering deintermixture again.

Then, last year, the commission rejected proposals to drop short-spaced VHF channels into seven markets (BROADCASTING, June 3, 1963) saying it feared the drop-ins would impede UHF development.

In its order last week, the FCC said it was adhering to the policy expressed in both actions in deciding against deintermixing Evansville and adding a VHF channel in Louisville.

The commission vote was 4-2, with Chairman E. William Henry and Commissioners Robert E. Lee, Robert T. Bartley and Lee Loevinger in the majority. Commissioners Rosel H. Hyde and Frederick W. Ford, who favored the drop-ins, dissented. Commissioner Kenneth A. Cox did not participate.

FCC sets hearing for Jersey CATV

The FCC last week heeded the distress call of another television station permittee and set for hearing the applications of a community antenna television system seeking microwave facilities.

The applications are those of South Jersey Television Cable Co. for facilities to relay the signals of eight New York and Philadelphia television stations to CATV systems in Wildwood, North Wildwood and the borough of Wildwood Crest, all New Jersey.

The commission set the applications for hearing after receiving a petition from WCMC-TV Wildwood, which has a construction permit for channel 40 but has not yet built a station. WCMC-TV said it could not survive the competition from the CATV system.

The commission wants to determine what impact the proposed CATV service would have on the operation of the station and "the resulting injury, if any, to the public."

The commission also wants to determine "whether, and if so under what conditions," the grant should be made. A third factor is the areas and populations which would receive a predicted signal from WCMC-TV and what other

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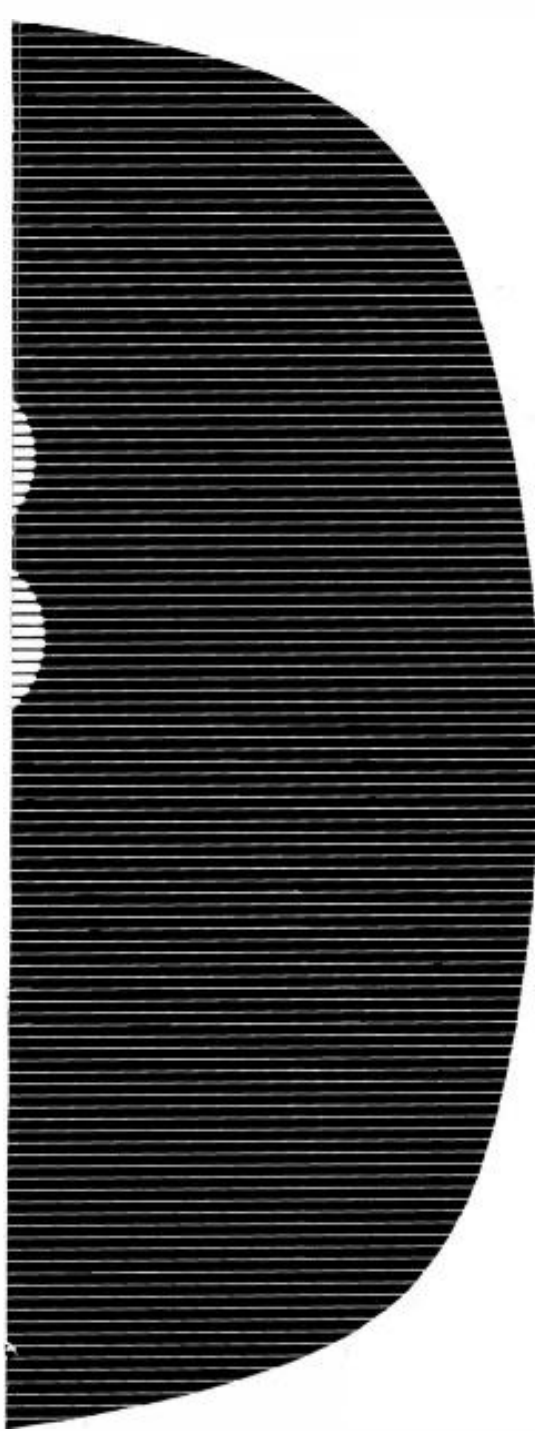
Six years ago WREC-TV originated an every Wednesday television conference with the mayor and the four commissioners that head up the Memphis city government. Under the able guidance of WREC-TV's News Director, Russ Hodge, "Weekly Press Confer-

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service, either from TV stations or from CATV systems, is available, or will be, in the area. There are no commercial television stations operating anywhere in New Jersey.

The case thus follows the pattern established two months ago, in a controversy 3,000 miles from Wildwood. In March the commission set for hearing the application of Lompoc Valley Cable TV for a microwave relay station to bring the signals of seven Los Angeles stations into communities in Santa Barbara County (BROADCASTING, March 9). The commission acted then on a petition filed by KCOY-TV (ch. 12) Santa Maria, Calif., a station that wasn't then on their air.

Lompoc Valley had agreed to protect KCOY-TV—to carry its programs on its cable and to refrain from duplicating its programs for 15 days before and after the station carried them. But the station said this protection would not be sufficient, that the competition from the CATV would be fatal, and that the area would lose its only local TV service.

The commission vote in the Wildwood case was 3-2. Chairman E. William

Henry and Commissioners Kenneth A. Cox and Rosel H. Hyde were in the majority, and Commissioners Robert T. Bartley and Lee Loevinger dissented. Commissioner Frederick W. Ford did not participate, and Commissioner Robert E. Lee was absent.

Court upholds VHF grant

The U. S. Court of Appeals in Washington has upheld the FCC's grant of channel 8 in High Point, N. C., to Southern Broadcasters Inc. (BROADCASTING, Oct. 8, 1962).

The outlet, the third VHF in the market, had been contested by three other applicants. One, TriCities Broadcasting Co., was favored by a hearing examiner in March 1961. The unsuccessful applicants had asked the court to overturn the commission's grant as contradictory and irrational in favoring Southern. The court said the FCC had a "substantial evidentiary basis and we find no error in the criteria employed by the commission."

Southern is principally owned by the

licensees of two now-deleted UHF's, WTOB-TV Winston-Salem and WNAO-TV Raleigh, both North Carolina.

NBC-TV ends financial support of WNDT(TV)

NBC-TV last week said it has decided to end its aid to New York area educational television station WNDT(TV) Newark, N. J.

The network, along with CBS-TV and ABC-TV, contributed \$250,000 apiece to the station to help get it on the air. NBC-TV also donated \$100,000 last year to help meet its operating expenses.

An NBC-TV spokesman said no further money would be sent to WNDT(TV) because it was felt that the station should now rely on established foundations and public subscriptions for its budget needs.

CBS-TV, meanwhile, said it would duplicate its \$100,000 contribution again this year. ABC-TV has not contributed to the station since its original \$250,000 grant.

PROGRAMING

Radio-ASCAP near a compromise

Both sides in music license fee case close to making major concessions, but final agreement deferred until next meeting in July

The complex music-license litigations between radio broadcasters and the American Society of Composers, Authors and Publishers were brought unexpectedly to the brink of a compromise settlement last week.

A broad basis for agreement was approached—but not quite reached—in a conference of attorneys for the opposing factions before Judge Sylvester J. Ryan in his chambers in the U. S. southern district court in New York last Wednesday.

Although the conference fell short of agreement, a possibility of settlement appeared to remain as another session was set for July 14—earliest practical date when all attorneys could be present.

Details of the settlement plan were not made public, but it appeared to call for substantial concessions on both sides. The size of the problem in find-

ing agreement is indicated by the original positions of some of the principal litigants: the All-Industry Radio Station Music License Committee had asked for a 22% cut in station fees (BROADCASTING, March 2), while ASCAP had asked for a 22% increase (BROADCASTING, April 20); and among networks CBS Radio, for example, wanted a 75% reduction but got an offer that it said would call for a multiple increase.

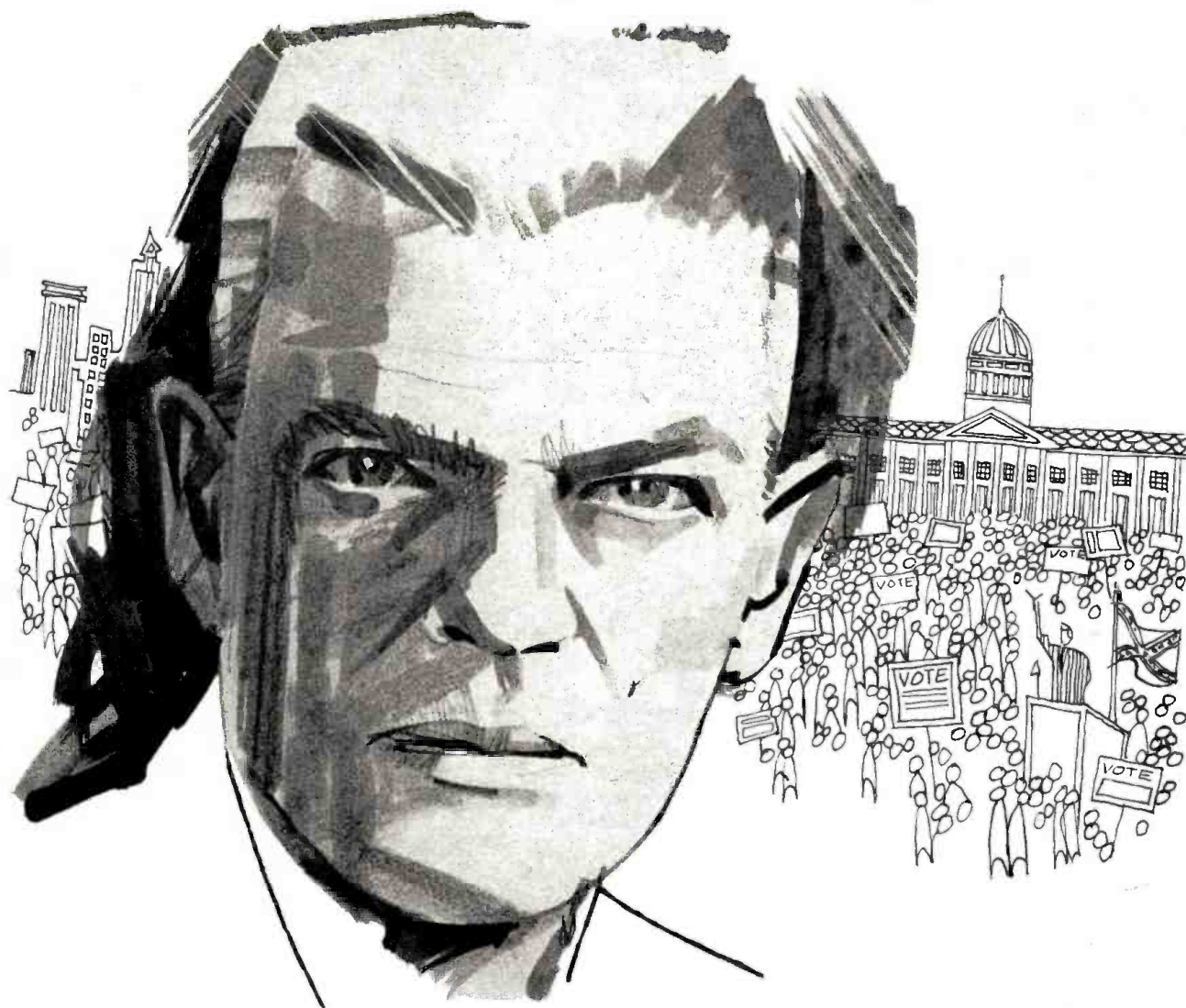
Attorneys taking part in last week's conference included Herman Finkelstein, general counsel of ASCAP; Emanuel Dannett as counsel to the all-industry station group; Richard G. Green, representing CBS Radio; Clarence Fried for ABC Radio, John W. Nields for NBC Radio, and Sidney P. Howell for the Mutual network.

Contempt Action Withdrawn • The session opened on a contempt action brought by the U. S. Justice Depart-

ment against ASCAP based on the terms of ASCAP's new per-program-license offer to CBS Radio (BROADCASTING, April 27). John L. Wilson, Justice Department attorney, withdrew the contempt motion after noting that ASCAP had revised its offer to CBS on the preceding day.

He reserved the right to act again, however, if it appeared that ASCAP's offer fails to provide CBS Radio or other networks a genuine choice as required by the consent decree governing ASCAP's operations. Mr. Wilson explained that CBS had furnished information indicating that the per-program offer would cost CBS Radio five times as much as its current blanket license for performance of ASCAP music.

The fees which networks would pay under the per-program offer would be based on specified fractions of "the



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BROADCASTING, May 25, 1964



Radio-ASCAP track record, 1941-1962

Year	Network	(Amounts in million \$)		ASCAP collections	Local	Total
		Time sales	Total	Network		
1962	\$ 37.3	\$627.9	\$665.2	\$0.6	\$9.8	\$10.4
1961	35.8	581.4	617.2	0.4	9.4	9.8
1960	35.0	587.4	622.5	0.6	9.4	10.0
1959	35.6	547.3	582.9	0.5	9.2	9.7
1958	46.5	495.1	541.6	0.8	9.1	9.9
1957	50.6	486.3	536.9	0.8	8.9	9.7
1956	48.4	443.3	491.7	0.8	8.2	9.0
1955	64.1	392.4	456.5	1.2	7.7	8.9
1954	83.7	367.6	451.3	1.6	7.4	9.0
1953	98.1	379.1	477.2	1.7	7.2	8.9
1952	109.9	363.3	473.2	1.9	6.9	8.8
1951	122.0	334.1	456.1	2.2	6.7	8.9
1950	131.5	322.0	453.6	2.4	5.9	8.3
1949	134.9	290.5	425.4	2.6	5.3	7.9
1948	141.1	275.6	416.7	*	*	7.6
1947	134.7	239.4	374.1	*	*	6.7
1946	134.8	199.3	334.1	*	*	6.2
1945	134.0	176.5	310.5	*	*	5.7
1944	129.4	158.3	287.6	*	*	5.1
1943	104.6	123.5	228.1	*	*	3.8
1942	85.2	105.0	190.1	*	*	3.0
1941	82.4	97.4	179.8	*	*	1.6

*Breakdown of network and local collections not available.

aggregate highest one-minute rate" for all affiliates carrying a network program containing ASCAP music. Mr. Wilson had objected that in its first form the offer was not specific enough as to charges. In its revised offer, ASCAP said that for the first half of this year the station rates to be used in computing network payments would be those in effect last July 1; for the second half, those in effect last Jan. 1. This appeared to make the base explicit enough to meet the Justice Department objections.

Mr. Green, appearing for CBS Radio, protested that the rates in the per-program offer would have cost CBS \$122,000 for January alone, as compared to \$19,000 payable under the ASCAP blanket license. For the first quarter of 1964, he said, the per-program cost would have been \$240,000—about equal to the network's payments for an entire year under the blanket license.

What the CBS Radio network is seeking, he said, is terms that will reduce its ASCAP payments to about 25% of what they total under the blanket license.

Money Issue ■ Judge Ryan told the lawyers that the whole issue was essentially one of "dollars and cents" and cautioned them that if they were so far apart in their demands that arbitration was out of the question, then litigation was inevitable. The discussion then turned gradually to possible bases of compromise.

In a brief filed over the preceding

weekend (BROADCASTING, May 18), ASCAP presented its position in detail for the first time.

The brief discounted as misleading the all-industry committee's arguments, in behalf of a reduction in ASCAP's local music rates, that industry revenues have declined substantially both on a total and an average-station basis.

ASCAP contended that it had granted reductions in local radio rates five years ago because radio then was "the sick sister of television," but that "the radio industry today is in superb economic health" and "its receipts are booming."

"According to the FCC," the brief said, the stations operated in the black in 1962 showed profits of \$76.6 million. In addition to their reported profits, these stations also paid their proprietors or stockholders \$24.5 million apart from dividends and payments from surplus. Thus the true income generated by these stations was in excess of \$100 million for 1962 alone.

"Perhaps even more significantly, the stations which purported to lose money in 1962 showed bookkeeping rather than real losses. The total amount of losses reported was \$27.6 million. But depreciation accounted for \$14.9 million and payments to proprietors and stockholders aggregated another \$9.3 million. The real loss, then, was very much less than the reported loss."

Escalator ■ The brief also argued that its new offer to stations "recognizes the economic problems faced by small stations" by escalating rates as station

revenues increase.

With its brief ASCAP offered a table to show, year by year, radio time sales and ASCAP's radio collections from 1941 through 1962. In 1941, the table indicated, on \$179.8 million in total radio time sales ASCAP collected \$1.6 million, while in 1962 time sales of \$665.2 million yielded a record high total of \$10.4 million to ASCAP (see table, this page).

In its explanation of its new per-program offer to radio networks ASCAP indicated that the fractions specified for use in computing network payments were derived from the National Association of Broadcasters radio code ("which," it said, "is frequently honored in the breach").

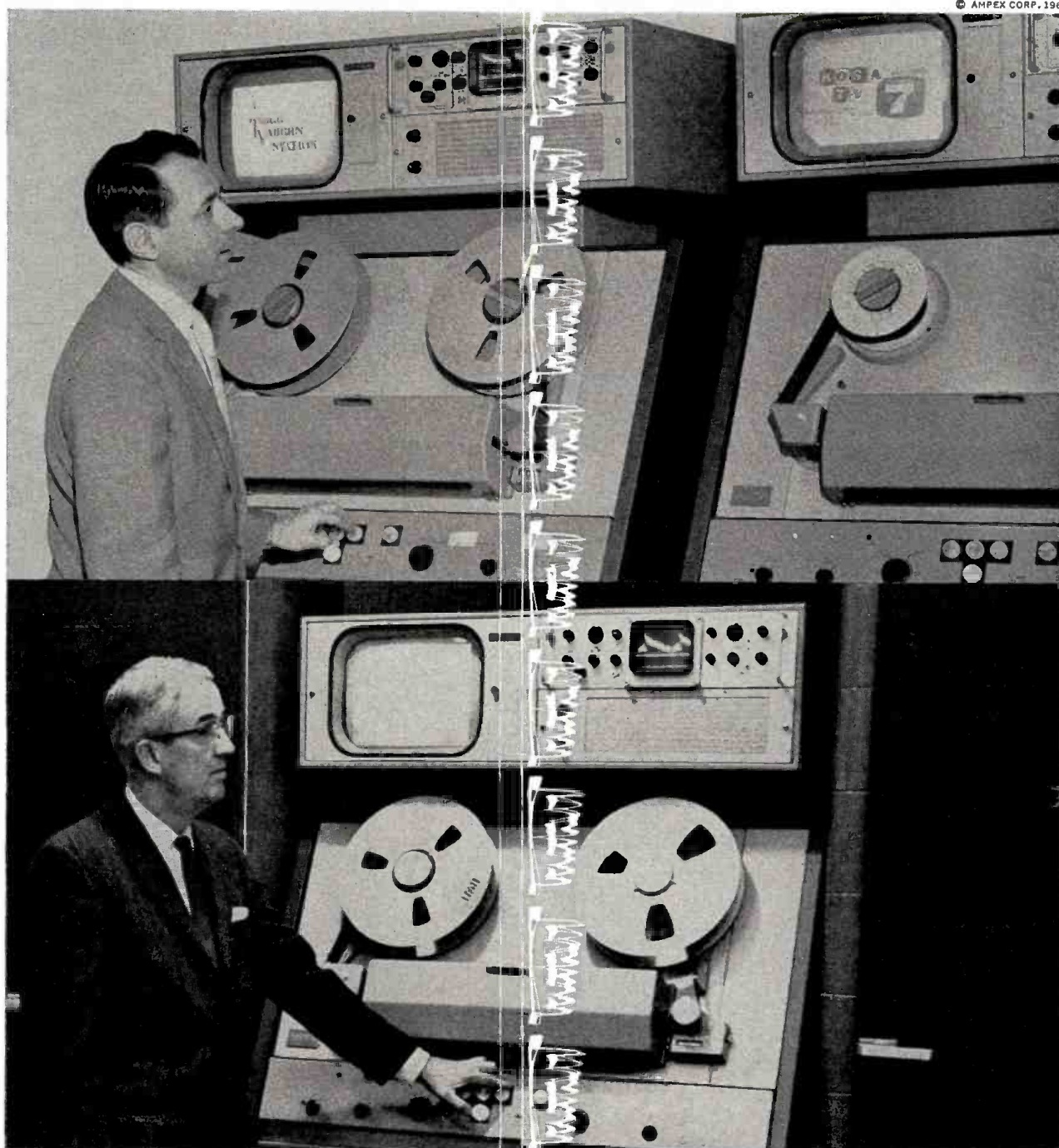
What it's asking ASCAP said, is "a per-program fee which would charge the network, for each station broadcasting a one-hour program, a maximum of one-half of what that station would charge an advertiser for a one-minute announcement—with lower fees for shorter programs.

"Under the [NAB code] a station is permitted an average of 14 minutes of commercial announcements per hour and up to 18 minutes in any one hour. Thus the society asks from one-twenty-eighth to one-thirty-sixth of a station's permitted commercial revenues as its per-program fee."

Sample Fee Schedule ■ With last week's revision—which did not affect the fractions—ASCAP included a schedule showing in dollars how its per-program offer would apply to a "network" consisting of the seven CBS-owned radio stations in New York, Boston, Philadelphia, Chicago, St. Louis, Los Angeles and San Francisco.

For programs using ASCAP music as a "feature" performance, the cost for the seven stations would range from \$139.78 for a program of five minutes or less, to \$384 for an hour program, if broadcast between 6 a.m. and 6 p.m. At night the range would be from \$112.13 to \$307.20. If the ASCAP music were "incidental" rather than "feature," the fees would range from \$35.33 to \$96 in daytime, from \$27.65 to \$76.80 at night.

"You will note," said ASCAP President Stanley Adams in a letter accompanying the schedule, "that the society's maximum fee for a one-hour program using ASCAP music on this owned-and-operated network would be \$384. The reasonableness of our proposal is indicated, we submit, by the fact that, under the NAB code, these stations could sell at least 14 and as many as 18 minutes of commercial announcements during this hour—for total revenues of from \$10,752 to \$12,288 at the indicated highest one-minute rates (and the stations could, of course, obtain



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Here's what Frank Jordan, Chief Engineer for KROD-TV (El Paso) has to say: "After long consideration of ease of servicing, quality, picture, operating convenience and cost factors involved, all of us—engineering, programming, sales and management—agreed on a dual Ampex VR-1100 installation as our choice for expanded Videotape* operations." Says Bill Schock, Chief Engineer for KOSA-TV (Odessa): "Our Ampex VR-1100's incorporate the past experience of Ampex as well as the most advanced engineering and design available today. Ease of operation, dependability, and size are just a few of their many features and advantages." Statements like these are typical of the many enthusiastic comments we've had from engineers all over the country. Here's just a

*TM Ampex Corp.



AMPEX

sampling of the replies we received from a recent questionnaire. We asked how the VR-1100 owners would rate the performance of their recorder against other tape pictures they'd seen. "We compare our pictures with our competition. They have a Brand X recorder. I'd say our air picture is 10 times better." Another station said: "Our tape picture is just as good as our live picture. When we ran political programs on tape, we kept getting phone calls from people who wanted to talk to the speaker." Little wonder that the years-ahead VR-1100 is the fastest-selling VTR in the world today. For full details contact your Ampex representative. Or write Ampex Corporation, 401 Broadway, Redwood City, California. Sales and service throughout the world. Term leasing and financing.



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THE PROGRAM PLACED EMPHASIS ON THE SUCCESS STORIES OF INTEGRATION AND CITED CASE HISTORIES OF COMMUNITY AND INDIVIDUAL EFFORT IN SOLVING PROBLEMS OF INTEGRATING HOUSING, EMPLOYMENT AND EDUCATION. THE CONTINUING ASSIGNMENT UTILIZED THE REPORTORIAL, PHOTOGRAPHIC AND EDITORIAL RESOURCES OF THE 15 GANNETT NEWSPAPERS AND THE GROUP'S NEWS BUREAUS IN WASHINGTON, ALBANY AND TRENTON.

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THE JOURNAL-NEWS, Nyack-Rockland, N. Y.
CITIZEN-REGISTER, Ossining, N. Y. DAILY ITEM, Port Chester, N. Y.
DAILY NEWS, Tarrytown, N. Y. REPORTER-DISPATCH, White Plains, N. Y.
HERALD STATESMAN, Yonkers, N. Y.

(Affiliated but not owned, Evening Star, Peekskill, N. Y.)

THE GANNETT COMPANY, Rochester, N. Y.

far higher revenues were they to sell the time in the form of 20-second or other shorter announcements.)"

In addition to its per-program offer, ASCAP has said it is willing to extend the radio networks' current blanket licenses for 1964. While asking for a 22% increase in station rates under blanket licenses, it has offered per-program licenses to stations at current rates, subject to certain modifications. Traditionally, most stations and all networks have chosen blanket rather than per-program licenses. CBS Radio is the first network to seek a per-program contract.

AP to get vote data from NBC News

Fully national computerized coverage of next November's elections was assured last week when the Associated Press bought NBC News' "Electronic Vote Analysis" of the election for its newspaper and broadcasting members.

UPI has agreed to rent two RCA 501 computers to facilitate its vote tabulations (BROADCASTING, May 18), in providing more rapid electronic analysis

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A GENERAL ELECTRIC STATION

WGEZ tapes murder trial

WGEZ Beloit, Wis., last week gained permission from Rock County Judge Edwin C. Dahlberg to tape the proceedings of a murder trial against John P. Webster, 18, of Beloit.

WGEZ news director Bill Barnum obtained permission to put the tape recorder in the courtroom after the district attorney and the defense attorney waived any objections to its use.

Taped highlights of the trial were to be inserted in the station's evening news broadcast.

of election results to stations who may not be affiliated with broadcasting networks. All three TV networks will use computers.

The material provided by the "Electronic Vote Analysis," using a bank of RCA 301 and 3301 computers, will cover the presidential election, as well as gubernatorial and senatorial races, and will be furnished to the 8,000 AP members and subscribers around the world.

NBC News also announced that the *New York Herald Tribune* will use its system for the November elections. The *Tribune* thus joined the *New York Times* and the *Washington Post*—newspapers which have bought the CBS News "Vote Profile Analysis" (BROADCASTING, April 20, May 11)—in turning to the networks to provide their readers with fuller election coverage.

NFL rejects NBC's all-star proposal

A proposed all-star football game between the National and American football leagues for next January, that would have meant at least \$500,000 to the John F. Kennedy Memorial Library Fund, was rejected last week by Pete Rozelle, NFL commissioner.

William R. McAndrew, NBC News executive vice president, proposed that NBC-TV would donate \$500,000 to the Kennedy fund for the rights to televise the game. Gate receipts, minus stadium and ticket expenses, also would be contributed to the fund. The network said it would sign an agreement to pay participating players a salary.

The NFL, which has been feuding with the AFL since the latter league

came into existence five years ago, said it had "no interest" in the proposal. Commissioner Rozelle noted that the NFL already has completed plans to donate the proceeds of an exhibition game in Philadelphia between the Eagles and Detroit Lions on Aug. 23 to the Kennedy fund.

Joe Foss, AFL commissioner, had accepted the proposal on behalf of the league's club owners, but the NFL rejection would appear to again postpone a showdown game between the best teams and players of the two leagues.

The NFL owners, meeting in New York, agreed to distribute most of the \$1.8 million the league will receive from CBS-TV for telecasts of each of the next two championship games to the players of the competing teams, of the second and third-place teams and into existing and expanded pension plan.

House approves fund for market service

House Republicans failed last week to curb the market news wire service of the Department of Agriculture, which provides market information for radio and television stations and newspapers.

Representative Paul Findley (R-Ill.), a former newspaper publisher who has been criticizing the agriculture wire service for almost a year, tried to cut off federal funds for the market wire, but was defeated by 56-101 floor vote on Wednesday (May 20).

Representative Findley charged that government employees could "control the flow of news all the way from the news sources right to the person or private organization receiving this material" and that it might be possible for the government to expand its service and eventually drive the Associated Press and United Press International out of business and create a federal monopoly on news.

Representative Jamie L. Whitten (D-Miss.) said he understood the service was in wide demand and that it is used by 1,600 radio stations, 170 television stations and 1,200 daily newspapers. The only complaints about the service he knew of, he said, were from congressmen "who want us to do something to get more marketing news disseminated."

Representative Whitten, head of the House Agriculture Appropriations Subcommittee, said he understood a private news wire that uses the government's data but sells it was considering suit and that for this reason his appropriations panel had bypassed the matter.



Courtesy of The Detroit Institute of Arts

**"THE VILLAGE
PIPER"**
(detail)

by ANTOINE LE NAIN

Painted in 1644, when most French art reflected classic themes and the aristocracy, "The Village Piper" gives us a rare look at the humbler subjects of Louis XIV. Le Nain painted this masterpiece on copper, using rich enamel-like colors which even today are beautifully preserved.

in a class by itself

Masterpiece — *exceptional skill, far-reaching values.* This is the quality of WWJ radio-television service—in entertainment, news, sports, information, and public affairs programming. The results are impressive—in audience loyalty and community stature, and in sales impact for the advertiser on WWJ Radio and Television.

WWJ and WWJ-TV
THE NEWS STATIONS

Owned and Operated by The Detroit News • Affiliated with NBC • National Representatives: Peters, Griffin, Woodward, Inc.

Democrats start voiced news

If you've got the toll money, you can dial 202-333-8260 and get tapes of LBJ, Lady Bird and all the gang

The Democratic National Committee, lending fresh proof to the importance of broadcast news media, announced last week it is prepared to offer sound actuality tapes of newsmaking Democrats to radio and television stations willing to place calls to the party's new automatic tape-telephone system in Washington.

The service, using tape cartridges, will have fresh material available on a 24-hour basis each day until the conclusion of the fall election campaigns, said John M. Bailey, committee chairman who inaugurated the system Thursday (May 21). The system will be shifted to Atlantic City, N. J., for the Democratic National Convention. To demonstrate the device, Mr. Bailey placed a call to 333-8260 in Washington (area code 202)—the system's telephone number—and recorded a statement. Minutes later he called again and this time heard his statement played back. In the future, he explained, any station willing to pay the toll charges can make such calls and receive actuality material on top news stories—featuring Democrats, of course.

Not to be outdone, the Republican National Committee also will offer broadcast material, although initially on a different basis and on a smaller scale, it was learned. The GOP will start by calling news services and some stations to offer tapes, too, but not automatically.

Mr. Bailey said the Democratic service would not compete with commercial news media, just supplement them. A UPI Audio reporter attending Thursday's demonstration was not so sure and said it seemed the Democrats would be in direct competition. The Democratic chairman said commercial news services would be called before tapes would be available to individual stations.

Noting that similar systems are in operation on the state level in California, New Jersey and Indiana, Mr. Bailey said, "I get continual calls from stations asking me to read a statement aloud." What this is, explained Sam Brightman, national committee publicity director, is a natural development from the printed speech texts and photographs the committee has always made available to the news media.

Plans are that voiced excerpts running between 30 and 40 seconds will be put on tape and introduced by an announcer who will give recording in-

formation and a cue. All "programs" will be tagged with a billboard of what the committee plans to offer next and when it will be available that same day. "We intend to follow the news," Mr. Brightman said.

Until last week, neither national committee was able to provide audio material by telephone. Wayne Phillips, director of the Democratic news information bureau, said the Spotmaster tape cartridge equipment was set up by Broadcast Electronics Inc. for WWDC Washington when the station was "overwhelmed with calls" from other stations seeking actuality material at the time of the presidential assassination last November.

The Democrats installed similar equipment capable of servicing three telephone lines simultaneously and automatically. When all three are tied up, calling stations will hear a busy signal. And to prevent local pranksters from sabotaging the operation by calling up and leaving their phones off the hook, the system features an automatic disconnect device which is signaled when the tape is played through once.

The Republican system isn't as far along and wasn't approved until the GOP heard for sure what its Democratic competition was up to. But the Republicans, unlike the Democrats, plan to be calling stations, at least at the outset. The Democrats are relying on stations getting into the habit of calling daily.



Mr. Bailey
Radio premiere

Chet and David honored

NBC News commentators Chet Huntley and David Brinkley will deliver a two-man commencement address—after the manner of their evening news reports—at Franklin and Marshall College, Lancaster, Pa., on May 31. During the graduation exercises the college will confer honorary doctor of literature degrees on the NBC reporters.

Rogers still hot on fairness trail

The House Communications Subcommittee's fascination with fairness and political broadcasting is undiminished since its hearings on equal time suspension and editorializing last year.

Starting with the same approach that led to a hearing on broadcast editorials last summer, Representative Walter Rogers (D-Tex.) has requested his Capitol Hill colleagues to document their complaints, if any, on the fairness of broadcasters during election campaigns. He said last week that several congressmen and some nonfederal office holders have commented to him about editorials aired in behalf of or against candidates during state primary elections this spring.

"I have asked them to write letters to document the area and see if the subcommittee should look further into it," Representative Rogers said Wednesday (May 20).

The subcommittee's activity in editorializing last July led to the FCC's hasty and controversial clarification of the fairness doctrine, an item that remains on the panel's agenda. Even though Representative Rogers believes most campaign fairness complaints "won't come in until fall—before and after the general elections," he intends to proceed with consideration of HR 9158 within 45 days.

That measure, introduced by Representative J. Arthur Younger (R-Calif.) in the fall as a direct result of the FCC's enforcement of the fairness doctrine, would relieve broadcasters of any requirement to provide free time for views opposing those aired on paid broadcasts. FCC Chairman E. William Henry, defending the fairness principle, has said broadcasters have "a thousand and one ways" to present opposing views without giving free time.

If asked, Representative Rogers would

permit consideration of another political broadcasting measure that has been pending, he said. That bill, HR 7072, was introduced last year by Representative John E. Moss (D-Calif.) and would extend the equal-time protections of Section 315 to candidates attacked or not endorsed by editorials.

New Wolper series to be syndicated

Wolper Productions' new series, *Men in Crisis*, is the first major series to be distributed through the company's new syndication arm, Wolper Television Sales. Dealing with famous conflicts of historic import, the series of 32 half-hour documentaries includes such titles as "Hitler vs. Chamberlain: Crisis at Munich," "Darrow vs. Bryan: The Monkey Trial," and "Pershing vs. Pancho Villa: Incident in Mexico."

Alan Landsburg, who produced last year's Peabody-award winning *Biography* series for Wolper, will head production for the *Men in Crisis* series which is available for fall broadcast from Wolper Television Sales offices at 555 Madison Avenue, New York, or 8730 Sunset Boulevard, Los Angeles.

Some advice for the critics

NBC's Sarnoff tells Baptist meeting that TV should be judged on basis of the wide variety it offers

Robert W. Sarnoff, NBC board chairman, in noting that television is designed to serve many interests, suggested critics who try to evaluate the medium should consider a wide sampling of available programs in looking for the more rewarding presentations.

Mr. Sarnoff, in a speech on May 22 to the Radio and Television Commission of the Southern Baptist Convention in Atlantic City, said TV programs should be considered individually "and examined thoughtfully so the worthy may be encouraged and the unworthy rejected." As examples of people who do not enjoy the full benefits of TV programming, Mr. Sarnoff mentioned "parents who regard television as a pacifier or a diverting toy" and "teachers who dismiss television as an unworthy intrusion on home study." The large audience was receptive and repeatedly applauded Mr. Sarnoff's plea for less government involvement in programming.

In his talk, Mr. Sarnoff also suggested that groups, such as the Southern Baptists he was speaking to, "assess care-

fully" what each TV offering "says and means" and then "speak out in behalf of those you deem most rewarding."

At one point, he noted that many broadcasters were "surprised and disappointed by the policy statement issued last year by a highly respected church group calling for greater government involvement in broadcast programming." In 1963, the National Council of Churches called for tighter government control of broadcasting, a position it reaffirmed this year (BROADCASTING, Feb. 10).

No Czars ■ Said Mr. Sarnoff: "My own view is that such a position is incompatible with our heritage of freedom of expression and freedom of choice" and that a better one is being followed by the Southern Baptists' Radio and Television Commission which has "endorsed the belief that 'the challenge to broadcasting is to raise the public taste, rather than to appeal to a government czar'."

Mr. Sarnoff said that new government control is not the answer to com-

WAGA-TV HAS MORE QUARTER HOUR FIRSTS THAN THE OTHER TWO STATIONS COMBINED!*

We've asterisked time periods where we're not only FIRST in homes delivered, but have more FIRSTS than the other two stations combined. Add Daytime to Prime time, and again... more FIRSTS! Check our chart and your copies of MARCH '64 ARB and NSI reports!

PRIME TIME ¼ — Hour FIRSTS 7 PM — 11 PM Sunday thru Saturday

Station	WAGA-TV	Station "B"	Station "I"
Nielsen (March)	59*	38	15
ARB (March)	52	48	12

DAYTIME ¼ — Hour FIRSTS 9:00 AM — 7:00 PM Monday thru Friday

Station	WAGA-TV	Station "B"	Station "I"
Nielsen (March)	130*	70	00
ARB (March)	105*	95	00

SOURCES: MARCH NIELSEN, MARCH ARB; ANY AUDIENCE SIZE DATA USED HEREIN IS BASED ON THE SOURCE INDICATED; IS SUBJECT TO THE LIMITATIONS OF ITS ACCURACY INHERENT IN THE METHOD OF SURVEY USED, AND SHOULD BE CONSIDERED AS AN ESTIMATE.

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STORER
BROADCASTING COMPANY



How a banker looks at the expanding Independent telephone industry

by George A. Murphy
Chairman, Irving Trust Company

Today, we are caught up in an "information explosion" that was only a spark about five years ago.

Most of us in business are aware of it now. Some of us have experienced it firsthand. In banking, transactions that once took days are accomplished in hours, perhaps minutes. Computers, data processing, and record-keeping machines are working at phenomenal speeds.

