

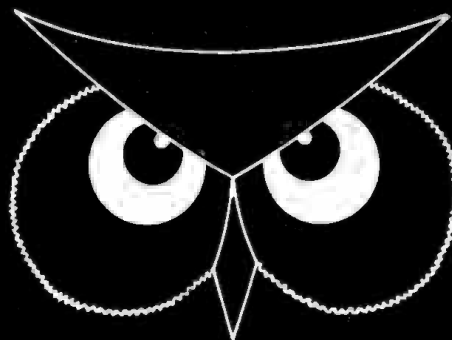
Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Piggyback announcements are a hot issue again. p27
Magazines' top 100 spend 67% of two-media budget in TV. p32
NBC Radio affiliates told skeptics undersell medium. p46
Fear of program control voiced at FCC hearing. p64

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USAF Air University
Library Serials Unit Acq Branch Y 10C
(01-600) 64-3159
Maxwell Air Force Base
Montgomery Ala 36117
FEB 10 1964
ATSA
NEWSPAPER



**Station-wise,
it's right, time-wise,
to investigate, availability-wise,
the newly released
COLUMBIA POST-'50 GROUP II
feature films.**

**Title-wise and star-wise
they can be very important to you
rating-wise and sponsor-wise.**

Exclusive distribution-wise with

SCREEN GEMS

NEWS HAPPENS ANYTIME!

WHEN IT DOES THE 752,400* PEOPLE
WHO RESIDE IN THE SIOUX CITY
TELEVISION MARKET LOOK TO
KVTV FOR THE FULL STORY . . .
IT'S A HABIT, THEY'VE BEEN
DOING IT FOR ELEVEN YEARS NOW!



KVTV NEWS DIRECTOR
Charles Harness
Directs instant coverage
of the big story.



KVTV NEWSMAN
Dan Nelsen
Air personality with
the story in depth.



KVTV NEWSMAN
John Flynn
Mobile newsman on the
big regional story.

KVTV
SIOUX CITY
KVTV
SIOUX CITY

At KVTV in Sioux City news gets the "VIP" treatment. Be it tornados, elections, disasters, good news or bad, folks have learned to dial KVTV for the complete story as soon as it happens. KVTV maintains the largest broadcast news staff in the Siouxland region to see that they get the full story now. It's this faithful news coverage that draws the crowds. And, it's the crowds that make KVTV the great buy. See your Katz Man.

* Sales Management—Survey of Buying Power, 1964

THE KATZ AGENCY, INC.
National Representatives



KVTV

CHANNEL 9 • SIOUX CITY, IOWA
CBS • ABC



PEOPLES BROADCASTING CORPORATION

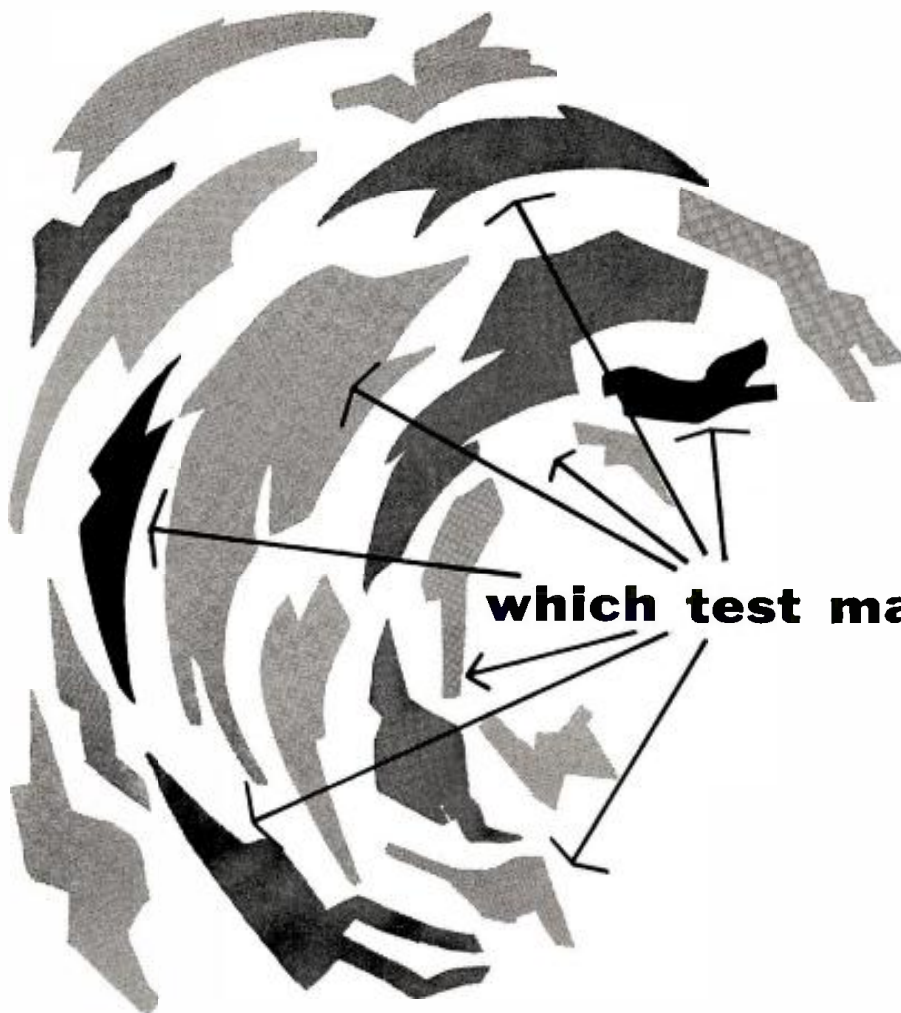
KVTV	Sioux City, Iowa
WNAX	Yankton, South Dakota
WGAR	Cleveland, Ohio
WRFD	Columbus, Ohio



Responsible adults demand informative radio. Each week WCBM reaches them with 17 hours of local and regional coverage, gathered by Baltimore's largest radio news team, plus 15 hours of CBS news. Our responsible programming is geared to maintain WCBM's extensive adult reach. **REPRESENTED NATIONALLY BY METRO RADIO SALES**



**WCBM, BALTIMORE, MD. 10,000 WATTS ON 680 KC AND 106.5 FM, A CBS RADIO AFFILIATE
METROPOLITAN BROADCASTING RADIO, A DIVISION OF METROMEDIA, INC.**



which test market...?

Leading the entire Southwest is the Dallas-Fort Worth Metro Market. With a combined population of 1.9 million, combined retail sales of \$2.7 billion — and growing — Dallas-Fort Worth is the logical market in which to introduce your *new* product.

KRLD-TV delivers 96,700 TV Homes per average quarter-hour, 9 a.m. to Midnight, Sunday through Saturday*, a whopping 90% more than its nearest competitive television outlet. What better spot for your campaign?

(By the way, *established* products have been doing well on KRLD-TV for many years.)

See your ADVERTISING TIME SALES representative.

*
NSI
Feb 24-
Mar 22, 64



represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, President



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

Debates unlikely

If Senator Barry Goldwater wins Republican nomination next month, it's safe to guess there will be no "Great Debates" preceding November elections as there were four years ago. Neither President Johnson nor Senator Goldwater care particularly about face-to-face confrontations; hence neither candidate is likely to challenge the other.

But whether it's Goldwater or some other Republican versus Johnson, possibility of individual appearances by candidates would not be ruled out—using Meet the Press or some similar format. This presupposes final approval of legislation suspending Section 315 equal-time provision as it applies to presidential candidates. Measure awaits Senate-House action on conference report with approval regarded as virtual certainty.

NAB board elections

Prospects for election of Willard Schroeder, vice president-general manager, WOOD-AM-FM-TV Grand Rapids, to chairmanship of joint NAB board were reported good last week. Leading contender is Ben Strouse, president, WWDC-AM-FM Washington, current chairman of radio board. Only other prospect now mentioned is Gordon Gray, president, WKTU-TV Utica.

Mr. Strouse, popular with independent radio board members, does not have strong attraction for TV board members because of lack of identity with visual medium. Mr. Schroeder has preponderant television board backing as well as that of networks, which conceivably could give him first ballot election at meeting next Monday (June 15). Both radio and television boards also elect. Harold Essex, president, WSJS-AM-FM-TV Winston-Salem, so far unopposed for radio board chairmanship with three or four-way contest for vice chairmanship. Toss-up contenders for TV board chairmanship are Glenn Marshall, WJXT-TV Jacksonville and Mike Shapiro, WFAA-TV Dallas, with John F. Dille, WSJV-TV South Bend-Elkhart, Ind., in running for vice chairman.

Piggybacks on networks

Association of National Advertisers has asked networks how they will be affected by TV code's new piggyback rules (story page 27), and is preparing to distribute their answers to ANA members. It's understood essential positions were these: ABC-TV said new rules will mean no change, and

CLOSED CIRCUIT®

that it will reserve right to make its own decision—not necessarily relying on code authority's assessment—as to whether specific commercials are "integrated" (count as one) or "piggyback" (count as two). CBS-TV said it will continue to limit piggybacks to one per half-hour at night, one per quarter-hour in daytime. NBC-TV said changes will primarily affect Saturday and Monday Night at the Movies and Virginian, in which it has permitted two multi-product commercials back-to-back—one of which will have to go unless one or both meet code's new and stricter definitions of "integration."

Billing racket

Through broadcasters' grapevine, what appears to be phony billing racket on delivery of recordings, has been exposed. Number of radio stations have reported receipt of bills from Los Angeles, usually small amounts (area of \$5-\$14) asking for remittance to post office box. When bills have been returned with protest that money was not owed, unsigned reply ascribed billing to "inadvertence."

Shaved set profits

As expected, price of leaders in new TV set lines are hewing close to pre-all-channel set cutoff date (April 30), but cream is being skimmed off sales margins. It's consensus of marketers that distributors are handling all-channel leaders at markups that are 7% below normal. Retailers too must accept proportionately shorted margins. Prices on other receivers in lines are, however, higher than before to recover extra costs of added UHF tuner.

Access battle continues

New effort to gain access for TV and radio to public House committee hearings is being made by National Association of Broadcasters. Resolution by Representative Oren Harris (D-Ark.) to leave matter up to majority of each committee has been slumbering in House Rules Committee, but NAB is starting push for vote while it believes it still can muster 8-7 favorable tally.

Two factors encourage prompt work: 1) at least two members on broadcasters' side are seeking other offices and won't be in House next

year and 2) if no action is obtained this year, Harris resolution dies and whole battle would have to be fought again in January at beginning of next Congress when House re-adopts its rules of procedure.

NBC football in color

There's chance that NBC-TV will broadcast American League professional football games in color, when it begins carrying them in 1965, if affiliates in AFL cities install necessary color gear. Movement to get affiliate cooperation has been started by Jack Harris, KPRC-TV Houston, who has offered to put in some \$400,000 worth of remote color equipment to originate home games of Houston Oilers. Affiliates in other AFL cities met with NBC officials during affiliate convention in Beverly Hills last week (see story page 49), and word was that several expressed interest.

NBC political team ready

NBC's political broadcast unit, already in action informally, is due to be activated officially about mid-June, when Ernest Lee Jahncke Jr., NBC standards and practices vice president, will take over fulltime as political-unit vice president and be joined by other executives to be announced shortly. Robert D. Kasmire will head network's standards and practices in addition to his responsibilities as vice president for corporate information while Mr. Jahncke is on political-unit assignment.

Merrill to head NCTA?

In line for chairmanship of National Community Television Association is Bruce Merrill, owner of KIVA (TV) Yuma, Ariz. and president of Ameco Inc., Phoenix, CATV manufacturer and operator of cable systems in Arizona, California, Alabama and Florida. He would succeed Fred Stevenson, president of Rogers TV Cable Inc., Rogers, Ark., who will have completed his one-year term.

It's doubted whether annual convention, at its meeting in Philadelphia June 14-19, will learn identity of new paid president. After withdrawal of Archer S. Taylor as candidate for presidency, tentative decision was reached to hold appointment of chief operating officer in abeyance, presumably until after new board takes over.



WHEN IT COMES TO WOMEN...we've got all the good numbers

We take our best gals to the movies, and they love it! They're our steady dates Saturday and Sunday nights for "Best of Hollywood" and Friday nights from 7:30 to 9:30 for "Masterpiece Movies" like James Mason and Ava Gardner in *East Side, West Side*, and Cary Grant and Deborah Kerr in *Dream Wife*. All this, plus great variety shows, the best of CBS and a full hour of dinner-time news, keeps our big-buying gals and our advertisers happy. Moral: Call your STS man.

WJBK-TV

DETROIT  **2**

MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	DETROIT WJBK-TV	TOLEDO WSPD-TV	NEW YORK WHN	IMPORTANT STATIONS IN IMPORTANT MARKETS STORER BROADCASTING COMPANY
MIAMI WGBS	CLEVELAND WJW	LOS ANGELES KGBS	DETROIT WJLB	TOLEDO WSPD	PHILADELPHIA WIBG	

STORER TELEVISION SALES, INC. Representatives for all Storer television stations.

WEEK IN BRIEF

Advertisers and agencies are puzzled about piggyback situation, and some are trying to persuade TV stations to overlook code restrictions. Code officials claim it's all very simple. See . . .

PIGGYBACK ISSUE HEATS UP AGAIN . . . 27

House committee prepares to look into cigarette health proposals. Harris schedules hearings on bills which run gamut from labeling to advertising restrictions. See . . .

CIGARETTES NEXT FOR HARRIS . . . 30

Commission is seen on the verge of thawing AM station freeze by adopting essence of proposed rules issued last year. More stringent engineering standards are seen resulting. See . . .

AM FREEZE NEAR THAW . . . 38

Television board is called to special Sunday meeting to clarify pay TV stand. Regular NAB board meetings next week are expected to elect joint chairman, approve CATV legislation. See . . .

NAB TO CLARIFY PAY TV VIEWS . . . 42

Radio continued growing even though advertisers and agencies were unaware of it, Foote tells NBC Radio affiliates; future is bright as radio becomes as ubiquitous as ball point pen: Redd. See . . .

SKEPTICS UNDERSELL RADIO . . . 46

NBC television affiliates reassured about better programs and bigger audiences, but appear unhappy at lack of sufficient 20-second breaks in network programming. Network officials say they'll try to oblige. See . . .

BEEF UP OF PROGRAMS PLANNED . . . 49

Group owners have been leaders in broadcasting, Sarnoff tells NBC meeting, as NBC chairman starts backfire against revision of multiple ownership rules rumored under FCC study. See . . .

BIGNESS ISN'T BADNESS . . . 50

FCC is told that if it adopts TV program form its authority will be tested in courts. Henry says he'd welcome judicial review. Most broadcasters claim form will be undue burden. See . . .

PRELUDE TO PANDORA? . . . 64

Pooled coverage of national elections seen coming, perhaps this year. Networks are agreeable and wire services indicate interest in joining all-media cooperative news venture. See . . .

BETTER WAY TO COUNT VOTES? . . . 70

NBC doesn't think telecasters should seek federal law against wired pay TV, Sarnoff says, but expresses disquiet at expansion of CATV. Feels broadcasters should be protected against pirating. See . . .

UNDERScores ANTI PAY TV STAND . . . 54

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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO
Published every Monday, 53rd issue (Yearbook Number) published in November by BROADCASTING PUBLICATIONS INC. Second-class postage paid at Washington, D. C., and additional offices.

Subscription prices: Annual subscription for 52 weekly issues \$8.50. Annual subscription including Yearbook Number \$13.50. Add \$2.00 per year for Canada and \$4.00 for all other countries. Subscriber's occupation required. Regular issues 50 cents per copy. Yearbook Number \$5.00 per copy.

Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales Street, N.W., Washington, D. C., 20036. On changes, please include both old and new addresses plus address label from front cover of magazine.

SOME OF OUR FRIENDS IN OMAHA

These men are four of Omaha's leading food brokers. Each represents top national and regional brands. Each frequently recommends to his principals spot schedules on KMTV. Here's why:



John O'Connor, the John O'Connor Co.: "When I recommend KMTV, I know from experience the sales results will be there."



Ray Bonifas, Hockenberg-Rubin Co. of Nebraska: "When I recommend KMTV I can depend on good merchandising co-operation as well as good advertising."



Joe H. Kenney, J. H. Kenney Co.: "When I recommend KMTV, I know I'll be getting full advertising support in Lincoln as well as Omaha."



Jack Warner, The Husker Co.: "A good food broker must know media strengths in his own area. I know KMTV is a good advertising buy."

See Petry for all the facts about YOUR friend in Omaha.

KMTV OMAHA

BROADCASTING, June 8, 1964

STV delays start until mid-July

Subscription Television Inc. will start its wired pay-TV program service in Los Angeles on July 17, in San Francisco on Aug. 14, STV announced Friday. Service had been scheduled to begin July 1 in both cities. Postponement was blamed on delays in development and shipment of equipment, distraction of executive attention from internal problems to meet attack of group opposing entry of pay TV into California and, most importantly, failure of California Public Utilities Commission to approve STV contract with telephone company for cable service in Los Angeles until after last week's primary election (see page 62). STV now has about 4,700 subscribers in Los Angeles area, plus some 1,700 in San Francisco and has still to submit telephone service contract in that city for PUC approval.

Miami ch. 10 oral argument is heard

FCC heard oral argument Friday in comparative proceeding involving fate of channel 10 Miami, now occupied by WLBW-TV. It is first of "ex parte" cases to be argued.

Examiner H. Gifford Irion, in initial decision in December, recommended channel be awarded to South Florida TV Corp., one of three applicants competing with WLBW-TV. Others are Mi-

ami TV Corp. and Civic TV Inc.

WLBW-TV, which has occupied channel since 1961 on four-month authorization, argued at hearing that examiner erred in refusing to consider station's past programming. Examiner had restricted showing on performance to four-month authorization period, then held that was too brief period to serve as basis for judgment.

Attorney for broadcast bureau, which had supported examiner's decision, was questioned closely on examiner's reasoning by Chairman E. William Henry, and Commissioners Frederick W. Ford and Lee Loevinger.

Bureau attorney Earl Walck said it was "reasonable" for examiner to restrict program showing to period of authorization. He noted that station got channel by "kind of default" and that commission wanted to open it up to new applicants, without giving advantage to WLBW-TV.

Station was given short-term authorization in 1960, after three other applicants were disqualified for improper activities. Station is owned by L. B. Wilson Co., licensee of WCKY Cincinnati.

South Florida Television Corp. argued that since authorization was "temporary," stations should not be given credit for past performance. It said this would be unfair to other applicants.

Civic and Miami, in their arguments, each stressed its area familiarity as reason it should get grant. Both firms are composed of Miami area residents.

Rep. Hall wants probe of pollsters

Lou Harris, pollster with CBS News and newspapers, "is as much (if not more) interested in 'influencing' elections as in predicting them," Representative Durwood G. Hall (R-Mo.) charged Friday in letter calling for congressional investigation into political polling.

Addressed to Representative Oren Harris (D-Ark.), chairman of House Commerce Committee, letter noted that committee's probes of broadcast ratings "could only surmise, based on the accumulation of evidence, that the ratings were falsely predicted." But primary election results show conclusively "that some pollsters either were guilty of ineptness or deliberately altered their results to achieve a desired effect," Representative Hall wrote.

Earlier, congressman attacked pollster Harris on his analyses of cross-over voting (BROADCASTING, May 18, 11).

Henry's views of hearing

FCC's hearing last week on proposed reporting form was regarded as something of success by Chairman E. William Henry. He seemed cheered by results, said many suggestions offered by those who participated were helpful. He also seemed to feel commission could come up with final draft that industry can support. One of several major complaints commission will consider involves stricter of two alternative methods of reporting on how an applicant determines, evaluates and programs to meet community needs. Chairman was impressed by virtual unanimous objection to that proposal.

Commission officials, meanwhile, are considering idea of putting proposed form to actual test of having broadcasters fill it out under ordinary working conditions. This would give commission better idea of problems form would present broadcasters and commission staffers, who would process it. However, no decision has been made.

ABC set for Dodd hearing

Senate Juvenile Delinquency Subcommittee has set June 18 as tentative date to hear ABC witnesses on probe of violence and sex on TV, but civil-rights debate could delay it as in past (CLOSED CIRCUIT, May 25). Asked to testify (other networks following later): Thomas W. Moore, president, ABC-TV, and Henry G. Plitt, president, ABC Films, network said Friday.

Drewrys beer names DDB

Drewrys Limited U.S.A. Inc., South Bend, Ind., names Doyle Dane Bernbach Inc., Chicago, as agency for \$2 million-plus Drewrys beer account, effective Sept. 1. Account moves from MacFarland, Aveyard & Co., Chicago.

RCA announces dividend

RCA Friday (June 5) announced quarterly dividend of 15 cents per common share payable on July 27 to stockholders of record on June 19. Cumulative first preferred stockholders of record Sept. 18 will receive dividend of 87½ cents per share for July 1-Sept. 30 period on Oct. 1.

Plumbicon in CBS camera

CBS News will be using a new hand-held portable wireless camera at Republican National Convention. It was developed by CBS-TV Network and CBS Labs, using Philips Holland's new Plumbicon tube with a German camera chassis. CBS has been working with Philips' U. S. associate, North American Philips, on camera adaptations for Plumbicon (BROADCASTING, Sept. 30, 1963), which is said to combine compactness of vidicon tube with picture quality of image orthicon. Camera reportedly weighs about nine pounds, exclusive of transmitter pack.

WEEK'S HEADLINERS



Mr. Meighan



Mr. Lanigan

Howard S. Meighan, president of Videotape Productions, New York, retires as president and director. **John B. Lanigan**, VP-general manager, becomes chief operating officer. Mr. Meighan's retirement comes with acquisition by Minnesota Mining & Manufacturing Co. of his substantial stockholdings and making firm its wholly owned subsidiary. Mr. Meighan had originally set up production company in 1958 with Ampex Corp. 3M subsequently acquired half of Ampex's interest and later purchased all of Ampex stock in Videotape. Mr. Meighan, radio pioneer, started in advertising business with J. Walter Thompson Co., and was associated with CBS for 23 years. He was CBS VP on West Coast when he formed Videotape with Ampex. Mr. Lanigan's background includes sales posts with ABC and NBC-TV where he was eastern sales manager, and Compton Advertising as VP and account supervisor. Soon after Videotape's founding, Mr. Lanigan left Compton to join firm as VP-general manager.



Mr. Reeves



Mr. O'Friel

Jerome R. (Tad) Reeves, general manager of Westinghouse Broadcasting Co.'s KDKA-TV Pittsburgh, resigns to join Corinthian Broadcasting Corp., New York, effective June 15, as director of programing. **Paul G. O'Friel**, general manager of Westinghouse-owned WBZ-AM-FM Boston, appointed KDKA-TV general manager. Mr. Reeves, formerly director of operations for WBNS-TV Columbus, Ohio, has served as KDKA-TV general manager since 1956. Mr. O'Friel joined Westinghouse in 1956, has been WBZ general manager since 1958. Corin-

thian stations are KHOU-TV Houston; KOTV(TV) Tulsa; KXTV(TV) Sacramento, Calif.; WANE-AM-TV Fort Wayne, and WISH-AM-FM-TV Indianapolis.

Arthur S. Pardoll, **Peter M. Bardach** and **Richard C. Pickett**, all associate media directors at Foote, Cone & Belding, New York, elected VP's of agency. Mr. Pardoll joined FC&B in 1953 after associations with Young & Rubicam and Sullivan, Stauffer, Colwell & Bayles. Mr. Bardach, who has been associate media director for broadcast since 1962, joined FC&B's media department in 1954, coming to agency from Dancer-Fitzgerald-Sample. Mr. Pickett, who joined agency in 1955, was made associate media director in 1962.



Mr. Weltner



Mr. Balaban

George Weltner elected president and chief executive officer of Paramount Pictures Corp., New York. He succeeds **Barney Balaban**, who has been president since 1936. Mr. Weltner, 62, joined Paramount's Long Island laboratories in 1922, was elected executive VP of corporation in 1962. In realignment of executives Mr. Balaban, 76, was elected board chairman replacing **Adolph Zukor**, 91-year-old founder of company, who becomes chairman emeritus (see story of company's annual meeting, page 60).

Hugh M. Beville Jr. named VP in charge of planning, and **Dr. Thomas E. Coffin** elected VP in charge of research in NBC realignment of planning and research. Revamp follows Mr. Beville's recommendations to permit his concentration on long-range planning. Mr. Beville, 34-year veteran at NBC, has been VP, planning and research; Dr. Coffin, with NBC since 1949, has been director of research since March 1957. Also announced today (Monday): **Paul Klein** to director of audience measurement, and **Willis Grant** to director of research projects, and both reporting to Dr. Coffin; **Allen R. Cooper**, director of corporate planning, and **William S. Dutera**, director of allocations engineering, report to Mr. Beville.



Mr. Dorrell

study (CLOSED CIRCUIT, May 4). Announcement was made late last week by **George B. Storer Jr.**, president of Storer Broadcasting Co., Miami, and chairman of study steering committee. Mr. Dorrell, who will assume active direction of methodology project July 6 from New York, retired in March as VP-research for John Blair & Co. after 13 years with organization. Earlier he was with C. E. Hooper from its inception as audience measurement firm through 1951 as VP-station relations.

A. Frank Reel, VP in charge of business affairs of United Artists Television Inc., New York, elected executive VP in charge of business and legal affairs for company. Mr. Reel first joined UA-TV in February 1954



Mr. Reel

and for past 10 years had served as VP in charge of legal affairs and more recently with responsibility over business affairs. Before joining UA-TV, Mr. Reel, who was theatrical attorney, served for seven years as executive secretary of American Federation of Television and Radio Artists.



Mr. Allen

John R. Allen, VP-program planning at McCann-Erickson, New York, appointed VP in charge of agency's television and radio programing division. In new position, Mr. Allen assumes responsibility for all TV programing operations for all domestic accounts. Prior to joining M-E in 1960, he headed midwest division of United Artists Television.

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



LOOK WHO'S JOINING MR. MAGOO

America's newest candidate for the affection of television viewers weighs 300 pounds, has whiskers, and is slippery when wet. He's Flipper—the endearing dolphin who's set to make a big splash next season as NBC-TV's lead-in to Mr. Magoo.

This seagoing sidekick to a marine-preserve ranger swims the title role in *Flipper*—an engaging, all-family adventure series in color. His motion picture debut last year thrilled theater audiences the country over, with the N.Y. Times proclaiming that *Flipper* would “entertain youngsters and bedazzle adults.”

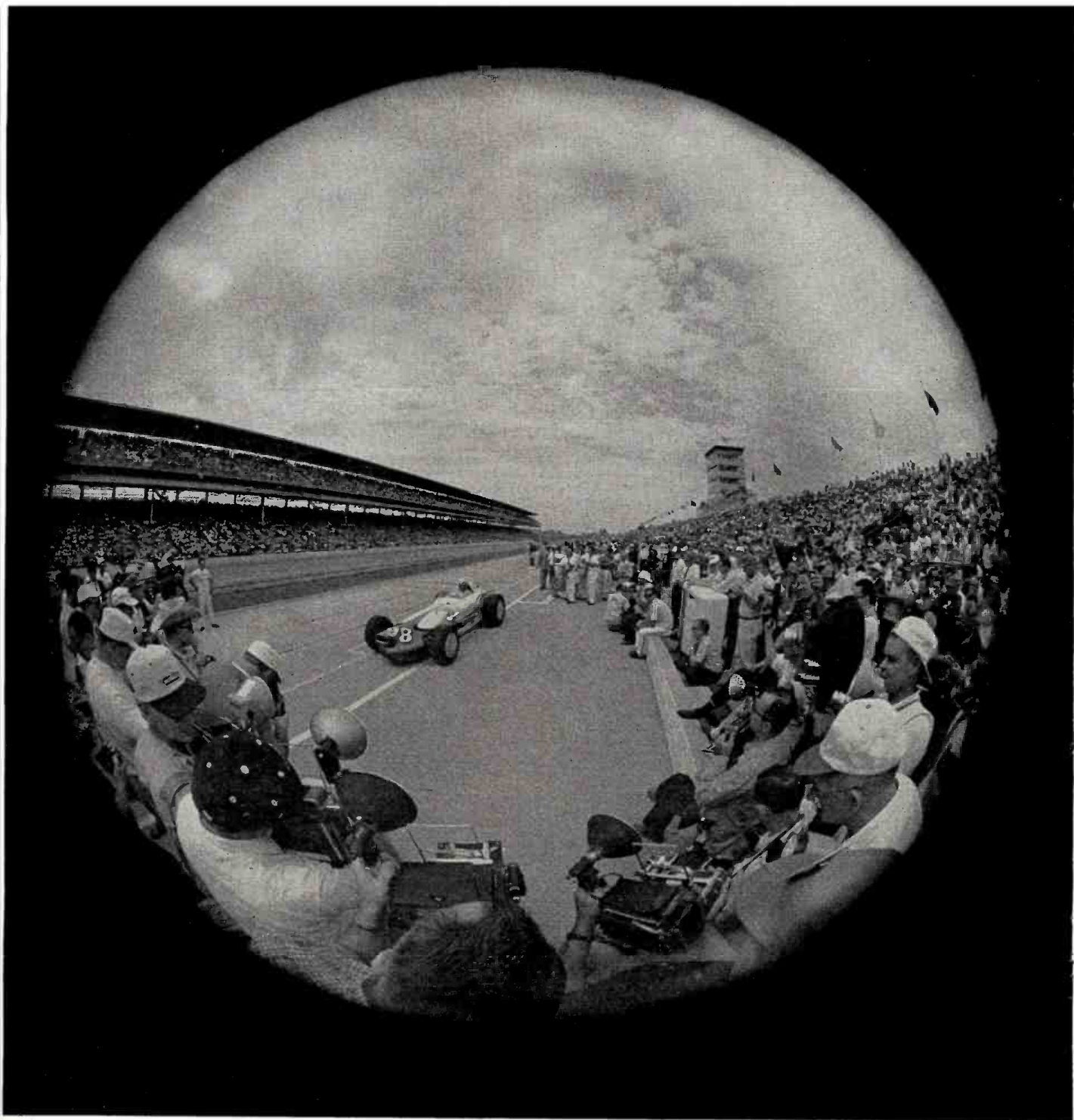
Now, as a weekly NBC-TV series—produced on location in Florida and the Bahamas—it's destined to be an even bigger hit. Audiences are sure to flip for Flipper—and for NBC-TV's entire Saturday night lineup: *Flipper* (7:30), *The Famous Adventures of Mr. Magoo* (8:00), *Kentucky Jones*, (8:30), and *Saturday 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,

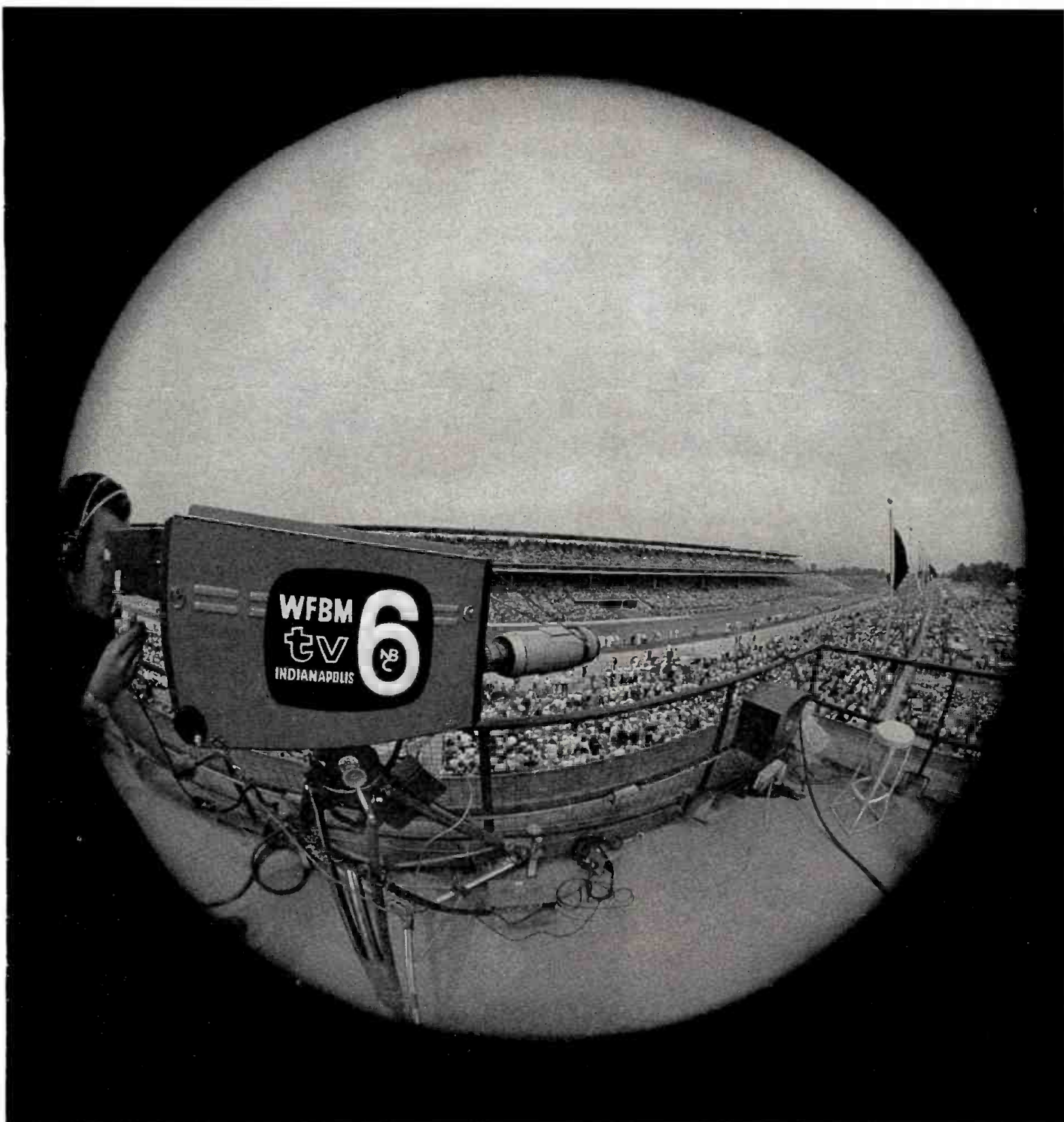


Thursday, Friday, and Sunday). No wonder our '64-'65 sales are ahead of previous seasons. No wonder that on NBC every single prime-time program—new or returning—has attracted important sponsorship.

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



Whenever there's any excitement around here...



we're there!

There's been *plenty* of excitement around here lately, and we've been right in the middle of it all.

On Memorial Day, for example, fifteen WFBM-TV cameras ringed the Indianapolis Speedway, sending a live closed-circuit telecast of the 500-Mile Race to nearly 200 theaters across the nation.

And we also provided daily local coverage of activities at the track all through May, as well as the qualifications, the spectacular "500" Festival Parade, the Coronation Ball, the \$70,000 Festival Golf Tournament, the Old Timers' Bar-B-Q . . . even the Victory Dinner following the race.

Next comes the State Fair this summer . . . and we'll be right in the middle of that, too. Plus the Antique Auto Tour

this fall. Plus the state basketball tournament next spring. Plus anything else worth covering.

Broadcast service like this makes WFBM your best TV buy in Indianapolis and its rich satellite markets . . . for the station that *serves best sells best*. Ask your KATZ man!

WFBM-TV NB
INDIANAPOLIS BROADCAST
AMERICA'S 13TH TV MARKET • REPRESENTED BY THE KATZ AGENCY



*Proportioned programming
that's what!*

Balanced music...rhythm+blues
24 hrs daily...covering the news
Homemakers' tips...ladies' views
Bernard Howard & Co. —
The Nat'l Rep. we use

WVON Radio 1450, Chicagoland
NOW, THE NATION'S NO.1 NEGRO STATION!

*With thanks - or apologies (?) to Kimberly-Clark Corp.

WTRF-TV STORY BOARD

7

Wheeling?*

UP IN SMOKE! The irritated father looked scornfully at his son and remarked: "Here I've spent thousands of dollars to get you through medical school and you come home and tell me I have to give up smoking."

wtrf-tv Wheeling

BROTHER HOODS? We know of a man who's selling his house because a couple of intellectuals moved into the neighborhood and were accepted as equals.

Wheeling wtrf-tv

HIDES TANNED! A nudist camp is where you peel first and sunburn afterward.

wtrf-tv Wheeling

WALKING IS NOT a lost art. How else can you get to your garage?

Wheeling wtrf-tv

C. O. D.! "Your little girl wants to kiss you on the phone," said the secretary. "Take the message," answered the boss, "I'll get it from you later."

wtrf-tv Wheeling

MOM IS? Hmm! Why did the little red truck cry? Found out his mother was a pick-up!

Wheeling wtrf-tv

INTERSTATE? Instead of the rose, it has been suggested that our national flower be the Concrete Cloverleaf.

wtrf-tv Wheeling

SPORTING GOODS sign reads: "We sell everything a golfer uses except profanity and if you use our goods you won't need that."

Wheeling wtrf-tv

*MERCHANDISING? Yes, your spot schedules get bonus-boost when your advertising is transmitted to the 529,300 TV Homes in the Wheeling/Steubenville Market. Ask Rep Petry to arrange your WTRF-TV advertising soon.

CHANNEL SEVEN NB WHEELING, WEST VIRGINIA

DATEBOOK

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

■ Indicates first or revised listing.

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.

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

June 11—Deadline for comments on FCC rulemaking to establish rules to govern interstate communications during adjudicatory and record rulemaking proceedings, which have been designated for hearing.

■June 11—New York chapter Broadcast Pioneers annual dinner at Park Lane hotel. William S. Hedges, formerly NBC vice president, to be given distinguished service award.

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

■June 11-13—Meeting of the Colorado Broadcasters Association, Vail Village Lodge at Vail, with Representative Walter Rogers (D-Tex.), chairman of House Communications Subcommittee, speaker on June 12.

■June 13-14—Closed board of directors meetings of National Community Television Association, Bellevue-Stratford hotel, Philadelphia.

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

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

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

■June 15—Beginning of meeting in Geneva on international communications satellite system. Members of U. S. delegation who

will attend include FCC Chairman E. William Henry and Joseph V. Charyk, president of Communications Satellite Corp., which will own U. S. share of international system.

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

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

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

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

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

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

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

June 17-19—Annual meeting of Virginia Association of Broadcasters. Speakers include Charles A. Sweeny, Federal Trade Commission; Edmund C. Bunker, Radio Advertising Bureau; Paul B. Comstock, National Association of Broadcasters; Harold Essex, 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—Representative Walter Rogers (D-Tex.) addresses luncheon meeting of the Federal Communications Bar Association. Washington hotel, Washington.

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

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

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

June 20-25—International Television Con-

BROADCASTING, June 8, 1964



MARS GETS DOWN TO EARTH WITH BLAIR GROUP PLAN.

Competition for shelf space can get sticky in the candy business. To sweeten its sales, Mars Candy Bars uses the local bite of the Blair Group Plan. Blair Radio's Bull's-Eye Marketing Service wraps up an audience that stretches coast to coast—yet is specially packaged to Mars' exact selling mix. For that's what's so tempting about the Blair Group Plan. Blair spot radio and National Survey #1 localize your sales efforts. Best of all, well-liked local personalities sweet-talk your customers with a special persuasiveness.

In radio, only the Blair Group Plan gives you such careful market control. No wonder Blair Group Plan is America's most influential group of stations. Order your tailor-made plan by calling your Blairman today.

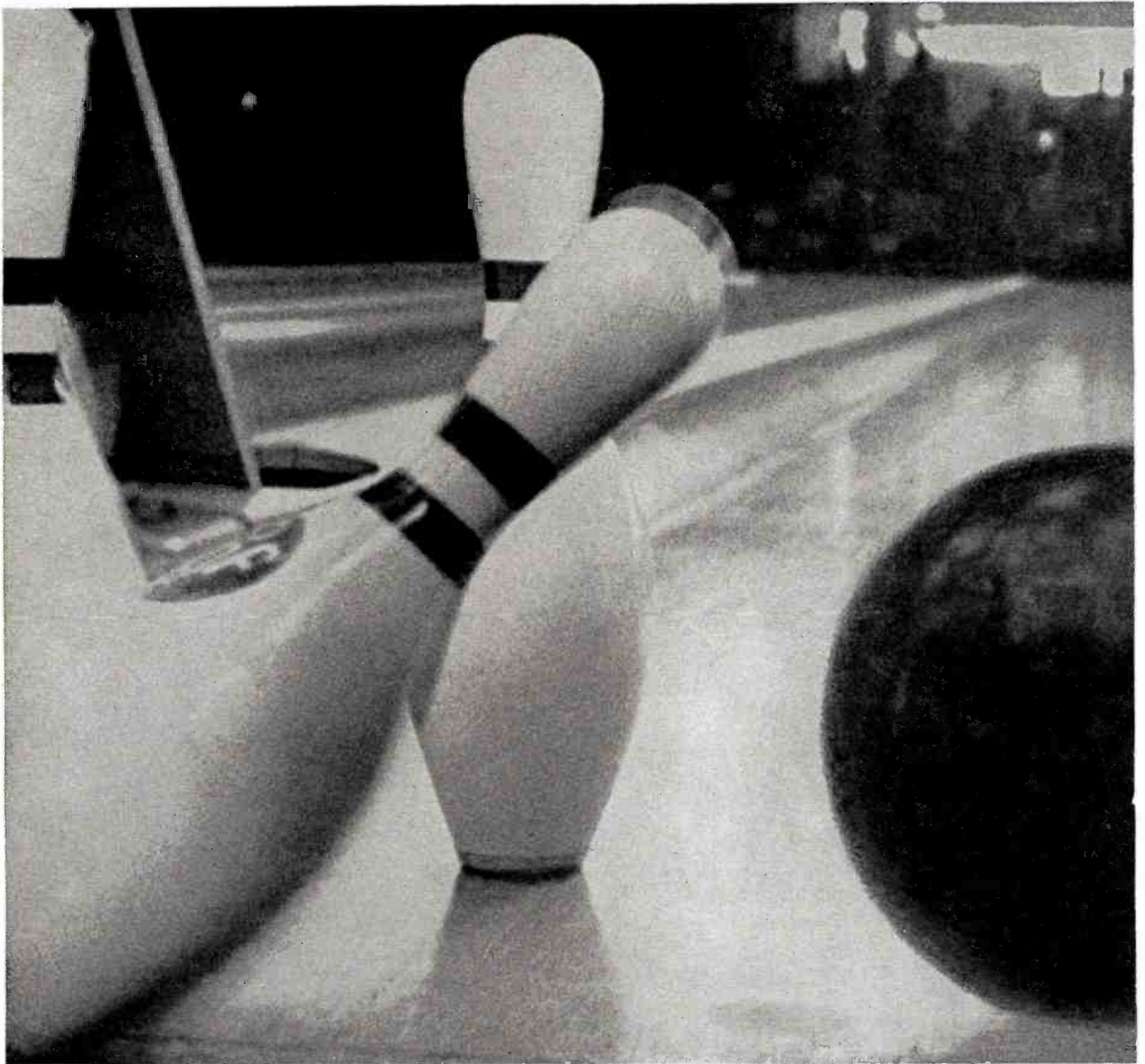
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CHAMPIONSHIP BOWLING



Going into its 11th straight year-a record for filmed shows. We are not only the No. 1 Bowling Show in America, we have proved that we are the No. 1 program series in the history of TV syndication.

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KPAR-TV	Abilene/Sweetwater, Tex.	WGAL-TV	Lancaster/Harrisburg/ York, Pa.
WAKR-TV	Akron, Ohio	WILEX-TV	Lansing, Mich.
W-TEN	Albany/Schenectady/ Troy, N.Y.	KGNS-TV	Laredo, Tex.
KGGM-TV	Albuquerque, N.M.	KORK-TV	Las Vegas, Nev.
KTVA-TV	Anchorage, Alaska	WLTX-TV	Lexington, Ky.
WAIM-TV	Anderson, S.C.	WIMA-TV	Lima, Ohio
WAGA-TV	Atlanta, Ga.	KOLN-TV	Lincoln, Neb.
WIBF-TV	Augusta, Ga.	KTHV-TV	Little Rock, Ark.
KMMT-TV	Austin, Minn.	KJH-TV	Los Angeles, Calif.
KTBC-TV	Austin, Tex.	WHAS-TV	Louisville, Ky.
		KLBK-TV	Lubbock, Tex.
KERO-TV	Bakersfield, Calif.	WMTV	Madison, Wisc.
WMAR-TV	Baltimore, Md.	KEYC-TV	Mankato, Minn.
WLBZ-TV	Bangor, Me.	WTAE-TV	Marion, Ind.
WBRZ-TV	Baton Rouge, La.	WUCB-TV	Marquette, Mich.
KBMT-TV	Beaumont/ Port Arthur, Tex.	KGLO-TV	Mason City, Iowa
		WHBQ-TV	Memphis, Tenn.
WOAY-TV	Beckley/ Oak Hill, W. Va.	WGKT-TV	Miami, Fla.
		WITI-TV	Milwaukee, Wisc.
KWAB-TV	Big Spring, Tex.	WTCN-TV	Minneapolis/ St. Paul, Minn.
KOOK-TV	Billings, Mont.		Mitchell, S.D.
WLOX-TV	Blount, Miss.	KORN-TV	Mobile, Ala.
WAPI-TV	Birmingham, Ala.	WALA-TV	Muncie, Ind.
KTVB	Boise, Idaho	WLBC-TV	
WNAC-TV	Boston, Mass.	WSIX-TV	Nashville, Tenn.
WLTV	Bowling Green, Ky.	WDSU-TV	New Orleans, La.
WKBW-TV	Buffalo, N.Y.	WOR-TV	New York, N.Y.
WINR-TV	Binghamton, N.Y.	WVEC-TV	Norfolk/Portsmouth/ Newport News, Va.
		KNOP-TV	North Platte, Neb.
KAVE-TV	Carlsbad, N.M.		
WCHU-TV	Champaign/Urbana, Ill.	KOSA-TV	Odessa/Midland, Tex.
WUSN-TV	Charleston, S.C.	KOCO-TV	Oklahoma City, Okla.
WSOC-TV	Charlotte, N.C.	KMTV	Omaha, Neb.
WDEF-TV	Chattanooga, Tenn.	WDBO-TV	Orlando/ Daytona Beach, Fla.
KHSL-TV	Chico/Redding, Calif.		Ottumwa, Iowa
WGN-TV	Chicago, Ill.	KTVO	
WKRC-TV	Cincinnati, Ohio	WHGC-TV	Panama City, Fla.
WBOY-TV	Clarksburg, W. Va.	WTAP-TV	Parkersburg, W. Va.
WEWS-TV	Cleveland, Ohio	KCND-TV	Pembina, N.D.
KKTU	Colorado Springs, Colo.	WMBD-TV	Peoria, Ill.
WNOK-TV	Columbia, S.C.	WRGV	Philadelphia, Pa.
WRBL-TV	Columbus, Ga.	KQOL-TV	Phoenix, Ariz.
WCBI-TV	Columbus, Miss.	WTAE-TV	Pittsburgh, Pa.
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WICD-TV	Danville, Ill.	KOTA-TV	Rapid City, S.D.
WLW-D	Dayton, Ohio	WXEX-TV	Richmond/ Petersburg, Va.
WMSL-TV	Decatur, Ala.		Rochester, Minn.
KCOT-TV	Denver, Colo.	KROC-TV	Rochester, N.Y.
WOI-TV	Des Moines, Iowa	WOKR-TV	Rockford, Ill.
WXYZ-TV	Detroit, Mich.	WREX-TV	Rock Island/Moline, Ill./ Davenport, Iowa
KDIX-TV	Dickinson, N.D.	WQAD-TV	
KDAL-TV	Duluth, Minn./ Superior, Wisc.		
		KOVR-TV	Sacramento/ Stockton, Calif.
KTSM-TV	El Paso, Tex.	KFEQ-TV	St. Joseph, Mo.
KTVC-TV	Ensign, Kans.	KTVI	St. Louis, Mo.
WSEE-TV	Erie, Pa.	KUTV	Salt Lake City, Utah
KVAL-TV	Eugene, Ore.	KONO-TV	San Antonio, Tex.
WFIE-TV	Evansville, Ind.	KFMB-TV	San Diego, Calif.
		KTUU	San Francisco/ Oakland, Calif.
KTVF-TV	Fairbanks, Alaska	WDAU-TV	Scranton/ Wilkes Barre, Pa.
KEND-TV	Fargo, N.D.		Seattle/Tacoma, Wash.
WNEM-TV	Flint/Saginaw/ Bay City, Mich.	KOMO-TV	Shreveport, La.
		KSLA-TV	Sioux Falls, S.D.
KQTV	Ft. Dodge, Iowa	KERO-TV	South Bend, Ind.
KFSA-TV	Ft. Smith, Ark.	WSJV	Spokane, Wash.
WKIG-TV	Ft. Wayne, Ind.	KREM-TV	Springfield/Decatur, Ill.
KMJ-TV	Fresno, Calif.	WGS-TV	Springfield, Mass.
		WHYN-TV	Syracuse, N.Y.
KNOX-TV	Grand Forks, N.D.	WHEN-TV	
WOOD-TV	Grand Rapids/ Kalamazoo, Mich.	WSUN-TV	Tampa/ St. Petersburg, Fla.
KEBB-TV	Great Falls, Mont.		Toledo, Ohio
WEUK-TV	Green Bay/ Marinette, Wisc.	WSPD-TV	Toledo, Ohio
		KOLD-TV	Tucson, Ariz.
WSVA-TV	Harrisonburg, Va.	KOTV	Tulsa, Okla.
WHNB-TV	Hartford/New Haven/ New Britain/Bristol Conn.	WTWV	Tulsa, Okla.
		WKTV	Utica/Rome, N.Y.
KHOL-TV	Holdrege/Kearney, Neb.		Washington, D.C.
KHVV-TV	Honolulu, Hawaii	WMAL-TV	Waterbury, Conn.
WSAZ-TV	Huntington/ Charleston, W. Va.	WATR-TV	Waterloo/ Cedar Rapids, Iowa
WAAY-TV	Huntsville, Ala.	KWWL-TV	Weston, W. Va.
KHOU-TV	Houston, Tex.		West Palm Beach, Fla.
		WJPB-TV	Wheeling, W. Va./ Steubenville, Ohio
WFBM-TV	Indianapolis, Ind.	WEAT-TV	Wichita, Kans.
		WIRF-TV	Worcester, Mass.
WDXI-TV	Jackson, Tenn.		Youngstown, Ohio
WFGA-TV	Jacksonville, Fla.	KAKE-TV	Yuma, Ariz.
WFBG-TV	Johnstown/Altoona, Pa.	WWOR-TV	
KINY-TV	Juneau, Alaska	WYTV	
		KIVA-TV	
WDAF-TV	Kansas City, Mo.	WHIZ-TV	Zanesville, Ohio
WATE-TV	Knoxville, Tenn.		

