APRIL 13, 1964 50 CENTS 33D YEAR

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

COMPLETE INDEX PAGE 7

"THEY CAME TO CORDURA"

Films ...for Dramatic Action!

"ON THE WATERFRONT"

"MIDDLE OF THE NIGHT"

"THE KEY"


'NAKED CITY'
starring PAUL BURKE and HORACE MACMAHON
...for High-Power Action!
99 hours and 39 half-hours of big TV entertainment... big ratings! This outstanding network series which Newsweek called "the best and most stylish show on American television" continues to win new laurels in syndication. More than 60 stations have already licensed Naked City... and 70% of them are programming it in prime time against top network competition. Here are just a few recent ARB ratings results...
KTVI, St. Louis—16
WBRZ, Baton Rouge—24
KOB-TV, Albuquerque—25
WWL-TV, New Orleans—23
WTVR, Richmond—14
WBTV, Charlotte—16
KOAL-TV, Duluth—22
Looking for Action?
Naked City has it!
Distributed exclusively by
SCREEN GEMS

EMPIRE

starring RICHARD EGAN

...for Explosive Action!

An hour-long action-adventure series in magnificent color . . . available for Fall telecasting.

Everything is big about this story of a 500,000 acre ranch in modern-day New Mexico. The fast moving dramas sweep across the vast land covering a multitude of exciting activities—oil-drilling, cattle raising, logging, farming, etc.

Rugged Richard Egan stars as ranch foreman, Jim Redigo . . . lovely Terry Moore co-stars, and Anne Seymour plays the wealthy ranch owner. Big name guest stars appear in each episode.

During its network run, Empire attracted blue chip sponsors . . . Chrysler, American Tobacco Company and General Mills. It's already sold to these Metromedia stations; WNEW-TV, New York; WTTG, Washington, D.C.; and KTTV, Los Angeles.

Looking for Action?

Empire has it!

...the Action's at screen gems!

CLOSED CIRCUIT®

Hawaii calls

Informal agreement for acquisition of KGMB-AM-TV Honolulu by A. L. Glasmann, Ogden, Utah, broadcaster-publisher for about $4 million was reached last week. Seller is *Honolulu Star-Bulletin* subsidiary, headed by banker-industrialist Chinn Ho. Ch. 9 TV station is CBS affiliated and managed by Joe Herold, who, it is understood, will remain. Expected to be spun off from Honolulu operations and disposed of to local interests are KGMB-TV satellites, ch. 9 KHBC-TV Hilo and ch. 3 KMAU-TV Wailuku. Transaction was being negotiated by Vincent J. Manno, associate of Howard E. Stark.

LBJ and broadcasting

Is President Johnson going out of his way to duck public reminders of his connection with KTBC-AM-TV Austin? That was assumption among delegates last week when annual convention of National Association of Broadcasters failed to get customary message from chief executive. But assumption may be wrong. President has just passed word that he'll drop in at annual banquet of Radio-TV Correspondents Association in Washington May 13. Earlier word had been that he'd stay away from banquet.

Here's history of NAB negotiations with White House regarding its convention: In February Mr. Johnson declined formal request to speak at Chicago meeting. Later NAB staff member proposed to Pierre Salinger, then White House news chief, that President appear in closed-circuit or on film. When that request was denied, matter was dropped. NAB never asked Mr. Johnson for other kind of message.

Widening split over wire

Two more veteran broadcasters are in dispute about CATV. Antagonists this time are Charles H. Crutchfield (Jefferson Standard) and G. Richard Shafto (Broadcasting Co. of the South). Jefferson Standard owns WBTW(TV) Florence, S. C. BCS owns CATV in that city. Both men have been discussing protecting WBTW against duplication by CATV of network and film programs, but haven't reached agreement yet. Unless problem is solved, lawsuit by Jefferson Standard against BCS is threatened.

This is second disagreement over CATV between broadcast groups. Last month J. Leonard Reinsch (Cox Broadcasting) and Clair McCollough (Steinman Stations) collided over Cox request for microwave grants to feed New York and Philadelphia TV signals to its CATV's in Pennsylvania (BROADCASTING, *March 23*).

Geller to move up

Henry Geller, FCC's deputy general counsel, is in line for appointment as agency's general counsel, succeeding Max Paglin, who leaves May 1 to enter private practice in Washington (BROADCASTING, April 6). Mr. Geller, 40, is native of Springfield, Mass., and joined FCC in 1958. Since 1961, when he became associate general counsel, he has been most influential lawyer on Mr. Paglin's staff. General counselship carries super grade in $20,000-per-year area.

Probability range

Using standard margin of error (or "deviation" as statisticians call it), some stations or programs can be anywhere between 9th and 40th place in ratings position. This is point Sindlinger & Co. will stress in forthcoming national TV ratings report, due out in about month. More than 25,000 interviews are being digested by computer, Albert E. Sindlinger says, and results will be first compiled without human hands touching product.

Back in the family?

Members of Television Film Exhibit—'64, more than satisfied with showing they made at Pick-Congress in Chicago last week, are expecting serious consideration from National Association of Broadcasters for inclusion as formal part of next year's NAB convention in Washington. TFE members were pleased with reaction to more business-like attitude and all were raving that more buyers showed up in suites this year.

Finding missing listeners

Heretofore undisclosed study in New York shows level of radio listening as much as 40-50% higher than what's been reported by comparable services. Study was conducted last fall by R. H. Bruskin Associates, New Brunswick, N. J., for Metromedia (WNEW in New York), and its tabulations on punch cards are now being processed. Bruskin reportedly used large sample, carefully drawn.

Study already has shown for average quarter-hour, Monday-Friday 6-9 a.m. period, unduplicated percent of homes using radio runs 41.7 This result has been matched against 24.8 for that period reported by existing comparable rating service. For 9 a.m.-noon, comparable figures were 33.1 and 21.9. Diary was used basically, but method was so designed as to (1) assure 92% return of all family members in diary completions, and (2) prevent "memory decay" through mail-return on daily basis via coded devices.

No defection

Ripple of pre-NAB convention talk about creation of separate radio trade association because of purported "undue emphasis" given television in NAB failed to gain momentum at Chicago sessions last week. Although there was some restrained conversation, notion was that activity should be watched during ensuing months under NAB's new radio vice president, Sherril Taylor, before determining future course.

Garroway to WCBS

Watch for Dave Garroway, former NBC-TV host of *Today* show, to join WCBS New York as personality. Current plans are for Mr. Garroway's program (he'll be fitted in both morning and afternoon lineup) to make its appearance around May 18. Mr. Garroway was on station recently as substitute for morning man Jack Sterling during vacation period. Mr. Sterling will continue with his show.

That'll teach him

Forget congressional hearings at this session on runaway film legislation. House Commerce Committee Chairman Oren Harris (D-Ark.), who had promised Representative Everett G. Burkhalter (D-Calif.) hearings on bill to discourage making of movie and television films abroad by requiring every foreign made sequence to be labeled, said last week he had changed his mind. His action presumably was motivated by Mr. Burkhalter's attack on House seniority system which gives chairmanships and top committee assignments to older members. Mr. Burkhalter isn't running for re-election.

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

In the booming 5th market, WJBK-TV covers the biggest spenders like an umbrella! Who are the biggest spenders? The 18-to-39-year old queens of the pocketbook who shower us with affection. We've been going steady with them for a long, long time because we've got what it takes to keep them happy . . . intriguing programming, featuring great movies and variety shows, the best of CBS, a full hour of dinnertime news. Call your STS man. He'll introduce you to our charmers.

WJBK-TV

DETROIT CBS **2**

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

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

WEEK IN BRIEF

Menace of pay TV grips broadcasters. Collins warns of threat to free TV. Henry in wings with government regulation as protector. But some feel they may have to join movement. See . . .

PAY TV: GUT ISSUE . . . 35

Code boards buckle down on cigarette and liquor advertising. Radio board recommends ban on health claims in cigarette commercials; TV board hears suggestion that stations carrying hard liquor be barred from NAB. See . . .

BUSY SESSIONS FOR CODE BOARD . . . 44

Should stations carry liquor advertising? NAB leaders diverge on issue. Collins says it's not in public interest; Strouse calls for controlled measures to permit spirits to be aired. See . . .

COLLINS, STROUSE DISAGREE . . . 54

Commissioners voice concern about pay TV and CATV, but Loevinger warns that if broadcasters seek and get protection against competition they'll "live to regret it." See . . .

REGULATORS PARRY AND THRUST . . . 80

Future of TV programing is uncertain, but one thing is clear: broadcasters must help develop new talent to conceive, write, produce, perform and direct. That's message of program chiefs. See . . .

QUEST FOR TV PROGRAMS . . . 91

TV's top 10 advertisers each spent at least $29 million in both network and national spot. A year ago the floor for this ranking was $6 million. P&G again is tops in billings. See . . .