But their capabilities are tied to the speed with which they receive information. Often, one machine passes data along to another over a considerable distance. And this will call for greatly expanded communication services, particularly in the telephone industry.

In fact, the volume of "machine talk" sent over telephone lines will soon exceed voice talk. Most of it will take place at night, when circuits until now have usually been idle. Telephone transmission is so fast and accurate that it can deliver the entire text of "Gone With the Wind" in a fraction of a minute.

A growth factor for Independents. Since the Independent telephone companies are an important part of the communications industry, this is one of the factors that will spur their growth. Actually, as any Independent telephone investor knows, they have been growing quite vigorously all along.

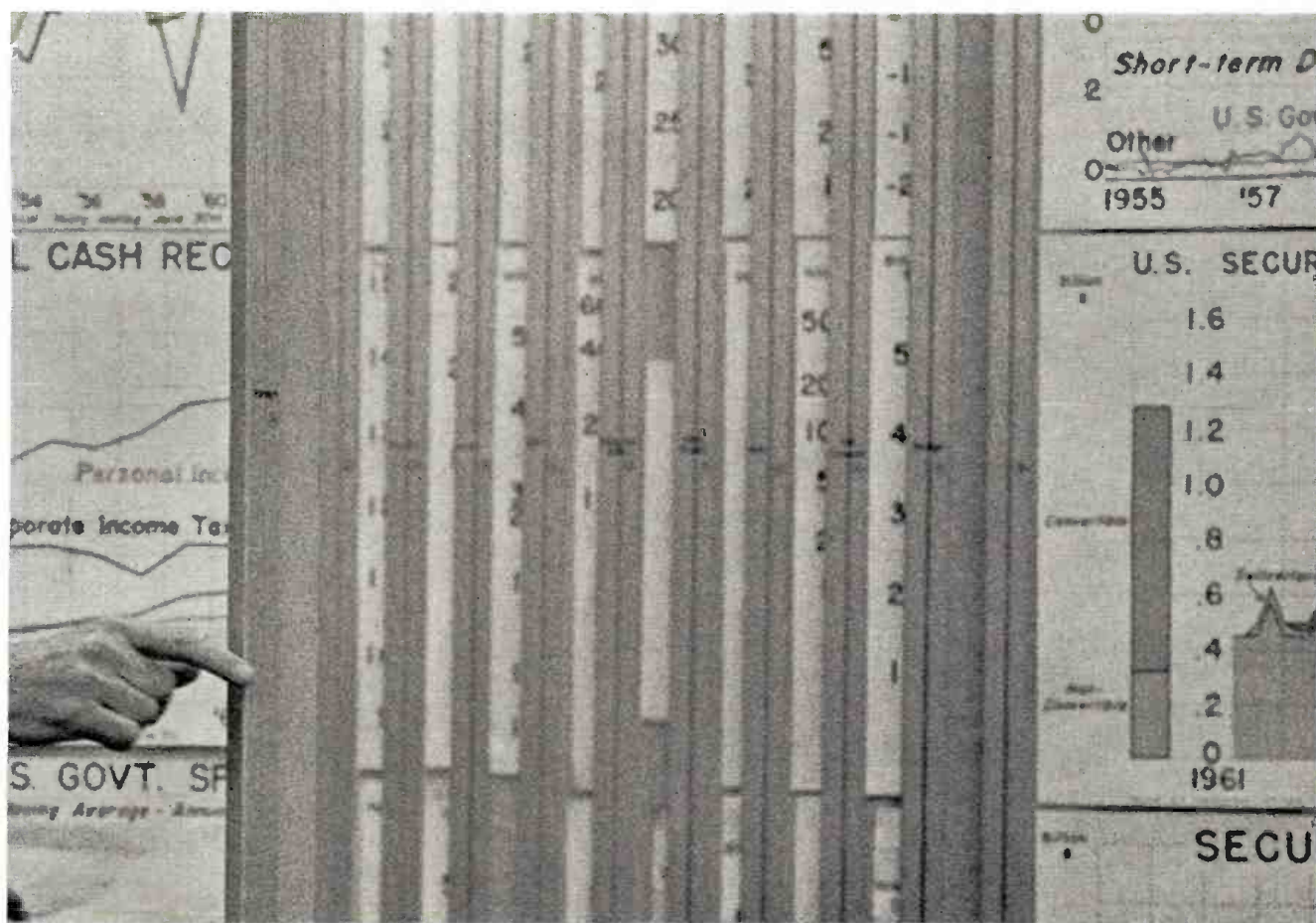
There are more than 2,700 Independents across the country. Many are in suburban and rural areas where the greatest industrial and population growth is taking place. Their 10,700 exchanges cover more than half the nation's geographic service area. Since all telephone equipment is compatible, you can readily make a long-distance call that may go through several Independents and the Bell System as well.

Biggest network in the world. This combination of Independents and the Bell System gives the United States the biggest telephone network in the world. With only 6% of the world's population, we have 52% of the phones. Thirteen million of

these belong to the Independents, just about the total for Britain and France combined.

Faster growth than the U.S. economy. Independent telephones increased from a little over six million in 1950 to double that number in 1963. They can double again by 1975. The dynamic growth of the industry is faster than the growth of the U.S. economy as a whole. Equally important from the investment point of view, the industry provides an essential public service which generates a steady income with a built-in resistance to recession.

Anyone active in finance can see that the tremendous era of expansion ahead will call for massive amounts of capital. In 1964, for instance, the Independent telephone industry is investing \$700 million in new plant. Last year the figure was \$654 million. These funds are raised largely through a combination of short-term financing with commercial banks and long-term financing through sales of bonds, de-



GEORGE A. MURPHY has been Chairman of the Board and chief executive officer of Irving Trust Company since 1960. He is a native of Georgia, a graduate of Oglethorpe University, New York University Law School and Harvard Graduate School of Business Administration. He joined Irving Trust in 1931. Mr. Murphy is President of the New York State Bankers Association and has just completed a term as President of the Advisory Council of the Federal Reserve System. He is Chairman of the New York University Board of Trustees and of the Better Business Bureau of Metropolitan New York. His directorships include Commercial Union Insurance Company of N. Y., Continental Can Company, Inc., Distillers Company, Ltd., General Cable Corporation, and Warner-Lambert Pharmaceutical Company.

ventures, and common or preferred stock to the public and institutional investors.

Bank financing of Independents' expansion. The nation's banks have been partners of the Independent telephone industry for more than half a century. It has been a lasting relationship, based on mutual profit which is the essence, I believe, of any good business partnership.

Short-term bank loans to the telephone business are designed to finance the initial construction of new plant, and are typically for one year or less. By the end of that time, long-term financing of the additional plant in service is arranged, generally through the sale of bonds. The advantage of bank financing is that it is flexible and economical. A company can borrow from day to day the exact amounts needed during the construction period. Thus, banks have joined hands with the telephone industry to make possible the growth in facilities that serve thousands of communities throughout the nation.

On the basis of long experience, bankers know at first hand the Independents' outstanding record of technological progress, stable income, and dynamic growth. In addition, we believe that securities of many of these companies offer an excellent opportunity for the private investor to share in the ownership and rewards of the private enterprise system which has made this country great.

George A. Murphy

This message was prepared for the United States Independent Telephone Association by Mr. Murphy. It is part of a four-point USITA program to focus the attention of the business and financial community, and the general public on:

1) The financial growth and stability of the Independent telephone industry.

2) The importance of maintaining adequate earnings in order to attract new investment capital.

3) The career opportunities in the telephone industry.

4) The contributions of the Independent telephone industry to the philosophy of private enterprise in a free country.

For further information, and to learn how interested groups can obtain a print of the motion picture, "The Independent," which tells the story of this expanding industry, write USITA, 438 Pennsylvania Building, Washington 4, D. C. Telephone: (Area Code 202) 628-6512.



Fairness doctrine called unconstitutional

The FCC's fairness doctrine is unconstitutional and "neither ensures fairness nor respects the freedom necessary for a democratic society . . .", a George Washington Law School professor says in an article published in the school's April *Law Review*, due out soon.

John Paul Sullivan, associate professor of law at George Washington University, Washington, D. C., entitles his commentary "Editorials and Controversy: The Broadcaster's Dilemma."

Professor Sullivan makes these points:

- The First Amendment guaranteeing free speech is absolute except for the condition by U. S. Supreme Court that it may be limited when there is a "clear and present danger."

- The commission's fairness doctrine conflicts with this position since

it interferes with the constitutional guarantee without the "clear and present danger" formula.

- Further, the FCC's justification for imposing the fairness requirement, the scarcity issue (that there is only enough space in the radio spectrum for a limited number of stations) is invalid. There are more radio stations than newspapers today.

- And, the basis for the commission's authority (the public interest, convenience and necessity) is vague and imprecise.

"Few would disagree with the objectives of the fairness doctrine," Professor Sullivan says, "at least, as applied to the media of mass communication. But an agreement on a desirable goal to be obtained should not obfuscate the critical question of means to be used. It is the vice

of the fairness doctrine, as administered by a governmental agency, that the agency determines what is fair and what punishment shall be meted out to those judged unfair. When the punishment involves a denial of the license to communicate, the agency's power over speech is both plenary and dictatorial . . ."

In the same issue of the *Law Review*, a group of Washington communications attorneys suggest that the FCC should take into account existing programs available to the community in determining which of competing applicants should be approved—all other things being equal.

The suggestion is made by Norman E. Jorgensen, Louis Schwartz and Robert A. Woods in an article entitled "Programming Diversity in Proposals for New Broadcast Licenses."

plaints about television. He said it is up to the broadcasting industry to raise the standards of programming. He added: "Television is too powerful and persuasive an instrument to be placed in the hands of any central authority, however well-intentioned.

"The history of this century," he said, "is replete with evidence that a people that relinquishes control of its communications ultimately relinquishes its liberty."

Mr. Sarnoff noted that although television is a "secondary influence in our society" in relation to the home, church and school, it strives accurately to portray society as it really is. "To look into the mirror of television may be disconcerting at times, exhilarating at others, but the reflection is a reasonably faithful one."

Mr. Sarnoff appeared at the Southern Baptists Convention to be presented the newly established Southern Baptists' distinguished communications medal for an "obvious and lasting contribution to radio and television communications."

Bigger news coverage for GOP convention

"Almost twice as many media people" will cover the Republican National Convention in San Francisco this year as there were for the GOP convention there in 1956, according to William E. Miller, chairman of the Republican Na-

tional committee.

Mr. Miller, who has inspected housing arrangements in San Francisco, said, "All of the state delegations and virtually all of the media people will be housed in San Francisco itself, and arrangements are being completed to accommodate the balance in surrounding communities."

Housing arrangements are virtually complete, he said. "Confirmations of space reservations are almost ready to be mailed."

News plays growing role in station popularity

Stephen B. Labunski, vice president of Radio Press International, last week told a meeting of RPI's subscribers that a radio station's news policy is playing an increasing role in its popularity among listeners and that "more and more advertisers are sponsoring radio news."

Mr. Labunski, who also is vice president and general manager of WMCA New York, urged that more time and money be devoted to building up radio news programming because "your entire station becomes more salable on the strength of a respected news department."

As the public becomes more concerned with local, national and international affairs, Mr. Labunski said, it turns "increasingly" to radio to get the information it desires and needs.

Film sales . . .

The Conciliator (Cirrus Productions): KTTV Los Angeles; WNEW-TV New York; WTTG(TV) Washington; WTVH-TV Peoria, Ill.; WTVP(TV) Decatur, Ill., and KMBC-TV Kansas City, Mo.

Beetle Bailey (King Features): WSB-TV Atlanta; WSTV-TV Steubenville, Ohio-Wheeling, W. Va.; KTRE-TV Lufkin, Tex., and KTBC-TV Austin, Tex.

Big 6 (NTA): WFAA-TV Dallas-Fort Worth; WHTN-TV Huntington, W. Va., and KIRO-TV Seattle. Now in 34 markets.

Superman (Wolper TV Sales): WAST (TV) Albany, N. Y.; KARD-TV Wichita, Kan.; KGNC-TV Amarillo, Tex.; WZZM-TV Grand Rapids, Mich.; KMJ-TV Fresno, Calif.; WHNB-TV New Britain-Hartford, Conn.; WTTV(TV) Bloomington-Indianapolis; WHYN-TV Springfield, Mass.; WLOS-TV Asheville, N. C., and WHBF-TV Rock Island, Ill.

Greatest Show on Earth (Desilu Sales): KHJ-TV Los Angeles.

Bold Journey (Banner Films): WBAP-TV Fort Worth-Dallas.

Tarzan Features (Banner Films): WTOL-TV Toledo and WBNS-TV Columbus, both Ohio.

Films of the Fifties, Volume 9 (Seven Arts): WTEV(TV) New Bedford, Mass., and WISH-TV Indianapolis. *Volumes 3, 4 and 5*: KHOL-TV Kearney-Holdrege, Neb.

Program notes . . .

Educational series ■ ABC Radio plans on May 31 to launch a new Sunday series, *Exploring Higher Education*, (2:30-2:55 p.m. EDT) featuring interviews with nationally prominent educators. The first program in the series will include an interview with former U. S. Secretary of Health, Education and Welfare Arthur S. Flemming, now president of the University of Oregon.

New series ■ Triangle Program Sales is offering for syndication two new series now in production by the Triangle Stations: *The Wonder of Birds*, 65 five-minute color programs and *The Wonderful Age of Play*, a group of half-hour taped shows dealing with specific sports activities.

Summer replacement ■ CBS-TV has scheduled *On Broadway Tonight*, a variety series featuring new professional talent, as the summer replacement for *The Danny Kaye Show* (Wednesday, 10-11 p.m. EDT), beginning July 8. Rudy Vallee will be the regular host for the series, which will be produced by Irving Mansfield and directed by Dave Geisel.

AP libel booklet ■ The Associated Press' booklet, *The Dangers of Libel*, is being reissued in an expanded ver-

sion that includes a section on the right of privacy. The new four-page privacy doctrine explains "that a person has the right to be let alone; to be free from publicity about a matter he deems of no concern to the public—in other words, his dignity is protected."

Philharmonic returns ■ The New York Philharmonic will begin its 35th year on the air next fall in Sunday afternoon time periods. The weekly live broadcasts had been on CBS Radio until last year when a hook-up of stations in 86 cities was arranged. The performances again will be carried on a lineup of stations called The New York Philharmonic Radio Network.

Radio series sales . . .

Date with Debbie Reynolds (Debc Sales): WTMG Ocala, Fla.

The Shadow (Charles Michelson): WHEC Rochester and WXXW Troy, both New York, WIOK Bloomington, Ill., and WJRZ Newark, N. J.

Famous Jury Trials (Charles Michelson): WPON Pontiac, Mich.

The Green Hornet, Sherlock Holmes, The Hidden Truth and Dangerous Assignment (Charles Michelson): WJRZ Newark, N. J.

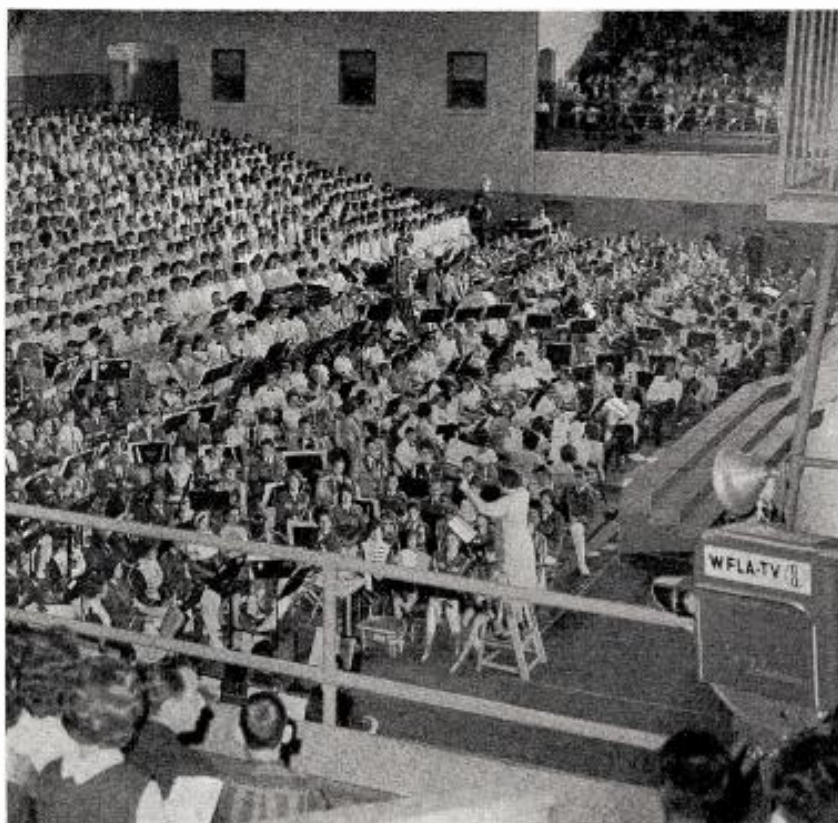
One step closer on suspension of 315

Suspension of equal time requirements for presidential and vice presidential candidates inched a wee bit closer to enactment last week, but not far enough to clear Senate hurdles thrown up by the civil rights debate.

House members who conferred earlier this month with their Senate counterparts (BROADCASTING, May 11) and reached agreement on small changes in HJ Res 247, the suspension measure, reported to the House Tuesday (May 19) on the results of that conference. The House group, headed by Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, explained that they had agreed to Senate amendments to the original version.

The conferees have agreed that the suspension should begin Sept. 4, after the Democratic national convention (the Republicans meet in July). They also agreed to a minor revision of the resolution language that is intended to remind broadcasters of Section 315(b) of the Communications Act. The section requires stations to charge legally qualified candidates rates that do not exceed charges made for "comparable use of such station for other purposes."

PRESENTING PANORAMA OF MUSIC AND A CAST OF THOUSANDS



Over 2200 to be exact. All music students from Hillsborough County Schools. And all able to participate because of an idea WFLA-TV Vice Pres. and General Manager George W. Harvey had a few years ago!

PANORAMA OF MUSIC is an exclusive WFLA-TV presentation from production to narration. It's co-sponsored with the County School System and has provided over 70 college music scholarships since 1960.

Because of programing and planning like PANORAMA OF MUSIC Tampa-St. Petersburg turns to WFLA-TV FIRST.



Mississippi TV's defend actions

Oppose church plea to deny license renewals; say local conditions dictate policy

Two Jackson, Miss., television stations have told the FCC that stations in their area subject themselves to complaints and, on occasion, threats when they carry programs on the civil rights issue. The stations, WLBT(TV) and WJTV(TV), also asserted that the commission must leave them free to make programing judgments based on their assessment of local conditions and needs.

The stations expressed their views in pleadings opposing the petitions of the United Church of Christ, which has asked the commission to deny the stations' license - renewal applications (BROADCASTING, April 20). The licenses are due for renewal on June 1.

The church, which says its policy is to condemn segregation, said that the stations have failed to serve the interests of the Negro community which, it said, constitutes 45% of the population in the five counties within the stations' prime service area.

The church also said the stations have not given "a fair presentation of controversial issues, especially in the field of race relations." The allegations were said to have been based on monitoring of the stations' programs during the week of March 1.

Residents of the Jackson area, whose only TV service is provided by WLBT and WJTV, have been deluging the FCC with comments on the case. No mail count has been made, but expressions of opinion, in letters, postcards and on petitions, are said to be "in the thousands." Commission officials say there has been "a substantial amount of mail on both sides" of the case.

Network Programs ■ Both stations, challenging the accuracy and validity of the analysis of their programing, said that they carry network programs dealing with all aspects of the civil rights issue. WLBT is affiliated with NBC, WJTV with CBS.

But WLBT said it presented such programs over the objections of "many" viewers and has concluded, "as a matter of judgment that it is not in the public interest indiscriminately to present local programs on this very inflammatory issue, and for this reason has initiated very few local programs of this type." One consequence of this policy, the

station said, is that the church's views "have received more than a fair share of the time of the station."

WJTV said it has carried programs featuring national and local civil rights leaders "despite complaints and, on occasion, even threats from its viewers." It said, however, it would continue to carry both local and network-originated news of the integration controversy.

The stations also said they have made time available to the two Negro civil rights leaders in Mississippi who are parties to the petitions to deny renewal. They are the Reverend Robert L. T. Smith of Jackson, and Aaron E. Henry of Clarksburg, state president of the National Association for the Advancement of Colored People.

Pacifica Cited ■ Both stations cited the FCC's decision in the Pacifica Foundation case to support their contention that they should be left free to make programing judgments. In the Pacifica case, which involved three listener-supported FM stations whose programing offended some listeners, the commission held that the "licensee's judgment in this freedom of speech area is entitled to very great weight" (BROADCASTING, Jan. 27).

WLBT said that if the FCC concluded that a station cannot be censored for presenting controversial programing that meets the needs of a minority, the commission "must allow the station to decide how much programing a minority should receive, and how that programing should be presented." The commission should "also allow a station to decide how an inflammatory issue should be handled on a local basis."

WJTV cited the Pacifica case in responding to a complaint by the church that the station did not, during the monitored week, originate a religious program from a Negro church in Jackson. The station said that, in the Pacifica case, the commission held that responsibility for selection of individual programs rests with the licensee and that its—the commission's—jurisdiction is confined to review of overall service.

The stations asserted they carry programs oriented to the Negro audience, and said their programing is in accordance with the proposals they made in seeking renewal of their licenses in 1961. WLBT's pleading contained statements from six Negro community leaders—including clergymen, a weekly newspaper publisher and educators—supporting the station's contention it cooperates with area Negroes.

L. M. Sepaugh, vice president of WJTV, said WJTV "has never considered its viewers as consisting of separate communities." But he recalled "several" instances in which the station carried announcements "directed primarily to the Negro segments of the WJTV audience."

The future of home TV tape

New medium will be beyond control of opponents of pay TV, Raibourn says

A warning to theater owners and broadcasters who oppose wired pay television was issued last week by Paul Raibourn.



Mr. Raibourn

Mr. Raibourn is senior vice president, secretary and board member of Paramount Pictures Corp., which has a pay TV subsidiary, International Telemeter Co. Paramount also owns 51% of Famous Players Canadian Corp.

Ltd., which operates an Etobicoke, Canada, wired pay TV operation through Trans-Canada Telemeter.

Broadcasters and exhibitors, he said, who don't take advantage of the growing wave of interest in direct payment TV and who fail to establish means of competing for the home TV screen, may regret their stand when another medium becomes available to the public—the home TV recorder.

This medium, he suggested, "is probably going to be completely beyond the propaganda control of either broadcasters or exhibitors. . . ." Mr. Raibourn said there are now as many as 20 electronics companies developing prototype home TV recorders.

His remarks were made before a symposium held by the New York Society of Security Analysts on the relation of feature films to television.

Supply and Demand ■ John Mitchell, sales vice president of Screen Gems, another speaker at the session, predicted a strong future for feature film distributors on the basis of the increasing number of TV sets throughout the world. Over the last year, he said, the number of television receivers outside the U. S. has increased by almost 19 million. Mr. Mitchell also pointed to the rapidly dwindling supply of new feature film product available to TV.

A recent study of reserve product shows that of an estimated 5,400 feature films produced between 1948 and 1963, only 1,200 have not been distributed to television, he observed.

The television worth of a quality feature, he asserted, increases by 10 to 20% a year.

A. M. PENROSE & CO., INC., NEW YORK, N. Y.
86 PROOF. 100% GRAIN NEUTRAL SPIRITS



It's too good for big parties.

SOLID-STATE VIDEO DISTRIBUTION AMPLIFIERS



Self-Clamping Amplifiers

Sync Separating Amplifiers

Sync Mixing Amplifiers

Video Distribution Amplifiers

Pulse Regenerative Amplifiers

CBS Laboratories has developed broadcast-proven solid-state video amplification equipment to meet the rigorous specifications of the Columbia Broadcasting System Television Network.

Now available to all television broadcasters, these video amplifiers offer the highest quality, most distortion-free signal handling capabilities of any on the market plus all the advantages of solid-state construction.

. . . Quality Products for Professional Broadcasters



LABORATORIES

High Ridge Road, Stamford, Conn.

A Division of Columbia Broadcasting System, Inc.



Looking for an \$8 billion market?

IMPORTANCE OF SPANISH-SPEAKING POPULATION INCREASING EVERY YEAR

There's an \$8 billion market in the United States that is getting very little attention in the opinion of those who know most about it.

There are 8 million special people in the country who put great faith in what they hear on their favorite radio stations or see on their television stations.

Their reason is easy to understand. They are the Spanish-speaking people of the nation, the Mexicans, Puerto Ricans, Cubans and others who speak and think and pray in Spanish and so listen to and appreciate the Spanish language broadcasts that are aimed their way.

A number of national advertisers have discovered this fact and are profiting by the discovery. Many others have ignored this important group, arguing that it can be reached through English-programed stations, English newspapers and magazines. Studies do not bear out this argument. Spanish-speaking people are loyal to their native tongue.

What Is It? • The Spanish-language market is a kid with a transistor at his ear who crosses 42d Street and Broadway in New York, and a housewife in El Paso who has just cashed the check

her husband earned working at nearby Biggs Air Force Base.

The market is a Cuban lawyer who now does what he can to earn a living in Miami, and the American-born son of Italian parents who works in a Tampa cigar factory and speaks Spanish.

The market is a farmer in California's San Joaquin Valley, and a young couple in Matamoros, Mexico, who cross the Rio Grande River on Friday night to shop for groceries in Brownsville, Tex.

The market is 50 labels from evaporated milk cans for a statue of the Virgin of Guadalupe, and a mariachi band that plays at fiestas.

The market is a soap opera that seems to run interminably, and a disk jockey program with "Mack the Knife" sung to a cha cha beat.

The Spanish-language market is a goldmine with the mother lode still untapped.

"The civil rights battle has helped to make the Negro market, but our people in the Spanish-language market are comparatively quiet. So a lot of people don't even know its around."

That's the way one station representa-

tive explained the difficulty in selling Spanish-language broadcasting to the big-money advertisers.

The advertisers that buy the Spanish-language market are satisfied with their results and a few have been in for years. These clients and their agencies are no problem for the reps. But the untapped advertisers are.

An account executive with one of the leading Texas agencies placing business in the market said that advertisers moving in for the first time have to look at it as an investment. "The short-sighted advertisers who try scattered small campaigns and are mad because they don't bring results just aren't approaching the market in the right way," he said.

"If they approach the market with the idea that in buying Spanish-language media they have an investment, not an item of expense, then they can make a success of it. It's a sleeping market," he said, "and when advertisers and agencies stop thinking that all these people eat is tortillas and tacos, there's going to be a great awakening."

Several agency executives noted that the Spanish-language market has many untapped product areas because the cli-

LOOKING FOR AN \$8 BILLION MARKET? continued

ent or the agency doesn't know anything about the market and has shown no real desire to learn.

These uninformed agencies and advertisers hurt the market. When such clients buy into the market they try "six spots a week for a few weeks and then when their product doesn't show a 1,000% increase in sales say the market isn't there."

Bob Berry, account executive at Glenn Advertising, San Antonio, who places business for Richard Hudnut Three Flowers brilliantine and Quaker Oats' Masa Harina, looks at it another way.

It Takes Time ■ An advertiser can't come into the Spanish market and expect to turn it upside down overnight, he noted, the market isn't built that way. "The people," he said, "develop brand loyalties by listening to commercials for a long period and through word of mouth. The advertisers that stay with the market can do well."

Edward Martin, vice president and manager of Fuller & Smith & Ross, Fort Worth, places business in the Spanish-language market for Pioneer Flour Mills of San Antonio. He says the advertiser has to be aware of the "special characteristics" of the market, but when he does he will "find it especially responsive."

An agency in Los Angeles goes over the same ground. The two to four week schedule which is okay for English-language radio isn't enough in the Spanish market. "A minimum of 13 consecutive weeks is recommended," the agency said, "to give the brand name enough time to establish itself. Consistency is what pays off."

Some agency people say that the way the market is built and the way it is

programed doesn't help the situation. Specifically one West Coast agency man commented that when one station programs Spanish 24-hours a day and another station only programs a couple of hours daily "you start to wonder just how big the market is."

In its survey of the Spanish-language market, BROADCASTING has estimated it totals eight million people (see page 88).

It is difficult, reps say, to get advertisers to allocate a share of their budget for the Spanish-programed stations in proportion to the Spanish-market population of their areas.

Agencies and advertisers have to stop thinking of us as an "extra market that requires a special budget," one rep maintained. "When they put us into the overall budget in ratio to the people we reach then we'll be making real headway," he said.

Need to Know ■ One of the major difficulties in selling new clients on the market is "a horrible lack of knowledge" as one rep puts it.

"Some New York agencies don't know anything about conditions in Laredo or San Diego," he said. "All they see out their windows are the kids of Spanish Harlem."

"By the same token," the rep continued, "any agency that spends a few hundred dollars to send someone into the Southwest to get the feel of the market at least has some first-hand knowledge on which to base its decision."

This brings the Spanish-market back to the root of one of its selling troubles—the fact that there are three markets in one. There is the Puerto Rican market of New York, the Cuban market of Miami and the Mexican market of

the Southwest and West Coast.

In New York City the stations are satisfied that they are being recognized and have fewer complaints about national business than do other areas.

The stations programing Spanish in the Miami area do not have as many agency-advertiser difficulties as the Southwestern market.

In that section of the U. S. from Texas to California along the Mexican border, the problem exists. This is the area that eastern agencies and advertisers know least about.

One of the biggest difficulties, say the reps, is convincing prospective buyers that the market doesn't end at the Rio Grande River. The two million residents of Mexican border cities listen to Spanish radio, watch Spanish television and do major buying on the U. S. side.

Their contention is backed up by Mexican authorities. An official of the Mexican Government Tourism Department said that of the \$950 million spent in his country by U. S. tourists, only \$450 million gets to the interior, most of it to Mexico City. The remaining \$500 million, he said, stays in the Mexican border towns and it, plus another \$180 million, is spent by these border residents in Laredo, El Paso, San Diego and other U. S. border cities.

Constant Traffic ■ He said there is a free zone which extends 21 miles into Mexico from the border, and residents of the area continuously cross over to shop for anything from canned milk to automobiles. There are certain limitations on what can be transported duty-free over the border, but he indicated that these were not the most enforceable statutes on the book.

Another difficulty the reps find is convincing advertisers that the Spanish-speaking audience is not adequately served by English radio.

The common complaint of the Spanish-market reps is that advertisers who say they are reaching the Spanish audience with English broadcasts aren't really doing so. The client may be getting some "exposure," but not any "impact."

Unlike other minorities which have been assimilated into the U. S.'s culture pattern, the Spanish-language market does not have to look far from its new home to find the native land. This is true of all three segments, and this is one reason that the market cannot be expected to quickly accept English as its primary language.

Familial ties in the native country and group life among the Spanish-speaking residents in the U. S. play a big part in this language retention. The Mexicans, Puerto Ricans and Cubans coming into the U. S. fit into the ethnic groups already established.

The Spanish-language market lives



From the stage of the Puerto Rico Theater, WADO New York broadcast live 'Pepsi-Cola Record Hop.' The vocalist is Ismael Diaz-Tirado.

Radio and television stations with major Spanish programming

City	Station	Hrs. week-ly	City	Station	Hrs. week-ly	City	Station	Hrs. week-ly	City	Station	Hrs. week-ly
ARIZONA			COLORADO			NEW YORK			WASHINGTON		
Flagstaff	KEOS	5	Visalia	KONG	11½	Silver City	KSIL	7	San Antonio	KCOR	132
Globe-Miami	KIKO	6	Watsonville	KOMY	9	Socorro	KSRC	6		KUBO	100%
Nogales	KNOG	30	Yuba City	KAGR	9	Taos	KKIT	19½		KUKA	91
Nogales-Nogales Sonora	XEHF	100%				Truth or Consequences	KCHS	9		KWEX-TV	70
Phoenix	KIPN	100%	Colorado Springs	KVOR	6	Tucumcari	KTNN	6	Seminole	KTFO	6
Safford	KATO	6½	Denver	KCTO (TV)					Seymour	KSEY	15
Tucson	KEVT	100%		KFSC	76				Slaton	KCAS	14
	KGUN-TV		Durango	KDGO	9				Sweetwater	KXOK	5
	KOLD	6½	Greeley	KYOU	6				Taylor	KTAE	6
Yuma	KXEW	100%	La Junta	KBZZ	6				Tulia	KTUE	9
	KBLU	6	Monte Vista	KSLV	5				Uvalde	KVOU	18
	KVOY	6	Pueblo	KAPT	100%				Vernon	KVWC	6
	KYUM	6	Rocky Ford	KAVI	6				Victoria	KNAL	9½
			Trinidad	KCRT	8¾					KVIC	8
			Walzenburg	KFLJ	10				Weslaco	KRGV	15
CALIFORNIA			DISTRICT OF COLUMBIA			PENNSYLVANIA					
Bakersfield	KBAK-TV	15½	Washington	WFAN (FM)	106	Philadelphia	WTET	40			
	KGEE	12				TEXAS					
	KLYD	70				Alpine	KVLF	6			
	KWAC	9				Austin	KVET	9	Moses Lake	KSEM	7
Barstow	KWTC	12				Beeville	KIBL	45½	Sunnyside	KREW	6
Brawley	KROP	10					KBOR	21	Toppenish	KENE	12
El Centro		14				Brownsville-Matamoros	XEMT	100%			
Burbank	KBLA	133	FLORIDA				XEO	100%	WISCONSIN		
Calexico	KICO	133	Boynton Beach	WZZZ	5	Carrizo Springs	KBEN	30½	Sturgeon	WDOR	6
Calexico-Mexicali	XECB	84	Clewiston	WSUG	20	Corpus Christi	KCCT	91			
	XED	105	Miami	WFAB	100%		KUNO	100%			
	XEHG	133		WMIE	120	Cuero	KCFH	6	PUERTO RICO		
	XESU	133	Tampa	WMET	100%	Del Rio	KDLK	24	Aguadilla	WABA-AM-FM	100%
	XEWV	5½		WSOL	32	Eagle Pass	KEPS	18		WGRF	100%
Coalinga	KBMX	12	IDAHO			Eagle Pass-Piedras Negras	XEMJ	100%		WCMN	17
Corona	KBUC	9	Burley	KBAR	6		XEMU	100%	Arecibo	WMIA	17
	KREL	10½	Burley	KFXD	5	Edinburg	KURV	30		WNIA	100%
Delano	KCHJ	22	Nampa	KEOK	8	El Campo	KULP	6½	Bayamon	WRSJ-AM-FM	100%
Dinuba	KLP	6	ILLINOIS			El Paso-Juarez	XEJ	100%		WRSJ-AM-FM	100%
Fowler	KAIL-TV	1	Chicago	WCIU (TV)			XEJ-TV	100%	Caguas	WNEL	100%
Fresno	KGST	2½		WCRW	23	Falfurrias	KPSO	20		WVJP	100%
	KICU-TV	2¼		WSBC	15	Floydada	KPLD	10	Fajardo	WMDD	100%
	KJEO-TV	100%		WTAQ	19½	Fort Stockton	KPST	14	Guayama	WXRJ	100%
	KXEX	37	Chicago-La Grange	WOPA	15	Fort Worth	KCUL	13	Hato Rey	WIPR	110
Gilroy	KPER	9	Chicago-Oak Park			Galveston	KILE	5	Homacao	WALO	100%
Hanford	KNGS	9				Gonzales	KCTI	5	Isabela	WISA-AM-FM	95
Hollister	KGHT	9	INDIANA			Harlingen	KGBT	43½		WMNT	100%
Imperial Valley-Mexicali	XHBC-TV	18	Gary	WGRY	10		KGBT-TV		Manati	WML	100%
Indio	KREO	5		WWCA	6	Hereford	KPAN	7	Mayaguez	WKJB-AM-FM	100%
Inglewood	KTYM	8½	Hammond	WYCA-FM	24	Houston	KTRK-TV			WORA-AM-FM	100%
King City	KRKC	100%				Houston-Pasadena	KLVF-FM	56		WMBL	100%
Los Angeles	KMEX-TV	100%	KANSAS			Junction	KMBL	7		KINE	19
	KWKW	114	Garden City	KNCO	6	Kingsville	KPET	7		KINE	19
Los Angeles-Pasadena						Lamesa	KPET	7		KINE	19
Los Angeles-San Gabriel	KALI	5	LOUISIANA			Laredo	KGNS	18	Ponce	WISO	100%
Los Banos	KLBS	8	New Orleans	WWL	30		KVOZ	16		WLEU	100%
Marysville	KUBA	15	NEBRASKA			Laredo-Nuevo Laredo	XEAS	100%		WPAB	100%
Merced	KYOS	20	Scottsbluff	KNEB	6		XEBK	100%	Rio Piedras	WPRP	116
Ontario	KASK	90					XEGNK			WFD	(FM) 15
Oxnard	KOXR	7					XEFE-TV			WUNO	100%
Porterville	KTIP	100%					XENU	100%		WRAL	100%
Redlands	KCAL	11					XEK	100%	San Juan	WAPA	100%
Salinas	KSBW	18				Lubbock	KLBK	6		WPRM	(FM) 100%
San Bernardino	KFMW (FM)		NEW JERSEY			McAllen-Reynosa	XBOR	100%		WROA	100%
San Diego-Tijuana	XEGM	36	Newark	WHBI (FM)		McCamey	KAMY	8		WUAC-AM-FM	100%
	XEMO					McKinney	KMAE	8		WUAC-AM-FM	100%
	XERB		NEW MEXICO			Mission	KIRT	55½		WUAC-AM-FM	100%
	XEWT-TV		Albuquerque	KABQ	100%	Morton	KRAN	15		WUAC-AM-FM	100%
San Fernando	KVFM (FM)	28		KGGM-TV	2½	Odessa	KOYL	6		WUAC-AM-FM	100%
San Francisco	KOFY	68		KLOS	70	Pearsall	KVVG	17½		WUAC-AM-FM	100%
San Jose	KLOK	100%		KARS	18	Pecos	KIUN	12		WUAC-AM-FM	100%
San Francisco	XEXX	100%		KOTS	12	Pleasanton	KBOP	36		WUAC-AM-FM	100%
San Ysidro-Tijuana				KGAK	6	Port Lavaca	KGUL	6		WUAC-AM-FM	100%
Santa Barbara	KIST	14		KWEW	7	Raymondville	KSOX	27		WUAC-AM-FM	100%
	KGUD	8		KOBE	18	Robstown	KROB	7		WUAC-AM-FM	100%
Santa Maria	KSEE	116		KRDD	100%	Rosenberg-Richmond	KFRD	12		WUAC-AM-FM	100%
Santa Paula	KSPA	10½		KTRC	20	San Angelo	KPEP	10		WUAC-AM-FM	100%
Stockton	KSTN	10		KSYX	11		KTEO	6		WUAC-AM-FM	100%
Taft	KFTF	7								WUAC-AM-FM	100%
Ventura	KVEN									WUAC-AM-FM	100%

within itself. Residents shop where merchants speak Spanish, attend churches where priests speak Spanish, listen to Spanish radio, watch Spanish television, attend Spanish movies and speak Spanish in the home. They, in fact, have no need for English.