WWDC^{radio} salutes Washington's finest



As Division Manager of the Washington, D. C. Division of Safeway Stores, Inc., J. A. Anderson heads one of the largest business operations in this area. Safeway's Washington Division operates 220 supermarkets in the District of Columbia, Virginia, Maryland, Pennsylvania and Delaware. Deserved recognition for the success of the Washington Division and to Mr. Anderson as its leader, came with his election as a Vice President by Safeway's Board of Directors in 1960. Born in Illinois, Mr. Anderson came to Washington and joined the Safeway "team" in 1933. He and his associates have made Safeway one of the best known and most highly respected names in the Washington business community. WWDC thanks Mr. Anderson, Safeway, and its agency, The Manchester Organizations, for the privilege of playing an important part in the Washington success story.

Represented nationally
by John Blair & Company



test Berlin 1964, sponsored by the government of Federal Republic of Germany and the Berlin Senate.

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

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

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

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

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

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

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

June 26-July 7—Fourteenth International Film Festival, Berlin, Germany.

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

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

June 30—Oral proceeding at FCC on revised proposed A.M.-P.M. program reporting forms. Formerly scheduled for June 8.

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

JULY

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

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

■ Indicates first or revised listing.

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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters:
BROADCASTING-TELECASTING Bldg., 1735 DeSales
Street, N.W., Washington, D. C. ZIP code
20036. Telephone: 202 Metropolitan 8-1022.

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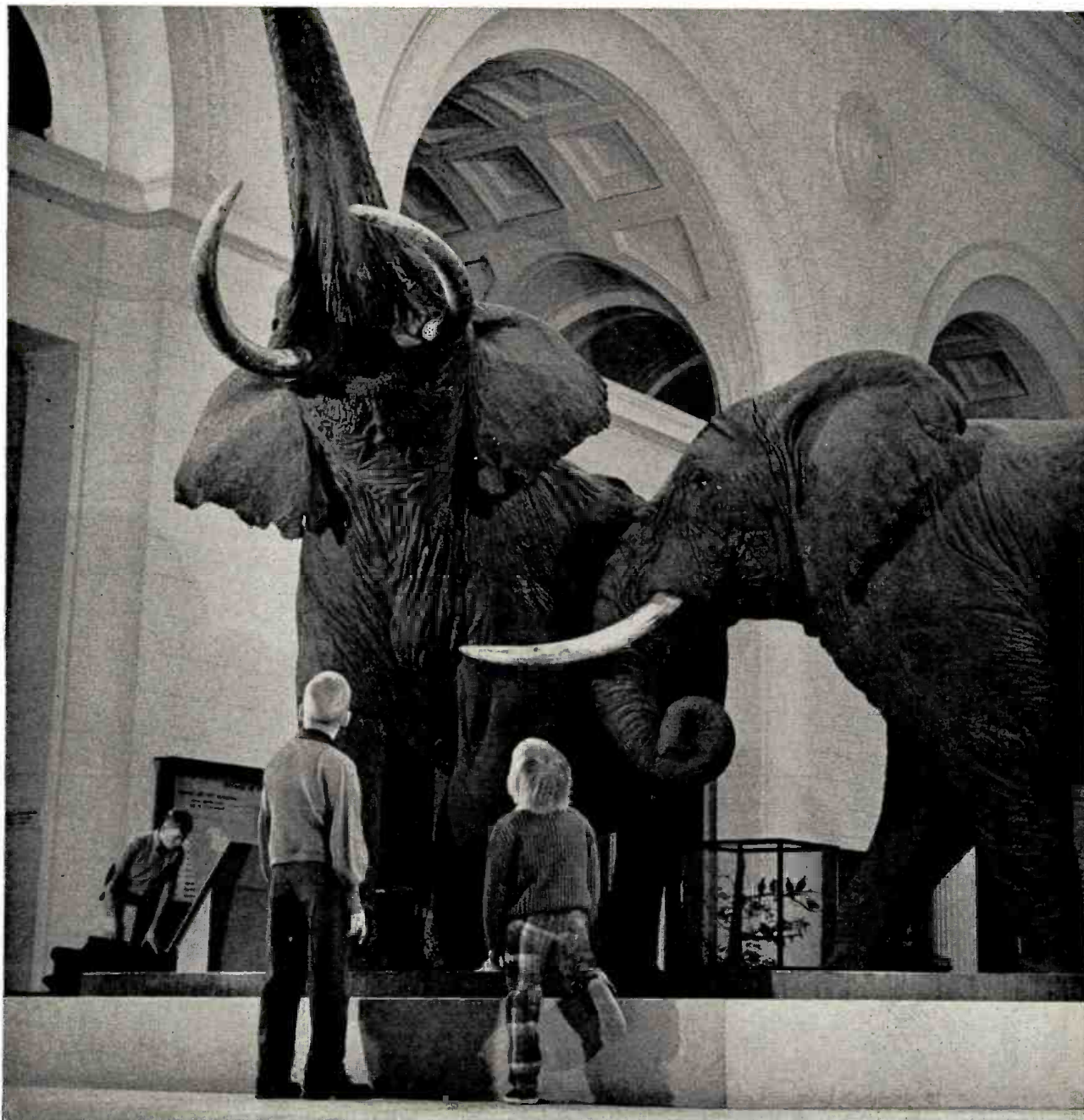
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BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.

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BROADCASTING, June 8, 1964



Chicago's pre-eminent Natural History Museum

... first to establish a recognized exhibit of animal and plant life from the major regions of the world.

Chicago's WGN—first of all Mid-America radio stations in homes reached—because it offers better coverage of everything, everywhere that interests people.

**WGN
IS
CHICAGO**

the most respected call letters in broadcasting

?

WHY

ARE

BROADCASTERS

GOING TO

ENTRON

FOR CATV?

Simple. Broadcasters are finding out how Entron CATV systems deliver TV signals with unfailing fidelity and constancy, most economically. Broadcasters are finding out that Entron manufactures CATV equipment that is of the finest broadcast quality. And . . . they're also finding out that any CATV technical problem can be solved by Entron's staff of engineering experts. All have had many years of experience in the field. Something else of particular interest to broadcasters; Entron offers complete counselling and financial planning for every installation.

See us at the NCTA Convention at the Bellvue-Stratford Hotel in Philadelphia, June 14-19. Or, write to us for complete information.

entron
INCORPORATED
SILVER SPRING, MARYLAND
301-622-2000

OPEN MIKE

Chicago short-changed

EDITOR: A sincere bouquet . . . for the excellent piece on the Spanish-speaking market [BROADCASTING, May 25]. Being heavily involved in the Spanish-speaking Chicago market, much of this information was keenly interesting to us. This profile is the first major exposure a great many people have had to the 'Spanish-speaking picture . . . people potentially important to every broadcaster in this field.

It is because this profile was so good, interesting and timely that I must react with horror to a glaring inaccuracy. The map on page 89 of the May 25 issue, showing the important Spanish-speaking centers in the U. S., places Chicago's contribution to this market at only 85,500. You have short-changed our market by an incredible 150,000 people and that's murder in the hands of an uninformed national buyer!

I am enclosing two letters. One, from Jose Aguilar, of the Mexican consul general's staff in Chicago, places the Mexican and Mexican-speaking population here at approximately 180,000. The other, from the director of the midwest regional office, migration division, Dept. of Labor, Commonwealth of Puerto Rico, numbers the Puerto Rican population of Chicago at 45,000.

These figures, added to an estimated 5,000 Cubans in our city, place the market at 230,000—a far cry from the 85,000 shown in the BROADCASTING study. . . .—*Al Michel, general manager, WOPA-AM-FM Chicago.*

Other Spanish-market echoes

EDITOR: We would like to compliment you on the thoroughness of your editorial staff. There was some excellent copy written [for the market study] and we have every confidence it will further the use of Spanish radio throughout the U. S.—*Willie Harris, national sales manager and promotion manager, KGBT Harlingen, Tex.*

EDITOR: I congratulate you on your very thorough study of the ever expanding Spanish market. I regret that you overlooked KDCE . . . which broadcast 100% Spanish-language programming and reaches over 100,000 Spanish-speaking people in Northern New Mexico and Colorado.—*George Gonzales, KDCE Santa Fe, N. M.*

EDITOR: Would like to order 100 reprints of "The \$8-billion Spanish-speaking market in the U. S." I think it's

an excellent article and should be of great help to our Spanish-speaking stations. . . .—*Daniel C. Park, national-regional sales director, KEVT Tucson, Ariz.*

EDITOR: Your special report on the Spanish-language market comes closer to reality and common sense than any previous study we have seen. Please send 100 reprints.—*Bill Harrell, vice president-general manager, KVOZ Laredo, Tex.*

EDITOR: Your fine report and analysis of the Spanish radio market fills a long desired need. It sums up a wealth of useful information for the broadcaster who includes Spanish-language programming in his schedule. A few months ago KNOG inaugurated Spanish-language programming (30 hours per week) due to a demand from both sides of the border.

Please advise if reprints of this excellent article are available.—*Richard H. Ward, owner-manager, KNOG Nogales, Ariz.*

(A limited number of reprints are available at 30¢ for single copies, 25¢ each for orders of 100-500, or 20¢ each for orders of 500.)

Wants John Ribbing

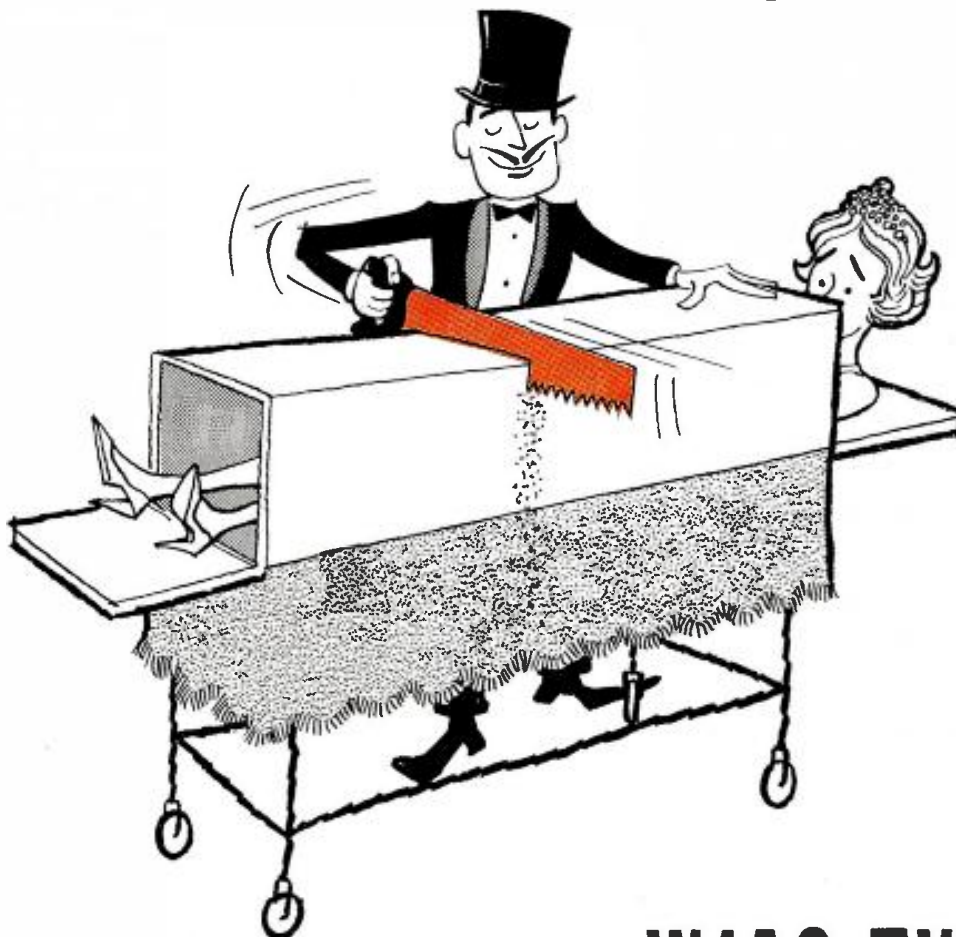
EDITOR: If anyone knows the whereabouts of John Rice Ribbing, the possibility of an interesting assignment is waiting for him. Have him contact me.—*Bernarr Cooper, chief, Bureau of Mass Communications, The University of the State of New York, Albany, N.Y.*

Plumbicon a trade name

EDITOR: We have noticed with great interest your fine coverage of the equipment display at the National Association of Broadcasters convention [BROADCASTING, April 20]. But the caption beneath the illustration on page 65 erroneously describes the General Electric 1-inch lead oxide tube as a Plumbicon.

"Plumbicon" is a trade name for which an application for registration is pending as of July 1963 for N. V. Philips Gloeilampenfabrieken, Netherlands. The Plumbicon is entirely different from the tube described by General Electric and is a tremendous achievement in the field of television camera tubes. I'm certain that you will judge that we wish to zealously guard this little gem and also keep from it any implication that anything similar to it can be called a Plumbicon or that any other tube possesses the same characteristics.—*G. A. Garnes, advertising manager, North American Philips Co., New York.*

what's in the middle makes the big difference :



...and, in Pennsylvania, it's **WJAC-TV**

Don't cut yourself out of Pennsylvania's most important market! The million dollar market-in-the-middle! It's the most profitable market you ever saw! And, WJAC-TV delivers it to you intact! 35 counties that add up to the 27th largest market in America!



Represented Nationally by
Harrington, Richter & Parsons, Inc.

Affiliated with WJAC-AM-FM
The Johnstown Tribune-Democrat Stations

MONDAY MEMO

from Harold Brogger and Barney H. McClure

How a small radio ad budget increased prune sales

National advertising on a limited budget is always difficult. It is even more so for an industry advertising program that must deliver some advertising support for all of the brands and packers of that commodity. The California Prune Advisory Board has an even more difficult job than that of the average industry: of 17 prune processors, only a few have truly national distribution. The remaining firms have picked selected market areas, or have concentrated in areas or outlets where their selling and promotional efforts can meet competition effectively. (All processors, together with all prune growers contribute to the prune budget through an industry-imposed mandatory assessment.)

Hence, the decision this year (1963-64 prune marketing season) to use the "shotgun" of network radio to give advertising support nationwide and the spot radio "rifle" in major markets to put advertising emphasis where a large part of the prunes are sold.

Through the versatility of radio, nearly a third of all the homes in the U. S. are reached with a frequency and impact sufficient to influence the consuming public and offer a real incentive for retail support on an almost ridiculously small budget of \$150,000.

Here is how the money was spent:

The chosen "shotgun" was the tried-and-true of all radio salesmen, Don McNeill and his 31-year-old ABC network *Breakfast Club* show. A twice-a-week, 26-week schedule was decided on, starting in October and continuing through November. After a five-week hiatus during the heavy advertising month of December, the schedule was picked up the second week of January and continued through April, the heaviest prune consuming period of the year.

Integrated Spots ■ By "integrating"

the commercials into the entertainment format of the show, and using audience participation in the amusing way at which Don is a master, virtually every commercial received a particularly attentive reception from the more than 5 million women who regularly listen to the show.

Although the basic theme of all radio advertising for prunes was to encourage "snack" and "lunch box" eating of California's new moisturized prune, the flexible live rendering of the commercials offered an opportunity to plug various tie-in products and special promotions throughout the schedule.

Examples of these tie-in plugs included pushing a "blossom salad" using cling peaches and prunes as part of a tie-in effort with the Cling Peach Advisory Board in the November period; plugging prune coffee cake with Bisquick as part of a tie-in with General Mills in September to December; pushing a special joint premium offer with Cheerios in February and March, and concentrating throughout the month of January on prune juice to support a special industry campaign during that period.

Several strong plus values were derived from the McNeill sponsorship: Don himself is a confirmed prune juice drinker and a prune eater and his commercials demonstrated his sincere belief in the product; his effective salesmanship over the years is well known to the key grocery buyers throughout the country, making him a highly merchandisable personality; special cut tapes and airchecks made both merchandising and reporting to the industry sponsors effective and entertaining.

In spite of all the advantages of the McNeill shotgun, two spots a week, even when delivered by the master salesman, hardly constitute a fully ef-

fective method of selling prunes against the combined weight of all advertising impressions in all media!

Five Spot Markets ■ Hence, the competitive advertising job was left to the spot radio rifle in the five major markets of New York City, Philadelphia, Chicago, Detroit and Los Angeles, areas that are not only the heaviest population concentrations in the U. S., but also include higher than average per capita consumption areas for prunes and prune juice.

The spot schedules were set up in four-week flights to tie in to the specific promotions mentioned above and to obtain a satisfactory cumulative audience with a degree of repetition. Because of the obvious budget limitations, one station in each market a month was used with about 25 spots a week.

Stations selected were those whose programming is a blend of so-called "middle of the road" music, use of personalities and in-depth news coverage. Schedules were placed to "follow the potential buyers around"—in the kitchen, den, basement workshop, bedroom, on the lawn, in the car, at work or play—to give the most economical audience reach and frequency.

Snack Food ■ Like the McNeill spots, copy was designed to encourage snack (or "out of package") eating.

No genius has yet devised the sure fire method of isolating advertising effectiveness for an industry, but prune sales at the three-quarters mark of the 63-64 marketing season are ahead of the preceding season. Retail prune features are more prevalent than they have been for several years. And consumption is actually up for the first time in seven years.

Credit radio with an assist, through its versatile, selective and economical way to reach a mass audience.



Harold Brogger has been assistant manager of the California Prune Advisory Board for 11 years. His duties include supervision of the domestic advertising program of the California prune industry. He was with the U. S. Department of Agriculture in the Pacific Northwest before joining the Prune Advisory Board.

Barney H. McClure is senior vice president and account supervisor at Botsford, Constantine & Gardner, San Francisco. For 14 of 18 years in the advertising agency business, Mr. McClure has specialized in supervision of such agricultural clients as California prune, turkey, fresh peach, fresh plum and egg commodities.



INDUSTRIAL WORKERS LOVE US

because we program for them. They listen for the latest sports news and scores 24 hours a day on Sportscope. They hear sports news in detail weekdays and weekends with WKNR Sports Director, Van Patrick.

Summertime sailors hear the latest lake and boating conditions on Marine Weather Watch.

Driving to and from work, Detroit industrial workers tune to WKNR for instant traffic reports from Detroit Police Traffic Central.

Twenty-four hours a day, Detroit industrial workers make important decisions; decisions about a brand of beer, a brand of gasoline, a brand of automobile.

Detroit industrial workers like the WKNR brand of radio. To keep your brand on top in Detroit, talk to WKNR . . . or your Paul Raymer man.



**You've seen
all the
off-network
hours offered.**

**Well, the
syndication
picture just
brightened!**

**Now
in syndication**

THE ELEVENTH HOUR

**the finest and
most successful
hour series
available this year**

**WENDELL
COREY**

**RALPH
BELLAMY**

**JACK
GING**

**62 episodes:
outstanding stories
and casts**

**Executive Producer,
Norman Felton**

The buying decision goes to the quality shows

Here's why the two best buys are THE ELEVENTH HOUR and THE LIEUTENANT which offer every combination for quality programming:

Is the series contemporary?

Both series in their own areas of drama deal with real people, places and problems close to everyday events or experiences.

Is the series strong in drawing audiences?

Both greatly improved NBC's share of the time periods, on their own without any lead-in support. Both lead practically all other available hours in network performance plus an impressive list of market-by-market ratings.

Is the series saleable for spot?

The prime audience for most advertisers is the woman—and among these the young 18-39 housewife is best. By far, the strongest appeal of both these series is to this prime target; substantiated by ARB, Nielsen and TVQ findings.

Is the series long on production values?

Both have Norman Felton as executive producer (as does DR. KILDARE). They have utilized the tremendous creative and technical facilities of the MGM Studios. They consistently deliver top dramatic stories with an endless list of exciting guest stars. They are the result of perfectionism in producing quality television drama that has popular and professional acclaim.

*That's why when stations have seen them all
the decision goes to the top quality two...*

**THE
ELEVENTH
HOUR**

**already sold in
New York, Los Angeles,
Stockton, Washington**

**THE
LIEUTENANT**

**newest markets added,
New York, Chicago, Denver,
Washington**

*New York • Chicago •
Culver City • Charlotte • Toronto*



WMAR-TV coverage encompasses most of Maryland, Delaware and contiguous areas of Pennsylvania, New Jersey, Virginia and West Virginia.



MEASURED COVERAGE AND COMPLETE FACILITIES IN THIS TOP MARKET

WMAR-TV's MEASURED COVERAGE is proof of the penetration-in-depth in this vitally important, growing market. WMAR-TV's modern facilities give more impact to this coverage factor! Here, in one of the newest, completely equipped stations in the country, superb facilities plus the accumulated experience of 16 years of telecasting, add strength to the TOTAL PICTURE of WMAR-TV in the Baltimore-Maryland marketing area!

In Maryland Most People Watch

WMAR-TV

CHANNEL 2 SUNPAPERS TELEVISION
TELEVISION PARK, BALTIMORE, MD. 21212

Represented Nationally by THE KATZ AGENCY, INC.

Piggyback issue heats up again

**Most advertisers, agencies hope to satisfy code
but Colgate-Palmolive, Alberto-Culver seem
typical of those evangelizing for no policy change**

The piggyback issue was beginning to boil again last week, after simmering quietly since the adoption of stricter rules cooled the earlier controversy four months ago.

The heat was being restored by the approach of the effective date of the new rules, to become operative Sept. 1 in the television code of the National Association of Broadcasters. Needing time to get ready, advertisers and agencies, TV stations and station representation firms were trying to hammer out policies that hopefully would satisfy themselves individually as well as satisfy each other.

A majority appeared hopeful of satisfying the code, too, but this was by no means a universal wish, particularly among advertisers and agencies. At least two major advertisers, Colgate-Palmolive and Alberto-Culver, were openly evangelizing for what appeared to be a piggybacks-as-usual policy. Both reported their efforts were drawing a sympathetic response from stations.

A BROADCASTING canvass of leading advertising agencies and station representatives indicated that, in general, agencies and stations are trying to develop workable policies for handling the piggyback question under the new rules, but that agencies tend to feel they cannot make firm decisions until station policies are set, while many stations feel the agencies must act first.

Thus, to a great extent, the current "preparations" center around mutual explorations, with agencies trying to sound out the stations—either directly or, more often, through their reps—while the stations and reps undertake to find out what the agencies and their clients are "going to do."

Some Undecided ■ Most reps said their stations intend to "abide by the code," though a few indicated they lacked enthusiasm for the new rules. In many cases, however, no decision

had yet been made as to whether the fewer piggyback positions that will be available should command premium prices.

Some stations have indicated they will charge more for piggybacks than for a single-product commercial of the same length. Some say they'll charge more for fixed-position piggybacks, but not for pre-emptibles. Others say they will ask no premium at all. Some say they won't add a premium at first, but may do so later if they find the reduction in piggyback positions

cuts into their revenues. A large number, it appeared last week, are undecided.

The indecision—not only as to pricing but as to the whole question of piggybacking—reflects a basic and general confusion that was widely acknowledged last week. The NAB code authority sought to allay misunderstanding with a series of meetings and special presentations after the new rules were adopted early this year, and it now plans additional clarifying steps (see story page 29).

Sees Confusion ■ Edward A. Gray,

They are no mystery to New York code office

When's a piggyback not a piggyback? Simple. When it's integrated.

And the best examples of an integrated commercial came out of some 35 out of 79 commercials screened in the New York code office between January and April of

this year.

Among the 35 found to be integrated, according to Stockton Helffrich, manager of the code's New York office, is Mattel's dump truck and skip loader toy. It's the same firm, advertising two related products. It meets the code authority's criteria for an integrated commercial—unifying theme, setting common throughout the commercial, one or more shots of both products together, interweaving of the products in the commercial if feasible, common production values (same voice-over announcer, cast, musical background, lighting, scenery, etc.).

Among the 44 that were found to be piggyback is International Latex's 60-second announcement that sells Isodettes (throat lozenges) and the Playtex bra. Unrelated products. No continuity to tie them together.

The New York office also screened 24 storyboards over the four-month period. The hope is that the agencies and advertisers will revise their commercials before production so they can be counted as integrated.



Mr. Helffrich

senior vice president and director of media for McCann-Erickson, one of the agencies that have been actively sounding out stations and their representatives regarding post-Sept. 1 piggyback plans, summarized his view of the confusion this way:

"I have never seen such a jungle of confused statements. If there ever was need for clarification on a subject, this is it. We found the reaction from people we consider knowledgeable totally unacceptable."

Mr. Gray also was critical of the role of stations attempting to interpret the code in reference to specific commercials, declaring: "We'll have 575 censors. How stupid can things get!"

He also cited as an example of "confused thinking" the code authority's ruling that political announcements need not be counted in determining code compliance, and wanted to know why retail announcements that meet the definition of piggybacks are not treated as piggybacks under the code. "Does the public know whether this is a national or local advertisement?" he asked.

It's presumed that Mr. Gray's point here is that the TV code authority's campaign to reduce the number of commercials in its piggyback restrictions runs counter to the recent action of the TV code review board exempting political announcements from the code restrictions on commercials.

As for waiving piggyback interpretations for local advertising, a code spokesman said this exemption followed standard practice in that consumers are accustomed to seeing multiple products advertised by local merchants in the retail ads of newspapers, whereas national and regional advertising in newspapers and magazines generally followed the one product approach.

McCann-Erickson has prepared a memorandum for its personnel and clients stressing that "confusion is rampant" but that piggybacks are not illegal, immoral or outlawed generally (although some stations are banning them) and that they will and should be considered when they can perform a useful function for clients.

The feeling that the code changes had "outlawed" piggybacks was widespread immediately after the new rules were adopted but appears to have diminished somewhat since then. There is still misunderstanding, however.

Distinction ■ What the changes do, first, is make a tighter distinction between multi-product commercials that are "integrated"—that is, appear to be only one commercial—and those that

Flip top beer on TV

Jacob Ruppert, New York, through Gumbinner-North, that city, has launched a saturation spot radio-TV campaign for Ruppert Knickerbocker Beer and the new "Flip-Cap," which needs no bottle opener. The campaign, being carried out in New England and parts of New York state,



stresses the ease of removing the new "Flip-Cap" from its bottle.

Details of the campaign were not made available.

Other benefits mentioned in the commercials are: no sharp edges; no danger of cut hands; convenient and safe for parties and picnics. Shown above is a still from the beer commercial.

are not "integrated," or piggyback.

For a multi-product announcement to qualify as integrated and thus counted as only one commercial in computing compliance with the code's consecutive-announcements standards, the products must be "related in character, purpose or use," they must be treated in both audio and video in such a way as to appear to the viewer as a single announcement, and the announcement must be constructed so that it cannot be separated into two or more announcements.

Multi-product announcements that do not meet these three requirements are classified as piggybacks and must be counted as two or more commercials (except those for "retail or service establishments").

This tightening, coupled with additional code restrictions on consecutive

announcements, means that after Sept. 1 there'll be fewer places where piggybacks can be used under the code.

Two multi-product announcements that might currently be used back-to-back and counted as only two commercials, for instance, might be piggybacks under the new definition and thus have to be counted as four announcements—which would mean they could not be used together without violating the code ban on scheduling more than three messages consecutively.

The Market Place ■ In addition to the question of code adherence in itself, economic factors enter into the indecision of many stations about their own plans and policies: if one station in a market adheres to the code and another doesn't, won't the adherent suffer competitively? Won't the adherent suffer a loss in revenues in any case, since the number of commercial opportunities will be curtailed?

These questions were clearly worrying some station reps last week. One major rep executive felt that his own attitude toward the new rules could not be formulated until he knew whether they would be "uniform," whether they had widespread backing among stations and also among agencies and advertisers—and preferably, he added, whether the FCC regarded them favorably.

The FCC has not, as yet, gotten itself involved in the TV code's activities, although last year it proposed to adopt the code's time restrictions as part of its own regulations. Congress put the quietus to this last winter when it forbade the commission to concern itself with advertising limitations.

Agency attitudes vary widely, often because their own clients take widely differing positions. Some feel that the advertising of two products in a single commercial contributes to the appearance of "clutter" and "overcommercialization"—but others contend that this is not true or, at least, that no evidence exists to show that it is actually true.

Some agencies and advertisers take the position that when they buy a minute of time they should be able to use it for as many products as they wish. Some rarely use piggybacks; others say they are indispensable as for small advertisers who otherwise could not afford television, and that they are valuable, too, in the introduction of new products by big as well as small advertisers.

One agency and advertiser concern with the new rules is that in many cases they will require the production of new commercials and thus will add to advertising costs. Where an advertiser may now take two commercials, cut them to 30 seconds each and provide an "integrating" bridge, in most instances under

the new rules he will have to make an entirely new commercial unless he wants to use piggybacks.

Question of Rates ■ Agencies and advertisers are also concerned over the possibility that stations will charge premium rates for piggybacks, and many feel that the new rules, by further restricting the positions in which piggybacks may be placed, will contribute to further deterioration of product protection in terms of the time separating commercials for competing products.

Among advertisers, one of the most consistently outspoken critics of piggyback curtailment has been Alberto-Culver, which last week confirmed that it has been sounding out all stations on which it has placed spot TV business.

A spokesman said about 85% of the stations had replied to Alberto-Culver's letters, that about half of these were unsure what their approach would be after Sept. 1 but that the other half was "overwhelmingly favorable" to carrying Alberto-Culver messages as they have in the past.

A "very few" stations reportedly said they would not accept piggybacks under any circumstances — principal among these were the Corinthian Broadcasting stations, which announced two months ago that they would ban piggybacks completely—while "only three or four" indicated plans to charge premium rates for piggybacks, according to the Alberto-Culver executive.

Colgate-Palmolive has been sending men from its agencies to discuss a number of problems, including piggybacks, with stations. Gregory Lincoln, manager of radio-TV operations for Colgate-Palmolive, summarized the findings and summarized his feelings in this way:

"Generally we've found stations sympathetic to the advertisers' situation. There is confusion at the stations as to what they can or cannot do and this arises from the ambiguity in the NAB's definition of piggybacks. It leaves the station holding the bag, and this isn't right.

"I don't see how the NAB can act as an arbiter over individual piggyback

interpretation. The sheer weight of numbers is going to prevent a few people from sitting as judges. The onus is going to be on the station. There'll be so many cases to deal with that submitting commercials to a central review board would also be impractical in terms of timing. We would hope that the NAB's position would at least be amended."

Rep appointments . . .

■ KIDO Boise, KSEI Pocatello and KTFI Twin Falls, all Idaho; KLSI Salina, Kan., and KAIL(TV) Fresno, Calif.: Savalli/Gates Inc., New York.

■ WAMS Wilmington, Del.: Continental Broadcasting Inc., New York, as national representative.

■ KDAB Denver, WOMP Wheeling, W. Va.: Gill-Perna Inc., New York.

■ WKAM Goshen, Ind.; WCSI Columbus, Ohio; WIKY Evansville, Ind., and WANE Fort Wayne, Ind.: Ohio Station Representatives Inc., Cleveland.

It's all really very simple, code's director explains

Howard H. Bell, TV code director, doesn't think the piggyback situation is as confusing as some make it out. "All we're trying to do," he said last week, "is to call a spade a spade, and two spades, two spades."

The code administrator also said: "The piggyback amendment that goes into effect Sept. 1, 1964, is in reality very simple to understand. It doesn't outlaw piggybacks. It merely requires that television code subscribers count them as two commercials under the code's time standards. This means, for example, that a subscriber cannot carry two piggybacks back-to-back because no more than three commercials can run in a row.

"We do get into a discretionary area in deciding which multiple product announcements are piggyback, wherein one commercial contains, in reality, two separate product messages, and which multiple product announcements are integrated, wherein the products are related in nature and tied together in a compatible creative theme so as to appear to the viewer as one commercial.

"The piggyback amendment was motivated to help reduce the so-called problem of clutter, and by the public's growing concern over the plethora of announcements.



Mr. Bell

"We have taken other steps. We have pending an amendment to count certain types of credits as commercial time, thereby eliminating either some credits or other non-program elements such as billboards, etc. A major study of commercial presentation is planned to see if we can learn more about what does irritate viewers.

"There have been expressions of confusion over the new piggyback amendment. In some cases, the con-

fusion is merited. In other cases, confusion is merely the cry of those who would prefer to ignore what we are trying to achieve.

"A great number of major agencies and advertisers have been very cooperative in trying to bring their creative and buying strategies in line. A few have sought to skirt what we have set out to do. It's perhaps ironic that some of our problems here are coming from quarters that give the code troubles in many other areas.

"We have been trying to clear up any earnest confusion. There has been ample information in the press. Our Washington, New York and Hollywood offices have been working closely with advertisers and agencies in reviewing commercials and storyboards. Last March we held an unprecedented public meeting at the Waldorf-Astoria hotel in New York to explain to the advertising industry what we are trying to accomplish. It was attended by more than 600 executives, at which time we distributed a 'Question and Answer' flyer on the subject. We also showed a film with sample exhibits.

"We plan to give further guidance through the monthly *TV Code News* and to publish a brochure illustrating a few different types of multiple product announcements that are considered integrated."

Cigarettes to be next Harris topic

House Commerce Committee will hold four-day June hearing on laws to restrict ads, labels

A congressional committee decided to pick up the smoking issue last week and give it an airing later this month.

Ten bills proposing seven different approaches to remedying the smoking and health problem—several prescribing restrictions on cigarette advertising and proposing hazardous substance labeling for smoking products—will be considered by the full House Commerce Committee at a public hearing June 23-26.

Representative Oren Harris (D-Ark.), chairman, said the committee would explore "whether any action by the Congress is warranted in this field in the interest of the public health, and if such action is found to be needed, what approach is most desirable in the public interest."

Some of the bills pending before the panel are quite similar to cigarette advertising restrictions proposed and still under consideration by the Federal Trade Commission (BROADCASTING, March 23, et seq.). The FTC closed the record of its proceeding May 15, but whether it would decide to adopt, modify or reject its own proposals prior to the House hearing was unknown last week.

The National Association of Broadcasters, which opposed the FTC rules and said the legal and policy problems they raised were matters for Congress to handle, seemed inclined to stay out of the congressional review.

Little Comment ■ George V. Allen, president of the Tobacco Institute, declined comment on the planned hearing, although he said he presumed that the institute would be invited to testify and probably would appear.

The tobacco industry, which strongly opposed the FTC's proposed rules, subsequently announced its own self-regulatory advertising code (BROADCASTING, May 4). Backed by nine major cigarette manufacturers, the plan is being reviewed by the Justice Department for possible antitrust problems.

Representative John B. Dingell (D-Mich.), committee member and author of two pending smoking bills, said last week he thought the code did not go

far enough. He added, "I suspect there is a valid reason for holding this back on antitrust grounds."

The Senate has bills pending similar to those the House committee will review, but appears to be awaiting FTC action before moving.

Neither the Television Bureau of Ad-



Representative Harris
The question is serving public interest

vertising nor the Radio Advertising Bureau commented directly on the hearing announcement. Their positions on advertising restrictions remain unchanged, however, spokesmen said.

TVB, RAB Against ■ Both opposed the FTC rulemaking. TVB said it could not accept the concept that "advertising has the additional function of displaying the limitation of the product or service being offered. . ." RAB said ad restrictions would be "harshes on radio" because of the difficulty of including health warnings in spot announcements.

Representative Harris announced the

hearing in his home district at Magnolia, Ark., before delivering a college commencement address. An indication that the possibility of state and local governments enacting their own laws and ad restrictions did not escape the congressman.

"One of the issues involved in this question is the issue of pre-emption—that is, whether the public interest requires that federal action in this area should be of such a nature as to cover the entire field to the exclusion of action taken or contemplated on the state and local levels," Representative Harris said.

New York City Health Commissioner Dr. George James warned during the FTC hearing that New York would consider its own cigarette rules if the federal government failed to act quickly. Other localities would probably follow suit, Dr. James added (BROADCASTING, March 23).

FTC May Wait ■ Knowledgeable sources feel that the FTC may not make any final moves in this area until after the House hearing is completed and some inkling of Congress' attitude is discernible. This at least would be the politic thing to do.

As for the NAB, it plans no presentation before the committee. "That's the cigarette industry's problem, not ours," a spokesman said last week. The NAB filed a statement with the FTC in March, but took the position that it has no legal power to impose restrictions on cigarette labeling and advertising.

Bill would allow civil suits against ads

Federal legislation to give private citizens the right to seek court injunctions against "unfair business activities"—including false and libelous advertising—will be considered at a hearing of the House Commerce and Finance Subcommittee beginning June 16.

Although broadcast advertising falls within the scope of the bill, HR 4651, lack of knowledge or intent would be a satisfactory defense by broadcasters, Representative John V. Lindsay (R-N. Y.), its author, explained.

The bill would permit "any person damaged or likely to be damaged by unfair commercial activities in or affecting commerce" to bring a civil action against the offending party in a federal court. Introduced by Representative Lindsay in 1959 and succeeding years, the bill will receive its first hearing at the subcommittee session June 16.

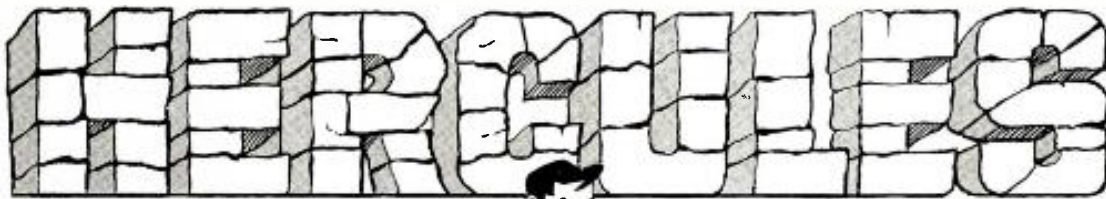
Among unfair practices defined by the bill is "the use for purposes of profit of any statement of fact as to the goods or services of either party which is

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

TRANS-LUX

THE LEADER IN TELEVISION PROGRAMS FOR CHILDREN

THE MIGHTY



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

THE MOST PRE-SOLD ADVENTURE HERO OF ALL TIME.

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

TRANS-LUX

TELEVISION CORPORATION

© MCMLXII Trans-Lux Television Corporation

NEW YORK, 625 Madison Avenue, PLaza 1-3110
CHICAGO • LOS ANGELES • MIAMI BEACH • ZURICH, SWITZERLAND

Magazines' top 100 spent more in TV, too

The Television Bureau of Advertising last week for the first time offered a report of the television activity of major magazine advertisers. It showed the top 100 spenders in magazines last year put 105% more money into television than into mag-

azines. Of the total billing of \$1,396,699,000 in the two media, TV accounted for 67%.

A week earlier TVB issued its second annual report on the comparative television allocation of the top 100 newspaper advertisers (BROAD-

CASTING, June 1).

According to last week's report, magazines' top 100 buyers were spending \$938,019,000 in television in 1963 while budgeting \$458,680,000 to magazines, both general and farm.

		Magazines 1963	Television 1963			Magazines 1963	Television 1963
Company		Investment	Investment	Company		Investment	Investment
1.	General Motors	\$ 41,457,047	\$ 27,757,640	21.	American Home Products	5,549,120	51,460,610
2.	Ford Motor	22,073,175	13,172,830	22.	Armour	5,308,849	7,900,640
3.	American Telephone & Telegraph	14,984,541	8,796,200	23.	Liggett & Myers	5,265,779	18,577,750
4.	General Electric	11,882,141	7,377,660	24.	Coca-Cola	5,162,229	20,990,080*
5.	Distillers Corp.-Seagrams	11,827,398	5,764,260	25.	Hiram Walker-Gooderham & Worts	5,012,721	
6.	Chrysler	11,227,926	9,732,330	26.	Lever Bros.	4,980,836	46,992,020
7.	Bristol-Myers	10,751,242	51,093,390	27.	Quaker Oats	4,973,938	5,821,180
8.	Campbell Soup	9,116,969	17,861,340	28.	Goodyear Tire & Rubber	4,679,078	3,684,210
9.	Eastman Kodak	8,056,927	5,593,570	29.	Sears, Roebuck	4,628,784	5,380,560
10.	Procter & Gamble	7,954,384	130,449,160	30.	General Mills	4,626,114	29,423,250
11.	Standard Brands	7,778,701	8,457,740	31.	Kellogg	4,574,056	21,043,970
12.	American Tobacco	7,433,725	19,602,800	32.	Colgate-Palmolive	4,498,202	51,784,170
13.	R. J. Reynolds	7,337,877	30,514,070	33.	Hunt Foods & Industries	4,292,371	1,323,420
14.	National Distillers & Chemical	6,970,977	269,810	34.	Philip Morris	4,225,892	20,249,060
15.	Corn Products	6,663,834	11,839,390	35.	General Telephone & Electronics	4,125,183	32,700
16.	General Foods	6,479,114	50,439,780	36.	U. S. Rubber	4,031,479	1,897,800
17.	National Dairy Products	6,171,297	11,379,230	37.	Scott Paper	4,016,846	6,767,780
18.	Columbia Broadcasting System	6,040,513		38.	Westinghouse Electric	3,899,583	1,126,930
19.	P. Lorillard	5,987,496	19,427,890	39.	Kimberly-Clark	3,872,588	5,283,870
20.	duPont de Nemours	5,641,332	7,894,340				

false or misleading by reason either of misstatement or omission of a material fact."

In addition to making "absence of knowledge or intent" a defense for broadcasters (and publishers), the bill frees them of some potentially costly problems. If an injunction against an "unfair" commercial, for example, would have the effect of delaying a program from a showing at its scheduled time, then carrying the program would not be considered evasion of the legislation. Future transmissions of the commercial could be held up by injunction, according to an analysis prepared by the committee on trade regulation of the Association of the Bar of the City of New York, which helped draft the legislation.

Business briefly . . .

Packers Bar M Meat Co., through Bear Advertising, Los Angeles, is using a six-week saturation radio campaign for its line of smoked meats and sausage. One-minute spots, built around the jingle, "I'm Suzie, I'm Clem," are running on KABC, KLAC and KPOL, all Los Angeles.

Motorola, through Leo Burnett Co., Chicago, has placed a heavy schedule of business with ABC-TV for the fourth quarter of this year including use of prime-time series and ABC's *Wide*

World of Sports. The new line of Motorola color TV sets will be emphasized in the September-December broadcast buy, Motorola's first use of network TV in four years. Evening programs to be used are: *Burke's Law*, *The Sunday Night Movies*, *The Hollywood Palace*, *Ben Casey*, *The Flintstones*, *The Jimmy Dean Show*, *Combat*, *The Fugitive*, *Ozzie and Harriet* and *The Lawrence Welk Show*.

The Borden Co., through Young & Rubicam, New York, will become a sponsor of a group of Saturday-Sunday morning children's programs on ABC-TV, starting in July, to advertise Dutch Chocolate and other products. Programs carrying the Borden commercials will be: Saturday: *Buffalo Bill Jr.* (9:30-10 a.m.); *Annie Oakley* (10:30-11 a.m.); *The New Casper Cartoon Show* (11-11:30 a.m.); *Beany and Cecil* (11:30 a.m.-12 noon); *The Magic Land of Alakazam* (1-1:30 p.m.); and Sunday: *Porky Pig* (10:30-11 a.m.); *Bullwinkle* (11-11:30 a.m.), and *Discovery '64* (11:30 a.m.-12 noon).

J. P. Stevens & Co., New York, will begin a daytime spot TV schedule in 20 markets this fall promoting the company's Wonder-Glass/60 curtain fabric. McCann-Erickson, New York is the agency.

The Mississippi Power and Light Co.,

and the **First National Bank of Jackson, Miss.**, through Godwin Advertising, that city, have purchased alternating sponsorships of 20th Century-Fox TV's *Century II* feature film package over WLBT(TV) Jackson. The series will begin this fall.

R. J. Reynolds Tobacco Co., Winston-Salem, N. C., through William Esty, New York, has purchased participations in the weather segment of NBC-TV's *Today* show (Monday through Friday 7-9 a.m. EDT), beginning July 6.