TOP TV ADVERTISERS IN '63 . . . 58

Program syndicators and packagers exit smiling. Traffic was heavy and sales and leads above expectations, they say. Broadcasters and advertisers are looking for quality programs, is consensus. See . . .

HAPPY AFTERMATH TO TFE-'64 . . . 68

Young and growing is the word for FM. There's gold over the hill, and the FM radiomen feel they're nearing the top. AM-FM duplication is argued pro and con. Schulke resigns. See . . .

FM'S ROSY FUTURE . . . 76

AB-PT board, in move attributed to fear of outside interests, recommends that cumulative voting for directors be abolished. Aimed at two groups, Simon and mutual fund investors. See . . .

STEPS TO THWART OUTSIDERS . . . 108

Commission receives huge response on UHF table of allocations. Educators and commercial broadcasters agree there's need for table, but differ on purpose. Study is underway. See . . .

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DEPARTMENTS

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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A place for TV in courtrooms

Use of video tape is foreseen by federal judge as major aid in appeals

There'll come time, federal judge has prophesied, when courtrooms will include TV facilities just as they have court reporters now. Purpose will be, U.S. District Judge William Becker said, to make available to appeals jurists demeanor of witnesses and other visual evidence of trial which can't be determined now from "cold, written stenographic record."

Television equipment, Judge Becker noted, probably will be TV tape which will also be available for public use. But, he added, such facilities must be unobtrusive and must be accepted as "ordinary and regular."

Judge Becker's remarks were made at two-day conference on "Crime and the Courts," held at University of Missouri, April 3 and 4.

Responsibilities ▪ Judge Becker also found helpful codes between lawyers and news media spelling out responsibilities of each to insure fair trial.

Among other possibilities, jurist noted, was one not being used "and which we better think about, in the case of the electronic media:" suspension or revocation of radio-TV licenses by FCC for "obstruction of justice."

He continued: "This might be valuable if their precise standards were established in advance . . . but the defect of this remedy is that it isn't applicable to the printing media. And it illustrates the historical difference in the constitutional freedoms of the press and the electronic media."

Self-restraint, self-discipline are good, he concluded, but they don't deter nonprofessionals. Perhaps, he added, certain acts by lawyers or newsmen might be proscribed by federal statutes, making them criminal conduct or liable to punishment for obstructing justice.

Colburn's Plea ▪ Plan for joint guidelines for news media and lawyers was made by John H. Colburn, editor and publisher, *Wichita* (Kan.) *Eagle* and *Beacon.*

Referring to joint bar-news codes adopted in Oregon and Massachusetts, Mr. Colburn stressed they call on both lawyers and newsmen to avoid deliberate editorialization which would prejudice impartial trial; media to refuse to be used as sounding board by defense, prosecuting attorney or police, among other items.

What is needed, Mr. Colburn said, is awareness of responsibilities of both newsmen and lawyers in protecting interest of individual and society.

New Law ▪ Earlier in week, judge who wrestled with question whether television viewers of shooting of Lee Oswald by Jack Ruby could serve as jurors said he thinks new law may have to be written to deal with problem.

Judge Joe B. Brown, who presided at trial where Ruby was found guilty of murdering accused assasin of President Kennedy, said problem is whether viewers of crime could be seated as jurors. In Texas, witnesses to crime may not serve as jurors.

In Ruby trial Judge Brown permitted veniremen who had seen shooting on TV to be seated in jurybox. "I didn't disqualify prospective jurors who had seen the crime on TV," he said, "if they said they could lay it aside when determining Ruby's guilt or innocence."

Lawyers for defense have already filed appeal, making this one of their main issues. They have also asked for a new trial.

Committee votes $13 million to ETV

Federal financing of educational television facilities was given warm support —and recommendation for $13 million for additional grants—from House Appropriations Committee in report released Friday (April 10).

Recommendation was $6.5 million more than in current fiscal year (although $2.3 million less than asked by Department of Health, Education and Welfare). Program is expected to reach peak in fiscal 1965 and by end of year requests will reach estimated total of $28.5 million since Educational Television Facilities Act began granting funds in 1962, said John W. Bystrom, program head.

Committee, in most encouraging statements on program so far, said it "is persuaded of [its] wisdom and usefulness," but noted "some disquieting testimony to the effect that there was a possibility that in some communities existing VHF channels now used for ETV programing might be replaced with UHF channels."

HEW said it doesn't intend "to assist in such actions," committee reported, and said funds "are appropriated to extend and enlarge ETV and not provide substitute facilities." ETV program should not be used to further deintermixture, report said.

In testimony, Mr. Bystrom said, "at present, overall development of UHF television is largely dependent on ETV," and he thought ETV progress "will help to make further development [in UHF band], ultimately, a commercially feasible venture."

Mr. Bystrom said he expects average amount of new station grants to be $175,000, and grants for expanding existing ETV stations to be $125,000. About two-thirds of grant money would be used to activate 61 new stations, and one-third to expand 35 existing ETV's, he said.

To thine own self . . .

Radio code of National Association of Broadcasters can start its drive for increased membership with stations of one of NAB convention's principal speakers—evangelist Billy Graham. Reverend Graham is president-director of KAIM-AM-FM Honolulu and chairman-director of WFGW-WMIT (FM) Black Mountain, N. C. None of his stations subscribe to code although they belong to NAB.

Tanners taking truck back to California

Demonstration in Chicago this week of Tanner mobile TV rating truck—which was center of interest at last week's National Association of Broadcasters convention—had to be postponed because of mechanical failure in vehicle itself. But its developers say that once it's repaired they'll demonstrate system under any circumstances to any qualified observers. Truck is said to be able to detect tuning of all sets within 300-yard range as it cruises from 5 to 50 miles per hour (see page 102).

En route to Chicago truck broke down, was shipped to convention. Mechanics discovered last Friday (April

more AT DEADLINE page 10

WEEK'S HEADLINERS


Mr. Northcross

Samuel H. Northcross, VP and national director of broadcast at Foote, Cone & Belding, New York, given "total responsibility for agency's relationship with all television and radio networks." All network program sponsorships for all of agency's clients will be negotiated by Mr. Northcross or associates in offices working with him. Other types of network buys—scatter plans, participations, package buys—continue to be handled by media departments of agency's offices in other cities in conjunction with Mr. Northcross's office. Mr. Northcross joined FC&B in his present post last October from William Esty Co., New York, where he was VP in charge of TV operations. He had been with Esty 15 years.

Martin Agronsky, 25-year news veteran, leaves NBC after seven years to join CBS News as correspondent assigned to Washington bureau, effective April 20. Mr. Agronsky will appear as reporter and news analyst on radio and TV news broadcasts, will also act as reporter on several *CBS Reports* programs next season and will play "prominent" role in CBS News coverage of political conventions this summer. His background includes service as foreign correspondent with number of newspapers. He joined NBC in 1940, becoming war correspondent, and in 1943 ABC where he remained for 14 years as Washington correspondent and after rejoining NBC covered such top events as Eichmann trial and signing of test ban treaty in Moscow.

For other personnel changes of the week see FATES & FORTUNES

10) that before repairs to vehicle could be made all electronic gear would have to be removed. Tanner boys decided to ship it back to their own labs in California.

Lawyers seeking UHF's in Minneapolis, Columbus

Two members of prominent Washington law firm are major stockholders in firms applying for UHF channels in Columbus, Ohio, and Minneapolis.

Vincent B. Welch and Edward P. Morgan, of Welch, Mott & Morgan, each own 27.5% of Associated Television Corp. and Farragut Television Corp.

Former is seeking channel 23 in Minneapolis. Latter has applied for channel 40 in Columbus.

Others in two applications are Lawrence J. Henderson, vice president of Rand Corp., who owns 25% of both firms, and Esterly Page, former communications consulting engineer and one-time head of Page Communications Engineers.

New tea to take to air

Wyler & Co., Chicago, division of Borden Co., through Compton Advertising, that city, will use national schedule of radio and TV commercials this summer to introduce new instant iced tea mix, dehydrated instant tea with sugar and lemon.

TV set production up 18.8% over 1963

Production of black and white television receivers for first 12 weeks of 1964 is 18.8% ahead of last year—up 300,000 units from 1.6 million for same period in 1963. But production of all-channel TV receivers is also up, by 133.3%. For first 12 weeks of 1964, TV set makers made 350,000 82-channel receivers, compared with 150,000 for same period in 1963.

Fears that industry may be stockpiling VHF sets before deadline when all TV sets manufactured must be all-channel seems to be borne out by fact that 100,000 more VHF receivers were made in period than in same 12 weeks last year. VHF sets moved from 1,450,000 in 1963 to 1,550,000 in 1964—increase of 6.9%.

Under law passed in 1962, all TV receivers must be capable of receiving all TV signals. FCC has set April 30 as changeover date.

Twelve-week figures do not represent full first quarter; these will be issued by Electronic Industries Association next month. They do represent, however, fair estimate by industry sources.

For first two months of 1963, both TV production and sales increased, according to EIA. Black and white production was up by about 250,000 sets, and sales were up by 200,000 units. For first two months of 1964, set makers made 179,827 color TV receivers.