The language is their protection against being drawn into a culture that does not always accept them on a first-class basis. It is their status symbol.

Acknowledgement of the Spanish-

language market as a potent force has come from New Mexico where many official documents are now printed in English and Spanish.

In Texas, a pilot program is underway in some of the predominant Spanish-speaking centers of the state to teach preschool children a base of 400 English words so that they may attend English schools on something nearer a par with children who have heard only English since birth.

The situation in New York is a little more complex. Puerto Ricans are U. S. citizens and in New York's Spanish Harlem, so the story goes, there is a saying "when Congress made us citizens it didn't tell us that we had to learn English."

By holding to their language, residents of the Spanish market accept radio and television as their media. They identify with the stations broadcasting Spanish and look up to them.

The Spanish touch pays off in profits

SUCCESS STORIES ARE MANY AMONG THOSE WHO USE MARKET REGULARLY

Macy's doesn't tell Gimbels and advertisers in the Spanish-language market are as loathe to disclose the secrets of their advertising strategy. Several admit wanting to keep their successes quiet so competitors won't move into the field.

But advertising success stories are an important part of the Spanish market and growth in billings tells the story. A consensus of the station representatives in the market reveals that about \$7 million in regional and national business was placed in Spanish-language radio and television in 1963. Predictions for this year are mixed with one rep saying the billings would show a slight increase and another expecting billings to go up to about \$9 million if first-quarter business is an accurate indication.

Although buying in the Spanish-language market has shown constant gains for the past decade, agency people say

they have noticed greatly increased regional and national buying in the past two years.

Getting Results ■ Why is the market growing? Ask five people and get five answers. But all the answers boil down to the fact that radio and television stations specializing in the Spanish-speaking market are producing results. The stations reach the audience in its own language. One executive with long experience in the market said, "if you can reach them in the language they pray in, then you are reaching them in the language they understand best."

Others have noted that they have been successful in the market because the people support a manufacturer who considers them important enough to be sought out.

Still another reason exists in the border areas where millions of Mexicans annually cross into U. S. cities and towns to buy consumer goods which

are not available on the Mexican side of the border.

For the most part goods in the U. S. are cheaper and U. S. manufacturers have a national image of quality. Thus it becomes a status symbol for the Mexican to spend dollars on American goods which he considers superior to products manufactured in Mexico.

Add these characteristics of the people to some astute merchandising promotion by the stations and a deluge of success stories result.

Enough for Advertising ■ Paul Baptist, advertising manager for evaporated milk, Carnation Co., Los Angeles, says his firm has been in the market "forever, or more than 10 years which is about as far back as the records go." Spanish-language advertising is budgeted "at several hundred thousand dollars" divided between radio and print about five to one in favor of radio. "We figure," Mr. Baptist said, "if



At left (l-r), Ernest Barton, Bill Harrell and Al Kinsall of KVOZ Laredo, Tex., look over early results of Virgin of Guadalupe premium offer with Jim Cadena of Pet Milk.



At right, Maria Gutierrez and Carlos Acosta of WMIE Miami count Carnation Milk labels used as theater party admissions.



WAPA-TV
dominates the
San Juan market
with all 25 of the 25
top rated shows

...and delivers a
68% average audience share
from 9:00 A.M. to Midnight!*

San Juan now has one of the highest rates of industrial growth in the world . . . and a population equivalent in size to Omaha, Toledo, Tulsa, Salt Lake City and other major U.S. markets. The most effective and economical way of delivering your sales message to this booming market is through WAPA-TV . . . the station that reaches more viewers in San Juan than any other station. Call, write or wire for availabilities.



*ARB Television Market Estimate, subject to qualifications which WAPA-TV will supply on request.

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TELEPHONE: 724-3006; TWX NO: 3450245 • IN NEW YORK CALL SCREEN GEMS: PL 1-4432 EXT. 534
BROADCASTING, May 25, 1964



**LATIN WOMEN!
COOKS, HOUSEWIVES,
HOMEMAKERS,
BY THE HUNDREDS
OF THOUSANDS**

RADIO STATION/RADIOEMISORA
WMIE
1140 EN SU DIAL

**ONLY
WMIE, MIAMI
PROGRAMS
AND
MERCHANDISES
TO WOMEN**

**"10 YEARS OF
SOLID SUCCESS"**

REP. NAT. TIME SALES

RADIO STATION/RADIOEMISORA
WMIE
1140 EN SU DIAL
1448 Northwest 36th Street
Miami, Florida
PHONE: NE 3-0161

the market can support a Spanish-language station there are enough people for us to advertise to."

Carnation likes to "identify with popular people" and uses personalities. These personalities produce results for the "can of milk with the rose on it," as it's best known in the Spanish market.

Promotions play an important part in the Carnation campaign through Erwin Wasey, Ruthrauff & Ryan. Between March 1963 and January 1964 two promotions were run on XEO Brownsville-Matamoros. Prizes were awarded to those collecting the most labels, and first prize was a three-day vacation in Mexico City.

More than 612,000 labels were turned in and the first-prize winner had collected more than 10,000 labels.

The second contest offered statues of San Martin de Porres for Carnation labels. Entrants turned in 167,650 and received 2,123 statues, far more than the company had expected to give.

The impact of religious gifts is well-known in the Spanish language market, and the evaporated milk "with the cow" has also used this gambit successfully.

Pet Milk, St. Louis, through Gardner Advertising, had one of its more successful promotions when it offered a picture of the Virgin of Guadalupe for 50 tall can or 100 small can labels. The three-month promotion brought in more than 80,000 labels on KVOZ Laredo and more than 250,000 labels on KCOR San Antonio.

Another Pet contest offered more material gifts: a diamond ring, luggage, watch, camera and radios. To enter the one-month promotion on WHOM New York, listeners had to send in a signed label. Result: 26,019 entries.

Don't Read Papers ■ Fred Rafael, director of marketing and merchandising for Quinn-Lowe, a New York agency that bills about \$150,000 a year for several products in Spanish-language media, said that radio is far and away the most effective means of reaching this market since "the people just don't read Spanish newspapers."

Mr. Rafael noted that Vitarroze, a rice product, has been successfully sold and merchandised by New York's three Spanish-language stations. Vitarroze entered the New York market in 1956 and has expanded its original schedule.

For the past two years Vitarroze has run a 15-week promotion during which roundtrip air tickets to Puerto Rico were given weekly. Mr. Rafael said that the promotion, which required listeners to send in a signed Vitarroze label, was very successful last year. This year the response was even greater.

He said listeners this year spent more than \$6,000 on postage alone, not counting the purchase price of the product.

The English-speaking listener is more

hardened to giveaways and *might* enter a contest offering a \$5,000 first prize if a postcard is handy and he doesn't have to hunt for a pencil and he passes a mailbox on his way to the office. The Spanish-speaking listener will buy to get something for nothing.

Nathan Safir, general manager of KCOR, expressed it this way: "No matter what it is, a medal, a picture, a statue, they want it."

However, it is not necessary to offer a premium to increase sales. If an advertiser shows real interest in the market, Spanish-language media can usually produce a good track record.

A campaign for Libby, McNeil & Libby's Vegetable Juice Cocktail over KMEX-TV Los Angeles produced a 62% increase in sales.

In New York, WADO aided a Libby campaign on the station by placing the station's on-air personalities in listeners' homes where they cooked meals using only Libby products.

Sometimes a mistake pays unexpected dividends for a client. KUBO San Antonio prematurely ran some spots for a new product of Amigos Food Co., San Antonio. R. E. Velasco Jr., general manager of the company, said the early spots for canned tamales produced a flood of "phone calls from housewives who wanted to know where they could purchase the item. We also received several orders including one 50-case order from a major supermarket."

Special Flour Sells ■ The story of Quaker Oats Masa Harina, a corn flour used to make tortillas and tamales, is well-known throughout the Spanish-language market. Glenn Advertising, San Antonio, places this account throughout the Southwest and Masa Harina contests consistently draw well.

A pre-Easter campaign for five prizes of a wardrobe or cash required listeners to send their name and address with a bag label or just plain paper. A two-week, 12-spot schedule on KVOU Uvalde, Tex. produced 300 entries; a four-week schedule on KULP El Campo, Tex., produced 535 entries; a four-week run on KINE Kingsville, Tex., brought 300 entries, and in two weeks KRDP Pleasantville, Tex., received 634 entries.

Last year Pioneer Flour Mills, San Antonio, through Fuller & Smith & Ross, Fort Worth, aimed a mammoth multimedia promotion at the Spanish-language market. The object: to sell Pioneer Flour products. The means: a live talent contest telecast weekly over KWEX-TV San Antonio.

The contest ran 12 Sundays and more than 600 amateur entertainers appeared at the Alameda before packed houses. Viewers' votes were based on the size of the package of Pioneer products purchased. Backed by seven TV spots, 10 radio spots daily plus newspaper, bus cards and point-of-sale material, the

23 REASONS WHY **WHOM**

DOMINATES THE NEW YORK SPANISH

MARKET WITH 60% AVERAGE SHARE:

"Radio Reloj"
with Mario De Lara
and Ramon Vizcarrondo

"El Debate Musical"
with Juan Rodriguez Diaz

"Radio Teatro"
WHOM

"Club del Mediodia"
with Jose Ramon Diaz

"Derecho A Opinar"
with Jose Lumen Roman

"The Myriam Luz Show"

"Musica y Poemas"
with Eusebio Valls

"La Montana Canta"
with Ramito

"El Mundo al Dia"
with Miguel Angel Torres

"Panorama Deportivo" and
"Recuerdos de Puerto Rico"
with Buck Canel

"El Show Musical de **WHOM**"
with Enrique Girona

"New York Yankees in Spanish"

"Net York Mets in Spanish"

"El Correo del Amor"
with El Duque de Casalta
and Rafael Diaz Gutierrez

"Exclusive . . . Only N.Y.
Spanish Station at Puerto
Rico Pavilion, New York
Worlds Fair"

"El Suceso de Hoy"
with Jose Ceron

"Trio Los Condes"

"Joe Valle"

"Centro de Orientacion"
with Ramon Velez

"Trio Armando Vega"

"World Championship Fights"

"Cita Con las Estrellas"
with William Valentin Rico

"Buzon **WHOM**"
Carlos Rene Cabrera

FORTUNE POPE, President

CHARLES BALTIN, Vice President - Sales Manager

RALPH COSTANTINO, Program Manager

WHOM *AM & FM*

136 WEST 52ND STREET NEW YORK 10019, N. Y.

WOT EEZ TOTAL COVERAGE, SEÑOR?

In Phoenix, plus your English message, say it in Spanish to our 150,000 listeners who speak, and think, Spanish.

Speak to Arizona only in English and you ignore a market bigger than Amarillo, Roanoke or Augusta.

Our listeners aren't buying your product if you aren't selling, en Espanol, over KIFN, Central Arizona's only full time Spanish language station.

We translate free.

Production spots available

NATIONAL TIME SALES
New York, Chicago
DAVID CARPENTER CO.
Atlanta

HARLAN G. OAKES
Los Angeles
DON R. PICKENS CO.
San Francisco



KIFN
860 KILOCYCLES · 1000 WATTS
COVERING PHOENIX AND
ALL OF CENTRAL ARIZONA

WTV



TUCSON, ARIZONA
Tucson's Pioneer
Spanish Language
Radio Station



Miss KCOR and her court pose following their selection during a live broad-

cast of a beauty contest sponsored by the San Antonio station.

contest produced more than 5.4 million votes and resulted in sale of more than 2.7 million pounds of Pioneer products.

From Alfred G. Beckmann, president and general manager of Pioneer: "We are still awed by the magnitude of the response."

Cold Drink Market ■ Pepsi-Cola and its bottlers have long used radio in the Southwest but during the past seven years, have expanded to reach Spanish-speaking listeners in New York, Philadelphia, Los Angeles and Miami. A company spokesman said Spanish radio constitutes "a substantial portion" of the bottlers' expenditure, and on occasion, TV shows aimed at the market have been purchased.

"We are, of course, delighted with our advertising," the spokesman said, "if it were not successful, we could not sustain such an advertising-promotional effort."

In Philadelphia a 52-week campaign for Pepsi placed by J. M. Korn & Son on WTEL resulted in a sales increase in the Spanish-speaking area of better than 50%. For 1964, WTEL has another 52-week budget from Pepsi.

The beer companies have found Spanish speaking people drink about seven times as much beer as their English-speaking neighbors and as a result they have jumped into Spanish radio.

Wade Advertising, Los Angeles, which handles West Coast advertising for Falstaff Beer says it goes after a minimum market of 30,000 Spanish-speaking people and buys spots, mostly run-of-schedule. Falstaff's spokesman in this market is Pepe Callahan, whose name has an advantageous Mexican-American ring.

In Southwest ■ Jax Beer, distributes in six southern states, has been buying the Texas Spanish market for more than five years. Eight markets in Texas are used, with 60-second spots and program buys in these cities account-

ing for 11% of Jax's overall radio budget. Doherty, Clifford, Steers & Shenfield, New York, agency for Jax, said it has also purchased shows on KWEX-TV San Antonio.

A campaign on KALI Los Angeles for Ol' Smokey lard, the only station over which the product was advertised at that time, produced a 300% increase.

The New York Telephone Co. began a drive in January to sell the Spanish-language audience of New York City on installing telephones.

Terrence P. Hayes, advertising supervisor for sales at New York Telephone Co., said last week that response to the campaign on WADO, WBNX and WHOM had been "enthusiastic." The campaign placed through BBDO, New York, has no shutoff date.

Buy Phones, Too ■ Mr. Hayes noted a "surprising" number of Princess phones are being ordered, since the Princess phone costs 85 cents a month more than the regular set.

The spots were produced by The Latin Sound, New York (see page 92).

Lydia Pinkham through West, Weir and Bartell, New York, has been advertising in the Spanish-language market for 15 years. It began in Texas and has recently expanded to cover New York and Florida. The product is on about 15 stations.

Lever Bros. and Procter & Gamble have been in the Spanish market for years. Current schedules for both firms are light. Lever has been in the market with Breeze since 1960, beginning with 15 stations and now running spots on 23 outlets. Lever's budget for these stations has more than doubled in the past four years.

Procter and Gamble is running spots for Cheer in Los Angeles, New York and Texas; for Zest in New York and Texas and Comet and Tide only in New York at this time.

American Tobacco, P. Lorillard, R. J.

Now! WADO goes Spanish all day

**... 5:00 A.M. to 8:00 P.M. Only WADO Radio covers
the Spanish-language market in New York,
New Jersey and lower Connecticut!**

THE FACTS: As of June 1, 1964, Radio WADO expands its programming to the Spanish-language market as follows: from 5:00 A.M. to 8:00 P.M., Monday through Saturday; 9:00 A.M. to 8:00 P.M. Sundays. Now coverage will be 15 hours a day, 101 hours a week of Spanish prime time programming.

THE REASON: POPULAR DEMAND! Demand by loyal listeners. Demand by community and civic organizations which have requested our great, overall coverage. Demand by advertisers who wish to put more messages before those listeners. The additional programming means that now WADO listeners will wake up, work, drive home, and eat dinner with their constant companion, their authoritative source of news and community information.

THE IMAGE-BUILDER: The WADO philosophy of respect for the Spanish-speaking community has resulted in tremendous respect for WADO by the Spanish-speaking

community. Its programming, its community service have won it complete acceptance. It has received award after award. Among them: an award for its work for the Crippled Children and Adults of Puerto Rico, and an award from the Mayors of Puerto Rico in recognition of outstanding service to the Spanish community of New York. This was the first time a medium in this area ever received such an official award. In one year, WADO received awards from leading civic organizations and Spanish publications for: the best musical program, the best radio station, the announcer of the year, program director of the year, and best public service program of the year. WADO's annual search for Miss Latin America has become a classic. No wonder an audience of

1,300,000 Spanish-speaking people stay tuned to WADO, listen to WADO, buy from advertisers' messages broadcast from WADO!

THE MARKET: This is a concentrated market. It is enormous in size. It's bigger than that of Seattle or Milwaukee, larger than Miami and Tucson combined. It is different in characteristics from any other market. It is different in heritage, thought, ways, habits and tastes. *It is unusually brand and status conscious.* This burgeoning New York market earns \$1 billion annually. Right now, it spends over \$240 million on food alone, more than the cities of Richmond and Bridgeport combined. *You can reach this market only in the Spanish language!*

THE OPPORTUNITY: Here's your opportunity to reach this rich and important market—through WADO. We invite you to discuss with us—in depth — research, marketing, copy interpretation, distribution and merchandising to our audience.



A Macfadden-Bartell Broadcasting Station

NEW ADDRESS: 205 East 42nd St., New York 17, N. Y. 212 532-9266/Contact Sydney Kavaleer, V.P. and Station Manager
BROADCASTING, May 25, 1964

Reynolds and Liggett & Myers have been active in the Spanish market.

American Tobacco, which has been buying time for more than five years, is now on 14 stations in 12 markets in New York, Texas and California. Use of Spanish-language radio for Lucky Strike, Pall Mall and Montclair has shown a gradual, but continued, increase.

Douglas Burch, media director of Lorillard, said the firm got into Spanish-language radio four years ago with a single market and has extended its schedule to five markets.

"In the past year," he said, "we have more than doubled our budget because we have learned this is a market that can be developed. Our local representatives in the areas in which we have used Spanish radio are highly pleased with our effort."

Mr. Burch added that the company is exploring possible use of television.

Transportation comes in for its share of the market, too. Verne F. Kelley, vice president for advertising and public relations, The Greyhound Corp., said the bus line has been "using Spanish radio off and on for years, but has used it continuously for the past three years and is the only Spanish-language medium the company uses."

He said Greyhound is in 15 markets at this time, mainly southwestern markets served by Greyhound. Mr. Kelley noted that with the Spanish-speaking population growing at two-and-a-half times the rate of the U. S. population as a whole, the market is very important to Greyhound. And, he added, "the company uses a Spanish-language medium to reach this market because it cannot be reached as effectively by other media."

The stations and reps have been saying this all along.

Among other regional and national accounts in Spanish-language radio and TV are: Aereonaves de Mexico, Admiration coffee, Alpine cigarettes, American Beauty Flour, American Home

Spanish market reps

There are many firms representing stations that program in Spanish. Among those which specialize in the market are:

National Time Sales, 122 East 42d Street, New York, representing the National Spanish Language Network. Arthur Gordon, vice president and sales manager.

Richard O'Connell Inc., 845 West End Avenue, New York, representing the Sombrero Group. Richard O'Connell, president.

Spanish International Network Sales, 250 Park Avenue, New York, representing the Spanish International Network. Rene Anselmo, executive vice president.

Tele-Radio & TV Sales Inc., 733 Third Avenue, New York, representing the Spanish Key Market Group. Warren Shuman, general manager.

Products, Artra skin cream, Armstrong tires, Ballantine beer, Bank of America, BC headache powder, Belair cigarettes, Bordon Co., Braniff International Airways, Burgermeister beer, Busch Bavarian beer, Bustelo coffee, Cafe Caribe, Campbell Soup Co., Canada Dry, Carling Black Label beer, Chesterfield cigarettes, Coca-Cola, Cocomalt, Columbia Pictures, Continental Baking, Continental Bus Lines, Creomulsion, Dr. Pepper, duPont antifreeze, Dove, Duncan Yo-Yo.

Eastern Air Lines, Ex Lax, Feen-a-Mint, Flit, Folger's coffee, Four Way Cold Tablets, Gerber Products, Gladia flour, Gold Medal flour, Goodyear, H & H coffee, Hamm's beer, Hancock gas, Hellman's mayonnaise, Hills Brothers coffee, Hires root beer, Household Finance, Humble Oil. Interstate Bakeries, Italian Swiss Colony wine, S. C.

Johnson & Son, KC baking powder, Kinney shoes, Kool cigarettes, L&M cigarettes, Lancer beer, La Pina flour, Lilt, Lone Star beer, Lucky Lager beer, Mattel, Maybelline, Mentholatum Co., Mexicana de Aviacion, Midas Muffler, Miller High Life. Mueller macaroni, Mum deodorant.

National Biscuit Co., Olympia beer, Orange Crush, Pabst beer, Pearl beer, Pepto Bismol, Piggly Wiggly supermarkets, Rainbow bread, Rayco, RCA Victor, Red Heart dog food, Rheingold beer, Richfield Oil Co., Royal Crown Cola, Sal Hepatica, Santa Fe wine, Schaefer beer, Schick Safety Razor Co., Schlitz beer, Sealtest, Shamrock Oil, Silver Dust, Simoniz Co., Skippy peanut butter, Seven-Up, S&H Green Stamps, Sprite, SSS Tonic, Standard Brands, Sterling Drug, STP Additive, Texaco, Texize, Union Oil Co., United Artists, Universal Pictures, Varig Airlines, Warner Bros., Warner Lambert, Webers bread, Welch's Fiesta Punch, Western Air Lines. White King soap, Wrigley's gum.

The language shoe is on the other foot

Spanish is the basic language in Puerto Rico. So it follows that most station programs are preponderantly Spanish. However, English is being taught in the schools as a mandatory course and two stations in San Juan broadcast all English-language programming, WHOA and WITE.

Although most stations emphasize a music-and-news format, several have noted that their news-commentary programs are the most popular shows with an emphasis on local news.

There is a smattering of English on television because some feature films are run in English with Spanish subtitles.

WAPA-TV San Juan, which feeds WSUR-TV Ponce and WOLE-TV Aguadilla-Mayaguez, finds its top-rated programs are off-network and syndicated shows from the United States. Norman Louvau, executive vice president of WAPA-TV, said *My Favorite Martian*, *The Three Stooges* and *Beverly Hills* are the most popular.

Spanish Subtitles — WAPA-TV's feature films, which are in English with Spanish subtitles, cover both markets, Mr. Louvau said. "The people who speak English like it because they learn Spanish. And the Spanish-speaking people are used to it from seeing so many American movies."

WKAQ-TV San Juan, which feeds WORA-TV Mayaguez and WRIK-TV Ponce, features U. S.-made westerns that are dubbed into Spanish by TV Film and

MEET THE MORALES FROM KLVL RADIO STATION



MR. MORALES



MRS. MORALES



JOE MORALES

Let KLVL, with its daily SPANISH Broadcasting programs, do your selling to more than 250,000 Latins in our gulf-coast, gateway to Latin-America.

KLVL-AM (1480kc)
daily: 6 AM-10 PM

(member of:
National Spanish
Language Network)

KLVL-FM (92.5mc)
daily: 8 AM-10 PM

MAIN STUDIOS Transmitter—Pasadena, Texas

LATIN-AMERICAN Studios and General Offices: 2903 Canal—Houston, Texas. Phone: Capitol 5-3208

CALIFORNIA Spanish Market Group

The Spanish KEY Market Group of California is comprised of 6 excellent Spanish-programmed radio stations. The SKMG affiliates cover California's most important Spanish-speaking markets, which include some of the major U.S. Mexican-American areas. California has the largest Latin population of any state in the U.S.!



The estimated Spanish-speaking population of the State of California (with Tijuana) is 2,032,779* as of 5/31/64!

The Spanish KEY Market Group of California reaches 92.47% of this total, and affords the broadest and most effective selling coverage of the state's most important Latin markets!

THE SPANISH KEY MARKET GROUP OF CALIFORNIA

Station	Power	Freq.	Spanish Population
KALI, Los Angeles	5,000 watts	1430 kc	874,342
KOFY, San Francisco/Oakland	1,000 watts	1050 kc	436,439
KXEE, Bakersfield	1,000 watts	1230 kc	40,065
KOKR, Oxnard/Ventura	1,000 watts	910 kc	87,429
KXEX, Fresno	500 watts	1550 kc	160,277
XEXX, San Diego/Tijuana	2,000 watts	1420 kc	281,228

TOTAL 1,879,780

*Sources: U.S. Census 1960—"Latin American Population of L.A."—Far West Surveys 6/62; "The Mexican-American Market in the U.S."—Belden Associates 1962; "Latin American Population of S.F."—Far West Surveys 6/62; "The Latin American Radio Audience of L.A." 1/64; Spanish Hooperatings Study 1/64.

Represented by  Tele-Radio & TV Sales, Inc.
733 Third Ave., N.Y. 17, N.Y.
YUKON 6-9717

**ONE BUY
COVERS THE
531,847*
SPANISH
SPEAKING
PEOPLE IN
NORTHERN
CALIFORNIA**

KLOK
KLON

SAN JOSE • SAN FRANCISCO

KEST
KEST

FRESNO

Represented by

DON R. PICKENS CO.

*U. S. Census, 1960

in TAMPA FLORIDA



**say it
in Spanish
to reach
the LATIN
PEOPLE
Exclusively**

On Florida's West Coast

WSOL
RADIO

Something new under the Sun! WSOL—5 hours of Spanish programming daily. Serving 100,000 Spanish speaking people in the prosperous Tampa-St. Petersburg area.

For Rates, Plans and Avails

● IN TAMPA: Albert B. Gale, Ph. 229-8024

● IN NEW YORK: Lee Gaynor, JU 6-5510

Member of Rust Craft Broadcasting Co.

Dubbing. The dubbing firm and WKAQ-TV are both part of El Mundo Enterprises, which also include *El Mundo*, the island's largest newspaper, WKAQ San Juan and Inter-American Publications Inc., New York station representative.

Johnny Ringo and *Bonanza* are the two most popular programs on WKAQ-TV.

American products are heavily advertised in Puerto Rico since most of the products consumed on the island are made in the U. S.

Heavy Advertising ■ The Puerto Rican Association of Advertising Agencies estimates that \$24 million annually is spent in various media by its mem-

ber agencies.

San Juan has been growing in size as an agency city and now has branches of McCann-Erickson, J. Walter Thompson, William Esty and Young & Rubicam, among others.

The stations in Puerto Rico report no lack of attention from regional and national advertisers. The blue-chip client list includes: Lever Brothers, Borden Co., Procter & Gamble, Liggett & Myers, Colgate-Palmolive, P. Lorillard, American Tobacco, R. J. Reynolds, Shell of Puerto Rico, Texaco, Pepsi-Cola, Ford Motor Co., Pet Milk, Stokely-Van Camp, Coca-Cola, General Electric and Campbell Soups.

Impact on America is growing

Spanish-language peoples, their backgrounds, ambitions still little understood by many advertisers, agencies

"The Spanish-speaking population is the most unnoticed, the least studied and yet one which will have tremendous impact on the American way of life as it emerges on the American scene. The 1960 census figures of the Spanish surname population are very inaccurate. There is no census taker who can make an effective calculation of Spanish-speaking residents. . . . In Texas alone we have much reason to believe that the 1960 Spanish surname total is at least a million short."

These words are those of the Reverend John A. Wagner, executive secretary of the National Council for the Spanish Speaking in San Antonio.

Father Wagner's thoughts are confirmed in every Spanish-speaking area of the United States. Although station men, representatives and some agencies and advertisers believe the market is undervalued, they hedge their evaluations with phrases such as "conservative estimate."

Their reasoning is basic and logical. How loudly can you blow your horn before someone says, "Prove it"? And, if anything, the Spanish-language market is one of the most surveyed, and yet at the same time undersurveyed, in the United States.

The most comprehensive report on these six million (conservative estimate) or eight million (more realistic) Spanish-speaking people appears in the 202-page report of the U. S. Bureau of Census listing of persons of Spanish surname. Based on the 1960 census, this report covers Arizona, California, Colorado, New Mexico and Texas—each in an area of Spanish-speaking concentration of primarily Mexican descent.

About 12 Percent ■ The census reports that there were 29,314,012 resi-

dents in the five states in 1960, and of this number 3,465,000 had Spanish surnames. This is the base figure used by everyone interested in studying the Spanish market in the Southwest and Far West. But this is where government-sponsored research leaves off.

Unfortunately for statisticians, the Spanish-language market does not follow such clearly marked geographic boundaries as state lines. And the market is actually three markets—Mexican, Puerto Rican and Cuban.

Although some knowledgeable English-speaking people say that the Mexican movement north has been going on for a few hundred years, the Mexican Government Tourism Department says that the immigration has been a large one only for 100 years.

The department's Washington representative, Horacio MacAlpine (who would not have been listed in a Spanish surname census), said there were practically no Mexicans in the Southwest at the time of the U. S.-Mexican War in 1846-48. However, in the century since Mexicans have been crossing the border in increasing numbers.

In 1962 there were 549,070 Mexicans who registered as aliens, the largest foreign nationality group in the United States.

In 1960, the census reports, there were 892,513 persons of Puerto Rican birth and parentage in the U. S.

The Cuban immigration prior to 1961 is not as well defined as the Mexican and Puerto Rican, although the government's Cuban refugee program estimates 50,000 Cubans entered the U. S. between 1959 and 1961. However, since February 1961, the refugee program knows of 175,000 Cubans who have come over. About 95,000 have been resettled out of Florida. But there

have been many who did not come under a government program. Here is BROADCASTING's estimated market breakdown of Spanish-speaking population:

New York: Puerto Rican 875,000; Cuban 55,000; Mexican 30,000; other 45,000, for a total of 1,005,000.

Philadelphia including Camden, N.J.: Puerto Rican 44,000; Cuban 7,500; other 15,000, for a total of 66,500.

Washington: Puerto Rican 4,500; Cuban 5,000; other 35,000. The total is 44,500.

Chicago: Puerto Rican 40,000; Cuban 5,500; Mexican 25,000; other 15,000—a total of 85,500.

In Florida principal concentrations are in Tampa and Miami. In Tampa Spanish 55,000; Cuban 15,000; Italian 10,000 (descendants of Italians who came to work in cigar factories in which only Spanish was spoken); other 5,000. In Miami Cuban 155,000; Puerto Rican 50,000; other 80,000. Total for Florida of 370,000 Spanish-speaking people.

In Texas and throughout the southwest there are Spanish-speaking people almost everywhere. By metropolitan areas it breaks down like this:

San Antonio: Mexican 377,000. Houston-Galveston: Mexican 133,000. El Paso: Mexican 184,000; Ciudad Juarez, Mexico: 290,000. Brownsville-Harlingen-McAllen-Weslaco-Edinburg-

Important Spanish-speaking centers in the U.S.



Mission: Mexican 311,000; Matamoros-Reynosa, Mexico: 184,000. Corpus Christi: Mexican 185,000. Laredo-Eagle Pass: Mexican 94,000; Nuevo Laredo-Piedras Negras, Mexico: 150,000.

The total then for Texas and the metropolitan areas served by its cities would be 1,908,000.

Continuing into the New Mexico-Arizona area the population is still

heavily salted with people of Spanish extraction. Metropolitan areas include:

Albuquerque: Mexican 82,000. Phoenix: Mexican 94,000. Nogales: Mexican 28,000; Nogales, Mexico: 43,000. Tucson: Mexican 56,000. This totals another 303,000.

Colorado includes a number of Spanish-speaking people. The Denver metropolitan area has a Mexican population of 66,000. Pueblo includes 78,000



THESE ARE THE PEOPLE; THE TALENT!

AMERICA'S PRODUCTIONS, INC.

Freedom Tower, 600 Biscayne Blvd.
Miami, Florida

API

API

THESE ARE THE SHOWS

	Ratings	Share*
— Cleopatra		
— Lawrence De Arabia	15.3	57.0
— Griselda Hija De La Gitana		
— Los Montelimar		
— Almas En Tinieblas		
— Su Pecado De Ayer	13.2	47.0
— Hijos Del Destino	13.7	55.0
— La Familia Martinez		
— La Otra Mujer		
— Vidas En Microsurcos		
— Infame	13.7	47.0

*Through the courtesy of WHOM, N. Y. Pulse, Inc., Spanish Radio Audience Study—5/63

TODAS SON NUEVAS! TODAS SON ORIGINALES!

Drama, Comedia, Amor, Odio, Intriga, Pasion!

Captivate your audience with these fine programs from API. The only complete Spanish language production facilities in the U.S. for: Commercials, Jingles, Production-Spots, Programming.

FOR SALES FACTS: CALL:



TELE-RADIO & TV SALES, INC.
733 Third Ave., New York 17, N. Y.
YUkon 8-9717

KGBT

HARLINGEN

The only 50,000 watt
Spanish voice in the
lower Rio Grande Valley.

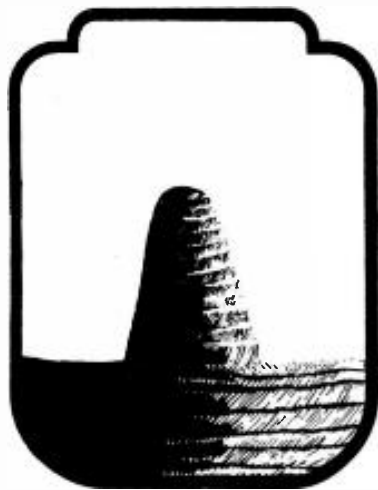
La Primera en

sales/Audience acceptance
sales/Results
sales/Merchandising

¡recuerde!

(remember)

It does take two to tango
¿shall we dance?



Represented by Richard O'Connell in
N. Y. MO 3-3180/Venard, Torbett &
McConnell in other principal cities

Mexicans and Spanish-speaking people.
This totals another 144,000.

Southern California is divided as follows:

San Diego-Calexico, Calif.: Mexican 119,000; Mexicali - Tijuana, Mexico: 550,000. Los Angeles: Mexican 850,000; Puerto Rican 7,500; other 15,000. San Jose-San Francisco: Mexican 343,000; other 5,000. Fresno: Mexican 162,000.

These figures come to the sizable total of 2,051,500.

Adding up these metropolitan area concentrations in major Spanish markets brings a total of just under 6 million. This does not include the many thousands of Mexicans, Puerto Ricans, Cubans and other Spanish-language people scattered across the country.

Just as figures on the Spanish speaking population of the United States are extremely difficult to obtain so estimates of their income are even more difficult.

In the five states surveyed by Spanish surname, the Census Bureau reports 905,704 men 14 and over received a median income of \$2,804 annually. The 449,515 women reported employed in the same area reported annual income of \$1,065.

Census reports show that the annual median income of 233,931 adult Puerto Rican males living in the United States was \$2,935. Of 133,145 employed women the median annual income was \$1,919.

Altogether the total of \$8 billion ar-

rived at as the annual income for the 8 million Spanish speaking people in the United States seems to be conservative.

The census's report on 3.45 million persons with Spanish surnames in Arizona, California, Colorado, New Mexico and Texas shows that 84.6% are native born and of this number 54.8% were born of native parentage.

California Leads - Of 410,023 males with income in California the median was \$3,849, putting the state at the top in the income scale. Texas with a median income of \$2,029 for 337,965 males was lowest among the five states.

Arizona had 52,550 males with a median income of \$2,713; Colorado 40,283 with median of \$2,814, and New Mexico 64,883 with median of \$2,630.

The 212,374 women of California ranked highest with \$1,534 median income and in Arizona, New Mexico and Texas the women's median was less than \$1,000. In Colorado the median for 21,238 women was \$1,129.

The census study of Puerto Rican population in the United States counted 892,513 residents.

California had a median income of \$3,803 for 8,446 males; Illinois, \$3,369 for 9,814 males; New Jersey, \$2,961 for 15,451 males, and New York, \$2,899 for 162,596 males.

The income for 4,596 females in California was \$1,851; for 3,871 females in Illinois, \$1,947; for 6,571 females in New Jersey, \$1,828, and for 105,511 females in New York, \$1,975.

Meeting of the presidents

All-Spanish Los Angeles UHF cancelled commercials to give
eight hours of bi-lingual telecasts of Mateos-Johnson visit

The meeting of the presidents of the United States and Mexico in Los Angeles Feb. 21-22 gave KMEX-TV Los Angeles, all-Spanish UHF (ch. 34) station, an opportunity to provide all-out coverage for its largely Mexican-American audience. KMEX-TV took full advantage of this chance to demonstrate its ability to cover out-of-the-studio special events and to provide live bi-lingual coverage for other stations on both sides of the border.

Equipment included camera units from XETV(TV) Tijuana-San Diego, KTLA(TV) Los Angeles, KHJ-TV Los Angeles and a mobile video tape cruiser from Video Tape Enterprises in addition to its own news-covering crews. KMEX-TV devoted more than eight hours of air time to the event, with live pickups from eight different locales in Los Angeles and Palm Springs, Calif. Burt Avadon, vice president and general man-

ager of KMEX-TV, estimated the out-of-pocket costs at \$25,000 to \$30,000, to which can be added another \$20,000 in time costs as the station management decided to do the whole job as its own public service contribution to Mexican-American amity and rejected all offers of sponsorship.