CBS Radio last week announced several new orders from advertisers headed by a 52-week sale of participating sponsorship on *Arthur Godfrey Time* to **Norex Laboratories**, New York, through Grey Advertising, New York. Sponsorship for 26 weeks in the Godfrey program was also bought by Best Foods Division of **Corn Products Co.**, New York, through Lennen and Newell, New York. **Ford Motor Co.**, Dearborn, Mich., through J. Walter Thompson, New York, bought summer participation in the *Dimension* series. **Armour and Co.**, Chicago, through Foote, Cone and Belding, Chicago, placed sponsorship in *Dimension* and in news programs. **Peterson Manufacturing Co.**, DeWitt, Nebr., through Biddle Advertising, Bloomington, Ill., renewed its participation in news programs.

Company	Magazines 1963	Television 1963	Company	Magazines 1963	Television 1963
	Investment	Investment		Investment	Investment
40. RCA	3,867,771	3,634,560	75. Pan American World Airways	2,252,582	1,108,820
41. Volkswagenwerk	3,768,810	1,030,700	76. Richard Merrell	2,221,340	6,471,410
42. Schenley Industries	3,725,637	767,680	77. Noxzema Chemical	2,187,081	5,034,400
43. Revlon	3,485,844	4,863,870	78. Mennen	2,184,866	1,340,500
44. Shulton	3,483,108	4,831,560	79. Trans World Airlines	2,184,463	952,940
45. Armstrong Cork	3,430,586	4,293,400	80. General Tire & Rubber	2,145,599	463,440
46. America Motors	3,407,265	1,889,700	81. Standard Oil (Indiana)	2,145,055	3,310,070
47. Warner-Lambert	3,374,163	18,832,130	82. Champion Spark Plug	2,135,501	-----
48. Olin Mathieson	3,179,992	2,248,640	83. Burlington Industries	2,127,742	-----
49. Edison Electric Institute	3,161,169	-----	84. Canada Dry	2,123,966	2,125,930
50. Sterling Drug	3,135,904	15,977,940	85. Gulf Oil	2,122,281	3,038,610
51. American Cyanamid	3,118,450	5,884,380	86. Jos. Schlitz Brewing	2,082,527	9,635,720
52. National Biscuit	3,094,139	14,019,300	87. Brown & Williamson	2,072,564	16,951,060
53. Celanese Corp. of America	3,052,500	-----	88. Pepsi-Cola	2,056,561	10,332,510*
54. Borden	2,975,195	5,984,290	89. Kayser-Roth	2,011,817	1,454,780
55. B. F. Goodrich	2,865,390	2,525,760	90. Simmons	2,011,115	122,640
56. Bulova Watch	2,818,067	-----	91. Encyclopaedia Britannica	1,995,569	400,100
57. Carnation	2,748,954	5,386,490	92. Aluminum Co. of America	1,962,354	3,278,410
58. International Harvester	2,735,843	118,180	93. Heublein	1,958,770	1,633,190
59. Standard Oil (New Jersey)	2,727,241	2,875,750	94. Borg-Warner	1,943,301	429,870
60. Anheuser-Busch	2,699,454	6,728,970	95. Longines Wittnauer	1,942,101	-----
61. California Packing	2,678,394	2,119,900	96. Genesco	1,931,086	229,150
62. Brown-Forman Distillers	2,619,641	-----	97. Metropolitan Life Insurance	1,861,198	1,557,780
63. Max Factor	2,616,916	855,730	98. American Independent Electric	-----	-----
64. Renfield Importers	2,604,842	683,460	Light & Power Cos.	1,855,856	-----
65. Nestle	2,594,052	6,723,800	99. New York Life Insurance	1,851,892	-----
66. Swift	2,576,537	2,941,690	100. Pan American Coffee Bureau	1,837,531	-----
67. Monsanto Chemical	2,552,725	753,160	TOTAL	\$458,670,480	\$938,018,970
68. Seven-Up	2,522,340	3,425,910*			
69. American Can	2,510,484	715,080			
70. Sperry Rand	2,419,955	3,035,740			
71. Texaco	2,408,167	1,489,280			
72. Firestone Tire & Rubber	2,330,622	3,251,040			
73. Admiral	2,316,483	-----			
74. Pet Milk	2,297,558	3,106,110			

*Company & Bottlers

NOTE: Figures are gross time or space charges only.

SOURCES: PIB, LNA/BAR, N. C. Rorabaugh, TVB

The Sweets Co. of America (Tootsie Rolls), Hoboken, N. J., through the Henry Eisen Advertising Agency, New York, has renewed, for 52 weeks, its sponsorship in ABC-TV's Saturday and Sunday morning children's programming block and *Trailmaster*. The new contract goes into effect Sept. 19.

Dayco Corp., Dayton, Ohio, through Geyer, Morey, Ballard, New York, last week began a national introductory campaign for Downy-Soft foam latex pillows including the use of spot television on a cooperative budget basis.

The Savings and Loan Foundation Inc., Washington, through McCann-Erickson, New York, next fall will sponsor *An Hour with Robert Goulet*, featuring Mr. Goulet, actress Leslie Caron, comedian Terry Thomas and dancer Peter Gennaro in a special variety program on CBS-TV (Nov. 19, 10-11 p.m.).

Schick Safety Razor Co., Milford, Conn., through Compton Advertising, Los Angeles, and **B. F. Goodrich Co.**, Akron, Ohio, through BBDO, New York, have each purchased sponsorship of one-quarter of the Notre Dame football games to be broadcast next season by ABC Radio. The remaining two quarters of the games will be sold locally.

Mohasco Industries, Amsterdam, N. Y.,

through Maxon Inc., New York, will sponsor a one-hour color special to be telecast Thanksgiving Day, Nov. 26 (7:30-8:30 p.m. EST) by NBC-TV. The musical program, starring Dean Martin, Al Hirt and Eydie Gorme, will be produced by Roger Gimble and packaged by Gimble Development Corp.

JWT's Strouse cites agencies' contributions

Advertising agencies in New York, contributing to a dissemination of information that is helping raise living standards throughout the world, last year created and placed at least one-third of the \$5.5 billion in advertising handled by U. S. agencies.



Mr. Strouse

So said Norman H. Strouse, board chairman of the American Association of Advertising Agencies, in an address last week before the mercantile section of the New York Board of Trade. Mr. Strouse, president of J. Walter Thompson, said the approximately 800 agencies in New York—which, he estimated

employ 25,000 people—play an important role in international affairs by making up "the leading communications center of world marketing." He said the agencies are also helping to "bring our world closer together."

Mr. Strouse noted that New York is the home of many firms that make at least part of their income from advertising. He said the city has approximately 12,800 people working for a total 47 firms engaged in radio and TV broadcasting. "Among them are, of course, the headquarters operations of the national radio and TV networks."

Mr. Strouse said that one of the advertising industry's most important obligations is to add to the drive for greater production throughout the free world. He stressed the importance of advertising in foreign markets, where he said it "is now increasing far more rapidly than in the United States."

Wrigley moves part of billing to Kudner

William Wrigley Jr. Co., Chicago, which spends some \$14 million annually in advertising with most of it placed in TV and radio, last week said that the portion of its account handled for two decades by Erwin Wasey, Ruth-

Petry report lists radio's blue-chip spenders

Spot radio is attracting increasing numbers of blue-chip advertisers according to a report issued by New York station representation firm Edward Petry & Co.

Data released by Petry shows that 79 of the top 100 U. S. advertisers on television used spot radio either during 1963 or in the early months of the current year. This list includes 43 of the top 50 television spenders.

The Petry report indicates that an additional 33 advertisers used spot radio over the same period but used no television.

Ben H. Holmes, vice president of Petry's radio division, commenting on the report, noted that the spot radio-exclusive list could have been substantially larger had smaller regional accounts been included.

Mr. Holmes cited Heinz (pickles), MacLeans (toothpaste), Kaiser (foil), York (cigarettes) and Barcolene (cleaning products) as among brands which have either turned to spot radio for the first time or have returned to the medium after an absence of one year or more.

He pointed to Colgate-Palmolive

as an account which had returned to spot radio in the past year "in a relatively big way" after being away from it for years.

SPOT RADIO ADVERTISERS (1963-1964) AMONG THE TOP 100 TELEVISION ADVERTISERS

(Ranked in order of 1963 TV expenditures)
Procter & Gamble, Colgate-Palmolive, American Home Products, Bristol-Myers, General Foods, Lever Bros., R. J. Reynolds Tobacco, Alberto-Culver, General Mills, General Motors.

Gillette, Kellogg, Coca-Cola (bottlers), Philip Morris, Miles Labs., American Tobacco, P. Lorillard, Liggett & Myers, William Wrigley Jr., Campbell Soup.

Brown & Williamson, Sterling Drug, National Biscuit, Ford Motor, Ralston Purina, Corn Products Co., National Dairy Products, J. B. Williams, Pepsi-Cola (bottlers), Chesebrough-Pond's.

Chrysler Corp., Joseph E. Schlitz Brewing, Pillsbury, Standard Brands, Shell Oil, Carter Products, Beech-Nut Life Savers, Armour, E. I. duPont de Nemours, Johnson & Johnson.

General Electric, Continental Baking, Ford Motor (dealers), Anheuser-Busch, Nestle Company, Richardson-Merrill, General Motors (dealers), Purex Corp., Food Manufacturers, Inc., Borden.

Avon Products, American Cyanamid, Falstaff Brewing, Quaker Oats, Distillers Corp. Seagrams Ltd., Andrew Jergens, Eastman Kodak, Pabst Brewing, Carnation, Sears, Ro-

buck.

Kimberly-Clark, Frito-Lay, Noxzema Chemical, Shulton, American Motors, H. J. Heinz, Lehn & Fink Products, Canadian Breweries, Kaiser Industries, Reynolds Metals.

Norwich Pharmacal, Charles Pfizer & Co., General Cigar, Beecham Products, Chrysler (dealers), Royal Crown (bottlers), Goodyear Tire & Rubber, Union Carbide, Theo. Hamm Brewing, Seven-Up Co.

Source: Edward Petry & Co., Inc. & Leading National Advertisers—Broadcast Advertisers Reports and N. C. Rorabaugh Reports.

NATIONAL AND REGIONAL SPOT RADIO ADVERTISERS NOT ON TELEVISION IN 1963

A&P Coffee, American Express, Anderson Co. (ANCO wipers), Associated Bulb Growers of Holland, Better Homes & Gardens, Braniff Airways, Bristol-Myers (Mum), Burlap Council, C. J. Vanhouten (chocolate), Cargill Inc., Champion Spark Plugs.

Contadina Foods, Continental Air Lines, E. F. MacDonald (trading stamps), E. J. Korvette, Englander Mattress Co., Equitable Life Insurance, Eskimo Pies, Florida Development Commission, Harrison Radiator, International Nickel, Kentucky Club Pipe Tobacco.

Louis Milani Foods, Mystik Tape, My-T-Fine, National Car Rental, O'Brien Paint Company, Oliver Tractor, Palm Beach Suits, Quantas Airways, Radiator Specialty Company, Richmond Chase (Diet Delight), William Underwood (canned foods).

Source: Edward Petry & Co., Inc. & 1963 TVB and N. C. Rorabaugh Reports.

rauff & Ryan there will move to Kudner Agency effective Sept. 1. Kudner is opening a Chicago office to handle the Wrigley business and other accounts (BROADCASTING, June 1).

Arthur Meyerhoff Associates, Chicago, continues to handle the bulk of the Wrigley account. The portion which moves to Kudner from EWRR is estimated to bill about \$1.5 million. For the past few years this portion has been chiefly the Wrigley advertising aimed at the children's market and includes several network TV children's shows plus print. The portion placed by Meyerhoff includes heavy TV and radio spot billings.

Also in advertising . . .

New offices ■ David Olen Advertising, Los Angeles, has opened new offices in the California Mart, 110 E. 9th St., 90015. Telephone: Maine 2-2316.

New Agency ■ Robinson, Donino & West, which has been formed in New York to handle consumer and industrial advertising accounts, said last week it plans to release its client list shortly. Principals are Clark L. Robinson, former vice president and creative director at Ketchum, MacLeod & Grove,

New York, president; Laurence F. Donino, former account supervisor at Ketchum, MacLeod & Grove, and John L. West, formerly of the special projects division of Blair Television, both vice presidents.

Agency expands ■ Ball and Davidson Inc., Denver, has announced an expansion into the Pueblo-Colorado Springs area and preparation for international activities. The agency appointed F. R. Schwanke Inc., Chicago, to serve as its international sales consultant. Campbell-Roy & Associates, Pueblo-Colorado Springs, will collaborate with Ball and Davidson and Schwanke Inc. in the marketing programs.

Scholarships ■ Nine four-year scholarships and six \$500 special awards have been awarded to high school seniors by Young & Rubicam. The winners are all relatives of employees at the agency.

New firm ■ Lucene Fergus, director of personnel for women at J. Walter Thompson Co., New York, has opened her own firm, Lucene Fergus Ltd., at 420 Madison Avenue, that city. The organization will furnish New York area businesses with professional freelance writers for various writing assignments and projects.

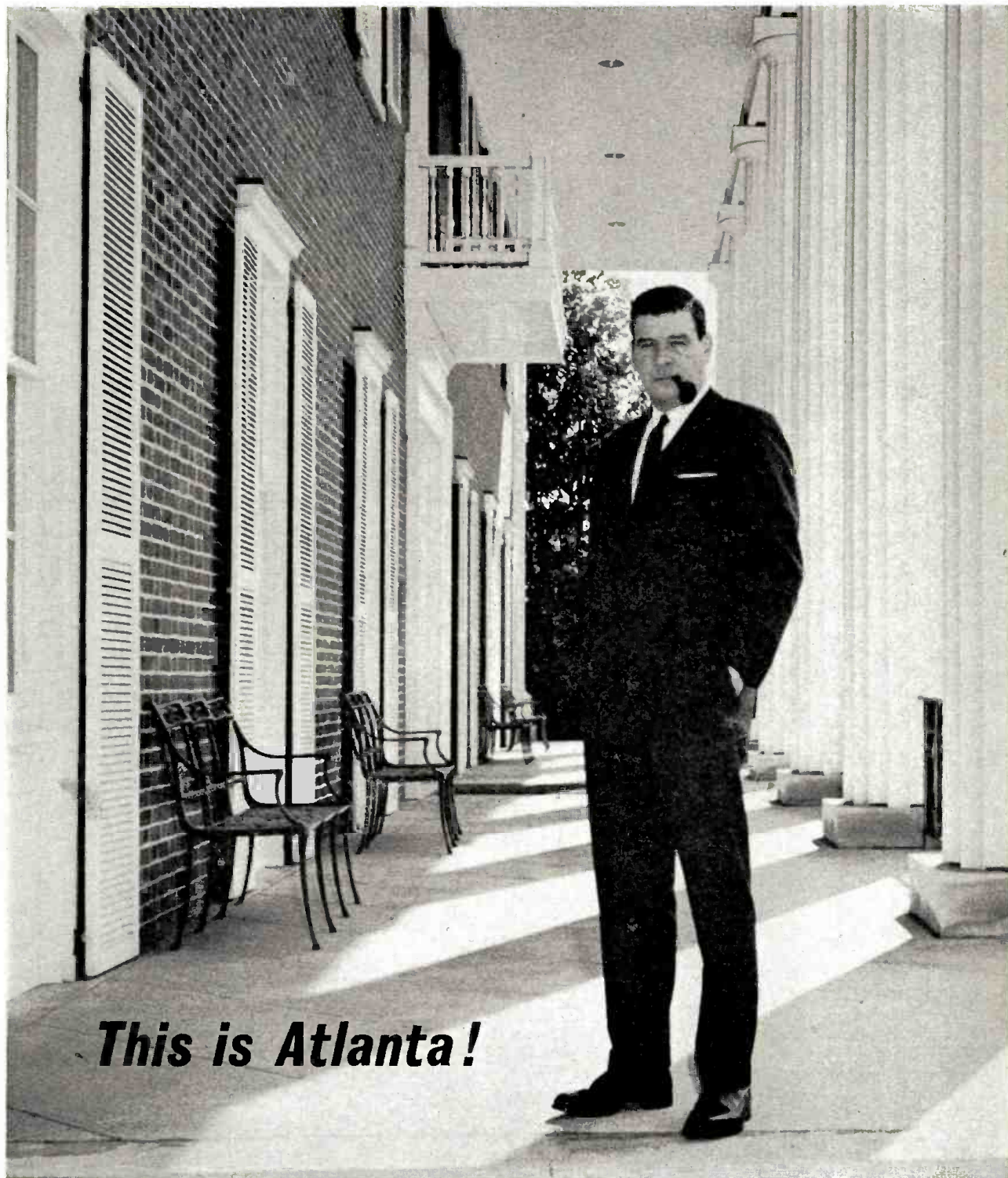
Negro talent ■ B-Jae Models, 17 West Ontario, Chicago, has been formed as a model agency specializing in Negro talent for radio-TV commercials and other fields. Owner Barbara J. Prothro said the Negro market today represents a \$20 million annual purchasing potential. Telephone: 664-3572.

Nielsen expands information in NSI

The A. C. Nielsen Co. last week included in its delivery to NSI clients a new feature called Market Performance Reports.

The new NSI feature groups network TV audiences in nine marketing territories: New York metropolitan, New England, Mid-Atlantic, Chicago metropolitan, East Central, Southwest, West Central, Southeast and Pacific. Nielsen says the new twice-yearly service will enable timebuyers to match TV advertising directly to product sales in local markets.

The NSI provides audience information on 220 local markets. Nielsen also mails sales area analyses for network and spot TV schedules on special request.



This is Atlanta!

EARLY RISER! Frank Blair of NBC-TV's "Today" program takes a brief respite at White Columns. Mr. Blair reports 'Today's' first news weekdays on WSB-TV... the station that is first with Atlanta viewers in local and network news programming.

WSB-TV

Channel 2 Atlanta

NBC affiliate. Represented by Petry



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

Burnett readies for GOP drive

Volunteer workers being solicited in same manner as '60

Leo Burnett Co., Chicago, which handles the Republican Party's advertising account, reported last week that it too is gearing up for the political race of this summer and fall. Burnett is inquiring of all former volunteers with Campaign Associates whether they would consider helping the GOP cause once again and take leaves of absence from their respective agencies.



Mr. Matthews

Campaign Associates was an independent, incorporated task force group which assisted Burnett during the 1960 national campaigns. It was set up by the American Association of Advertising Agencies, Burnett said, under a plan whereby people from various agencies could work in behalf of their common political cause without losing status at their respective firms.

Each person working for Campaign

Associates continued to be paid by his own agency while on leave. Each agency in turn was reimbursed by Campaign Associates which was paid for the individual's services by Burnett.

For the 1964 campaign, however, Burnett probably will establish a similar task force group (not independently incorporated) within its own agency structure, sort of an "agency within an agency," as Leonard S. Matthews, Burnett executive vice president, explained it.

This year's group is to be called "Campaign 1964." Although inquiries have been made of former associates, Mr. Matthews said, no one yet has been specifically asked to join the group.

Typical of those with whom such conversations have been held is a radio-TV timebuying expert, Ruth Jones of J. Walter Thompson Co. Campaign Associates in 1960 was headed by Carroll Newton of BBDO. Mr. Newton now is in BBDO's London office, however, and is not expected to be available.

Burnett's account supervisor on the GOP account is Dick Cullen. He also would supervise the work of Campaign 1964 group. All Burnett employees who work on the GOP account with Mr. Cullen are volunteers.

Burnett's strategy for the GOP drive must await selection of the candidates and their plans but it is expected that the campaign will rely very heavily upon the broadcast media, especially television.

A few Burnett employees who are Democrats have volunteered to work on the GOP account to prove their professional skills, Mr. Matthews commented. But, volunteer or not, he added, they haven't been accepted.

32 innings can be a lot of ball

WHN and WOR-TV find 10½ hours of baseball are costly, but worth it

New York stations WOR-TV and WHN, which last week originated the longest continuous stretch of major league baseball ever played—32 innings over 10 hours and 23 minutes—can look back on the effort with more glee than sorrow. The bitter—some \$20,000 worth of pre-empted time for WOR-TV and 55 announcements for WHN—was countered by a sweet aftertaste—expanded ratings, the promise of make-goods and, in the words of one observer, "the kind of publicity money can't buy."

WOR-TV's colorcast of the New York Mets-San Francisco Giants double header May 31 brought the station the highest overall Arbitron rating, between 1 and 11:30 p.m., in the New York market. According to Arbitron data, WOR-TV had an average quarter hour rating of 15.1 and a share of 31 during the 4-11:30 p.m. period.

Advertisers Liebmann Breweries (Rheingold) which carries 50% sponsorship of the Met games over WOR-TV, and Brown & Williamson (Viceroy) with 30%, shared a bonus of 17 extra spots. According to contract, two other Met advertisers, Shell Oil and New

TV main ad medium for California candidates

What was spent on TV and radio for candidates in California's primary campaigns is something only campaign treasurers—and the contributors—know for sure, but even the most modest estimates were well in excess of \$2 million.

The most expensive campaigns in all media were waged in behalf of Senator Barry Goldwater (R-Ariz.) and New York Governor Nelson A. Rockefeller, fighting nationally for the Republican presidential nomination and in California for the state's 86 delegates to the Republican national convention. Both men flooded the airwaves with campaign spots and programs in the last week before the June 2 primary.

Spokesmen for both candidates credited television as a major factor in Senator Goldwater's victory. A Goldwater aide said flatly, "Televi-

sion will be one of the major keys to victory" in November. It is not possible, he said, to reach enough people through any other means.

A tape of Senator Goldwater's nationwide telecast on CBS-TV last month (BROADCASTING, May 4) was replayed often in California. And there were hints that Senator Goldwater may appear on national television on some regular basis during the summer and fall.

A Goldwater aide said the National Goldwater for President Committee and the California Goldwater for President Committee spent about \$1 million in all media in California, almost entirely in television and in seven major markets. Other local Goldwater committees spent several hundred thousand dollars, also mostly in television, he said. The Gold-

water people used very little radio at all, he added.

The Rockefeller camp, at least as generous in its broadcast buying, was unable to provide a figure on its California spending. Jerry Danzig, of the national Rockefeller headquarters, said he had no idea how much his side spent in broadcasting but, he added, any estimates of \$4 million in California were "ridiculously" over-generous. He said a \$1 million figure for Goldwater was too high.

The other major California contest, the Democratic nomination for senator, involved heavy broadcast spending, too, but estimates were that Alan Cranston and Pierre Salinger, the major candidates, spent about \$1 million all told. Neither would give figures at this time.

What in New York
produces rats, disease,
delinquency, drug addiction,
hunger, and despair?



Poverty.

And WNBC-TV recently brought home its consequences and costs in a conscience-stirring special program, *Poverty Is People*.

The program did not merely describe the problem; it vividly showed what poverty does to the men, women and children in this country who are its victims.

Poverty Is People focused its cameras on a section of New York called "The Triangle," a neighborhood of 10,000 people bounded by East 125th Street, Park Avenue

and the Harlem River. As NBC News correspondent Edwin Newman said in the program, "The wonder is not that there is despair in 'The Triangle' and in those places like it—the wonder is that there's any hope at all."

A reviewer said, "*Poverty Is People* conveyed (the facts) in a journalistic style that did not at all gloss over the ugliness of the situation. The viewer felt...that this was the bitter truth."

Through such programs as this,

WNBC-TV's award winning series, *New York Illustrated*, uses all the resources of television reporting to bring what may sometimes be "the bitter truth" to the people of the community we serve. We regard this as one of the most important responsibilities of a television station in a democratic society.

NEW YORK'S COMMUNITY-MINDED STATION
WNBC-TV  **4**
OWNED

March network TV billings

NETWORK TELEVISION NET TIME AND PROGRAM BILLINGS by Day Parts Source: TVB/LNA-BAR

	1963	March 1964	% Chg.	1963	January-March 1964	% Chg.
Daytime	\$25,684.6	\$ 27,027.3	+ 5.2	\$ 75,724.3	\$ 81,011.9	+ 7.0
Mon.-Fri.	18,762.7	20,083.5	+ 7.0	57,108.5	59,289.5	+ 3.8
Sat.-Sun.	6,921.9	6,943.8	+ .3	18,615.8	21,722.4	+16.7
Nighttime	70,807.3	78,203.1	+10.4	205,482.1	226,562.9	+10.3
TOTAL	\$96,491.9	\$105,230.4	+ 9.1	\$281,206.4	\$307,574.8	+ 9.4

NETWORK TELEVISION GROSS TIME BILLINGS BY NETWORK MONTH-BY-MONTH 1964 Source: TVB/LNA-BAR

	ABC	CBS	NBC	TOTAL
*January	\$18,437.3	\$29,117.7	\$26,801.0	\$74,356.0
*February	18,264.7	27,716.2	25,822.4	71,803.3
March	18,932.7	30,051.9	28,966.4	77,951.0

*January and February figures adjusted as of May 26, 1964

York Herald Tribune did not receive bonus announcements. Shell has one-eighth, and The Tribune one-twelfth, of the sponsorships.

WOR-TV feeds a network of five stations a selected schedule of home games of the Mets but only one of these stations, WBJA-TV Binghamton, N. Y., had been scheduled to carry both games of

the May 31 double header.

Mike Clark, general manager of WBJA-TV said the station gave up \$2,000 in lost network compensation and national spot business and an additional \$800 in local spots and did not expect to recoup the loss in make-goods.

Complications Galore ■ WOR-TV had five standby commercials in readiness

for the second game and was thus prepared through the middle of the 4th inning. But from that point coordination problems set in. Three different origination points for game-time commercials—Shea Stadium for live lead-ins, an Empire State Building studio for films and a Broadway studio for video taped announcements—added to the re-cueing problem. Rheingold and Vice-roy use both film and tape announcements in addition to live lead-ins.

In the 15th inning the station's video tape room was directed to start recording the action.

As the game wore on, cutting into WOR-TV's evening schedule, sales manager Dick Jacobson began a series of frustrated rescheduling maneuvers but finally "gave up and went to bed."

The 32-inning affair was fed by WHN to a lineup of 11 stations through New England, all of which were under contract to carry both ends of the double header and one other station which carried only the first game. Game rights for this network are held by Rheingold (70%) and Brown & Williamson (30%), who again reaped the benefit of extra commercials. A representative of Rheingold hastened to point out that in the event of games foreshortened by rain, or for other reasons, the sponsor is stung rather than the station.

THE MEDIA

AM freeze nears thawing stage

FCC begins consideration of proposed rule that would put brakes on growth of standard broadcast stations and encourage FM expansion

The FCC begins consideration today (Monday) of a proposed order designed to slow down the growth of AM radio and to spur the development of FM as a separate service. Adoption of the order would signal the end of the two-year-old freeze on AM applications.

The proposed order, as recommended by the commission staff, reportedly follows closely the proposals for rules changes on which the commission invited comments last year (BROADCASTING, May 20, 1963).

It would provide for stringent engineering standards for the granting of new AM applications and would put such assignments on a go-no-go basis.

The proposed order also would include a rule that could mark the beginning of the end of FM duplication of

commonly owned AM stations. The rule would limit to 50% the amount of time FM stations in some large cities could duplicate the programming of companion AM outlets in the same area.

Officials say the proposed order, however, takes no steps to break up AM-FM ownerships. The notice of rulemaking had said the commission considers the splitting up of AM-FM duopolies a desirable long-range goal. But the staff, in its draft order, reportedly suggests that the issue be left for possible revision of the multiple-ownership rules.

More Efficiency ■ The order, said to be designed to provide for a more efficient use of the spectrum, reflects commission concern over the so-called population explosion in AM radio. Commission officials note that AM stations

have jumped in number from 1,000 to 4,000 in the past 20 years. They also observe that during that time the AM allocations rules have remained virtually unchanged.

The proposed new rules also are aimed at channeling the future growth of AM radio into markets that are now relatively underserved, if served at all. The proposed rules would, according to officials, hamper the growth of AM radio in large markets.

The commission is considering the proposed order at a special meeting today. But there is no indication how closely the order finally adopted will resemble the staff's recommendation. The proposed notice of rulemaking, on which the proposed order is closely patterned, was put out by a 4-3 vote. And one member of the majority, Newton N. Minow, is no longer with the commission. His place was taken by Commissioner Lee Loevinger. Another member of the majority, Frederick W. Ford, expressed reservations about parts of the proposal.

The commission is expected to act on the matter before the end of the

How did little Tommy Rohlfing make his debut on Philadelphia television?



Naturally.

Natural childbirth—delivery without the aid of anesthetics—is not typical subject matter for the family television screen. Avoiding the obvious pitfalls of over-coyness and sensationalism is quite a challenge—but that challenge was skillfully met by WRCV-TV's prime time public affairs series, *Concept*.

For nearly six months, *Concept* cameras filmed the preparations of Mrs. James Rohlfing for natural childbirth, right up to the fulfilling moment when her son, Tommy, was born. Particularly dramatic was the conversation between doc-

tor and patient during the actual delivery. Public reaction was overwhelmingly favorable. Viewers felt the program was both informative and a service to the community.

As winner of many awards and citations, the weekly *Concept* is used to such high praise—and so is its producer-hostess, Marciarose, a young woman whose determination is as singular as her name.

To acquaint Philadelphia's WRCV-TV viewers with their community's scientific and cultural advances, Marciarose has had *Concept* cameras cover everything

from surgical operations to the supervision of prisoners.

Clearly, such a series has a very strong sensitivity to its community's needs. Clearly, too, such dedication is appreciated by a station's audience. WRCV-TV is proud that *Concept* has so many "god-parents" watching it give birth—whether the offspring be a new baby or a new idea.

PHILADELPHIA'S COMMUNITY-MINDED STATION
WRCV-TV  **3**
OWNED

Minow describes Kennedy's TV habits, views

President John F. Kennedy, a "voracious television viewer," was a consistent follower of news on radio and TV and felt broadcast news was importantly "growing to a maturity and a sensitivity."

The late President was conscious of TV's international implications, believed that TV was his best way as President to reach people and that he probably wouldn't have been in the highest office in the land had it not been for TV. He also aligned himself with those who believed there were too many commercials on the air.

This composite TV position of President Kennedy in retrospect was constructed on a May 29 telecast by a public official who served during the Kennedy administration as FCC chairman. Newton N. Minow, now with Encyclopaedia Britannica, appeared on *CBS Morning News with Mike Wallace* (CBS-TV) in an interview by Bernard Eismann, a network news correspondent.

In answer to a question on President Kennedy's broadcast tastes, Mr.

Minow said: "How he had time to see as many things as he did has amazed me, particularly news. He was a great follower of the news on radio and television." Mr. Minow added: "Like the rest of us, he thought there were too many commercials, but I think he felt that in the news field broadcasting, particularly television, was growing to a maturity and a sensitivity that was very important."

According to Mr. Minow, the late President felt that broadcasters have much in common with politicians in their professional need to meet public needs. Mr. Minow recalled that President Kennedy once said that both broadcasters and politicians have "an obligation to use their office to lead, to inform, to be ahead, to stretch audience, to stretch the electorate." Asked whether Mr. Kennedy thought broadcasting was meeting this obligation, Mr. Minow said he thought the President felt that it was not doing all it might but that the trends, the "long-term" trends, were good.

month and, in the process, lift the freeze on AM applications. The freeze was clamped on without warning two years ago to give the commission a chance to consider revisions to its allocations policy.

Daytime AM's — The proposed order, reportedly, would prohibit new daytime assignments that result in signal overlap. But exceptions would be granted in the case of applications for first local stations or for stations which would provide a first primary service to 25% of their service area. These stations would be permitted some overlap. In addition, the overlap rule would not apply to Class IV power increases or to applications for new Class II-A stations.

Officials say the staff recommends that applications for nighttime service be denied unless the proposed stations would not cause interference to other stations and would provide a first primary service to at least 25% of their interference-free area. It's understood, however, that the staff recommends exempting Class IV stations and Class II-A applications from this requirement.

According to calculations reportedly made by the staff, the proposed rules would probably curtail sharply, though not stop, the growth of AM radio. The staff is said to have found that one-third to one-half of the applications

filed before the freeze would be able to comply with the proposed rules.

The staff was also said to report that the number of new stations would be increased if broadcasters' interest in building new stations were diverted to markets lacking sufficient service—one of the prime goals of the proposed new rules.

In its discussion of FM, the staff reportedly recommends that rules be adopted to begin a gradual termination of FM duplication of commonly owned stations in the same community. The rule contained in the proposed order would apply the 50% limitation to cities of more than 100,000 which have no unused FM channels. The limitation reportedly would take effect one year after the effective date of the proposed rules. As unused channels in other cities of more than 100,000 are utilized, the FM stations involved would come under the 50% rule.

In suggesting the nonduplication rule in its notice of proposed rulemaking last year, the commission said it was interested in promoting FM as an independent service. It also expressed concern over what it considered the inefficient use of spectrum space involved in FM duplication of AM broadcasting, particularly in areas where no FM assignments are available to new

applicants.

The staff reportedly recommends dropping a number of proposals contained in the original rulemaking notice. One would have provided for the use of a table in determining whether new AM grants should be made. The table was to have been based primarily on population. However, one official said that studies indicated the proposed engineering rules would make the table unnecessary.

The staff also has reportedly suggested dropping proposed procedures for winnowing out assignments in heavily serviced areas. The commission had considered a proposal where assignments left vacant through mergers would be withdrawn. The staff, however, is said to feel the matter of mergers can be handled case-by-case.

Another proposal that would be abandoned if the staff's recommendations are followed would have tightened up the rules to limit the number of AM grants to bedroom communities. The staff said that studies showed the proposed rule to be unfeasible.

Renfro asks for return to radio greatness

It is the responsibility of the radio broadcaster to "go back to some of the things that made radio great," Harry



Mr. Renfro

Renfro, vice president and radio-TV director of D'Arcy Advertising, St. Louis, told a Southern California Broadcasters Association luncheon meeting to "start creating news instead of following it. Dare to play different music. Become part of the community. Be vigorous and say something in editorials concerning the public welfare."

Mr. Renfro asked his audience of broadcasters what they were doing to sell radio to the public. He urged them to use their own medium to "create, build and nurture the confidence of the American public in the American system of broadcasting." If this isn't done, he said, "more and more people will start believing some of the stories they read" and start leaning "in the direction of tighter control by government."

Despite bad publicity and government "infringement on free enterprise" Mr. Renfro said "there is still a clear-cut indication that the American audience believes what it hears on radio." This, he continued, is proved by the "products advertised and the products sold by radio."

**Washington, D.C.
is a singular town;
it leads
a double life.**



And so do we.

Events, words and ideas from the nation's Capital affect almost three billion people on earth (and possibly beyond). But WRC-TV never forgets there's another Washington, D.C., one that is home town to five million people living in this area. And we serve these five million in a personal way.

Reprieve, a recent half-hour special of ours, got very personal indeed. It was about heart attacks, and its message to past and potential victims was simple but urgent:

"Don't be afraid, don't give up after a heart attack!" General Dwight D. Eisenhower isn't seen on television very often; he apparently thought this message important enough to warrant an appearance on *Reprieve*, during which he candidly discussed his own illness.

The Washington Post said, "*Reprieve* is an important program, one that will be useful for many years." We like to think that most of our programs are important, but "useful" is the key word here.

Recognizing the city's global character, WRC-TV fully covers the momentous happenings at The White House, State Department and Pentagon. But we know, too, that the greater Washington area is also a local community, and that those who live here view us as the community-minded station.

WASHINGTON'S COMMUNITY-MINDED STATION

WRC-TV  **4**
OWNED

*Produced with the George Washington University Airlie Center

BROADCASTING, June 8, 1964

NAB to clarify pay-TV views

Varied interpretations of TV board's January statement have led to major misunderstandings

Almost six months after it took a position on pay TV, the television board of the National Association of Broadcasters in going to have a second chance to straighten out what appears to be one of the major misunderstandings of the year. It meets Sunday, June 14, in Washington.

The TV board must face the fact that until last month it was the general impression among broadcasters that last January it had condoned the use of federal legislation to outlaw pay TV.

This was the almost unanimous understanding of broadcasters including network executives until mid-May when this assumption was shattered by NAB President LeRoy Collins.

Responding to a talk by CBS Vice President Richard S. Salant voicing opposition to the principle of asking for federal intervention to protect telecasters against wired pay TV, Mr. Collins said that this assumption was in error; the NAB never had voted to seek legislation, only to oppose all forms of pay TV. Mr. Salant rebutted by calling attention to the Collins statement that

the NAB has not decided whether or not to seek legislation, but has decided to ask for congressional action designed to bring the community antenna systems under the jurisdiction of the FCC (BROADCASTING, May 25).

The TV board is meeting one day earlier than the scheduled meeting of both NAB boards, June 15-18. All the meetings are being held at the Statler-Hilton hotel in Washington.

The 15-man TV board also will deal with legislative proposals for CATV. It will have before it recommendations by the Future of TV in America Committee that Congress be asked to amend Section 325 of the Communications Act to forbid the rebroadcast of radio or TV signals by other stations or cable companies without the permission of the "originating station." The section now prohibits such rebroadcasts.

By including CATVs in this proviso, it is felt that broadcasters will be permitted to reassert their rights in programs. If, however, the FCC should feel that the public interest would be better served by permitting the CATV

to use a TV program, even though the originating station has denied a request for rebroadcast rights, the objecting station will be subject to an FCC reversal.

At the present time, CATVs pick up and distribute TV programs to their customers without the necessity of securing permission from the broadcast station.

CATV Impact ■ The TV board also will be asked, it's understood, to approve a study of the effect of CATVs on local TV stations. This has the support of several members of the board who feel such a study is required to refute a study submitted to the FCC two months ago by the National Community Television Association (BROADCASTING, April 20). The NCTA claims that no TV station has ever been affected adversely by a community antenna TV system.

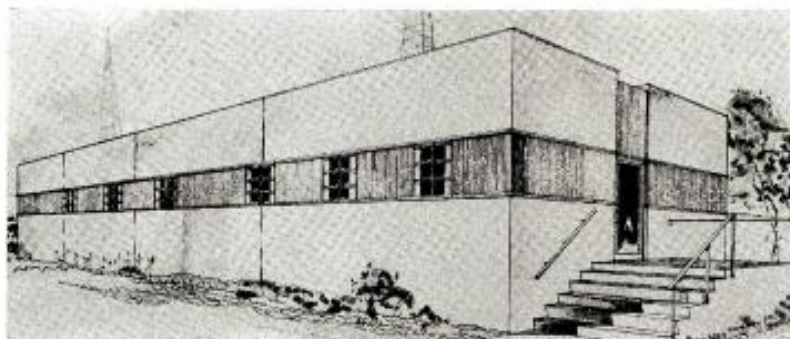
Other items of particular significance scheduled for the boards:

■ Election of a new joint chairman to succeed William B. Quarton, WMT-TV Cedar Rapids, Iowa. Mr. Quarton has served as chairman of the combined boards for a little over a year.

■ A recommendation that work begin to bring back under one tent a number of activities now carried on by independent broadcaster-supported organizations, such as Television Information Office, Television Advertising Bureau, Radio Advertising Bureau and others.

The number of activities carried on by agencies outside the NAB has brought criticism from some broadcasters who fear these functions are dissipating NAB influence, and spreading broadcasters' funds too thin.

Aside from the special Sunday TV board meeting, the official agenda for the scheduled spring meeting calls for two joint board meetings, on June 15 and on June 18. The TV board meets again on June 16, and the radio board on June 17.



KGBS moving to new home on July 1

On July 1, KGBS Los Angeles will begin broadcasting from new studios at a new location, marking completion of a \$100,000 modernization program. Major part of the modernization was the installation of the International Good Music "Simplimation" equipment, incorporating new Shaffer switching apparatus and Gates consoles with transistorized equipment throughout. The result, according to Wendell S. Campbell, vice president and general manager

of the Storer-owned station, is to give KGBS the highest level of sound control with a minimum chance for human error.

The installation called for moving the KGBS studios from their present location in downtown Los Angeles to a new building at the transmitter site suburban Lynwood. The program staff, headed by William C. Thompson, will move to Lynwood before July 1. Administration and sales will stay at the downtown location.

Museum gets FDR gear

Equipment used in broadcasting President Roosevelt's "Fireside Chats" has been donated to the Smithsonian Institution by CBS Radio and WTOP Washington. It will be placed in an exhibition-hall area dealing with mass communications, at the new Museum of History and Technology in Washington.

On June 17, a private preview of the exhibit will be attended by various newsmen who were part of the White House news corps early in the Roosevelt administration, including CBS Radio's Bob Trout, who first voiced the expression "Fireside Chat."

Many viewers watch Dateline: Chicago and end up saying, "That's terrible!"



Are our feelings hurt?

Not at all. When WNBQ's *Dateline: Chicago* revealed the vice and crime infesting nearby Gary, "terrible" was only *one* of the words viewers used to describe what they saw. And that was fine with us, because it meant they might *do* something about the problem.

That's the motive behind this award-winning, weekly, public affairs program: holding a mirror to the face of the Chicago area. Sometimes the reflection is good, some-

times bad; sometimes funny, sometimes tragic. The program's range is wide as the spirit and the conscience of the living city.

Dateline: Chicago has explored everything from folk singers to fire fighters, from people in school to people in government... whatever interests the eight million persons we serve. And that's not easy to determine, for the people of Chicago are produly cosmopolitan and, at the same time, proudly mid-western.

Producing a complete coverage public affairs television program regularly every week is a tremendous undertaking; and we're the only station in town ever to attempt it. Maybe that's why WNBQ is where you see community service in action in Chicago.

CHICAGO'S COMMUNITY SERVICE STATION

WNBQ  **5**
OWNED

WALA-AM-TV sold for \$3 million

The sale of WALA-AM-TV Mobile, Ala., by W. O. Pape to the Royal Street Corp., owner of WDSU New Orleans, for about \$3 million for the 900 outstanding shares was announced last week.

Royal Street Corp., principally owned by Edgar B. Stern Jr. and family, at one time owned WAFB-TV Baton Rouge, La. WAFB-TV was sold earlier this year to financial and life insurance interests in the city for close to \$3 million (BROADCASTING, Jan. 20). The company also has a minority investment (via a loan and options) in TV Cable of Austin Inc., CATV system in that Texas city.

The Pape stations came under a voting trust agreement last year after the FCC raised questions relating to alleged misconduct of two management executives. In September 1963, these charges were dropped when the station management was entrusted to Delphine G. Pape, wife of W. O. Pape, Thomas F. Twitty Jr. and Marion R. Vickers, Mobile attorneys, and Thomas H. Wall, Washington lawyer.

H. Ray McGuire will remain as general manager of the Mobile stations, and no changes in operating are contemplated. A. Louis Read, executive vice president of the New Orleans company, said.

WALA, founded in 1930, operates fulltime on 1410 kc with 5 kw and is affiliated with NBC. WALA-TV, which began in 1953, is on channel 10 and is also affiliated with NBC. The sale is subject to FCC approval.

Another firm joins KRLA interim group

A sixth applicant for the facilities of KRLA Pasadena-Los Angeles has joined Radio Eleven Ten Inc.'s application for an interim operation of the 1110 kc frequency.

Eleven Ten last week informed the FCC that Pasadena Broadcasting Co. has joined Pacifica Fine Music Inc., Radio Southern California Inc., Orange Radio Inc., Pasadena Civic Broadcasting Co. and Pasadena Community Station Inc. The stock in the interim applicant is divided equally, with each participant making an initial investment of \$6,000.

Other applicants for an interim KRLA operation are Oak Knoll Broadcasting Corp., Goodson-Todman Broadcasting Inc., California Regional Broadcasting

Corp. and Crown City Broadcasting Co. All but Oak Knoll, which is seeking only an interim operation, are applicants for a regular license for KRLA.

The commission has set the interim applications for hearing on June 19. The commission will decide, on the basis of the hearing, if there is to be an interim operation and if so by which applicant (BROADCASTING, May 25).

Triangle straddles the CATV fence

Triangle Publications Inc., which has opposed the expansion of a community television antenna system elsewhere, now has opposition to its plans to add two channels to its CATV system in Binghamton, N. Y.

WINR-TV (ch. 40) Binghamton has petitioned the FCC to deny applications by Eastern Microwave Inc., a wholly owned subsidiary of Triangle Publications, for two additional microwave channels to service the Binghamton CATV system. The expanded system would bring in WOR-TV and WPIX(TV), both New York City.

WINR-TV, owned by the Gannett Newspaper group, through the Binghamton Press Co., told the commission that the expanded CATV service would be detrimental to the area's UHF stations (besides WINR-TV there is WBJA-TV on channel 34).

The Gannett station told the commission that Triangle Publication's ownership of the only VHF station, WBNF-TV (ch. 12), in Binghamton, coupled with the augmented CATV system, would be injurious to local UHF.

Triangle Publications, in a rebuttal filed with the commission, said WINR-TV failed to present any facts that would indicate the UHF station could not continue to compete, and without such allegations cannot claim to be a "party in interest" to the Eastern Microwave applications.

Triangle Publications has offered to carry all Binghamton TV stations on the CATV system.

Triangle recently used the argument, as did WINR-TV against expansion of the Binghamton CATV, that if Cox Broadcasting Co. expanded its CATV service in southern Pennsylvania to Chambersburg and Tyrone it would hamper the growth of UHF in that area (BROADCASTING, May 25).

The Gannett group holdings are WINR-AM-TV, WHEC-AM-TV Rochester, N. Y., WREX-TV Rockford, and W DAN Danville, both Illinois.

Triangle Publications owns WBNF-AM-FM-TV, WFIL-AM-FM-TV Philadelphia, WFBG-AM-FM-TV Altoona, WLYH-TV

Lebanon, all Pennsylvania, WHNC-AM-FM-TV New Haven, Conn., and KFRE-AM-FM-TV Fresno, Calif.

NEDA board stays neutral on CATV

A spokesman for community antenna television operators expressed pleasure last week that the National Electronics Distributors Association board of directors has chosen to remain neutral in fights over CATV.

The NEDA board, however, reaffirmed its concern over the expansion of CATV systems into areas now served by existing television stations.

Fred J. Stevenson, chairman of the board of the National Community Television Association, said Wednesday (June 3), "I'd rather NEDA stay neutral than take sides."

Nonetheless, Morton J. Leslie, acting chairman of the Television Accessory Manufacturers Institute Inc. (TAME), said his organization was presently engaged in a campaign to obtain expressions of support in the CATV fray from individual NEDA members since their board chose to keep out of the controversy as a group.

NEDA Executive Vice President, Gail S. Carter, who prepared a study of CATV for its board, cautioned the association that it "cannot and must not, under existing federal antitrust laws, become involved in any pressure activities relating to the marketing of electronic products."

Members "are free to participate as individuals, to whatever extent their judgment dictates . . ." he added.

In a letter to Mr. Carter, Mr. Stevenson wrote, "Your forthright recommendation that your association should not become involved in the TAME activity reflects strong leadership."

IATSE ends 38-day strike against WFIL

A 38-day-old strike at WFIL-AM-FM-TV Philadelphia, by the International Alliance of Theatrical Stage Employees ended last Tuesday (June 2).

According to George A. Koehler, station manager of WFIL-AM-FM-TV, the result of negotiations was that WFIL would be allowed to hire part-time employees not to exceed 15% of the stations' full-time employees. In addition, the part-time employees could not work longer than 30 hours a week.

It was also established that IATSE does not have jurisdiction over the audio facilities of the WFIL stations.

An ancient tradition restaged in a new-world setting



as a gift for all Los Angeles.

A deep and enduring Spanish-Mexican tradition is part of Southern California's heritage. To show its appreciation of this heritage, Los Angeles' KNBC recreated—for the second year in a row—the timeless, Christmas Eve pageant, "Las Posadas." Broadcast in color, the hour-long program told a three-part story: the Fiesta of Our Lady of Guadalupe; the search ("Las Posadas") of Joseph and Mary for

lodging; and, finally, the Great Fiesta that celebrates the end of their arduous journey.