Radio production and sales also were up during first two months of this year compared with same period last year, with FM production totaling 282,106 for January-February period this year compared to 163,185 for same period last year.

Cleveland stations sold by Tuschman

Sale of WABQ and WXEN-FM Cleveland by P. G. Tuschman to Booth Broadcasting Co. for $646,000, including covenant not to compete, was announced Friday (April 10).

Booth Broadcasting, headed by John L. Booth, owns WJLB and WMZK(FM) Detroit, WSGW Saginaw, WIBM and WBCC(FM) Jackson, all Michigan; WTOD and WTRT(FM) Toledo, Ohio; WJVA South Bend and WIOU Kokomo, both Indiana. It recently sold WTRX Flint, Mich., to Robert E. Eastman Co. for $345,000 (BROADCASTING, April 6).

WABQ is daytimer on 1540 kc with 1 kw. WXEN-FM operates 106.5 mc with 16.5 kw.

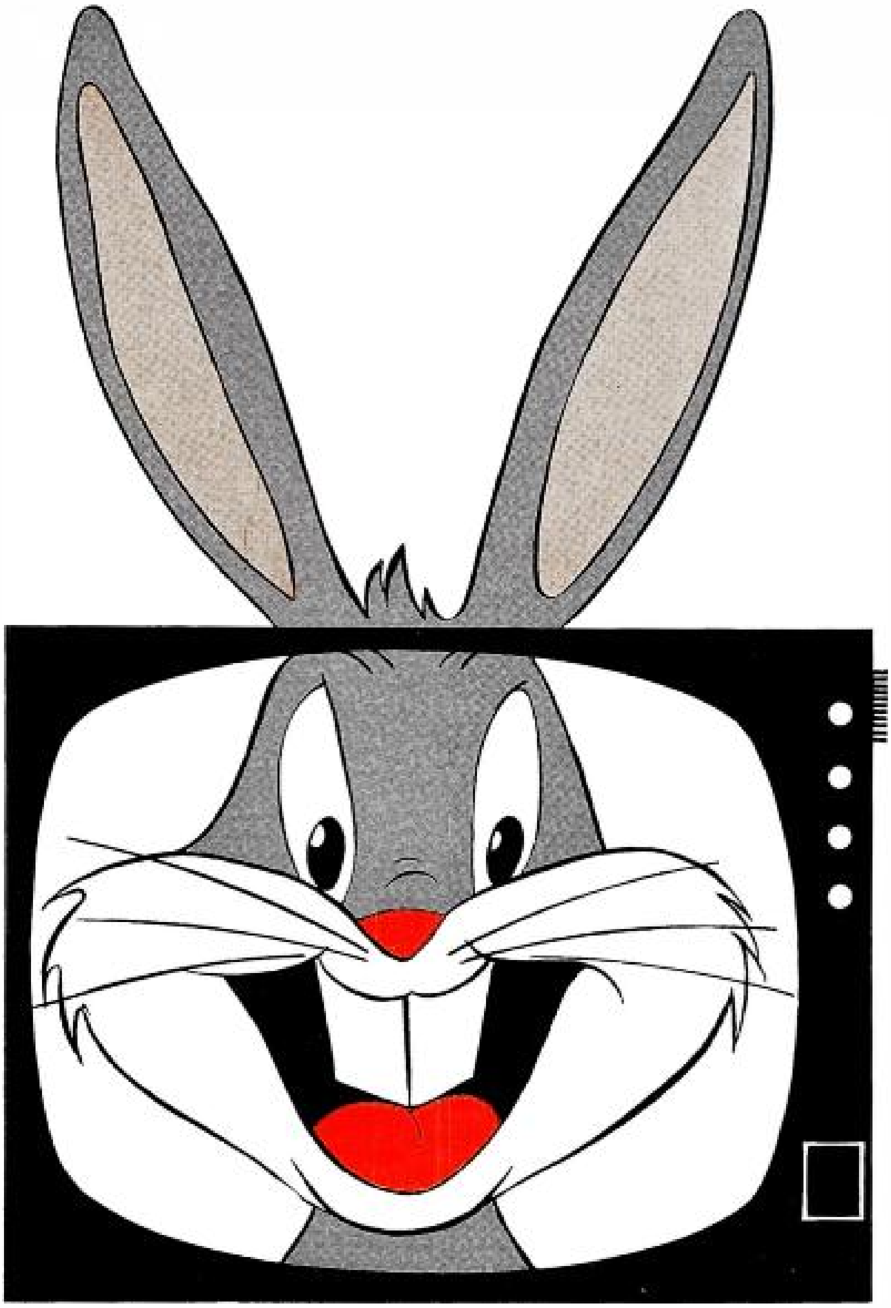
Also on Friday, FCC's Broadcast Bureau announced two station transfer approvals, one in Virginia and other in Guam.

Approved were: Sale of KUAM-AM-TV Agana, Guam, by Phil Berg to H. Scott Killgore (65%) and Samuel N. Rubin (35%) for $650,000. Killgore group owns KALI San Gabriel, KECC-TV El Centro, KOFY and KUFY-FM San Mateo, all California, and KUDL Fairway, Kan. KUAM is 1 kw fulltime on 610 kc and is affiliated with MBS and NBC. KUAM-TV is on channel 8.

▪ Sale of WROV Roanoke, Va., by Burton Levine, Joseph Goodman, Leon and Nidra Levin and Cy Blumenthal to Buckeye Corp. for $814,000. Buckeye owners: Ernest V. and George A. Horvath and Klari Erdoss, each 33⅓%. WROV is fulltime on 1240 kc with 1 kw day and 250 w night.

Jack Prince, media lawyer, dies

Memorial services were to be held Sunday (April 12) for D. F. (Jack) Prince, 60, Washington communications lawyer for 30 years, who died April 8 after long illness. Native of Tennessee, Mr. Prince specialized in radio and television law and, at his death, was partner in law firm of Prince & Paul. He leaves his wife, former Janet Christian, of 9111 Burdette Road in Bethesda, Md.; daughter, Mrs. Martha Murray, of West Hyattsville, Md.; son, Robert F. Prince, of Bethesda home address, and two grandchildren.

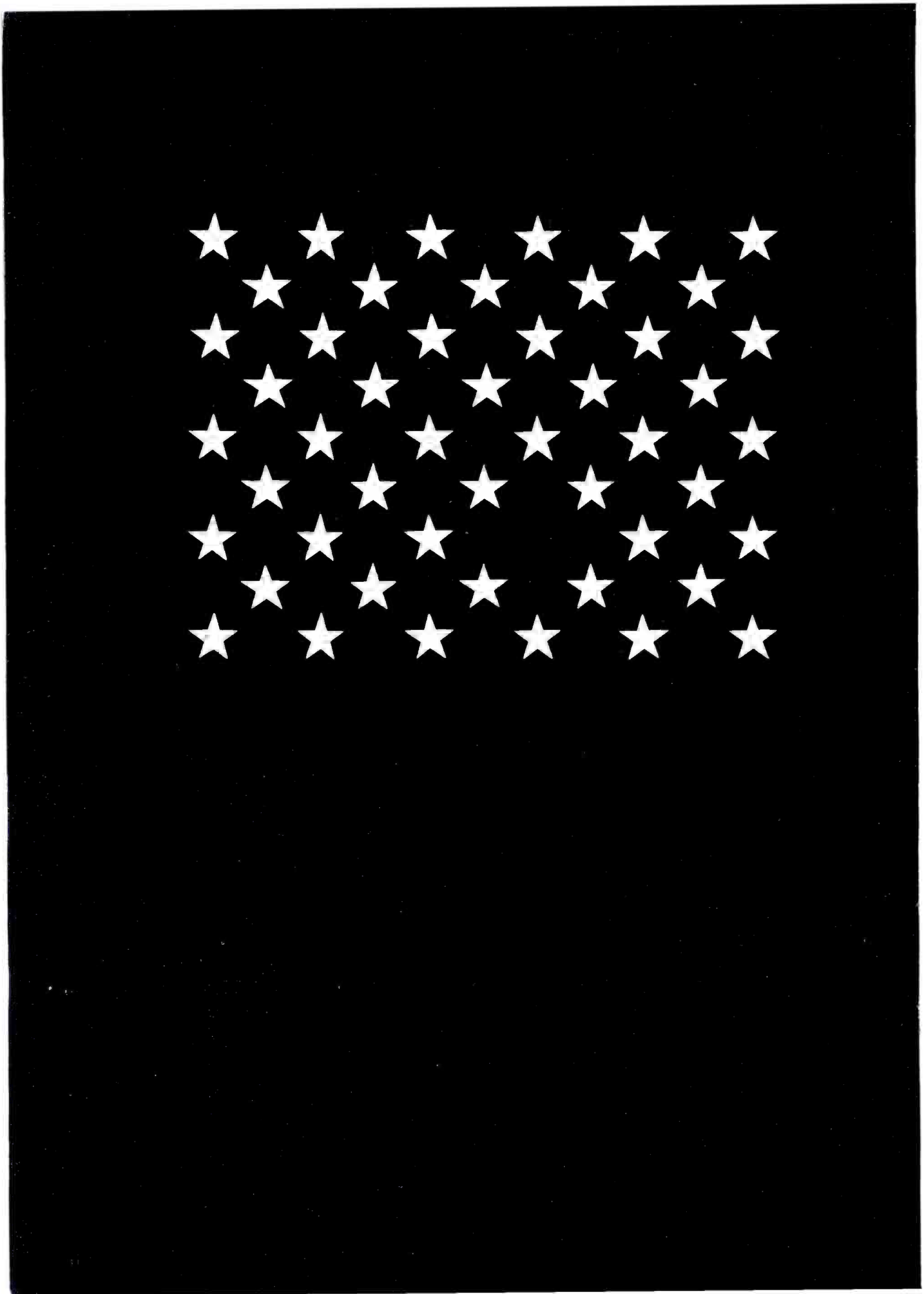


"E-h-h-h, What's up, Doc?"