"Don't think it was an easy decision," Mr. Avedon commented. "As a pioneer UHF station in competition with seven VHF's, we can use all the revenue available. If we were serving the English-speaking people of the city of Los Angeles, we might very well have accepted the institutional commercials we were offered by banks, transportation companies and other such organizations that serve the Mexican-American community. But our audience is the Spanish-speaking people of Los Angeles, a far less sophisticated and more emotional group. To have followed a serious



Burt Avedon (r), vice president and general manager KMEX-TV Los Angeles, found it no easy decision to refuse commercial sponsors during the all-Spanish UHF station's coverage of the meeting between President Mateos of Mexico and President Johnson. But rather than risk criticism

the decision was made and the station fed bi-lingual reports of the meeting for more than eight hours to other stations and news agencies as well as its own audience. With Mr. Avedon is Julian Kaufman (l), vice president, and Frank L. Fouce (c), president of Spanish International Broadcasting Co.

statement by either president with a commercial, no matter how dignified and circumspect, might have evoked misunderstanding and resentment and this we did not want to chance. So we regretfully passed up the offered revenue and went on to do the best job we could without it."

English and Spanish ■ To feed the live on-the-scene coverage of the two-day presidential meeting to XETV(TV) Tijuana-San Diego in English and to the Spanish International Network and Tele-sistema Mexicano in Spanish, facilities of Pacific Telephone & Telegraph Co. and Teléfonos de Mexico were used.

Five remote control units fed their signals to the KMEX-TV transmitter, which was used as the control center to send them along to the stations. Felipe Fernandez, chief engineer of XETV was in charge of the technical coordination.

The activities were coordinated by Gustavo Aguilera, operations manager of KMEX-TV; Milton R. Hall, program director, XETV; Felipe Fernandez, chief engineer, XETV; Jose Olazabal, director, XETV.

The two Los Angeles area Spanish-language radio stations, KWKW Pasadena and KALI San Gabriel, also covered the two-day two-president program. KWKW fed its coverage to KLOK San Jose, KGST Fresno, KWAZ Bakersfield and KCAL Redlands, all California, and to United Press International Audio in New York, with the speeches at the University of California at Los Angeles also fed to KFI and KNX Los Angeles, which in turn fed them to the NBC and CBS radio networks, and to KRHM(FM) Los Angeles. KALI fed its coverage to KCOR San Antonio, WTAQ Chicago, KOFY San Francisco and KXOR Oxnard, both California.

Market impact of TV growing

Seven full time stations in Southwest and West Coast; others interested

The impact of television in the Spanish-language market is continually growing. Of seven fulltime Spanish-language stations in the Southwest and West Coast, five are Mexican border stations in areas of high Spanish-speaking population on the U. S. side: XEJ-TV El Paso-Juarez, XEWT-TV San Diego-Tijuana, XHBC-TV Imperial Valley-Mexicali, XEFE-TV Laredo-Nuevo Laredo and XHFA-TV Nogales-Nogales Sonora. In the U. S., KWEX-TV San Antonio and KMEX-TV Los Angeles are full time.

About another dozen stations program from one to six hours of Spanish weekly. And there are more to come.

A UHF in the New York area shooting for an on-air date early in 1965 plans to program to the Spanish market 17½ hours weekly in prime time. Edward Cooperstein, president of WNJU-TV Linden-Newark, N. J., said 75% of the programs will be in Spanish.

Among the applicants for a UHF channel in Paterson, N. J., a New York suburb, are Spanish International Broadcasting Corp., licensee of KMEX-TV and KWEX-TV and Bartell Broadcasters Inc., licensee of WADO New York. Both plan to use the channel for Spanish programming.

New Studies ■ Rene Anselmo, executive vice president of Spanish In-

olé

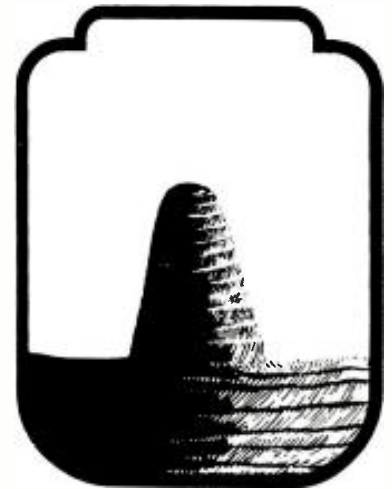
A 53% Pulse Share-of-Audience* for 53% of the Corpus Christi population.

KUNO

with a sombrero full of sales for you.

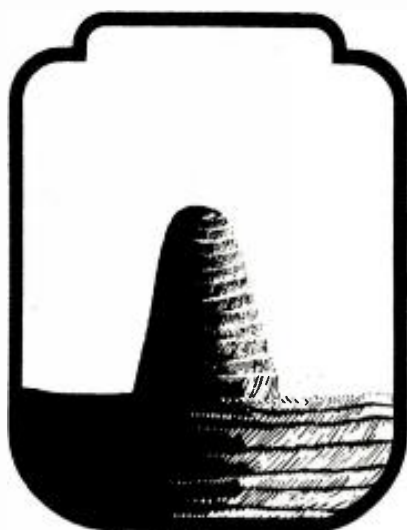
¡olé?¡okay!

Represented by Richard O'Connell in N. Y. MO 3-3180/Venard, Torbett & McConnell in other principal cities

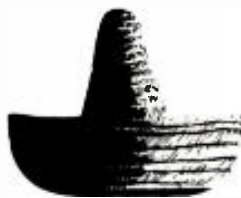


*Pulse-Spanish Report/Mar.-Apr. '64

BUYING
TEXAS
SELL THE
1,700,000
SPANISH SPEAKING
MAJORITY



**!Think
Spanish!**



!Think Sombrero!

1,700,000 Latins in Texas speak and think in Spanish. Speak to this powerful economic group in their own language. When you think Spanish, think Sombrero Radio.

SOMBRERO RADIO
KBOR XELO KUNO KGBT XEK

Represented by Richard O'Connell Inc., in N.Y. MO3-3180. or... in the Southwest call Broadcast Services Inc., International Mart Bldg., EL Paso 915-KE-2-6978 Jack R. McVeigh, Pres.



UHF set sales get a push from a feminine representative of KWEX-TV (ch. 41) San Antonio.

ternational Network, sales arm for the seven all-Spanish stations, said that advertisers who don't see a station listed in the ratings aren't prone to buy the station, and neither the Los Angeles or San Antonio station, both UHF's, have been listed. However, he noted that the American Research Bureau is starting a new series of studies on the border area of the Spanish-language population.

Mr. Anselmo noted a large number of set conversions to UHF in the Los Angeles and San Antonio areas and attributed it to the desire of Spanish-speaking residents to watch Spanish-language television.

The major supplier of Spanish-language TV shows is Telesistema Mexicana, Mexico City, which supplies more than 60 hours a week to SIN's all-Spanish stations, and through SIN supplies programs to other U. S. television stations programming in Spanish.

Telesistema's musicals, bullfights, soccer matches, dramas and boxing matches are favorites among the Spanish-speaking viewers. Stations carrying Telesistema programs are: KICU-TV Fresno and KBAK-TV Bakersfield, both California; KGUN-TV Tucson, Ariz.; KGGM-TV Albuquerque, N. M.; KGBT-TV Harlingen, KTRK-TV Houston and KRGV-TV Weslaco, Tex.; WCIU(TV) Chicago and KCTO-TV Denver.

In Fresno KAIL-TV and KJEO-TV also carry Spanish programs, each producing its own live show. Both stations say they have local sponsors who get good results and stay on the stations. KAIL-TV added that agencies and sponsors who use "rated stations have an alibi if they get no results."

In Los Angeles KHJ-TV and KCOP(TV) program in Spanish on weekends. KHJ-TV presents feature pictures made in Mexico, 8:30-10 a.m. Saturdays. At KCOP, the Spanish-language fare is

made up of two musical-variety programs each broadcast Saturday and Sunday morning, and featuring talent from Central and South America as well as the Los Angeles area.

Latin commercials specialized field

Although many spots are translated into Spanish by the individual stations, several agencies are having their commercials produced in Spanish, by firms specializing in the field.

Two of the larger firms producing spots are The Latin Sound, New York, and KCOR San Antonio.

The Latin Sound, a three-year-old company, formed by Marco and Sylvia Rosales, a husband and wife team, now works with J. Walter Thompson, BBDO, Lennen & Newell, McCann-Marschall and other agencies. Among the accounts it has worked on are Chesterfield, L & M, Coca-Cola, Schaefer beer, Lucky Strike, Pall Mall, Montclair, Silver Dust and Pond's Creams.

The KCOR client list, which keeps a 10-man staff busy, includes Busch Bavarian Beer, Camel, Cheer, Chevrolet, Fab, Falstaff Beer, Jax Beer, Lucky Strike, Pepsi-Cola, Salem, Sprite, Tide, Viceroy and Winston.

There is very little English-language copy that can be translated directly into Spanish and most commercials have to be adapted. Campaigns designed for the broad national market may be unsuitable or even undesirable in Latin markets. Mrs. Rosales cites the theme of Pepsi-Cola as the "light refreshment" as being fine for "diet-conscious Americans. But it would have made little impression on starch-loving Latins."

Spanish-language commercials also stress symbols. Since many American brand names are difficult to pronounce for the Spanish-speaking, container symbols are emphasized, and images are created. Nathan Safir, general manager of KCOR cited the "Eagle beer" (Budweiser) and "Horse beer" (Jax) as examples of these symbols.

The image creation is being used in a current campaign The Latin Sound created for the New York Telephone Co. through BBDO. A special telephone number was set up, answered by Spanish-speaking personnel called Senora Campana (Mrs. Bell), to take orders for new phones. The telephone is represented as "the friend of the family at hand," and the illuminated Princess phone as "El Centinela que Vela" (The Sentinel that Stands Watch).

The agencies get literal English translations of these Spanish commercials. The wording in the translation may be awkward, but in Spanish they really sell.



Faces in the crowd of 3,500 at a 'Con-junto Jamboree' featuring combos from the Rio Grande Valley and broadcast live by KGBT Harlingen, Tex.

Spanish programing is usually different

Music and news has a Latin beat that needs touch of an expert to please its audience

You can listen to a mariachi band, sing along with a record, get advice on local problems, cry along with a soap opera or possibly even get results of the Mexican national lottery.

The programing on Spanish-language stations is varied, although most stations profess a basic music and news format. The music has different tempos in different areas, but the Latin beat is always distinctive. Records come from Mexico, Puerto Rico, Central America, South America and Spain. Very little is from the U. S.

The news is slanted to the area: In the Southwest and West Coast, listeners want to know about Mexico. In Miami they devour dispatches of Cuban affairs. In New York there is always interest in activities on Puerto Rico.

News can be a difficult operation for some Spanish-language stations. Unless they receive the Spanish-language wire of UPI, they must translate an English wire service. In cases where a good translator is not always on duty, news can become a problem.

KCOR San Antonio is one of the many exceptions. The station picks up the UPI Spanish-language radioteletype service beamed to Latin America. The shortwave service affords continuous transmission in Spanish without use of land lines.

Most of the stations that program all or much of the time in Spanish, have their own news department and in some of the larger market stations the department may be a big one.

At WMET Miami seven hours a day is devoted to hard news and there are two hours daily of news commentary. *Radio Reloj* is broadcast from 7-11 a.m. and 1-4 p.m. utilizing a six-man staff. News commentary is delivered by Norman Diaz from noon-1 p.m. and 5:30-6:30 p.m.

A live noon newscast from Mexico City is aired daily on KWKW Los Angeles, and KMEX-TV Los Angeles daily flies in news film from Mexico City.

And the news operations are growing. WRUL New York, an international shortwave operation, also known as Worldwide, said it is considering a new Spanish-language audio news network to be fed to the U. S. Mark Foster, WRUL vice president, said the biggest need of the Spanish-speaking market is a Spanish news service, and Worldwide anticipates an announcement on the idea before the end of the year.

Varied Fare ■ Richard E. Ryan, general manager of KGST Fresno and KLOK San Jose-San Francisco, describes his stations' program day as containing "a great deal of news . . . several soap operas, sports programs — sometimes

In San Antonio
where 53% of
the people
speak and think
in Spanish...
KCOR is more
than ever the
overwhelming
favorite of
the Spanish
radio audience!

*New 1964 Spanish Pulse Report
reveals KCOR's domination
of all time periods!*

In San Antonio you need
DOUBLE EXPOSURE...
the general advertising of
your choice and always



5000 WATTS • FULL TIME • 1350 KC
111 Martinez Street, San Antonio, Texas 78204

Representatives:

RICHARD O'CONNELL, INC.
in New York

SAVALLI/GATES, INC.
in Chicago, Atlanta, Detroit

¡OLE!

Chicago's First UHF station serving
**250,000 SPANISH
SPEAKING CHICAGOANS**

• **BULLFIGHTS** Sat. 8 to 10 P.M.
2 hour tape from Mexico City (sold out—
waiting list)

• **SPANISH MUSICALS**
Mon.—Wed.—Fri. 7 to 7:30 P.M. Taped in
Mexico City

• **MEXICAN BOXING**
Wed. 8 to 9 P.M. Taped in Mexico City

• **FIESTA** Thurs. 9 to 10 P.M. Local,
live variety. (participations available)

Call John Weigel

312 • 922-7445

Channel **26** **WCIU**

WCIU Channel 26 • John Weigel, President
141 W. Jackson Blvd. • Chicago Illinois 60604

**When you go LATIN,
see a specialist!**

the latin sound

marco rosales, director

- Spanish language
advertising consultants
- radio-tv jingle packages
- translations
- print ads

SOME OF OUR CLIENTS:

**Newport, Pepsi Cola, Kent,
Rheingold Beer, Campbell's
Soup, Tareyton, Cafe
Bustelo, Camel, Winston.**

**If your campaign won't
translate, we create.**

"The best in the field."

THE LATIN SOUND

365 West End Avenue
New York, N. Y. 10024
SU 7-6763

live from Mexico—educational programs, discussion programs featuring local leaders of the Mexican community, talks by the Mexican consul, anything, in fact, that we feel will be of interest or helpful to the Mexican-American listener."

The *Spanish Newspaper of the Air*, broadcast from 5:30-8:30 a.m. by WFAB Miami, is that station's most popular program, according to Arthur Gordon, general manager. Using a staff of 10, the program includes on-the-spot interviews, national and local news. It is an "all-talk" operation.

Participation is the rule rather than the exception at XEXX San Ysidro, Calif.—Tijuana, Mexico. A daily half-hour show has listeners call the station and then sing along with the record. Prizes are given by the sponsors.

Job applicants are interviewed and placed each morning for 15 minutes on KLVL Houston-Pasadena, Tex. The service is free to employer and employee and more than 5,000 people a year are placed through the program.

On XEK Laredo, Tex.—Nuevo Laredo, Mexico, the most popular program is the 15-minute evening report of lottery winners throughout Mexico.

Like Pathos ■ The Spanish-speaking people seem to like doom and despair followed by the bluebird of happiness. "They like a good old-fashioned cry," one broadcaster says.

At KCOR, the production department, which produces Spanish-language commercials, also is a major producer of soap operas and serials. Nathan Safir, general manager of the station, noted that unlike English-language serials and soaps which never end, the Spanish-language shows eventually come to a conclusion. "It may take 75, 90 or 100 episodes," he said, "but finally it ends and then you start another."

Another leading producer of the Spanish-language soaps is America's Productions Inc., Miami. Louis Boeri,

president of API, said there is a definite market for radio drama in the Spanish market and he is looking for a boom in such programming in the near future.

In the past year API has produced more than 1,500 half-hour episodes as part of 26 different series. The programs are sold in 65-episode packages and are usually stripped Monday through Friday, Mr. Boeri said.

Among API's current series are *Cleopatra*, *Yesterday's Sin*, *Sons of Destiny* and *Souls in Turmoil*, each guaranteed to supply a daily half-hour of misery, joy and excitement.

Cuban Actors ■ Mr. Boeri formed API in 1961 using Cuban performers. With the continuing influx of Cubans into the Miami area, he said, he has had no trouble in finding talent.

Many of those who have immigrated to the U. S. have had their troubles. When they can't solve them, they often turn to the Spanish-language radio and television stations for advice and help. It becomes a personal thing because the audience makes it so.

"We're here, they turn to us and sometimes you have the feeling you're nothing but a 250 w 'Dear Abby'." The speaker was a station manager; the subject his Spanish-speaking audience.

Spanish-speaking peoples, as a rule, are not shy and retiring. Their troubles sometimes become a community affair and in an area where the station is the focal point of the Spanish-speaking community, the station seems the logical place to turn for help.

The National Mexican Chamber of Commerce Inc., San Antonio, has said that "Latin Americans generally have been conditioned from the cradle to hear and understand Spanish . . . oral Spanish, then, is naturally more convincing to them. . . . They hear Spanish on their favorite station and gradually they regard it as a good friend."

Many Spanish-speaking people find problems in learning the way of life



Mariachis wander through the crowd at KLOK San Jose's annual Fourth of

July fiesta. The program always draws a large crowd.



Freddy Baez of WBNX New York accepts piggy banks of youthful listeners

in the English-speaking world. Sometimes, not knowing of public aid in health, social or welfare problems, they go to their Spanish station for advice. Because of this programs on public facilities, utilities and services are broadcast in Spanish. On KMEX-TV Los Angeles the public service program topics include social security, education, civil service, and police and fire departments.

More in School ■ Although the number of children attending school is on the increase in the Spanish-speaking areas, language difficulties continue to plague many adults. In some areas like Tampa, Fla., programs like Woody Garcia's five-minute daily English-Spanish lesson over WSOL are common. The shows are designed to bring about a better understanding of the English language.

Familiarity with English and the English-speaking world may take some of the community burden off the stations. But until that day comes, the calls and letters will continue to come to the stations.

One of the most complete acceptances of community responsibility by a station is that by WHOM New York, which operates an orientation center, staffed by two full-time trained social workers.

All the difficulties are not the type that need social action. Some are simple, like the Cuban housewives who have always had servants and found themselves in Miami without servants and not knowing how to cook.

WMIE Miami offered its solution to this problem with Maria Gutierrez,

as contributions for Puerto Rican Day parade. In 1963 WBNX raised \$20,000.

hostess of *From Woman to Woman*. A veteran Cuban radio and TV personality, Mrs. Gutierrez explains to those who have never cooked how to do so and urges her Spanish-speaking listeners to "cook American because it's easier, healthier and you don't have to spend all day in the kitchen."

Then there are those days when no self-respecting Puerto Rican or Mexican-American would be caught in the kitchen.

On the first Sunday in June thousands turn out in New York for the annual Puerto Rican Day parade. The importance of the occasion is marked by the presence of dignitaries from Puerto Rico and New York. The parade has had its fiscal difficulties in the past, but last year WBNX New York ran a marathon broadcast to collect funds for the parade. The promotion proved successful and the station is doing it again this year.

For the Mexican-American Sept. 16 marks Mexican Independence Day, commemorating the date in 1810 when Father Miguel Hidalgo y Castilla began the revolution against Spain.

Although smaller celebrations occur throughout the heavily Mexican-populated areas, major fiestas take place in Los Angeles, San Francisco, San Antonio, New York and Chicago, where personal representatives of the Mexican president take part in the ceremonies.

The fiestas of both Puerto Ricans and Mexicans receive heavy radio and television coverage, and in most instances local broadcasting personalities are masters of ceremonies.

WCRW

THE GOLD COAST RADIO STATION

AM - 1240 kc

Broadcasting Daily Since 1926

11 A.M. to 2 P.M. - 5 to 7 P.M.

WCRW broadcasts foreign language programs — and serves the largest Spanish-speaking audience in Chicago.

WCRW

2756 PINE GROVE AVENUE
CHICAGO, ILLINOIS 60614

Josephine A. White

312-327-6860

WHOA

RADIO

870 Kc

5000 WATTS

Sells the spending
bi-lingual market
in
Puerto Rico*

*53% speak English in San Juan

we get the message to Garcia

Nothing can match the impact of Spanish language television in getting your message across to Garcia and six million other Latin American consumers in the Southwest Spanish Language Corridor.

The fine programming and outstanding operation of Spanish International Network stations has attracted industry-wide recognition.

Our advertisers are experiencing unheard of sales activity from heretofore unresponsive markets.

That's what happens when Garcia gets the message.

SPANISH INTERNATIONAL NETWORK



SPANISH INTERNATIONAL NETWORK

250 Park Avenue, New York 17, N. Y.
OXford 7-0585

721 North Bronson, Hollywood 38, Cal.
HOLlywood 6-8131

Commission tightens rules on overlapping

More stringent than 1962 proposal, rulemaking affects AM, FM and TV grants of common ownership

The FCC last week substituted strict engineering standards for case-by-case consideration as it tightened its rules governing overlap of stations under common ownership.

The rulemaking, outstanding for almost two years (BROADCASTING, July 23, 1962), had been strongly opposed by broadcasters and communications attorneys. Of the 91 comments filed, only one supported the proposal.

But the rule the commission adopted in some respects is more stringent than the proposal.

The FCC vote was 5-2. Chairman E. William Henry and Commissioners Robert T. Bartley, Lee Loevinger, Kenneth A. Cox and Frederick W. Ford were in the majority, and Commissioners Robert E. Lee and Rosel H. Hyde dissented.

The commission withheld release of the order pending the filing of a dissenting statement by Commissioner Hyde. However, it was understood the

rule provides for a go-no-go system under which the commission will not make television grants that result in grade B overlap of commonly owned stations. This is stricter than the proposed rulemaking, which would have prohibited only grade A overlap.

AM, FM Rule ■ The rule also bars grants of AM or FM applications that result in overlap of 1 mv/m or more of commonly owned outlets. This is the same as the original proposal.

The superseded rules, which were in effect more than 20 years, left the commission considerable discretion in deciding overlap cases involving multiple owners. In AM cases, the aim was to prevent "substantial overlap"; in FM and TV proceedings, commonly owned stations were not permitted to serve "substantially the same area."

The FCC said it felt more specific rules were needed to implement its policy of preventing overlapping coverage by commonly owned stations that might

result in a concentration of control at the regional level.

The commission was said to feel it had not established clear-cut precedents under the old rules. It was not clear what "substantial" meant, one official said. Given a certain set of circumstances, it was difficult to tell what the commission would do, he said.

However, most of those filing comments on the rulemaking said a go-no-go system would be too rigid and that the commission should have discretion in deciding whether a grant should be made. They said overlap was only one factor to be considered. Some comments denounced the proposal as serving only the need of administrative expediency.

Pending Cases Affected ■ The new rule, which applies to all pending applications, including those in hearing, permits the commission to dismiss without hearing any request for a new station assignment that does not meet the new standards.

However, officials pointed out that the new rule may be waived if an applicant can make a sufficiently strong showing that an exception would be in the public interest.

In addition, the new rule will not require divestiture. Commonly owned stations whose signals result in excessive overlap are protected by a grandfather clause. But the owner of such stations will not be allowed to sell them to the same entity.

Under the new rule, AM contours

Just how small can a TV camera get?

This is the smallest TV camera ever made and, although it's not for commercial use yet, it will give broadcasters an idea of what's on the horizon in size reduction of TV equipment.

Westinghouse Aerospace scientists put this TV camera together to show what can be done in the field of molecular electronics. They showed it last week at the annual convention of the Armed Forces Communications & Electronics Association in Washington. Molecular electronics is the concept which seeks to integrate into tiny, fingernail-size wafers of solid materials, functions ordinarily performed through assemblies of components.

Using a 1-inch vidicon tube, the camera is 7½-inches long, about the length of a two-cell flashlight. It is 2 inches wide and 3½ inches deep



and takes up 50 cubic inches of space. It requires only 4 watts of power.

A comparable commercial TV camera weighs from 12 to 20 pounds, occupies about 300 cubic inches and needs 40 to 100 watts. Similar cameras aboard space satellites weigh from 4 to 15 pounds and require from 9 to 30 watts of power.

The Westinghouse molecular camera uses one-third less components than that required in equivalent conventional TV cameras—197 components vs. 582. It meets all technical standards for TV (525 lines, 30 frames per second, etc.), and has a horizontal resolution of 500 lines. It also includes a binary countdown synchronizing generator to produce standard interlacing.

In the demonstration model, Westinghouse included a TV transmitter built into the camera, capable of sending a picture 150 feet to a nearby TV receiver.

may be determined either through reference to the commission's M-3 conductivity map or by actual measurements.

TV and FM contours will be predicted on the basis of actual operating facilities. This is less stringent than the suggestion contained in the proposed rulemaking, under which maximum tower height and power would have been used.

However, the commission will examine all applications for "truncated facilities"—as one official described them—to determine whether they are designed to avoid the strictures of the new rule. The commission doesn't want to be faced with requests from such applicants for increased facilities once their original applications are granted.

Motorola to appeal Armstrong decision

Motorola Inc., Chicago, Thursday (May 21) challenged a federal district court's ruling there on FM patent rights against Motorola and in favor of the estate of the late Major Edwin H. Armstrong.

"We feel that it is wrong and we in-

tend to appeal the decision to the U. S. Circuit Court of Appeals," was Motorola's only comment on the case. It has been in litigation since 1961.

Judge Edwin Robson, U. S. district court, Chicago, found that Motorola had infringed on the Armstrong FM patents in Motorola TV receivers, FM sets and police communication gear. He ordered an accounting of damages which will be the subject of further proceeding.

A final settlement "could be substantial," according to Dana M. Raymond, trial counsel for the Armstrong estate. Major Armstrong died Feb. 1, 1954.

The suit against Motorola was one of 21 separate patent infringement actions filed by Major Armstrong against manufacturers of FM equipment over a period of years. Of the total, 19 have been settled with the Armstrong estate on the basis of payments "totaling several million dollars," Mr. Raymond said.

Only one case remains untried, he noted, that against Philco in Philadelphia. The initial suit against RCA in 1948 was settled with the estate shortly after Major Armstrong's death in 1954.

Tanners look for national buyer

The Tanner Electronic Survey Tabulation is a tool for researchers to use and not a research system in itself, Tom Tanner, sales head of the Tanner Engineering Co., told an audience of several hundred advertising executives Tuesday (May 19). He and his brother, Jim Tanner, inventor of the mobile counter of TV sets-in-use (BROADCASTING, April 13) explained and demonstrated the TEST equipment at a meeting of the Advertising Club of Los Angeles. They were assisted by Carl Haverlin, who was president of Broadcast Music Inc. until his retirement at the end of last year. Mr. Haverlin is a consultant to the Tanner firm.

The Tanner brothers have received hundreds of inquiries about their set-counting device, Mr. Haverlin stated. Included were many offers for an immediate cash purchase of the equipment for use in one or more markets. But these offers have been rejected on the grounds that the equipment should be used on a national basis so it can supply the raw data needed to provide a new kind of rating service. "The problem now is to choose the right people to operate it properly," he commented.

Some 300 complete TEST units are now being built, Jim Tanner reported.

It is constructed on the modular system, so that any part that fails to operate can be removed and a replacement inserted with a minimum of lost time. The equipment is completely foolproof, he said. If desired, the reports of sets tuned to the various TV stations can be recorded on tape and the tape preserved in a capsule ready for transmission to a central headquarters. This would probably be the normal procedure, he commented, with the driver the only man on the vehicle and other personnel operating at local or regional headquarters.

Asked if the TEST equipment can measure radio listening as well as TV viewing, Jim Tanner said that apparatus to do that job is now well along in development and should be ready for the same kind of foolproof operation within six months.

Portable microwave system is shown

An age-old dream of scientists, the direct conversion of heat to electricity without moving parts or large equipment, seems a step closer to reality following a demonstration in Washington last week.

The first public showing of a completely closed circuit TV transmission over a portable microwave system, fully energized by portable thermoelectric power, took place as part of the opening ceremonies of the annual convention of the Armed Forces Communications & Electronics Association.

The portable one-man microwave system is made by Motorola Inc.; the generator, by Minnesota Mining & Manufacturing Co. The thermoelectric generator is a solid-state device which converts heat to electrical energy.

Electrical power for space and specialized application on earth will be provided by new, silent generating systems with no moving parts, Lloyd R. Day, RCA special electronic components division, said in a panel on direct conversion methods. Among the possibilities are solar panels, which use the sun's light to generate power, and thermoelectric and thermionic devices, which convert heat into electric power.

RCA also announced last week that it has a new superconductive microwave amplifier and magnet believed to be the most powerful in the world.

Using new principles, the new amplifier may permit low-noise amplification at frequencies up to 30 gigacycles, Dr. James Hillier, RCA Laboratories vice president, said. Present conventional low-noise amplifiers operate generally in the 1,000 mc to 10,000 mc range.

elbow-benders



love

WGY 810 KC
50 KW

and so do housewives, doctors, students, executives, farmers, and secretaries in the 25 counties surrounding Albany, Schoenectady, and Troy. Ask Henry I. Christal.

A GENERAL ELECTRIC STATION

Clear channels cite need for higher power

SAY OPPONENTS USE 40-YEAR-OLD ARGUMENTS

The Clear Channel Broadcasting Service last week told the FCC that there is historical proof of the need for raising the maximum power of AM stations and those on clear channels in particular.

The CCBS made the observation in asking that the commission deny the petition by the Association on Broadcasting Standards, representing regional stations, requesting that the commission dismiss applications by five clear channel stations for developmental authorizations of 500 kw to 750 kw.

WSM Nashville (on 650 kc) last week actively renewed its participation in the clear channel controversy with the filing of an application for developmental use of 750 kw.

The CCBS, in defending high power applications, said that the same arguments as presented by ABS were made in 1924 by parties opposing the increase in maximum power from 1 kw to 5 kw. CCBS said every time power limitations were raised there were arguments that the increases would be destructive; however, this never proved to be true.

The CCBS discounted ABS arguments that powers higher than 50 kw would cause detrimental interference to stations using lower powers, or that high power clear channel operations would work against the development of FM stations. Neither would such stations, the CCBS said, be destructive to network radio.

The only means of conducting valu-

able studies of high power service is through actual operation, CCBS told the commission. The CCBS also said that high power experiments by U. S. stations would curtail increasing interference from Caribbean and Central and South American operations.

The Sixth - WSM, an NBC affiliate, told the commission that if the station operated with 750 kw it would bring service to 10.5 million persons who presently lack a primary nighttime service. The station said the added audience would be primarily east of the Mississippi River.

The Nashville clear channel told the commission that the increase in power would not change the station's programming, but would raise its rates.

WSM said that the high power requested would not cause interference to side channels. Actual 750 kw operation would permit valuable field intensity studies of a high power signal.

The social and economic impact of high power-clear channel stations has been a major question in the clear channel-high power controversy and WSM suggested that, with an actual operation at 750 kw, the commission could best study the effect.

The other five high power applicants are WGN Chicago (720 kc), WLW Cincinnati (700 kc) and WHO Des Moines, Iowa (1040 kc), which have applied for 750 kw, and KSL Salt Lake City (1160 kc) and WJR Detroit (760 kc), which have requested 500 kw.

UHF progress report must come first

MOBILE RADIO RECONSIDERATION PLEAS TURNED DOWN

The FCC last week announced that it wishes to gauge the success of its efforts to foster the development of all 82 television channels before further considering the reallocation of any UHF channels for use by land mobile radio.

The commission's statement was made in an order dismissing petitions for reconsideration of its rejection of proposals to reallocate, on a permanent basis, channels 14 and 15 for land mobile radio. The FCC also dismissed consideration of reallocations from any service in the 25 mc to 890 mc band.

Petitions for reconsideration were filed by the land mobile section of the Electronic Industries Association; the communications department of General Electric; Motorola Inc.; the National Committee for Utilities Radio, and the Special Industrial Radio Service Asso-

ciation.

The commission also said that its advisory committee for the Land Mobile Service, formed last March, was not to consider any reallocation of television channels. The committee's chairman is Commissioner Kenneth A. Cox and the vice chairman is James A. Barr, chief of the FCC's Safety and Special Radio Services Bureau.

In dismissing the land mobile pleadings, the commission said, "that a reasonable period must be afforded to ascertain whether UHF-TV will develop as expected; that allocation proceedings inconsistent with this policy will not be substituted during that period and, therefore, solutions which do not involve the reallocation of UHF-TV spectrum must be found to the problems of the land mobile service."



Lighten your load Simplify your remote

212H-1: 3 channels/self-contained/solid state/operates on normal flashlight batteries for 200 hours (battery check built-in)/built-in tone generator/rugged case/roller gain controls.



COLLINS RADIO COMPANY
Broadcast Communication Division,
Dallas, Texas • Telephone 214-AD 5-9511
International Division, Dallas, Texas
30 Years in the Broadcast Business



P.S. Ideal Mike for
use with the 212H-1
is the new M-70.



Simon loses round one to AB-PT

Stockholders vote 6-1 to end cumulative voting plan; 14-member board of directors is re-elected; Goldenson sees 2d quarter even better than 1st

Shareholders in American Broadcasting-Paramount Theaters last week put an end to any immediate threat of outside membership on the board. At a special meeting in New York, stockholders backed management's request to abolish the company's cumulative voting practice by a vote of 3,204,039 shares to 518,382.

Immediately following, at AB-PT's regular annual meeting, the corporation's proposed 14-man slate was re-elected to the board.

Reinforcing management's position was a forecast by Leonard Goldenson, AB-PT president, that second-quarter earnings would show a greater percentage increase than earnings for the first quarter, which were 20% ahead of the same period in 1963.

Under cumulative voting a shareholder is entitled to that number of votes arrived at by multiplying the shares he

holds by the number of board members to be elected. The total could be cast for a single nominee. AB-PT management had explained in its proxy solicitation to the shareholders that a holding of one-fifteenth of the company's outstanding stock could insure for that interest representation on the board.

The 518,382 shares, which were voted against management's request represented roughly one-ninth of the company's 4,590,128 outstanding shares.

Simon's Bid ■ It was understood that a combined investment of Hunt Foods & Industries and McCall Corp. (35.5% owned by Hunt), engineered by financier Norton Simon who sits on finance committees of both companies, had sought representation on the AB-PT board.

Representatives of both Hunt and McCall affirmed that their interests had

been voted against the amendment to abolish cumulative voting. The McCall Corp. representative, Milton Pollack, read from a statement signed by the company's president, Herbert Mayes, noting that McCall is "one of the few major publishing companies with no ownership in radio or TV" and that "it seemed desirable that the company acquire such ownership, but in a broadcasting network rather than in individual stations." The Mayes note stated that cumulative voting was "a right on which present stockholders had made their purchases," and expressed "disappointment" in the AB-PT decision.

William Randolph, vice president and general counsel of Hunt Foods, said he had voted Hunt Foods' interest in AB-PT—between 96,000 and 100,000 shares—against the proposal to end cumulative voting for "reasons similar to those stated by Mr. Pollack."



Leonard Goldenson, president of AB-PT, addresses stockholders in New York Tuesday.

Mr. Randolph said after the meeting that Hunt Foods had no defined policy for further investment in AB-PT.

Motions Beaten ■ American Broadcasting management was also successful in its solicitation to stockholders requesting a vote against two motions put forth by shareholders Wilma Soss and John Campbell Henry. One of these would have limited payments to executives under an incentive compensation plan to 100% of salary and limited aggregate remuneration for any one executive to \$200,000. The other would have abolished payments to executives for services in studying executive compensation plans.

At the regular meeting, attended by some 500 shareholders, Mr. Goldenson gave an optimistic report on gains in the operations of ABC-TV, referring to a 17% increase in overall nighttime audience for the network for the March-April period compared to those months last year, based in Nielsen figures.

Mr. Goldenson said ABC expected to spend in excess of \$5 million but not more than \$6 million in its coverage of the presidential election, including coverage of conventions. He said the company hopes to recoup two-thirds of the expenditure in sponsorships.

One stockholder asked for the company's policy on ABC-TV colorcasts. Mr. Goldenson said the network would colorcast three hours a week in the coming season, but that the company's present policy was to restrict its broadcast of color to cartoons and feature films until sponsors are willing to pay for the additional cost of color, about \$20,000 per hour.

20th Century-Fox rides comeback trail

Darryl F. Zanuck, president of 20th Century-Fox Film Corp., said last week that his firm has staged a dramatic "comeback" and is now "the world's second largest producer of television films." (see page 29)

Speaking in New York at 20th's annual stockholders meeting, Mr. Zanuck said the firm had been in the red at the end of 1962 and virtually out of the TV production business. Now, he said, ABC and NBC are committed to spend \$18 million at Fox studios for production of four weekly programs—one a two-parter—that will be presented by the networks this coming season. The series are: *Voyage to the Bottom of the Sea* (ABC-TV, 7:30-8:30 p.m. EDT Monday); *Peyton Place* (ABC-TV 9:30-10:30 p.m., first part on Tuesday and second part on Thursday); *Daniel Boone* (NBC-TV, 7:30-8:30 p.m.,

A prediction for 3M Co.

The Minnesota Mining & Manufacturing Co. in 1964 will see a 10% increase in sales, the annual stockholders meeting was told by Bert S. Cross, president of the firm, which owns Mutual Broadcasting System.

Mr. Cross also predicted that 3M sales will reach \$1 billion in 1966. Sales last year were \$761.8 million. Expanding research and development activities are spurring the company's growth, Mr. Cross said. He noted 3M spending on research has risen from \$18 million to \$35 million in five years.

Thursday); and *12 O'Clock High* (ABC-TV, 9:30-10:30 p.m., Friday).

Mr. Zanuck reported that first quarter earnings this year were down as compared to a like period the year before, but he predicted a continuation of a new trend toward higher profits. He said profits for the first half of 1964 are expected to reach almost \$5 million.