KNBC used Spanish speaking performers exclusively in "Las Posadas." But the message required no translation—and the reaction of viewers and reviewers was unanimously enthusiastic. "Las Posadas" won acclaim for its purpose, its pageantry, and for the excellence of its production. The KNBC color

program stands as an excellent example of community-oriented programming. What's more, it shows that ancient traditions can be translated beautifully by our most modern means of communication.

LOS ANGELES' COMMUNITY-MINDED STATION

KNBC  **4**
OWNED

Skeptics are underselling radio

Advertiser-agency negative attitudes disregard facts,
Foote tells NBC Radio affiliates; Redd spells out
reasons radio has become fashionable again

Two top advertising agency executives gave the NBC Radio affiliates a buyers' eye view of radio at their Tuesday meeting. Emerson Foote, board chairman of McCann-Erickson, spoke of radio as it is today and of the need for overcoming the skepticism of advertiser and agency executives about its advantages. Robert L. Redd, executive vice president and director of creative services, western division, Erwin Wasey, Ruthrauff & Ryan, discussed the future of radio and what is being done today to bring the future world of radio into a present reality. Both agencies are members of the Interpublic organization. McCann-Erickson is the agency for NBC.

The American public, which bought 24 million new radios in 1963 and set new listening records, knows what today's radio has to offer, Mr. Foote said. He added that so does American business, which last year spent its largest dollar volume in radio since broadcasting began. Only the advertisers and advertising agencies are still skeptical about radio, the board chairman of McCann-Erickson, said.

Mr. Foote wondered how many advertiser and agency executives know that in 11 of the 13 years from 1950, when television came in and many people were ready to write radio off as dead, to 1963 "the dollar volume of radio advertising in this country increased and that in only two years of those 13 did the dollar volume of radio advertising show a decrease." While network radio advertising has not gained in all those years, it "is presently gaining at a faster rate than any other segment of the radio industry," he noted, adding, "it is my very firm belief that the big gains in network radio volume are yet to come."

Still Doubting Thomases ■ But, despite all this, the skepticism of the advertiser-agency world "is not going to die out easily," Mr. Foote declared. "Interesting evidence of this point was contained in a very fine article in a very fine magazine, BROADCASTING, published less than four months ago [Feb. 17], in which highly placed agency media executives referred to the misunderstandings other people had about radio."

"One executive thinks radio is suffer-

ing from a 'dead medium' stigma, as he put it, attacked by advertisers who regard it as 'all rock and roll aimed at teenagers.' Another describes radio's image today as that of a supportive medium. Another mentioned that radio's major difficulty was that it had never regained its image. It's not show business like TV.

"Another executive acknowledges, as he put it, that there is scant desire on the part of many advertisers and agencies to invest in radio, but believes that this reluctance can be attributed large-



M-E's Foote
Follow through on research

ly to lack of development of radio's story; that is, what it can do in competition with other media. Another executive said that radio lacks powerhouse audiences."

Need for Re-evaluation ■ "Now these," Mr. Foote remarked, "are comments made only three months ago by intelligent agency people—at a time when public interest in radio, as evidenced by set purchase and set use, is rising at a rate unprecedented and heretofore unthought of. It would certainly seem to indicate that there is a heap of interpretation, communication and selling—if you please—to be done in

major parts of the world of advertising."

As one way to accelerate advertiser use of radio, Mr. Foote urged the radio broadcasters to make sure that the research projects already begun are carried through successfully. Meanwhile, he suggested, "it might be well for all who sell radio to make even greater use of the time-proved device of the success story."

To "advertisers who have a special interest in the teenage market" radio broadcasters might very well stress "the great advantages that radio has to offer for this group," the McCann-Erickson chairman proposed. He cited a study of the Radio Advertising Bureau "showing the great variation in television viewing by quintiles as compared with the consistency of radio listening by the same quintiles" as indicating that "radio can very soundly be sold for the purpose of putting over selling messages to those who don't watch television very much."

"Radio is going to grow as you never dreamed it could grow," Mr. Redd told the NBC Radio affiliates. "Why? Because radio is where the ideas are." How? "It may well become quite a different kind of radio than we have known in the past." He described six new dimensions of the radio of the future for the broadcast executives:

■ Radio is irreplaceable. "Radio is the only medium that gives man his freedom—freedom to move, freedom to think, to work, to occupy his reflexes with his daily tasks while absorbing what he hears . . . in a culture where time is money. Radio is the only medium that steals no time from anyone."

■ Radio is everywhere. "Micro-miniaturization can reduce the size of tomorrow's radio to the size of a Lincoln penny. We are entering the age of lapel button radio, the radio in a lady's earring, the radio in a shirt button, in the top of a ballpoint pen. Radio will be the most common and accessible means of communication on this planet. . . ."

■ Radio is proliferating. Through pulse modulation several programs can be transmitted simultaneously over a single frequency. "You see what this means? It means that where you are now transmitting one program on your

**Are you
sure
your stereo
signal
meets F.C.C.
requirements?**

Collins 900C is the final authority!

Collins' new 900C-1 accurately monitors and measures FM emissions to tell you whether you are meeting F.C.C. requirements.

The 900C-1 determines precisely the critical parameters specified by the F.C.C. for high quality stereo broadcasting. It's the only monitor available that will do it.

Collins supplied this precision instrument before the F.C.C. stereo monitor Type-Approval rules were proposed and Collins guarantees that the 900C-1 will be Type-Approved for stereo. (It's already Type-Approved for monophonic-main channel.) Existing monitors will be modified if necessary.

Deliveries are not yet current with demand, but *don't wait* to place your order at the present price, \$2300. Call or write today for information.



COLLINS RADIO COMPANY • Broadcast Communication Division, Dallas



30 Years in the
Broadcast Business

station's spot on the dial, you could be transmitting five—or a dozen. All the listener has to do is select which of your station's programs he wants to hear—news, commentary, opera, jazz, rock 'n' roll, sports, radio dramas—You name it, you'll have it."

■ Radio is getting audience measurement. Mr. Redd described a new device that, placed by the side of a road, "accurately counted not only the radio sets turned on in passing automobiles but tabulated the station to which the driver was listening. That device can be put in a low-flying helicopter or in a truck. It will count not only the plug-in sets but that hitherto shadowy bonus land known as mobile sets—an audience that for all we know may be three times the size we have envisioned."

■ Radio will adopt accountability. "Accountability is the procedure of establishing benchmarks for accomplishment . . . advertising accomplishments . . . benchmarks for measuring accomplishment must be established for clients before they advertise. Results must be carefully measured after they advertise. In this way, radio will substantiate itself with case histories—much needed success stories—that are incontrovertible." Mr. Redd noted that the advertising agencies of the Interpublic Group of



EWR&R's Mr. Redd
Offers radio guidelines

companies are pioneering to make accountability an imperative with all of their clients.

■ Radio will have integration. "Radio will be an integral part of the modern marketing theory. . . . Today marketing is no longer simply the process of moving things. [It] is a study of strategy in how to move those things . . . basic product of today's advertising agency is persuasion, not advertisements. Radio will always be an essential and invaluable means of communicating this persuasion. The era of computerization and automated marketing could not operate without the mass contact which only radio can so economically provide."

Asked what is being done to "justify this optimism about tomorrow," Mr. Redd answered that "we're taking definite steps to improve audience research. After much urging, the four radio networks have all subscribed to one network rating system, the Sindinger Network Radio Activity Service. "This will enable us to make uniform comparisons of ratings and it will mean a substantial shortening of the radio recall period among the groups that are measured."

Mr. Redd also praised the joint NAB-RAB methodology study for audience measurement techniques and the formation of the Broadcast Rating Council.

Radio affiliates see rose-tinted future

NBC executives cite network's great past and present in predicting even better things to come

The Tuesday morning meeting of NBC Radio Network affiliates was an all's-well-with-the-world session.

The speakers reminded the radio station executives of their medium's illustrious past, congratulated them on the profitably successful present and looked ahead to a glorious future.

NBC Board Chairman Robert W. Sarnoff declared that "all of us here should be very proud of the status of radio today. For today radio has moved into a new era of service to the public and of profitability to those who serve this public."

It all began more than 37 years ago with the formation of the NBC Radio Network, Mr. Sarnoff recalled. Since then, he said, "NBC and its affiliates

have never ceased to apply skill and initiative in leading our industry to higher and higher levels of accomplishment." Even "the seven lean years when the rise of television threatened to put an end to radio networking" have been successfully survived and today radio, "by all measurements of ownership and use, is scaling new peaks."

Challenging the affiliates "to discover new ways to do better things, not merely better ways to do old things," the NBC chairman reported that NBC is re-examining the direction the NBC-owned stations should take to keep their schedules both "compatible with their network programming" and "competitive with the unaffiliated stations."

Useful and Best ■ Mr. Sarnoff ex-

pressed the conviction that "the best and most useful broadcast service to the community is performed by a network-affiliated station. To function as an affirmative advantage, radio network service must be based on this rule of thumb: "If a station can do it better than a network, then the network should not duplicate it."

"NBC Radio is clearly the advertisers' choice," William K. McDaniel, executive vice president in charge of radio for NBC, told the network's affiliates. "Since 1960," he said, "more advertisers have bought more time on NBC than on any other network. Throughout 1963, NBC's share of sponsored hours on all three networks was 38%. In the first four months of 1964, we have 40%."

Because of its sales success, NBC can expand and improve its program service, Mr. McDaniel said, reminding the affiliates that "you are served by the largest and finest organization in broadcast journalism. . . . NBC News," and that only their stations receive the weekend *Monitor* programming and the NBC News specials, "a caliber of coverage literally impossible for a station to duplicate." NBC's hotline "instant news" service is used by 92% of the network's affiliates.

Mr. McDaniel called on the affiliates to cooperate with their network in the

Beefed up TV programs planned

NBC-TV officials hear complaints about low ratings, scarcity of station-break time in prime hours and daytime schedule, promise to take remedial actions

NBC's television affiliates last week were exposed to an elaborate presentation of the network's 1964-65 schedule and to three days of entertainment in Beverly Hills, Calif. If some of them had been restless when they arrived, they left with the assurance that their network is out to beef up its big audience entertainment programming to match the success it has scored in the field of information and news.

At a closed meeting of television affiliates last Monday, many spoke critically of the network's recent record. Although no formal votes were taken, the consensus was that the affiliates were disturbed about three situations: They wanted bigger audiences at night, a stronger daytime program service and more 20-second breaks to sell during prime time.

A. Louis Read, chairman of the

matter of clearances. "Your clearances control the size of the audiences reached by our advertisers. Clearances directly affect network pricing. Therefore, I strongly urge each of you to continually and personally examine the levels of clearances. Through satisfactory clearances your network can continue to grow, to expand and improve its service to you. In a word, your clearances directly affect our success."

Agency Views ■ The radio broadcasters also heard appraisals of their medium by two agency executives, Emerson Foote, board chairman of McCann-Erickson, and Robert L. Redd, executive vice president for Erwin Wasey, Ruthrauff & Ryan's western division (see page 46).

The morning session concluded with the presentation of a citation from the NBC Radio affiliates executive committee to Mr. Sarnoff marking his 25th anniversary in broadcasting. The citation, presented by R. Lyell Bremser, KFAB Omaha, read: "Robert W. Sarnoff, for his distinguished career, upon the occasion of his twenty-fifth anniversary in communications, for his zealous advocacy of quality programming, and for steadfast devotion to the highest ideals in broadcasting, this citation, with appreciation and affection from the affiliated stations of the National Broadcasting Company."

NBC-TV affiliates board of delegates, delivering this consensus to network officials after the closed meeting of affiliates, was understood to have been given various assurances that at least some of the desires of the stations would be satisfied, though not necessarily at once.

The addition of 20-second breaks, Mr. Read was told, could not be made in the next season since the schedule was locked up, but the network promised to consider the subject before the 1965-66 schedule was fashioned.

Why the Scarcity ■ The scarcity of 20-second breaks, in the affiliates' views, has been created by the scheduling of one-hour and 90-minute programs in the evening. Within those programs some station breaks are only of 30-seconds duration, as compared with the 42-second break that is standard between programs. In the 42-second break stations can sell two 20-second spots for considerably higher revenue than they obtain from one 20-second spot and a 10-second ID in a 30-second break. The 30-second breaks will occur within NBC's weekly presentations of movies on Wednesday and Saturday nights next season in the 90-minute *Virginian* on Wednesday and in the 90-minute *90 Bristol Court* on Monday night. The insertion of the last program in the new schedule, with its accompanying diminution of 42-second breaks was understood to have precipitated much of last week's discussion.

At a filmed presentation, accompanied by live appearances of several stars, that was given the television affiliates two days after their own meeting, the network emphasized its strong interest in going after bigger audiences, in both day and night.

After the presentation the affiliates board issued a resolution that made it evident that the presentation was a hit. "The presentation made to us today," the resolution said, "is a clear indication that NBC is determined to make a clean sweep of all areas of network programming and not rest on its undisputed leadership in the fields of news, public affairs and sports."

The board praised "NBC's imaginative planning, coupled with a willingness to commit very substantial expenditures" which, "supplemented by the local efforts of the individual stations, has made it possible for NBC-TV affil-

ates to provide their viewers with total television service unequalled by competitors."

Robert E. Kintner, NBC president, opened last Wednesday's presentation with an outline of NBC's television plans.

The network-affiliate relationship is not a partnership, but an alliance, he said, with each party having certain obligations to the other. The first obligation of a network to its affiliates, he stated, is to make a profit, so it can have the resources to take the "tremendous risks" involved in network operations. Next is to give them a "broad, popular program service." Then, the network must provide information programs "that won't get the ratings of the top entertainment shows but it's no less our duty to put them on."

The network has an obligation to finance technological developments, such as color, he said. Finally, there's the obligation to create the proper public image and the NBC president expressed satisfaction that "every survey shows that we are known as the 'class' network." The affiliates' obligation, he said, is to combine network and local programming in such a manner as to provide the best all-round service to the local audience.

Take the Lead ■ Mr. Kintner was followed by Walter D. Scott, executive vice president in charge of the television network, who said NBC was determined "to take over audience leadership in entertainment, as we have for so many years in news and as we are now doing in sports."

Probably the most spontaneous round of applause generated by the presentation came when Don Durgin, NBC-TV vice president of network sales, in speaking of the record sales experienced by the network in 1964, said: "Perhaps the simplest way I can summarize the magnitude of NBC-TV's healthy sales trend is to tell you that the NBC Television Network's station compensation checks to you for the second quarter will total \$2 million more than last year which, as you know, was a record year in sales."

Mr. Durgin told the affiliates that NBC stacks up well in the network competition for fall business. Of the 24½ hours represented by 7:30-11 p.m. Monday through Sunday in the 1964-65 schedule, Mr. Durgin said,

CBS has 14½ hours of programs that are fully sold, NBC has 12½ hours of programs fully sold, and ABC has 6½ hours of fully sold programs.

Combined sales on the *Today* and *Tonight* programs will exceed \$26 million in 1964, Mr. Durgin said.

Programing for the future was discussed by Mort Werner, NBC-TV's program vice president. Now that the 1964-65 season is set, Mr. Werner is working on programs for the 1965-66 season and for as much as five years from now, he said.

Future Plans ■ At the moment NBC is engaged in 37 new program projects in various stages of development. Among them are four comedy programs, one by Goodman Ace, another titled *Please Don't Eat the Daisies*, an adaptation of the best-selling book by Jean Kerr, a third, *Campo 44*, about Americans in an Italian prison camp in World War II by David Westheimer, author of the best-selling "Von Ryan's Express" and a fourth based on the English TV program, *Steptoe and Son*.

Mr. Werner also said NBC was working on a novel musical comedy show starring Steve Lawrence that the network plans to insert in its schedule next season as a "sneak preview," the same way it inserted *That Was the Week That Was* in its 1963-64 schedule. Other sneak previews are in the works, he said.

At a news conference the day after the presentation Mr. Werner said the network had two new daytime prop-

erties, of a nature he would not describe, that it intended to put into its schedule within the next six months. The introduction of those shows will be in addition to daytime program changes that will be effective June 29.

NBC will program *Make Room for Daddy* as its daytime schedule opener and move *Say When* to noon. The network will also begin programing the 1:30 p.m. period, which has been station time, with a new show, *Let's Make a Deal*, for which it is seeking station clearances. In return for taking the 1:30 p.m. period the network is turning back to stations the 4:30-5 p.m. period it has been programing.

Julian Goodman, vice president of NBC News, told the affiliates that in October the network would present the biggest collection of live action programs ever attempted in network television. In that month, he said, "We will have the intensive coverage of the closing days of the presidential campaign, with at least one special program a week; coverage of the British elections by NBC correspondents, partly live by satellite from BBC headquarters in London; 15 hours of the Summer Olympics from Japan; the NCAA football games on Saturdays and the world's championship of baseball, the World Series."

Sports, Too ■ As to sports, which have been transferred to the NBC News department, Mr. Goodman said the network is prepared to "out-spend, out-produce and out-talk any other in the

business." NBC has committed a total of \$60 million to sports rights, he said.

The 1964-65 nighttime schedule (BROADCASTING, Feb. 3) was outlined in detail in a filmed presentation produced by Dean Shaffner, NBC-TV director of sales planning. The presentation will be shown to agency and advertiser representatives in the network's New York studios on June 29 and in Chicago at the network's WNBQ(TV) on June 11.

The Wednesday afternoon presentation to TV affiliates was the closing business session of the convention and was followed by a banquet for TV and radio affiliates in the Beverly Hilton hotel, which was the convention headquarters. Entertainers who performed at the banquet included Jack Benny, Jonathan Winters and Andy Williams.

The night before, the affiliates had been entertained with dinner and a show at the MGM studios, and the night before that—the opening of the convention—the affiliates were feted first at a reception in the Beverly Hilton and from there taken by a fleet of buses to the new Universal City headquarters of MCA's many operations for a banquet and entertainment in a huge soundstage that had been converted to an Arabian nights set, complete with scores of shapely waitresses in harem costumes. Between periods of organized *divertissement* the affiliates could repair to the NBC hospitality suite that was alongside the pool at the Beverly Hilton.

Bigness doesn't mean badness

Critics of group ownership get strong rebuttal

from Robert Sarnoff in talk to NBC affiliates;

his clinching argument: look at the record

A vigorous defense of group ownership of broadcast stations and of cross-ownerships in broadcasting and publishing was made last week by Robert W. Sarnoff, NBC chairman, in a major speech to a convention of NBC affiliates.

Why he chose that subject for the main thrust of his speech he did not say, but he presumably had in mind reports that the FCC is considering a number of proposals that in one way or another would tighten its multiple ownership rules.

Two studies looking to a review of the commission's multiple ownership rules are underway. One grows out of the growing problem of technical vio-

lations of rules by mutual funds and investment houses that own more than 1% of more than one broadcast group. A proposed rulemaking on this question is expected to be issued shortly. The other involves a staff study of a possible general revision of the multiple ownership rules. This matter is believed to be far from ready for presentation to the commission.

In his speech last Wednesday before the affiliates Mr. Sarnoff spoke, without further identification, of "some [who] indulge in the unwarranted assumption that full and free competition demands maximum dispersion of station ownership." Advocates of that view, he said, "use a term of opprobrium—"concen-

tration"—to characterize the entities that consistently devote the largest resources to broadcast operation and development—multiple owners, newspaper and magazine owners, and companies that operate both networks and stations."

Why is Big Bad? ■ Those who wish to break up the concentrations "equate bigness with badness," said Mr. Sarnoff. Yet experience has shown, he said, that "large undertakings demand large resources and combinations of skills—whether in the development of atomic energy, in heavy industry, in mass distribution or even in the operation of government itself."

The question, Mr. Sarnoff said, was

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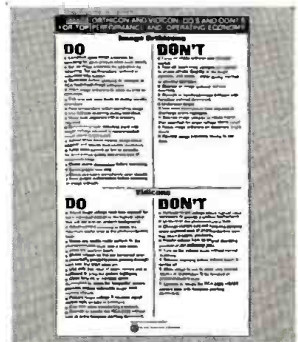
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whether group ownerships were in the public interest. He answered his own question with a resounding yes.

The group owners, he said, have been the leaders in broadcasting.

More than half of the stations that were first linked for radio network service in 1926 by NBC were owned by groups or by newspapers.

Two-thirds of the 108 television stations that pioneered in the establishment of television service before the FCC imposed its freeze of 1948-52 were owned by newspapers and group owners. In television the groups "have been the vanguard of program creativity," said Mr. Sarnoff, "developing bold new local program projects that have not only enriched their own communities but are becoming an additional source of supply to other stations."

It is the groups, he said, that have had the money—and have used it—to build informational and cultural programming that traditionally commands relatively little advertiser support.

Financial Backlog ■ The ownership of stations, he said, has provided the financial underpinning for network operation "which operates under enormous financial hazards," Mr. Sarnoff said. It was station ownership that enabled the radio networks "to weather the years of heavy losses while adjusting to the realities of television." It is station ownership that "helps the three television networks to assume, year by year, the hundreds of millions of dollars of commitments for developing an array of new programs and maintaining a wide-ranging national program service of entertainment, news and information."

Newspaper ownership of broadcast stations, said Mr. Sarnoff, broadens the base of economic support that is essential to the maintenance of a free press. Among the newspapers that have ceased publication in the past 20 years, he said, "the rate of suspension of those without broadcast interests is about twice that of those with broadcast ownership."

One measurement of the relative performance of group and single ownerships, Mr. Sarnoff said, is in the record of awards for program excellence. Of all the awards granted in the past four years by the Peabody Foundation, Ohio State University, The Freedom Foundation and the professional journalism society, Sigma Delta Chi, 137 out of 157 were given to stations owned by groups or publishers.

Those who advocate dispersion of ownerships, said Mr. Sarnoff, wrongly argue that diversity of expression is discouraged by consolidations. Diversity of expression, said Mr. Sarnoff, has meaning only when applied in individual

markets. Under present FCC rules prohibiting duopoly, he pointed out, no one can own more than one TV, AM or FM station in any one community. Even in cross-ownerships with publishing the chances of a single entity gaining a monopoly position over news and information in any community are slim.

Many News Sources ■ Mr. Sarnoff cited a study by the American Newspaper Publishers Association that showed that although many cities now have no more than a single daily newspaper published in the city core, the sources of

fear, Mr. Sarnoff said, ignores the realities of experience, the legal responsibility of each station to meet the needs of its own community and the economic necessity for each station to compete effectively for local public favor.

As matters now stand, there is no chance for any one owner to acquire economic domination of the national market. No one group accounts for more than 8% of all television station time sales. That share is considerably less in broadcasting than it is in many other businesses. Mr. Sarnoff pointed out



At the NBC affiliates reception on Monday Robert W. Sarnoff (l), NBC chairman of the board, and Robert E. Kintner (2nd from r) met affiliates, stars and producers. At right is Sheldon Leonard, executive producer of T&L Television Productions. Mr. Sarnoff and Mr. Kintner, during a session with TV affiliates on Wednesday, were presented with a citation from affil-

ates by Otto Brandt, Crown stations, vice chairman of the affiliates board of delegates who was acting for A. Louis Read, WDSU-TV New Orleans, chairman. The citation was in "appreciation of the creative and inspiring leadership" of the executive team that was formed five years ago when, Mr. Brandt said, affiliates had misgivings about its working.

news and information available to the typical community are in the dozens. One example quoted by Mr. Sarnoff from the ANPA study was Sioux Falls, S. D., which has only one daily paper but is served regularly by 63 different information sources: 16 in the city itself (two television and four radio stations, four weekly papers and six specialized publications) and 47 from outside (12 dailies, 10 Sunday papers, 6 national Sunday supplements and 19 national magazines).

The multiple ownership of stations in different communities, he said, is feared by some as a means of enforced conformity of programming on all the outlets that a group owner owns. This

that single companies account respectively for 17% of the U. S. sales of rubber products, 18% of iron and steel; 23% of petroleum and natural gases, 31% of tobacco products, 40% of motor vehicles and equipment and 75% of electronic computers.

"Multiple and newspaper owners," Mr. Sarnoff said, "are demonstrating every day their ability and eagerness to enlarge and enliven broadcasting through competition. While continuing this effort, we must all be constantly alert to the dangers of any proposals, based on theory and abstraction, that would weaken our capacity to provide an ever broadening service to the public."

NBC is still anti-pay-TV

Also clarifies objections to federal insulation against toll TV on wire

NBC re-emphasized last week its opposition to on-the-air subscription television and its rejection of proposals to seek government protection against pay TV on wire.

The restatement of policy came from Robert W. Sarnoff, chairman of the NBC board, in his speech at last week's convention of NBC affiliates (see story, page 50).

Pay TV, he told the affiliates, is a "riddle" that is "accompanied by the growing puzzle of CATV." The two developments have come to be associated generally in broadcasters' thoughts about the future. Some see the possibility of an eventual conversion of CATV into pay TV.

NBC's position for years, said Mr. Sarnoff, has been "to oppose any system that would withdraw frequencies from

public broadcasting to offer a service of narrowcasting available only to those willing and able to pay for it, using box office returns from the few to out-bid free television for the popular attractions it offers without charge to all.

"But as we reaffirmed last March," said Mr. Sarnoff in a reference to a policy statement that he and Robert E. Kintner, NBC president, circulated to the NBC organization, "we reject the principle of seeking government protection against a pay system that does not use public frequencies, even though we recognize that its consequences can have the same adverse effects as wireless pay TV.

"We take this position because we do not believe that competition from a new non-broadcasting venture, wired pay TV, is in itself justification for broadcasters to urge government prohibition of such an activity."

Unusual Problems • As to the development of community antenna systems, said Mr. Sarnoff, it presents novel problems that NBC is studying. As long as CATV systems stuck to their original purpose of delivering television programming to areas with little or no broadcast service of their own, the public benefitted. In those communities where CATV harmed local broadcast operations, NBC has felt that "minimum regulation" was justified to reconcile

colliding interests. And, as a matter of principle, NBC has felt that CATV ought to be required to obtain the consent of broadcasters whose signals it used.

But the recent extension of CATV systems into substantial markets that might support additional television stations—"and all this without consent of the program proprietors and in derogation of a carefully designed allocations system"—presents new problems, Mr. Sarnoff said.

A position similar to NBC's on pay TV and CATV has been taken by CBS. Last month at a convention of CBS affiliates in New York, Richard S. Salant, CBS Inc. vice president and assistant to the president, said CBS would continue to oppose on-the-air pay TV, would not participate in efforts to obtain government protection against wired pay TV and had appointed a committee to work out a CATV policy (BROADCASTING, May 11).

Until that time it had been thought that both NBC and CBS were in disagreement with the pay-TV policy adopted last January by the television board of the National Association of Broadcasters. A statement issued by the board had been widely interpreted to mean that the NAB was committed to seek government protection against the development of wired subscription television. Mr. Salant made specific mention of the disagreement on that point. Later LeRoy Collins, NAB president, clarified the NAB position by stating the board had not voted to seek protection against wired pay TV. As of now the two networks and the NAB appear to be in general agreement on pay-TV policy, although not entirely on the execution of the policy.

Collins Asked Stand • In a speech at the annual NAB convention last April Mr. Collins urged broadcasters to speak out in general opposition to pay TV in any form. He said they ought to conduct campaigns to educate the public to what he called the dangers of subscription television, a remark that was interpreted to mean that he thought broadcasters ought to broadcast their opposition.

At a news conference last Thursday, the day after he spoke to the NBC affiliates, Mr. Sarnoff was asked if NBC intended to use its facilities to propagandize against pay TV. His answer was a curt: "No." (The NAB television board which meets Sunday, June 14, in Washington, is expected to plan policy on CATV and pay TV [see page 42]).

In his speech Mr. Sarnoff said that in addition to CATV and pay TV there were other developments now in work that would "influence and shape our industry."

One development, he said, was color "which is now rapidly moving toward

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the inevitable time when it will supplant black and white as the basic medium."

In his speech Mr. Sarnoff did not estimate the date by which he thought color would become the basic medium, but in the news conference the next day he put it at between five and ten years in the future.

Color, he said in his speech, "will lift all of television to a new level. Increasing its audience attraction, enlarging its value to present sponsors and drawing to it whole new classifications of local and national advertising that television has never captured."

Renewed prospects of growth for UHF provide another development of significance, said Mr. Sarnoff. As UHF stations come into existence, Mr. Sarnoff sees "the potential of further sharpening competition, stimulating additional sources of programing, multiplying services, increasing opportunities for network affiliations and many side effects." Such developments NBC welcomes, said Mr. Sarnoff, "but we must also be alert to pressures for expediting UHF development artificially and sustaining it synthetically," for such measures "would negate the competitive framework UHF development is intended to advance, and would not provide a sound foundation for UHF's development."

Still another significant development, he said, is educational television which will "add another dimension to our medium." Mr. Sarnoff sees ETV as a complement to commercial broadcasting and, "if its programing is effective," a stimulus for commercial operators who will be challenged for the attention of the audience.

Changing hands

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

■ **WALA-AM-TV** Mobile, Ala.: Sold by William O. Pape to Royal Street Corp. (WDSU-AM-TV New Orleans) for \$3 million (see page 44).

■ **WDAE-AM-FM** Tampa, Fla.: Sold by the estate of David E. Smiley to Robert W. Rounsaville for \$375,000 and a \$240,000 covenant not to compete for 10 years. Mr. Rounsaville also owns WVOL Berry Hill, Tenn., WTMP Tampa, Fla. (which he plans to sell if assignment of WDAE is approved by the FCC), WYLD New Orleans, WTAM-TV Louisville, Ky. and WATL Atlanta. WDAE is a 5 kw station on 1250 kc.

■ **WORD** Spartanburg, S. C.: Sold by Henderson Belk to Robert B. Brown and associates for \$250,000. Mr. Brown owns WTLK Taylorsville, N. C. Mr. Belk owns WIST-AM-FM Charlotte and

WKIX-AM-FM Raleigh, both North Carolina, WQXL Columbia, S. C., and has bought WPDQ Jacksonville, Fla., pending FCC approval. **WORD** broadcasts fulltime on 910 kc, 5 kw day, 1 kw night. Broker: Blackburn & Co.

■ **KBIZ** Ottumwa, Iowa: Sold by G. LaVerne Flambo and associates to the Post Corporation for \$210,000. Sellers also own KASI Ames, Iowa. The Post Corp. owns WEAU-TV Eau Claire, Wis., KTVO(TV) Kirksville, Mo.-Ottumwa, Iowa and WAXX Chippewa Falls, Wis., and publishes the *Appleton Post-Crescent*, the *Neenah-Menasha Twin City News-Record* and the *West Allis Star*, all in Wisconsin. KBIZ is 1 kw daytime, 250 w night, on 1240 kc. Broker: R. C. Crisler Co. Inc.

APPROVED ■ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 81).*

■ **KGON** Portland, Ore.: Sold by Robert J. Hartke and Irwin S. Adams to Kenneth Palmer, John Hunter, Robert Donner and Elliott Knoll for \$925,000. Buyers own KIMN Denver. KGON is fulltime on 1540 kc with 50 kw day and 10 kw night.

■ **KOKY** Little Rock, Ark.: Sold by John

M. McLendon and associates to KOKY Inc. for \$225,000. KOKY Inc. is owned by Arnold and Seymore Schneidman and associates who also control the licensee of WAAA Winston-Salem, N. C. Other McLendon Ebony Group stations are KOKA Shreveport, La., WOKJ Jackson, Miss., WENN Birmingham, Ala. and WYOU Tampa-St. Petersburg, Fla. KOKY is a 5 kw daytimer on 1440 kc.

COMMUNITY ANTENNA TV

■ **Perry, Fla.**, 5-channel system serving 350 subscribers, sold to Florida Video Inc., group of New York investors, for undisclosed sum believed in excess of \$150,000, by H. E. and V. F. Jackson. System, year old, has Ameco equipment and will be operated by Daniels Management Co., Denver. Broker: Daniels & Associates Inc.

Senate action pends on Sec. 315, Ford

A bill to suspend Section 315 equal-time requirements for presidential and vice presidential races this fall reached the Senate Wednesday (June 3) but no action was taken.

A report of the Senate managers—Senate Commerce Committee members

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who conferred with their House counterparts on the resolution last month (BROADCASTING, May 11)—was filed. It explained, as the House managers already had May 19, minor changes agreed to in HJ Res 247, the suspension measure already passed in slightly different versions by both houses.

Technically, the Senate must act first, and since the resolution is now on the table, as a Senate aide explained last week, it requires only a motion to be taken up, likely to be made by Senator John O. Pastore (D-R.I.), chair-

man of the Senate Commerce Communications Subcommittee.

A legislative bottleneck caused by the civil rights debate seems to be preventing final action since little opposition has been heard to the revised legislation.

FCC Commissioner Frederick W. Ford's nomination to a seven-year term will be considered at a hearing of the Senate Commerce Committee June 17, Senator Warren G. Magnuson (D-Wash.), chairman, announced last week.

Commissioner Ford, whose current term expires June 30, was nominated for another full term by President Johnson last month (BROADCASTING, May 18).

The Republican commissioner has had 25 years of government service, including 13 with the FCC, the last seven under an appointment from President Eisenhower on Aug. 29, 1957.

Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, will preside at the full committee session.

FINANCIAL REPORTS

Austin CATV's high value argued

\$5 million estimate sometimes placed on 50% of Capital

Cable company far exceeds actual worth, expert believes

For months, news stories dealing with the community antenna television controversy in Austin, Tex., have reported that the family of President Lyndon B. Johnson stands to gain \$5 million as the result of an option to buy 50% of Capital Cable of Austin. Last week, an official of an electronics equipment company who is familiar with the situation in Austin put the accuracy of that estimate in doubt.

Milton J. Shapp, chairman and president of the Jerrold Corp. of Philadelphia, said the option, acquired by Johnson interests seven years ago, might

have been worth "several million dollars" at one time but that the \$5 million estimate now "seems exceedingly high." He also said that the decision on whether to exercise the option—the deadline for this action is January 1966—might be a difficult one to make.

Mr. Shapp's company supplied Capital Cable with some of its equipment. And Jerrold has important CATV interests of its own. Jerrold owns one-half or minority interests in 11 CATV systems, including two under construction, in Illinois, Indiana, Virginia, Florida and Mississippi. In addition, the

corporation holds franchises for seven other systems not yet under construction.

The option to purchase 50% of Capital is held by Texas Broadcasting Co., licensee of KTBC-TV Austin. The President's wife and two daughters own 84% of Texas Broadcasting, but their shares have been placed in trust, presumably to avoid any conflict-of-interest situations.

The question of the option's worth came into prominence in connection with the efforts of a competitor of Capital's, TV Cable of Austin, owned principally by John Campbell, to obtain a waiver of the FCC requirement that it protect KTBC-TV, the only station in Austin. The commission has twice refused the requested waiver (BROADCASTING, May 4), and TV Cable is now taking the case to the U. S. Court of Appeals (see story this page).

Condition was Accepted • TV Cable had accepted the condition that it protect the station—that is, not carry programs for 15 days before and after they are broadcast by KTBC-TV—in order to obtain the microwaves to relay signals of stations in San Antonio. The same condition has been imposed on a number of other CATV's as a matter of commission policy.

Capital Cable, however, rather than accept the condition, decided to build an all-cable system. It is now carrying programs when they are broadcast, and TV Cable claims Capital has an unfair advantage in competing for customers.

The involvement of the Johnson station has projected what would otherwise be a rather obscure squabble between two CATV's into national prominence. The \$5 million supposedly at stake has given the case an extra fillip of interest.

In challenging the accuracy of the \$5 million estimate—or \$10 million, in terms of the total value of the system—Mr. Shapp said the situation in Austin has changed considerably in the seven years since the option agreement was signed. "If the CATV system had been installed in 1957 or 1958, it

TV Cable of Austin takes its fight to court

TV Cable of Austin Inc., enmeshed in a fight with the FCC over the restrictions placed on its operation in that Texas city went to a federal court in Washington last week seeking to overturn a commission refusal to delete or waive the nonduplication conditions attached to its microwave grants.

TV Cable is required to refrain from duplicating KTBC-TV Austin for 15 days before or after the station carries a program. This is a standard condition placed by the FCC on cable companies which seek microwave relays to bring in outside TV.

TV Cable of Austin claims it is subject to discrimination because Capital Cable of Austin Inc., a competing CATV system in the same city, does not have to follow these strictures. Capital Cable does not use microwaves. A complicating fac-

tor, however, is that Texas Broadcasting Co., licensee of KTBC-TV, has an option to purchase up to 50% of Capital Cable. Texas Broadcasting is owned by President Johnson's wife and daughters, although their stock has been placed in trusteeship during the President's tenure in office.

In its notice of appeal to the U. S. Court of Appeals for the District of Columbia, TV Cable of Austin claims among other things that the FCC erred in not finding that "a close relationship" exists between Capital Cable and KTBC-TV; that the option agreement between Capital Cable and KTBC-TV "actively promotes an unlawful conspiracy in restraint of trade; and the commission failed to consider off-the-record representations made by officials of Midwest Video Inc., parent company of Capital Cable.

would have been a very successful system," he said. "The option may have been worth several million dollars."

No Longer Monopoly Situation ■ But he noted that, where seven years ago Capital Cable would have had a monopoly, today it faces competition from TV Cable. In addition, he observed that KTBC-TV's monopoly may soon be a thing of the past. The FCC has issued permits for two UHF stations in the city, and one of the permittees is said to have definite plans for going on the air.

Accordingly, Mr. Shapp said, "the estimate of \$5 million as the value of the option agreement seems exceedingly high."

He also said it would be "miraculous" if Capital were operating profitably by the time the deadline for exercising the option expires in January 1966. "The trustees of the TV station will have a difficult financial decision to make as to whether or not to pick up the option at that date," he said.

Mr. Shapp didn't discount the likelihood that the system will prove successful "over a long period." But, he said, "it is extremely doubtful that the system being constructed by Midwest Video will be worth anywhere near the \$10 million value that is being so lightly tossed around."

The seven-year delay in getting a system in operation stems from the fact that community antenna television in Austin has been a source of controversy from the beginning.

Applications in 1957. ■ The beginning was 1957, when Midwest Video Inc., of Little Rock, Ark., applied for a franchise to build a CATV system in Austin. A short time later Texas Broadcasting (then the LBJ Co.) filed a competing application.

Since both companies were wealthy and influential, the Austin city council was faced with a difficult situation. But the two applicants then decided to join forces. In return for withdrawing its application, Texas Broadcasting was given an option to buy up to 50% of a CATV system (subsequently organized as Capital Cable) which Midwest would install in Austin. The cost to Texas Broadcasting was to be based on Midwest's actual expenditures in setting up the system.

But before the Austin city council could act on Midwest's application, new requests for franchises were filed, this time by several theater owners, including Raleigh Theaters and Paramount Theaters. Theater owners throughout the Southwest at that time had become excited about the prospects of CATV as the result of a "cable theater" pay-TV system that had been installed in Bartlesville, Okla.

The effect of these applications was to jam the administrative machinery at city hall for five years. Finally, in

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



Baggy-eyed Bedsitter



Baggy-eyed or no, this bird's alert. Perched in front of his TV, he thrives on WAVE's nighttime line-up of TV entertainment. Why WAVE? Because WAVE carries six of Louisville's top ten nighttime network TV shows (according to a recent reader-poll by the Louisville Courier-Journal, December 22-31, 1963 viewing period).

You can reach more Baggy-Eyed Bedsitters on WAVE-TV because:

- **WAVE leads in total market coverage**—reaching more Louisville-area TV homes than any other station (567,400 TV homes vs. 445,700 for its nearest competitor—a WAVE bonus of more than 120,000 homes! *).
- **WAVE means TV leadership in the Louisville market**—first on the air, first to carry network color, and only station that transmits local, live color—altogether an average of 50 hours a week of local and network color viewing.

*Source: ARB Market Coverage Information.



WAVE-TV
Channel 3 • NBC • Louisville

Represented by The Katz Agency

1962, after prodding by the local newspaper, the city council decided to issue nonexclusive permits for construction to anyone willing to meet certain conditions. Midwest agreed, and was granted a nonexclusive permit. Apparently none of the other applicants was willing to accept the conditions. But Mr. Campbell, who had operated a CATV in Mineral Wells, Tex., filed for a permit, and it was granted. Thus the battle now moving into the courts was joined in 1963.

Considerable attention has been focused on the fact that Capital's receiving antenna is located atop the KTCB-TV tower. The option agreement embodies a lease providing for this use by the cable company. However, Mr. Shapp, who was involved in building the CATV system, said the decision to use the tower was not made until after Capital rejected a conditioned microwave grant from the FCC in favor of building an all-cable system instead.

Mr. Shapp said that when it planned to use microwaves, Capital intended to build a receiving antenna about 40 miles from Austin. TV Cable is operating an antenna about that distance from the city.

Mr. Shapp said that, after tests were made at the station's tower, Jerrold Corp. installed special antennas to cut down co-channel interference. He said the quality of reception is "not as good as the pictures being received at the Campbell antenna site 40 miles closer to San Antonio." But he said that through the use of special equipment, the pictures are "commercially acceptable." Jerrold has re-engineered the Capital Cable layout, using the Austin tower as the receiving point.

Mr. Shapp, commenting on the option agreement, said it "undoubtedly seemed logical" to the parties involved at the time. "The withdrawal of the Johnson franchise application would have enabled Midwest to obtain an exclusive franchise to build a CATV system in Austin at that time."

They had no way of knowing, Mr. Shapp added, that "shortly after the signing of the option, many theater operators would file for competing franchises in Austin, and thereby delay the proceedings for another six or seven years."

Seven Arts' earnings up

Seven Arts Productions Ltd., New York, reported May 15 its net earnings for fiscal year ending last Jan. 31 were almost twice its net earnings last year.

Year ending Jan. 31:

	1964	1963
Per share	\$ 1.81	\$ 1.08
Net earnings	3,154,002	1,705,793
Income	41,225,360	19,407,905

58 (FINANCIAL REPORTS)

MCA Inc. meeting short and sweet

MCA Inc. held its annual stockholder meeting in Chicago last week. The nine-minute event accomplished two things: Re-election of all present directors and appointment of Price Waterhouse & Co. as auditor. MCA Inc.'s present officers were re-elected during the subsequent meeting of directors.

MCA Inc. interests include Music Corporation of America, Decca Records, Universal Pictures Co., MCA Artists Ltd., MCA TV Ltd. and Revue Productions.

Lew R. Wasserman, president and chief executive officer of MCA Inc., received a salary of \$175,000 in 1963, according to the meeting notice and proxy statement. Jules C. Stein, board chairman, was paid \$156,000. Milton R. Rackmil, president of Decca and Universal, received \$167,000 while Taft B. Schreiber, vice president of MCA Inc. and president of Revue, received \$125,000. Charles Miller, also an MCA Inc. vice president, received \$52,000. Various contributions in addition also were made to a profit sharing fund for each with the exception of Mr. Rackmil.

Shapp, Feith repurchase stock

Milton J. Shapp, president and chairman of Jerrold Corp., with Dalck Feith, president of Dalco Manufacturing Co., Philadelphia, and other associates, have repurchased 289,150 shares of Jerrold common stock from Carl M. Loeb, Rhoades & Co., New York investment firm.

Although the purchase price was not divulged, it's understood it was over \$2 a share (Jerrold was at 3 on the over the counter market last Thursday).

This represents the second major purchase of Jerrold stock made by Mr. Shapp since he returned to active management of the company he founded. Last June, when he resumed the helm of the Philadelphia-based company, he bought 37,000 shares from Sidney Harman, then president of the company.

Jerrold, which is primarily in the community antenna system equipment



Mr. Shapp

manufacturing and construction business (it also has ownership interests in 9 operating CATV systems), is principally owned by Mr. Shapp and his wife, whose combined 497,337 shares equal slightly less than 25%; and by Mr. Feith, whose 268,350 shares equal slightly more than 12½% of the over 2 million shares outstanding.

With the purchase of the Loeb, Rhoades stock, Mr. Shapp disclosed that Gene Woodfin and Frank A. Weil, partners in the New York investment firm, have resigned as directors of Jerrold. Elected as successors were Wentworth P. Johnson, Fidelity-Philadelphia Trust Co., and Mr. Feith. Mr. Feith's Dalco Manufacturing Co. is a large metal fabricator in the Philadelphia area.

A proxy statement mailed last week indicated that in October last year Jerrold bought Dalco's K&F Electronics division (microwave transmitters) for \$175,000 plus 61,200 shares of Jerrold common stock.

The proxy statement also shows that Mr. Shapp is being paid at the rate of \$50,000 a year. The stockholders meeting will take place June 23 at the Jerrold Building in Philadelphia.

Comsat stock is an immediate sell out

Communications Satellite Corp. stock was offered last Tuesday (June 2) to an eager public at \$20 a share, gained \$7, dropped \$5 almost immediately to close at \$22.75.

Comsat, in anticipation of great popular interest, had placed a 50-share-per-customer limit on the public offering. Securities dealers found that this had to be revised downward drastically to satisfy all of the people who wanted to buy an interest.

The Comsat offering brought the space communications firm \$200 million, with about \$4 million of this going for brokers' fees. Half of the 10 million shares placed on the market went to 163 common carriers led by AT&T, 2,895,750 shares; IT&T, 1,050,000 shares; General Telephone & Electronics, 350,000 shares, and RCA, 250,000 shares.

Despite Comsat's pains to explain that its venture is not expected to show a profit for years under ideal conditions, between 500,000 and 1 million individuals happily purchased as much as they could.

While the public was rushing to buy, the FCC proposed rules aimed at curbing common carrier speculation. Terms of the special offer to communications firms require holding such shares for at least 60 days after pur-

BROADCASTING, June 8, 1964



STATIONS WITH STACKS* STAY ON THE AIR

* Westinghouse high-voltage silicon rectifier stacks, 250 watts to 50 kw

Why tolerate transmitter outages from rectifier arc-back? Mercury vapor tubes, the principal contributors to lost air time, are just plain old fashioned. Westinghouse solid-state rectifier stacks will give you 100% power-supply dependability—*no matter what the make or power level of your transmitter.*

Modernize your high-voltage cubicle. Join the growing group of key network and independent stations (AM, FM and TV) whose chief engineers have switched to Westinghouse silicon rectifiers. These men based their choice on the knowledge that Westinghouse high-voltage assemblies have racked up over 20,000,000 hours of failure-free operation. Delay just doesn't pay, especially if you are running

unattended or plan to do so in the near future. The cost of a silicon rectifier assembly for your transmitter can be less than *one* set of mercury replacement tubes. Take this important step toward trouble-free operation today. Call or write Ozzie Jaeger, Code 412, WA 5-7272. Westinghouse Semiconductor Division, Youngwood, Pennsylvania. SC 2002

P.S. Our megawatt rectifier assemblies are helping to carry the message of hope behind the Iron and Bamboo Curtains.

You can be sure if it's Westinghouse



chase. Proposed rules would extend the period to June 1, 1965.

It had been rumored that some of the smaller concerns might borrow money from brokerage houses to buy stock which they would then sell back to the broker when the 60-day limit expired. These reports prompted a warning from the commission that "carriers should conduct themselves in such fashion as to demonstrate they didn't acquire the stock for speculative purposes."

The stock closed Thursday (June 4) at 21¾ bid—22½ asked.

Paramount is ahead of last year's sales

Paramount Pictures Corp. stockholders last week were told that second-quarter prospects for their company were expected to be "comparatively satisfactory" after an investment profit of \$723,000 in the first quarter.

Barney Balaban, who stepped out of the Paramount presidency last week and was succeeded by George Weltner (see page 10), told the company's annual meeting that domestic business is "substantially ahead of last year." All directors were reelected.