One hundred of the most lavishly produced cartoons ever created by Warner Bros. for theatrical distribution are now available to television stations. These fully-animated post-'47 productions have never traveled the *rabbit-ears* of a TV set before. They star Bugs Bunny, Daffy Duck, Elmer Fudd, Foghorn Leghorn, Road Runner, Speedy Gonzales and other world-renowned Warner Bros. personalities. Running 6 to 6½ minutes each, these 100 new-to-television cartoons are available in black-and-white or color—for Fall start. *An-n-n-d... that's what's up, Bugs!*

Warner Bros. Cartoons–Series '64

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



THE MOST IMPORTANT STATE IN THE UNION

It's yours. And yours is not quite the same as any other state. Its climate and crops and customs are unique. So are its politics and commerce and colleges. It takes experienced, enterprising newsmen—like the AP men you rely on to cover your statehouse—to gather and write expertly the wireworthy news within your state.

They know your state news is increasingly important to you and your newscast sponsors. That's why AP's unique news exchange, fed by the major sources of news in your state, can mean so much to your station. That's why AP's more experienced, more enterprising state news staff, can strengthen your programming.

ASSOCIATED PRESS THE PRESTIGE SERVICE

DATEBOOK

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

▪Indicates first or revised listing.

APRIL

April 12-17—Ninety-fifth technical conference of **Society of Motion Picture and Television Engineers.** John M. Waner of Eastman Kodak Co., Hollywood, is program chairman. Papers committee chairman is C. Loren Graham of Kodak Color Technology Department in Rochester, N. Y. William Dozier, president of Greenway Production, Hollywood, and former senior vice president-TV production at Screen Gems, will speak at the April 13 luncheon on "The State of Television . . . An Appraisal." Ambassador hotel, Los Angeles.

April 13—Newsmaker luncheon of **International Radio & Television Society.** Robert Moses, president of New York World's Fair 1964-1965 Corp., is speaker. Waldorf Astoria, New York.

April 13—Deadline for comments on **FCC** rulemaking to require public notice be given when applying for new or modified station call letters.

April 13—**Rhode Island Broadcasters Association,** Sheraton Biltmore, Providence.

April 14—Annual stockholders meeting of **Storer Broadcasting Co.,** Miami.

April 14—Workshop for advertisers presented by the **Film Producers Association of New York** in cooperation with the **Association of National Advertisers.** Session will concern film distribution and marketing. Plaza hotel, New York.

April 15—Annual stockholders meeting of **CBS Inc.,** to elect directors, to elect independent auditors and consider and act upon such other business as may come up. CBS Chicago, 630 North McClurg Court, Chicago.

April 15—Deadline for submission of summaries and abstracts of technical papers for inclusion in program of **Western Electronic Show and Convention** in Los Angeles, Aug. 25-28.

April 15—Annual stockholders meeting of **General Telephone & Electronics Corp.,** Fort Wayne, Ind.

April 15-18 — Representatives from amateur radio societies in North and South America and adjacent islands meet in Mexico City for the **First Pan American Congress of Radio Amateurs.**

April 15-25—International motion pic-

ture, TV film and documentary market, Milan, Italy.

April 16—Annual stockholders meeting of **Time Inc.**, Time-Life Building, New York.

April 16—Advertising seminar sponsored by the **Women's Advertising Club of Baltimore.** Speakers include Melvin A. Goldberg, vice president and director of research for National Association of Broadcasters, who will review the program of the newly incorporated Broadcast Rating Council; James G. Morton, special assistant to U. S. secretary of commerce, "The Importance of Advertising in an Expanding Economy;" and Willard R. Simmons, president of W. R. Simmons & Associates Research Inc., noon, Sheraton Belvedere hotel, Baltimore.

▪April 16—**Southern California Broadcasters Association.** Campbell-Ewald Co. executives will play several commercials that never got on air and tell why at luncheon meeting at Michael's restaurant, Hollywood.

▪April 16—**Governor's Conference on Children and Health.** Theme is "What can you do for good radio and TV programing for children and Youth?" Speakers include Donald H. McGannon, president of Westinghouse Broadcasting Co.; FCC Commissioner Robert E. Lee, and John Cox, assistant director of the radio-TV-press division of the National Education Association. Lord Baltimore hotel, Baltimore and Hanover Streets, Baltimore.

April 16-19—Joint meeting of **Mississippi Association of Broadcasters** and **Louisiana Association of Broadcasters.** Speakers include NAB President LeRoy Collins; FCC Chairman E. William Henry; Representative Walter Rogers (D-Tex.); Robert T. Mason, chairman of the All Industry Music License Committee, and Harry J. Daly of Daly & Ehrig, Washington. Broadwater hotel, Biloxi, Miss.

April 17-18—Fourteenth annual **Radio-Television Conference and Banquet** of Radio-Television Guild of San Francisco State College.

April 17-18—**New Mexico Broadcasters Association,** Western Skies hotel, Albuquerque.

April 17-18 — Two-day management seminar entitled "The Marketing Revolution In Electronics" by central division of **Association of Electronc Manufacturers,** Pheasant Run Lodge and Country Club, St. Charles, Ill.

April 17-24—The **Golden Rose of Montreux** international TV competition, sponsored by the city of Montreux

▪Indicates first or revised listing.

(Switzerland) and the Swiss Radio and Television Corp., Montreux.

April 19-25—Fourteenth annual **Inside Advertising Week** for college seniors in marketing and advertising, sponsored by the Advertising Club of New York and the Advertising Women of New York Foundation Inc. Speakers include R. W. Young of Colgate-Palmolive Co., and Frank Blair of NBC's *Today* show. Biltmore hotel, New York.

April 19-25 — **Television Newsfilm Workshop,** Center for Continuing Education, University of Oklahoma, Norman.

April 20 — **Hollywood Advertising Club.** ABC-TV Day. Thomas W. Moore, president of ABC-TV, will speak. James C. Riddell, VP of ABC-TV Western Division, is chairman of the day. 12 noon. Hollywood Roosevelt hotel.

April 20—New deadline for comments on **FCC** rulemaking to govern grants in microwave services to systems supplying community antenna operators with facilities. Former deadline was March 25.

April 21-24—**Alpha Epsilon Rho,** honorary radio-TV fraternity, annual national convention in Los Angeles at Hollywood Roosevelt hotel.

April 22-23—Board of directors meeting of the **Television Bureau of Advertising,** The Greenbrier, White Sulphur Springs, W. Va.

April 23—Deadline for reply comments on **FCC** rulemaking to require public notice be given when applying for new or modified station call letters.

April 23-25—Annual meeting of **American Association of Advertising Agencies,** The Greenbrier, White Sulphur Springs, W. Va.

April 23-26—**Western States Advertising Agencies Association** 14th annual conference. Speakers include: Ernest Loen, management consultant; Sol Dutka, Audits & Surveys; E. B. Weiss, Doyle Dane Bernbach; Riviera hotel, Palm Springs, Calif.

April 24—Spring conference of **Oregon Association of Broadcasters,** Village Green motor hotel, Cottage Grove, Ore.

April 24—**Pennsylvania AP Broadcasters Association** meeting, Boiling Springs.

▪April 24—Annual stockholders meeting of **Wrather Corp.,** Disneyland hotel, Anaheim, Calif.

April 25—**Texas Community Antenna Television Association** convention to New Hamilton hotel, Laredo.

April 26-May 2—**Affiliated Advertis-**

▪Indicates first or revised listing.

WHO'S ON FIRST?

G.E. FIRST

ON THE MARKET...

WSM-TV

NASHVILLE, TENN.

FIRST

ON THE AIR...