Mr. Zanuck said that Fox has greatly expanded its production of feature films over the past year. He reported that 10 films were completed during 1963, and 11 more are now in production.

Also at the meeting, stockholders elected the 13-member board of directors. After the meeting, the directors declared a quarterly cash dividend of 15 cents a share and a semi-annual 2% stock dividend—both payable June 30 to stockholders of record June 5. This was 20th Century's first cash dividend since 1961.

Three months ending March 28:

	1964	1963
Earnings per share	\$ 0.58	\$ 0.90
Net earnings	1,536,000	2,292,136

Reversal of tax ruling sought

Broadcast financial executives prepare this week to mount a campaign to persuade the Internal Revenue Service to overturn a 1962 ruling which requires that TV film contracts—amounting to over \$100 million a year—be amortized on a straight line basis.

The tax committee of the Institute of Broadcasting Financial Management meets tomorrow (May 26) in New York to consider tactics to be used in seeking to convince the IRS that policies for

TV film depreciation should be liberalized.

Among the items to be discussed are the results of a questionnaire sent to all TV stations. More than 175 were returned. They show, according to Clifford M. Kirtland Jr., Cox Broadcasting Corp., who is chairman of the tax committee, that there are three major amortization schedules used for TV film expenses: (1) straight line, (2) accelerated, and (3) based on installment payments.

Straight line amortization means that an equal amount is charged each year over the length of the contract. The accelerated method uses the principle that the first run of a movie is worth more than its second run, and that its second run is worth more than its third run, etc. If payment for the films is on an installment basis, a third method of depreciation is used.

Only those stations using the straight line method are complying with the IRS policy, it is pointed out.

Meeting with Mr. Kirtland at Westinghouse Broadcasting Co.'s New York office are these members of the tax committee of the IBFM: William E. Bishop, Time-Life; Charles Carrature, RKO General; Joseph K. Mikita, Westinghouse Broadcasting; Blaine W. Whipple, KSL Salt Lake City; R. Lee Stoner, Eastern Oregon TV (a CATV system), and Douglas A. Anello, National Association of Broadcasters.

Cox earnings up 22% in 1st quarter

Cox Broadcasting Corp., which made an initial public stock offering last month, reports earnings for the first quarter of 1964 up by 22% over the 1963 first period.

The gain is based on the 2 million shares of Cox stock outstanding on March 31, before the public offering of 630,000 new shares was made (BROADCASTING, April 27). The company reported it raised about \$9,375,000 after expenses on the sale of new shares. An additional offering at that time of 20,000 shares to employees was said to be oversubscribed.

J. Leonard Reinsch, president of the company, said first-quarter gains could be attributed, in part, to "the healthy condition of the broadcasting industry."

A dividend of 10 cents a share is payable to shareholders of record June 22 on July 15.

Thirteen weeks ended March 31:

	1964	1963
Earnings per share	\$ 0.36	\$ 0.29
Net income	715,365	584,582
Income before taxes	1,421,365	1,116,582
Operating revenues	4,939,073	4,392,087

Winners get Emmys whether present or not

Show will go on as scheduled with all but 13
of the 128 honored expected to be on hand

Tonight is the 16th annual Emmy awards night, and although by general agreement the Emmys are dead, the show is slated to go on "as usual."

NBC-TV, alone among the networks to defend the Emmys against the chorus of criticism that sounded off two weeks ago and added new voices last week, said all but 13 of the 128 Emmy nomi-

The academy spokesman also said that, despite the boycott by the CBS and ABC television networks, attendance at the Texas Music Hall of the New York World's Fair and at the Hollywood Palladium—where the presentations are to be made—probably will reach capacity because of increased interest shown by production companies

"unprofessional, unrealistic and unfair" and withdrew his organization's support. His action was followed by withdrawals by the ABC and CBS TV networks and the CBS Television Stations Division (BROADCASTING, May 18).

The parade of critics grew longer last week when producers of three CBS-TV shows, Talent Associates-Paramount Ltd. (*East Side/West Side*) and Plautus Productions (*The Defenders* and *The Nurses*) also announced that they would not participate.

David Susskind and Daniel Melnick, who head Talent Associates, said their decision "reflects a long-felt desire on our part to affirm the validity of recently revived charges of basic shortcomings in the Emmy awards structure."

Much Named ■ The company's *East Side/West Side* has been nominated for eight awards.

Talent Associates itself is involved in



Mr. Brodtkin



Mr. Melnick



Mr. Susskind

They choose to be stay-at-homes tonight

nees are expected to be on hand when the presentations get under way on NBC-TV this evening (May 25, 10-11:30 p.m. EDT). The 13 who had not confirmed attendance plans were said to be employes of ABC News and CBS News.

A spokesman for the National Academy of Television Arts and Sciences, which administers the awards, said that other persons have been chosen to accept in behalf of any absentee winners. After the statuettes have been engraved they are to be sent to the winners, who may do with them as they choose.

and other industry people.

Sponsors Happy ■ NBC-TV's *That Was the Week That Was* cast is slated to make "appropriate" references to the Emmy controversy during its appearance on the program. Otherwise, authorities said, viewers will not be exposed to the controversy on the program. The sponsors, Timex and Libby McNeil & Libby, were said to have indicated no plan to withdraw as a result of the past fortnight's furor.

The controversy started when CBS News President Fred Friendly denounced the Emmy awards structure as

one of the nominations—for the outstanding dramatic series—while the other nominees are persons who worked on the series. All of these, including star George C. Scott, have indicated they will attend the ceremony.

Herbert Brodtkin, head of Plautus Productions, in withdrawing his personal support of the Emmys, while giving employees permission to attend, also called for the formation of a committee of creative people to take the place of the academy in trying to raise the programming level of television.

Mr. Brodtkin, whose *Defenders* and

Nurses series have received nine nominations, said the Emmy awards have not improved the quality of TV programming. This can be done, he added, "only if the true leaders, the innovators and creators, work together to reinforce their individual efforts to combat censorship, stimulate more mature standards, explore new techniques and new forms. . . ."

Not Over Yet ■ Despite the apparent smoothing over of this year's presentation difficulties, there appeared little doubt that the structure of the Emmy awards will be altered fundamentally, if not completely replaced, in the future.

In addition to Mr. Brodtkin's proposals, the academy itself, CBS-TV and the International Radio and Television Society, among others, have come up with proposals to study or revise the Emmy award system, or devise a new awards format altogether.

One proposal last week, by President Bennet H. Korn of Metromedia's Metropolitan Broadcasting Division suggested that a "metropolitan television critics award council" be formed with membership including television critics of major newspapers in the New York metropolitan area "to give awards in various categories at the conclusion of each season."

He said awards for outstanding programming "could and should have a place in broadcasting." He suggested that the critics council might operate either through the New York chapter of the National Academy of Television Arts and Sciences or as an independent group.

All the networks appear ready for a change in the present system. ABC-Paramount President Leonard Golden-son told a stockholders meeting last week (see page 100) that the network is willing to join in any creative efforts to provide a more representative awards structure. NBC-TV itself indicated it would give the problem serious study after this year's awards are out of the way, and CBS-TV has named a committee to study awards systems and determine its future participation.

NBC-TV fall lineup in bingo variation

NBC-TV is using a copyrighted variation of bingo in local newspapers and supermarkets to promote its 1964-65 program schedule.

Called VID-E-O, the game begins with a slate of photos of top NBC-TV personalities and their program titles printed once a week in local news-

papers. Patrons of participating supermarkets on each visit are entitled to one free playing card photo of one of the personalities. At the end of the week, if they are able to match five photos in a row on the newspaper advertisement, they are entitled to prizes listed on the backs of the playing cards.

The game will be leased for a minimum of eight weeks.

The Food Fair supermarket chain in Detroit ran the contest for 12 weeks, which NBC-TV affiliate WWJ-TV Detroit called "the advertising break of the year" for the network there.

VID-E-O is copyrighted by John Heikes Associates, Los Angeles, which has an exclusive promotion contract with NBC-TV.

Clarification sought by 'HAS'

Wants to know when it's
OK to use less than
full call letters

WHAS Inc., licensee of WHAS-AM-FM-TV Louisville, Ky., has asked the FCC to clarify the proper use of station call letters. But the licensee said that such a declaratory ruling should "... not apply to the use of less than all of a station's call letters in promotional contexts. . . ."

Should the commission decide against issuing such a ruling, WHAS said, it should institute a rulemaking "... to amend the applicable rules to cover such uses [of call letters] in whatever circumstances the public interest may require."

WHAS was prompted to request the declaratory ruling on call letter uses by a letter from the commission warning the Louisville licensee that the commission interprets its rule that the entire call letter must be used whether announcement is promotional or identificational. The commission had acted after receiving a complaint that "several stations" in Louisville were not using the entire calls assigned to them (BROADCASTING, Feb. 10).

The commission, at that time, said if a station were assigned the hypothetical call letters WINK, it could identify itself as "wink," but not as I-N-K.

WHAS suggested that the use of only three call letters is a too widespread practice in the industry for the commission to prohibit the custom on a case-by-case basis.

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Drumbeats ...

No comment ■ Wedding bells mingled with more conventional music as a WFUN Miami disk jockey added a slice of cake to Operation Stay Away. Al Dunaway, doing the marathon with Greg Warren for the benefit of Variety Children's Hospital, married his fiancée Marilyn Ousley on the air and in front



of 300 spectators. At the time (May 9), he was in his eighty-second hour of sleepless broadcasting. The five-tier cake, contributed by a local bakery, was distributed to the crowd for the price of a donation. General Manager Arthur Selley Jr. gave away the bride. WFUN disk jockey Dick Starr, was best man.

Hot check news ■ CKY Winnipeg, Man., has arranged with the Manitoba Hotel

Association to broadcast information on stolen and forged checks each afternoon on the 12:55 p.m. news.

Benefit show ■ WNEW New York is presenting a four-hour benefit, patterned after the station's 30th anniversary party held last summer, for the Greater New York Fund at Madison Square Garden, June 10. The station's personalities will serve as MCs for the show which will feature leading entertainers.

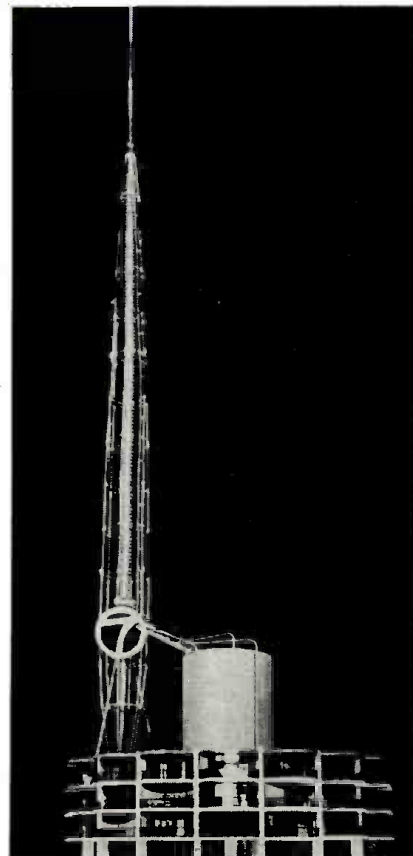
Left Bank kegler ■ Catherine Snedaker, promotion director of WINR-TV Binghamton, N. Y., has won a trip for two to Paris for her promotion of *Championship Bowling*. The award was made by Walter Schwimmer Inc., Chicago, producer-syndicator of the television sports show.

Appointed ■ WTXR Providence, R. I., has appointed Bo Bernstein & Co., that city, as its agency. The move coincides with a format change and a multimedia advertising and promotional campaign is planned.

Special showing ■ A screening of Official Films' new first-run series, *Survival*, was held in New York May 7 for approximately 200 advertising agency media executives and time-buyers. The series consists of 38 half-hour actuality programs.

Young composers ■ Broadcast Music Inc., New York, has awarded its 12th annual Student Composers Awards. Fourteen composers, age 9 to 25, are to share the \$11,600 prize being offered by the music licensing organization.

High over the loop ■ ABC-owned WBKB (TV) Chicago plans to turn its new downtown antenna tower to promotional advantage as well as utility. The tower will display WBKB's channel 7 circle signature plus weather and sports results through appropriate colors and flashes of tower lighting systems. Construction began May 7 atop the west



tower of Marina City on the Chicago River with completion set for November, according to WBKB.

Cancer film ■ The American Cancer Society is offering a new film "The Million Club," from local divisions. It is a color-sound motion picture in 28½ and 10 minute versions. The film is a dramatic presentation of the importance early detection and treatment play in successful cancer treatment.

Networks share in School Bell Awards

National School Bell Awards for distinguished interpretive reporting on education were announced last week with ABC, CBS and NBC among those honored. The awards, to be presented July 1 at the National Education Association's Seattle convention, are made by six national organizations in the educational field.

CBS led with three awards: *CBS Reports*: "The Catholics and the Schools," in the documentary category; *CBS News with Mike Wallace*, for continuous coverage of education through a national news program (both for TV); and *Our Teachers—Educated or Miseducated?* (radio).

NBC was recognized for a special on



teaching innovations and the human side of teaching, *An Experiment in Excellence*, and for dramatic interpretation of education through the *Mr. Novak* series, produced by E. Jack Neuman.

ABC-TV's documentary *The Saga of Western Man*: "1964" earned an award for its discussion of problems facing the United States, including educational problems, and the nation's power and potential to solve them.

Awards also went to AP's education writer G. K. Hodenfield and to eight national magazines.

ABC News gives admen background on operation

ABC News on May 20 presented a "news analysis" luncheon for its sales and audience appeal and image value to about 300 advertiser and agency executives in New York.

The luncheon—held to inform as well as to "sell" New York buyers—featured political commentator-analysts Edward P. Morgan and Howard K. Smith, and White House correspondent Bill Lawrence, among others. Also in attendance were network executives. Elmer W. Lower, president of ABC News, Special Events and Public Affairs presided. In addition to background stories on ABC News, luncheon guests received a booklet breaking down various costs to advertisers of political coverage packages. Xerox is a one-third sponsor of coverage of both conventions, and Purex Corp. will present two special programs on the conventions and the campaign.

No ticket lions for

L.A. Coliseum winner

Some lucky advertising agency is going to win the 100,000-seat Los Angeles Memorial Coliseum (for a day) as the gift of KHJ-TV Los Angeles, which is taking this method of telling media buyers about the station's new summer series of "sword and sandal" motion pictures running Saturdays 8-9:30 p.m. under the generic title, *The Gladiator*. The nationwide contest has two simple rules: Guess the rating to be achieved by "Hercules Unchained," which opens the series on June 6, and explain in 10 words or less what the agency plans to do with the Coliseum if it should win.

In addition, male agency executives are offered a chance to win "an evening of revelry" at the fashionable Los Angeles restaurant, Quo Vadis, "in the company of four lovely slave girls."

BROADCASTING, May 25, 1964

What hath Bell wrought?

"The lights are low, the music romantic, your perfume alluring, the mood inviting . . . and he wants to go bowling . . . in Dade county call 371-7431."

It was a 20-second spot that ran once an hour for four weeks on WGBS Miami. For the 253,152 women who responded to the message, the male voice at the other end of 371-7431 said: "You are the most exciting woman I have ever met. I wonder if the man in your life realizes how lucky he is? I do. And how glad I am that you listen to WGBS. When you feel that no one really appreciates you, remember, radio Miami WGBS, 710 on your dial, does."

Their feminine counterparts, meanwhile, can compete for "a robe to roam in," freely translatable as a \$100 gift certificate at a leading Los Angeles fashion house. Deadline for all contests is June 6.

Parker H. Jackson, promotion director of KHJ-TV, conceived the Coliseum giveaway plan as part of a campaign that also includes a wide assortment of

advertising in newspapers, on radio and via posters on buses and in the air, plus such special features as the introduction of a new dance step, *The Gladiator*, by the Arthur Murray Studios. TV editors received outside parchment announcements of the series and on its opening night a key group of editors will be visited by messengers bearing hot news releases and hot pizzas, both to be consumed while watching the program.

WFTV(TV), KLZ get first Mayor awards

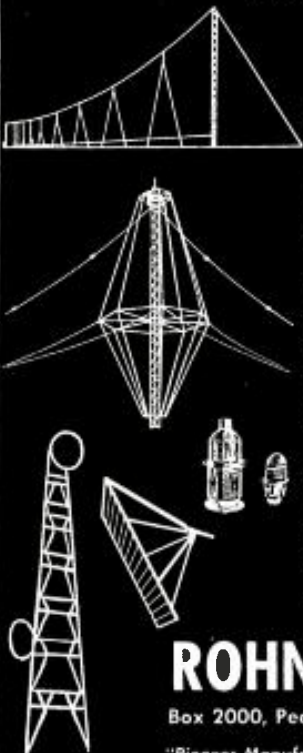
The first Mayors' Awards for excellence in local community service programming have gone to WFTV(TV) Orlando, Fla., and KLZ Denver. Results of the national competition, sponsored by the U. S. Conference of Mayors and the Broadcast Pioneers, are to be announced today (Monday) in New York.

Honorable mention citations were awarded to WCBS-TV New York, KOMO-TV Seattle, WSTC Stamford, Conn. and WKZO Kalamazoo, Mich.

Judges screened more than 100 entries in separate radio and TV classifications. The contest was inaugurated to reward "local broadcasters who most clearly demonstrate their concern for civic problems which beset every city hall," and who keep the public "informed about local situations."

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In Nigeria talent is easiest problem

FINDING SOMEONE TO PUT PROGRAMS ON THE AIR NOT QUITE AS SIMPLE

DATELINE NIGERIA: A special report by Roger Bower, managing director of the Nigerian Television Service.

Here is an item that appeared in Nigeria's leading newspaper, the *Daily Times*, on March 7, 1964 . . . "If there are great moments in the history of television in this country, one of them was last Friday when the £730,000 (\$2,190,000) Nigerian Television Service celebrated its first anniversary . . . the thrill-packed anniversary (program) was produced by Femi Asekun."

Femi Asekun and his remarkable progress in the new medium, television, is a typical case in point. Two years ago this young Lagosian was a business major at Edinburgh University. His only brush with television or show business was during his school years as a singer with his own band. Yet today, after a year's in-service training by a team of experts from National Broadcasting Co. International, he is producing shows which draw the above kudos.

A Fateful Meeting ■ When Femi came home from Scotland about 15 months ago, he applied for a job at NTS in business administration. There were no openings. Fortunately, he ran into Stan Brightwell (formerly with WNBQ Chicago), executive producer of the NBI team.

NBI has a five-year contract with the Nigerian federal government, under the ministry of information, with a progressive phasing-out of team members as soon as their Nigerian counterparts are capable of taking over.

Brightwell immediately spotted Asekun as his possible replacement and promptly signed the young man on as an apprentice in the program department. Brightwell's judgment was good. Asekun will be named executive producer in June when Brightwell returns to the states.

Let's get back to that anniversary program Femi produced. Not a white face was to be seen among the crew which won accolades in the Nigerian press for the professional gloss of their 90-minute program. Like Femi, most were recruited from scratch. Behind the scenes, the NBI team beamed like proud papas at a Sunday School play as they watched the program go off without a hitch.

All the headaches, heartaches, sun-strokes and frustrations were wiped out

in the realization that we had helped eager, industrious, intelligent people to establish television which will propagate their culture, give them a "picture-voice" of public service in the realms of health, education, nutrition, and better living standards, and also furnish them with entertainment. Nigerians love to laugh. The *Beverly Hillbillies* are amusing—but not nearly as funny to Nigerians as the *Bobby Benson Show* and the *Hubert Ogunde Operas*.

How It All Began ■ The whole operation started on a hot, humid January day in 1962 when, captained by J. Robert Myers, long-time NBC executive, our NBI team arrived in Lagos, the capital of Nigeria, to establish a television service and teach Nigerians how to run it. We were working under the direct supervision of the Honorable T. O. S. Benson, minister of information, who has a distinct empathy with television and its great potentials for education and public service.

There were no buildings, no professional talent as we know it, and no pool of experienced TV producers, directors, announcers, technicians, etc., from which to draw. We had 10,000

applications, including one from a young man who hoped we'd teach him how to be a tripod. Out of these we winnowed our present staff of 200-plus.

Deadline is Met ■ The NBI team of 16 men started with a small garage for a studio, a mobile unit for a control room and orders from New York to be on the air within three months! We made the deadline and televised our first program on April 1, 1962. The signal, through the gargantuan efforts of Chief Engineer Jack Burrell and his eight engineers, went out from a 65-foot tower attached to a shack housing the transmitter equipment, telecine, etc.

The parking lot, in front of the television buildings then in the first stages of construction, was black-topped in lieu of a studio. An African village was simulated with palm fronds. In front of this a hastily rounded-up cast of more than 100, including snake charmers, dancers, drummers, singers and musicians, performed . . . all televised from cameras mounted on a fork lift.

The rain held off, the RCA equipment held up in the muggy heat under the brassy sun, the talent was awed not one whit by the monster eyes of the cameras, and channel 10 was off and running on a provisional basis.

In March of last year, the television plant was finished and channel 10 began operating 35 hours a week while continuing its in-service teaching and training program. The signal goes out from a 250-foot tower with 40 kw ERP, channel 10 CCIR standards. There are two studios—40 x 80 feet and 40 x 60 feet, two telecine chains, video tape machine and a mobile unit.

Instinctive Showmen ■ Nigerians on the staff made great strides once we impressed them with the importance of discipline, split-second timing, attention to details, observance of rules and endless practice sessions. Nigerian talent has proved our easiest problem. Once we scouted them and got them to the studio, they were "on," being instinctive showmen.

Engineering presented the toughest job. A man in programing could throw up a commercial in place of the prime minister and a carefully worded apology would ameliorate the boo-boo. But you can't apologize for a mistake that can result in the loss of thousands

TV around the world

The U. S. Information Agency survey of overseas television developments in 1963, a country-by-country study, showed station and set distribution gains:

By the end of 1963 there were 3,444 television transmitters in 83 countries or territories, exclusive of the U. S. and Canada, an increase of 800 over 1962. Western Europe had the largest number (1,803), followed by Eastern Europe (878) and the Far East (511).

There were more than 80 million television receivers abroad, an increase of 15 million during 1963. About half are in Western Europe (39 million). Japan has more TV sets (16 million) than any country other than the U. S. Of the 15 million sets in the East European area, more than 9 million are in the Soviet Union.

Roger Bower (r), managing director of Nigerian Television Service and U. S. broadcast veteran of 37 years, views a film produced by one of the Nigerians who are receiving in-service training from a group of experts from National Broadcasting Co. International. Looking on also is Stan Brightwell, executive producer of the NBI team and formerly of WNBQ Chicago. Mr. Bower, author of this article, began his career in 1927 at WMCA New York. Currently part owner and general manager of MKO Broadcasting Corp., which has been seeking TV channel in Grand Rapids, Mich., Mr. Bower has served in a number of executive positions through the years including producer-director posts at both CBS and NBC; program director of WROW Albany, N. Y. and general manager, WKIX Raleigh, N. C. He has a second two-year contract as managing director of NTS.



of dollars worth of equipment. Yet the meticulous and highly technical installation and maintenance of RCA equipment has been handled by Nigerian personnel under the sharp eye and command of ex-Navy Captain Burrell and his engineers.

Cultural Shows Emphasized — Approximately 40% of our airtime is allocated to live Nigerian-originated programs. This is a higher percentage than that of any other TV service in Africa. Emphasis is on culture and public service. (Nigerians watched their first live broadcast of the ceremonial opening of the federal parliament on March 12. They had previously seen such events, televised live by the NTS mobile unit, as the Republic Day ceremony, the President's Cup [horse] race, and a bishop's ordination at the cathedral.)

We have the pick of top-rated films here and, though the press usually has been complimentary, every once in a while we get some adverse comment on our "many cowboy and Indian films" (*Rawhide, Gun Smoke, Rin-Tin-Tin*), and "murder and mayhem" (*The Defenders, Alfred Hitchcock, Perry Mason, Naked City*, etc.).

There is no regulatory board such as the FCC, nor do we come under the censorship board of the Ministry of Internal Affairs, which handles only movies. We asked for a program advisory board and are making long-range plans for educational programs with the Ministry of Education. In the meantime we depend on good taste, common sense and guidance by The Honorable Minister of Information, T. O. S. Benson.

The Future — The Honorable Minister is working to secure sets for com-

munity viewing and has long-range educational TV plans, as well as the extending of federal links to Ibadan, the largest city in Nigeria's western region. He is also interested in bringing TV to the new midwest region.

Though the primary purpose of federal television in Nigeria is not commercial, it has received unusual support from business and industry. There are an estimated 8,000 sets in the coverage area and the station now has 31 advertisers. The fixed position rate runs from £15 per minute to £6 for 10 seconds; the r. o. s. rate from £12 per minute to £5 for 10 seconds.

Thus it can be said for television in newly emerging Nigeria—the egg has cracked and the lusty chick is emerging at a breath-taking pace.

Performers pact ratified by Mexico

An international convention to protect performers, record producers and broadcasters became effective May 18 following ratification by Mexico.

The convention prohibits the international pirating of performances, records and broadcast programs. It guarantees the right of performers to prevent the use of their performance by broadcasting, recording or playing a record without their consent; the right of record producers to authorize or prohibit the direct or indirect reproduction of their records; the right of broadcasting organizations to authorize or prohibit the rebroadcasting or reproduction of their programs and the presentation of tele-

vision programs to the public against payment of an entrance fee.

The convention that was adopted on Oct. 25, 1961, at a conference convened by the International Labor Office and UNESCO has been ratified by six states, the number required to make it operative. These are Britain, the Congo (Brazzaville), Ecuador, Mexico, Nigeria and Sweden.

Canadian advertisers increased TV budgets

The top 50 Canadian advertisers last year spent 43.6% of their advertising budgets in television, according to a survey of Elliott-Haynes Ltd., Toronto market research firm, and Television Sales Bureau of Canada, Toronto. This was an increase from 1962 when the total was 40.5%.

Among the top 10 Canadian advertisers Procter & Gamble of Canada listed third and spent 98.1% of its total of \$3,816,000 in television. First came General Motors of Canada with advertising expenditure of \$7,294,000 with \$1,214,000 in TV. Canadian Breweries Ltd., was second with \$5,071,000 of which \$1,562,000 was in TV. General Foods of Canada was fourth with \$3,726,000 expenditures and \$2,525,000 on TV. Lever Bros. Ltd., was fifth with \$3,333,000 of which \$2,507,000 went into TV.

Ford Motor Co. of Canada was sixth with \$3,190,000 of which \$831,000 was spent in TV. Imperial Tobacco Co., was seventh with \$2,767,000 with \$737,000 in TV. Imperial Oil Ltd., came eighth with \$2,440,000 and

\$801,000 went in TV. Colgate-Palmolive of Canada was ninth with \$2,318,000 of which \$1,604,000 was spent in TV. Rothmans of Canada Ltd., was 10th with \$2,269,000 expenditure of which \$452,000 was spent in TV.

Four Star sells four TV series in Britain

Four Star Television International reported it sold four one-hour series to Great Britain in April.

Topping the sales were 26 segments of *The Rogues*, which will debut on NBC-TV this fall, and begin shortly after that on the BBC. Also sold to the BBC was the *Saints and Sinners* series, which began May 12.

Granada, Associated Rediffusion and ATV renewed their contract for another season of *Burke's Law* programs. And London, the Midlands, North, Channel Islands, Westwood and Grampian Television bought *The Detectives*.

Abroad in brief . . .

TV's contribution ■ Britain's commercial television network will hand over more than \$210 million to the government treasury during the next three years. That was the forecast of the Earl of Derby, chairman of Television Wales and West Ltd. in his annual report to stockholders. The time sales levy will account for \$140 million of this and the rest would be in company profits tax. TWW directors have declared a final dividend of 60%, less tax, making a total for the year of 95%. Net profits were \$1,632,460.

Buys interest ■ Needham, Louis and Brorby of Canada Ltd. has purchased an interest in La Maison Publicitex Ltee. of Montreal, in expansion of services to

the French-language market. NL&B of Canada Ltd., Montreal office, will be closed. Gerard Normandin, vice-president and director of creative services with La Maisan Publicitex will supervise all French language.

Film survey ■ A survey of use of free film by Canadian TV stations shows that 70% of the stations use free films at least once a week, while another 25% use them at least once a month. Some stations broadcast them up to 10 hours each month, with the average over three hours monthly. About two-thirds of the films have Canadian content. The survey was made by Elliott-Haynes Ltd., Toronto market research firm.

Canadian set sales ■ Canadian radio and TV set sales continue to increase over 1963. In the first two months of this year Canadian-made radio receiver sales totalled 137,097 units compared with 113,064 in the same period last year. Canadian-made television receiver sales were 72,370 units in the January-February period this year as compared with 65,438 a year ago, according to the Dominion Bureau of Statistics, Ottawa. Imports of radio receivers for the first 11 months of 1963 totalled 867,162 units, mostly transistorized units. A total of 23,200 television receivers were imported in the period.

New sales ■ CBS Films has reported new program sales to the Dutch television network, Nederlandse Televisie Stitching. The Dutch operation, for the first time, has purchased episodes of *Petticoat Junction* and *The Great Adventure* and also acquired additional programs of *The Defenders*, *The Beverly Hillbillies*, *Rawhide*, *Perry Mason* and *The Twentieth Century*.

Feature story ■ The U. S. Information Agency has produced a feature story on the success of American TV college

lecture courses, "TV Breakfast Scholars—The Story of 'Sunrise Semester'." It will be distributed to 111 USIA overseas posts. The article reviews the history of these programs from initial experiments conducted by WCBS-TV New York and New York University to their present level.

Home production ■ Dominion Electrohome Industries, Kitchener, Ont., which is bidding strongly for U. S. export market as well as domestic Canadian sales, has announced it will produce its own color TV chassis for its receiver line starting next year. Firm continues to seek review of the Canadian ban on colorcasting. Electrohome plans to enter portable TV market and is considering "tiny TV" market, too.

Set delivery ■ Manufacturers delivered 168,000 television sets to retailers in February according to the British Radio Equipment Manufacturers' Association. This is 29% more than the 130,000 of February last year. Deliveries of combined radio-phonographs went up 22% to 22,000. There was a 12% decrease in radios delivered at 162,000.

Expansion ■ BBC has announced it plans to extend coverage of BBC2, its new television network. BBC2 will begin in south Lancashire and south Yorkshire in the summer of 1965, Birmingham, south Wales and the Isle of Wight in the fall of 1965, northeast England and south Scotland at the end of 1965, Belfast in the middle of 1966 and the Bristol Channel area at the end of 1966.

Tennis rights ■ Fremantle International has gained the radio and television rights for areas outside the U. S. to broadcast the 1964 Davis Cup challenge rounds from Cleveland Sept. 25-27. Fremantle will provide live coverage to Canada and Mexico, and tape and film coverage to other countries. Radio coverage will be live and will be broadcast in English, French, Spanish and Japanese.

Y&R abroad ■ Two new accounts at the international department of Young & Rubicam, New York, are: corporate advertising for Procter & Gamble, New York, and the entire food line for General Foods of Venezuela.

New agency ■ Colgate-Palmolive has assigned Kenyon & Eckhardt-Novas de Mexico its Cadum soap and two unnamed products.

Grant announced ■ An annual grant of \$500 for students in broadcasting at Ryerson Institute of Technology, Toronto, has been announced by C. W. McQuillin, of Cockfield Brown & Co. Ltd., Toronto advertising agency. The grant is in memory of one of the agency's top broadcast executives, Alan Savage, who made important contributions



FOCUS

No other station anywhere has such a sharp focus on this lively Fifth Largest California market. Over 65,000 set owners are getting the message. Was it one of yours?

CHANNEL 18 / the one to watch in
KCHU-TV / San Bernardino—Riverside
16 HOURS A DAY—7 DAYS A WEEK

REPRESENTED BY SAVALLI / GATES

to the development and maintenance of high standards in Canadian broadcasting. The first presentation is to be made on June 4 at the 1964 Canadian Television Commercials Festival to be held at Ryerson Institute.

Quebec liquor rules ■ New regulations for liquor and beer advertising in the province of Quebec have been placed before the provincial legislature to tighten up existing legislation. Many of the new regulations put on paper understandings which have been in use between the Quebec Liquor Board and distillers and brewers for a number of years. The new regulations are designed to discourage drinking for those under 21 years of age and to encourage brand preferences. Radio and television advertising is only permitted for beer.

ABC reps Taiwan ■ The appointment of ABC International Television Inc. as sales representative for two radio networks in Taiwan (Formosa) has been announced by Patrick Petrino, sales manager of the ABC unit. The agreement with Broadcasting Corp. of China provides that ABC International will serve Taiwan's two radio networks, each with 10 stations, one network broadcasting in Mandarin, the other in the Amoy dialect.

Rep named ■ CHVC Niagara Falls, Ont., has appointed All-Canada Radio and Television Ltd., Toronto, as exclusive representatives in Canada and the U. S.

New Screen Gems pact

Screen Gems has entered into a co-production agreement with Studio Hamburg, a major German film studio which is associated with NDR, TV broadcasting organization. Production is already under way on *International Express*, a new series for worldwide distribution. Screen Gems will also serve as international distributor of Studio Hamburg's programs. The new agreement follows one made by Screen Gems with Pacific Film Productions of Melbourne, Australia, and the TBS network in Japan for co-production of *My Friends Around the World*.

USIA awards contract

The U.S. Information Agency has awarded Ammann & Whitney, New York, a \$1.1 million contract for architectural and engineering design of a 2.5 million-watt radio installation for the Voice of America in the Philippines. The new facility will consist of ten 250 kw transmitters, is expected to cost a total of \$22 million and is scheduled to be on the air by the end of 1967.

Welsh get preview of new TV network

An episode from *Pony Express* dubbed in Welsh was screened by Television Wales and the West Ltd. on May 18 as a preview of a new television network using Europe's oldest spoken language. The new network is scheduled for an early 1965 start.

It will cover Wales as part of Britain's commercial television system when the Independent Television Authority builds a second transmitter for the Bristol Channel area. South Wales is on one side of the channel and England is on the other. When the new transmitter begins operations it will join a network of transmitters in Wales to provide separate Welsh programming, leaving the present transmitter to concentrate on English language television.

TWW currently broadcasts three hours of Welsh language programs a week. This will be increased to five hours in July.

20th Century-Fox TV's overseas sales up 170%

A spurt in foreign sales by Twentieth Century-Fox Television has resulted in a 170% increase in overseas business for the current year over the entire 1963 year, Alan Silverbach, director of syndication sales, announced last week.

He attributed the upswing to sales abroad on the company's new TV series, *Peyton Place*, *Voyage to the Bottom of the Sea*, *12 O'Clock High* and *Daniel Boone*. In line with the expansion of overseas business, Mr. Silverbach said, Don Angel, the company's sales manager in England, has been transferred to Munich to set up a new office to cover Germany, Austria, the Scandinavian countries and parts of Switzerland. A new representative to replace Mr. Angel in London will be announced shortly, he reported.

'CBS Reports' overseas sales

CBS Films has sold, sight unseen, the 90-minute *CBS Reports*: "D-Day Plus 20 Years: Eisenhower Returns to Normandy," (June 5, 8:30-10 p.m. EDT) to 21 networks in 18 foreign countries.

Purchasing the program were: the BBC and networks in West Germany, Australia, Japan, Canada, Italy, Holland, Sweden, Belgium, Denmark, Norway, Hong Kong, South Korea, Ireland, Singapore, Switzerland, Thailand and the Philippines.

HEAVY-WEIGHT with a LIGHT-WEIGHT TOUCH

PD-9 HANDLES THE BIG ONES.



Push the thumb operated switch and watch the motor-driven pedestal rise smoothly, effortlessly from 34½" to 57½". Raise or lower anywhere with its 360° position without stooping or bending. The PD-9 takes on 475 lbs. of load and waltzes around smoothly on three sets of rubber-tired dual wheels with adjustable cable guards. Synchronous or tricycle steering at instant option. Center column is seamless steel tubing, has easy-to-read elevation figures. Motor in sound-proof housing, easily accessible.



Weight when—and where—you want it. The HF PD3 Deluxe Pedestal gives you smooth dolly shots and a steadier picture because of its stabilized mounting. Yet there's precise counterbalancing, fingertip control of camera height without cranking. For heavier cameras up to 285 pounds, lights, or large lenses, there are additional weights to compensate, making any movement feather-light. Raising, lowering, locking, drag adjustment anywhere within 360°. Dual rubber wheels. Synchronous to tricycle steering instantly. Height 42" to 64" over pan head mounting.

Write for complete specs on all models.

H- FEARLESS CORPORATION

Westwood Division

11801 W. Olympic Blvd., Los Angeles, Calif. 90064

BROADCAST ADVERTISING



Mr. Sidebotham

Jack Sidebotham joins C. J. LaRoche & Co., New York, as senior VP-art and broadcast commercial production (CLOSED CIRCUIT, April 20). He was formerly VP in charge of television art and production and member of creative review board at Young & Rubicam, that city.

Paul Slater elected VP for administration and international operations at Compton Advertising, New York. He was formerly VP and director of operations in creative department.

Alan W. Katzenstein elected VP at Lennen & Newell, New York. He has been director of technical research at agency since 1958.

Richard Lockman resigns as director of Advertising at Helena Rubinstein Inc., New York. Prior to joining firm, Mr. Lockman was senior VP and general manager of Mogul, Williams & Saylor, advertising agency, that city.

Lincoln Diamant, senior TV commer-

IRTS re-elects officers

The International Radio and Television Society elected and installed officers and board of governors for 1964-65. Entire slate of officers, headed by **Sam Cooke Digges**, was re-elected (BROADCASTING, April 13).