In addition to feature-film produc-

tion, Paramount has a multiple relation to the television industry. It is a licensor of feature films to TV, operator of pay-TV subsidiary International Telemeter, 51% owner of Famous Players Canadian, which through a subsidiary, operates the Etobicoke, Canada pay-TV system, and owner of Plautus Productions and 50% owner of Talent Associates-Paramount which produces TV programming. Paramount also licenses the Chromatron color-TV tube process.

Mr. Balaban reported that Plautus "is doing exceptionally well," but that Talent Associates-Paramount "did not live up to profit expectations last year" . . .

He told shareholders that Sony Corp., which recently received a broadened authorization from Paramount for manufacture and distribution of color-TV sets employing the Chromatron in the U. S. and Canada, expected to have a limited number of these sets on the market in this country this summer "and a larger quantity early in 1965."

During a question period, Mr. Balaban said Paramount's involvement in pay TV over the past 10 years represents an investment of \$15 million.

In answer to one stockholder's question on the performance of KTLA(TV) Los Angeles, prior to its sale by Paramount to Golden West Broadcasters, he said the station had made about \$500,000 after taxes in 1963.

Fitch group regains Polaris

The control of the Polaris Corp., Milwaukee-based holding company with diversified interests including an advertising agency and several radio-TV stations, was restored last week to a stockholder group which opposed the short-lived tenure of John H. Kelly.

Mr. Kelly, who resigned Monday as president, had obtained control and that office in April in a proxy battle with Eliot G. Fitch, Milwaukee banker. Following last week's proxy climax, the Fitch group's candidate, F. S. Cornell, was named president replacing Mr. Kelly. Polaris has some 3,000 stockholders.

Polaris owns Klau-Van Pietersom-Dunlap, Milwaukee agency, and its station holdings include WTVW(TV), Evansville, Ind.; KTHI(TV) Fargo, N. D.; KCND(TV) Pembina, N. D.; WKYW Louisville, Ky.; KXOA Sacramento, Calif., and KPLS Santa Rosa, Calif. Polaris also owns Polaris Productions, Chicago-Milwaukee TV program syndicator, and Merchandise Inc., Evansville TV commercial firm, plus extensive real estate and other holdings, including Milwaukee's 22-story Marine

EQUIPMENT & ENGINEERING

Sylvania claims brighter color

New phosphors shown in Chicago unveiling of company's new line

Sylvania Electric Products Inc., introduced a new color television picture tube in Chicago Thursday (June 4) featuring a new phosphor discovery which the company claims makes possible pictures that are 40% brighter than color pictures presently available.

Sylvania, a subsidiary of General Electronics & Telephone Corp., said that the new color picture tube will be incorporated in nearly all of the company's 1965 line of color-TV sets. The new tube is called "Color Bright 85" and presently is a 21 inch, 70 degree round tube. It will be made available to other manufacturers about August. Later this year the new phosphors will be applied to the 25 inch, 90 degree

rectangular tube which Sylvania has under development. Sample quantities of the 25-inch tube are to be made available late this year and production quantities are to be made available early next year.

New Methods ■ The new phosphors, including a new red color phosphor based on the rare earth element europium as well as a unique new method of applying the phosphors to the tube face, "have provided the industry with a major breakthrough in color television," according to Gene K. Beare, Sylvania president. The europium phosphor was developed by GT&E's laboratories, the research subsidiary of GT&E.

"The tube provides greater brightness, sharper contrast and a truer and more stable shade of red, the most difficult color to control in a television picture tube," Mr. Beare said. He explained that until now, the limitation of red phosphors has been one of the major technological problems facing TV engineers. Previously the brightness of the green and blue sulphide phosphors had to be held back, he said, so that they would not overpower the inherently less bright red sulphide.

With the new color tube, Mr. Beare said, viewers will be able to watch a

color program in a lighted room and "see a more natural picture than heretofore attainable."

The new "Color Bright 85" tube is used in 10 of the 13 color receivers and two home entertainment centers shown in the 1965 Sylvania line. The Sylvania color-set line begins at \$428.60 with the first Color Bright 85 set starting at \$468.80.

New dimension in TV seen in home recorder

Within five years there will be a market for programming and equipment in a new field of television development, the home TV tape recorder.

That prediction was made last week by Robert W. Sarnoff, chairman of the NBC board, during a news conference in Beverly Hills, Calif., after a three-day meeting of NBC-affiliated stations (see stories page 73).

Mr. Sarnoff pointed out that a number of companies, including RCA, the parent of NBC, were at work on home-tape equipment. Once the equipment is available at a price consumers can afford, it will create a whole new dimen-

Plaza.

Mr. Cornell retires next month as executive vice president of A. O. Smith Corp. He has named George J. Callos as his executive assistant at Polaris. Mr. Callos, president of the advertising agency, and Ferris E. Traylor were re-elected to the Polaris board.

Both were supporters of the Fitch group.

Other New Faces ■ Also newly elected to the Polaris board were Malcolm K. Whyte, Milwaukee attorney; Allen Slichter, chairman of Pelton Steel Casting Co.; William C. Coleman Sr., chairman of Monon Railroad; I. G. Bohrmann, president of Perfex Corp.; E. A. Gaummitz, dean, School of Commerce, University of Wisconsin, and Cass North, president of Midwest Budget and Loan Corp.

Midwest is a subsidiary of the Polaris Corp.

Polaris said that four directors and officers who had supported Mr. Kelly also resigned last week and, like Mr. Kelly, have severed all connections with Polaris and its subsidiaries. These included David G. Herzer, Ronald M. Frary, Richard L. Greene and Jackson C. Lindsay.

Gross revenues of Polaris in 1963 totaled \$18.9 million and profit was \$739,949 or 82 cents a share (1962 profit, 81 cents a share).

sion in TV, he said. Mr. Sarnoff foresaw the creation of special programs on tape to be sold to owners of home TV recorders as phonograph records are now sold to owners of record players. The home recorders could also be used to take programs off the air for replay at the owners' convenience.

Although Mr. Sarnoff did not mention it, the Fairchild Camera & Instrument Corp. has demonstrated a home TV tape recorder that the company says could be manufactured in quantity for retail sale at less than \$500. Fairchild has reported that several manufacturers have expressed an interest in producing the instrument.

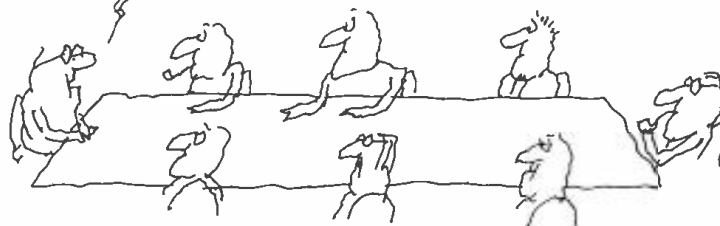
KATV(TV) gets approval for facility changes

KATV(TV) Little Rock, Ark., last week received authority from FCC to move its transmitter and increase its facilities. The changes will enable the station to maintain promised service to near-by Pine Bluff while putting an improved signal into Little Rock.

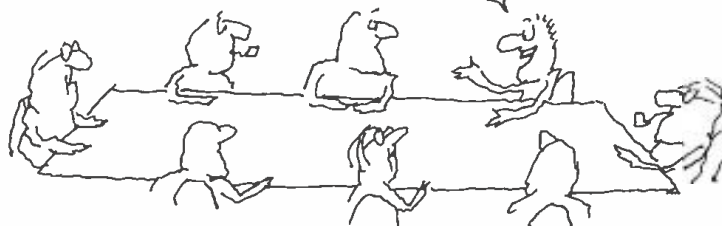
The station, on channel 7, was grant-

BROADCASTING, June 8, 1964

THE question, gentlemen, is what should replace our ROMANCE OF MATHEMATICS program?



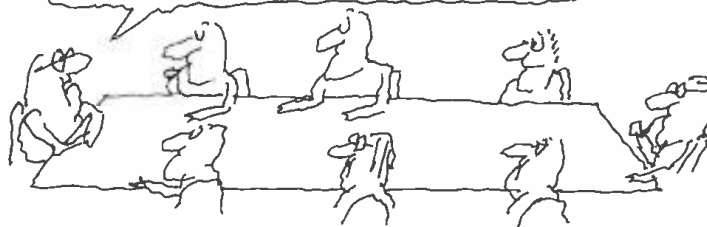
How about FOLLOW THE SUN, Dr. Zee? It's a Winner!



In New York it played on channel 5 and beat everything else in the time slot. How about that!



BUTTERMAN!
How many times do I have to remind you, we are an EDUCATIONAL station!



I keep forgetting



FOLLOW THE SUN—30 hours from 20th Century-Fox Television, Inc.

FCC 'illustrates' its overlap rules

The impact of the FCC's new rules governing the overlap of commonly owned stations, adopted May 20 (BROADCASTING, May 25), became clearer last week with release of "typical" station separation requirements under the new rules.

The commission said that due to the "many variables involved in AM signal propagation (power, frequency, ground conductivity and antenna pattern), typical required separations . . . will vary widely." The commission took for an example omnidirectional stations using 1 kw "in an area where ground conductivity is about average for the country (8 mmhos/m), and an assumed radiation at 1 mill of 200 mv/m. . . ."

Stations in this situation, if commonly owned, would be required to have a 118 mile separation if operating on 650 kc, 59 miles if on 1200 kc and 47 miles if on 1500 kc.

The required separations for FM

stations would also vary according to facilities. But assuming, the commission said, maximum power and antenna height the separation for class A stations would be 29 miles, 66 miles for class B stations and 128 miles for class C operations.

The required separation of TV stations will vary according to the power, antenna height and channel on which they operate. "Assuming," the commission said, "two stations to operate with maximum power (1000 kw for UHF), and an antenna height of 1,000 feet above average terrain, prohibited grade B overlap would require separations of 140 miles between two stations on channels 2-6, 126 miles between two stations on channels 7-13, and 88 miles between two UHF stations."

The required distance between stations in zones I and II, the commission added, "might be greater" if the antenna height exceeded 1,000

feet above average terrain, but could be less if the antenna height and power were lower.

The new rules were adopted by a 5-2 vote, with Commissioners Robert E. Lee and Rosel H. Hyde dissenting. Commissioner Hyde has written a dissent but it is yet to be released by the commission.

The rules, which have been strongly opposed by broadcasters, are aimed at preventing "substantial overlap" of AM stations and to preclude FM and television stations from serving "substantially the same area."

The commission will not require that a licensee dispose of any present holdings, but will not grant any major changes or new stations where an overlap situation would be created. The rules also apply to assignment and transfers, preventing sale of overlapping stations to the same party.

ed a construction permit to increase its effective radiated visual power to 275 kw from 170 kw and raise its antenna to 1,720 feet from 1,010 feet. KATV's transmitter will be relocated about 7½ miles nearer Little Rock. The transmitter is presently located on the outskirts of Pine Bluff.

Last week's grant ended KATV's long efforts to improve its service to Little Rock. The station had received an adverse initial decision by a hearing examiner on its application to move its transmitter 50 miles to a site northwest of Little Rock.

The proposed move to northwest of Little Rock caused Pine Bluff city officials to charge that KATV was abandoning its service commitments to that city, made at the time the station was reallocated to Little Rock (BROADCASTING, June 10, 1963). One of the promises made by KATV was not to move its transmitter out of Jefferson county. Little Rock is in neighboring Pulaski county.

KATV, at an oral argument on the initial decision, asked the commission for time to amend its application to the site approved last week, as the Federal Aviation Agency had indicated it might reconsider its determination against a tall tower there.

But the commission, on its own motion, dismissed the application for the Little Rock transmitter site and KATV later filed for the location approved last week.

STV-PT&T contract approved by PUC

Authorization for Pacific Telephone & Telegraph Co. to carry out its contract with Subscription Television Inc. was issued Wednesday (June 3) by the California Public Utilities Commission. The contract calls for PT&T to provide transmission facilities for STV's closed circuit pay TV program service from studios in Hollywood to homes of subscribers in the western part of Los Angeles. It also calls for STV to deposit \$679,000 with PT&T in advance to cover the total unrecoverable costs of the telephone company's installations. In addition, STV will have annual charges of \$273,313 (BROADCASTING, Feb. 24).

The order was signed by four of the five PUC commissioners: William M. Bennett, president, Peter E. Mitchell, Everett C. McKeage and Frederick B. Holoboff. Commissioner George C. Grover, dissenting, voiced the belief that STV should be classed as a public utility itself.

The STV-PT&T contract was the subject of two public hearings by the PUC, one on March 25 in Los Angeles, the second a week later, April 1, in San Francisco. Opponents of the entrance of pay TV into the state, who are seeking to revoke a section of the state law permitting the establishment and opera-

tion of pay TV by wire connections, asked the PUC to defer its decision on the contract until after the California public has voted on the issue at the general election on Nov. 3. (BROADCASTING, March 30, April 6).

The telephone company was ordered to report on its expenditures for providing the service ordered by STV and its revenues from it at the end of a year of operation. After two years of operating experience, PT&T must report to the PUC on the advisability of providing pay TV transmission service on a tariff schedule basis instead of by individual contracts. If the change is deemed advisable PT&T is to file a tariff at that time.

To help STV get ready for its announced start of program service on July 1, PT&T has gone ahead with the installation of cable to carry the three-channel program service from Hollywood to the initial area in which service is being offered, an area containing 10,766 living units. An STV advance deposit protected the telephone company from loss should the PUC deny the application for contract approval, PT&T explained. No connection between the STV studio and the home of any subscriber has been completed, however. The first such connection will probably be made early this week.

It is expected that STV will proceed to file similar contracts for service to other areas in Los Angeles and in San Francisco, where its service is also supposed to begin July 1.

3M unveils new high quality tape recorder

The Minnesota Mining & Manufacturing Co. last week placed on the market a new professional mastering recorder. It is designed for use by recording studios to produce master tapes that serve as originals for all pre-recorded music. The unit is said to improve the sound quality of all types of music.

The three-track system, which uses three-quarter-inch wide magnetic tape, costs \$8,500. A two-channel system, which uses one-half-inch-wide tape, costs \$7,000. A single-channel model, which uses one-quarter-inch-wide tape, is priced at \$5,500. A 3M spokesman said the recorder could be used by the broadcast industry to "upgrade the quality of music transmitted over the air waves."

Technical topics . . .

New projector ■ Technicolor Corp. believes its 8 mm "Instant Movie" projector can be a valuable sales tool for station salesmen or representatives. A simple, compact piece of equipment, it can be loaded with a cartridge containing four minutes of color film in 30 seconds, set up on the prospect's desk

and with the push of a button the picture of the station's facilities or personalities appears on the office wall or on a portable screen. Models are priced from \$69.50 to \$99.50 as well as an automatic display projection system at \$169.50 and a unit with a self-contained rear projection screen at \$299.50.

Fleas stay ■ The FCC last week denied a petition by NBC to reconsider and stay its action which made available to the Manufacturers Radio Service 30 flea power (1 watt) frequencies (BROADCASTING, March 23). The operation of flea power stations is limited to the premises of an industrial or manufacturing area. NBC based its opposition on the claim that the stations would interfere with reception of channels 4 and 5. The fleas are located on the 72-76 megacycle band which separates the two TV channels.

Rebuilding service ■ Ampex Corp. has introduced a new head assembly rebuilding service for users of its professional audio recorders. Handled by Ampex franchised distributors, the rebuilding service includes replacement of all three head stacks, precision realignment to match the original assembly, replacement of tap guides and minor hardware and a complete performance check. For the Ampex 350 or 300 series full-track recorders, the assembly rebuilding cost

is \$135, or \$85 less than that of a new head assembly. Similar savings apply to other Ampex recorder models. The rebuilt assemblies get the same one-year warranty as new assemblies do.

New products ■ Westinghouse Electric Corp. last week announced it will enter the home entertainment components field by marketing three new products. The company will produce a solid state FM-AM stereo multiplex tuner/amplifier expected to sell for about \$229.95; a custom speaker system, with a 4-inch tweeter and 6-inch base speaker expected to sell for about \$39.95, and a custom four-speed automatic turntable will sell for about \$89.95.

Microwave services ■ Advance Industries, 325 Benson Building, Sioux City, Iowa, has been formed to offer complete product and installation services in the microwave tower field. Founders are Gerald S. Chesen and Louis J. Tokarczyk. Both previously have been with firms in the microwave field.

FM simplexing ends ■ Simplexing by FM stations will on Dec. 31, become a thing of the past in broadcasting. The FCC last week by 4-1 vote eliminated the subsidiary service which it said "was first authorized in 1955, on a temporary basis, to enable the then struggling FM broadcast industry to obtain additional revenue."

Transistor radios are a Mitsubishi specialty. This 9-transistor, 3-band (MW, SW¹ & SW²), superheterodyne radio boasts a mesa-type high frequency transistors for highly stabilized short-wave reception and sensitivity, transistor-controlled illuminating lamps that act as a tuning indicator, plus a push button controlled dial light.

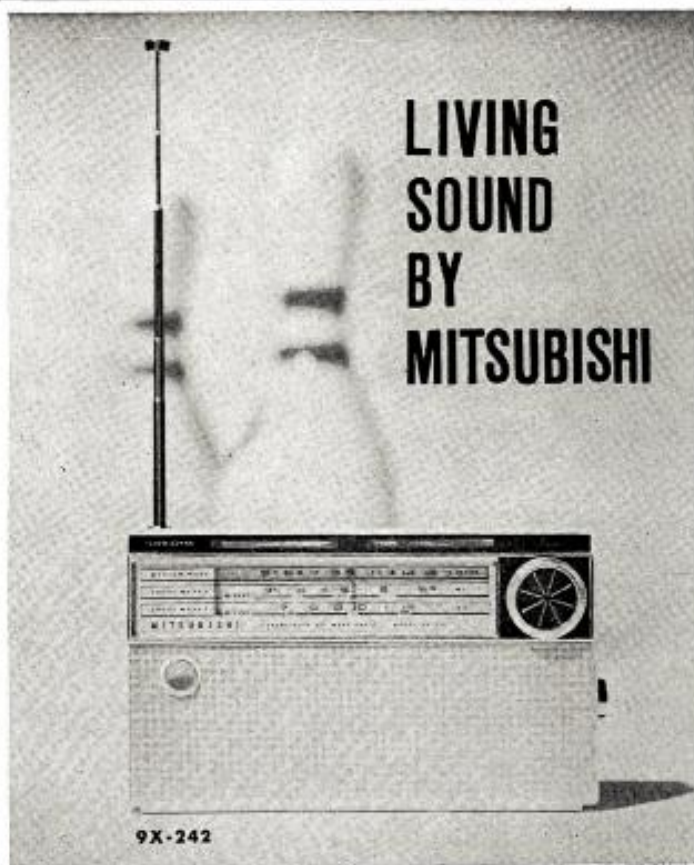
See these Mitsubishi transistor radios at your nearest electrical appliance dealer.



FX-233



MITSUBISHI ELECTRIC CORPORATION
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9X-242

Is it guidance or censorship?

FCC hears differing opinions on proposed program forms; Plotkin says commission should establish clear policy; fears of government controls voiced

Does the FCC have a legitimate interest in the program plans and practices of its licensees? Or does that kind of surveillance interfere with broadcasters' constitutional right of free speech?

These questions, which have echoed down through the years of government regulation of broadcasting, were aired anew last week in oral and written comments on the FCC's proposed program reporting forms for television.

Broadcasters and their attorneys were not united on the question. Nonbroadcasters who participated in the oral proceeding in Washington generally endorsed the proposed form as being reasonable and legal.

But the question of whether the commission should concern itself with programing took on new interest in view of the possibility of a court test to settle the question, and the stark contrast in which two communications attorneys put the issue.

W. Theodore Pierson, who said two weeks ago several of his clients would seek judicial review if the commission adopted the proposed form in anything like its present design (BROADCASTING, June 1), told the commission last week:

"We will have a chance to raise the [constitutional] question in court if we are unsuccessful here"—that is, in convincing the commission to reject the proposed form.

Henry Favors Test ■ FCC Chairman E. William Henry said he would welcome a court test. "I'm frankly amazed that the industry has not tested this up to today," he said.

The contrasting views of the commission's authority were given by Mr. Pierson and Harry M. Plotkin, who represented the Station Representatives Association. In Mr. Pierson's view, the commission may not ask any questions about programing, even in comparative hearings, unless there is evidence a broadcaster has violated statutory pro-

hibition against broadcasts of obscenity and lottery information.

He said the licensor control of programing "provides a system of censorship that can be every bit as virulent as the kind . . . thought to have been abandoned [in this country] in the 18th century."

He also noted that the commission had observed that the networks and the National Association of Broadcasters had not opposed commission regulation of programing. He added: "This is a rather ironic thing to ponder—to compel men to be free."

Mr. Plotkin, who once served as assistant general counsel for the FCC, said the commission not only could and should examine programing but should declare its policies clearly for the guidance of broadcasters.

Difficult Position ■ He said the commission faces a difficult problem in dealing with programing as it is subject to pressures from Congress and broad-



The FCC oral proceeding on the program reporting form for television stations got underway last week with three witnesses on the stand at once. With their backs to camera they are (l-r) Douglas Manship, WBRZ(TV) Baton Rouge, La.; Douglas A. Anello, general counsel of the

National Association of Broadcasters, and Rex Howell, KREX-TV Grand Junction, Colo. Commissioners are (l-r) Kenneth A. Cox, Robert E. Lee, Rosel H. Hyde, Chairman E. William Henry, Robert T. Bartley, Frederick W. Ford and Lee Loewinger.

casters' Washington attorneys. But he said, the commission should not attempt to "beat around the bush."

"Basically," Mr. Plotkin said, "you are looking at the programs the licensee puts on. . . . You have a duty to look at programs, both individually and on an overall basis."

He agreed that "this is censorship of a form, but you can't evade it," he told the commission. "The spectrum is scarce."

"You should set forth your policy clearly so that licensees will know what it is. If there is any indication on the part of the commission to be arbitrary and capricious, the courts will reverse. Don't look for the easy way out," Mr. Plotkin said, "it only makes problems for the licensees."

The proposed program form which served as the vehicle for the renewed discussion of commission authority over programming would require renewal applicants to report on a survey of community program needs, to list past and proposed programs and to report on commercial practices. A separate form would be used with applications for new stations, station sales and major changes in existing facilities.

The survey section, which is the most controversial part of the form, has been offered for comment in two alternatives. Alternative I, would require a great deal of detail regarding the methods used in determining needs, the people contacted, and the programs scheduled as a result of the survey. Alternative II, merely asks the applicant to report on his efforts to determine needs. Alternative I was opposed by virtually all those who commented.

Mr. Plotkin's position on the commission's authority to regulate programming didn't reflect support for the proposed form. He called it a "talismanic" approach to the commission's problem. And, in comments filed in behalf of SRA, he opposed a number of proposals that would add to the applicant's burden. SRA argued against a proposal that some program information be filed annually, declaring this would run counter to the trend to longer license periods. He also opposed the Alternative II method of determining community needs, saying it allows broadcasters no leeway in planning their programming. He also said it would come "perilously close to supervising day-to-day activity" of a licensee in a way that has been forbidden by the Supreme Court.

NAB Opposes Form ■ NAB counsel Douglas Anello took a position close to Mr. Pierson's, declaring that the "guidelines" in the form impose restraints on broadcasters. He said he "would throw the whole thing out" and retain only a requirement that broadcasters supply a narrative description of their efforts.

In written comments, Meredith

100% clearance

Last week's *CBS Reports* program established CBS-TV history in claiming to be the first program ever to clear every one of the network's 204 affiliated stations. It set another record in the process as the first CBS-TV program ever to be cleared by all affiliates for telecasting in the same date, the network said.

The network estimates 140 stations, on the average, carry its *CBS Reports* offerings. Last Friday's program, "D-Day Plus 20 Years: Eisenhower Returns to Normandy" (9:30-11 p.m. EDT) was broadcast on the 20th anniversary of the Allied D-Day invasion.

The 204 stations clearing for the special included the network's Extended Market Plan affiliates and stations in the Virgin Islands, Bermuda, Guam, Alaska and Hawaii in addition to the regular interconnected lineup.

Broadcasting Co., WTIC-TV Hartford, Conn., and KETV(TV) Omaha also argued that the proposed form would restrict broadcasters' discretion and would violate the constitutional guarantees of free speech and due process of law. The latter question was raised in connection with what the licensees consider the "vagueness" of the public interest standard against which the information provided in the form would be measured.

Paul Dobin, of the law firm of Cohn and Marks, conceded the commission has "a right" to be informed of a licensee's programs. Examination of programming on an "overall basis" is proper, he said, but not of individual programs.

Ben C. Fisher, of the firm of Fisher, Wayland, Duvall and Southmayd, who appeared on behalf of six TV licensees, said the commission may ask "fairly detailed" questions about past programming—"but not much on the future." He said that would result in "excessive restraint" on licensees' freedom of choice.

The question of commission authority over programming brought to the surface sharp differences of opinion among some commissioners. Commissioner Kenneth A. Cox, who repeatedly took issue with witnesses who said questions about programming were coercive, said the commission can't be responsible for broadcasters who are so "unintelligent or weak" as to complete forms in the manner they think would please the commission.

But Commissioner Lee Loevinger retorted: "It's absurd to say that licensees

who feel pressure to give a positive response to a question are unintelligent or weak. The commissioner sharply criticized the commission majority on this point last week in dissenting to a decision to set for hearing a TV application on a programming issue, among others (see story page 72).

Networks' Views ■ None of the three TV networks made an issue of the commission's authority in the program area. Washington attorney Joseph Kittner, representing ABC, said the network assumes the commission has this authority but, he added, it expects the agency will exercise self-restraint. However, in one of several specific objections to the form, he urged the commission to delete a requirement that the licensee report during the license period on "significant" changes in programming. He said if the commission is to determine what individual program changes are "significant" it is going beyond its authority, which has been limited to examining only programming overall.

CBS and NBC, neither of which was represented at the hearing, took similar stands in comments filed with the commission. CBS said that if the questions in the proposed form are designed to influence programs they are "coercive." The network, however, said it is accepting the commission's oft-stated position that it doesn't attempt to influence programming. But CBS asked the commission to delete a requirement that network-owned stations explain changes in programming provided by the network. CBS said the implication is that networks, merely because they are licensees, must account for program performance. CBS said this discriminates against networks.

NBC said the proposed form "is substantially superior" to previous commission attempts to revise the document. The network said the commission "should make it clear that by this form it intends to elicit information from applicants rather than to acquaint applicants with the conclusions the commission has reached or will reach based on the information elicited."

Detail Is Criticized ■ Broadcaster's who appeared at the hearing urged the commission to streamline the form's requirements concerning determination of program needs. Rex Howell, KREX-TV Grand Junction, Colo., and a member of the NAB radio board, and Douglas Manship, WBRZ-TV Baton Rouge, and a member of the TV code review board, who appeared with Mr. Anello, said broadcasters need considerable flexibility in preparing and maintaining their program schedule. They said that since communities differ, broadcasters should be left free to devise their own methods of determining needs and interests.

Miss Montez Tjaden, promotion and publicity director for KWTU(TV) Okla-

Now AFL-CIO is after WLBT(TV)'s license

A second request that the license of WLBT(TV) Jackson, Miss., not be renewed has been filed with the FCC.

The Mississippi AFL-CIO last week accused WLBT general manager Fred L. Beard of using the station as a forum for airing extreme rightist views, "to the exclusion of any diverse views, and without fairly presenting a balanced program of opposing views to the public. . . ." The petition, filed by Mississippi AFL-CIO President Claude Ramsay, also charged that WLBT, in its efforts to gain public support for a license renewal, which was due last Monday (June 1), released to the press a letter written by "an inflamed individual" that falsely painted Mr. Ramsay, and through him the AFL-CIO, as being a Communist sympathizer.

WLBT is owned by Lamar Life Broadcasting Co., licensee of WJDX-AM-FM in Jackson. Mr. Beard, the general manager, is also 20% owner of the stations.

A previous petition that WLBT's license renewal be denied was filed by The United Church of Christ, alleging that the station discriminated

against Negroes in its programming (BROADCASTING, April 20). Jackson's other television station, WJTV, operated by Capitol Broadcasting Co., was also a subject of the church complaint. The stations replied to the commission that their program decisions are dictated by local conditions, and challenged the accuracy of the church's assessment of their programs (BROADCASTING, May 25).

In addition, Mr. Ramsay said, to attempting to discredit organized labor, WLBT worked unlawfully to influence the outcome of an election sponsored by the National Labor Relations Board at a local industrial plant to select a collective bargaining agent.

WLBT was further charged with failing to allow equal time for replies to its alleged anti-organized labor policy.

The Far Right ■ Mr. Ramsay charged that the program policy of Mr. Beard has been to isolate the Jackson community from ideas opposed by the general manager and to make WLBT an outlet for the John Birch Society and White Citizens Council. Indicative of Mr.

Beard's policy, Mr. Ramsay said, is his hiring of Dallas Wales, the Jackson area coordinator for the John Birch Society, as director of public service programming—"thus placing the programming of WLBT under direct control of a paid employee of the John Birch Society," Mr. Ramsay added.

Mr. Ramsay told the commission that "To carry out this policy its [WLBT's] programming has been censored and manipulated." He accused the station of dropping network programs (WLBT is affiliated with NBC) inconsistent with right-wing views, or pre-empting network programming to present right-wing discussions.

The petition said that Mr. Beard "editorially and personally," has used WLBT to urge Jackson residents to resist federal law and court decisions and has allowed the station to be a medium of extreme anti-federal government propaganda.

The decision to oppose a license renewal for WLBT, Mr. Ramsay said, was voted at a state AFL-CIO convention and is based on two years of checking the station's programs.

homa City, said the the survey requirements of Alternative I would take program decisions out of the station's hands and place them in the hands of the community's "vocal minority."

Westinghouse Broadcasting Co. also urged the commission to abandon Alternative I. Westinghouse, in a comment filed with the commission, said that if the commission adopts a requirement that licensees consult with members of their community, licensees "will be reduced to 'parcelling out' time among articulate groups and individuals," once they become aware of the commission's policy.

Storer Broadcasting said the proposed form would impose "unsupportable burdens" on licensees. John E. McCoy, vice president and secretary of the company, estimated it would take one month to make the public survey required by Alternative I and another month to prepare the application. He said the final form, when filed with the commission, would consist of 250 to 350 pages of material.

This is not only a burden for the licensee, he said, but the FCC's staff.

Licensees Determine Interests ■ Mr. McCoy also said that licensees already

make intensive efforts to determine their community's program needs and interests. He said Storer in 1962-63 spent more than \$215,000 on special surveys for its five television stations.

A warning of the burden the form would impose on broadcasters came also from Washington attorney Tom Wilson, who appeared in behalf of 14 TV licensees. He said the commission may ask for certain types of programming information but not to the extent required in the form. He said clients who have test-filled it out, including Alternative I, say it would cost \$23,500 a year to comply with the reporting requirements.

A commission proposal that applicants file annual reports as a means of providing the agency with information concerning the industry or regional trends in programming and commercial practices was opposed by those broadcasters who commented on it. The Illinois Broadcasters Association, in comments filed with the commission, said the proposal appears to be "an invitation to the FCC into program control and further incursion into control over commercials."

Chairman Henry, in explaining the commission's interest in obtaining de-

tailed information, said it would enable the commission to check a licensee's representations without requesting additional information by letters. "We wouldn't have to review every application," he said.

Commissioner Cox offered a slightly different reason. He said the information would make it possible for the commission to make in-depth spot checks of applications. "Every application would have the same statistical chance" of being picked for a check, he said.

AFM Supports Form ■ The strongest support for the proposed form, including the controversial Alternative I, came from the American Federation of Musicians. Warren Woods, counsel for the union, saw the commission's form as helping provide work for musicians.

Mr. Woods said that the requirement that licensees obtain program ideas from the public will lead to more local live television programs, including musical programs. He also said he believes the "exercise" of preparing the form will have a "therapeutic value" for licensees—providing a kind of "psychiatric self-analysis."

Support for the form came also from

church groups, led by the National Council of the Churches of Christ, which claims a total membership of 41 million. William F. Fore, executive director of the council's Broadcasting and Film Commission, however, suggested that the commission reduce the amount of detail it would ask of licensees in the Alternative I method of determining community needs.

Expand Definition of Religion ■ He suggested that the commission expand its definition of religious programs to include "any" programs presented primarily for religious purposes. The definition now includes sermons or devotionals and religious news; and music and drama when presented for religious purposes.

Representatives of the United Church of Christ and of the Methodist Church supported, in general, the National Council of Churches' position.

A representative of the United Presbyterian Church in the U.S.A. also asked for a broader definition of religion. The Rev. Charles Brackhill Jr., director of the church's radio and TV department, in addition, urged the commission to eliminate a proposal to require broadcasters to project programming one year ahead. He said the commission, instead, should rely on the licensee's past performance in determining his ability to meet community needs.

Among others who testified were Frank Fletcher, of the firm of Spearman and Roberson, who headed an ad hoc committee of lawyers, broadcasters and FCC staffers which worked with the commission in developing the present version of the form. He suggested a number of technical changes in the form. In answer to a question, he said he thought questions about programs, staffs and other factors "imply standards."

The commission also heard from Robert N. Green, representing the Texas Association of Broadcasters, who objected to virtually all of the major features of the proposed form.

Editorializing meet to hear Henry, Stanton

FCC Chairman E. William Henry and Frank Stanton, CBS Inc. president, are to speak at the second annual National Broadcast Editorial Conference July 6-8 at the Arden House in Harriman, N. Y.

Also announced last week as a speaker is Jacques Barzun, dean of faculties and provost of Columbia University.

Attendance at the sessions will be limited to 100 delegates, according to Ralph Renick, chairman of the conference and vice president for news at

WTVJ(TV) Miami. Sponsors of the sessions, in addition to the conference group, are the Graduate School of Journalism of Columbia University; the Radio-Television News Directors' Association, and the National Association of Broadcasters. A first conference was held last year at the University of Georgia under joint auspices of the university's Henry W. Grady School of Journalism and the Georgia Association of Broadcasters.

Topics this summer will cover the effectiveness of broadcast editorials, station practices in editorializing, political editorializing and the relationship of editorializing to the Constitution, the Communications Act and the fairness doctrine.

One of the sessions will employ the "case study" approach in which actual editorials will be reviewed from the point of view of structure and broadcast technique.

The Arden House, in the Ramapo Mountains outside of New York City, was formerly the Harriman family estate and now is operated by Columbia University. Transportation from Manhattan, meals, lodging and registration is covered in a conference fee of \$75. Arrangements may be made with Professor William Wood of Columbia's Graduate School of Journalism.

5 CBS-TV stations buy Goldwyn films

Fifty motion pictures produced by Samuel Goldwyn have been bought by the five stations belonging to the CBS-TV Stations Division for an estimated price of \$4.2 million.

Mr. Goldwyn was the sole major producer of feature films who had withheld properties from TV until recently.

He noted last week that some of his productions still are not available for TV. These include "Porgy and Bess" and "Hans Christian Anderson."

The features sold last week include "The Best Years of Our Lives," with Myrna Loy, Fredric March, Teresa Wright and Dana Andrews; "Wuthering Heights," with Laurence Olivier and Merle Oberon; "The Pride of the Yankees," with Gary Cooper; "The Little Foxes," with Bette Davis; "The Adventures of Marco Polo," with Gary Cooper; "Edge of Doom," with Dana Andrews, and five films starring Danny Kaye.

The outlets of the CBS-TV Stations Division are WCBS-TV New York, WBBM-TV Chicago, WCAU-TV Philadelphia, KMOX-TV St. Louis and KNXT(TV) Los Angeles.



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A STORER STATION

Triangle to syndicate features

First package from station group-owner will have 11 'predominately post-'50' motion pictures

Group-owner Triangle Stations will enter feature-film syndication this summer by offering a package of 11 films—an "initial package" entitled "Triangle First Eleven" (CLOSED CIRCUIT, May 25). In its announcement last week, Triangle said that by its action it "becomes the first station group to undertake direct syndication of feature films."



Mr. Clipp

Triangle said the package is made up of "predominately post-'50' pictures "chosen from the best features available for television." Among the titles announced in the package: "The Magnificent Matador," which stars Anthony Quinn and Maureen O'Hara; "Black Beauty;" "Invaders from Mars;" "The Restless Breed;" "The Sword of Monte Cristo" and "Mohawk."

Roger W. Clipp, Triangle vice presi-

dent and the firm's chief executive, said the motion pictures would be priced "realistically" to the "economics" of TV film programing. Triangle secured the TV rights in this country from Johnar Film Productions, New York, which is headed by Richard L. Rosenfeld.

Three of the 11 pictures will not be made immediately available for telecast by Triangle, however, because distribution rights to them are now held by other firms. The films, current distributor and varying dates when Triangle will assume distribution: "Invaders from Mars," National Telefilm Associates, in May 1965; "Magnificent Matador," Jayark Films, and "Mohawk," Medallion Pictures, both in October 1965.

Triangle said its decision to enter the feature-film field was part of a production and diversification "blue print" that began last fall with the acquisition of radio-TV rights to most of the major United States auto racing classics. Since that time the company has placed into syndication 25 TV projects which vary in program length from 5-minute vignettes to one-hour specials as well as extended series.

Triangle's TV stations, which also will show the features, are: WNHC-TV New Haven, Conn.; WNBC-TV Binghamton, N. Y.; WFIL-TV Philadelphia; WFBG-TV Altoona, Pa.; WLYH-TV Lebanon, Pa., and KFRE-TV Fresno, Calif.

RKO General, 'Newsweek' to produce TV series

RKO General Broadcasting and *Newsweek* magazine have combined to produce *Viewpoint . . . Washington*, a new weekly half-hour television series of commentary on current news developments that will have its premiere the weekend of June 13. The program series is seen as experimental by both companies.

The five RKO TV stations—WOR-TV New York, WNAC-TV Boston, KHJ-TV Los Angeles, CKLW-TV Detroit-Windsor and WHBQ-TV Memphis—in addition to WTOP-TV Washington, will carry the program.

RKO's James Fleming, who will produce the series, also will act as moderator, with *Newsweek's* Washington bureau chief Benjamin Bradlee serving as anchor man each week. Among correspondents who will appear on various

Auto races for radio

Triangle Stations is syndicating radio broadcasts of five leading auto racing events in the U. S. in 1964-65.

The live broadcasts will cover the "Little Indy" from Langhorne, Pa., June 21; the Grand Prix from Watkins Glen, N. Y., June 28; the Road America 500 from Elkhart Lake, Wis., Sept. 13; the Grand Prix from Riverside, Calif., Oct. 11, and the Grand Prix from Sebring, Fla., tentatively set for next March 27.

programs will be Marquis Childs of the *St. Louis Post Dispatch*, Joseph Kraft of *Harper's* magazine, Robert J. Donovan of the *Los Angeles Times* and Kenneth Crawford, Charles Roberts and other members of the *Newsweek* staff.

Osborn Elliott, editor of *Newsweek*, Mr. Fleming and RKO Broadcasting President Hathaway Watson combined to develop the program's format which will attempt to provide some "meaning behind the story" that has gained the headlines during the previous week.

Musician trust funds payments up in '64

A report issued last week by the Recording Industries Music Performance Trust Funds shows that \$5,855,000 has been allocated for the fiscal year ending June 30, 1964, for payment to musicians performing at free public functions. This compares with \$5,040,000 allocated during the fiscal year ended June 30, 1963.

Contributions are made to the funds by producers of phonograph records, electrical transcriptions, TV film programs, jingles and spot announcements to pay for the services of musicians at public functions. The latest figures available show that for the fiscal year ended June 30, 1963, more than 340,000 musicians participated in trust fund performances.

JFK death documentary Wolper-UPI to produce

David L. Wolper Productions, in association with United Press International, will produce a 90-minute documentary concerning the assassination of President Kennedy.

The film, titled "Four Days in November," will be released to motion picture theaters this fall, with a

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world-wide television release also contemplated.

Wolper and UPI also said they are combining to produce *The Making of the President—1964*, a sequel to the award-winning documentary, *The Making of the President—1960*, that detailed John F. Kennedy's rise to the Presidency. Theodore S. White, who wrote the 1960 story, has been signed to write the sequel.

Program notes . . .

New half-hour color series ■ *American Masterpieces* is being readied for network television by Daystar Productions. Initial program of the series of in-depth studies of American art and artists, "Impressions of Homer's Odyssey," mural by the California artist, Howard Warshaw, is now being filmed at Santa Barbara, Calif. Allen Baron is producer-director of the series, with Leslie Stevens, Daystar president, as executive producer. James Mason will narrate the series, for which Dominic Frontiere, Daystar musical director, will compose an original score.

'Steptoe' pilot plans ■ The directing-producing-writing team of Clarence Greene and Russell Rouse have signed with Embassy Pictures to produce a half-hour situation comedy series that will be an American version of England's popular *Steptoe and Son* TV series. Casting, directing and writing assignments have not been announced for the series, which deals with a father and son scrap dealer business. A pilot program is to be delivered to NBC-TV in the fall.

Hot weather fare ■ CBS-TV will telecast during the summer beginning July 4 (9:30-10 p.m. EDT) a weekly anthology series—*Summer Playhouse*—of 12 situation comedy programs taken from pilot programs previously bought but never aired by the network. The programs will feature such stars as Jimmy Durante, Ray Walston, Dan Dailey, George Gobel and Janis Paige. General Foods Corp., through Benton & Bowles, New York, will sponsor the anthology.

Summer series ■ CBS Radio on July 4 (11:35 a.m. to 12 noon) will premiere *Merv Griffin's Treasury of Stars*, a 13-week summer musical series. The Saturday program, which will feature well-known musical personalities, will be sponsored by U. S. Treasury Department as part of a drive for U. S. Savings Bonds.

By Rote ■ Former All-American and New York Giant football star, Kyle Rote, now director of sports and community relations for WNEW New York, will narrate a 26-week film series on

sports, travel, physical fitness, safety, education and science. The series will be syndicated by Association Telefilms.

Station supplier ■ Negro-oriented stations throughout the country will be supplied by WLIB New York with tapes of 65 quarter-hour programs of community interest for their guidance in creating similar shows in their areas, Harry Novik, general manager of WLIB, announced last week. Under the title of "The Heart of the Community," the 65 programs will be carried each day during the spring and summer and will treat such subjects as child adoption, civil rights, a domestic peace corps and library collections dealing with Negro history. Mr. Novik said that the distribution of WLIB tapes to interested Negro-slanted stations may lead to the establishment of a permanent program exchange among radio outlets on a national level.

New series ■ NBC Productions has signed David Westheimer, author of the current best-seller, *Von Ryan's Express*, to develop a half-hour comedy series titled *Campo 44* for NBC-TV for the 1965-66 season. The pilot for *Campo 44*, which involves an American and British prisoner of war camp in Italy and during World War II, will be produced and directed by Buzz Kulik through his independent Jenny Productions Inc.

Screen Gems offers new post-'50 group

Screen Gems Inc., New York, last week announced the release of its third package of post-'48 Columbia features to television consisting of 60 films produced between 1954 and 1960.

None of the pictures has been on TV. With the announcement of the new package, 25 of which will be distributed in color, Screen Gems disclosed that the pictures have been pre-sold in seven markets.

Included in the post-'54 group are "Picnic," "Pal Joey," "Anatomy of a Murder," "Bonjour Tristesse" and "The Mouse That Roared."

Stations signed for the features are WABC-TV New York; WBKB(TV) Chicago; KPIX(TV) San Francisco; WKRC-TV Cincinnati; WOOD-TV Grand Rapids, Mich.; KHNH-TV Honolulu and KSTV(TV) Denver.

Screen Gems has designated the package "Group II Post-1950."

Two earlier Screen Gems packages, "Post-48's" and "Columbia Post-50's" contained 210 titles and 73 titles, respectively.

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A better way to count votes?

Pooled coverage by networks, with wire services possibly joining in, is probable for 1966 and may even be used to cover national elections this year

Pooled network coverage of national elections loomed last week as a probability for 1966 and a possibility for this year, perhaps with the national wire services joining the pool.

The prospect emerged in reaction to a proposal by William R. McAndrew, executive vice president in charge of NBC News, that the three TV networks and the major wire services try to work out an equitable pool arrangement for coverage of the 1966 congressional elections.

CBS News, ABC News, the Associated Press and the United Press International all agreed with the proposal in principle—and CBS and ABC suggested it be undertaken for coverage of this November's presidential elections instead of waiting till 1966.

Mr. McAndrew had suggested 1966 as the target date because he felt that "the die is cast for this year." CBS News President Fred W. Friendly contended, however, that there is "ample time" to set up a three-network pool for November, and invited ABC News to join CBS News in a pool arrangement this year if NBC News considered such prompt action unfeasible.

Elmer Lower, president of ABC News, said he too favored a pool this year.

Earlier Discussions ■ It was disclosed that discussions involving some if not all of the TV networks and wire services were held earlier this year without reaching agreement.

Among the arguments advanced for a pool arrangement by both network and wire service officials, aside from a reduction in individual expenditures, were faster reporting and elimination of audience confusion that arises when different services give seemingly conflicting reports because they're reporting returns from different areas.

Mr. Friendly's statement left some question as to whether he favored including the wire services in the network pool.

"We believe that the present wire-service methods of reporting returns are slow and outdated," he said. "We further believe that the television networks, in setting up their own reporting resources, have brought to the American public a major new service in

reporting, one which enables the electorate to learn more quickly than ever before the decisions it has reached on election day."

He said CBS News proposed to NBC News two months ago that the three networks combine reporting resources immediately for the November elections this year and for the Oregon and California primaries as well.

Lower in Favor ■ Mr. Lower said ABC has "long" favored pool coverage of elections. "This proposal was put forth shortly after the 1961 New York mayoralty election" and "has been discussed even more recently," he said.

Mims Thomason, UPI president, said the election requirements of the UPI

ment on such an arrangement. He reported that the AP is "always ready to explore an arrangement that would be more efficient."

Two weeks ago Earl J. Johnson, vice president of UPI, said in one of his regular reports to UPI subscribers that eventually there probably will be "one giant pool in which all news media will work together" on elections.

It was recalled, meanwhile, that Lee Hills of the *Detroit Free Press* had proposed earlier this year that "newspapers, television and radio get together on a national election returns center." It "should be done as a public service, paid for by newspapers and broadcasters, not by advertisers hoping to gain



NBC News' McAndrew
The competition picked up his cue

and the networks were not similar in all respects, but that there was nevertheless much unnecessary duplication of effort and expenses.

"The result could only be increased efficiency and a better service to the public at large," Mr. Thomason said. "Mr. McAndrew's suggestion deserves careful consideration."

Wes Gallagher, general manager of the Associated Press, said that the AP had suggested to and discussed with NBC, ABC and CBS earlier this year the pooling of the national election returns. At that meeting, he added, the networks were unable to reach agree-

some commercial advantage from a great news event," Mr. Hills said in a speech before the American Newspaper Publishers Association in New York in April.

Made at NBC Meeting ■ The plan was formally proposed Wednesday in Los Angeles by Mr. McAndrew. He made the proposal during a meeting of the NBC-TV affiliates at which the network's program plans for the 1964-65 season were presented to the station executives (see story page 49). The NBC News head expressed the view that time would not permit the plan to be put into effect for covering the pres-

idential election returns this November, so in his formal proposal to the other networks and news services he was suggesting that it be readied for initial use in reporting the congressional elections in 1966.

Basically, Mr. McAndrew explained, the plan envisions the organization of what might be called a national election bureau for the networks and the wire services. At present, each network, each wire service, sets up its own army of poll watchers, who visit the individual polling places and telephone progress reports to the election headquarters of their employers as rapidly as possible. In last week's California primary election, the networks alone utilized the services of some 90,000 poll watchers, recruited largely from colleges, churches and civic groups, to cover the state's 32,000 precincts.