WITH TV's FIRST 4-VIDICON COLOR FILM CAMERA SYSTEM

This transistorized 4-V camera overcomes the two greatest problems existing in color film today: registration and monochrome resolution. Some of the other stations who are first in their own markets with the G-E 4-V include: KMSP-TV, Minneapolis; WAST, Albany; WJXT, Jacksonville; WGEM-TV, Quincy, Ill.; WRGB, Schenectady; WRAL-TV, Raleigh; WESH-TV, Daytona Beach; WFIL-TV, Philadelphia; WNBF-TV, Binghamton; WAGA-TV, Atlanta; WWJ-TV, Detroit; WFBG-TV, Altoona; WJW-TV, Cleveland; KTVT, Fort Worth.

PE-24-A/B

GENERAL ELECTRIC

G.E. FIRST

ON THE MARKET...

KERO-TV

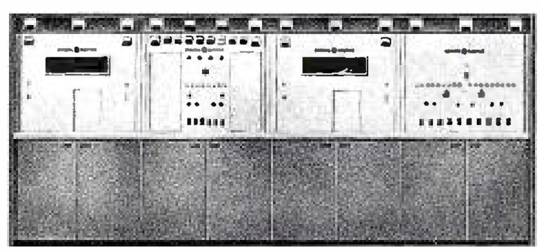
BAKERSFIELD CALIF

FIRST

ON THE AIR...

WITH TV's ONLY 2nd GENERATION UHF KLYSTRON TRANSMITTER AND UHF ZIG-ZAG ANTENNA

In the early 1950's G. E. pioneered UHF television Klystron Transmitters. Now—14 years later—others are catching up. G. E.'s **second generation** units are setting new standards for performance, stability, economy and compactness. Today, the transmitter and G. E.'s new high-gain, directional Zig-Zag Panel Antenna enable KERO-TV to **increase** overall market coverage beyond its previous VHF pattern. Four other stations will be first in their markets with G-E **second-generation** Klystron Transmitters by June.



TT-57-A

Zig-Zag Antenna

GENERAL ELECTRIC

G.E. FIRST

ON THE MARKET...

WCTV

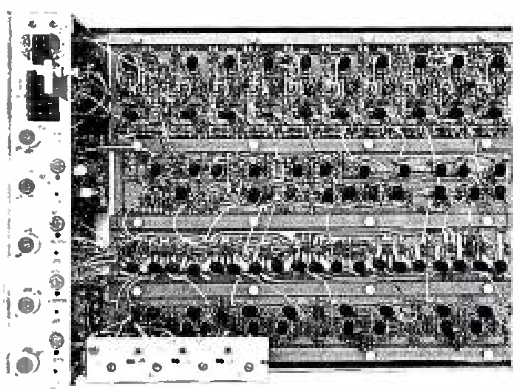
TALLAHASSEE, FLA.

FIRST

ON THE AIR...

WITH TV's FIRST TRANSISTORIZED STUDIO VIDEO EQUIPMENT

In 1958, G.E. introduced television's first transistorized Studio Video Equipment, the Sync Generator, a unit which was 50% smaller and used less than one-half the power of previous models. To provide greater performance, economy and reliability, G. E. has continued to pioneer the design, development and improvement of transistorized broadcast equipment such as cameras, video distribution amplifiers, processing amplifiers, and power supplies.



PG-5-B Second Generation Sync Generator

GENERAL ELECTRIC

G.E. FIRST

ON THE MARKET WITH

UHF side-fire helical antenna (1951)

VHF high-channel helical antenna (1955)

"I.O. Guard" pickup tube life-extender (1957)

VHF low-channel helical antenna (1958)

Use of transistors in color studio camera (1958)

Use of transistors in monochrome studio I.O. camera (1958)

Transistorized remote vidicon studio camera (1961)

Transistorized monochrome film camera (1961)

VHF low- and high-channel Zig-Zag Panel Antennas (1963)

FOLLOW THE LEADER...

for the newest and finest in television equipment for broadcast and other applications... General Electric, pioneer in television progress. For further information on the complete line, contact your G-E Broadcast Equipment Representative, or: General Electric Company, Visual Communication Products, 212 West Division Street, Syracuse, New York 13204.

GENERAL ELECTRIC

G.E. FIRST

ON THE MARKET...

ABC-TV

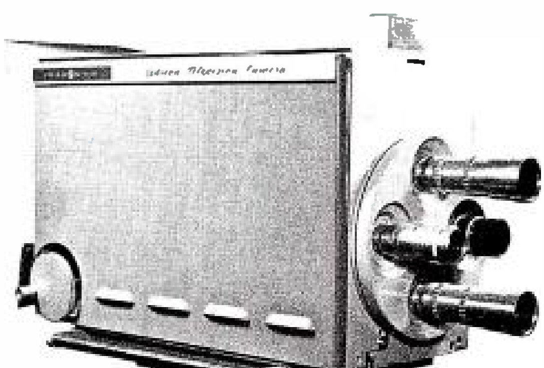
WASHINGTON, D. C.

FIRST

ON THE AIR...

WITH TV's FIRST PROFESSIONAL TRANSISTORIZED STUDIO VIDICON CAMERA

First on the air—first in network operation. The PE-23-A/B/C system can do 80% of network or station studio programs—at operating cost as much as 90% less than a comparable image orthicon camera system and 50% less initial cost. Transistorized . . . eliminates day-to-day drift, reduces set-up time, saves up to 14 cubic feet of rack space.



PE-23-A/B/C

GENERAL ELECTRIC

G.E. FIRST

ON THE MARKET...

WGR-TV

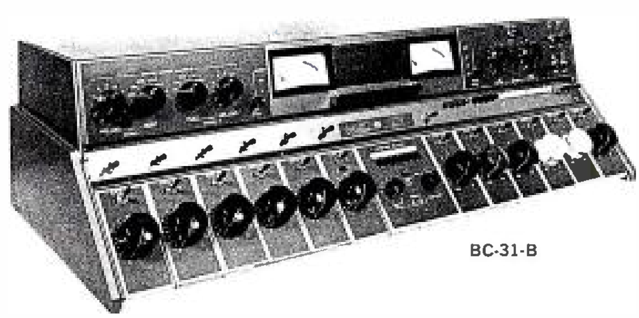
BUFFALO, N.Y.

FIRST

ON THE AIR...

WITH G-E 2nd GENERATION TRANSISTORIZED AUDIO EQUIPMENT

In 1958, G.E. was the first to introduce transistorized Studio Audio Equipment, now used by hundreds of stations. Today, the BC-31-B Stereo Console, part of the **second generation** of G.E.'s complete transistorized line, offers broadcasters the widest range of inputs, controls and functions available today—for either stereo or monaural, single or dual channel, in AM, FM, TV studios or master control audio systems.



BC-31-B

GENERAL ELECTRIC

ing **Agencies Network** conference, Andrew Johnson hotel, Knoxville, Tenn.

April 26-27—**Texas Association of Broadcasters,** Galves hotel, Galveston.

April 26-27—Board of directors meeting of the **American Women in Radio and Television,** Mayo hotel, Tulsa, Okla.

April 27—Annual stockholders meeting of **Wometco Enterprises Inc.,** Forest Hills theater, Forest Hills, N. Y.

April 27-29—Annual conference of **Association of Canadian Advertisers,** Royal York hotel, Toronto.

April 28—Annual stockholders meeting of **Reeves Industries Inc.,** Roosevelt hotel, New York.

April 28—**Board of Broadcast Governors,** public hearings at 425 Sparks Street, Ottawa.

April 28—Annual awards luncheon of **Station Representatives Association,** Waldorf Astoria, New York.

April 29-May 1—**Institute of Electrical and Electronics Engineers** region 6 conference, co-sponsored by Instrument Society of America, Salt Lake City.

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

April 30—Deadline established by Congress that all TV receivers shipped by manufacturers in interstate commerce be able to receive all 82 VHF-UHF channels of the TV spectrum.

April 30—Annual banquet of **Indiana University Radio and Television Department.** Keynote speaker will be Melvin A. Goldberg, NAB vice president in charge of research. Bloomington, Ind.

April 30-May 3—Annual convention of **American Women in Radio and Television.** Richard S. Salant, vice president and special assistant to president of CBS Inc.; Fred W. Friendly, president of CBS News, and LeRoy Collins, president of NAB, will speak. Mayo hotel, Tulsa, Okla.

MAY

May 1—**Maine Association of Broadcasters,** Lewiston.

May 1—Conference on radio and community service co-sponsored by the **University of Southern California** and the **Southern California Broadcasters As-**

•Indicates first or revised listing.

Continued on page 26

MONDAY MEMO from Robert O. Lee, Georgia-Pacific Corp., Portland, Ore.

The 'largest' industry that couldn't see TV

The construction industry has been variously called the "largest" and "one of the largest" industries in the nation. But until recently the builders and their materials manufacturers have been noticeably absent from TV with a very few exceptions.

A major reason for this apparent lack of TV enthusiasm is that the construction industry is composed of thousands of individual builders, contractors, subcontractors, building-materials dealers, architects, engineers, associations and manufacturers. This is unlike such concentrated time buyers as the auto industry with its "Big Three" and the soap industry with its pinpointed buying power.