Elected to board of governors were **Julius Barnathan**, VP and general manager, ABC-TV; **Sydney H. Eiges**, VP, public information, NBC; **William B. Lodge**, VP, affiliate relations & engineering, CBS-TV; **Howard S. Meighan**, president, Videotape Productions, and **Thomas S. Murphy**, executive VP, Capital Cities Broadcasting Corp., all New York.

cial producer at Ogilvy, Benson & Mather, New York, is resigning June 1 to become producer of motion picture, "Peaceable Lane." Mr. Diamant joined OB&M in 1961.

Robert A. Burke, director of marketing and sales development for TV division of Adam Young Inc., New York, promoted to general sales manager of rep firm's radio division. He replaces **Thomas J. White Jr.**, who resigned. **Arthur W. Scott Jr.**, TV sales man at Adam Young, succeeds Mr. Burke as marketing and sales development director for TV division. **Harry J. Spiess**, formerly president of NANA-Bell-McClure syndicate, elected VP in charge of finances at Adam Young Inc.



Mr. Burke

Carl Lerner joins Filmex Inc., New York, as writer-editor-director for TV commercial production firm. Mr. Lerner directed and was co-writer of motion picture "Black Like Me."

Willard Mackey, VP and manager of Atlanta office of McCann-Erickson, elected senior VP. **David Deutsch**, senior art director, and **Stewart Brown**, creative group head, both of McCann's New York office, elected VP's. **Lewis A. Holman** joins McCann's Los Angeles office as account executive.

Philip Feld, former president of Eastern Motion Pictures and before that head of commercial production department of Ruthrauff & Ryan, joins Street & Finney, New York, as VP and di-

rector of radio, TV production and network programming.

W. George Eversman, executive VP in Detroit for Maxon Inc., named corporate director of marketing field services. Mr. Eversman's new assignment augments present duties as director of Detroit office.

Richard Cusack, copy group head, elected VP and creative group manager of Fuller & Smith & Ross, New York. **Sebastian Sisti**, formerly of Ted Bates & Co., and **Jack Keane**, of Fletcher Richards, Calkin & Holden, appointed creative group managers at FSR, new positions.

Paul Stern, formerly creative director of Battle Advertising, Wyncote, Pa., elected VP.

Gordon C. MacDonald joins The Magnavox Co., New York, as assistant to VP-sales. He was formerly national merchandise manager for radios, phonographs and tape recorders at Westinghouse Electric Corp., that city.

Raymond W. Carlson, VP of household products division of S. C. Johnson & Co., Racine, Wis., will retire June 30. Mr. Carlson, who joined company in 1932 as salesman, directed Johnson Wax marketing effort for 17 years. He was elected VP in 1958.

Paul C. Harper Jr., president and chairman of executive committee of Needham, Louis & Brorby, Chicago, elected "1964 Advertising Man of The Year" by Chicago Federated Advertising Club.

George E. Lindman, president of Mag-Powr Games, San Francisco, and previously VP and western division manager of George P. Hollingbery Co., station representative firm, appointed national sales manager of Golden West Broadcasters radio division. He fills post vacated by **Gordon Mason**, now general sales manager of KTLA(TV) Los Angeles.

Richard E. Benson appointed media supervisor in Philadelphia office of N. W. Ayer & Son.

David C. McConaughy, formerly of H-R Representatives and Headley-Reed Co., San Francisco, joins Robert E. Eastman Co., that city, as manager.

John Pfeiffer, formerly marketing manager for Edward Petry & Co. in Chicago, joins Newhouse newspapers group.

Frank C. Murphy, media director of Philadelphia office of Erwin Wasey, Ruthrauff & Ryan, retired last week after 34 years in agency field.

Gene MacLean Jr. joins radio sales

ELIMINATE PANIC!



FROM TELEPHONE INTERVIEW BROADCASTING

The Bauer Time Delay Programmer takes the panic out of telephone interview broadcasting because it gives you five seconds to monitor and cut objectionable program material before it goes on the air. Small rugged package designed for studio or remote applications. Off-the-shelf delivery. Only \$295.00 FOB, San Carlos.

Bauer
ELECTRONICS
CORPORATION

1663 Industrial Road, San Carlos, California
Area Code 415 591-9466

staff of Advertising Time Sales, New York. He was formerly at The Meeker Co., that city.

Penrod Dennis joins Gardner Advertising, New York, as head of production for TV and radio commercials. Mr. Dennis had been in similar capacity at Procter & Gamble Productions Inc., that city.

Jeanne Weaver appointed media manager for new Sunnyvale, Calif., office of Hal Stebbins Inc.

Kermit Berger joins Carl Ally Inc., New York, as account executive on Volvo. He was formerly at Daniel & Charles, that city. **Stanley Kreiser**, formerly at Benton & Bowles, joins Ally as media supervisor. **Edwin Green** moves from Gumbinner-North to Ally in newly created position of secretary treasurer. **Harry Damato** promoted to comptroller, and **Robert Ralske**, formerly promotion manager at *Woman's Day* magazine, joins Ally as account executive.

Frank McNally joins WHN New York local sales staff. He was formerly account executive at RKO General, that city.

Daniel Kane joins Thompson-Koch Co., New York, as media director. He was formerly media supervisor at Tatham-Laird, that city.

Fred W. Webber Jr. named international media supervisor at Gardner Advertising, St. Louis. He was formerly chief timebuyer at that firm.

Daniel Ladd, advertising director at P. Lorillard Co., New York, elected VP. Mr. Ladd will continue to handle advertising for several Lorillard tobacco products. **Manuel Yellen** is executive VP for sales and advertising. Mr. Ladd's background includes account supervisor at Ted Bates & Co., New York, and account executive at Cecil & Presbry, that city.

Douglas Campbell resigns as sales manager of KABC-AM-FM Los Angeles. Mr. Campbell had been with ABC since 1950, and KABC sales manager since January 1963. No future plans have been announced.

William C. Chadwick, formerly PR manager at WJZ-TV Baltimore, named director of sales and promotion for WAQE-AM-FM, that city.

John C. Blessed appointed account executive at WNBK-AM-FM Binghamton, N. Y.

Ruth Fredericks, formerly media director of C. J. LaRoche & Co., Los An-

Pioneers elect McCray



Mr. McCray

Thomas C. McCray, VP and general manager of KNBC(TV) Los Angeles, elected president of Los Angeles chapter of Broadcast Pioneers for year beginning June

1. He succeeds **Van C. Newkirk**, head of Beverly Hills advertising agency, Broadcast Advertising. Other officers for 1964-65 are **Art Gilmore**, executive VP, announcer; **Carl Haverlin**, VP, consultant for Tanner Electronic Survey Tabulation; **Lisle R. Sheldon**, secretary, Lisle Sheldon Advertising; **Snowden M. Hunt Jr.**, treasurer, Wade Advertising. The chapter, organized last December (BROADCASTING, Dec. 9, 1963), has 170 active members.

geles, named media buyer for BBDO in that city. She will be responsible for media buying on Pepsi-Cola Bottling Co. of Los Angeles and Western 65 Health Insurance Association, among others.

Lane E. Keran, formerly of Foster & Kleister division of Metromedia, joins Frojen Advertising, Los Angeles, as account executive.

Jim O'Brien, former advertising and sales executive at Nationwide Insurance Cos. in New York, joins radio division of The Meeker Co., that city, as account executive.

Jack Ackerman, formerly general sales manager of WGBB Freeport, N. Y., joins Radio Advertising Bureau as regional director in Southeast and Southwest for membership service department.

Charles Noell appointed assistant sales manager of WSJS-TV Winston-Salem, N. C.

Marshall E. Becker, former VP of Marketways Inc., Chicago, joins Bronner & Haas, that city, as account executive. **Charlotte Kirshbaum** joins B&H as radio-TV copywriter.

James A. Fitzgerald Jr., formerly general manager of WEIM Fitchburg, Mass., joins WEEI Boston as account executive.

Sterling B. Beeson joins WINZ Miami as account executive.

David Koch joins WDVN(FM) Philadelphia as account executive.

Adam K. Riggs, formerly owner-manager of Philadelphia office of Broadcast Time Sales, appointed local sales manager of WDAS, that city.

Rudolph Maffei, media director for Gardner Advertising, New York, elected VP. Gardner also elected as VP's: **Herman Raucher**, creative department; **William D. Watson**, account supervisor; **Dale L. Kirchhoff**, **Ralph Pasek**, **Albert Quinlan**, **Terrill Rees Jr.**, **Richard J. Winkler**, all of creative department; **William H. Mallison**, account supervisor, and **J. Bruce Swigert**, U. S. manager of international division.

Ronald Warshaw joins sales staff of WGBB Freeport, N. Y.

Robert A. McBride, formerly with N. W. Ayer & Son, Philadelphia, joins broadcast department of D. P. Brother & Co., Detroit, as writer-producer.

Erwin Fishman, senior research account executive at Young & Rubicam, New York, joins Foote, Cone & Belding, that city, as manager of research department.

W. H. Fisch, formerly with promotion department of WBBM-TV Chicago, joins creative staff of MacManus, John & Adams, that city.

Julian H. Apley, former copy supervisor at Benton & Bowles and D'Arcy

pole-vaulters



love

WGY 810 KC
50 KW

and so do housewives, doctors, students, executives, farmers, and secretaries in the 25 counties surrounding Albany, Schenectady, and Troy. Ask Henry I. Christal.

A GENERAL ELECTRIC STATION

Advertising, joins Ketchum, MacLeod & Grove, New York, as copy chief. Also joining KMG is **Robert J. Tulp**, former assistant advertising manager and copywriter at Remington Rand. He will serve as technical copywriter.

THE MEDIA



Mrs. Evans

Rosa Bartell Evans, vice president and general manager of WOKY Milwaukee, elected president of station. WOKY, licensed to Bartell Broadcasting Inc., is owned by Macfadden-Bartell Corp.

Jerry Pugh, since 1962 program director of WQAD Bloomington, Ind., promoted to general manager, succeeding **Stephen Peterson**, who has resigned.

Thomas C. Holmquist, sales promotion director of KBUR Burlington, Iowa, appointed general manager of KMCD Fairfield, Iowa, effective mid-June. He succeeds **William W. Hansen**, who joins WJOL Joliet, Ill., in same capacity.

Robert W. Sarnoff, board chairman and chief executive officer of NBC, named national fund co-chairman of 1965 American Red Cross fund campaign. Mr. Sarnoff will serve as co-chairman with **Perkins McGuire**, Washington financial consultant and former assistant secretary of defense.

Horace W. (Buddy) Ray, manager of Storer Programs Inc., New York, named general manager of Storer Broadcasting

Co.'s WAGA-TV Atlanta, and **Paul Raymon**, now general sales manager, appointed station manager, effective immediately. Mr. Ray, with WAGA-TV



Mr. Ray



Mr. Raymon

from 1958 until transfer to New York in 1962, succeeds **Kenneth L. Bagwell**, new VP of WJW-TV Cleveland (BROADCASTING, May 18). Mr. Raymon joined WAGA-TV in 1955 as sports director, became general sales manager in 1963.

Homer Griffith, former manager of KAZZ-FM Austin, appointed general manager of KISS San Antonio, both Texas.

Harlan (Mickey) McFadden, manager of San Juan, Puerto Rico, office of Lennen & Newell, joins WAPA, that city, as general manager. Station was purchased by Hearst Corp. earlier this year.

Robert B. Jackson appointed to newly created position of controller for CBS-TV network-Hollywood. He joined network in 1960 as assistant controller.

PROGRAMING

William H. Brown appointed manager of program department of WSJS-AM-FM Winston-Salem, N. C.

Roger Martin named program director of KUMU Honolulu.

Robert F. Lewine, VP and partner of

Creative Management Associates Ltd., Beverly Hills, Calif., elected president of Academy of Television Arts and Sciences Foundation. He succeeds **Harry S. Ackerman**, VP and executive producer at Screen Gems, who resigned.

Charles Fries, VP and executive production manager of Screen Gems, New York, has been signed to new long-term contract. **Bob Claver**, former associate producer of NBC-TV's *Ensign O'Toole* show and creator-producer of CBS-TV's *Captain Kangaroo* show, named executive assistant to **Harry S. Ackerman**, VP and executive producer at Screen Gems.

William Wuerch, assistant program manager at KDKA-TV Pittsburgh, appointed program manager of KYW-TV Cleveland, effective June 8. Stations are owned by Westinghouse Broadcasting Co. Mr. Wuerch succeeds **Paul Turner**, who moves to WBC headquarters in New York to work on group productions under **Richard M. Pack**, Westinghouse program VP.



Mr. Wuerch

Dave Hedrick, former air personality at WDEC Americus, Ga., joins WAAK Dallas, N. C., as assistant manager and program director.

Joseph Jenkins appointed program manager of WTVN-TV Columbus, Ohio.

Lee Goodman joins Rose-Magwood Productions, New York, as director-producer. He was formerly executive VP at Filmways, that city.



Mr. Dorfsman

Louis Dorfsman, creative director for CBS-TV, appointed director of design for CBS Inc. Mr. Dorfsman joined network in 1946 as staff designer. In his new post, Mr. Dorfsman's responsibilities will

range from design of all printed materials for CBS Inc. and CBS News to graphic designs at almost-completed CBS building in New York.

Dr. Frank Stanton, CBS Inc. president, elected fellow of American Academy of Arts and Sciences. Founded in 1870, academy is honorary learned society, renowned for its contributions to American intellectual and scientific leadership.

Newton Minow, former FCC chairman and now executive VP and general counsel of Encyclopaedia Britannica Inc., elected to board of trustees of Chicago Educational Television Association.

Ed O'Konski, formerly of KOAT-TV Albuquerque, N. M., joins KAIT-TV Jonesboro, Ark., as operations manager.

Move at BBDO-Detroit results in reassignments

The Detroit office of BBDO last week announced several dozen personnel reassignments and new appointments at staff level in anticipation of the agency's move in early June from the Penobscott building to enlarged and consolidated quarters in the new Detroit Bank and Trust Co. building at West Fort Street and Washington Boulevard. Heretofore scattered on five floors, BBDO will occupy single floor at new location but with 30% more space. Total staff now is about 100.

William J. Blackshaw, formerly central area field account group head for the Dodge dealer advertising associations, has been transferred from Chicago to Detroit and promoted to national account supervisor—dealer groups. Dodge dealer groups are heavy radio-TV advertisers (BROADCASTING, May 11).

Robert Cormier, with BBDO five years, becomes Mr. Blackshaw's assistant. BBDO field force for dealer groups now totals 32 men, double initial field staff of four years ago.

Joseph A. Kronovich, formerly with WCCO-TV and WLOL, both Minneapolis-St. Paul, succeeds Mr. Blackshaw in Chicago as midwest area account supervisor for dealer groups.

Leon T. Farrah, with BBDO 10 years, becomes supervisor of Dodge truck account. **Martin J. Mogge**, formerly advertising manager of United Fund of Detroit, joins BBDO merchandising-sales promotion staff now headed by **Mark N. Moran Jr.**, VP, who switched to Detroit earlier this year following account executive work in agency's Pittsburgh and Boston offices. Mr. Mogge is assigned to Dodge passenger car.

Realignment at CBS News creates four new posts

Ernest S. Leiser, assistant general manager of CBS-TV News, appointed to newly-created post of director of television news, in major realignment at CBS News. Mr. Leiser will be responsible for CBS-TV's six regularly scheduled news broadcasts as well as all special news reports. He joined CBS-TV in 1953 after serving as associate editor for *United Nations World* magazine.

Three other new assignments at CBS News also involve newly created posts. **Blair Clark**, VP and general manager of CBS News, appointed director international operations, with office in Paris. Mr. Clark, who will serve as foreign deputy for CBS News President Fred Friendly, joined CBS in 1953. **Lee Hanna**,



Mr. Leiser



Mr. Clark



Mr. Hanna

news director of WNEW New York, appointed CBS director of radio news, effective June 1. Mr. Hanna returns to CBS after five years with Metromedia-owned stations. **Robert A. Skedgell**, assistant general manager CBS radio news, appointed special assistant to Bill Leonard, executive producer of CBS News election unit, effective June 1. Mr. Skedgell will be responsible for all radio production at unit. He joined CBS News 25 years ago as copy boy.

NEWS



Mr. Day



Mr. Hackel

Charles R. Day, news editor at WEWS (TV) Cleveland, promoted to news director, effective June 12, when **Daniel R. Hackel**, currently WEWS news director, joins WTSJ-TV San Juan, Puerto Rico, to organize news department and serve as news director. Channel 18 San Juan station is expected to be in operation later this summer.

Harry Reasoner, CBS Radio correspondent, replaces **Bill Leonard** as host of "At Your Leisure" in *Dimension* series. **Prescott Robinson** replaces Mr. Reasoner as host of "It's New," also of CBS Radio's *Dimension* series.

John D. Stainbrook appointed director of public affairs at KHOU-TV Houston and executive producer of church programming.

Dave Naugle, newsman at KTVT (TV) Fort Worth-Dallas, promoted to news director, effective June 1, replacing **Ed Herbert**, who is leaving to become executive news editor for WCBS-TV New York.

Ralph Coleman, formerly in charge of news programming at KLT (TV) Tyler, Tex., has joined KTVT (TV) as newscaster-reporter for Dallas bureau. Item in May 11 issue of *BROADCASTING*, regarding KTVT news appointment erroneously reported Mr. Herbert as joining station's Dallas news bureau.

William Poole, WFLS Fredericksburg, elected president of Virginia AP Broadcasters Association, succeeding **Charles Craig**, WDBJ-TV Roanoke, VP; **Frank Soden**, WRNL Richmond, treasurer, and **Frank H. Fuller**, chief of AP's Richmond bureau, secretary.

Ben Summers, news-sports director of WMRC Milford, elected chairman of Massachusetts AP Broadcasters Association. He succeeds **Bill Whelan**, news director of WNAC-AM-TV Boston. **Joe Levine**, news director of WHDH-AM-TV Boston, to vice chairman of association.

Jim Goodrich, assistant general manager of KYSS Missoula, elected president of Montana Associated Press Stations. He succeeds **Gene Marianetti**, KMON Great Falls. **Gerry Robbins**, KXGN-AM-TV Glendive, elected VP.

The newly organized Missouri News Broadcasters Association has elected provisional officers to serve until permanent officers are installed this fall. Regional chairmen are **Howard Streeter**,



NEW!
*Cartridge Mount**
for broadcast
Cartridge
Machines!

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This new Nortronics Cartridge Mount, eliminates the need for rear-mount heads! Designed for cartridge tape handlers using endless loop tape cartridges of the Fidelipac and Viking type, it permits fast, easy installation and alignment of up to three heads on one assembly! "Micrometer" adjustments permit setting of head height, azimuth and face perpendicularity—special lock screw on each head bracket "freezes" the adjustments. Heads are fastened to the bracket with a quick-release screw clamp for fast installation.

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KTVI(TV) St. Louis; **Claude Dorsey**, KMBC-TV Kansas City; **Don Sylvester**, KYTV(TV) Springfield, Mo., and **Duane Kirby**, KFVS-AM-TV Cape Girardeau, Mo. **Rod Gelatt**, KOMU-TV Columbia, Mo., was named executive secretary.

Jim Clarke, newscaster at WMAL-AM-FM-TV Washington since 1962, appointed anchorman of WMAL-TV's *News 7*, Monday through Friday, 6-7 p.m. He replaces **Keith McBee**, who joins ABC News' Washington bureau.

Piers Anderton, formerly NBC News correspondent in Bonn, Germany, joins ABC News in New York as correspondent. Mr. Anderton is winner of number of awards for foreign reporting, including his work on *The Tunnel*, 90-minute documentary about escape of 59 East German refugees through tunnel under Berlin wall. He joined NBC in 1957.

Jerry Landay, since 1962 news director of WINS New York, promoted to newly created post of special national correspondent for Westinghouse Broadcasting Co., assigned to organization's Washington news bureau, effective June 15. In his new post, Mr. Landay will cover stories wherever news breaks in U. S. **Stan Brooks** succeeds Mr. Landay as WINS news director. Mr. Brooks was formerly assistant news director.

Bill Lanouett joins wvox New Rochelle, N. Y., as reporter-announcer. He was formerly on reporting staff at *Newsweek* magazine, New York.

Carol Collins, feature writer for *Hollywood* (Calif.) *Citizen News*, joins news department of KLAC-AM-FM Los Angeles.

Alan Boal, Latin-American correspondent for ABC News, joins WHIC(TV) Pittsburgh as on-air editor of daily *Six O'Clock Report* show, effective June 1.

Steve Young, former Mutual Broadcasting System newsman and producer

Commerce adds two

Representative Fred B. Rooney (D-Pa.), 39, and **Albert W. Watson** (D-S.C.), 42, both freshmen House members, assigned to House Commerce Committee last week to fill Democratic vacancies (BROADCASTING, May 11).

Mr. Rooney, of Bethlehem, Pa., is former state legislator. Mr. Watson, of Columbia, S. C., is lawyer and former national chairman of Voice of Democracy program of U. S. Chamber of Commerce (1957).

at Mark Century Corp., joins WICC Bridgeport, Conn., as reporter-writer-editor.

Bob Johnson and **Ed Marten** join WBRZ-TV Baton Rouge, La., as newscasters.

John Pingitore, formerly of WCSS Amsterdam, N. Y., joins news staff of WAFS, that city.

Beryl L. Reubens, previously manager of publicity for news and public affairs department of CBS, appointed news secretary for Senator Kenneth B. Keating (R-N.Y.).

EQUIPMENT & ENGINEERING



Mr. Evans

Ralph E. Evans, director of engineering for Macfadden-Bartell Corp., elected VP in charge of engineering for organization, which owns WADO New York; WOKY Milwaukee; KCBQ San Diego, Calif., and

Tele-Curacao and Tele-Aruba, both Netherlands Antilles.

Joseph B. Sefchick, on engineering staff of WEWS(TV) Cleveland since June 1949, promoted to engineering supervisor.

C. John Borlaug appointed national service manager for home and commercial electronics division of Sylvania Electric Products, Batavia, N. Y.

Frederick Walzer appointed operations manager for electronics tube division of Du Mont Laboratories, Clifton, N. J., newly created post. **William Croxville**, who formerly headed division, has resigned.

ALLIED FIELDS

Ray Mofield, director of academic affairs in radio-TV department of Southern Illinois University, Carbondale, resigns June 30 to become executive assistant to president of Murray State College in Kentucky, with rank of associate professor. At Southern Illinois, Mr. Mofield was director of news-sports for broadcasting service.

INTERNATIONAL

Edward L. Bailey, VP-creative director of Leo Burnett Co. of Canada Ltd., Toronto, and **Harold Johnston**, VP-account supervisor there, elected to board of directors.

Ray Junkin, elected VP of Screen Gems (Canada) Ltd., Toronto. Mr. Junkin has been general manager of SG's Canadian subsidiary since March 1962 when he joined company.

Philip Garcia elected VP and director of broadcast services of Breithaupt, Milson & Benson Ltd., Montreal agency.

Tom Gould, correspondent for Canadian Broadcasting Corp. at United Nations, transferred to Tokyo as CBC Far Eastern correspondent.

Douglas McKinnon, sales administration executive of CTV Television Network Ltd., Toronto, named account executive of Ronald-Reynolds Co. Ltd., advertising agency, that city.

Ross MacRae, director of broadcast services of Cockfield, Brown & Co. Ltd., Toronto agency, elected VP.

Stanlet Smith appointed Midlands local sales manager for Associated Television London. He has been senior sales executive with ATV for eight years.

Donald L. Bennett, executive assistant to general manager of English broadcasting of Canadian Broadcasting Corp., Ottawa, named director of CBC program policy.

Leroy A. Bellwood, director of engineering for Time-Life Broadcast's KOGO-AM-FM-TV San Diego, temporarily as-

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signed to Stockholm, Sweden, where he will assist in installation and organization of Swedish production company in which international division of Time-Life Broadcast is participating.

Michael Maclear, correspondent of Canadian Broadcasting Corp. at Tokyo, named correspondent at London, succeeding **Morley Safer**, who has joined London office of CBC.

Francoise Lavigne named program director of CFCM-TV Quebec City, Que.

FANFARE

Wayne Pennington elected senior VP of Edward Gottlieb & Associates Ltd., New York public relations firm.

Henry Arnsten named to new post of director of press relations for Wolper Television Sales Co., distribution subsidiary of Wolper Productions. Mr. Arnsten continues as publicity head of Wolper Productions, working from his own PR firm, but is setting up separate press department for Wolper.

Charles R. Connolly, formerly sales promotion director at WPIX(TV) New

PAB elects officers

Cary Simpson, WTRN Tyrone, elected president of Pennsylvania Association of Broadcasters. He succeeds **S. M. Altdorfer**, WLAN Lancaster. Other officers elected at PAB meeting are **Kenneth Stowman**, WFIL Philadelphia, first VP; **Harold C. Lund**, KDKA-AM-FM-TV Pittsburgh, second VP; **Thomas Metzger**, WMRF Lewistown, secretary (re-elected); **Philip K. Eberly**, WSBA York, treasurer (re-elected).

York, named promotion manager of WSM-TV Nashville.

Neil J. Aslin named acting promotion manager of WTCN-AM-TV Minneapolis-St. Paul, succeeding **Howard W. Coleman**, who resigned to join A. C. Nielsen Co., New York, as sales promotion director of Nielsen NSI service.

Kay Herz joins RKO General Broad-

casting, New York, as publicity manager for public affairs department.

Reese Felts appointed promotion manager of WSJS-AM-FM-TV Winston-Salem, N. C.

Nancy Heenan appointed promotion director of WOL-AM-FM Washington.

DEATHS

George L. Kallam, 52, president-part owner of WPDZ Clarksburg, W. Va., died May 21 of heart attack at station's studios. He lived in Charleston, W. Va. Mr. Kallam was formerly with WCHS-AM-TV Charleston.

Austen Croom-Johnson, 54, commercial jingle writer of 1930's, died May 16 at his home in New York of heart attack. Mr. Croom-Johnson, with Alan Kent, created numerous jingles for radio including "Pepsi-Cola hits the spot" in 1938.

John A. Spooner Jr., 30, commercial producer in radio-TV department at N. W. Ayer & Son, New York, died in Stamford (Conn.) Hospital of heart complications May 18. Mr. Spooner joined agency in 1960.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, May 14 through May 20, 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

APPLICATION

Columbus, Ohio—Peoples Broadcasting Corp. UHF channel 40 (626-632 mc); ERP 610 kw vis., 120 kw aur. Ant. height above average terrain 596.5 feet, above ground 555 feet. P.O. address c/o George Campbell Jr., 246 North High Street, Columbus. Estimated construction cost \$421,340; first year operating cost \$310,000; revenue \$280,000. Studio and trans. locations both north of Columbus on U. S. route 23. Geographic coordinate 40° 09' 32" north latitude, 83° 00' 36" west longitude. Type trans. RCA TTU25B, type ant. RCA TFFU-30J. Legal counsel Fly, Shuebruk, Blume and Gaguine, consulting engineer George C. Davis, both Washington. Peoples Broadcasting Corp. is owned by Nationwide Mutual Insurance Co. Ann. May 14.

New AM stations

ACTION BY FCC

Immokalee, Fla.—Carl R. Buckner. Granted CP for new AM on 1490 kc, 250 w. P.O. address 910 Central Dr., Naples, Fla. Estimated construction cost \$5,450; first year operating cost \$20,868; revenue \$30,505. Mr. Buckner, sole owner, is employee of WNOG Naples, Fla. Action May 18.

BROADCASTING, May 25, 1964

New FM stations

ACTIONS BY FCC

Show Low Ariz.—Peak Broadcasting Co. Granted CP for new FM on 93.5 mc, channel 228, 3 kw. Ant. height above average terrain 147 feet. P.O. address c/o Searcy J. Woodworth, Station KVWM Show Low. Estimated construction cost \$11,500; first year operating cost \$5,000; revenue \$5,000. Principal: Searcy J. Woodworth (100%). Peak is licensee of KVWM Show Low. Action May 12.

West Palm Beach, Fla.—Ken-Sell Inc. Granted CP for new FM on 107.9 mc, channel 300, ERP 27 kw, unl. Ant. height above average terrain 180 feet. P.O. address Joseph S. Field Jr., 711 South Flagler Drive, West Palm Beach. Estimated construction cost \$24,250; first year operating cost \$10,000; revenue \$25,000. Principals: Joseph S. Field Jr. (72.8%), Rome J. Hartman (26.4%) and Bruce B. Gruber (.8%). Messrs. Field and Hartman are local businessmen; Mr. Gruber is student at Georgia Institute of Technology. Action May 15.

Houma, La.—KCIL Inc. Granted CP for new FM on 107.1 mc, channel 296A, 3 kw.

Ant. height above average terrain 154 feet. P.O. address c/o D. T. Brannen, Box 519, Panama City, Fla. Estimated construction cost \$9,531; first year operating cost \$1,500; revenue \$2,500. Principal: Denver T. Brannen (100%). Mr. Brannen is licensee of KCIL Houma and WLUX Baton Rouge, both Louisiana. Action May 14.

Greensburg, Pa.—WHJB Inc. Granted CP for new FM on 107.1 mc, channel 296A, 3 kw. Ant. height above average terrain 300 feet. P.O. address 128 North Pennsylvania Avenue, Greensburg. Estimated construction cost \$14,350; first year operating cost \$24,000; revenue \$24,000. Applicant is licensee of WHJB Greensburg. Action May 15.

Abilene, Tex.—Citizens Broadcasting Co. Granted CP for new FM on 105.1 mc, channel 286, ERP 49 kw, unl. Ant. height above average terrain 174 feet. P.O. address A. C. Etter, Box 2201, Abilene, 79604. Estimated construction cost \$35,287; first year operating cost \$31,210; revenue \$45,600. Principals: A. C. Etter (25%), W. P. Wright Jr. (6.4%) and Sr. (18.6%), E. L. (14.1%) and C. E. Thornton (10.9%), O. D. Dillingham (17.5%), and W. O.

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Hayter Jr. (7.5%). Citizens Broadcasting is licensee of KWKC Abilene. Action May 14.

*Fort Worth, Tex.—Texas Christian University. Granted CP for new FM on 88.9 mc, channel 205, 3.33 w. Ant. height above average terrain 114.5 feet. P.O. address c/o Leonard C. White, Texas Christian University, Box 29010A, Fort Worth. Estimated construction cost \$2,234.38; first year operating cost \$3,060. Principals: board of trustees. Action May 14.

Hoquiam, Wash.—Twin Cities Broadcasting Co. Granted CP for new FM on 103.9 mc, channel 280A, 2.6 kw. Ant. height above average terrain 39.5 feet. P.O. address c/o Irving V. Schmidtke, Box 345, Forest Grove, Ore. Estimated construction cost \$10,532; first year operating cost \$12,000; revenue \$18,000. Principals: Irving V. and Eleanor M. Schmidtke (each 50%). Twin Cities is licensee of KHOK Hoquiam. Action May 12.

APPLICATIONS

Mobile, Ala.—Pape Television Inc. 97.5 mc, channel 248, 100 kw. Ant. height above average terrain 1104 feet. P.O. address c/o H. Ray McGuire, 210 Government Street, Mobile. Estimated construction cost \$42,035; first year operating cost \$11,000; revenue \$11,000. Principal: W. O. Pape (100%). Pape Broadcasting is licensee of WALA-AM-TV Mobile. Ann. May 20.

Tupelo, Miss.—Tupelo Broadcasting Inc. 98.5 mc, channel 253, 100 kw. Ant. height above average terrain 378 feet. P.O. address c/o Robert E. Evans, Radio Station WELO, Tupelo. Estimated construction cost \$74,000; first year operating cost \$13,000; revenue \$15,000. Principals: Birney Imes Jr. (97.4%), Eunice T. Imes (1.3%) and Nancy M. Imes (1.3%). Applicant is licensee of WELO Tupelo. Directors and stockholders of Tupelo have interest in WCHI-AM-TV Columbus, WMOX Meridian, WNAG Grenada, WROX Clarksdale and WONA Winona, all Mississippi. Ann. May 18.

El Dorado Springs, Mo.—Radio KESM. 107.1 mc, channel 296, 3 kw. Ant. height above average terrain 134 feet. P.O. address c/o Paul Vaughn, KESM, 200 Radio Lane, El Dorado Springs. Estimated construction cost \$8,440; first year operating cost \$1,200; revenue \$2,500. Principal: Paul Vaughn (100%). Mr. Vaughn is licensee of KESM El Dorado Springs and owner of TV sales and service business. Ann. May 20.

Santa Fe, N. M.—Ivan R. Head. 95.5 mc, channel 238, 31 kw. Ant. height above average terrain minus 47 feet. P.O. address c/o Ivan R. Head, Box 2407, Santa Fe. Estimated construction cost \$22,480; first year operating cost \$14,400; revenue \$15,000. Principal: Ivan R. Head. Mr. Head is licensee of KGGM-AM-TV Albuquerque and KVSE Santa Fe, both New Mexico. Ann. May 13.

East Hampton, N. Y.—Reunion Broadcasting Corp. 92.1 mc, channel 221, 3 kw. Ant. height above average terrain 300 feet. P.O. address c/o Mr. Peter Witt, 37 West 57th Street, New York 19. Estimated construction cost \$25,326; first year operating cost \$35,000; revenue \$40,000. Principal: Mr. Peter Witt. Mr. Witt is owner of Peter Witt Associates Inc. talent representatives. Ann. May 13.

*Whitewater, Wis.—Wisconsin State College. 91.7 mc, channel 219, 10 w. Ant. height above average terrain 75 feet. P.O. address c/o Walker Wyman, President, 822 West Main Street, Whitewater. Estimated construction cost \$2,014; first year operating cost \$2,400. Principals: board of regents. Ann. May 20.

Ownership changes

ACTIONS BY FCC

WELR Roanoke, Ala.—Granted 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. Action May 15.

KIFM(FM) Bakersfield, Calif.—Granted assignment of license from Booth Broadcasting Co., owned by J. E. Sonderegger and Gerson Al Price (each 50%), to KIFM Stereo Broadcasting Co., owned by J. E. Sonderegger, Gerson Al Price, Harold J. Brown (each 32½%) and Ralph L. McKnight (2½%). Consideration \$8,400. Action May 18.

KHYD(FM) Fremont, Calif.—Granted assignment of license from Russell J. Hyde (100%), tr/as Triumph Broadcasters, to Dell Broadcasting Corp., owned by Adelle M. and Fred H. Sinasek (70% together), and James M. Sinasek (30%). Consideration \$57,500. Mrs. Sinasek is housewife; Mr. F. H. Sinasek is Glendale, Calif., businessman; Mr. J. M. Sinasek is student, Oden Radio School, Burbank, Calif. Action May 13.

KSAN San Francisco—Granted assignment of license from Golden Gate Broadcasting Corp., owned by Norwood J. and Gloria D. Patterson (67% jointly) and S. H. and Della E. Patterson (33% jointly) to KSAN Inc., owned by John F. and Georgianna A. Mallory (54% jointly) and Delmor A. and Yvonne K. Courtney (46% jointly). Consideration \$315,000 and \$175,000 covenant not to compete. John F. and Georgianna A. Mallory have jointly, 50% interest in KLIQ Portland, Ore. Action May 13.

KAPI Pueblo, Colo.—Granted transfer of control of licensee corporation, Centennial Radio Corp., from Ray J. Williams (78.8%) to Rose Martino (78.8%), trustee. Stock transaction. Action May 15.

WSBP Chattahoochee, Fla.—Granted assignment of license from Emory L. and Grady E. Pope (each 30%), Ralph D. Waits (30%), Edgar W. Scarborough (5%) and W. F. Johnson (5%) d/b as Chattahoochee Broadcasting Co. to corporation of same name, owned in same percentages by same individuals. No financial consideration. Action May 18.

KASI Ames, Iowa—Granted assignment of license from Wapello County Broadcasting Co., owned by G. Laverne Flambo, Robert A. Dettman, Dale Cowie, W. John Grandy, Odin S. Ramsland and Harry S. Hyett (each 16.67%) to KASI Iowa Inc., wholly owned subsidiary of Wapello County Broadcasting. No financial consideration involved. Action May 18.

KATC(TV) Lafayette, La.—Granted transfer of control of licensee corporation, Academic Television Corp., from Dr. Paul H. Kurzweg Jr., deceased, (11.8% himself and voting 11.01% for sister Shirley Kurzweg Gouraux) (11.01% terminating trust) and Mrs. Paul H. Kurzweg (11.8%). 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 KKKW Lafayette. Action May 13.

WDMV Pocomoke City, Md.—Granted assignment of license from Ernest Tannen to Eastern Shore Broadcasting Inc., owned by Ernest Tannen (100%). No financial consideration involved. Action May 18.

WRCR Maplewood, Minn.—Granted assignment of CP from Ramsey Broadcasting Co., owned by Gerald H. Bell (100%) to WRCR Broadcasting Co., owned by Gerald H. Bell (100%). Action May 7.

WGCM Gulfport, Miss.—Granted assignment of license from E. O. Roden & Associates, owned by E. O. Roden (40%), W. I. Dove (23%), James E. Reese (13%), Zane D. Roden (12%) and Bruce H. Gresham (12%) to Rodens, Reese and Dove, owned by E. O. Roden (45.45%), W. I. Dove (26.14%), James E. Reese (14.77%) and Zane D. Roden (13.64%). Consideration \$2,000. Messrs. Dove and Roden have controlling interest in WTUP Tupelo, Miss.; WBOP Pensacola, Fla. and WTUG Tuscaloosa, Ala. Mr. Roden is sole owner of WBIP Booneville, Miss. Action May 13.

KVSH Valentine, Neb.—Granted 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. Action May 18.