"This is a tremendous waste of manpower, and of money," Mr. McAndrew stated. "This activity is purely for the collection of voting statistics and we all want the figures as rapidly and as accurately as we can get them. Going in together on this job would give each of us better results—and for less money."

No Change in Competition ■ The plan would in no sense curtail competi-

California vote tabulated, CBS announced that Arizona's Sen. Barry Goldwater was winner of the state's Republican primary and would take the 86 California votes with him to the GOP convention next month. ABC concurred at 8:12 p.m., but NBC waited until 9:53 p.m. when 75% of the total vote had been tabulated before committing itself to the Goldwater victory.

"We all had virtually the same information at virtually the same time," Mr. McAndrew said. "What we did with it depended not on the facts but on our editorial judgment as to how to handle them. We at NBC played it on what we feel was a responsible basis. The returns at 7:23 showed Goldwater with 50.5% of the vote to 49.5% for Rockefeller and the polls were still open in San Francisco. This afternoon (Wednesday) the almost complete tabulation shows the Goldwater lead as 51% to 49%. That's the figure we used at about 10 o'clock last night and the results show we were right."

And even with the pooling of poll watchers, election coverage is an expensive matter. Advance estimates were that the three network news organizations would spend a total of \$1.25 million for reporting the California pri-

Everybody went west for news

Wire services and Mutual accelerated coverage of California election

Radio and television stations not affiliated with ABC, CBS or NBC were able to compete with the three network giants in reporting the California primary election returns because of increased efficiency in the service provided by the Associated Press, United Press International and the Mutual Broadcasting System.

All three organizations made use of computers and intensified vote reporting at the precinct level to feed information more rapidly to their outlets.

UPI and AP, in addition to reporting their own vote tallies, also relayed the CBS statement made at 10:22 p.m. EDT that Senator Barry Goldwater had won the primary. AP sent the CBS statement over its wires as a bulletin at 10:27 p.m., while UPI carried the statement on its "A" or main newspaper wire at 10:26 p.m. and on the radio wire at 10:29 p.m. A live broadcast carried on Mutual's 489 affiliates beginning at 10:30 p.m. declared Senator Goldwater the winner, based on the network's computations of returns from key precincts. Mutual used computers supplied by the Minnesota Mining and Manufacturing Co., which owns the network.

Although the vote tallies reported by the two wire services throughout the night lagged far behind those of the networks, both AP and UPI made use of network figures in their roundup stories. This technique enabled client stations to keep nearly abreast of network-affiliated stations.

The Vote Tally ■ NBC-TV was the first to report a vote count. With the polls closed in most of California by 10 p.m. EDT, NBC-TV reported at 10:03 p.m. that 62 votes had been cast for Governor Nelson A. Rockefeller and 126 for Senator Goldwater. CBS-TV, at 10:04 p.m., reported 52 votes for Governor Rockefeller and 53 for Senator Goldwater. ABC-TV's first vote count was not until 10:17 p.m., which showed 4,397 for Senator Goldwater and 4,394 for Governor Rockefeller.

A comparison of the vote count some 30 minutes after the polls closed showed ABC-TV reporting 23,267 votes for Governor Rockefeller and 21,860 votes for Senator Goldwater; CBS-TV reporting 40,786 for Governor Rockefel-



ABC's Lower



CBS's Friendly

tion among the networks in analyzing early election returns and predicting eventual election outcomes, he said. As the precinct voting figures are received, each news organization would feed them into its own computers for comparison with whatever demographic data the political experts of that network have chosen to prefeed into the memory of that electronic brain. "We'd each use our own machines and make our own judgments on when and how to project the figures we have to announce the eventual outcome of the voting."

On the previous evening, at 7:22 p.m., PDT, with only 2% of the total

mary returns. Exact figures are still unavailable but no one in a position to know generally what occurred has any doubt that the pre-election estimate is an absolute minimum, which was probably exceeded by 20% to 25%. After the extra telephone reporters had been paid their fees, the three-network bill would still be in the neighborhood of \$1 million—and that's just for a primary election in only one state. By the time the national election returns are in next November, the network political reporting will have run up a total bill of some \$25 million it is conservatively estimated.



The clock atop the monitor records 22 minutes past 7 p.m. (Pacific time) as Walter Cronkite reports the CBS

computers give the California Republican presidential primary to Barry Goldwater.

ler and 47,294 for Senator Goldwater; NBC-TV reporting 55,386 for Governor Rockefeller and 60,588 for Senator Goldwater; AP reporting 3,171 for Governor Rockefeller and 2,209 for Senator Goldwater, and UPI reporting, at 10:14 p.m., Governor Rockefeller 1,119 and Senator Goldwater 1,354.

Although the wire services do not "call" the winners of elections, they dutifully reported it as news when the networks made their predictions.

To illustrate the speedup in wire service vote counting, a look at the Oregon primary in 1960 and this year's showed that in 1960 AP had counted the returns from 46 precincts 19 min-

utes after the polls had closed, while this year it had counted returns from 387 precincts 18 minutes after the polls had closed. In 1960, an hour after the polls closed, AP had counted returns from 205 precincts, while this year it had returns from 1,883 precincts.

Primary coverage cost networks \$3.5 million

With their coverage of the California balloting (see page 70), the three major TV-radio news organizations could look back on a combined expenditure of more than \$3.5 million for coverage of this year's key primaries.

NBC News reportedly has spent approximately \$1.5 million in covering the primary campaigns and elections—mainly those in New Hampshire Oregon, Maryland, Illinois and California. The CBS News outlay was estimated at \$1.25 million to \$1.5 million, while ABC News reportedly spent close to \$750,000. Estimates of the Mutual Network's expenditures for radio coverage were not immediately available.

What's ahead? Coverage of the political conventions, the presidential campaigns, state races and the elections in November which, all together, are expected to bring the broadcasting networks' total political coverage bill for the year to \$25 million (BROADCASTING, June 1).

Who's on first?

It was a case of man versus machine Tuesday in California. Samuel Lubell, political analyst for the RKO General Broadcasting stations, announced that "Senator Goldwater has carried Los Angeles county and has a good chance of carrying the state" at 7:02:45 p.m. PDT. This was less than three minutes after the polls closed in Los Angeles and almost 20 minutes prior to the computer-calculated victory statement broadcast by CBS at 7:22 p.m.

FCC hearing set for UHF

Loevinger, Hyde

challenge FCC

program control

The FCC by a 4-3 vote last week set for hearing the UHF television application of a Eugene, Ore., man whose views on programing appear to be as strong as they are unusual. And the decision was promptly labeled "an attempt to require an applicant to conform to the commission's ideas of programing in order to obtain a broadcasting license."

The statement was made by Commissioner Lee Loevinger in a lengthy dissent to the commission's action, which involved the unopposed application of Lee Roy McCourry, who is seeking a permit for a station on channel 26, in Eugene.

The program issue—one of six cited by the commission in the hearing order—stems from the applicant's statement that he intends to devote 70% of his broadcast day to entertainment and 30% to educational programing.

The commission, in the hearing order, noted that the application contained no provision for religious, agricultural, news, discussion, talks or other programing. It added that in view of the "specialized programing format," it would include an issue to determine the efforts made by the applicant to ascertain the needs and interests of Eugene.

Conformity ■ Commissioner Loevinger, however, said unopposed applications containing program proposals which "conform to the commission's favored pattern on such matters" are generally not set for hearing on a programing issue. It is apparent from the history of the Eugene, Ore., proceeding, he added, that "this applicant is forced to go to a hearing" because he won't conform.

Mr. McCourry was queried about his program proposals by the commission staff last year during its processing of the application. The staff asked for a "detailed explanation" of the reasons for omitting entirely various categories of programing. It also asked him to explain how his proposal to program two hours of science, three days a week, and three hours of motion pictures daily would serve the needs of Eugene.

In reply, Mr. McCourry stated: "Television is a wasteland! This is a

statement of fact, and it needs to be repeated and repeated until the medium evolves from a desert into an oasis. . . . We have reached a position where the old questions and answers will not solve the new riddles.

"There is a great need for specialty broadcasting . . . where varied interests are served . . . I wish to let my application stand as originally filed: without amendments, excuses or explanations. This application was prepared with great faith in the future *flexibility* . . . of television, and I reaffirm that faith now in this letter."

After receiving that letter, the staff recommended the application be set for hearing, with programing proposed as one of the issues.

FCC's Authority ■ Commissioner Loevinger said the commission action "goes far beyond anything that has been done in any reported case." He said a review of cases bearing on the commission's authority to consider program proposals indicates that the agency has that authority in some instances.

He said the commission "has the right, and probably the duty, to consider program proposals as one element in making a choice between competing applicants in a comparative proceeding, to take action against the broadcasting of legally objectionable material, and to attempt to secure and maintain the free and competitive economic structure of the industry. . . .

"However," he said, "there is no authority for the proposition that the commission has the right to require the scheduling of broadcasting of specific kinds of programs or of what it considers to be desirable program material."

The commissioner also said that if television is the wasteland that Mr. McCourry and others claim, "then some of the blame surely lies upon the commission for demanding, by actions such as this order, conformity to pedestrian ideals of balanced programing rather than any real attempt to provide intellectual aesthetic excellence."

He saw the commission as making a choice between "presumed quality and balance of television programing" and "preservation of a wider area of freedom of expression for the broadcaster."

"If the principle is established that the commission has the right and power to prescribe, either directly or indirectly, the kind and quality of programs that must be carried by broadcast licensees, then the vital interest of society . . . in the fullest freedom of communications and the expression of ideas . . . may be compromised."

Other Dissenters ■ Commissioner Loevinger was joined in his dissenting statement by Commissioner Rosel H. Hyde. Commissioner Robert E. Lee

NBC mulls editorializing on owned stations

NBC is considering the introduction of editorializing on its owned stations, though not on the network.

For some time the possibility of editorializing has been under study, Robert E. Kintner, NBC president, said last week, and a decision will be reached before the end of the year.

"If we go into editorializing," Mr. Kintner said, "we want to take up controversial subjects, and we must set up at each station a sizable editorial staff of writers and researchers." He said that if the plan jells, NBC would insist on the same jour-

nalistic professionalism at its stations that large newspapers demand on their editorial pages. "It would not be a matter of letting the station manager go on the air," he said.

If NBC decides to go into editorializing, Robert W. Sarnoff, chairman of the NBC board, added, it will take time to recruit the necessary staffs, so at the earliest the introduction of editorializing would be unlikely until some time next year. The NBC executives disclosed their editorializing study at a news conference last Thursday in Beverly Hills, Calif.

was the third member of the minority.

Commissioner Frederick W. Ford, in a statement supporting the majority's opinion, said that although he agrees "with the abstract principles contained in the dissenting opinion in common with all of my colleagues . . . they have no application to the facts before us in this case. Moreover they are enunciated under a misconstruction" of the commission's 1960 statement on programing policy.

The case had sparked a behind-the-scenes row at the commission because of the staff's action in rewriting part of

the hearing order after Commissioner Loevinger had written his dissent. It is not uncommon for the staff to revise an order after a dissenting statement is written, but the commissioner appeared to feel an effort was made to switch grounds (CLOSED CIRCUIT, May 18, May 11).

Commissioner Loevinger, in his dissent, said that if there is any question as to the proper classification concerning the programing categories, "it arises out of the ambiguities of the commission's form."

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FCC to networks: 'bring us up to date'

Henry writes letters seeking latest information on networks' arrangements with program producers

The FCC has asked each of the networks for an updating of information on their financial and proprietary interests in the programs they carry. The request, contained in letters sent to the networks by FCC Chairman E. William Henry last week, could be the prelude to commission action on staff proposals for limiting network controls over programming.

Three years ago, ABC, CBS and NBC provided the commission with information on the financial and proprietary interests they had acquired in the regularly scheduled programs they carried in prime time during the seasons between 1957 and 1961. That was in connection with the commission's inquiry into network programming, and the detailed financial information was kept confidential.

Chairman Henry, in his letters, asked the networks for the same information about the prime time programs they carried in the 1962-63 and 1963-64 seasons. The letter also asks for information, "to the extent that it is presently available," for the 1964-65 season.

Chairman Henry noted that the earlier information was used by the staff in preparing recommendations that were contained in the Office of Network Study's Second Interim Report issued in November 1962. And the commission, he said, "is considering those suggestions in the light of the record of the program inquiry."

Updating Needed ■ But he also observed that two years have passed since the last season about which the network submitted information. He added: "To enable the commission properly to

consider the staff suggestions the information and data previously submitted by you should be brought down as nearly to date as possible."

The staff's recommendations, which are designed to stimulate competition among television programming sources, would restrict the amount of control networks have over those sources.

The staff has proposed a rule that would:

- Prohibit networks from engaging in program syndication in the U. S. or from participating financially in the syndication operations of others.

- Restrict networks' ownership or first-run rights of entertainment programs to 50% of those shown in prime time.

The rule would also require the networks to provide the commission with information it requests on the production, exhibition and distribution of programs offered as regular network shows.

Network Dominance Alleged ■ The staff, in its report, asserted that such a rule is needed to end what it considered network dominance over what the public hears and sees.

The commission discussed the staff's proposals at considerable length during a meeting last fall (BROADCASTING, Nov. 4, 1963). Ashbrook P. Bryant, chief of network study staff, was asked at that time to draft the proposal as a proposed rulemaking and to gather additional

Rogers sees no law on election result coverage

Broadcast and print media should not be penalized by laws intended to prevent transmittal of election results from the East to areas in the West where voting is still going on, Representative Walter Rogers (D-Tex.) said Thursday (June 4).

Any legislation in this area should be directed at changing the election laws, not at prohibiting news media from doing their job, he continued.

Commenting on suggestions that broadcasters should be proscribed from carrying election results or projections before all polls are closed, Representative Rogers, chairman of the House Communications Subcommittee, observed that such legislation would be counter to free speech and noncensorship provisions in Section 326 of the Communications Act. Such laws, he said, would discriminate against broadcasters because newspapers, wire services and private citizens making telephone calls would be free to act as they pleased, he said.

In addition, Representative Rogers said, any effort to extend a ban on

premature election news to newspapers would violate the First Amendment to the Constitution.

"We've got a very serious problem because I don't think there is any question of the influence of foreknowledge on results," Representative Rogers said. "If President Kennedy had carried California in 1960 [he didn't], there would have been more of a ruckus about this then," he said, because eastern results showing a Kennedy lead were released while Californians were still voting.

"Our subcommittee discussed this last year during our consideration of a suspension bill on Section 315," Representative Rogers recalled. Members of the subcommittee recognized the problem and "knew that someday soon we'd be faced with it."

But, he said, "I wouldn't want to see broadcasters put at a disadvantage" by legislation that singled them out while wire services and newspapers were free to report results.

(Richard S. Salant, CBS Inc. vice president and assistant to the presi-

dent, told network affiliates last month that TV networks should carry national election results as early as possible, even if all polls have not closed [BROADCASTING, May 11].

("It is most improbable," he said, "that broadcasting election results have any significant effect on the subsequent vote.")

Asked whether he saw any likelihood of congressional action before the November general elections, Representative Rogers said he thought there was little chance, and that he personally had no legislation in mind. He said, however, that he would favor some form of cooperative agreement among the networks and the wire services to prevent problems from occurring this fall.

But, he observed, President Johnson is so certain a victor in November that this kind of a problem would not affect the presidential race, although congressional contests could be influenced indirectly. Foreknowledge could reduce or increase voter turnout in some areas, he said.

information on the subject. The matter has not been on the commission's meeting agenda since then.

The data requested by the commission on the networks' programs include the name of the program and its supplier, a statement regarding network investment in the program, (in the pilot and the number of programs in the original commitment), network interest in programs (first and subsequent network runs, domestic and foreign syndication, merchandising and other nonbroadcast interests, such as state and motion pictures) and arrangements with talent agents.

Chairman Henry told the networks that since "the matter is of some urgency, we would appreciate your giving it your immediate attention."

Vitagraph Studios sold

Yeshiva University, New York, has purchased the famed Vitagraph Studios in Brooklyn of TV and motion picture fame for renovation into a secondary school center. When the high school students enter the block-long studio complex next fall they will be surrounded by more than half a century of film history.

The Vitagraph Studios, founded in 1902 for silent film production, was sold in 1925 to Warner Bros. Pictures for \$15 million. NBC took over the buildings in 1952 for production of TV programs, particularly for color TV. The facility was sold again in 1957 to Technicolor Corp., which used it to process motion picture film. In 1962 the studios were sold to the Mayflower Scenic Co., which makes sets for TV shows and motion pictures.

'Hoot' may be shortened

ABC-TV said last week it may cut its one-hour *Hootenanny* program to a half-hour next season and insert a musical-variety program, titled *Shindig*, directed at teen-age audiences.

Hootenanny, now scheduled to be aired 7:30-8:30 p.m. NYT on Saturdays, probably would have a new starting time of 8 p.m. The network said a final decision on the proposed realignment would be made shortly.

S.F. convention space gone

Radio and TV news directors have been advised that no more applications for credentials or space at the Republican National Convention in San Francisco can be accepted by the 1964 political conventions committee of the Radio-TV Correspondents Galleries in Washington.

Bill Henry, chairman, said Monday

BROADCASTING, June 8, 1964

The measure of a public service show: results

On what grounds should the success of a local television documentary be judged?

Mrs. Mary Spencer, author and producer of *Operation Challenge—A Study in Hope*, which won for KSD-TV St. Louis this year's National Academy of Television Arts and Sciences station award, would undoubtedly say how the program moves the community is the prime criterion, and then, perhaps, the show's technical excellence.

It was the response to *Operation Challenge* that won the Emmy for KSD-TV, in the opinion of Mrs. Spencer.

Operation Challenge, broadcast Dec. 10, 1963, was a study of Kinloch, a poverty-stricken suburb of St. Louis. It documented the efforts of a group of citizens to aid in the education of 20 students of the all-Negro community.

As a result of the program there have been scholarship grants for Kin-

loch students, local industries have donated equipment for science laboratories and vocational training shops in Kinloch's senior and junior high schools and urban improvement plans have been stimulated. The program also moved adult Kinloch residents to take an active interest, as many have volunteered to act as sponsors for 1964 graduates.

Further proof of *Operation Challenge's* success is that segments of the documentary were shown to the Senate Subcommittee on Accelerated Public Works, during its hearing on an amendment to the Public Works Act that would permit federal aid to depressed areas situated amid generally prosperous surroundings. KSD-TV said that it has received letters of commendation from two of the senators sitting on the subcommittee.

Peace Corp Director Sargent Shriver is sending a representative to study the Kinloch problem, the station said.

(June 1): "We have tried to be liberal in accepting applications . . . submitted after our deadline of April 15. All

facilities, space accommodations, seats and national committee allotment of credentials are now overtaxed."

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John P. Beresford is resigning as executive VP at McCann-Erickson to join Young & Rubicam as general corporate executive late this month. Mr. Beresford joined McCann-Erickson in 1954 and has



Mr. Beresford

been senior management officer on many major accounts, senior VP in charge of account services, chairman of marketing plans board, member of plans review board, chairman of home office board of management, vice chairman of executive policy committee and member of board of directors.

Alexander Mohtares elected VP and executive art director for New York office of Chirug & Cairns. He joined agency in 1949.

William R. Stacy, Houston zone manager for Chevrolet Motor division of General Motors Corp. and at one time assistant manager in Chevrolet's sales promotion department, has been named Chevrolet advertising manager, succeeding **Jack Izard**, who has held that post since 1960. Mr. Izard becomes assistant regional manager of Chevrolet's north central region. Mr. Stacy moves to Detroit headquarters.

Sanford H. Metlis, senior VP and director of promotional advertising department of The Metlis & Lebow Corp., elected board chairman of New York agency. **Harvey A. Pearlman**, account supervisor, elected senior VP.

Sydney Reich elected VP-director of production for Parkson Advertising Agency, New York.

L. Theodore Barnett Jr. and **Raymond R. Menzel**, both associate copy directors in San Francisco office of

Foote, Cone & Belding, elected VP's.

Fred Kopp, formerly of his own commercial art studio in Los Angeles, joins Atherthon-Privett Inc., Beverly Hills agency, as VP in charge of new business activity and creative consultant.

A. J. Hebel, senior VP and general manager of Post-Keyes-Gardner, Chicago, elected to newly created position of executive VP and member of operations committee. He continues as account supervisor on Burgermeister, Old Milwaukee and Primo beers. **Ray Howard**, director of marketing services at P-K-G, becomes senior VP and head of agency's new business activities. **Fred Willson**, VP, and **Alan W. Bergstedt**, treasurer, also become members of operations committee. Reporting to this committee will be **Christopher Cross**, who joins agency June 15 as VP-general manager. He formerly was senior administrative VP of Grant Advertising, Chicago. **Anita Rauh** has been named P-K-G office manager and personnel director, reporting to Mr. Cross.



Mr. Kornhauser



Mr. Werner

Henry Kornhauser and **Gordon Werner** elected VP's of Ted Bates & Co., New York. Mr. Kornhauser, account supervisor, joined agency in 1963 from Kastor, Hilton, Chesley, Clifford & Atherton, New York, where he served as VP. Mr. Werner, in charge of international administration, also joined Bates in 1963. He had been assistant secretary of Grace Line, subsidiary of W. R. Grace & Co.

Louis S. Petersen, for eight years

VP-account manager in Los Angeles office of Erwin Wasey, Ruthrauff & Ryan, joins Clinton E. Frank Inc., Chicago, as VP-account supervisor.

Donald M. Smith Jr., for past five years VP and director of grocery products division of Donahue & Coe (now West, Weir & Bartel), New York, joins Smith/Greenland Co., that city, as senior VP in charge of client contact and marketing services.



Mr. Mehlig

Lee P. Mehlig appointed director of newly created department of operations and marketing for Blair Radio, division of John Blair & Co., New York. Mr. Mehlig, most recently with Booz, Allen & Hamilton, marketing consultants, formerly was chief executive officer of Broadcast Clearing House, New York.

Norman Vale elected VP of Lennen & Newell, New York. Mr. Vale was most recently account executive on Colgate-Palmolive account at agency.

Graham D. Hay named associate media director at Compton Advertising, New York, on Kaiser Jeep and Pfizer accounts. **Joseph G. Burbeck** succeeds Mr. Hay as head broadcast buyer.

Charles T. Morey, former sales manager of WVNO-FM Mansfield, Ohio, and WJBC-FM Bloomington, Ill., appointed general sales manager of WNOR-FM Norfolk, Va.

Wesley E. Truesdell elected VP of Doremus & Co., New York advertising and public relations agency. Mr. Truesdell joined Doremus in 1953, served most recently as account supervisor in PR department.

G. Jerry Gimzek appointed director of sales development for Original Advertising Concepts, Binghamton, N. Y.

Carlo Anneke appointed sales manager of KTLA(TV) Los Angeles.

Frank Ryhlick, VP and creative director of Wade Advertising, elected president of Los Angeles Copy Club for 1964-65 term. **Adrian Brown**, VP of McCann-Erickson, elected club's VP, and **Ed Reich**, copy supervisor at Young & Rubicam, named secretary-treasurer.

Gale H. Terry, for past year account executive at Leo Burnett Co., Chicago, promoted to account supervisor. Earlier he was VP-sales manager of Producing Artists Inc., New York TV film firm, and with Young & Rubicam.

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Charles E. Brown, formerly with Maxon Inc., Detroit, joins Chicago staff of MacManus, John & Adams as director of marketing services. MJ&A's Chicago office also announced staff reassignments: **B. J. Wasserman** to marketing director; **L. S. Kay** to media director, and **Charles R. Teaman** to director of research.

Lloyd W. Durant, formerly VP and account executive at Lennen & Newell, New York, joins Borden Foods Co., that city, in newly created post of marketing manager for new products.

Art Church, account executive at KOOL-TV Phoenix, appointed sales manager of KOOL-AM-FM.

John Lampe joins W. B. Doner & Co., Baltimore, as VP and account executive. He was formerly at David Lampe Advertising Co., that city.



Mr. Rubenstein

Mort Rubenstein, creative director, advertising and sales promotion department, CBS Television Stations Division since May 1958, named to same post at CBS-TV. Mr. Rubenstein reports to George Bristol, advertising director. **Ted Andre-sakes**, associate art director of advertising and sales promotion department at CBS Television Stations Division, succeeds Mr. Rubenstein.

Francis Cosentino, production manager of Storm Advertising, St. Louis, promoted to account executive. He is succeeded by **H. Don Miller**, formerly production manager and assistant media director of Katzif, George, Wemhoener & Savan Advertising, that city.

Caley Augustine, director of advertising, promotion and PR for WHC(TV), elected president of Pittsburgh Advertising Club.

Frank S. Mangan, TV salesman with NBC for past nine years, joins Chicago TV sales staff of RKO General Broadcasting-National Sales.

Norman D. Allan joins Sullivan, Stauffer, Colwell & Bayles, New York, as account executive.

Stanley Byrnes, formerly West Coast manager for Official Films, joins KWKW Pasadena, Calif., as account executive.

White Mitchell, formerly with The

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Bolling Co., joins WMAQ Chicago as account executive.

Eileen McCarthy joins Johnstone Inc., New York, as account executive. She was formerly fashion marketing editor for *Vogue* magazine, that city.



Mr. Neely

Richard Neely, for past four years VP and creative group head at BBDO, joins McCann-Erickson, San Francisco, as VP and director of creative services.

Richard B. Taylor, since June 1963 director of sales research and development for ABC-TV Spot Sales in Chicago, joins ABC-owned WKB(TV), that city, as account executive.

Barbara Ferris, media buyer in Chicago for Kenyon & Eckhardt, joins San Francisco office of Campbell-Ewald Co. in same capacity.

James A. Skelly appointed local sales representative for WJW-TV Cleveland.

Katherine L. Knight joins Lilienfeld & Co., Chicago, as media director and head broadcast buyer. She formerly was with Gourfain, Loeff & Adler and Roche, Rickerd, Henri, Hurst Inc., both Chicago.

Peter A. Krug appointed director of radio-TV department of Lewis & Gilman, Philadelphia. **Evelyn Walmsley** named manager of broadcast media for agency.

Maggie Stair, formerly traffic manager of KCOP(TV) Los Angeles, named associate media director of Falkenhainer, Morgan & Taylor, that city.



Mr. Hackett

James K. Hackett, formerly VP in charge of media at Arkwright Advertising Co., New York, joins Susquehanna Broadcasting Co., York, Pa., as national sales manager in charge of group's new office in New York City. Susquehanna stations are WSBA-AM-FM-TV York and WARM Scranton, both Pennsylvania; WHLO Akron, Ohio, and WICE Providence, R. I.

Elaine Hudson, formerly of Gumbiner & North Advertising, New York, appointed broadcast media supervisor for Carson/Roberts, Los Angeles.

Peter Allegaert, formerly with Dancer-Fitzgerald-Sample, New York, joins San Francisco office of Guild, Bascom & Bonfigli as media supervisor for newly acquired Ralston poultry products account. **John T. Gray** will serve as account executive for poultry products under overall supervision of **Stanley**



#3251 (MONO)



#2052 (STEREO)

BROADCAST ENGINEERS ACCLAIM NEW NORTRONICS REPLACEMENT LINE!

Now, for endless loop cartridge players... Nortronics offers a new line of rear-mount, all-metal face, replacement heads that deliver true broadcast-quality frequency response! Hyperbolic all-metal face heads provide extremely long life and freedom from oxide loading. Exceptional high frequency response is achieved through laminated cores and extra-fine 100 micro-inch deposited-quartz gaps.

Complete new line available through your Nortronics distributor!

Nortronics head #3251—pictured above—is recommended for replacement on AUTOMATIC TAPE CONTROL, COLLINS, MACARTA, RCA, SPOTMASTER, TAPECASTER, SPARTA and GATES Model M5944 machines. Moderately priced, this Premium half-track mono record/playback, rear-mount head is designed for staggered operation on program and cue tracks and is rated at 400 mhy. inductance for either transistor or vacuum-tube circuitry.

Consistent with new NAB Standards, Nortronics head #2052—pictured above—is a Premium two-track stereo head for in-line playback or recording of mono program and cue tracks. These rear-mount heads have 100 mhy. inductance for transistor circuitry and are recommended for replacement on GATES Models M6211 and M6213.

For complete information on Nortronics replacement heads, write for our Form #7177.

Nortronics
8173 Tenth Ave. N., Minneapolis, Minn. 55427

NBC Affiliates elect

Elmo Ellis, general manager of wss Atlanta; **Jack Link**, general manager of KIDO Boise, Idaho, and **Carl George**, general manager of WGAR Cleveland, elected to NBC Radio Affiliates executive committee. Other members of committee are: **Gustav K. Brandborg**, KVOO Tulsa, vice chairman; **Thomas S. Carr**, WBAL Baltimore, secretary-treasurer; **Robert E. Kelly**, KCRA Sacramento, Calif.; **Rex Preis**, WOAI San Antonio, and **Bob Rich**, WDSM Duluth, Minn.

Robert W. Ferguson, WTRF-TV Wheeling, W. Va., and **Irving C. Waugh**, WSM-TV Nashville, Tenn., were elected to the board of delegates of NBC Television network affiliates.

Other members are: **Charles A. Batson**, WIS-TV Columbia, S. C.; **Owen Saddler**, WMTV Omaha; **David M. Baltimore**, WBRE-TV Wilkes-Barre, Pa.; **George Comte**, WTMJ-TV Milwaukee; **Gordon Gray**, WKTV Utica, N. Y.; **James Schiavone**, WWJ-TV Detroit and **Willard Schroeder**, WOOD-TV Grand Rapids, Mich.

T. Peterson, GB&B VP and account supervisor for Ralston.

Bruce A. Gilbert promoted to media supervisor, and **William C. Beyers** and **John R. Vogrin**, named assistant media supervisors at Needham, Louis & Brorby, Chicago.

John F. Plain, radio-TV account supervisor at Young & Rubicam, New York, resigns to become general development executive with Blair Inc., designer-builder of graphics, Alexandria, Va.

Jerome S. Rosenbaum, formerly research project director at Institute for

Motivational Research, joins Oxtoby-Smith Inc., New York marketing and psychological research organization, as senior project director.

Cathryn Snyder, formerly with W. B. Doner & Co., Baltimore, joins Weightman Inc., Philadelphia, as assistant TV director.

Russell E. Neff, radio-TV director of Knox Reeves Advertising, Minneapolis, joins General Mills, that city, as commercial production supervisor.

Anne Ellis and **Betty Pudney** join creative services division and PR department, respectively, of Cunningham & Walsh, New York.

Bern Nolan, designer, joins staff of Videotape Productions of New York.

Henry Wolf joins Jack Tinker & Partners, New York. He was previously art director of *Show* magazine.

THE MEDIA



Mr. Burgess

James H. Burgess, VP and general manager of Crosley Broadcasting Corp.'s WLWT (TV) Cincinnati, appointed to new post of West Coast consultant for radio-TV division of Triangle Publications, Philadelphia. Mr. Burgess joined Crosley in 1952, was named WLWT VP-general manager in 1962. **Warren A. Koerbel**, with WNBK-FM for past year and formerly general manager of WACB Kittanning, Pa., appointed FM sales coordinator for Triangle stations. Triangle stations are WFIL-AM-FM-TV Philadelphia; WNHC-AM-FM-TV New Haven, Conn.; WFBG-AM-FM-TV Altoona, Pa.; WNBK-AM-FM-TV Binghamton, N. Y.; KFRE-AM-FM-TV Fresno, Calif., and WLYH-TV Lancaster-Lebanon, Pa.

L. Clark Tierney elected president and treasurer of WPDx Clarksburg, W. Va. As president he replaces **George L. Kaliam**, who died May 20 (BROADCASTING,

May 25). Other new WPDx officers are **C. E. Wheeler**, formerly commercial manager of WKAZ Charleston, W. Va., as VP and general manager, and **C. Matthew Tierney** as VP.

James E. Stewart, owner-manager of WHEP Foley, elected president of Alabama Broadcasters Association. Other association officers elected are **Hal Kirby**, WWWR Russellville, VP-radio; **Dick Biddle**, WOWL-TV Florence, VP-television; and **Ben McKinnon**, WSGN Birmingham, secretary-treasurer. New directors are **Jack Black**, WWWF Fayette; **Keith Barze**, WBRC-TV Birmingham, and **Judd Sparling**, WRMA Montgomery.

Dan Hayslett, station manager for past six years of KIXL-AM-FM Dallas, elected VP and general manager of stations, which are owned by Strauss Broadcasting Co. Mr. Hayslett is past president of Association of Broadcasting Executives of Texas.



Mr. Hayslett

Robert Sutton, VP and general manager of KNX Los Angeles, re-elected chairman of Southern California Broadcasters Association for second one-year term. Other officers for 1964-65 are **Fred Custer**, KPOL Los Angeles, vice chairman; **Rick Buckley**, KGIL San Fernando, secretary; **Ben Hoberman**, KABC Los Angeles, treasurer (all California). **Robert Light** continues as president of SCBA.

Robert J. Bodden, VP and general manager of WSWW Platteville, Wis., is co-owner and general manager of WMIR Lake Geneva, Wis., which went on air May 15. **Mrs. M. B. Monroe** of Milwaukee is president. **Lloyd Nowak**, formerly of WSWW, appointed WMIR studio manager and chief engineer.



Mr. Berg

Larry Berg, for past three years program director of WCAO Baltimore, elected president and general manager of WBUT-AM-FM Butler, Pa.

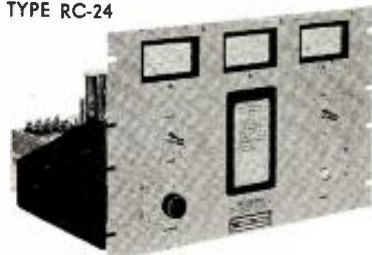
Robert Wagner, formerly manager of WAAM Ann Arbor, Mich., appointed general manager of WNXT Portsmouth, Ohio, which has been purchased by Zanesville Publishing Co. Mr. Wagner succeeds **Marshall Rosene**, who will leave July 1. Mr. Rosene, who helped put WNXT on air in 1951, formerly served for number of years as general manager of WSAZ Huntington, W. Va. He plans to move to Coshocton county, Ohio, and operate his farm there.

Francis J. Doherty Jr., promotion

BROADCASTING, June 8, 1964

REMOTE CONTROL — FOR RADIO & UHF TELEVISION

TYPE RC-24



MEETS ALL FCC REQUIREMENTS

HIGH RELIABILITY—

24 CHANNEL SOLID STATE DESIGN ELIMINATES TUBES AND SENSITIVE RELAYS

SINGLE LINE OR S.T.L.

CUTS OPERATING COST. MONTHLY SAVINGS ON SINGLE PHONE LINE CAN MAKE PAYMENTS ON RC-24.

PRICE \$1175.

TELETRONIX ENGINEERING CO.

4688 EAGLE ROCK BLVD.

LOS ANGELES, CALIF.

manager of WWLP(TV) Springfield, Mass., appointed station manager of WJZB-TV (formerly WWOR-TV) Worcester, Mass. Stations are licensed to Springfield Television Broadcasting Corp.

Ed Shadburne, since July 1963 sales manager of WLKY-TV Louisville, promoted to station manager. He replaces **E. Berry Smith**, who has joined WTVW (TV) Evansville, Ind., as general manager.



Mr. Furman

Norman B. Furman appointed general manager of WEVD-AM-FM New York. Mr. Furman, founder and former president of Furman-Feiner Advertising, that city, replaces **Henry Greenfield**, retired.

John Jurewicz, chief accountant at WWSW-AM-FM Pittsburgh, promoted to business manager.

Frank Livermore appointed business manager of KLAC-AM-FM Los Angeles, succeeding **Mitzi Mee**, who resigned. Mr. Livermore was formerly with KOVR(TV) Sacramento, Calif. Both KLAC and KOVR are owned by Metromedia.

Donald H. McGannon, president and board chairman of Westinghouse Broadcasting Co., New York, will receive honorary degree of Doctor of Humane Letters from Fordham University June 10 at commencement exercises on Rose Hill campus in Bronx.

Claud O'Shields, general manager of WECT-TV Wilmington, N. C., elected secretary of radio-TV commission of Southern Baptist Convention.

PROGRAMING

Gene McCabe, for past five years VP and executive producer of Bill Burrud Productions, joins Petersen Publishing Co., Los Angeles, as head of Petersen Productions, newly formed division which will produce TV programs and theatrical motion pictures.



Mr. McCabe

Henry J. Davis, marketing manager, promoted to business manager of Storer Programs Inc., New York. He succeeds **Horace W. Ray**, who was appointed general manager of Storer Broadcasting Co.'s WAGA-TV Atlanta (BROADCASTING, May 25).

Alden Schwimmer, VP of Ashley-Steiner-Famous Artists, named executive VP in charge of West Coast

PR committee selected

Appointment of nine broadcasters to National Association of Broadcasters' 1964-65 radio public relations committee was announced last week by NAB President LeRoy Collins. All are on NAB's radio board of directors.

John F. Box Jr., Balaban Stations, will serve another term as committee chairman. **Julian F. Haas**, general manager of KAGH Crossett, Ark., succeeds **Robert T. Mason**, WMRN-AM-FM Marion, Ohio. Following committee members were all reappointed for another term: **Carleton D. Brown**, WTVL Waterville, Me.; **Kenneth R. Giddens**, WKRG-AM-FM Mobile, Ala.; **John R. Henzel**, WHDL-AM-FM Olean, N. Y.; **Rex G. Howell**, KREX-AM-FM Grand Junction, Colo.; **Jack W. Lee**, WPRO-AM-FM Providence, R. I.; **Lloyd C. Simon**, KMPC Los Angeles; **Lester G. Spencer**, WKBV-AM-FM Richmond, Ind.

activities of talent agency. He succeeds **Ira Steiner**, who has left firm to go into production of films for theaters and television. **Herbert Gottlieb**, VP of agency, is moving to Hollywood from New York as assistant to Mr. Schwimmer. Agency has been renamed Ashley Famous Agency Inc.

Francis G. (Bud) Murphy opens writing-production offices in Los Angeles. He was formerly copy supervisor at Guild, Bascom & Bonfigli, that city. Mr. Murphy's new firm will include writing and production of documentary and industrial films.

Norman Siegel, assistant producer of MGM-TV's *The Travels of Jaimie McPheeters* for ABC-TV last season, joins Ivan Tors Films as general assistant to

producer Ivan Tors. He will work on company's general schedule of motion pictures and TV shows for MGM, including *Flipper* series now being produced for fall start on NBC-TV.

Eugene King, formerly VP of World Wide Information Services, joins RKO General Broadcasting in New York as radio program executive.

Arnold Friedman appointed advertising and promotion manager for TV division of Embassy Pictures Corp., New York. He joined organization in 1962.

Robert Lemon, manager of WNBQ (TV) Chicago, elected president of Chicago chapter of National Academy of Television Arts and Sciences, succeeding **Jack Brickhouse**, WGN-TV Chicago.

John Bennett appointed program director of WRAN Dover, N. J.

Gary Shaffer, formerly of WHDL Olean N. Y., joins WDMS Lynchburg, Va., as program director.

Pierce Allman, program manager of WFAA-AM-FM Dallas, promoted to production manager. **Jim Stanley**, formerly operations manager of WNOR Norfolk, Va., named WFAA program manager, succeeding Mr. Allman.

Edmond Levy joins Screen Gems, Hollywood, as staff director for new TV projects and industrial and documentary films.

Leslie Urbach, staff director at VPI Productions, New York, elected president of Screen Directors International Guild. Other officers chosen for one-year terms are **Marc S. Asch**, Van Praag Productions, first VP; **James M. Rose**, Rose-Magwood Productions, second VP; **Ira Marvin**, MPO Productions, secretary, and **David I. Kelmenson**, VPI Productions, treasurer.

Richard B. Graff, for more than 18 years with Universal Pictures, has joined National General Corp. as assistant to Irving H. Levin, executive VP. His



Matty Fox, motion picture-TV executive, dies

Matthew M. (Matty) Fox, 53, long-time motion picture and television executive and pioneer in subscription TV, died Monday night (June 1) of heart attack in his home in New York.



Mr. Fox

At his death, Mr. Fox was board chairman of Subscription Television Programs Inc., subsidiary of Subscription Television Inc., of which he was board member and which is scheduled to begin pay TV operations in Los Angeles and San Francisco this summer.

Mr. Fox is credited with having created first major motion picture library for TV in late 1955 when company he headed, C&C Super

Corp., paid \$15.2 million for 740 RKO features and 1,000 short subjects. In mid-1956, Mr. Fox was instrumental in executing what was said to be TV's most publicized and most extensive barter deal. International Latex Corp. contracted to spend \$25 million over five years on 100 stations which had acquired rights to RKO features from Mr. Fox's company.

Previously Mr. Fox had been board chairman of Motion Pictures for Television, early producer and distributor of programs to television, and of United World Picture Co. and United World Films, suppliers of theatrical and television films.

Mr. Fox earlier had held top executive posts in motion picture field. At 25, he was VP of Universal Pictures and at various times was associated with Skouras theater chain and United Artists Corp. in executive capacities.

WHIC(TV) Pittsburgh for past five years, promoted to managing editor of news department. **Matt Matthews** assumes duties of night news editor, and **Fred Silhol** named chief cameraman.

FANFARE

Booker McClay named PR director in charge of publicity, promotion and advertising for Selmur Productions, program producing subsidiary of American Broadcasting-Paramount Theaters. Mr. McClay, formerly with Warner Bros. and 20th Century-Fox Television, had handled Selmur publicity-promotion for two years as account of his own firm.

Stan Bloom, copy director at WLWB-TV Miami, appointed promotion director. **Joe Jones** named copy director.

Mike Laurence has resigned as PR director of Trans-Lux Corp., New York. Future plans have not been disclosed.

INTERNATIONAL



Mr. Rivera

Rafael C. (Cruz) Rivera appointed Latin-American sales manager for Visual Electronics Corp., New York.

Frank Nowaczek, director of research for National Community Television Association, Washington, elected associate of Society of Relay Engineers (SRE), England, and becomes one of only eight SRE members outside Great Britain.

Hugh Eccles named station manager at Carlisle for Border Television Ltd.

Douglas Neal, formerly of Compton Advertising, joins Bangkok, Thailand, office of Grant Advertising as account executive.

Professor Asa Briggs, dean of School of Social Studies of University of Sussex, joins board of Southern Television Ltd., London. **Henry Tupper** also elected director of Southern Television Ltd.

EQUIPMENT & ENGINEERING

William J. Jones appointed chief engineer of WTOP-TV Washington, in charge of all technical matters and personnel as well as technical operations of WTOP-AM-FM. Mr. Jones has been with WTOP since 1942 in various capacities in engineering department, including engineer-in-charge of general engineering for WTOP-AM-FM-TV. His most recent assignment was assistant to Clyde Hunt, VP in charge of engineering for Post-Newsweek Stations (WTOP-AM-FM-TV and WJXT-TV Jacksonville, Fla.).

Joseph R. Stiffel joins Society of Mo-

chief activities will be in connection with NGC's closed circuit color theater television and its recent entry into motion picture production.

Al Heacock, since 1960 program manager of WBZ Boston, appointed program manager of WINS New York. Stations are owned by Westinghouse Broadcasting Co. **Neil McIntyre**, producer-director at WINS, promoted to assistant program manager.

Rift Fournier, formerly of WBNS-TV Columbus, Ohio, joins WHIC(TV) Pittsburgh as executive producer.

Andrew J. Fenady has been signed by United Artists Television to write and produce projects that could lead to new television series for 1965-66 season. Fenady & Associates have moved into offices at Paramount Studios in Hollywood and shortly expect to announce plans for projects.

Roel van de Wijngaard, for past eight years with Joop Geesink Studios in Amsterdam, Netherlands, joins Jamieson Film Co., Dallas.

Ken Jernberg rejoins WBBM-TV Chicago as assistant manager of film department after two years in Army. He succeeds **Mike Thornton**, who leaves for Coast Guard duty.

Richard Basehart, narrator of initial cycle of Wolper Production's *Specials of Our Times*, signed to narrate six more of hour-long series, which is syndicated by United Artists-TV.

NEWS

Charles E. Hippler, news director of WSOY Decatur, elected president of Illinois AP Broadcasters Association, succeeding **Al Schmidt**, WIBV Belleville. **Jerry Udwin**, WIND Chicago, elected association's VP, succeeding Mr. Hippler.

Keith Jackson, former sports and special events director at KOMO-AM-TV Seattle, joins ABC Radio in Hollywood as news and sports reporter.

Sam Stringfellow, for past nine years news director of KMHT Marshall, Tex., resigns to become assistant city editor of *Shreveport (La.) Times*.

Rene J. Cappon, editor of *Anchorage (Alaska) News*, joins New York general desk of Associated Press in newly created post of managing editor. **Nate Polowetzky**, assistant general news editor, assumes added duties as supervising editor of AP Newsfeatures. He replaces **Garvin Hudgins**, who has been reassigned to AP's Paris bureau. **Sam Blackman**, general news editor, assumes added duties in area of general policy matters, future story planning and staff assignments.

Bill Smith, formerly of WECT-TV Wilmington, N. C., joins news staff of WSJS-AM-FM-TV Winston-Salem, N. C.

Roy Davis, formerly with WLIB New York, joins news department of WWRL, that city.

George Burlbaugh, with news staff of

tion Picture and Television Engineers, New York, as assistant staff engineer. He was formerly in thin film solid state electronics program at General Telephone and Electronics Laboratories, Bayside, N. Y.

Huntley P. Briggs, formerly VP in charge of West Coast office of Rosenbloom/Elias & Associates, Chicago, named assistant general manager of commercial and educational branch of Technicolor Corp., producer-marketer of 8 mm Instant Movie Projector. Mr. Briggs will make his headquarters in Burbank, Calif.

Robert E. Koehler appointed assistant to president of Oak Manufacturing

Co., Crystal Lake, Ill. He joined company in 1956 from RCA, New York.

Heinz Blum, head of engineering and research-development departments of Entron Inc., Silver Spring, Md., since 1953, elected VP.

Robert S. Houston joins WEAM Arlington, Va., as chief engineer.

Dorman D. Israel, vice chairman of board of directors of Emerson Radio & Phonograph Corp., elected chairman of Joint Technical Advisory Committee, sponsored by Institute of Electrical & Electronics Engineers. He succeeds **James D. O'Connell**, who resigned last month to become special assistant to President for telecommunications and

director of telecommunications management in Office of Emergency Planning (BROADCASTING, May 18).

Nelson M. Smith, engineer in charge of technical operations for CBS Radio, retires after 35 years with network.

DEATHS

Sterling Beeson, 82, board chairman of Beeson-Reichert, Toledo, Ohio, advertising agency, died May 23.

Douglas Parkhirt, 50, president of Veterans Hospital Radio and Television Guild, died May 20 at Lenox Hill hospital, New York, after brief illness. He also worked as actor and TV writer.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, May 27 through June 3, 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 station

APPLICATION

Port Clinton, Ohio—Ohio Radio Inc. UHF channel 31 (572-578 mc); ERP 269.1 kw vis., 66.1 kw aur. Ant. height above average terrain 359 feet, above ground 397 feet. P.O. address c/o Robert W. Reider, 114 East Fifth Street, Port Clinton. Estimated construction cost \$350,060; first year operating cost \$250,000; revenue \$280,000. Studio and trans. locations both Lorain, Ohio. Geographic coordinates 41° 29' 41.5" north latitude, 82° 02' 57.8" west longitude. Type trans. RCA TTU-10A, type ant. RCA TFU-30J. Legal counsel Welch, Mott and Morgan, Washington; consulting engineer E. Harold Munn Jr., Coldwater, Mich. Principals: Robert W. Reider (57%), R. C. Linker (11.8%), James A. Londot (6%), Wayne R. Cornell (5%) and others. Ohio Radio is licensee of WRWR-FM Port Clinton, WLKR-FM Norwalk and WKTN-FM Kenton, all Ohio. Ann. May 28.