Underlining this situation is the fact that TV network buys are expensive, and trial balloons can become very expensive experiments for small segments of an industry. This was the problem we faced three years ago in the forest-products end of the building-materials business.

Brinkley Breaks Ice ▪ To break the ice, the Douglas Fir Plywood Association, representing most of the structural plywood manufacturers in the industry, solicited its membership for TV network funds and bought time on the David Brinkley show as one of the initial sponsors. We were a part of this, and found the results interesting enough to warrant making a presentation to our own management to expand Georgia-Pacific's advertising budget to include network TV as well as our normal consumer and trade magazines, newspapers and some radio.

We were fortunate in having top management people willing to give the "new" medium a try, and we are large enough to at least get our feet wet on what appeared to be a sound investment. That this proved successful is evidenced by the fact that, after our trial with sports programs through 1963, we are back again in 1964 with such programs as the NBC Sugar Bowl (for the second time), the NCAA basketball finals on the Special Sports Network and the Coach's All-American Football Game. Several other buys remain to be announced.

What does a prospective sponsor, thinking of dipping a tender toe in possibly chilly TV network waters, think about in reaching a decision? There are several answers to that question.

Why Sports? ▪ Among the first, of course, was choosing the best type of program and message for the audience we had in mind. Our decision to center activity on sports programs was twofold—these programs draw large audiences, and the audiences are heavily loaded with male viewers, including retail building-materials dealers, builders and contractors who are primary customers of our building materials.

For 1963, as a starter, we participated in the Sugar Bowl, Senior Bowl, Bud Palmer Sports International, Wide World of Sports, NFL Football Highlights and PGA Golf Tourney, which gave us exposure through the year.

Such scheduling also gave us the opportunity to tie our TV commercials for specific products into special sales drives being conducted by our people at various times during the year. This meant concentration of commercials on current "drive" products of interest to the some 17,000 retail building-materials dealers across the nation who sell our products—and of interest to people who trade at these retail centers during construction and modernizing of homes, apartments, commercial buildings, factories and summer cottages.

TV Pays Off ▪ What happened? Our total sales in 1963 reached a record high of $451 million, up $72 million from 1962. There were many factors behind this gain, of course, but we certainly concede that results from our new TV approach to selling were very important factors.

TV cannot, of course, take full credit for such successes. A sales campaign of this type in the building-materials field must be a well-coordinated operation. In this instance the effort included print advertising in trade media to tie in with the TV "special offer." There was special point-of-purchase material merchandising the TV show and the product, all keyed to needs of our retail building-materials dealers. Backup material was developed for our own sales force. Enthusiasm of our salesmen, and the real bargain in factory finished hardwood paneling, were very important factors. Thus TV must share credit only for its own part in the success, even though it was an important part. We're now sold on TV's value.

Two-Sided Job ▪ It is interesting to note just how this movement into a "new" advertising medium came about. We had two major initial objectives. We needed an expanded advertising program that would do a two-sided job. The advertising vehicle had to be effective in helping the sales force move goods into the hands of retailers whom Georgia-Pacific supplies. Second, the medium had to be effective in helping us move goods out of those retail outlets into the hands of the consumer, the latter phase being relatively new to us and to most of our industry.

From the standpoint of local stations, this network experiment has had another interesting facet. We suggested to our local distribution branch managers that local TV tie-ins by retail dealers, using short spots, would help clinch sales while interest was being aroused by network programs on which our commercials appeared. There were several noteworthy successes with retailers using material furnished by us.

This local facet also has meant added business for individual radio stations that have been used successfully by a number of our dealers, again with our help. These radio spots have helped merchandise the TV commercials, aroused considerable interest before the actual programs were seen, and helped maintain interest after the big network shows. The "experiment" has proven well worth the gamble.

Robert O. Lee is a mountain climber as well as an advertising executive. A member of the American Alpine Club, the 42-year-old Portland, Ore., man led an American expedition on the Kanchenjunga Massif near Mount Everest in 1961. At Georgia-Pacific Corp., where he is director of public relations and advertising, Mr. Lee's responsibilities cover such varied products as plywood, lumber, household tissues, containers, chemicals and even charcoal briquets. He joined G-P in 1956.

Continued from page 23

sociation, 9 a.m.-2 p.m. Robert P. Sutton, SCBA chairman, will preside.

May 1-2—Distinguished Service in Journalism Awards banquet of **Sigma Delta Chi,** region 11 conference and spring meeting of the national board of directors, Westward Ho hotel, Phoenix, Ariz.

May 1-2—Annual convention of the **Kansas Association of Radio Broadcasters.** Speakers include Jack Lacy, director of Kansas Economic Development Commission; Richard Cheverton, WOOD Grand Rapids, Mich.; and Stephen Labunski, WMCA New York. Lassen hotel, Wichita, Kan.

May 3—Board of directors meeting of the **American Women in Radio and Television,** Mayo hotel, Tulsa, Okla.

May 3-5—Eighth annual meeting of the **Television Programing Conference,** an association of southwestern programing executives. Speaker will be FCC Commissioner Lee Loevinger. For additional information, contact John Renshaw of KSLA-TV Shreveport, La., or Jay Watson of WFAA-TV Dallas-Fort Worth. Holiday Inn Central, Dallas.

May 4-6—Annual spring convention of **Kentucky Broadcasters Association.** James H. Topmiller Jr., WHAS Louisville, is chairman of convention committee. Louisville Sheraton hotel.

May 5-6—**CBS-TV Affiliates** conference, Hilton hotel, New York.

May 5-6—**Missouri Broadcasters Association.** Speaker will be LeRoy Collins, NAB president. U. of Missouri, Columbia.

▪May 6—Deadline for entries in the 1964 creative competitions of the **Advertising Association of the West,** encompassing advertising in 10 media. Radio entries should go to Stan Spero, KMPC, 5939 Sunset Blvd., Los Angeles 90028. TV entries should go to Jack O'Mara, Television Bureau of Advertising, 444 N. Larchmont Blvd., Los Angeles 90004.

▪May 6—Annual stockholders meeting of **The Magnavox Co.,** Fort Wayne, Ind.

▪May 7—Annual stockholders meeting of **Scripps-Howard Broadcasting Co.,** First National Bank, Cincinnati.

▪May 7-9—**Montana Broadcasters Association,** Yogo Inn, Lewiston.

May 10-12—Meeting of the **Pennsylvania Association of Broadcasters,** The Inn, Buck Hill Falls, Pa.

May 11—Deadline for reply com-

▪Indicates first or revised listing.

IN CASE YOU HAVEN'T SEEN YOUR PAUL RAYMER MAN YET...

HOOPER—February-March 1964

	Mon-Fri 7 AM—12 N	Mon-Fri 12 N—6 PM	Sunday 10 AM—6 PM	Saturday 10 AM—6 PM	Sun-Sat 6 PM—10 PM
WKNR	11.4	19.4	20.6	20.9	25.1
station A	11.8	11.2	17.6	10.9	18.5
station B	19.2	10.1	5.4	9.1	10.9
station C	18.0	13.5	7.4	9.1	8.6
station D	5.9	4.6	7.8	10.9	8.6
station E	5.1	7.4	14.7	10.5	5.6
station F	9.6	9.8	3.4	2.7	5.9

SPECIAL PULSE (DETROIT METRO AREA) January-February 1964

	Mon-Fri 6 AM—12 N	Mon-Fri 12 N—6 PM	Mon-Fri 6 PM—12 M
WKNR	8	12	21
station A	12	12	18
station B	9	6	6
station C	18	12	10
station D	9	11	15
station E	8	9	8
station F	14	11	7

WKNR

THE STATION THAT *KNOWS* DETROIT

*The data used are estimates only, subject to errors and limitations inherent in indicated sources. WKNR does not assume responsibility for the accuracy, completeness or validity of such original data.

KNORR

BROADCASTING CORPORATION

Mrs. Fred Knorr, President

Walter Patterson, Ex. V. P. & Gen. Mgr.

Represented nationally by the Paul H. Raymer Co.

ments on **FCC** rulemaking to establish rules to govern ex parte communications during adjudicatory and record rulemaking proceedings which have been designated for hearing.

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

May 11-12—Spring meeting of **Association of National Advertisers,** Waldorf Astoria hotel, New York.

May 14—Spring managers meeting of **New Jersey Association of Broadcasters,** Wood Lawn. Rutgers University, New Brunswick, N. J.

▪May 14-15—**Illinois Broadcasters Association,** Wagon Wheel, Rockford.

▪May 14-16—**Iowa Broadcasters Association,** Congress Inn, Iowa City.

▪May 15—**Arizona Broadcasters Association,** Skyline Country Club, Tucson.

May 15-16—Annual spring meeting of **West Virginia Broadcasters Association.** Included will be association's second annual engineering exhibit. Charleston Press Club, Charleston, W. Va.

May 16-17—Spring convention of the **Illinois News Broadcasters Association,** Bloomington.