KHIP Albuquerque, N. M.—Granted assignment of CP from James T. Reeves and Faron Young (each 50%), d/b as KMF Broadcasters, to Donald Horton (100%). Consideration \$10,000. Mr. Horton is part owner of paint company. Action May 14.

KRHD Duncan, Okla.—Granted acquisition of positive control of licensee corporation, Duncan Broadcasting Inc., by R. H. Drewry (48.14% before, 63.10% after) through purchase of stock from R. E. Montgomery (14.95% before). Consideration transfer of Mr. Montgomery's interests in KSWO-AM-TV Lawton, Okla. (15.5%) and KRHD Duncan to Mr. Drewry. In return Mr. Montgomery will receive Mr. Drewry's interest 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. Action May 18.

KVLH Pauls Valley, Okla.—Granted assignment of license from E. J. Ballard (100%) to Joe L. and Edwin A. Anderson (each 50%), d/b as Anderson Broadcasting Serv-

ice. Consideration \$70,000. E. A. Anderson is chief engineer of KSEO-AM-FM Durant, Okla.; J. L. Anderson is Boswell, Okla., businessman. Action May 14.

KWBA Baytown, Tex.—Granted transfer of control of licensee corporation, Baytown Broadcasting Co., from David R. Worley and Hugh DeWitt Landis (each 50%) to David R. Worley (100% after). Consideration \$95,000. Mr. Worley has 100% interest in KOKE Austin, Tex. and KLEA Lovington, N. M. Action May 11.

WHYE Roanoke, Va.—Granted assignment of license from Roanoke Broadcasters Inc., owned by Joseph Mullen (51.43%) and Thomas M. Ahern (48.57%), to Dove, Doyle and Quann Broadcasting Corp., owned by Justin W. Dove, Edwin L. Doyle and Homer M. Quann (each 33⅓%). Consideration \$147,000. Mr. Dove is farmer; Messrs. Doyle and Quann are employees of WSWA-AM-FM-TV Harrisonburg, Va. Mr. Mullen has 52.94% interest in WAIR-AM-FM Winston-Salem, N. C. Action May 18.

WHLF-AM-FM South Boston, Va.—Granted assignment of license from John L. Cole Jr. (100%), tr/as Halifax Broadcasting Co., to Halifax Broadcasting Inc., wholly owned by Mr. Cole. No financial consideration involved. Action May 18.

WVTR White River Junction, Vt.—Granted transfer of control of licensee corporation, Green Mountain Radio Inc., from Lee Nolan (74.8% before, 32.9% after) to Frederick M. Daley (26% before, 88.9% after). Consideration cancellation of notes held by Mr. Daley for loans to Mr. Nolan. Action May 13.

APPLICATIONS

KLOM Lompoc Calif.—Seeks relinquishment of positive control of licensee corporation, Lompoc Broadcasting Inc., by Clifford A. Trotter (51% before, 43.8% after) through sale of stock to Palma Construction Co. (3.3% after), John F. Bodger & Sons Co. (4.6% after) and John F. Bodger (4.2% after). Lompoc Broadcasting plans to issue 1,000 shares of stock. Remaining stockholders are Earl W. Calvert (20%), Donald P. Ham (7.5%), Arthur L. Blum (8.3%) and Charles M. Bodger (8.3%). Consideration \$12,291. Ann. May 18.

KJAY Sacramento, Calif.—Seeks assignment of license from Radio Sacramento Inc., owned by Fred Volken (10%), Ort J. Lofthus (5%) and United California Bank (85% as executor of estate of Joseph E. Gamble, deceased) to Hobelrick Inc., owned by Robert W. and Eleanor Dumm (60% jointly), John R. Dumm (25%) and Janet D. Jenkins (15%). Consideration \$350,000. Applicants have 75% interest in Janrick Investments Inc., Sacramento. Ann. May 15.

KWVY Waverly, Iowa—Seeks acquisition of positive control of licensee corporation, Cedar Valley Broadcasting Co., by John W. Talbott (35.15% before sale, 51.22% after) from Wilbur L. Schield (16.07% before sale, none after). Consideration \$15,390. Other stockholders interests held in KWVY remain same. Ann. May 19.

KDBS Alexandria, La.—Seeks assignment of license from John Anthony Lazarone and Irving Ward-Steinman d/b as Dixie Broadcasting Service (each 50%) to KDBS Inc., owned by John Anthony and Rebecca Lazarone (50% jointly) and Irving and Daisy Ward-Steinman (50% jointly). No financial consideration, transaction of incorporation. Ann. May 13.

WFDF Flint, Mich.—Seeks acquisition of control of licensee corporation, WFDF Flint Corp., by Howard Mack (45% before, 100% after) through purchase of stock from Daniel Cowin (50% before, none after) and Richard P. Doherty Television & Radio Management Corp. (5% before, none after). Consideration \$330,000. Mr. Mack has interest in Mack Drug Co., Southwest Realty and Development Inc., Mack Foundation Inc. and Western Counties Telephone Co. Ann. May 20.

WDAL Meridian, Miss.—Seeks assignment of license from R. E. Hook and Associates, owned by R. E. Hook and Lucille Hook (each 30%), Hugh Hughes, Willie Weems, Carl Sauceman, W. S. Bridges and Winton H. Beaver (each 8%) to Queen City Broadcasting Inc., owned by R. E. Hook (38%), Lucille Hook (30%), Hugh Hughes, Willie Weems, Carl Sauceman and Joseph D. Hollingsworth Jr. (each 8%). Consideration \$5,600 to be paid by Hook and Hollingsworth. Mr. Hook has 55% of WMAG Forest, 70% of WDOB Canton and 50% of WELZ Belzoni, all Mississippi with 44% of WRAG Carrollton, Ala.; 75% of WRUS Russellville, Ky. and 65% of WKIZ Key West, Fla. Lucille Hook has 5% interest of WMAG, 50% of WELZ and 30% of WDOB. Hugh Hughes has 25% of WMAG, Willie Weems 15% and

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*ARB Continuing Readership Study

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, May 20

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,895	74	79	326
FM	1,137	32	180	253
TV	521 ¹	62	80	146

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, May 20

	VHF	UHF	TV
Commercial	513 ²	157	670
Noncommercial	56	49	105

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.

W. S. Bridges 10%. Ann. May 18.

WKPO Prentiss, Miss.—Seeks assignment of CP from Jesse R. Williams t/as Jeff Davis Broadcasting Service to Jesse R. Williams and Albert Mack Smith (each 50%) d/b as Jeff Davis Broadcasting Service. Consideration \$297.50. Mr. Williams is sole owner of WCSA Ripley, Miss. and Mr. Smith has 33.3% interest in WAPF McComb and WMDC Hazlehurst, both Mississippi also KADL Pine Bluff, Ark. Ann. May 14.

WIAM-AM-FM Williamston, N. C.—Seeks assignment of license from Charles M. Gaylord and W. H. Farrior Jr. (each 50%) d/b as East Carolina Broadcasting Co. to Fargay Broadcasters Inc., owned by William H. and Christine B. Farrior (50% jointly) and Charles M. and Catherine S. Gaylord (50% jointly). No financial consideration. Ann. May 14.

KBMR Bismarck, N. D.—Seeks assignment of license from Weldon T. and Betty S. Heard (as joint tenants) to Alvin L. Anderson. Consideration \$80,000. Mr. Anderson is general manager of KBMR and has real estate holdings in Bismarck. Ann. May 15.

KMIN Grants, N. M.—Seeks assignment of license from Grants Broadcasting Inc., owned by Tom E. Foster (24%), Tolbert E. Foster (24%), W. E. Dyche Jr. (10%), Gene Biddle (10%), Lewis M. Fitts (10%), Edward P. Morgan (10%), Rex G. Payne (7%) and Ben L. Slack (5%) to KMIN Inc. owned by Grants Publishing Inc. (58.98%), James B. Barber (11.8%), Ray L. Schultze (9.83%), Jack Sitton (9.83%), Gordon Owen (4.78%) and Tom Davies (4.78%). Consideration \$145,000. Grants Publishing is publisher of Grants Daily Beacon and is owned by James B. Barber (50.89%), Edward C. Skinner (26.82%), Jack Sitton (18.02%) and Gordon Owen (4.27%). Mr. Schultze is director of See Tee Mining Co., Grants. Ann. May 20.

KJCB Midland, Tex.—Seeks assignment of license from Ronald L. Pope, executor of estate of Jack Cecil, deceased, to Hugh McBeath. Consideration \$140,000. Mr. McBeath has had previous broadcasting interests but has no holdings or interests pending application. Ann. May 18.

KAPE San Antonio, Tex.—Seeks assignment of license from Top Broadcasters Inc., owned by Charles J. Katz (50%), Samuel J. Riklin (25%) and Arthur L. Riklin (25%), to Bexar Broadcasting Inc., owned by Maxwell M. Marvin (54%), Ruth G. Marvin

(1%), Thomas G. Trotter (22.5%) and Richard R. Zanotti (22.5%). Consideration \$168,000. Mr. Marvin has 40% interest in KABQ Albuquerque, N. M. and 20% interest in KCUB Tucson, Ariz. Messrs. Trotter and Zanotti are Albuquerque businessmen. Ann. May 14.

WELK Charlottesville, Va.—Seeks assignment of license from Deter & Sullivan Inc., Chain Gates Investment Co. and Sterling Hardware Co. d/b Virginia Broadcasting Co. to Deter & Sullivan Inc. and Chain Gates Investment Co. d/b Virginia Broadcasting Co. Mr. Knox Turnbull owns Chain Gate, has 64% interest in Deter & Sullivan and controlling interest in Sterling Hardware. Consideration \$25,000 and relief of liability on partnership note of \$25,000 held by Deter & Sullivan on Sterling Hardware. Ann. May 13.

KODI Cody, Wyo.—Seeks assignment of license from Park Broadcasters Inc., a wholly owned subsidiary of KODI Inc., to KODI Inc., owned by Lyle D. and Eleanor S. Ellis (each 50%). No financial consideration. Ann. May 14.

Hearing cases

INITIAL DECISIONS

■ Hearing examiner Millard F. French issued initial decision looking toward dismissing, for lack of conformity to FM allocation rules, applications of Grossco Inc., and Valley Broadcasting Co. for new FM's on channel 271 (102.1 mc) in West Hartford and Ansonia, Conn., respectively. Action May 14.

OTHER ACTIONS

■ By report and order, commission modified rules governing instructional fixed television stations to provide for assignment of alternate channels to licensee instead of wider spaced channels in original rules. This arrangement will permit use of single broadband converter to convert as many as four channels simultaneously for display on classroom TV receivers. This should result in substantial saving to school systems using that service by eliminating necessity of separate converter for each channel. Original proposal, initiated October 3, 1963, on basis of petition by Adler Electronics Inc., was modified slightly as result of comments filed in proceeding. Instructional fixed television service was established by commission on July 25, 1963, to meet needs of pub-

lic, parochial, and private schools for multiple channels to employ TV for classroom instruction. Service operates in 2500-2690 mc band but special converters at individual schools change signals to regular TV channels for display on conventional TV receivers in individual classrooms. Action May 20.

■ By memorandum opinion and order, commission denied petitions by Central Committee on Communication Facilities of American Petroleum Institute and by National Committee for Utilities Radio for reconsideration of July 30, 1963 report and order in Docket 14744 which established new class of instructional television fixed stations to use frequencies in 2500-2690 mc band primarily to transmit instructional material to schools; dismissed similar petitions by Central Station Electrical Protection Association and El Paso Natural Gas Co., and denied latter's petition for reconsideration of Sept. 5, 1963 action which denied stay of effective date of new rules. Commissioner Bartley dissented. Petitions, which objected mainly to frequency placement of new service and possible effect on operational fixed users, failed to advance matters not previously considered by commission. Action May 20.

■ Following annual practice, commission will schedule no hearings or oral arguments during August, and will hold statutory-required monthly meeting on Monday, August 31. Summer recess is convenience to vacation and other planning by those who do business with commission. Different Commissioners will be present in August to handle emergency matters and expedite commission's routine business. Action May 20.

Routine roundup

ACTIONS BY REVIEW BOARD

■ Granted petition by Northland Broadcasting Corp. to extend time to June 13 to file oppositions to United Audio Corp. petition to enlarge issues in proceeding on applications for new FM's in Rochester, Minn. Member Nelson abstained from voting. Action May 18.

■ By memorandum opinion and order in proceeding on application of Verne M. Miller for new AM in Crystal Bay, Nev., granted motion by respondent Robert Sherman, (KHOF) Truckee, Calif., to extent of enlarging issues to determine whether Miller is real party in interest in application and whether other parties have undisclosed interest. Action May 14.

■ Granted petition by Bay Shore Broadcasting Co. to extend time to May 18 to file reply to oppositions to appeal from examiner's ruling in proceeding on application for new AM in Hayward, Calif. Action May 14.

■ By order, granted joint petition by Hundred Lakes Broadcasting Corp. (WSIR) Winter Haven and Radio Deland Inc. (WJBS) Deland both Florida, for waiver of Sect. 1.594 of rules and accepted delayed publication of hearing issues in proceeding on AM applications. Action May 13.

■ By memorandum opinion and order in proceeding on AM applications of Abacoa Radio Corp., (WRAI) Rio Piedras, and Mid-Ocean Broadcasting Corp., both San Juan, P. R., in Dockets 14977-8, (1) denied petition by WRAI to add "suburban" and legal qualification issues against Mid-Ocean, and (2) denied request by Mid-Ocean for consideration of supplemental statement with respect to certain affidavits concerning relationship between late Albert L. Capstaff and Mid-Ocean Member Berkemeyer concurred. Action May 13.

■ By order, denied petition by Dover Broadcasting Co. for 30-day extension of time to file motion to enlarge, change or delete issues in proceeding on application and that of Tuscarawas Broadcasting Co., for new FM's in Dover-New Philadelphia and New Philadelphia, respectively, both Ohio, in Dockets 15429-30. Member Pincock dissented. Action May 12.

■ By memorandum opinion and order in proceeding on AM applications of Rockland Broadcasting Co., Blauvelt, Rockland Radio Corp., and Rockland Broadcasters Inc., both Spring Valley, all New York, Dockets 14510 et al., held in abeyance joint petition by Rockland Radio Corp. and Rockland Broadcasters Inc. for approval of agreement whereby Rockland Radio would reimburse Rockland Broadcasters \$3,000 for out-of-pocket expenses incurred in prosecution of application in return for dismissal, pending receipt within 30 days their affidavits filed in compliance with requirements of Sections 1.525(a) and (c) of rules concerning expenses and considerations. Member Nelson not participating. Action May 12.

■ Members Berkemeyer, Pincock and

Slone on May 12 adopted decision granting application of Easton Broadcasting Co. to change operation of station WEMD Easton, Md., on 1460 kc from 500 w, D, DA, to 1 kw-LS, 500 w-N, DA-2; conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in Docket 14419. Member Slone concurred and issued statement. Nov. 29, 1963 initial decision looked toward this action. Action May 12.

■ Granted petition by broadcast bureau and rescheduled May 26 oral argument for June 16 in proceeding on AM application of Des Moines County Broadcasting Co., Burlington, Iowa, in Docket 14956. Action May 12.

ACTIONS ON MOTIONS

By Chief Hearing Examiner
James D. Cunningham

■ Designated Examiner Thomas H. Donahue to preside at hearing in proceeding on applications of Roswell Television and Taylor Broadcasting Co. for new TV's on channel 10 in Roswell, N. Mex.; scheduled prehearing conference for June 15 and hearing for July 15. Action May 18.

■ Designated Examiner Basil P. Cooper to preside at hearing in proceeding on applications of WEZY Inc. and WKKO Radio Inc., for new FM's in Cocoa, Fla.; scheduled prehearing conference for June 15 and hearing for July 13. Action May 18.

■ On own motion, postponed to May 20 and June 1, respectively, dates for exchanging measurement data and for preliminary exchange of engineering exhibits in proceeding on AM applications of Berkshire Broadcasting Corp., (WLAD) Danbury, Conn., et al., and dismissed as moot Berkshire's request for changes in procedural dates. Action May 13.

■ Continued May 18 further prehearing conference to June 8 in proceeding on AM application of WXXX Inc., (WXXX) Hattiesburg, Miss. Action May 13.

■ Designated Examiner Chester F. Naumowicz Jr. to preside at hearing in proceeding on applications of Symphony Network Association Inc., and Chapman Radio and Television Co. for new TV's on channel 54 in Fairfield and Homewood, Ala.; respectively; scheduled prehearing conference for June 11 and hearing for July 15. Action May 11.

■ Designated Examiner David I. Kraushaar to preside at hearing in proceeding on application of Triangle Publications Inc., for new VHF-TV translator in Johnstown, Pa.; scheduled prehearing conference for June 12 and hearing for July 16. Action May 11.

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, in Dockets 15190-1, granted Boardman's petition to continue certain procedural dates and, among other things, continued May 19 hearing to June 2. Action May 19.

By Hearing Examiner Charles J. Frederick

■ Pursuant to agreements reached at May 18 prehearing conference in proceeding on applications of Central Broadcasting Corp. and WCRB Inc., for new FM's in Ware and Springfield, respectively, both Massachusetts, scheduled certain procedural dates and rescheduled June 22 hearing for July 7. Action May 18.

■ On own motion, in proceedings on revocation of license of WTIF Inc., (WTIF) Tifton, Ga.; WDMG Inc., for renewal of license of WDMG Douglas, Ga.; WMEN Inc., for renewal of license of WMEN Tallahassee, Fla. and B. F. J. Timm for new AM in Jacksonville, Fla., scheduled oral argument for May 19 on "motion to quash" filed on April 29 by WDMG Inc. and B. F. J. Timm. Action May 13.

By Hearing Examiner Walther W. Guenther

■ In proceeding on AM applications of Copper County Broadcasting Co. (WMPD) Hancock and Upper Michigan Broadcasting Co. (WHDF) Houghton both Michigan, granted WHDF's request to extend time from May 15 to May 18 for exchange of engineering exhibits and from May 15 to May 25 for exchange of exhibits pertaining to programming matters. Action May 13.

By Hearing Examiner H. Gifford Irion

■ Granted request by Holston Broadcasting Corp. to continue May 18 hearing to June 18 in proceeding on application and that of C. M. Taylor for new AM's in Elizabethton and Blountville, respectively, both Tennessee. Action May 13.

By Hearing Examiner David I. Kraushaar

■ On own motion, continued June 12 prehearing conference to June 16 in proceeding on application of Triangle Publications Inc., for new VHF-TV translator in Johnstown, Pa. Action May 14.

By Hearing Examiner Jay A. Kyle

■ In proceeding on applications of Burlington Broadcasting Co., Burlington and Mount Holly-Burlington Broadcasting Inc., Mount Holly, both New Jersey, in Dockets 13931, 13933, denied petition by Mount Holly-Burlington for continuance of further proceedings until Supreme Court acts upon petition for certiorari which they intend to file to review action of U. S. Court of Appeals for District of Columbia remanding case to commission. Action May 13.

■ Granted petition by Salem Broadcasting Co. to change certain procedural dates in proceeding on application for new AM in Salem, Ohio and continued May 18 hearing to May 27. Action May 13.

■ Granted request by Progress Broadcasting Corp., (WHOM) New York, for oral argument on petition for postponement of certain dates for exchange of exhibits and hearing on AM application, and scheduled oral argument for May 25. Action May 13.

By Hearing Examiner Forest L. McClenning

■ On own motion, scheduled hearing conference for May 21 in proceeding on application of Muncie Broadcasting Corp., for new AM in Muncie, Ind. Action May 13.

By Hearing Examiner Sol Schildhouse

■ By memorandum opinion and order in Boston TV channel 44 proceeding, granted motion by WGBH Educational Foundation to enlarge issue to determine whether funds available to Integrated Communication Systems Inc., of Massachusetts will give reasonable assurance that proposals set forth in application will be effectuated. Action May 18.

■ Granted petition by Ottawa Broadcasting Corp. (WJBL) Holland, Mich., to change certain procedural dates in proceeding on its AM application and, among other things, continued June 16 hearing to July 28. Action May 18.

■ Granted joint petition by TVue Associates Inc. and United Artists Broadcasting Inc., for postponement of hearing from June 15 to July 15 on applications for new UHF-TV's in Houston, with proceeding to begin with consolidated issue concerning qualifications of United Artists (which is also in issue in Boston UHF-TV proceeding in Dockets 15323-5); rescheduled other procedural dates. Action May 14.

By Hearing Examiner Herbert Sharfman

■ On unopposed oral request of Beamon Advertising Inc., extended from May 18 to May 28 time to file replies to proposed findings in proceeding on its application for new AM in Daingerfield, Tex. Action May 18.

■ By memorandum opinion and order in proceeding on applications of Lompoc Valley Cable TV for operational fixed stations in Business Radio Service, (1) denied petition by Central Coast Television, (KCOY-TV) Santa Maria, Calif., for indefinite continuance of hearing pending final action by commission in Docket 15415 (in matter of acquisition of community ant. television systems by television broadcast licensees); but (2) vacated hearing date of June 8, and other procedural dates established by April 6 Order and as informally extended by parties with consent of hearing examiner with respect to furnishing of exhibits; and (3) scheduled further prehearing conference for May 27. Action May 14.

By Hearing Examiner Elizabeth C. Smith

■ On own motion and pursuant to agreement of counsel, scheduled further prehearing conference for May 26 in proceeding on application of Spartan Broadcasting Co., for new TV translator in Asheville, N. C. Action May 19.

■ In proceeding on applications of United Audio Corp. and Northland Broadcasting Corp., for new FM's in Rochester, Minn., in Dockets 15417-8, granted motion by Northland to extent of extending time for prehearing conference from May 19 to May 21. Action May 18.

By the Office of Opinions and Review

■ In proceeding on applications of Springfield Television Broadcasting Corp., D. H. Overmyer and Producers Inc., for new TV's on channel 79 Toledo, Ohio, in Dockets 15326-8, granted request by broadcast bureau to extend time to May 22 to file replies to Springfield's application for review. Action May 18.

■ Granted motion by Portage County Broadcasting Corp., Kent-Ravenna, Ohio, to extend time to May 25 to reply to broadcast bureau's comments regarding joint request for approval of agreement in proceeding on AM application, et al. Action May 13.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of May 19

KWWL-TV Waterloo, Iowa.—Granted CP to reduce aur. ERP to 31.6 kw with vis. ERP 316 kw and ant. height 1,130 feet; and make changes in equipment.

KTVL(TV) St. Louis.—Granted mod. of CP (main and alternate main trans. and ant.) to eliminate alternate main trans. and in lieu thereof to install alternate drivers.

KRNT-TV Des Moines, Iowa.—Granted mod. of license to reduce aur. ERP to 63.1 kw.

WICS(TV) Springfield, Ill.—Granted mod. of license to decrease aur. ERP to 55 kw with vis. 309 kw and ant. height 940 feet.

KVOS-TV Bellingham, Wash.—Granted CP to install new auxiliary trans. and make other equipment changes; ERP vis. 6 kw, aur. 3.15 kw.

WSBA-TV York, Pa.—Granted CP to reduce aur. ERP to 13.2 kw, with vis. ERP 132 kw and ant. height 530 feet, and make other equipment changes.

Action of May 15

■ Following stations were granted extensions of completion dates as shown: KNME-TV Albuquerque, N. Mex., to Nov. 26; WDCA-TV Washington, to Nov. 18.

Actions of May 15

Chama Valley Television Service, Chama and vicinity, N. M.—Granted CP for new UHF-TV translator, on channel 72, to rebroadcast programs of KOB-TV (chan. 4) Albuquerque.

Translator TV Unlimited Inc., Westport, Grayland, Ocoosa, Ocean Shores, Ocean City, Copalis, Pacific Beach, Aberdeen, Hoquiam, Montesano and Central Park, all Washington.—Granted assignment of licenses of VHF-TV translators K10EK, K12DO and K08DL, and of UHF-TV translators K81AK, K79AN, K70CH and K76BF to Trans-Tel-Co. Inc. (Oscar Utheim, president).

WHPB Belton, S. C.—Granted request to continue existing presunrise operation with non-DA and reduced power of 500 w between hours of 4 a.m. and local sunrise until final decision is reached in Docket 14419 or until directed to terminate such operation, whichever occurs first.

Actions of May 14

KTIP Porterville, Calif.—Granted renewal. Radio Guam, Anderson Air Force Base, Guam.—Granted CP for new VHF-TV translator, on channel 12, to rebroadcast programs of KUAM-TV (chan. 8) Agano, Guam.

KRNS Burns, Ore.—Granted increased daytime power on 1230 kc, from 250 w to 1 kw, and installation of new trans.; conditions.

KORK Las Vegas.—Granted increased daytime power on 1340 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; remote control permitted; conditions.

WEZY, Inc., Cocoa, Fla.—Designated for consolidated hearing applications for new FM's on channel 257 (99.3 mc); ERP 3 kw; ant. height 300 feet.

WBRN-FM Big Rapids, Mich.—Granted mod. of CP to increase ant. height to 300 feet.

WFLY(FM) Troy, N. Y.—Remote control permitted.

KATC(TV) Lafayette, La.—Granted CP to change ant. height to 1200 feet, and make changes in ant. structure.

WRIG-FM Wausau, Wis.—Granted CP to increase ERP to 100 kw.

WCVL Crawfordsville, Ind.—Granted mod. of CP to change ant.-trans. location, specify studio location same as trans., and delete remote control operation; conditions.

WDSL Mocksville, N. C.—Granted mod. of CP to change ant.-trans. location, and specify studio location and remote control point.

■ Following station was granted extension of completion date: KHIP Albuquerque, N. Mex., to Nov. 1.

Southern Minnesota Broadcasting Co., Rochester, Minn.—Granted CP for new VHF-TV translator, on channel 12, to rebroadcast programs of KROC-TV (chan. 10) Rochester, Minn.

Actions of May 13

WTTC-AM-FM Towanda, Pa.—Granted change in remote control authority for stations.

Continued on page 125

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

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RADIO—Help Wanted Management

Wisconsin station seeks manager. Fine opportunity in small market. State experience and salary. Box E-280, BROADCASTING.

Corporate realignment provides new position of VP for radio in a group operation. Sales background preferred. Box E-306, BROADCASTING.

Manager for competitive small market Carolina daytimer. Must be good salesman and capable of handling personnel. Absentee owner. \$125.00 weekly plus commission arrangement. Box E-337, BROADCASTING.

Sales

Large East Coast market. Chain operation. Intelligence, hard work at adult programed station will provide decent living. Apply in confidence. Box P-292, BROADCASTING.

Baltimore. Experienced top salesman, capable of management. Good salary plus with top station, multiple chain. Please write fully. Box B-262, 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.

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.

Experienced radio salesman needed in Chicago office of well known station rep. All replies held in confidence. Box E-274, BROADCASTING.

Aggressive fast moving salesman for Indiana station. 27% commission with small salary. Send resume. Box E-293, BROADCASTING.

Excellent opportunity for experienced salesman, draw, good commission. Northern Oklahoma, near Wichita, Kansas. References. Box E-304, BROADCASTING.

If you have proven sales background and are capable of directing others, we have sales manager position with good guarantee and incentive arrangement. Box E-308, BROADCASTING.

Sales manager for Atlanta area. \$7,000-\$8,000. Box E-314, BROADCASTING.

Country and western radio salesman wanted by modern sounding operation. Guarantee plus commission and protected list. Personal interview required. KRSA, Country Radio, Salinas, California, 408-424,1428.

Wanted experienced radio time salesman. Excellent opportunity in growing college town. Possibility of becoming sales manager. Phone office 796-7684. Home 796-8732. Charles Riley, WBRN, Big Rapids, Michigan. No collect calls.

Chicago—52 kw FM—Good music format (not classical)—excellent Hooper rating—Experienced professional salesman only—WDHF—Zip 60643—312-779-6200.

Two salesmen needed for summer resort station, \$60.00 draw plus commission, college student, with experience preferred. Write M. S. Hayes, Box M, Ocean City, Md.

Sales—(Cont'd)

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.

Immediately. Young top experienced salesman with proven record. Outstanding incentive for small market. Must be married, a worker and must settle. Will train you for sales manager. University town in western New York. Call Don Novelli, 716-872-2157.

Announcers

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.

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/newsman. 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.

Experienced announcer wanted. Must be able to type creative copy and do production spots as well as a good air job. Beautiful California City. Box E-246, BROADCASTING.

Tremendous opportunity for young experienced combo man. Ticket not required. Need nighttime personality for top CBS middle of road station in midwest market of 300,000. We have the opportunity if you have the ability and desire to work. Some TV work. Send picture, tape and resume to Box E-268, BROADCASTING.

Qualified announcer with first phone, good pay, northern Oklahoma near Wichita, Kansas. References. Box E-305, BROADCASTING.

Announcers—(Cont'd)

C&W 1st phone, to build and sell audience, production, personal appearances, imaginative. For growing operation, great potential, mid-east metro area. Send tape, resume, and salary. Box E-318, BROADCASTING.

Need versatile announcer. Strong news, sports. Capable DJ. Northeast. Box E-322, BROADCASTING.

Young man with a desire to improve. Immediate opening for a man with some experience or a recent broadcast school graduate. Send background and tape in first letter. Box E-330, BROADCASTING.

Adding one staff announcer middle of road music policy. Send tape and resume to KABI, Box 455, Abilene, Kansas.

Negro appeal station in Phoenix needs live morning dj. . . . Must know rhythm and blues and capable of production. Send tape and resume to manager. Jim Titus, KCAC, 20 E. Broadway, Phoenix 40, Arizona.

Fully experienced-fast-sharp personality 1st phone radio announcer, personal interview only—Ed Mack, KCOY Radio, Santa Maria, California.

KSJB, 5,000 watts, 600 kilocycles, needs first class ticket announcer for top 40 operation. A live swinging personality for afternoon road show. KSJB has a well developed hop and road show bookings and shares liberally with announcers. Send pictures, tape and resume to Henry O. Nybo, KSJB, Box 1271, Jamestown, N. Dakota.

Experienced announcer with first phone for 5000 NBC affiliate. Send audition, photo and resume to WBCK, 390 Golden Avenue, Battle Creek, Michigan.

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 for announcer with third class ticket with broadcast endorsement. Call Morris Shufflebarger, WGOH, Grayson, Ky. 474-5144.

Lansing, Michigan needs a top rated morning personality who sells himself in a few, well placed words, who likes to mix pleasant country music with non-rock pop and million seller standards. Send tape and resume to J. Cody Owens, WITL.

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.

Immediate opening. Qualified announcer. Send resume and tape WPTL, Box 471, Canton, North Carolina.

Wanted—Radio announcer—for "rock" format. Prefer young man seeking permanent job and advancement. Contact Hudson Millar, WKUL, Cullman, Alabama.

Announcers—(Cont'd)

Announcer for Atlanta, Georgia, area. \$100 weekly. Send resume, tape. Joel Lawhon, 111 Hillrose Avenue, Greenville, S. Carolina.

Immediate opening for 2 announcers (first phone) must have car. Phone 203-489-4181, Mr. Eyre.

Wonder what "Interpretive Announcing" is all about . . . how to improve your technique up to 100% "Interpretive Announcing," the nationally recognized and copy-written voice training system, available now in lecture services on tape. \$14.95 complete with commercial script. Broadcast Guild of America, Inc., 975 North 35th Street, Milwaukee 8, Wisconsin.

Need you immediately if you have experienced mature polished voice. Will fit in closely and are willing to work. Want something more than a time, news and temperature announcer. Call Don Novelli, 716-672-2157.

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 for man 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.

Chief engineer/AM. Major market. Gulf Coast. Excellent equipment. Send resume, references, Box E-250, BROADCASTING.

Chief engineer-announcer. Michigan daytimer. Air shift plus maintenance. Send resume to Box E-260, BROADCASTING.

First class studio-transmitter engineer, previous experience preferred, regional AM and FM Stereo stations. No announcing. Southwestern Ohio. Send resume and picture to Box E-313, BROADCASTING.

Audio engineers experienced. Maintain top automated sound. Must have ticket. 300,000 N. Carolina market. Call 919-292-0322.

Engineer for 5 kw daytimer. All maintenance and some announcing or sales. North Carolina. \$100.00 weekly. Box E-338, BROADCASTING.

Needed by July 1st switcher with first class ticket. Some announcing. Permanent. KRTV, Great Falls, Montana.

Chicago—52 kw FM—first phone and good technical background necessary—only two hours per day board work—WDHF—Zip 60643—312-779-6200.

Production—Programing, Others

Have an immediate opening for top notch programing and production announcer. Man who can organize and supervise announcing staff, as well as write and produce commercials and station promotions for top 40 operation. Looking for a man with ability, who wants a future with a 5000 watt operation, that has been #1 in one of the South's fastest growing markets in the past five years. Top salary for the right man! Send tape, resume, including photograph, and examples of unusual station promotions and commercials. Box E-271, BROADCASTING.

Program-news director. Willing to work. Good pay for right man. Middle Atlantic. Box E-323, BROADCASTING.

Carolina station needs good inside man for programing and traffic duties plus some announcing. Good future opportunity for right man. Box E-339, BROADCASTING.

WIGS, Gouverneur, New York. new AM needs complete staff. Adult modern format, small market. Experienced pd, newsroom, farm director, announcers, salesman.

Young newsman for midwest award winning news operation. Opportunity for both radio and television, local news gathering, reporting. Send tape resume and photo to Ed Huot, WTRC, Elkhart, Indiana.

Production—Programing, Others Continued

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

Sales manager—seeking management opportunity. Experience includes announcing, programing, sales & sports play-by-play. 30, college graduate. Family & excellent character. Employed Southeast. Box E-255, BROADCASTING.

California and western states. Presently California sales manager format station . . . multi station market . . . personal billing \$2,500.00 on dollar spots . . . first ticket . . . major market announcing sales experience . . . married . . . children . . . age 40 . . . 4 years college . . . earning \$9000.00 plus car and must equal to start . . . willing to pull early shift plus play by play if I can manage your station . . . enjoy promotions and use them . . . will arrange personal interview . . . available two weeks . . . my references men you know. Box E-261, BROADCASTING.

Loser? Working manager will profitabilize and pay you off. Box E-285, BROADCASTING.

Experienced radio man, small station small town operation, sell, announce, program, write copy, a working manager, available immediately. Box E-290, BROADCASTING.

Want final move to solid station. 19 years sales and management. Best references. Presently employed. Box E-296, BROADCASTING.

25% increase in local billings in less than three years at my last station where I was station and sales manager. Eighteen years of success in administration, local/national sales, programing, promotion in competitive situations. References from all past employers. Seeking station and/or sales management with responsible operations. Box E-298, BROADCASTING.

One man task force. Successful manager. Well qualified chief engineer. Station design and construction a specialty. Excellent programmer, production specialist, bright, mature personality showman. News, remotes, promotions. Can combo radio/TV as announcer, personality, and/or director. If you need a better product to sell and know that a first quality staff is your best buy, lets talk. Married, civic minded. \$175.00. Box E-328, BROADCASTING.

Manager-administrator available now. Prefer Ohio-Indiana-Wisconsin. Experienced small market to network. Bob Brown, 920 Vermillion, Hastings, Minnesota. 612-437-3096.

Your station not working? Neither am I! Let's put your facilities, my experience together. 18 years, all phases 8 general management, Focatello 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.

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.

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.

Experienced announcer—young ambitious and married wants medium market with advancement. Write Box E-110, BROADCASTING.

Experienced announcer—dj, all phases, good market, \$125, replies answered. Box E-172, 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.

Announcer DJ. Bright personality. Authoritative newscaster. Family man. Not a floater. Box E-211, 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.

Las Vegas Nevada's wild man is still looking. Married—3rd class ticket. Box E-243, BROADCASTING.

Ambitious, experienced, first phone, college graduate. Married, desires top-flight top "40." Box E-249, BROADCASTING.

Announcer with first ticket, no maintenance, 3 years experience, and well-rounded radio background seeking medium market. Box E-252, BROADCASTING.

6 years announcing experience—good voice dependable—prefer east coast. Box E-257, BROADCASTING.

Negro, dj/announcer: Recent graduate from top broadcasting school. Young, dependable, with bright personality and smooth voice. Knows music. Will relocate. Box E-262, BROADCASTING.

First phone announcer, experienced, draft exempt. Single, reliable, hard worker. Box E-263, BROADCASTING.

Top morning personality in three station market. Warm, adult, provocative. Proven mail pull. First ticket. No hurry, want solid deal. Box E-267, BROADCASTING.

Top ten market experience—dj, announcer, first phone wants first job as p.d. or assistant with medium size midwest station. Idea man and hard worker. Either top forty or modern format. Box E-269, BROADCASTING.

Rock and roll dj, draft exempt, twenty two years old. Announcing school graduate with third-class license. Studying for first phone. Can operate own board, supply tight production. All I need is that first break. Box E-270, BROADCASTING.

Package deal. Announcer-dj with heavy writing background loves news, copy, script, special assignments. 4 years experience with TV, newspaper work. Age 25, college, vet. Tape and resume on request. Box E-281, BROADCASTING.

Attention top 40's: Currently employed swinger metro east coast market desires move up. Four years experience all phases modern sound. Box E-283, BROADCASTING.

Drifter, boozier, lecherous old man 40, married, with two delinquent sons, first phone, AFTRA, lousy announcer and newsmen, presently San Diego: 16 years radio, lowest offer accepted. Box E-286, BROADCASTING.

Calling Southern California, I wish to locate in that area. I have fifteen years announcing experience. Box E-287, BROADCASTING.

First phone announcer, experienced. Single, reliable, hard worker, and draft exempt. Box E-294, BROADCASTING.

Announcers—(Cont'd)

Versatile announcer dj with one year experience. Professional sound. Box E-295, BROADCASTING.

Experienced announcer available. Box E-299, BROADCASTING.