New AM stations

ACTIONS BY FCC

Wilmington, Ohio—Community Communications of Ohio Inc. Granted CP for new AM on 1090 kc, 1 kw-D. P.O. address c/o Gene F. Seehafer, 1088 Greenbriar Lane, Northbrook, Ill. Estimated construction cost \$18,821; first year operating cost \$53,000; revenue \$58,000. Principals: Francis J. Stratman (59.2%), Gene F. Seehafer (39%) and others. Mr. Stratman is sales representative for Community Club Awards radio service. Mr. Seehafer is account executive for CBS Network, Chicago, and has 12.9% interest in WSJM Inc., St. Joseph, Mich. Action May 27.

Bayamon, P. R.—Alfredo Beauchamp Diaz. Granted CP for new AM on 1600 kc, 1 kw. unl. P.O. address c/o Alfredo Beauchamp Diaz, Box 245, Bayamon. Estimated construction cost \$36,444; first year operating cost \$30,000; revenue \$45,000. Principal: Alfredo Beauchamp Diaz. Mr. Diaz is Bayamon businessman. Action May 27.

APPLICATIONS

Manistique, Mich.—Manistique Broadcasting Co. 1490 kc, 1 kw. unl. P.O. address c/o David M. Kelly, 3956 Fort Street, Lincoln Park, Mich. Estimated construction cost

\$15,000; first year operating cost \$30,000; revenue \$32,000. Principals: David M. Kelly and Edmund Seileck (each 50%). Mr. Kelly has 31% interest in WLIN-FM Detroit and is employed at Studio Broadcasting Systems, same city. Ann. May 28.

Tyler, Tex.—KDOK Broadcasting Co. 1490 kc, 250 w. unl. P.O. address c/o Dana W. Adams, 808 Peoples Bank Building, Tyler. Estimated construction cost \$16,040; first year operating cost \$114,000; revenue \$130,000. Principals: Dana W. Adams (95%) and Mary Allen Adams (5%). KDOK Broadcasting is licensee of KDOK Tyler. Ann. June 3.

New FM stations

ACTIONS BY FCC

Erlanger, Ky.—Ken Thomas Inc. Granted CP for new FM on 100.9 mc, channel 265, 3 kw. Ant. height above average terrain 219 feet. P.O. address Route No. 1, Box 151A, Florence, Ky. Estimated construction cost \$16,018; first year operating cost \$20,000; revenue \$20,000. Principals: Kenneth R. Thomas (76.9%) and Anne P. Thomas, Opal Hunter and Ethel Harper (each 7.7%). Mr. Thomas is Florence businessman; Mrs. Thomas is housewife. O. T. Hunter is school teacher, and E. Harper is secretary. Action June 1.

Jackson, Miss.—Dr. Marvin H. Osborne. Granted CP for new FM on 94.7 mc, channel 234, 30 kw. Ant. height above average terrain 330 feet. P.O. address Box 1562, Jackson. Estimated construction cost \$39,081; first year operating cost \$28,100; revenue \$36,000. Dr. Osborne is sole owner. Action June 2.

Albuquerque, N. M.—FM Background Music Inc. Granted CP for new FM on 92.3 mc, channel 222, 9 kw. Ant. height above average terrain 4110 feet. P.O. address c/o Thomas T. Farley, Suite 315, Bon Durant Building, Pueblo, Colo. Estimated construction cost \$43,107; first year operating cost

\$46,500; revenue \$60,000. Principals: Clay D. Lockett (12%) and others. Mr. Lockett is chief engineer of KFOR Colorado Springs. Action May 27.

Washington, Pa.—Washington Broadcasting Co. Granted CP for new FM on 95.3 mc, channel 237A, ERP 1.95 kw, unl. Ant. height above average terrain 360 feet. P.O. address George Washington hotel, 80 South Main Street, Washington. Estimated construction cost \$24,200; first year operating cost \$2,500; revenue none. Applicant is licensee of WJPA Washington. Action May 27.

Temple, Tex.—Fidelity Communications Inc. Granted CP for new FM on 104.9 mc, channel 285A, 1.75 kw. Ant. height above average terrain 355 feet. P.O. address Box 963, Temple. Estimated construction cost \$12,645; first year operating cost \$30,300; revenue \$45,000. Principals: Max Leach Jr. (51%), George H. Cook (29%), Jarrard Secrest (10%), Thomas C. Matts and Artie L. Sinclair (both 5%). Messrs. Leach, Cook and Secrest are local businessmen; Mr. Matts is employee of KVIL Dallas-Highland Park, Mr. Sinclair is employee of WFAA Dallas. Action May 27.

Salt Lake City—Seagull Broadcasting Co. Granted CP for new FM on 104.3 mc, channel 282, 25 kw. Ant. height above average terrain minus 195 feet. P.O. address c/o M. Henry Hilton, Box 15588, South Salt Lake, Utah. Estimated construction cost \$28,170; first year operating cost \$12,420; revenue \$18,500. Applicant is licensee of KSOP Salt Lake City. Action May 27.

Sauk City, Wis.—Sauk-Prairie Radio Inc. Granted CP for new FM on 96.7 mc, channel 244A, ERP 3 kw, unl. Ant. height above average terrain 300 feet. P.O. address c/o James E. Kirchstein, 123 Water Street, Sauk City. Estimated construction cost \$16,356; first year operating cost \$12,750; revenue \$11,500. Principals: Ray J. Schwartz, Al W. Davidson, Charles J. Ploetz, J. Wayne Page, George Goerks, Frank H. Kirchstein, Earl

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531



C. Hall, Franz Wyttenbach, and James E. Kirchstein (each 11.1%). Mr. Ploetz is attorney; Mr. J. E. Kirchstein is president of Cuca Record Corp., Sauk City; others are local businessmen. Action May 27.

APPLICATIONS

Redding, Calif.—Charles J. and Elma A. Reed, 92.9 mc, channel 225, 25 kw. Ant. height above average terrain 53.5 feet. P.O. address c/o Charles J. Reed, 889 Apricot Avenue, Campbell, Calif. Estimated construction cost \$27,100; first year operating cost \$25,000; revenue \$36,000. Principals: Charles J. and Elma A. Reed (each 50%). Ann. May 28.

Eufaula, Okla.—Tri-City Broadcasting Co. 102.3 mc, channel 272A, 3 kw. Ant. height above average terrain 187 feet. P.O. address c/o Harmon Davis, Box 152, Eufaula. Estimated construction cost \$42,310; first year operating cost \$35,000; revenue \$60,000. Principal: Harmon Davis. Mr. Davis is Eufaula businessman. Ann. June 3.

Dyersburg, Tenn.—McQueen and Company Inc. 100.1 mc, channel 261A, 3 kw. Ant. height above average terrain 194 feet. P.O. address c/o Alvin D. Wood, Box 100, Dyersburg. Estimated construction cost \$11,568; first year operating cost \$6,000; revenue \$7,500. Principals: Alvin D. Wood, Cletus H. Quick and John L. Slatton (each 33⅓%). Mr. Slatton is principal owner of WJBB Haleyville, Ala. Messrs. Slatton and Quick each have 24.5% interest in WLAY Muscle Shoals, Ala. McQueen and Company is licensee of WTRO Dyersburg. Ann. May 28.

San Angelo, Tex.—Concho Valley Broadcasters. 97.5 mc, channel 248, 35.15 kw. Ant. height above average terrain 2025 feet. P.O. address c/o Thomas H. Earnest, Box 1296, San Angelo. Estimated construction cost \$8,000; first year operating cost \$9,000; revenue \$12,000. Principal: Thomas H. Earnest. Mr. Earnest was announcer-engineer at KFMP-FM Port Arthur, Tex. Ann. May 28.

Parkersburg, W. Va.—Zanesville Publishing Co. 103.1 mc, channel 276, 660 w. Ant. height above average terrain 557 feet. P.O. address c/o Allan Land, Lind Arcade Building, 48-52 North 5th Street, Zanesville, Ohio. Estimated construction cost \$18,000; first year operating cost \$3,500; revenue \$5,500. Principals: Clay Littick (47.5%), Arthur S. Littick (47.5%) and William O. Littick (5%). Zanesville Publishing (Zanesville Times-Recorder and Signal) is licensee of WTAP-AM-TV Parkersburg and has 63% interest in Southeastern Ohio Television System, licensee of WHIZ-TV and 60% interest in Southeastern Ohio Broadcasting System Inc., licensee of WHIZ, both Zanesville, Ohio. Ann. May 28.

Ownership changes

ACTIONS BY FCC

WLAY Muscle Shoals, Ala.—Granted relinquishment of positive control of licensee corporation, Slatton-Quick Inc., by Wagner P. Thielens Jr. (51% before sale) through sale of stock to Slatton-Quick Inc., owned by Cletus H. Quick and John L. Slatton (each 24½% before, 50% after). Consideration \$42,000. Mr. Slatton owns WJBB Haleyville, Ala. Messrs. Slatton and Quick have interest in WTRO Dyersburg, Tenn. Action May 28.

KFMX-FM San Diego—Granted assignment of license from Metropolitan Theatres Corp. (100%) to Impact Broadcasting Enterprises Inc., owned by S. G. Millner (61⅓%) and others. Consideration \$82,500. Metropolitan Theatres is controlled (100%) by Sherrill C. Corwin, who has 15% interest in KAKE-AM-TV Wichita, Kan.; 33% interest in KEZY, KEZR-FM Anaheim, Calif.; and 100% interest in KGUJ-AM-FM Santa Barbara, Calif., and CP for KBAY-TV (ch. 20) San Francisco. Action June 1.

KWME-FM Walnut Creek, Calif.—Granted assignment of license from Eugene N. Warner and Wellington Morse (each 50%).

ETV fund grants

Following grants for educational television have been announced by Department of Health, Education and Welfare:

■ **Des Moines, Iowa**—Des Moines Independent Community School District; \$79,598 to improve facilities of KDPS(TV), Channel 11; total project cost \$106,130.

■ **St. Paul—Twin City Educational TV Corp.**; \$154,255 to activate facilities of proposed station on channel 17; total project cost \$205,674.

■ **Mobile, Ala.**—Alabama Educational Television Commission; \$242,658 to activate WEI(TV), channel 42; total project cost \$323,544.

■ **Oxford, Ohio**—Miami University; \$132,015 to purchase ant., amplifier, switching and recording equipment for WMUB-TV, channel 14; total project cost \$176,020.

■ **Lincoln, Neb.**—University of Nebraska; \$309,583 to purchase trans., tower, ant. and other equipment for KUON-TV, channel 12; total project cost \$412,778.

d/b as Walnut Creek Broadcasters, to Stereophonic Broadcasters Inc., owned by Alfred M. Pettler (51%) and Harold Hirschmann (49%). Consideration \$65,000. Mr. Pettler owns Pettler Advertising, Orinda, Calif.; Mr. Hirschmann is employee of KDIA Oakland, Calif. Action June 2.

■ **WZOK Jacksonville, Fla.**—Granted transfer of control of licensee corporation, Peninsular Life Broadcasting Co., from Peninsular Life Insurance Co. (80%) to Carmen Macri (100% after transfer, 20% before). Consideration \$20,000 and assumption of liability. Mr. Macri is president and general manager of WZOK. Action May 27.

■ **WKLE Washington, Ga.**—Granted assignment of license from J. Norman Young and J. S. Carter (each 50%), d/b as Wilkes County Bstg. Co., to Mr. Carter (100%), tr/as company of same name. No financial consideration involved. Action May 26.

■ **WDLR Delaware, Ohio**—Granted assignment of license from Delaware Broadcast-

ing Inc., owned by T. H. Oppgaard, Carl R. Lee (each 45%) and C. Robert Taylor (10%), to Delaware-Marysville Broadcasting Service Inc., owned by William C. Clay Jr. (42%), R. J. (42%) and William R. Reynolds (10%), and Robert V. Doll (6%). Consideration \$95,000. Delaware Broadcasting principals seek operation in larger market. Messrs. Doll and Clay have interest in WPKY Frankfurt, Ky.; Messrs. Doll, W. R. and R. J. Reynolds and Clay have interest in WMST Mt. Sterling, Ky. Action May 27.

■ **KVSO Ardmore, Okla.**—Granted assignment of license from Albert Riesen Jr., administrator of estate of John F. Easley, deceased, to Albert Riesen Jr. (33⅓%), Betty Maurine Riesen Dillard (33⅓%) and Jeanne Lowenstein Riesen Hughes, individually (11⅓%), and as co-trustee with T. Fred Collins (22⅓% together) for John M. Riesen and Lisa Riesen. No financial consideration involved. Action June 2.

■ **KTOK Oklahoma City**—Granted assignment of license from KTOK Inc. to KTOK Radio Inc., owned by Paul E. Taft (26.3%), James M. Stewart (26.3%), William D. Schueler (19.7%), Elizabeth M. Johnson (13.1%), Estate of F. Kirk Johnson (13.1%) and C. Hewel Jones (1.3%). KTOK Inc. is wholly owned subsidiary of KTOK Radio Inc. Stock transaction as consideration. Action May 27.

■ **KGON Oregon City, Ore.**—Granted assignment of license from Clackamas Broadcasters Inc., owned by Robert J. Hartke (50%) and Irwin S. (33⅓%) and Priscilla K. Adams (16⅓%), to Republic Broadcasting Inc., owned by KIMN Broadcasting Co. (Kenneth E. Palmer (30%), John C. Hunter (30%), Robert Donner Jr. (30%) and J. Elliott Knoll (10%)). Consideration \$805,000. KIMN Broadcasting is licensee of KIMN Denver. Action June 1.

■ **WPCA-TV Philadelphia**—Granted assignment of CP from Donald B. Crawford, d/b as The Young People's Church of the Air Inc., to Aaron J. Katz and Leonard Stevens (each 50%) tr/as Philadelphia Television Broadcasting Co. Consideration \$219,000. Mr. Katz is attorney and Mr. Stevens is vice president of Philadelphia advertising firm. Action May 27.

APPLICATIONS

■ **WHIY Orlando, Fla.**—Seeks acquisition of positive control of licensee corporation, Orlando Radio & Television Broadcasting Corp., by Gordon Sherman (50% before, 100% after) through purchase of stock from Melvin Feldman (50% before). Consideration \$7,625. Ann. May 27.

■ **WDAE-AM-FM Tampa, Fla.**—Seeks assignment of license from Smiley Properties Inc. controlled by Joseph F. Smiley, executor of estate of David E. Smiley, deceased, to Rounsaville of Tampa Inc., owned by Robert W. Rounsaville (100%). Consideration \$375,000 and \$240,000 covenant not to compete for 10 years. Mr. Rounsaville is owner of Rounsaville of Nashville Inc., licensee of WVOL Berry Hill, Tenn.; Rounsaville of Tampa Inc., licensee of WTMP Tampa, Fla.; Rounsaville of New Orleans Inc., licensee of WYLD New Orleans, and also owns WTAM-TV Louisville, Ky. and WATL-TV Atlanta. Ann. June 3.

■ **WHIE Griffin, Ga.**—Seeks transfer of negative control of licensee corporation, Telerad Inc., from John T. Williams (50%) to Jacquelyn Pollette Williams (50% after), executrix of estate of John T. Williams, deceased. No financial consideration. Ann. May 27.

■ **WCBQ Whitehall, Mich.**—Seeks assignment of license from Paul A. Brandt (100%) to White Lake Radio Corp., owned by Clarence Stielstra (30%), Raymond Plank (30%), Elden Stielstra (10%) and Leonard Schoenherr (30%). Consideration \$37,500. Mr. Stielstra is engineer at WELL Battle Creek, Mich., Mr. Plank owns WKLA Ludington, Mich., and is co-owner with Mr. Schoenherr of WMTE Manistee, Mich. Ann. June 3.

■ **KLGR Redwood Falls, Minn.**—Seeks assignment of license from Harry W. Linder (100%) to Eugene G. Randolph (100%). Consideration \$60,000. Mr. Randolph is salesman for Collins Radio Co., Cedar Rapids, Iowa. Ann. June 1.

■ **WSEL Pontotoc, Miss.**—Seeks assignment of license from Lee H. Thompson tr/as Pontotoc Broadcasting Co. to Lee H. Thompson (55%) and William S. Bridges (45%) d/b as Pontotoc Broadcasting Co. Consideration \$6,000. Mr. Bridges is manager of WSEL and has 8% interest in WDAL Meridian, Miss. Ann. June 3.

■ **KODY North Platte, Neb.**—Seeks assignment of license from KODY Inc., owned by Stuart Investment Co., owned by James

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, June 3

	Lic.	ON AIR	CP's	NOT ON AIR	TOTAL APPLICATIONS
				CP's	for new stations
AM	3,895		79	75	328
FM	1,137		36	190	252
TV	521 ¹		62	80	149

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, June 3

	VHF	UHF	TV
Commercial	513 [*]	157	670
Noncommercial	56	49	105

COMMERCIAL STATION BOXSCORE

Compiled by FCC, April 30

	AM	FM	TV
Licensed (all on air)	3,895	1,136	521 ¹
CP's on air (new stations)	67	29	62
CP' not on air (new stations)	85	176	79
Total authorized stations	4,047	1,341	662
Applications for new stations (not in hearing)	202	218	71
Applications for new stations (in hearing)	93	34	58
Total applications for new stations	295	252	129
Applications for major changes (not in hearing)	193	50	41
Applications for major changes (in hearing)	43	4	11
Total applications for major changes	236	54	52
Licenses deleted	0	2	0
CP's deleted	0	2	0

¹ Does not include seven licensed stations off air.

^{*} Includes three noncommercial stations operating on commercial channels.

Stuart and family, to KODY Radio Inc., owned by H. P. Lau Co. (92%), Joe diNatale (4%) and James H. Ellis (4%). Consideration \$250,000. H. P. Lau is Lincoln, Neb. grocery firm. Mr. diNatale is announcer and manager of KODY and Mr. Ellis is 61% owner of Ellis Holyoke & Co., investments. Ann. May 27.

WCMB-FM Harrisburg, Pa.—Seeks assignment of CP from Hudson Broadcasting Corp., owned by James A. McKenna Jr. (80%) and E. K. Smith (20%) to WCMB-FM Inc., owned by same individuals. No financial consideration. Ann. May 27.

WKPA and WYDD(FM) New Kensington, Pa.—Seeks assignment of license from Allegheny-Kiski Broadcasting Co., owned by C. Russell Cooper (50.1%), William R. Hankey (11.21%), Donald L. Hankey (11.21%), Pauline Zeloye (11.21%), David Cooper (5.9%), James R. Cooper (5.9%) and John E. Cooper (4.2%) to Gateway Broadcasting Enterprises Inc., owned by Nelson L. Goldberg (25%), Burstein Co. pension trust (20%), Jerry D. Silverman (10%), Irwin S. Turner (10%) and others. Consideration \$225,000. Mr. Goldberg is general manager of assignee. Messrs. Turner and Silverman are physicians. Ann. May 27.

WXCN Providence, R. I.—Seeks assignment of license from William C. Hillman and Calvert C. Groton, receivers, to Charles River Broadcasting Co., owned by Theodore Jones (50.06%), Stephen Paine (45.46%) and Richard L. Kaye (4.48%). Consideration \$41,000 and assumption of \$2,300 liabilities. Mr. Jones has interest in Charles River Civic Television Inc. Charles River is licensee of WCRB-AM-FM Waltham, Mass. Ann. June 1.

KCHO Amarillo, Tex.—Seeks assignment of license from U. C. Sterquell tr/as Panhandle Broadcasters to John B. Walton Jr. tr/as KCHO-FM. Consideration \$12,762. Mr. Walton is owner of KVKM-AM-TV Monahans, KVII-TV Amarillo and has 33.3% interest in KFNE-FM Big Spring, all Texas. Ann. May 27.

KSWA Graham, Tex.—Seeks assignment of license from Burney B. Jones and Nell J. Gilligan d/b as Jones & Gilligan to KSWA Inc., owned by J. D. Roberts (45%), Lon H. Williams (45%) and Carl Fischbein (10%). Consideration \$77,500. Mr. Roberts is Okmulgee, Okla. businessman. Mr. Williams is employed at KTRN Wichita Falls, Kan.

and Mr. Fischbein is partner of public accountant firm of Sartain, Fischbein, Eberhardt & Brown. Ann. June 1.

KLGN Logan, Utah—Seeks assignment of license from KLGK Radio Inc., owned by Richard H. Ziser (25%), Melba Ziser (24.5%), F. Gary Ziser (13%), Paul Reynolds (12.5%), Joanne Ziser (12.5%) and Dorothy Reynolds (12.5%) to J. C. Wallentine (100%). Consideration \$57,500. Mr. Wallentine has 48.4% interest in Uintah Broadcasting & Television Inc., licensee of KVEL(TV) Vernal, Utah and KBRV Soda Springs, Idaho. Ann. May 27.

WBOF and WYFI-FM Virginia Beach, Va.—Seeks assignment of license from Metro WBOF Inc., owned by Temple W. and Elizabeth S. Seay (100% jointly) to Roy Marsh, receiver. Ann. June 3.

KPOW Powell, Wyo.—Seeks transfer of control of licensee corporation, KPOW Inc., from M. J. Hedin (33.3%) to N. A. Trask and Florence E. Westwood (each 33.3% before, 50% after). Consideration \$21,105. Ann. May 27.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Walther W. Guenther issued initial decision looking toward granting application by Mid-Ocean Broadcasting Corp. for new AM in San Juan, P. R., on 1190 kc, 10 kw power, unli., with different directional ant. arrays for day and night, subject to no pre-sunrise operation with daytime facilities pending decision in Docket 14419. In so doing, initial decision looked toward denying application by Abacoa Radio Corp. to change operation of WRAI, Rio Piedras S. J., from 1520 kc, 250 w, non-DA, unli., to 1190 kc, 500 w, unli., with different directional ant. for day and night. Action June 2.

■ Hearing Examiner Forest L. McClennan issued initial decision looking toward granting application of Muncie Broadcasting Corp. for new AM on 990 kc, 250 w, D, DA, in Muncie, Ind.; conditions include precluding pre-sunrise operation with daytime facilities pending final decision in Docket 14419. Action June 1.

DESIGNATED FOR HEARING

New Horizon Studios, Eugene, Ore.—Des-

ignated for hearing application for new TV on channel 26; issues include financial qualifications, reasonableness of applicant's estimates of first-year operating expenses, efforts made to ascertain programming needs of community, staffing, and main studio location determinations. Commissioner Ford concurred and issued statement; Commissioner Lee dissented; Commissioner Loevinger dissented and issued statement in which Commissioner Hyde concurred. Action June 2.

OTHER ACTIONS

KPLI-FM Riverside, Calif.—By Order, denied petition by Dr. Leland Fuller, president, for reconsideration of Jan. 29 action which dismissed for lack of prosecution application for renewal of license. Licensee provided no convincing support for reversal of Jan. 29 decision to dismiss. Action May 27.

■ By order, commission, on own motion, (1) vacated April 29 order which failed to include affirmative finding applicants were legally, technically, financially and otherwise qualified, and (2) reissued order designating for consolidated hearing applications of Contemporary Radio Inc. to change facilities of WAYL(FM), Minneapolis, Minn., from channel 241 (96.1 Mc), 10 kw, ant. height 72 feet, to channel 233 (94.5 Mc), 53 kw, ant. height 421 feet, and Hubbard Broadcasting Inc., for new FM on channel 233 (94.5 Mc), 100 kw, ant. height 575 feet. Action May 27.

■ Commission reconsidered and set aside May 20 action which (1) waived AM freeze and accepted for filing application by Radio KHA1 Inc., for a new AM on 1090 kc, 5 kw, U, in Honolulu and which (2) denied opposing petition by Royal Broadcasting Inc. (KHA1), applicant for renewal on same facilities. Commissioner Cox dissented. Action May 27.

■ By order in proceeding on application of Verne M. Miller for new AM in Crystal Bay, Nev., commission denied Miller's application for review of Review Board's April 7 memorandum opinion and order which, on own motion, enlarged issues to determine whether Miller's proposal would serve primarily particular city, town, political subdivision, or community as contemplated by Sect. 73.30(a) of rules; dismissed as moot motion by B. B. C. Inc. (KCBN), Reno, to strike application for review. Action May 27.

■ By order in proceeding on application of Bigbee Broadcasting Co. for new AM in Demopolis, Ala., commission denied petition by respondent Demopolis Broadcasting Inc. (WXAL), Demopolis, to shift burden of proof as to certain issues from latter to applicant or, in alternative, require Bigbee to produce information concerning its financial qualifications. Action May 27.

■ Commission revised proposed statement of program service for AM and FM commercial broadcast application forms, to supplant form proposed January 28. Changes resulted largely from recommendations of committee of representatives of National Association of Broadcasters, Federal Communications Bar Association and FCC staff which reviewed January proposed form for simplification and other improvements. Action May 27.

WTMP Tampa, Fla.—By letter, commission denied petition for waiver of Sect. 1.569 of rules concerning action on applications on channels adjacent to class I-A clear channels, and held in abeyance until further notice application to change facilities on 1150 kc from 5 kw, D, DA, to 5 kw-D, 1 kw-N, DA-2, and move station to Temple Terrace. Chairman Henry and Commissioner Lee abstained from voting. Action May 27.

■ By report and order, commission amended broadcast rules to define prohibited overlap between commonly owned commercial stations in each broadcast service (AM, FM and TV), to become effective July 6, 1964. Commissioners Hyde and Lee dissented and issued joint statement. Action May 20.

Routine roundup

ACTIONS BY REVIEW BOARD

■ Granted petition by Central Broadcasting Co. (WCGC), Belmont, N. C., to extend time to July 10 to file exceptions to initial decision in proceeding on AM application. Action June 3.

■ In proceeding on FM applications of Contemporary Radio Inc. (WAYL), and Hubbard Broadcasting Inc., both Minneapolis, granted WAYL petition to extend time to June 12 to file replies to Hubbard's peti-

tion to enlarge issues. Action June 3.

■ Scheduled oral argument for July 7 in following proceedings: AM applications of KAYE Fuyallup, Wash.; and Al-Or Broadcasting Co., Mebane, N. C. Action June 2.

■ Granted petition by Broadcast Bureau to extend time to June 8 to file responses to Central Coast Television (KCOY-TV), Santa Maria, Calif., petition to enlarge issues in proceeding on applications of Lompoc Valley Cable TV and Lompoc Valley Cable TV Inc., for operational fixed stations in the Business Radio Service. Action June 1.

■ Members Berkemeyer, Nelson, and Pincock adopted decision denying, for engineering reasons, application of North Atlanta Broadcasting Co. for new AM on 680 kc, 5 kw, DA-1, in North Atlanta, Ga. Dec. 23, 1963 initial decision looked toward granting application insofar as sought daytime operation but denying portion seeking nighttime operation. Action May 28.

■ Members Berkemeyer, Slone and Nelson adopted decision denying application of 1360 Broadcasting Inc., to change operation of WEBB Baltimore, on 1360 kc, 5 kw, DA, from daytime to night with 1 kw-N, DA-2. Applicant failed to meet requirements of section 73.28 concerning community coverage and "ten percent" rule. Member Nelson dissented and issued statement. Oct. 9, 1963 initial decision looked toward action. Action May 28.

■ Members Berkemeyer, Nelson and Slone adopted decision denying application of Geoffrey A. Lapping for new daytime AM on 1260 kc, 500 w, in Blythe, Calif. Applicant failed, among other things, to meet suburban issue concerning local programming. At request of KYOR Inc. (KYOR), Blythe, dismissed exceptions and request for oral argument. March 6 initial decision looked toward this action. Action May 28.

■ By memorandum opinion and order denied petition by Central Coast Television (KCOY-TV), Santa Maria, Calif., to enlarge issues in proceeding on applications of Lompoc Valley Cable TV and Lompoc Valley Cable TV Inc. for operational fixed stations in Business Radio Service. Action May 28.

■ Granted petition by Broadcast Bureau to extend time to June 4 to file responses to WCRB Inc. motion to enlarge issues in proceeding on WCRB application for new AM in Springfield and that of Central Broadcasting Corp., Ware, both Massachusetts. Action May 28.

■ Granted petition by WHDH Inc. to extend time to June 8 to file oppositions to Boston Broadcasters Inc., petition to enlarge issues in Boston, TV channel 5 proceeding. Member Nelson not participating. Action May 28.

■ By memorandum opinion and order in consolidated proceeding on AM applications of Southern Radio and Television Co., Lehigh Acres, and Robert Hecksher (WMYR), Fort Myers, both Florida, in Dockets 14909-10, (1) granted motion by Broadcast Bureau to reopen record and enlarge issues and (2) remanded proceeding to hearing examiner for preparation of supplemental initial decision to determine following issues as to Southern—(a) misrepresentations of fact or failure to reveal information called for in application; (b) requisite qualifications; (c) availability of trans. and studio site; (d) financial qualifications and (e) real parties in interest. Member Nelson not participating. Action May 26.

■ Granted petition by Denver Area Broadcasters (KDAB), Arvada, Colo., to extend time to June 19 to file exceptions to initial decision and to June 29 for replies in proceeding on AM application. Action May 26.

ACTIONS ON MOTIONS

By Chief Hearing Examiner
James D. Cunningham

■ Vacated chief hearing examiner's May 5 order which designated presiding officer and specified June 5 and July 8, respectively, as dates for hearing conference and commencement of hearing in proceeding on FM applications of Contemporary Radio Inc. (WAYL), and Hubbard Broadcasting Inc., Minneapolis, in Dockets 15440-1, and, pursuant to commission's June 2 order of hearing in proceeding, designated Examiner Walther W. Guenther to preside at hearing; scheduled prehearing conference for June 30 and hearing for July 23. Action June 2.

■ Designated Examiner James D. Cunningham to preside at hearing in proceeding on application of Norbertine Fathers for new FM in Appleton, Wis.; scheduled pre-

hearing conference for June 19, and hearing for July 15. Action May 25.

■ Designated Examiner Millard F. French to preside at hearing in proceeding on applications of Dirigo Broadcasting Inc., and Downeast Television Inc. for new TVs on channel 7 in Bangor, Me., scheduled prehearing conference for June 17, and hearing for July 24. Action May 25.

■ Designated Examiner Elizabeth C. Smith to preside at hearing in proceeding on applications of South Jersey Television Cable Co. for operational fixed stations in Business Radio Service; scheduled prehearing conference for June 16, and hearing for July 20. Action May 25.

By Hearing Examiner Basil P. Cooper

■ Granted motion by Ultravision Broadcasting Co. to continue June 1 prehearing conference to June 3 in proceeding on application and that of WEBR Inc., for new TVs on channel 29 in Buffalo, N. Y. Action May 28.

By Hearing Examiner Thomas H. Donahue

■ On own motion, continued June 3 hearing to June 8 in proceeding on application of Franklin Broadcasting Co. to transfer control of WLOD Inc. (WLOD), Pompano Beach, Fla., to William F. Johns Sr., and William F. Johns Jr. Action May 26.

■ On own motion, continued June 5 prehearing conference to July 1, and July 8 hearing to July 27 in proceeding on applications of Dubuque Broadcasting Co. and Telegraph-Herald for new FMs in Dubuque, Iowa. Action May 28.

By Hearing Examiner Isadore A. Honig

■ Pursuant to agreements reached at May 28 further prehearing conference in proceeding on AM applications of Eaton County Broadcasting Co. (WCER), Charlotte, and Flat River Broadcasting Co. (WPLB), Greenville, both Michigan, in Dockets 15348-9, continued date for final exchange of applicants' proposed exhibits from May 28 to June 24, for notification as to witnesses for cross-examination from June 1 to July 1, and for commencement of hearing from June 9 to July 8. Action May 28.

■ On own motion, postponed indefinitely June 4 date to respond to Midwest Television Inc., motion that examiner enlarge issues, pending Review Board action on Midwest's request for standard financial issue against Springfield Telecasting Co., in proceeding on their applications for new TVs on channel 26 in Springfield, Ill. Action May 27.

■ Upon request of Flat River Broadcasting Co. (WPLB), Greenville, Mich., scheduled further prehearing conference for May 28 for discussion of certain matters arising from exchange of exhibits in proceeding on WPLB's AM application and that of Eaton County Broadcasting Co. (WCER), Charlotte, Mich. Action May 27.

■ On own motion, cancelled May 26 hearing in proceeding on application of South Mississippi Broadcasting Co. for new AM in Mississippi City, Miss., and postponed indefinitely hearing pending submission and disposition of a dismissal petition by South Mississippi. Action May 25.

By Hearing Examiner David I. Kraushaar

■ In Paterson, N. J., UHF-TV proceeding in Dockets 15089 et al., granted request by Bartell Broadcasters Inc., for continuance of hearing to Sept. 21; and, in accordance with agreement of counsel, ordered that they exchange information already informally requested of one another by no later than July 1; that, if further prehearing conference should be required in connection with exchange of information, counsel will request that same be scheduled at least three days in advance and such conference will be held not later than July 13; and counsel will informally notify each other of names of witnesses for cross-examination not later than July 29. Action May 28.

By Hearing Examiner Forest L. McClenning

■ On own motion, scheduled further hearing for June 18 in matter of revocation of licenses of Quality Broadcasting Corp. (WKYN), Supreme Broadcasting Inc., of Puerto Rico (WFQM), both San Juan, P. R., and Radio Americas Corp. (WORA-FM),

Continued on page 91



CCA FM - 10,000 D
10 KW FM



CCA ELECTRONICS CORPORATION

542 INDUSTRIAL DRIVE • P.O. BOX 121
YEADON INDUSTRIAL PARK • YEADON, PA.
TELEPHONE: MADison 6-1427

YOUR
INQUIRY
INVITED

AM & FM TRANSMITTERS AT **REALISTIC PRICES**

Reliable **FM** BROADCAST TRANSMITTERS

YOUR CHOICE OF TRUE FM POWER

at

Realistic Prices

10W	\$1,295.00	3KW	\$ 7,400.00
250W	\$2,995.00	5KW	\$ 9,900.00
1KW	\$4,595.00	10KW	\$13,500.00
2KW	\$5,950.00	20KW	\$22,500.00
		40KW	\$34,500.00

The CCA FM-10,000D, 10KW FM broadcast transmitter incorporates engineering features which are standard in all CCA FM broadcast transmitters. These include:

Zero bias high mu triodes with grids connected directly to DC ground. This eliminates the requirement for neutralization, RF bypass capacitors and bias supplies. In addition, all transmitters contain silicon rectifiers with minimum of 200% safety factor, 300% reserve in air cooling, minimum tube cost, automatic overload recycling, multiplex and stereo operation.

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—\$2.00 minimum • HELP WANTED 25¢ per word—\$2.00 minimum.
 - DISPLAY ads \$20.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS & EMPLOYMENT AGENCIES advertising require display space.
 - All other classifications, 30¢ per word—\$4.00 minimum.
 - No charge for blind box number. Send replies to *Broadcasting*, 1735 DeSales St., N.W., Washington, D. C. 20036.
- APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO—Help Wanted

Sales

Baltimore. Experienced top salesman, capable of management. Good salary plus with top station, multiple chain. Please write fully. Box B-262, BROADCASTING.

Salesman with management potential. Must have successful Top 40 track record. One of country's best pop music stations located in first ten markets. On East Coast. Send resume, references and late picture. Box F-28, BROADCASTING.

Wanted: 3rd salesman with 3rd class ticket. 2 station market, intermountain area. Good salary plus commission. Minimum air work. Box F-119, BROADCASTING.

Fast growing southeastern chain looking for fireball sales with eye toward management and ownership. Opening in major southeastern market. If you are in smaller market, aggressive, want to go and grow, you'll be wise to send resume now. Box F-135, BROADCASTING.

Sales manager for central Massachusetts station with opportunity to be part of growing chain. Box F-158, BROADCASTING.

Sales manager, small market experience. Producer can advance to station management, non-producer will starve. Send resume, past billing and audition. KAMY, McCamey, Texas.

Work and play in colorful Colorado, vacation-land of booming Rocky Mountain empire. Opportunity for a salesman. Salary and commission. Write KCOL, Fort Collins, Colorado.

Virginia station seeks sales manager with announcing background and experience. Excellent opportunity for an individual to grow with one of the state's best known medium sized market stations. Salary plus commission arrangement. Apply with resume and if possible, with photograph to: J. W. Poole, Manager, WFLS, Fredericksburg, Va.

Immediate opening . . . for a successful, professional radio salesman who wants to sell now, manage later. This is a permanent opportunity for an aggressive man with an extremely successful, modern station in a good, competitive situation. Send complete resume with references we can check to: Arnold S. Lerner, General Manager, radio station WLLH, P. O. Box 1400, Lowell Massachusetts.

Sales manager moving up, need thoroughly experienced, mature salesman capable of earning better than \$8,000 annually. Guarantee plus commission. Highly productive account list. Prefer minimum of 5-years radio sales background. No "pitchmen" need apply. Send replies to: Robert L. Whitaker, Vice President, WMIX, Mt. Vernon, Illinois.

Announcers

Immediate opening for experienced announcer in western North Carolina. Send tape and resume first letter. Box E-222, BROADCASTING.

Need versatile announcer. Strong news, sports. Capable DJ. Northeast. Box E-322, BROADCASTING.

Skilled morning man with good sense of humor. Image creator. MC ability. Medium midwest market. Send tape, resume, and salary desired to, Box F-27, BROADCASTING.

Announcers—(Cont'd)

Announcer with experience in gathering, writing and handling local news. Send sample tape recording, snapshot and resume to Box F-36, BROADCASTING.

Two country-western air salesmen. Only the best apply. Prefer one with first phone, both must have third. Excellent salary. Commission if desire sales. East coast medium-large market. Tell all on Tape. Will return. Box F-55, BROADCASTING.

Announcer-copywriter southwest's finest stations—AM & FM—stereo. Beautiful community. Lovely apartment for couple. New Mexico or Adjoining state write Box F-72, BROADCASTING.

Wanted: Announcer with 1st phone for 1 kw Michigan daytimer. Good future and fringe benefits. Salary open. Emphasis on announcing. Tape and personal interview necessary. Box F-95, BROADCASTING.

Exploding c&w operation needs production manager, air-salesman, announcer-salesman, and first phone. Join now, make money, mid-east metro! Send tape, resume, salary, soon! Box F-105, BROADCASTING.

Wanted: Swingin' disc jockey who wants to be a hero in his own market by being the first to "break" the Patty Cakes record of "I Understand Them" (on Tuff). Record is already an established hit in Chicago. Write for copy of record: Box F-112, BROADCASTING.

Disc jockey needed to play an already proven hit. Be the hit-maker in your market by playing the Tuff record of "I Understand Them" by the Patty Cakes. Send for copy now: Box F-122, BROADCASTING.

Experienced better music air personality with mature voice for Ohio market under 50,000—modern facilities—complete fringe benefits—fine sound and service image—\$90 wk to start—automatic raises. Box F-126, BROADCASTING.

Southern New England, good music station. Growing organization, licensed for second southern New England station pending. Qualifications in order of importance: Announcer—first phone, news-sports man. Tapes and resume to: Box F-129, BROADCASTING.

Successful North Carolina medium market station looking for young, but experienced, clever, fast-paced announcer with ad lib ability, commercial tape production skill, smooth news delivery. Must have 3rd class permit, two to three years proven audience-building record in either top 40 or middle road music. Good starting salary, all insurance benefits, paid vacations. Send full background, tape, photo. Replies confidential, if desired. Box F-139, BROADCASTING.

Immediate opening. Announcer salesman or announcer that would like opportunity to learn sales at progressive North Carolina station. Send tape & resume to Box F-141, BROADCASTING.

Be the leading disc jockey in your market. Be the guy who's first to pick the hits. Beat your competitor to the punch. Soon: very soon "I Understand Them" by The Patty Cakes (on Tuff) will be in the top ten on his survey. You can be the first to "break" it in your market. Write to: Box F-142, BROADCASTING.

Announcers—(Cont'd)

Attention? All hit-conscious disc jockeys. The handiest thing to have on your turntable (next to your ET's, that is) is a hit record. If you don't have a copy of "I Understand Them" by the Patty Cakes on Tuff, you're missing a big hit. Send for it now. Box F-156, BROADCASTING.

Salesman—Announcer opening. Send tape and resume to KDAK, Carrington, North Dakota.

Staff announcer for night shift some TV, married, at least 3 yrs. experience. Send tape, recent photo, resume, references, to Ray Lansing, KFBC, Cheyenne, Wyo.

Quality dj, production man needed immediately. Send tape, resume to Wes Bradley, KRDO, Colorado Springs, Colorado.

Staff announcer with first class FCC license. No maintenance. WAGM, Presque Isle, Maine, 5000 watts, ABC network affiliated. Call or write Mr. Lyons, Box 749, Presque Isle, Maine, Telephone Area Code 207-764-1166.

\$125.00 to start . . . no pressure . . . easy working conditions . . . station located in the great Mississippi delta needs better than average announcer . . . fishing . . . boating . . . fun-in-the-sun . . . no drifters please . . . send tape and resume to Tom Collins . . . WDDT . . . Greenville, Mississippi.

Expanding southeastern group needs announcer—first class engineer. Send photo, complete resume, tape first letter. Radio Station WHSY, P.O. Box 1008, Hattiesburg, Mississippi.

Wanted: Announcer, must have commercial radio experience of at least 1 year. Powerful 1000 watt daytimer on 540. Located in beautiful Appalachian Mountain area of Virginia, 50 miles from Bristol, Va., Tenn., 40 miles from Bluefield, W. Va. Plenty recreation, boating and fishing at near-by TVA Dam project. Hospitalization and other fringe benefits with salary between \$75 and \$110 per week. Could use a country and gospel specialist or straight staff announcer. No collect telephone calls accepted. Send tape and resume first letter. All tapes will be promptly returned. James Lee, WRIC, Richlands, Va.

Capable air salesman must be strong on news and interviews also able to run tight board on music show. No top 40. 3rd class ticket necessary. Send tape, to Zeb, Lee, WSKY, Asheville, N. Carolina.

Announcer with first phone immediate opening daytime AM full time FM contact Frank Haas, 317, North 4-7396, Marion, Indiana.

Immediate opening for 2 announcers (first phone) must have car. Phone 203-489-4181, Mr. Eyre.

We will pay good money for an experienced announcer. Morning man preferred who knows music, middle of the road and moderate top forty as well. Can handle type board and direct people. Complete experience and references along with bank credit references are desired. Send picture and air check to: Stevens Point Broadcasting Company, P.O. Box 247, Stevens Point, Wisconsin.

Announcer-first class engineer for Atlanta, Ga. area. Half announcing, half engineering. Send tape, resume, Joel Lawhon, 111 Hillrose Ave., Greenville, S. C.

212 CO5-0008 DJ's and announcers for all states! Remit tapes to DARDEN ASSOCIATES 303 W. 42 St. NYC.

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 foreman in commercial sound & background music operation. Experience and knowledge of multiplex 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-announcer. Michigan daytimer. Air shift plus maintenance. Send resume to Box E-260, BROADCASTING.

Chief engineer for New York radio station and allied broadcasting properties. Must have good experience and education in all phases of radio operation including administrative work. Box F-18, BROADCASTING.

Central Massachusetts station wants engineer \$100 to \$125 per week. Box F-116, BROADCASTING.

Permanent position for chief engineer at 1 kw station in 2nd fastest growing metropolitan area in U. S. Call General Manager 314-774-2721 or write KJPW, Box 518, Waynesville, Missouri.

Engineer/announcer or engineer copywriter with first class license for 1000 watt station. Good salary, generous benefits including Major Medical for family. Will pay moving expenses if qualified. Must have worked in middle west. Excellent schools and recreational opportunities. 22 lakes in county. Forward resume, photo, and tape to Manager, WABJ, Adrain, Michigan.

Need chief engineer in this progressive mid-Wisconsin city of 25,000. 5,000 watt AM transmitter and FM operation. Complete cartridge tapes, excellent installation. Retirement plan, medical and life plan. Tremendous future for the right man. Write or call Jack Gennaro, WFHE, Wisconsin Rapids, Wisconsin.

Immediate opening for full time and part time qualified first phone engineer. WJJZ, Burlington, New Jersey.

First class engineer for Atlanta, Ga., area. Some announcing. Send resume, tape. Joel Lawhon, 111 Hillrose Avenue, Greenville, S. C.

Production—Programing, Others

Program-news director. Willing to work. Good pay for right man, Middle Atlantic. Box E-323, BROADCASTING.

Experienced, dedicated program director for good music—network affiliated large southern station. Send full details on background, references and photo. Box F-90, BROADCASTING.

Top-rated, format station in one of New York State's largest markets seeks newsmen with first class ticket. Rush tape, resume, and picture to Box F-101, BROADCASTING.

Program director for medium-modern pop beautiful Great Lakes city in Mid-Atlantic format operation for station located in region. Prefer organizer who will pull short air shift and direct entire program operation. Write stating full background and experience, including salary requirement to Box F-155, BROADCASTING.

All-around, play-by-play sportscaster needed, capable handling football, basketball, baseball, ice hockey. Full sports schedule requires pleasantly aggressive personality. Contact Wes Bradley, KRDO, Colorado Springs, Colorado. 303-633-1515.

Wanted creative continuity director immediate opening, reference experience necessary. Pleasant surroundings, area's oldest radio station. Write Elliott Stewart, Station manager, WIBX, P.O. Box 950, Utica, N. Y.

RADIO—Situations Wanted

Management

15 years experience—all phases, including 8 years. General manager—11 years one Wisconsin station—37, family, industry & community references. Box F-14, BROADCASTING.

Station manager desires change to radio operations. 15 year's experience including announcing, news, production, management, sales. Age 30, dependable, family. Prefer growing chain organization but others considered if situation offers future. Box F-77, BROADCASTING.

25% increase in local billings in less than three years at my last station where I was station and sales manager. Eighteen years of success in administration, local/national sales, programming promotion in competitive situations. References from all past employers. Seeking station and/or sales management with responsible operation. Box F-108, BROADCASTING.

Dependable . . . versatile . . . 25 years experience all phases including ownership. First class ticket. Top references. Small or medium market preferred. Box F-113, BROADCASTING.

North Carolina Association Broadcasting member nationally known relocating due to policy change, ten years general manager this station. White, 40, family, knowledge all media RAB agency. Make offer radio TV agency or work out ownership stock arrangement. Box F-131, BROADCASTING.

Fully experienced general manager in small market desires small-medium or large, single-competitive market position as manager or sales manager! First one sales, programming, production. All around go-getter. Available soon. Family. Excellent references. Box F-143, BROADCASTING.

Station merchandising manager/account executive—outstanding record building national and local sales thurs merchandising. O&O experience. Will relocate. Radio or TV. Box F-150, BROADCASTING.

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.

Top notch salesman. first change in 7 years, exp. in TV and radio—want major market east or west. Box F-138, BROADCASTING.

Announcers

Major market pro's available. Two jocks currently employed in one of top 20 markets. Both former PD & production directors; one first ticket. If offer right may consider smaller markets. Full particulars first letter. Box F-2, BROADCASTING.

Available now for medium market, a selling dj with production know how and news ability. Experienced B.S. degree in broadcasting. Will locate east or west. Box F-15, BROADCASTING.

First phone. Single. Age 28, graduate college, radio school. Light experience. Hard worker. dependable. Will relocate. Box F-16, BROADCASTING.

Tired of formulas. ratings: want security, livable income: major experience. Box F-21, BROADCASTING.