May 18—**FCC** hearing on proposed TV program reporting form. Formerly scheduled for April 16.

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

▪May 21—**Los Angeles Advertising Women,** presentation banquet to award "Lulu" trophies to winners in the 18th annual achievement awards competition for ads and related material created by western advertising and publicity women, used between April 22, 1963, and April 21, 1964. Deadline for entries is April 27. Entry blanks and information available from LAAW, 4666 Forman Avenue, North Hollywood, Calif. Banquet to be held at the Hollywood Palladium.

May 21-22 — **Ohio Association of Broadcasters,** Toledo.

▪May 21-22—**Washington State Association of Broadcasters,** Hilton Inn, Seattle.

▪May 21-23—**South Dakota Broadcasters Association,** The Plains, Huron.

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

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

May 25—Oral proceeding on **FCC** proposed program reporting form for AM and FM services. Formerly scheduled for April 23.

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

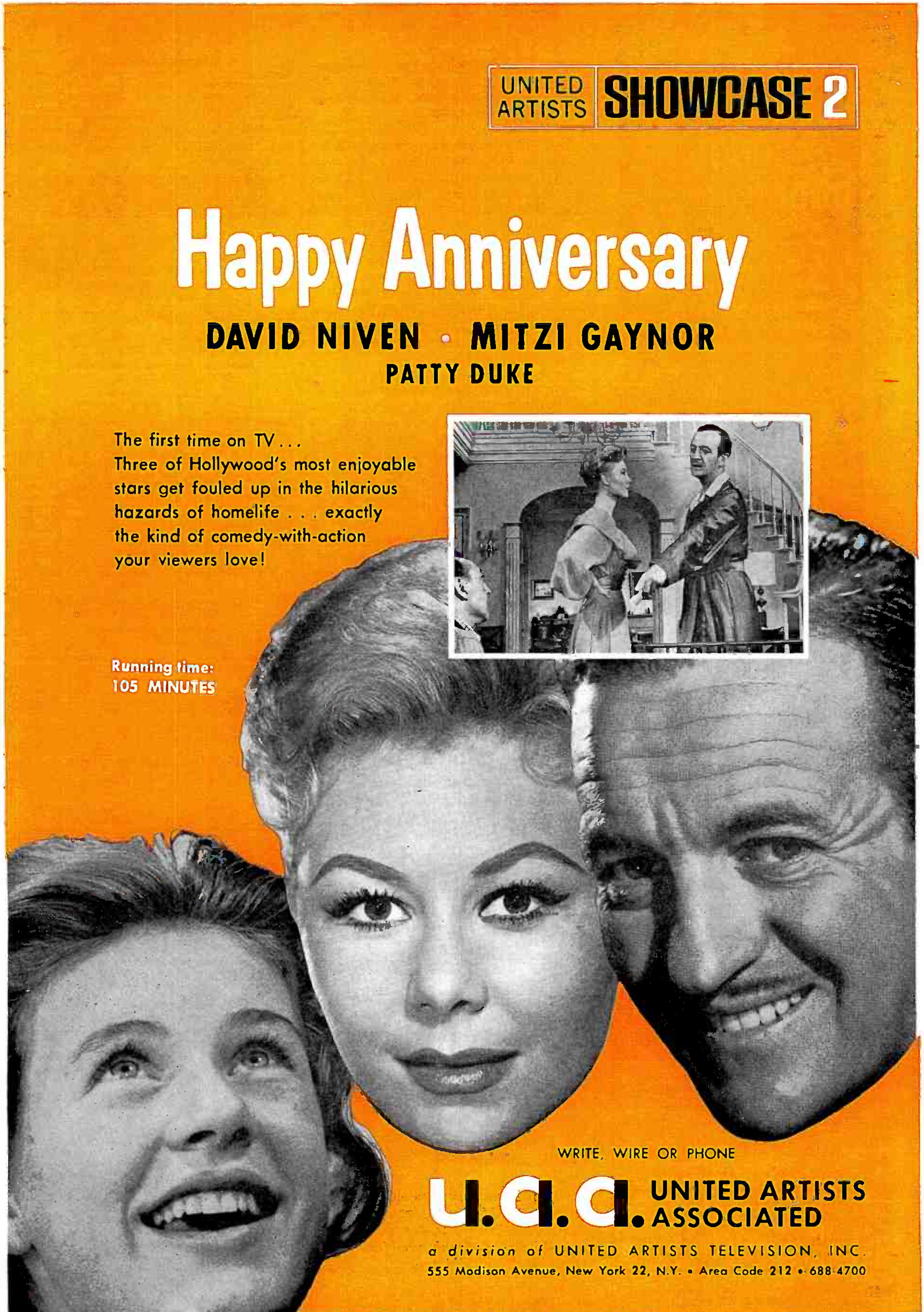
JUNE

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

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

▪June 3—New deadline for reply com-

▪Indicates first or revised listing.


UNITED ARTISTS SHOWCASE 2
Happy Anniversary
DAVID NIVEN • MITZI GAYNOR
PATTY DUKE
The first time on TV . . . Three of Hollywood's most enjoyable stars get fouled up in the hilarious hazards of homelife . . . exactly the kind of comedy-with-action your viewers love!
Running time: 105 MINUTES
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u.a.a. UNITED ARTISTS ASSOCIATED
a division of UNITED ARTISTS TELEVISION, INC.
555 Madison Avenue, New York 22, N.Y. • Area Code 212 • 688-4700

ments on UHF allocations tables proposed by the FCC and the **National Association of Educational Broadcasters.** Postponed from April 3.

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

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

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

June 7-10—National convention of **Advertising Federation of America.** Fran Harris, women's editor at WWJ-AM-TV Detroit, is general chairman of 1964 Advertising Women of the Year committee. Award will be presented during AFA national convention, Chase-Park Plaza hotel, St. Louis.

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

▪June 11-13—**Colorado Broadcasters Association,** Vail Village, Lodge at Vail.

June 13-16—Summer convention of **Georgia Association of Broadcasters,** Callaway Gardens, Ga.

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OPEN MIKE®

Fine service

EDITOR: Your editorial of the April 6 issue on broadcasting and the speculators was long overdue. You've done a fine service for the professionals in this business and, I for one, am sure others should take heed. This is a fine business with a demanding responsibility to the listening and viewing public.—*C. E. Feltner Jr., American Diversified Services, Kingsport, Tenn.*

Frank opinion

EDITOR: I was very flattered to be represented [in MONDAY MEMO] in your fine publication (BROADCASTING, March 2).—*Marvin H. Frank, president, W. B. Doner and Co., Chicago.*

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Broadcasting
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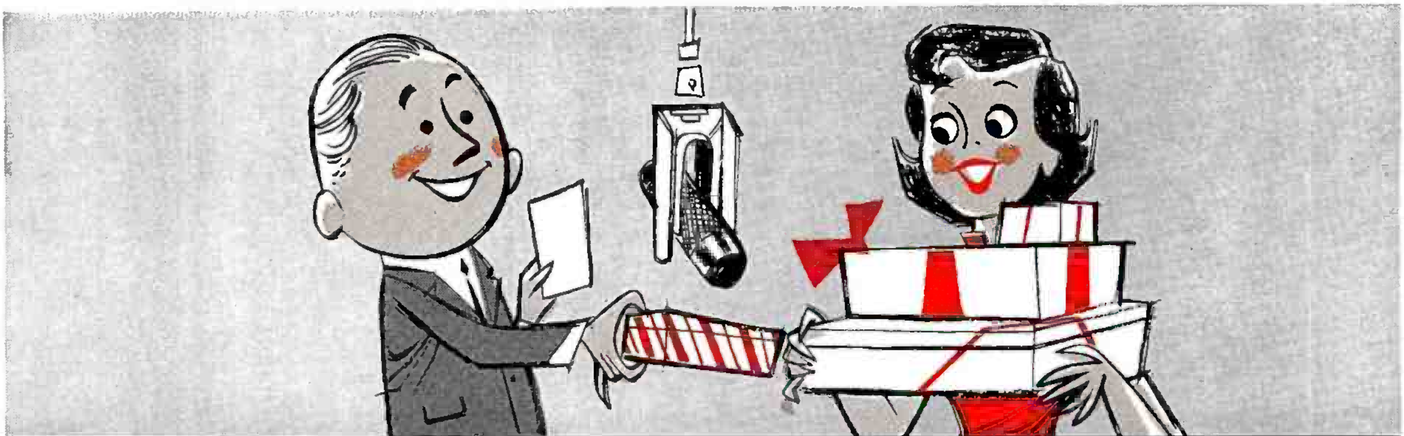


NOW . . . AVAILABLE

PRIZES

OUR HISTORY AND GUARANTEE

- ✓ Over fifteen years experience in the prize business.
- ✓ We guarantee the prizes will be as represented.
- ✓ We have never failed to deliver as promised.
- ✓ We have never been sued by a station, client, or contestant.