First phone showman—8 years major markets—personality plus morning man, production. M. D., pd, play-by-play. \$175.00 minimum. Box E-300, BROADCASTING.

DJ, school grad, tight board, news, some experience, likes radio. Box E-302, BROADCASTING.

Beginning announcer, ambitious, hard worker seeks first position. Speech trained, some college, third phone. Box E-303, BROADCASTING.

Have 1 & 2 ratings with adult radio during aft. drive time—Nine station mkt. Need more serenity—south, southwest. Station power & market secondary to low pressure operation and opportunity. Available after Aug. 1. Box E-312, BROADCASTING.

First phone, announcer, disc jockey, available, single market station only. Box E-317, BROADCASTING.

Announcer-dj-newsman—presently news director. Have three years experience, third phone, & sense. Prefer middle of the road or modified top 40. Box E-320, BROADCASTING.

Number one personality, now racking in metro market. Top 40 or middle. Pro sound. Box E-321, BROADCASTING.

DJ, announcer, Negro, authoritative voice. Excellent background, start Aug. 3, 1964. Box E-326, BROADCASTING.

Announcer-dj. Former program director, armed forces radio, London, England; then WOR; WNBC; account executive, channel 5; then free lance. Now seeking job at smaller outside New York City station to relieve pressure. Can bring along assorted accounts. Box E-335, BROADCASTING.

1st phone, dj/announcer, news, married, broadcast school grad., mature, authoritative voice, prefer west coast. G. J. Young, 1244 Tamarind, La., Calif. 90038.

Top 40, middle of road, rhythm & blues. 3rd class license. Eager to move to top. Contact George N. Eberhard, 2635 N. Mango Chicago 60639, Ill.

Available: Jim Dandy, four year dj who's versatile, knows radio. For personal interview call 2-0852 or write 1289 Center, Ashland, Ohio.

Single, young, 3rd phone, very dependable, willing to learn, will relocate, like top 40 but will consider quality format. Philip Jones 2226 Glenview, Glenview, Illinois.

Former WWJ announcer/newsman: med-market news-director, seeks permanent post in med/major market. Any phase \$130. If sincere, call collect: Ken Lawrence, Detroit, 272-3541, evenings.

1st phone announcer with 3 yrs. experience desires to relocate with low turnover organization. Am married, don't drink and am reliable. Available now! For details write: Robert L. Barrett, No. 24, 3700 W. Market, York, Pa.

Experienced personality morning man—first phone—family man—prefer competitive market—excellent credit rating—Mpls., Minn. 612-Federal 1-2068.

Smooth, mature air personality. Experienced first phone with chief background. Bright sound? versatile. Triple in brass. \$150.00 minimum. Area code 703-343-4025.

Technical

Female combo first phone, BA (Journalism, Production). Amateur experience. Anywhere. Box E-288, BROADCASTING.

Engineer-eight years, six as chief. Have done consulting work for several stations in my area. Seeking position in Texas, New Mexico with opportunity to purchase part interest if desired. Box E-291, BROADCASTING.

Technical—(Cont'd)

Working chief engineer desires permanent engineering and maintenance only position. Family. Want agreement free to double on own broadcast engineering service later, salary proportional. South. Box E-292, BROADCASTING.

Chief engineer, available immediately. Ten years experience. Announcing if desired. Box E-319, BROADCASTING.

Engineer long on experience, short on capital, desires to be chief engineer of radio or television station with opportunity to acquire interest in property. Box E-325, BROADCASTING.

Chief engineer for close knit chain or well equipped single operation. No shoe string operations please. \$150. Box E-327, BROADCASTING.

First phone, C.R.E.I. graduate—2 years lab experience. Box E-333, BROADCASTING.

Broadcast technician 1st phone. Available immediately, will relocate and sales background. Box E-340, BROADCASTING.

Employed as chief engineer-announcer, prefer straight engineering. South or Southwest. 14 years experience. Carl Pugh, P. O. Box 453, Haleyville, Alabama.

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.

Radio Engineering Institute has a graduating class of twelve first class radio telephone licensees, both experienced and non-experienced in maintenance and announcing. These men can be contacted at, Radio Engineering Institute, 1336 Main St., Sarasota, Florida.

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.

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 Sportscaster/director. Colorful professional play by play all sports. Box E-204, BROADCASTING.

Program Director—15 years radio & TV experience. Good music only. Now employed. Air work optional—strong on news. Box E-258, BROADCASTING.

Newsman for radio or TV. Ten years experience. Family man. Box E-259, BROADCASTING.

Program director with university degree offers experience, maturity, originality. Worked all areas of radio. Relocate. Box E-264, BROADCASTING.

Newsman—23, Negro, married. Background: college, broadcast school, newspaper, small market, and network. Know journalism; can write. Salary second to solid responsibility. Available July 1st. Box E-284, BROADCASTING.

Family man, 35, desires Great Lakes area, news, sports preferred, 5 years experience. Box E-289, BROADCASTING.

Production manager-director-assistant manager. Sales oriented. 18 years experience. Family. East coast. Box E-310, BROADCASTING.

Production—Programing, Others

Continued

Outstanding newsman—background includes news directorships, mobile news, flying traffic reports. Published author, network broadcasts, syndicated writing assignments, paid correspondent for major wire services. Excellent delivery, aggressive legwork. Licensed pilot. 37, married, veteran. Prefer personal interview. A strictly professional newsman seeking a professional metropolitan operation. Box E-301, BROADCASTING.

News director presently with midwestern operation seeking to enter larger market. Experienced in radio and newspaper writing-editing-and announcing... married—23... will relocate anywhere. Box E-311, BROADCASTING.

National network-major market proven! Television/radio sought by nine year professional. Proficient airing, writing, interviewing. Congenial host discussion/variety program. Responsible family man. Request initial letter details. Box E-316, BROADCASTING.

Attention Texas, Louisiana—3½ years experience-family-good news; production-references-Rusty Draper, 714-344-1300.

Mid-Atlantic States: young, versatile, program director announcer with smooth, intelligent delivery, excellent production ability, and broad musical knowledge, desires immediate full-time position with good personality, middle-of-the-road format station. Phone Bill Bennett after 6 PM at 215-455-4625.

TELEVISION—Help Wanted

Management

Business manager for multiple radio and television stations operator. Must have proven administrative background. Box E-307, BROADCASTING.

Sales

Sales manager for VHF-unusual independent, WLTV, Box 1198, Bowling Green, Kentucky.

Equipment sales—Major supplier of broadcast and CCTV equipment is expanding operations in Southeast and has openings for qualified equipment salesmen. Heavy travel involved. Outstanding opportunity. Reply with resume and picture if available to 611 Hammond Drive, Atlanta, Georgia 30328.

Technical

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 for VHF operating with lots of live programs. WLTV, Box 1198, Bowling Green, Kentucky.

Studio and transmitter technicians, experience necessary. Educational TV facility. Send resume to South Central Educational Broadcasting Council, Box Z, Hershey, Pennsylvania.

Production—Programing, Others

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.

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.

Production—Programing, Others

Continued

Art director wanted by VHF station in northeastern, top-50 market. Actual TV experience and ability in fields of slide art work, set design and promotion material mandatory. Send biography, references, samples to Box E-277, BROADCASTING.

TV switcher-director with announcing experience for NBC-ABC affiliate. Send resume, photo, tape to Joe Bonansigna, WGEM TV, Quincy, Ill.

Production manager—performer. Leading VHF in southeast has opening for top-flight production man with proven creative abilities and thorough knowledge of production techniques. Prefer man who is a versatile performer in his own right and who can assume top rated, personality type weather show performing along with production supervision. WSAV TV, Savannah, Ga.

TELEVISION—Situations Wanted

Management

Aggressive 37 year old TV sales manager in top 50 market willing to relocate. Outstanding 15 year TV-Radio sales record, active community affairs, family man. Box E-253, BROADCASTING.

Sales

Successful sales manager. Remarkable record top 20 markets. Ten years experience, all phases. Dual rate problems? Local-national availability problems? Have provocative answers. Box E-245, BROADCASTING.

Announcers

Woman TV personality . . . interviewer, entertainer, commercials. University B.A. Experienced in all phases broadcasting. Relocate anywhere. Box E-265, BROADCASTING.

Do you need talented versatility? See task force ad under radio management.

Technical

First phone, 10 years TV experience same location. Desires better position preferably TV studio eng. Married, age 30. Will consider all areas of U. S. Box E-254, BROADCASTING.

Engineer looking for employment. Wish to situate in Florida. Presently located in northeast. Network maintenance, tape, studio construction, TV transmitters, 1st phone. Know all phases of engineering. Qualified for administrative procedures. Write Box E-282, BROADCASTING.

TV maintenance engineer—1st phone—age 40—14 years experience. Most recent experience in VTR's and solid state construction. Currently employed. Expect top salary. Box E-276, BROADCASTING.

Ten years experience in TV last five in supervisory positions. Heavy on maintenance. Seeking responsible position. Willing to relocate. Box E-309, BROADCASTING.

If there is a station in Florida, or deep south, with a chief engineer looking for a stable technician, I'd sure like to talk with him. Diversified experience with studio, transmitter, microwave, and associated equipment. There's no hurry, so if you're just planning to add to your staff how about writing me? Box E-315, BROADCASTING.

First phone engineer. Experienced UHF-VHF. Box 2361, El Cajon, California.

Production—Programing, Others

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.

Production—Programing, Others

Continued

TV writer-producer: Creative extensive experience, also radio continuity and difficult production, station promotion. Responsible, dependable background, mature. Box E-242, BROADCASTING.

Producer-director, 5 years experience, college degree. Box E-244, BROADCASTING.

Thoroughly experience producer-director. BA, married presently employed N. Y. C. Ten years creative commercial/educational experience. Will relocate for attractive opportunity where quality is appreciated. Box E-251, BROADCASTING.

Director-producer experienced with dramas, documentaries, news and interviews will relocate any area. I offer experience in all phases of broadcasting and University B.A. Box E-266, BROADCASTING.

Producer-director, 5 years experience, college degree. Box E-278, BROADCASTING.

Director—N. Y. area, well qualified all phases production, quick to learn and full of ideas. Wants to relocate anywhere East of Mississippi. Prefers South. Box E-297, BROADCASTING.

Attractive Gal—air personality—experienced all phases radio, TV. Box E-329, BROADCASTING.

WANTED TO BUY

Equipment

RCA-TRR-1A microwave receiver and control, working condition, contact Chief Engineer, WTAP-TV, Parkersburg, West Virginia.

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.

Transmitters and towers, AM, FM, Bought & Sold. S.O.S. 270 North Crest, Chattanooga, Tennessee.

FOR SALE

Equipment

Television/radio transmitters, cameras, microwave, tubes, audio, monitors. Electrofind, 440 Columbus Ave., N.Y.C.

Xmission Line; Teflon insulated, 1/8" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused, 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California, Telephone 2-3527.

250 ft. self supporting galvanized tower. Excellent condition. Make offer. Eastside Broadcasting 114 Lakeside, Seattle, Washington.

200 ft. IDECO free standing triangular antenna, Serial #CO14424, complete with the following: 3 base insulators; 1 completely rebuilt Hughey Philips dual flasher beacon; 2 Crouse Hinds flashers weather housed; 14 large insulators (loops, etc.); all bolts, brackets, etc.; set of slide lamps 1/2"; 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.

FOR SALE

Equipment—(Cont'd)

Remote broadcast pickup and 2-way new and used equipment. Send for list. Becom Co., Seminary Hts., Weatherford, Texas. 76086.

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.

Ampex-Porta. case only (3) for mod. 601 new condition—ea. \$40.00. Electronics only (1) for Mod. 601 new condition \$175.00 Contact Mr. Cook, Shrader Sound, Inc., 2803 M St. Nw., Washington D. C. 202-965-1300.

Ampex 601-2 and Ampex PR10-2. Best offer takes. Write to George Chapekis, 393 Emerson, Denver, Colorado.

Phasemeter Nems-Clarke model 108-E like new, for up to nine towers. Ted Campbell, WJAC, Johnstown, Pa.

Gates BC-1E 1 kw AM transmitter good condition \$1200.00. Collins 300-J 250 watt new condition, can be converted to 1 kw \$1200.00. 187" self supporting Truscon tower, ready to ship \$1700.00. RCA 76B console \$450.00. Box E-332, BROADCASTING.

Raytheon JTR-1000A, RCA TTR-1C micro-waves, cameras, transmitters used 5820s etc. Box E-342, BROADCASTING.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 1000 Super dooper hooper scooper one liners exclusive in your market. Free sample. Lyn Publications, 2221 Steiner St., San Francisco.

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

Interested in unique variety program? Write for details: Enterprises, Box 188, Monticello, Georgia.

Four Daily 3:30 news shows, with the actual voices of the newsmakers, on top national and international stories. Aired with profitable sponsor and listener reaction, by stations from coast-to-coast. Write Box C-196, BROADCASTING.

First aid for ailing announcers! Chicago radio syndicate Script service for 5000 watters or less. New jokes! Fresh program material! Low cost! Protected area! For sample write The Weekly Prompter, Radio Division, 4151 W. Lake Ave., Glenview, Ill.

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.

INSTRUCTIONS—(Cont'd)

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.

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 5-8245.

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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 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.

Home study review for FCC license examination. Highly effective, low cost. Free literature! CSOE, Box 432-G, Detroit, Michigan 48231.

"Successful announcing." Ten treatises by Consultant. Modern approach to highly effective self-training. Beginners, advanced. \$1.00 per treatise. Free details. Fisher Studio 24, 678 Medford Patchogue, New York 11772.

FCC license in six weeks. Not a Q and A course. Get your license and a working knowledge of electronics. This is space City's Texas-sized opportunity. Next class June 29th. Houston Institute of Electronics, 904 M and M Bldg., Houston, Texas.

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

Sales

AGGRESSIVE AE WHERE ARE YOU?

Somewhere there is a well educated, aggressive young Account Executive who has a desire to join one of America's fastest growing broadcast chains. This man will not be satisfied being a salesman all his life but has a strong desire to move into one of the youngest management teams in America. This man, who is between the ages of twenty-five and thirty-five, will send a complete resume with picture today to:

Box E-334, BROADCASTING

Announcers

Have Immediate Need

for 2 first phone bright swinging DJ's. No maintenance. 1 morning and 1 afternoon. Midwest 5,000 watter. Repeat this is immediate opening. Better than average pay for right men. Rush tape, resume, photo, and salary needed to:

Box E-341, BROADCASTING

Production—Programing, Others

PRODUCTION MANAGER

Solid number one East Coast Top 40 Station looking for experienced production man capable of taking complete charge of our production facilities. Possibly some air work. If interested, send hefty sample of varied production work, air check, salary requirements and biographical run down.

Box E-256, BROADCASTING

Situations Wanted—Management

FUTURE WANTED

Willing to stake future in small to medium sized market station. Prefer Indiana or Ohio. Can make small investment in money—large investment in complete active management. The station . . . is now possibly owned by someone wanting to retire—or has absentee ownership—or one that needs building. All replies confidential.

Box E-331, BROADCASTING

Announcers

MAJOR MARKET SPORTS DIRECTOR and PERSONALITY

with top experience interested in move to sports minded Radio-TV operation.

Box E-324, BROADCASTING

Technical

ENGINEERING MANAGER

with more than 20 years experience in construction and supervision of high power stations available soon. Technical and administrative experience should be especially valuable to new radio or TV enterprise.

Box E-279, BROADCASTING

Production—Programing, Others

NEWS & PUBLIC AFFAIRS SPECIALIST

Excellent reporter-writer-cinematographer-producer. 12 years radio & TV news. Many awards for news direction and public affairs programs. Finest industry references—frequent network appearances. Working knowledge Spanish language. Now heading 15 man, Washington, D. C., bureau of international news organization. Want challenging, rewarding assignment using proven skills.

Box E-275, BROADCASTING

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.

Television/Field Broadcast Engineers

Video and RCA Television Tape installation and maintenance experience required. Considerable travel involved. Openings in East. Send resume to: Mr. D. K. Thorne, RCA Service Company, Cherry Hill, Camden 8, New Jersey.

An Equal Opportunity Employer

Situations Wanted Production—Programing, Others

Excellent opportunity for highly creative man who has fair for promotion and intimate working knowledge of tv station operation as assistant to advertising and promotion manager of one of the East coast major tv properties. Please give complete details, background, age, photo, first letter. We want to move fast.

Box E-248, BROADCASTING

Continued

MANAGER FILM PROCESSING

Large eastern TV station has excellent opportunity for a manager of film processing. Position requires thorough knowledge and extensive experience in chemical electronic film processing. Requirements include working knowledge of motion pictures and still cameras and photographic techniques and lighting. Applicants should possess understanding of film and slide operations in TV technical center as it relates to film department functions. Send resume to:
Box E-336, BROADCASTING

MISCELLANEOUS

OLD OR NEW RADIO SHOWS?

Wanted to buy or lease.
Pre-recorded on tape or disk.
Write or call collect
Tucker Productions, 157 W. 57th St., N. Y.,
N. Y. 10019 212-CO 5-0408

EMPLOYMENT SERVICE

■ THE ONE SERVICE DEVOTED SOLELY TO
BROADCASTERS ■ JOB HUNTERS AND THOSE
PRESENTLY WORKING BUT READY TO MOVE ■
MANAGERS TO TRAFFIC GIRLS ■ THE INDUS-
TRY'S BEST ARE IN OUR FILES ■ ■ ■ ■ ■
BROADCAST PERSONNEL AGENCY ■ SHERLEE
BARISH, DIRECTOR ■ 527 MADISON AVE. ■
NEW YORK, N. Y. 10022 ■ ■ ■ ■ ■

FOR SALE—Stations

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.

To buy or sell Radio and/or TV proper-
ties contact:
PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 56, TEXAS

STATIONS FOR SALE

1. FAR WEST. Metro. Daytime. \$150,000.
29% down.
2. SOUTHEAST. Metro. Daytime. \$30,000
down to qualified buyer.
3. FAR WEST. Medium market. Gross over
\$90,000. Owner anxious.
4. PACIFIC NORTHWEST. Exclusive mar-
ket. \$15,000 down.

JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, California

FOR SALE—Stations

Continued

FOR SALE:

Profitable Alabama small market station,
continuous money-maker under absentee
management for five years. Attractive
modern studios. \$115,000 cash. No terms.
Box E-272, BROADCASTING

ROCKY MOUNTAIN DAYTIMER

Excellent equipment; good market.
Terms arranged.
Box E-247, Broadcasting

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:

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

APPRAISALS

for
property valuations
tax allocations
estate purposes
buying and selling, check with
✓ **CHAPMAN COMPANY INC**
2045 PEACHTREE RD., ATLANTA, GA. 30309

SOMETHING TO BUY OR SELL?

*For Best Results
You Can't Top A
CLASSIFIED AD
in*

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 119

KVBR Brainerd, Minn.—Remote control
permitted.

Flintstone Community Television Inc.,
Flintstone, Md.—Granted CP for new VHF-
TV translator, on channel 11, to rebroad-
cast programs of WTOP-TV (ch. 9) Wash-
ington.

■ Granted CP's for following new UHF-
TV translators: Winter Garden Translator
System Inc., on channel 72, Crystal City
and Carrizo Springs, to rebroadcast pro-
grams of KWEX-TV (ch. 41) San Antonio;
Texas Television Improvement Co., on chan-
nels 73 and 78, Pearsall and Cotulla, to re-
broadcast programs of KWEX-TV (ch. 41),
San Antonio, all Texas; condition on BPTT-
977.

WKXY Sarasota, Fla.—Granted CP to
make changes in daytime DA pattern.

WCLD Cleveland, Miss.—Granted CP to
move ant. trans and studio locations and
delete remote control.

WRHM-FM Livingston, Tenn.—Granted
extension of completion date to Dec. 8.

Actions of May 11

Maupin Television Corp., Maupin, Ore.—
Granted CP for new UHF-TV translator,
on channel 81, to rebroadcast programs of
KATU(91) (ch. 2) Portland Ore.

■ Granted CP's for following new VHF-
TV translators: Lake Television Assn., on
channel 8, Vallecito Reservoir Area, Colo.
to rebroadcast programs of KGGM-TV
(ch. 13) Albuquerque, N. M.; Central Idaho
Rod and Gun Club TV Inc. on channel 5
Challis, Idaho, KIFI-TV (ch. 8) Idaho Falls,
Idaho.

Action of May 8

Prospect Lions Club Inc., Prospect, Ore.—
Granted CP for new VHF-TV translator,
on channel 7, to rebroadcast programs of
KMED-TV (ch. 10) Medford, Ore.

BROADCAST ACTION

by Subscription TV Committee
Action May 15

■ By order, authorized additional classi-
fication of subscribers for trial subscription
operations of RKO General Phonovision
Co.'s TV WHCT (ch. 18) Hartford, Conn.
For service to apartments and other mul-
tiple housing units utilizing 25 or more
decoders provided tenants by landlord pay-
ing decoder installation charges and month-
ly rental charges, subject to same terms
and conditions set forth in January 16 ac-
tion authorizing like service for hotels and
motels. Because of less expense per units
of 25 or more, installation charge is \$5
(same as for hotels) as compared with \$10
for private home subscribers.

Rulemakings

PETITION FOR RULEMAKING FILED

■ Macon County Broadcasters, Franklin,
N. C.—Requests amendment of rules to
change FM table of assignments as follows:
Franklin, N. C.: add channel 244A.

Processing line

■ Applications listed are mutually ex-
clusive with certain applications already
on file with commission. United States
Court of Appeals for District of Columbia
Circuit in case of Kessler v. F.C.C. 1 R.R.
2d 2061 ordered these applications be ac-
cepted for filing and designated for hear-
ing in consolidated proceedings with proper
mutually exclusive applications on file. Ac-
cordingly, notice is hereby given that on
May 13, 1964, following listed applications
will be considered as ready and available
for processing. Attention of any party in
interest desiring to file pleadings concern-
ing any of applications pursuant to Section
309(d) of Communications Act of 1934, as
amended, is directed to Section 1.580 (i) of
Commission's Rules for provisions govern-
ing time of filing and other requirements
relating to such pleadings.

■ Springfield, Va.—WBXM Broadcasting
Co., 1070 kc, 5 kw, D, class II.

■ Gordon, Ga.—Heart of Georgia Broad-
casting Inc., 1560 kc, 5 kw, DA-D (CH),
class II.

■ Eau Gallie, Fla.—Cape Canaveral Broad-
casters Inc., 1560 kc, 5 kw, D, class II.

■ North East, Pa.—James D. Brownard,
1530 kc, 1 kw-250 w (CH), D, class II.

■ Tupelo, Miss.—WTWV Radio, 1550 kc,
5 kw, D, class II.

■ Greenville, S. C.—Fleet Enterprises,
1070 kc, 50 kw, DA, D, class II.

■ South Norfolk, Va.—South Norfolk
Broadcasting Co., 1600 kc, 1 kw, D, class
II.

■ Cozad, Neb.—Dawson County Broad-
casting Corp., 1580 kc, 1 kw, D, class II.

PERFECTIONIST

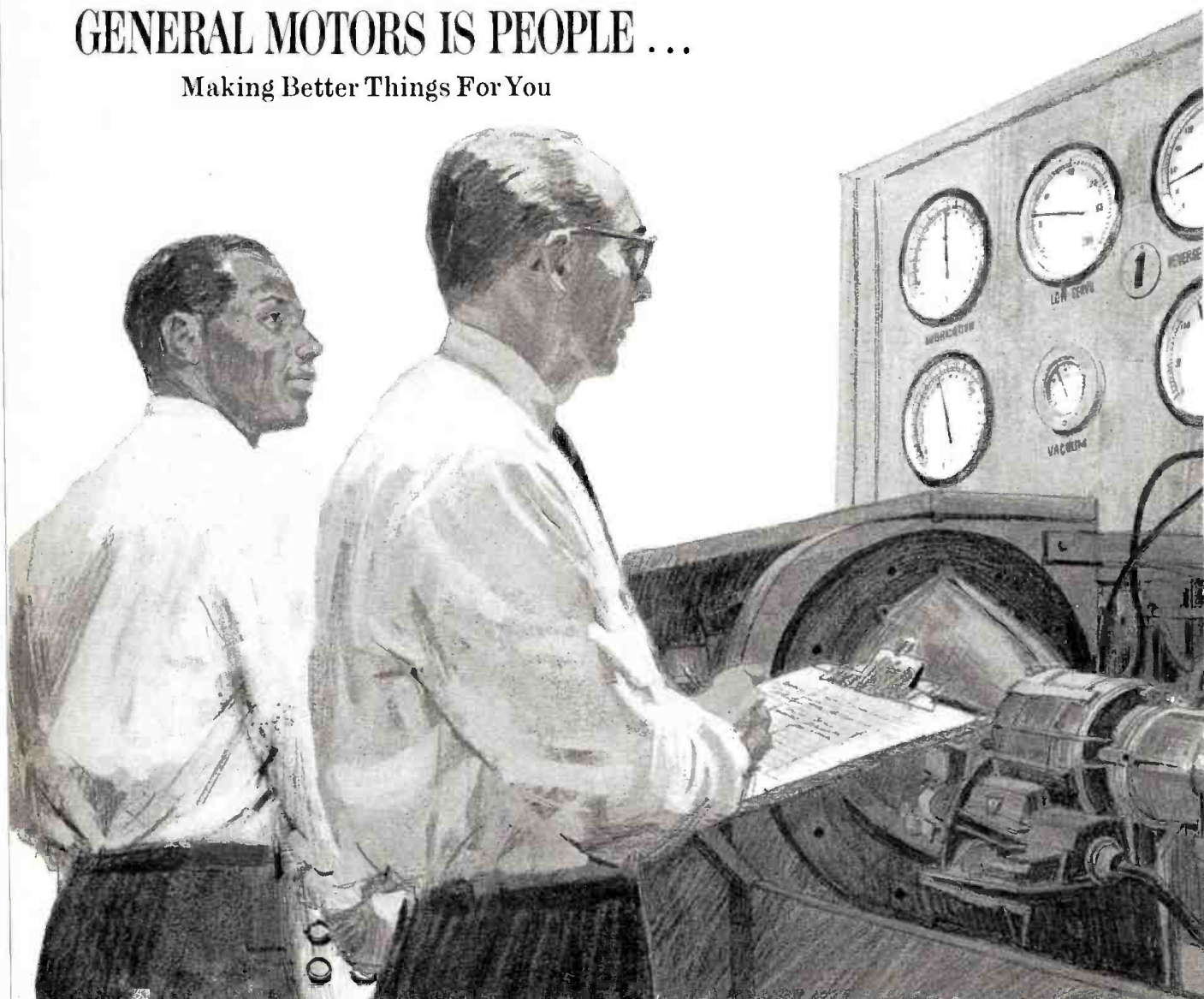
Assignment: Quality Control. He's a very special engineer at General Motors—a key man in a corporation which regards product dependability as a prime responsibility to its customers. He and a GM inspector are shown giving this transmission a final check. In addition to keeping an eagle eye on every phase of manufacturing, the quality control engineer is closely concerned with preliminary design and engineering. More than 13,000 individual parts go into a GM car, and every one must be as reliable as men and machines can make it. Raw materials, components, subassemblies—all get meticulous scrutiny. Tolerances to within *fifty millionths* of an inch are commonplace.

Among GM production employees, about *one of every twelve* devotes full time to quality control or inspection. Approximately 50,000 inspections are involved in the building of a single car. In addition, every machine operator has the responsibility for the quality of his work and performance of his machine. He can accept or reject any part he makes. His work is checked by the quality control engineer and the inspector, who analyze machine capabilities and predict machine inaccuracy *before* it occurs—not after.

They're mighty important people, these GM quality control engineers. They have an exacting job, and they take pride in doing it well. GM products bear witness to their effectiveness.

GENERAL MOTORS IS PEOPLE . . .

Making Better Things For You



A contingent of top brass from American Broadcasting-Paramount Theaters moved into Washington early this month to tap at the door of the FCC with a new plan in behalf of its ABC-TV network. In the group was Everett Howard Erlick, AB-PT vice president and general counsel and one of the corporation's directors.

The plan they carried was probably as fertile with ingenuity as it has been barren, apparently, of support. The network's market-sharing proposal seemed to have covered the major angles. For Commissioner Robert E. Lee and other champions of the UHF struggle there was the promise of network affiliations for incipient U's in the 18 two-VHF markets.

For ABC-TV there was the hope of an even distribution of V's among the networks in those markets. And for the opposition—CBS and NBC—there would be gentle pressure to drop their affiliation with V's and take on U's in their stead, or face the prospect of VHF drop-ins which would be pledged to carry on parallel operations with UHF stations.

As a contributing architect of this deceptively simple structure—though it may never be built—Mr. Erlick is paid to foresee the problems of living in it. For his services in 1963, AB-PT thought a salary of \$52,500 appropriate, plus an incentive award of \$9,000.

He discourses sanguinely on the subject of affiliates.

He says he's encouraged by the FCC's attitude and confident the commission has the problem of network competition on its mind. He continues, "all ABC-TV needs to attain and surpass the success of the others is an equal start in terms of affiliations."

Mr. Erlick's forte is not administrative law. As a lawyer-turned-businessman, he originally joined the legal department of Young & Rubicam in New York and he's best schooled in the problems of that mixture of network, agency, talent and clients which is the network television business.

Gentleman Jim ■ Mr. Erlick was "Gentleman Jim" to classmates at Yale Law School. A native of Birmingham, Ala., his exterior of Southern graciousness was evidently sufficient to waive the fact that his name was really Everett.

Industry observers who look back on the recent history of ABC-TV feel that personnel changes at AB-PT—among them Mr. Erlick's move to the company in 1961—reflected an interest of management in changing the image of its TV network's sales operation and establishing a new control over programming and sales decisions. A former ABC-TV leader had acquired the reputation of a free-wheeling and sometimes uncontrolled agent. If AB-PT President

Southerner makes good in Yankee country

Leonard Goldenson was looking to meet more reserved specifications, "Gentleman Jim" Erlick was a logical choice. He had been heavily involved in network relations at Y&R. Out of Yale Law School in 1948, he joined the law firm of Engel, Judge & Miller, which handled a lot of Y&R business. "I was spending so much time around the agency," he recalls, "they said, 'why don't you just come over and work for us?'" Preferring to think of himself as half businessman and half lawyer, Mr. Erlick accepted the offer.

As assistant to Y&R's general counsel, David Miller, he played "Jack of all trades," but in 1955 he branched into

media. Agencies, like networks, have their problems of delegating authority and Y&R was no exception. After a brief struggle over which department had authority for buying network TV programs, the power emerged in the hands of Peter Levathes, who with Mr. Erlick was in charge of the agency's television department.

Tom and Ed ■ He doesn't seem to covet control: "Tom [Moore, ABC-TV president] and Ed [Scherick, ABC-TV vice president, programming] make the initial program decisions, I simply offer my business judgment." This is probably a modest estimation of his responsibility.

Mr. Erlick explains his job as largely knowing where to delegate authority. It would be fatuous, he says, to suppose that he could look at all the contracts his company signs. For AB-PT he oversees a staff of 35 lawyers in a department which deals with matters as foreign to ABC-TV affairs as playing angel to Broadway plays and international program distribution. He also sits with other executives in judgment on the editorials carried by the company's owned stations, passing on their content for legal and company policy considerations.

Last week AB-PT held both special and annual stockholder meetings at company headquarters in New York. It was a touchy time for management, which was seeking (and succeeded in winning) stockholder support to thwart outside interests from gaining board membership. Two seats to the left of President Leonard Goldenson sat board member Everett Erlick and Mr. Goldenson apparently appreciated the proximity of counsel. In the midst of a formidable tirade from stockholder Wilma Soss—president of the Federation of Women Shareholders in American Business and a perennial attendant at such affairs—Mr. Goldenson leaned to Mr. Erlick for advice and seemed to find procedural relief.

Everett Erlick, while essentially a Southern gentleman with smooth Southern speech, isn't all "hearts and flowers" to business associates or subordinates. One former colleague at Y&R remembers him as efficient and practical to the end that "he sometimes rubbed people the wrong way—tough but always the gentleman."

His subordinates in the AB-PT legal department will tell you that he hasn't any use for long-winded talk, that he insists on getting immediately to the point. He joined AB-PT in 1961. The following year he was already a member of the board of directors.

Mr. Erlick has a well-tanned athletic appearance. He's a tennis player and an ardent fisherman. Fishing for tarpon in the Florida Keys is his idea of a vacation.

WEEK'S PROFILE



Everett Howard Erlick—VP and general counsel, American Broadcasting-Paramount Theaters and member of board of directors; b. Birmingham, Ala., Sept. 12, 1921; Vanderbilt University, 1942; Phi Beta Kappa; U. S. Air Force, 1942-45; 1st Lt., radar standardization board; Yale Law School, Corbey Court Society, 1948; Engel, Judge & Miller, New York law firm, 1948-51; assistant to general counsel, Young & Rubicam, 1951, associate director Y&R media department, 1955; VP, associate member of plans board, Y&R, 1958; associate director of TV department, Y&R; VP and general counsel, AB-PT, 1961; member of AB-PT board, 1962; m. Nancy Ruth Jacobs, 1953; children—James, 9; Lorre, 3; chairman, American Jewish Committee radio-TV campaign; Broadcast Pioneers, Yale Club.

A new television dimension

IN their recent preoccupation with pay TV and CATV, broadcasters have paid little attention to another development that could profoundly affect their future. The home television tape machine offers fascinating possibilities for speculation.

At the moment the only video-tape equipment on the consumer market is a recorder and playback unit in a luxurious home-entertainment center packaged by Ampex and offered at \$30,000, which is more than most houses cost. But other manufacturers are at work, and one of them, Fairchild Camera & Instrument Corp., is demonstrating a recorder that the company estimates could be produced in quantity at under \$500.

It may be years before the tape equipment is in general use, but it is timely now to begin wondering about its impact on the broadcasting business.

With tape, viewers could record television broadcasts for replay at convenient times. One obvious consequence of this phenomenon would be the need for new ways to measure the television audience.

With tape-playing gear in widespread distribution, the production of programs for that specific market would be a logical development. The tape machine would become the sophisticated counterpart of today's phonograph record player. Mass merchandising of tapes could take as its models today's techniques of record distribution. Why not a tape-of-the-month club that might either rent or sell its spools by mail?

With tape, a wider diversity of television programming would be possible. Shows that are inappropriate for broadcast would be perfectly suitable for tape presentation in the home. An example that comes to mind is last season's Broadway hit, "Who's Afraid of Virginia Woolf?" The gamy dialogue of that masterful play could never be broadcast on radio or television, but to our knowledge nobody objected when it was put on an album by Columbia Records and sold in conventional record stores.

If the home-tape industry develops, the nature of the present television system will be altered—not necessarily for the worse.

A quiet exit is in order

AMONG the least useful boondoggles of recent congressional history has been the Senate Juvenile Delinquency Subcommittee's search for sex and violence in television programming. Over the past three years or so the subcommittee, under the somewhat fitful chairmanship of Senator Thomas Dodd (D-Conn.), has spent roughly \$300,000 on this project. Taxpayers are entitled to wonder what their money has bought.

In public hearings during 1961-62 the subcommittee conclusively proved that the heroes and villains often fight one another in action-adventure films. Another revelation of that period was that casting directors tend to hire girls who look like girls and that costumers are disinclined to undo the work of the casting directors.

Having established those unarguable verities, the subcommittee retired to prepare a report. That was in April 1962. No report has yet been issued.

But the subcommittee has not been idle all this time. For the past six months eight members of the staff have been engaged in a revival of the television investigation. They have been looking at still more television programs, presumably in the hope of discovering that actresses have been

put in Mother Hubbards in response to the moral outrage provoked by the first phase of the subcommittee's work.

The original mission of the subcommittee was to determine whether a connection could be established between the influence of television and the incidence of juvenile crime. The mission has not been accomplished, and cannot be by the means the subcommittee has blown \$300,000 on so far. No amount of television inspection can establish whether there is any relationship between what appears on the screen and what happens on city streets when gangs of idle juveniles assemble to while away an evening with a rumble.

There is no fruitful end to the course the Dodd subcommittee has been following. If the senator cares anything about the public purse at all, he ought to shut up shop on this project.

Paper jungle

ONE of the main targets in the Johnson administration's campaign for economy in government is the elimination of unnecessary paperwork.

We suggest that the place to start is the FCC. And the time should be right now.

In relation to entities covered, more questionnaires, inquiries, snooping letters and other forms emanate from the FCC than from possibly any other agency of government. And the outlook is even worse for the harrassed broadcaster.

The FCC is in the last lap of revising its broadcast application and license renewal forms for both radio and television. Wherever broadcasters congregate they talk about the license-form proposals. They regard them as unduly onerous and burdensome as now proposed. They would force smaller stations, barely able to eke out a profit, to hire additional help to satisfy the FCC which wants "annual reports" even though licenses are issued for three years.

President Johnson has called for across-the-board reductions in questionnaires, publications and related government activities, to reduce government overhead and workforce. He hasn't singled out any of the independent agencies, and notably not the FCC because of the involvement of Johnson family ownership of broadcast properties in Texas.

The elections are only six months off. We doubt whether anything will be done about the FCC's forays until after the votes are in. Either way the election goes, economy in government will be a desirable goal. And the FCC, as perhaps the most flagrant offender, will still be a good place to start.



Drawn for BROADCASTING by Sid Hix
"He doesn't mean to be a litterbug . . . it's just all those FCC forms!"



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New York and Chicago
for your wonderful
reception.



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National Representatives



Chicago—first, among all U.S. cities, in building giant new skyscrapers for people to work and live in.

Chicago's WGN Radio—first of all radio stations in Mid-America in homes reached—because it offers far greater coverage of skyscrapers and everything else that interests people.

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CHICAGO**

the most respected call letters in broadcasting