Announcer-dj. Authoritative newscaster. Personable, dependable not a floater or prima donna. Box F-54, BROADCASTING.

Announcer, experienced, seeking staff position with small mid-west station. Immediate. Box F-78, BROADCASTING.

\$150.00 weekly gets young, married dj. Any format. available July 1st. Box F-79, BROADCASTING.

Announcing opportunity. College graduate, commercial ticket, some board experience, references. Box F-81, BROADCASTING.

Rob the cradle—hire Keith (age 19)—Announcing school graduate needing first employment—Telephone 216-271-7116 or write Box F-82, BROADCASTING.

Announcers—(Cont'd)

Top: C & W man—7 years experience . . . available July 1st. Station builder, tops. Box F-84, BROADCASTING.

First phone announcer. Some maintenance. Strong on announcing and news. \$125 moves me anywhere in Southeast. Box F-87, BROADCASTING.

Seven years experience, jock and newsmen. Very good delivery, first phone. Box F-88, BROADCASTING.

Mature young lady wishes announcing or production position in radio or TV. One year experience on camera with weather show. Trained in all phases. Now employed in AM-FM operation. Third class with endorsement. Radio-TV technical institute graduate. Photo, resume and audition by return mail. Box F-93, BROADCASTING.

Wanted—radio or TV station interested in paying for good man and keeping him. Dedicated 8 year professional. 28, hooper dj success, photographer, local news, \$2000 monthly sales, want west or east coast. Box F-94, BROADCASTING.

Top jock in top ten market. Great production man—excellent background. Box F-97, BROADCASTING.

Good music announcer. 4 yrs. experience. Three yrs. programming, traffic, copy exp. Excellent on news. Third class license w/ endorsement. Prefer N. Y. S. will contemplate others. F-99, BROADCASTING.

Country and Gospel announcer. 16 years experience. Married. Top rated. Box F-102, BROADCASTING.

Announcer/copywriter. Good commercial and news voice. Quality copy. Straight staff man. Box F-103, BROADCASTING.

Announcer-newsman-pilot 17 yrs. radio—all phases. Dependable. Family man. Ready to go. Box F-107, BROADCASTING.

Sportscaster. Experienced. Top play-by-play baseball, college football/basketball. First phone. Box F-109, BROADCASTING.

For sales—One slightly used disc jockey, top 40 only. Excellent condition, 1943 model, prime year for jocks. Can't move til August! Can be yours for as little as \$500.00 a month. Box F-110, BROADCASTING.

Announcer, no experience seeks first break. Ambitious, hard worker. Good voice, third phone, college. Box F-123, BROADCASTING.

Young dj, tight board, good news, commercial delivery, willing worker. Box F-125, BROADCASTING.

1st phone announcer seeking Nevada, will consider other locations. Mature, light experience, New Yorker. Box F-130, BROADCASTING.

Top 40 talent—third ticket, married, college, available now. Box F-132, BROADCASTING.

Professional broadcaster, 5 years experience, college graduate; married, mature, dependable. Knows large and small market AM, FM, TV. If you want a man you can depend on day in and day out, one who will take responsibility, who can work well with people and is no prima donna, I would very much like to discuss working with you. Currently employed but looking for brighter future. Write Box F-137, BROADCASTING.

Bright personality, family man. Not a floater or Prima donna. Will settle, dependable dj. Box F-145, BROADCASTING.

Station managers give me a break. Dublin born announcer. Terrific personality. Emphasis news—spots. Let me prove my statements. Box F-146, BROADCASTING.

Experienced top 40 announcer on the way up. Also good production techniques and news delivery. Box F-148, BROADCASTING.

DJ announcer—strong dj work tight board—looking for start. Will travel. Box F-151, BROADCASTING.

Situations Wanted

Announcers—(Cont'd)

Announcer-Negro, 3 years experience in both radio and television field, desires position in either. Willing to relocate. Box F-152, BROADCASTING.

High calibre first phone disc jockey. No maintenance. Experienced jock. Box F-159, BROADCASTING.

First phone showman—personality plus morning man, 6 years major markets, pd, md, available immediately. \$175 minimum. Box F-160, BROADCASTING.

Negro dj-announcer-news-real pro, 12 years, tight production. 8 years top forty—3rd phone. Married. More for your money. Call 202-584-9774 or 313-233-4178 immed.

Experienced, trained top 40 personality dj seeks employment in Washington, Virginia area. Lee Taylor, 843 S. Frederick St., Arlington, Virginia.

Have first class. Good voice. Some announcing experience. Any market. Any duties. Eddie James, 4017 Parkside Dr., Dallas, Tex.

Have first ticket, want first job radio. TV as announcer-technician or combo. Have sales experience. Vern Simpson, 23807-55th W. Mountlake Terrace, Washington. Phone PROspect 6-6760.

1st phone, 4 years experience, no maintenance, can type, ad lib and do personality show. Tom Stanton. Tel: 313-664-8555. WTHM, Lapeer, Michigan.

First phone! Experience! Johnny Bowles, 4812 Imperial Terrace, Louisville, Ky.

Wanted: position as radio announcer. Radio school graduate. Third class license element 9 endorsement. Phone: 622-2100, Pottsville, Pa.

Female dj, 18, 1st phone, no experience. Dying to do top-40, like to learn engineering. Calif. only. Cathi Murry, 804-483-4065.

Country—top 40—tightest board production—dependable—3½ years, 4 dependents, good pay immediately. Jimmy Dean, Houston, Texas. HI 2-2139.

DJ—top-forty, wild or mild, 3rd class, \$125 wk. min., call Joe Lucky, 513-275-6346.

First license, experienced desires weekends 100 mile radius Washington. Wolford, 202-DI 7-9064.

Femme fatale—Sydney Winslow—6206 B-3 Gaston, Dallas, Texas. Soft, well modulated authoritative voice. Have first phone, references, type, operate all equipment, 29 or so. People say I'm attractive (blonde, if it matters). Consider any market west of Mississippi. Tape and picture available.

Young Negro announcer. Capable, salary second. Will travel. Need experience. Write H. E. Reid, 6545 S. Union, Chicago 21, Ill.

Morning personality & top c&w man voice personality wide experience—best references—family man. Call 404-807-3094 or write Frank, 716 North Crest Drive, Winder, Ga.

Good adult man at fair price hard to find? If you're sincere too, call collect: 313-272-3541.

Technical

First phone, seeking position as "inside man" with stable operation. Can handle copy, correspondence, accounts, office, announcers, maintenance. Now in Florida, but will move, if not too far. Box F-111, BROADCASTING.

First phone, light experience studio, transmitter operation dependable, mature, married. Box F-128, BROADCASTING.

Chief engineer, 5 yrs. broadcasting, desires position. Construction, maintenance, AM-FM. Box F-136, BROADCASTING.

1st phone technician. Available soon, will relocate for good offer, all replies answered. Box F-147, BROADCASTING.

Broadcast technician 1st phone, available immediately, will relocate. Tech and sales background. Box F-153, BROADCASTING.

Technical—(Cont'd)

1st phone, 25, single, vet, Grantham graduate will relocate, anxious to learn. Box F-157, BROADCASTING.

Big business is for the birds! I'm currently employed by Collins, and proud of it, but I yearn for the "good old days." Is there a station that needs an experienced chief who is capable of maintaining anything? Darryl Phillips, 319-377-3566.

Production—Programing, Others

Gifted copywriter seek spot with major market station. To save me from unemployment write, Box F-44, BROADCASTING.

Experienced sports director play-by-play all sports. Strong on news and special events. Box F-56, BROADCASTING.

xperienced sports director. Creative sports features and professional play-by-play. Excellent sales record. Versatile, good PR man. OSU grad. Will build money-making sports department Box F-70, BROADCASTING.

Somewhere there is a combination radio/TV station, or network, which is dynamic, stable and congenial, which needs a pro sportscaster or director of integrity, who by competitive participating background as player and coach and who by having broadcast major events throughout the country is tops in his field, who generates and holds his audience and sponsors. If you are this organization why not have it proven by writing Box F-83, BROADCASTING.

Bright sound, authoritative newscast, tight board. Family man not a floater. No prima donna. Box F-85, BROADCASTING.

Program director/personality seeks combined duties in top 25 market only. Currently New York City. Will consider best five figure offer. Box F-86, BROADCASTING.

Music director, record librarian, professional vocalist, pianist, organist. Host for top rated area shows. Musical network appearances. Twelve years television experience. Box F-89, BROADCASTING.

Are you interested in a public relations man with a radio-TV background? Presently employed will consider all replies. Box F-91, BROADCASTING.

Director—three years experience all phases commercial and studio production—desires position with advancement opportunity. Box F-96, BROADCASTING.

Program director for medium market. Proven record—excellent background—top references—Great production. F-98, BROADCASTING.

Terribly tasty good music/jazz dj/programer. Imaginative. Employed. Experienced. Box F-106, BROADCASTING.

Captivating Comedy Characters, Clyde & Margo, can unleash added zest to station promo library. Fully customized seven-spot package \$50. Demo tape airmailed immediately. C & M Creations, Box F-115, BROADCASTING.

East coast radio and television! \$125 weekly brings you one-half of an AP award-winning news staff. Currently working both radio and television. Experienced film, stills, beepers, etc. B.S. degree in broadcast journalism. Box F-133, BROADCASTING.

Public relations executive with top level background in all areas of mass communications now available for New York City berth, having just resigned as head of PR for major industry corporation. Box F-154, BROADCASTING.

Program director—15 years radio & TV experience. Good music only. Now employed. Air work optional—strong on news. Box F-161, BROADCASTING.

Newsman—young, talented, radio TV experience, proven success, college, married, now directing five-man team. Ready for major move. On air specialist. Box F-162, BROADCASTING.

News casting, writing, editorializing, etc.. B.A. & M.A. radio-TV, 26, married, will relocate, also administrative. Recent graduate. Dependable. Ira N. Kaplan, 3727 Boardman Ave., Balto. 15, Md.

TELEVISION—Help Wanted

Sales

Sales manager: Our redevelopment program has more than tripled monthly sales since December. We're only getting started. We offer opportunity for salesman-manager who can prove ability, and not cost us a fortune doing it. Low salary. High commission. That "top" sales-executive you envy, probably started by tackling an opportunity like this. Station is NBC affiliate, but has been doing a Rip Van Winkle for past few years. Now we're wide awake. If you are, let's hear from you. Box F-118, BROADCASTING.

Wanted: Account Executive who wants to grow with a top southeastern NBC affiliate located in North Carolina's finest living area. A home owned station, you'll work with experienced personnel and become part of a television family that believes in the future of this area. Salary plus commission. Car and expenses to the right man. Send resume to G. Earl Broome, Vice President-Sales, WITN-TV, Washington, North Carolina.

Technical

Operations manager to direct TV operations, cameraman, lighting, etc. Also appear on camera, sweep studio, etc. Pay is low. We're growing fast and this will be an executive job next year. Box F-117, BROADCASTING.

Opening for transmitter supervisor. Must have adequate experience and desire to work. Permanent position. Good residence provided at transmitter location. Send application with full details to Manager KSWs TV, Roswell, N. Mexico.

Experienced, capable, and stable studio and EVTR maintenance engineer. Good salary and working conditions for right man. Reply in confidence to Chief engineer, WEAR TV, Pensacola, Florida.

Experienced studio maintenance technician, permanent position, first phone. CBS affiliate. Large market, progressive and stable management, well equipped, RCA cameras, Ampex videotape, technical development encouraged, initiative and originality recognized, good fringe benefits, salary open. Send qualifications, references, and recent photograph to Chief engineer, WLAC-TV, Nashville, Tennessee.

Television technician for new communications center on campus of dynamic expanding Mid-Western college of 9,000+ enrollment. Complete benefit program. Experience in closed circuit and broadcast engineering, FM and IO TV. First class FCC license required. Salary from \$6,000. Maximum age 55. Contact William R. Freed, Personnel Office, Room 8, Administration Bldg., Ball State Teachers College, Muncie, Indiana.

Production—Programing, Others

Need experienced quality director at news conscious southwestern medium market VHF. Send complete resume with references, picture and all pertinent information. Box F-140, BROADCASTING.

Creative producer-director with ability to write commercials and handle operations. Send pix and resume to Program director KUTV, Salt Lake City.

Virginia ETV station seeks creative TV director for instructional programs. Degree required. Send resume to WHRO-TV 5200 Hampton Blvd. Norfolk, Va. 23508.

TELEVISION—Situations Wanted

Management

Want to return to TV, presently in radio building success story. Highly successful in TV too, prefer TV. Know all phases of broadcasting: build sales and profits. I've built them, programmed them, and sold them. I'm not cheap, but you can afford me. Box F-121, BROADCASTING.

TELEVISION—Situations Wanted

Sales

10 years in major market commercial TV production and engineering. Desires sales opportunity. Capable, stable, references. 33 and married. Box F-92, BROADCASTING.

Technical

Engineer looking for advancement. 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 for full resume.

First phone engineer 6 yrs, radio & TV 4 1/2 yrs. chief engineer radio, 1 yr. UHF TV transmitter engineer. 10 yrs. industrial electronics, radio amateur, family man, age 43. West or Southwest. Box F-100, BROADCASTING.

First phone engineer. Experienced UHF-VHF. Box 2361, El Cajon, California.

Production—Programing, Others

TV writer-producer: Extensive creative experience, also radio continuity and difficult production station promotion. Long, practical experience. Box F-124, BROADCASTING.

East Coast radio and television! \$125 wkly brings you one-half of an AP award-winning news staff. Currently working both radio and television. Experienced film, stills, beepers, etc. BS degree in broadcast journalism. Box F-134, BROADCASTING.

Graduate student of television wants summer job in production/direction work. Box F-149, BROADCASTING.

Director-announcer-writer able. Creative. believable 8 years experience \$125 minimum. Dave Davis 319-652-3144.

WANTED TO BUY

Equipment

Turn unwanted broadcast equipment into cash! Send list, description, price. Broadcast Equipment, Box 3141, Bristol, Tennessee.

Transmitters and towers, AM, FM, Bought & Sold. S.O.S. 270 North Crest, Chattanooga, Tennessee.

Approved AM frequency monitor for remote control operation. WMAX, Grand Rapids, Michigan.

Wanted . . . Used 250 watt transmitter in good condition tuned to 1450KCS. State make, model, condition and price. Box F-127, BROADCASTING.

FOR SALE

Equipment

Television/radio transmitters, cameras, microwave, tubes, audio, monitors. Electrofluid. 440 Columbus Ave., N.Y.C.

Xmission Line; Teflon insulated, 1 1/2" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused, 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California, Telephone 2-3527.

250 ft. self supporting galvanized tower. Excellent condition. Make offer. Eastside Broadcasting 114 Lakeside, Seattle, Washington.

Everything in used broadcast equipment. Check with us first. Broadcast Equipment, Box 3141, Bristol, Tennessee.

GEL FMC FM Multiplex system, including main and subchannel exciters, regulated power supplies, and encased rack. In good condition. Inquire C.E., WNCN, 11 East 47th St., N.Y.C. 10017.

FOR SALE

Equipment—(Cont'd)

Wincharger type tower, dismantled, excellent condition, 219 feet for \$625.00 less than \$3.00 per foot. Call Vernon T. Fox, 877-4952 Greer, South Carolina for details. . . . Tower is heavy duty 18 inches thru, includes guy wires.

Ampex 350 console, full track, 7 1/2 & 15. Completely reconditioned — \$995.00. Rack mount—\$900.00. Stereo 350-2—\$1200.00. New and used professional tape recorders and audio equipment. Audio Distributors, Inc., 2342 S. Division, Grand Rapids, Michigan.

Decca weather radar, good operating condition, specifications on request. Sale price \$5000.00. WSAZ TV, P.O. Box 2115, Huntington, W. Va.

ITA 10,000c FM transmitter less than two years old—WMNI—Columbus, Ohio—we are growing, good buy.

Remote 4 channel mixer, (Magnesync, modified to low level) \$195.00. Gates level devil amplifier, like new, \$295.00. Knight reverb unit, \$25.00. "Audio Baton," \$50.00. Western Cine Service, Inc., 312 S. Pearl St., Denver, Colorado. 80209.

Corvan—for remote broadcast work, fully insulated & soundproofed, with sound system. Ph. MA-7-5145—Cheboygan, Mich.

Specialist in Langevin professional audio equipment and controls. Contact Mr. Cook, Shrader Sound Inc., 2803 M St., N.W., Washington, D. C. 202-965-1300.

Hellax cable, latest type Andrews H8, less than 2 years service. Perfect condition. On spool ready to ship, cost \$2,300.00, will sell for \$1,000.00 cash FOB San Antonio. Ed Shook, Chief Engineer, KEEZ, San Antonio, Texas. 512-CA 6-7001.

One kw FM transmitter ready for use. Good condition, make offer over \$1500. Box F-144, BROADCASTING.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring 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

Audio News—your choice of 28 or 40 daily actualities and voice reports from San Francisco, Washington, New York and other key news centers. Personalized identification of your call letters and exclusive market guarantee. Special delivery eliminates phone cost. Write Box F-75, BROADCASTING.

Hollywood highlights—fifty 15 second voice reports by Lee Gordon, with personal identifications as "Kkkk's Hollywood Correspondent." Profitably aired by stations from coast to coast. Box F-80, BROADCASTING.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write Dept. 4-K, Grantham Schools, 3123 Gilham Road, Kansas City, Missouri.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

INSTRUCTIONS—(Cont'd)

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.

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Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting July 15 & September 23. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

REI down among the swaying palms beside the cool green surf in Sarasota, Florida. FCC first phone in (5) weeks guaranteed. Tuition \$295.- private rooms \$10 per week. Job placement free. Classes begin June 30,- Aug. 4,-Sept. 8,-Oct. 13,-Nov. 17. For reservations write or call Radio Engineering Institute, 1336 Main St., Sarasota, Florida.

Special accelerated first phone preparation available at Los Angeles Division of Grantham Schools. New classes begin July 20 and September 21. For free brochure, write: Dept. 4-B, Grantham Schools, 1505 N. Western Ave., Hollywood, Calif. 90027.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting, 814 H St. NW, Washington 1, D. C.

Pittsburgh, FCC first class "success-proven" accelerated course now in Pittsburgh. Day or evening. Free placement. For brochure, write American Electronics School, 415 Smithfield St., Pittsburgh 22, Pa. Phone 281-5422.

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Is Broadcasting the career for you? Let's discuss it—write Broadcasting Institute of America, 1636 Toledano St., New Orleans, Louisiana.

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to take over established daily program in top 50 market. Good salary plus talent. Some booth work. VTR or recent Kint will be requested. Send resume, pix, proof of performance and honest salary requirement. Box F-104, BROADCASTING

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10,000 Watts—Non-directional day—1550KC new equipment—furnishings—studios. Assets include transmitter property with new building. Excellent opportunity for Country-Western-Religious format in Florida's largest industrial city. Low down payment—attractive terms. Call John McLendon—601-948-1617—Jackson, Mississippi—P. O. Box 197.

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On June 22, 1964, at 12:00 E.D.T., I will sell by sealed bid the following properties: Radio Station WBOF, 1550 KC, 5 KW Day, Virginia Beach, Virginia, and WYFI-FM, stereo-equipped, 99.7 MC, 33.5 KW erp, Norfolk, Virginia. Bids will be accepted on the stations together or individually. Bids must be received by 11:00 A.M. E.D.T. June 22, 1964. Both stations will be sold, subject to FCC approval, in their entirety (except for accounts receivable) free of all liens and claims. For information about or inspection of stations, contact:

Roy Marsh

P. O. Box 536, Virginia Beach, Virginia, 23451
Call 703 428-3434 between 9:00 A.M. and 11:00 A.M. E.D.T.

FOR SALE**Stations (Cont'd)****JACKSON, MISS.**

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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 McLendon—601-948-1617—Jackson, Miss.—P. O. Box 197.

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Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Mayaguez, P. R. Action June 2.

Continued without date July 6 hearing in proceeding on FM applications of Paul Dean Ford (WFFR), Wabash Valley Broadcasting Corp. (WTHI), and Radio WBOW Inc., all Terre Haute, Ind. Action June 1.

In Toledo, Ohio, TV channel 79 proceeding, granted request by Springfield Television Broadcasting Corp. to extent of continuing procedural dates, and continued without date May 22 date for exchange of exhibits and June 1 hearing. Action May 25.

By Hearing Examiner Sol Schildhouse

Issued order setting forth general plan for trial of proceeding on AM application of Mid-Utah Broadcasting Co. (KEYY), Provo, Utah; hearing will begin on June 25, as scheduled, exhibits to be exchanged by June 17 and by that date Mid-Utah, if it plans to present any oral testimony in support of direct case, will furnish other parties names of witnesses and scope of evidence; additionally, by June 22 parties will demand witnesses for cross-examination and identify witnesses to be produced for rebuttal purposes. Action May 28.

In proceeding on applications of Marine Broadcasting Corp. and Onslow Broadcasting Corp., for new FMs in Jacksonville, N. C., in Dockets 15438-9, granted applicants' petition to reschedule dates for prehearing conference and for commencement of hearing pending action upon rulemaking petition to add second assignment to Jacksonville; rescheduled dates for prehearing conference and hearing to Sept. 2 and Sept. 21, respectively. Action May 28.

Pursuant to agreement at May 27 prehearing conference precise date for exchange and other procedural dates will be fixed as requirements dictate in proceeding on AM application of Mid-Utah Broadcasting Co. (KEYY), Provo, Utah. Action May 27.

By Hearing Examiner Herbert Sharfman

Scheduled prehearing conference for June 5 in remand proceeding on AM applications of Southern Radio and Television Co., Leigh Acres, and Robert Hecksher (WMYR), Fort Myers, both Florida. Action June 1.

Denied petition by Central Coast Television (KCOY-TV), Santa Maria, Calif., for reconsideration of May 15 order which denied petition for continuance in proceeding on applications of Lompoc Valley Cable TV for operational fixed stations in Business Radio Service. Action May 27.

By Hearing Examiner Elizabeth C. Smith

Pursuant to ruling announced at May 26 further prehearing conference, scheduled hearing for July 28 in proceeding on application of Spartan Radiocasting Co. for new VHF-TV translator in Asheville, N. C. Action May 28.

By office of Opinions and Review

In Toledo, Ohio, channel 79 proceeding in Dockets 15326-8, granted motion by D. H. Overmyer for further extension of time to June 5 to file opposition to application for review. Action June 2.

In Grand Rapids, Mich., channel 13 proceeding, granted motion by West Michigan Telecasters Inc., for extension of time to June 9 to file oppositions to petitions for reconsideration. Action June 2.

In proceeding on applications of Kent-Ravenna Broadcasting Co., Joseph P. Wardlaw Jr., and Portage County Broadcasting Corp., for new AMs in Kent, Canton, and Kent-Ravenna, respectively, all Ohio, granted Portage motion to extend time to June 1 to reply to Broadcast Bureau's comments regarding applicants' joint request for approval of agreement. Action May 25.

BROADCAST ACTIONS

by Broadcast Bureau

Action of June 2

WMAL-FM Panama City, Fla.—Waived section 73.210(a) (2) of rules and granted mod. of CP to permit main studio to be located on Magnolia Beach Road in Bear Point, near Panama City.

Actions of June 1

KPRM Park Rapids, Minn.—Granted license covering an increase in power; condition.

WAIK Galesburg, Ill.—Remote control permitted; conditions.

WSOC Charlotte, N. C.—Granted mod. of license to change remote control point to 1.4 miles south-southeast of Newell, N. C.,

WSOC-TV trans. site.

*KPEC-TV Pierce County, Wash., and Lakewood Center, Wash.—Granted CP to relocate ant./trans. location within same building and make changes in equipment.

WCEU-FM DuBois, Pa.—Granted CP to increase ERP to 9.5 kw.

KCFM(FM) St. Louis—Granted CP to install vertical polarized ant.

WGPC-FM Albany, Ga.—Granted CP to increase ERP to 43 kw; and install new trans.; condition.

KRCR-TV Redding, Calif.—Granted mod. of CP to redesignate auxiliary ant. system as the main ant. system.

*KCSU-FM Fort Collins, Colo.—Granted mod. of CP to change ant.-trans. location, and change type ant.

WSPA-FM Spartanburg, S. C.—Granted mod. of CP to install new vertical polarized ant., and change type trans.; remote control permitted; conditions.

KXLV(FM) Las Vegas—Granted mod. of CP to move ant.-trans. location, increase ant. height to 9 feet, and delete remote control operation.

KODI Cody, Wyo.—Granted request to discontinue nighttime operations for period beginning June 1 and ending Aug. 31.

WIRE Indianapolis, Ind.—Granted request to cancel authorization for auxiliary trans.

Actions of May 28

Granted renewal of license for following: KAAV Little Rock, Ark.; KAPB Marks-ville, La.; KARK AM-FM Little Rock, Ark.; KBJT Fordyce, Ark.; KCON Conway, Ark.; KDKE North Little Rock, Ark.; KFPW Fort Smith, Ark.; KHAL Homer, La.; KJEF AM-FM Jennings, La.; KLIC Monroe, La.; KNEA Jonesboro, Ark.; KOKA Shreveport, La.; KOTN AM-FM Pine Bluff, Ark.; KPCA Marked Tree, Ark.; KRLW Walnut Ridge, Ark.; KRVS(FM) Lafayette, La.; KTRY Bastrop, La.; KVMA Magnolia, Ark.; KVOL Lafayette, La.; KWKH AM-FM Shreveport, La.; KXAR Hope, Ark.; KXLR North Little Rock, Ark.; WARB Covington, La.; WABO Waynesboro, Miss.; WAIL Baton Rouge, La.; WAFB McComb, Miss.; WBOK New Orleans, La.; WCMR Corinth, Miss.; KALB Alexandria, La.; KBCL AM-FM Shreveport, La.; KCCB Corning, Ark.; KQDN DeQueen, Ark.; KEEL Shreveport, La.; KFSA Fort Smith, Ark.; KHOZ AM-FM Harrison, Ark.; KLCN-FM Blytheville, Ark.; KLLA Leesville, La.; KNOE Monroe, La.; KOKY Little Rock, Ark.; KPBA Pine Bluff, Ark.; KPEL Lafayette, La.; KRUS Ruston, La.; KTIB Thibodaux, La.; KUOA Siloam Springs, Ark.; KVOB Bastrop, La.; KWHN Fort Smith, Ark.; KWHN Wynne, Ark.; KXJK-AM-FM Forrest City, Ark.; WHOC Philadelphia, Miss.; WROX Clarksdale, Miss.; WAMY Amory, Miss.; WBKN Newton, Miss.; WCHJ Brookhaven, Miss.; WCPC Houston, Miss.; WDAL Meridian, Miss.; WHSY Hattiesburg, Miss.; WJKN Jackson, Miss.; WMAG Forest, Miss.; WNOE New Orleans, La.; WNSL AM-FM Laurel, Miss.; WOKK Meridian, Miss.; WPMP Pascagoula-Moss Point, Miss.; WROA Gulfport, Miss.; WSAO Senatobia, Miss.; WTXH New Orleans; WNL New Orleans; WKOK Baton Rouge, La.; WLBI Denham Springs, La.; KADL Pine Bluff, Ark.; KDBS Alexandria, La.; KIKS Sulphur, La.; KTDI Farmerville, La.; KVPJ Ville Platte, La.; WAFZ Yazoo City, Miss.; WRFM Poplarville, Miss.; WVOM Iuka, Miss.; WXTN Lexington, Miss.; KATV(TV) Little Rock, Ark.; KNOE-TV Monroe, La.; KPLC-TV Lake Charles, La.; KTBS-TV Shreveport, La.; KTVE(TV) El Dorado, Ark.; WBRZ(TV) Baton Rouge, La.; WDMT-TV Laurel, Miss.; WDSU-TV New Orleans; WDOE Dunkirk, N. Y.; WJTN-AM-FM Jamestown, N. Y.; WDSU-AM-FM New Orleans; WLUX Baton Rouge, La.; WMGO Canton, Miss.; WNPS New Orleans, La.; WOKJ Jackson, Miss.; WONA Winona, Miss.; WQIC Meridian, Miss.; WROB West Point, Miss.; WSMB New Orleans; WVMI Biloxi, Miss.; WYNK Baton Rouge, La.; KVOM Morriston, Ark.; WLCS Baton Rouge, La.; KCLA Pine Bluff, Ark.; KDMS El Dorado, Ark.; KRMD AM-FM Shreveport, La.; KVMN New Iberia, La.; KWCB Searcy, Ark.; WBOX Bogalusa, La.; WSHU Oxford, Miss.; WWMF(FM) New Orleans; KALB-TV Alexandria, La.; KFSA-TV Fort Smith, Ark.; KSLA-TV Shreveport, La.; KTHV(TV) Little Rock, Ark.; WABG-TV Greenwood, Miss.; WAFB-TV Baton Rouge, La.; KLSE(TV) Monroe, La.; WYES-TV New Orleans; WELO Tupelo, Miss.; WCUM AM-FM Cumberland, Md.; WGGG Salamanca, N. Y.; WWTN AM-FM, Erie, Pa., and WXEX-TV Petersburg, Va.

WCLD Cleveland, Miss.—Granted license covering an increase in daytime power, and

installation of a new trans.; specify type trans.

KABC-TV Los Angeles, KGO-TV San Francisco, WABC-TV New York, and WBKB (TV) Chicago—Granted CPs to reduce aur. ERP to 12.9 kw and type aur. trans. for KABC-TV; aur. ERP 31.6 kw and type aur. trans. for KGO-TV; aur. ERP to 11 kw, and mod. of CP to reduce aur. ERP to 31.6 kw, change type aur. trans. for WABC-TV; and and change type aur. trans. for WBKB(TV); conditions on all (main trans. and ant.).

WXYZ-TV Detroit—Granted CP to reduce aur. ERP to 31.6 kw, and change type aur. trans.; conditions.

K75BE Lamoille and Elko, Nev.—Granted mod. of CP to change type tran. for UHF-TV translator.

Actions of May 27

Donley County Translator System, Clarendon, Texas—Granted CPs for new UHF-TV translators on channels 70 and 72, to rebroadcast programs of KGNC-TV (ch. 4), and KVII(TV) (ch. 7), both Amarillo, Tex.

WASA Havre de Grace, Md.—Granted request to continue existing presunrise operation with non-DA and reduced power to 1 kw 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.

KDLO-TV Florence, S. D.—Granted license covering changes for TV station.

WELW Willoughby, Ohio—Granted extension of completion date to Nov. 25.

Actions of May 26

KPRM Park Rapids, Minn.—Granted increased daytime power on 1240 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; conditions.

Granted renewal for following: KDYL Tooele, Utah; KTOO Henderson, Nev.; WFDE Manchester, Ga.; WREL Lexington, Va.; KONP Port Angeles, Wash.; WCNF Weidon, N. C.; WPNX Columbus, Ga. and WVOW Logan, W. Va.

WSOQ North Syracuse, N. Y.—Waived Section 73.30(a) of rules, and granted mod. of license to extent of permitting relocation of main studio 500 yards north of corporate limits of North Syracuse, in Cicero Township, Onondaga County, N. Y., and continue North Syracuse station identification.

K71AW, K77AQ, K80AU Memphis, Tex.—Granted CPs to increase ant. height supporting tower for UHF-TV translators; change frequency to channel 82 for station K82AZ.

KCRF-FM Sacramento, Calif. — Remote control permitted.

W79AH Waterbury, Conn.—Granted mod. of CP to change type trans., and make changes in ant. system for UHF TV translator.

Fine

Commission notified Lloyd C. McKenney, tr/as Iola Broadcasting Co. (KALN), Iola, Kan., that he has incurred an apparent liability of \$500 for willful and repeated failure to comply with Section 73.93 (a) of rules by operating with directional pattern without first-class operator on duty. Licensee has 30 days to request mitigation or pay forfeiture. Action May 27.

Rulemakings

PETITIONS FOR RULEMAKING FILED

KEAN Brownwood, Tex.—KEAN Radio Corp. Requests institution of rulemaking proceeding to change FM table of assignments as follows: Brownwood: add channel 257A or 292A. Received May 21.

Jacksonville, Fla.—New Horizons Telecasting Corp. Requests institution of rulemaking proceeding to allocate VHF channel 10 to Jacksonville. Received May 22.

KIXE(TV) Redding, Calif. — Northern California Educational Television Association Inc. Requests amendment of rules to designate channel 9 as non-commercial educational in Redding. Received May 25.

Jacksonville, N. C.—Onslow Broadcasting Corp. and Marine Broadcasting Corp. Requests institution of rulemaking proceeding to change FM table of assignment as follows: Jacksonville: add channel 221A; Beaufort, N. C.: delete channel 221A, add channel 249A. Received May 25.

Fairfield, Calif.—Fairfield Publishing Co. Requests amendment of rules to assign channel 237A from Lodi, Calif. to Fairfield in lieu of channel 289. Received May 21.

Will they be working with you tomorrow?

This is a seminar of broadcasting and advertising students earnestly at work learning the intricacies of audience measurement, firsthand. It's an important part of their education as they prepare for the transition from campus to career. And, because it is important, ARB is helping to insure their firsthand knowledge and career preparedness by regularly providing actual television audience reports and related research information for classroom use.

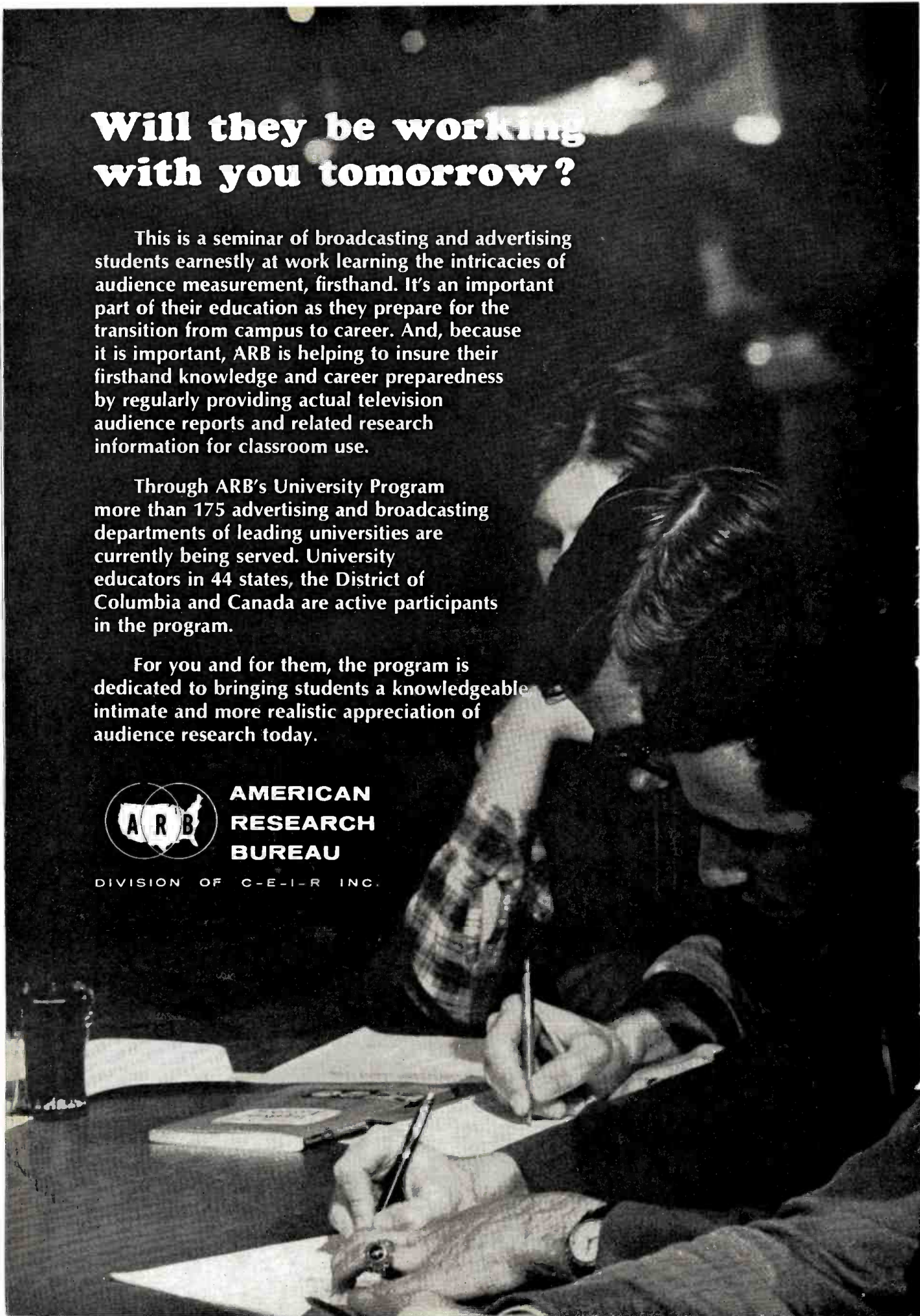
Through ARB's University Program more than 175 advertising and broadcasting departments of leading universities are currently being served. University educators in 44 states, the District of Columbia and Canada are active participants in the program.

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"It's so satisfying to be able to project your little decisions as programs that will help so many people. I've always gotten a kick out of that."

But Paul C. Brines's way of thinking in broadcast terms really includes the world of publishing too. As vice president of the Communicana Group his responsibilities include both fields although he also functions as general manager of WSJV(TV) Elkhart-South Bend, Ind., and WTRC-AM-FM Elkhart.

When the group's president, John F. Dille Jr., is away on national broadcasting or publishing industry business, which he often is these days, the full responsibility falls to Mr. Brines. So daily checking on the editorial and news efforts of *The Elkhart Truth* and the *Mishawaka Times* during these periods has become as much second nature to him as his executive role with the group's stations, which also include WKJG-AM-TV Fort Wayne, Ind.

Intramural Battle ■ "Each is a great medium," Mr. Brines says, "and we compete to beat hell against each other." But this competition doesn't preclude a policy of cross-plugging and promotion. Local news also is broadcast regularly from a studio at the *Truth's* editorial offices.

Separate sales staffs, including one for individually programed WTRC-FM, work hard for their shares of the advertising in this northern Indiana market which also includes part of southern Michigan, Mr. Brines explains. "But we don't berate each other. Each medium has its place in the advertiser's budget."

Mr. Brines appears to have taken considerable pains to be sure his broadcast salesmen can function at their most effective best. He has equipped their cars with mobile radios. Instant availabilities, instant client service and constant availability for conferences are the result.

If such an arrangement suggests that the salesmen are expected to keep on their toes, it is a two-way street. Mr. Brines believes in spending as much of his time as possible in his office at the studios of WSJV located three miles outside of Elkhart. With his home less than five minutes driving time away, he often returns after hours to take care of program or business matters.

Face to Face ■ Here, too, Mr. Brines feels he is best able to keep his pulse on the community and sense and serve its needs. At hand to answer listener calls or mail, Mr. Brines also finds the studio and office the best place to regularly meet area leaders and work out helpful public service programs. "It's much better than committees," he feels.

"A local school official will sit down here and tell me in confidence much more about his problems than he would

Crusaders can't be fair on free passes

ever dare speak in committee," Mr. Brines notes. "We sell our public service shows here too," he explains, "and we sell them every place. Always some company will benefit even if they are controversial."

Although Mr. Brines is a member of the Elkhart Better Business Bureau, the area's chambers of commerce and

the Mayor's Committee in South Bend to attract new business there, he does not consider himself to be a "joiner" for a very particular reason. "My theory," he says, "is that to run the best broadcast properties you can, you should be independent in your judgment. The less you are obligated to others the better."

Mr. Brines points out that a station manager gets invited to join "everything in town" but he feels he can be more fair if he doesn't. "And I accept no free passes to anything," he adds.

Direct Approach ■ This same sense of pride and fitness about things goes for the advertising side too in Mr. Brines's book. "We believe in selling in a man's office or on his premises," he says, "and not over cocktails or on the golf course."

The Elkhart-South Bend stations do their own creative production work on many local and regional accounts, Mr. Brines says. "Advertisers here talk programming," he explains, "because they understand it and its effectiveness. We don't have to wait for ratings. The cash register is the rating book. If an advertiser has a good show or a bad show he knows it the very next day by his store traffic."

Mr. Brines's role as builder and developer of the broadcast properties has covered the technical side too. When he first joined the Truth Publishing interests in 1955, his first goal was to move the WSJV transmitter site up on a hill in the same area as the other two TV outlets and obtain a lower channel.

Now the set owner anywhere in the market can get all three of the UHF outlets on his internal antenna or single "bow tie" whereas he needed two before because of the previous differences of signal orientation, Mr. Brines explains.

The business of broadcasting has been exciting as long as Mr. Brines can recall—way back to the days when he sold Crosley battery sets by the hundreds to farmers to earn his money for college. Now he shares the youthful excitement of his children in their discoveries and accomplishments in the field.

Both youngsters are at DePauw University, Greencastle, Ind., and both are active with the campus radio station, WGRC(FM), a low-power operation. Son Craig is a sportscaster and daughter Barbara is women's news director.

They have good imaginations like their father, but they doubt if poetry is the proper accompaniment for a wrestling program. Dad tried it once as an experiment in the young days at WGN-TV Chicago and nobody liked it—and for once the sports fans and poetry lovers found a common ground in protest.

WEEK'S PROFILE



Paul Clarke Brines—VP and general manager of WSJV(TV) Elkhart-South Bend, Ind., and VP of the Communicana Group which besides WSJV includes WTRC-AM-FM Elkhart and WKJG-AM-TV Fort Wayne, Ind., plus "The Elkhart Truth" and "Mishawaka (Ind.) Times"; b. Rushville, Ill., May 27, 1907; University of Illinois, BA, 1931, Phi Beta Kappa and Phi Gamma Delta; George Washington University, LLB, 1934; Federal Bureau of Investigation, 1931-36; BROADCASTING magazine, Washington, New York and Chicago, 1936-38, and manager of its Chicago office, 1938-40; sales manager and assistant manager of WTAX Springfield, Ill., 1940-41; George S. May Co. (engineering consultant), handling production incentive programs throughout country, 1941-45; assistant general manager, WGN Chicago, 1945-50; assistant manager, WIRL Peoria, Ill., 1950-55, and VP-general manager of WIRL Television Co., successful contestant for TV ch. 8 there but this VHF facility was deleted in deintermixture proceeding during that period; joined Truth Publishing Co. interests in 1955 as VP and broadcast manager; m. Hester Green of Marshall, Mich., Sept. 23, 1942; children—Barbara, 20, and Craig, 19; hobbies—golf, reading.

Sarnoff's timely thesis

WE happen to agree with practically everything Bob Sarnoff, chairman of the NBC board, said last week in defense of the principle of group ownership of broadcasting stations. It is a historical fact that the trend toward consolidations in station ownership—with rare exceptions—has strengthened the broadcasting system in this country. And this may be the very reason that some government regulators are itching now to arrest the trend or perhaps to reverse it.

It is largely from the groups that the primary resistance to government encroachments has come. That fact can hardly have escaped the attention of the strong-handed bureaucrats who wish to impose their will on radio and television.

As a general rule it can be said that docility in the acceptance of government controls diminishes in proportion to the increase of the licensee's financial resources. The single-station owner who gets a letter hinting that the FCC would like to see a change in his programming is more apt to take the hint—again with notable exceptions—than is the group owner. It takes money not usually available to the single owner to engage in an extended struggle with the government.

On issues involving fundamental freedoms it has been the groups that have in large measure provided the means and the leadership to fight the FCC on its own grounds and in the courts. The coalition of broadcasters that two weeks ago elected to test the constitutionality of the whole system of FCC program controls (BROADCASTING, June 1) was dominated by group owners. Again because of their resources the group owners were in the position to bear the brunt of arguments last week in opposition to the FCC's proposed television license renewal forms (see story this issue).

While recognizing the potency of group owners, the basic entity in broadcasting is and always should be the independent owner. He does the grass roots job. He is most effective in taking a problem to his congressional delegation.

Current limitations (seven in each class of facility) on the number of outlets that can be commonly owned preclude unlimited expansion by group owners. If anything, the trend is in the other direction.

It is for these reasons that we think Mr. Sarnoff's speech before the NBC affiliates convention in Los Angeles was timely. To regulators who are frustrated in their schemes it becomes a tactical necessity to attack the cause of their frustration. Mr. Sarnoff has wisely foreseen the coming of all kinds of attempts to weaken group owners and thereby torpedo their resistance.

Mock-up mockery

FOR better or worse, the Supreme Court has agreed to review the hard-line policy of the Federal Trade Commission in the sandpaper and other advertising cases involving mock-ups used extensively in television commercials.

The FTC had contended that the use of a simulated sandpaper shave by Colgate deceived the public. The First Circuit Court of Appeals in Boston twice had held that the Colgate test did not warrant a policy against all future "misrepresentations of any kind by demonstration any more than the fact that a misrepresentation made in print would

justify an order against all future misrepresentations of any kind by printing."

It concluded the ruling in the Colgate case was too broad.

Some products, when photographed, just don't look anything like they do in their natural state. The same goes for people, pumpkins, politicians and kings.

Hence actors use makeup. Politicians and members of the Federal Trade Commission are known to have resorted to pancake makeup and artificial lighting to make them telegenic. Is the public thereby deceived?

No one knows what the Supreme Court will decide. But there is consolation in the thought that even this highest of tribunals traditionally has used something akin to makeup—the black robes of the judicial calling.

Long memory department

ONCE upon a time a food company in Pittsburgh with 57 varieties decided it would use neither radio nor television advertising. So newspapers throughout the land proclaimed to all and sundry that Heinz knew what it was doing in buying newspaper space exclusively.

But there came to pass a change. Within the fortnight a report listing the top 100 newspaper spenders disclosed that the Heinz company in 1963 spent \$1,886,308 in newspaper space. During the same year it spent \$4,762,990 for television time alone. (Television Bureau of Advertising averred this ratio was about par for the course, since about 75% of the \$1.15 billion spent in the two media by the newspapers' top 100 went into television time.)

* * *

Several years after the Heinz Company saw the light, another advertiser known as Shell, decided to play the marketing game without television, by swinging its entire advertising budget into newspapers. But a mere two years had elapsed when Shell and its agency, Ogilvy, Benson & Mather, concluded, forsooth, that it could not do without television. There was no trumpeting or fanfare, as there had been when television had been abandoned for newspapers.*

**The TVB analysis of the newspapers' top 100 advertisers in 1963 showed that Shell spent \$1,437,285 in newspapers and \$8,352,760 in TV.*



Drawn for BROADCASTING by Sid Hix
"We're trying out a husband and wife news team. He gives the news and she picks it to pieces!"

**Pâté costs more than liverwurst.
Bisque costs more than soup.
Stroganoff costs more than stew.
KPRC costs more than other Houston TV.
Life is short.**



KPRC OF HOUSTON

Courtesy of Cheese of Holland

McClatchy Broadcasting Company **is doing something new with** **marketing facts concerning**

Food and beverages • household items • toiletries • appliances • automotive • tobacco products • apparel • travel • household characteristics • characteristics of heads of households • retail shopping habits • store preferences • and many other important categories in

The Sacramento Market Measure

The Modesto Market Measure

The Fresno Market Measure

The Reno Market Measure

Continuing home surveys — scientifically planned and impartially conducted — are now being made in the total Sacramento, Modesto and Fresno markets as well as in metropolitan Reno to provide up-to-date marketing information on the families in the markets served by Bee-line radio stations. These data will be available to you in a series of quarterly reports. For information regarding them, call or write —



KFBK, Sacramento • KBEE, Modesto • KMJ, Fresno • KOH, Reno
or McCLATCHY BROADCASTING COMPANY, Sacramento, California

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