Here's the kind of prizes we're now furnishing to TV and Radio Stations:

Vacation Trips
Gas Ranges
Luggage
Dinette Sets
Sewing Machines
Diamond Rings
Roaster Ovens
Ironing Board & Iron Sets
Perfume Sets
Electric Mixalls
Aluminum Sets
Toasters
Jewelry Sets
Golf Bags
Dishes

Electric Clothes Dryers
Freezers
Encyclopedia Sets
Washing Machines
Knitting Machines
Wristwatches
Vacuum Cleaners
Cooking Utensils
Electric Shavers
Cameras
Bicycles
Coffeemakers
Bathroom Scales
Pen & Pencil Sets
Bedspreads & Draperies

FROM THE PRODUCERS OF TELLO-TEST—AMERICA'S MOST

BY POPULAR DEMAND

→ **Knocking 'em dead from K.C. to Hong Kong**
→ **Renewed through 1970 in Los Angeles**
→ **Renewed through 1966 in New York**

Felix THE CAT

THIS IS THE CAT.

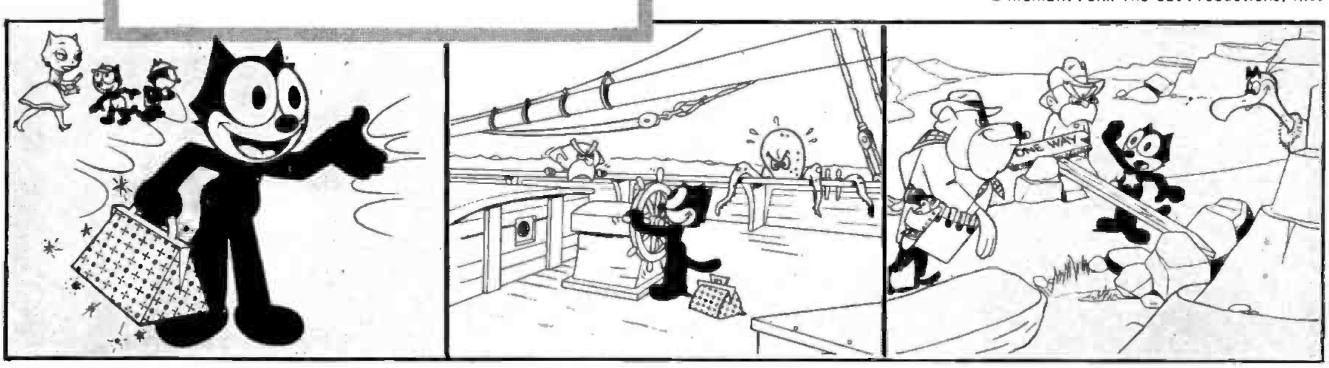
Unlike any other cat in the history of entertainment.

•

The world's most famous feline, starring in the one and only "Felix The Cat" cartoon series made for television.

260 FOUR MINUTE EPISODES IN B/W OR COLOR

© MCMLIX Felix The Cat Productions, Inc.



TRANS-LUX

TELEVISION CORPORATION

NEW YORK, 625 Madison Avenue, PLaza 1-3110

CHICAGO • LOS ANGELES • MIAMI BEACH • ZURICH, SWITZERLAND

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
April 13, 1964, Vol. 66, No. 15

Pay TV: now it's a gut issue

Broadcasters and bureaucrats suddenly decide there's chance for success of Pat Weaver's system; now they're figuring how to seize or kill it

The number one target of attention at last week's convention of the National Association of Broadcasters was pay TV. Broadcasters were exhorted to strangle it, or stifle it—or seize control of it. The head of the FCC announced his determination to regulate it. If anyone had a kind word to say for it, he was lost in the tumult of invective against a system, still unborn, that suddenly had acquired the status of a menace.

To only the slightest concern of broadcasters, pay TV has been operating on the air in Hartford, Conn., for nearly two years and on a cable system in a Toronto suburb for longer. Neither operation has come anywhere near the black.

What has prompted the sudden reign of terror among broadcasters, and attracted the covetous attention of the heavy-handed regulators, is the planned beginning of a wired pay-TV system in Los Angeles and San Francisco with the slick Pat Weaver in charge, $25 million in the kitty from a stock issue and exclusive rights to the baseball games of California's two National League teams. Suddenly pay TV is worth worrying about.

Grid of Wire ▪ If Mr. Weaver's Subscription Television Inc. works, the new theory runs, a network of wired pay TV can swiftly come into existence. It could be built from existing community antenna systems and could soon piece together enough customers to begin outbidding free-TV broadcasters for programing. This possibility figures prominently in the reasoning behind recent ventures by broadcasters into the community antenna field as a hedge against the future. It is also the source of the concern that has led the NAB television board to resolve to fight pay TV on wire or on the air and led LeRoy Collins, the NAB president, to make the war on pay TV the principal point of his speech last week to the annual convention.

"America does not need a class system in television based on the ability to pay," said Mr. Collins. He urged broadcasters to propagandize against pay TV and to "puncture [the] promotional balloons" sent up by pay TV promoters.

In his speech to the convention the next day FCC Chairman E. William Henry said that in the development of CATV systems "the concept of paying for television has become an accepted fact in over a million homes." He pointed to the recent theater television distribution of the Liston-Clay fight, which brought in more than $2.3 million in boxoffice receipts, as pay television of a kind and the connection of 88 CATV systems (with 200,000 subscribers) to the Liston-Clay theater network as "one brand of pay television [that] is already here." Add to these the Weaver project in California, which Mr. Henry said later in a news conference had the earmarks of success, and the trend is evident. "The world is being wired for sight and sound," he said. "Technical know-how is being ac-

NAB's Collins
Is pay TV a cannibal?

FCC's Henry
Regulation for pay TV on air or on wire

quired, and vested interests of king-sized proportions are building up."

Grab for Control ▪ In the circumstances, said the FCC chairman, the government must assume regulation of pay television on wires as it already regulates pay TV on the air. "For pay television in any form must have a public interest justification," said Mr. Henry. "It cannot be so justified unless it brings to the public a greater variety of choice through specialized, high-quality programing. It must be a supplemental service, not a substitute service. And in my opinion if pay TV is to come into our homes, it should not be allowed to bring the sponsor's commercials with it. If viewers must pay for additional programing, they must not pay twice."

All wired television, whether CATV or pay TV, said Mr. Henry, must be brought under government control. "Legislation is clearly required on some points," said Mr. Henry, without elaboration, "and action by the commission or the industry on others. Congress, the commission and the industry must make critical decisions about wired television before events make them for them."

In a news conference held after he had presented his speech, Mr. Henry said he had not yet thought out any legislative proposals and had no timetable for developing any. He made it clear, however, that the commission now could assume jurisdiction over wired systems that in any way used microwave links. Microwaves use the radio spectrum and are therefore within the existing regulatory authority of the FCC.

For example, Mr. Henry said, he thought it probable that if Mr. Weaver's STV showed signs of success, STV could be expected to apply for a microwave system to link its Los Angeles and San Francisco systems or, perhaps, a microwave to carry pickups of the Los Angeles Dodgers from the stadium to the STV studio originating point. "That's when we get in," he said.

The FCC could grant the microwave, Mr. Henry suggested, on conditions requiring STV to meet the standards described in his speech: no advertising, "specialized, high-quality programing" that would supplement the free-TV service and not substitute for it.

All the Microwaves ▪ Mr. Henry was asked if he felt the commission could also assume jurisdiction of special theater-TV and CATV hookups like the one arranged for the Liston-Clay fight. Microwaves were involved in the Liston-Clay network, it was pointed out. Did their use give the commission jurisdiction that it would assert the next time such a network was set up? Mr. Henry said he thought the FCC had jurisdiction and that "we might very well" act to assume control in the next closed-circuit presentation of a fight.

A questioner pointed out that the microwaves in such setups were provided by AT&T or other common carriers and were not licensed to the theaters, community antenna systems or the promoters involved in the presentation. Mr. Henry did not retreat from his position that the FCC "might very well" move in.

Through the licensing of microwaves,

TV Stations' Jacobs
Broadcasters must take over

Mr. Henry said, the FCC could create for wired television systems "the same type of regulation, in theory, as in the granting of a broadcast license."

Controlled Tests ▪ The purpose of assuming control over wired pay TV, Mr. Henry said, was to "keep it from spreading until we have a chance to see its effects."

In his speech Mr. Henry said that the "basic problem is the competitive effect of wired television upon our present advertiser-supported system."

The virtues of the existing system, he said, are several:

▪ Programs are free—although the advertising on television and in other media "adds to the cost of the products we purchase."

▪ The present system is available to rich and poor. Twenty percent of the families in the U. S. earn less than $3,000 a year, he said, but "it is a striking fact" that only eight percent of the homes in the United States are without a television set. "For millions of Americans with low incomes, the glow of the television set is one of life's few lights. That glow may often be dull, with programs to match, but who can say that its extinguishment is a matter of no concern?"

▪ Signals of the free-TV service travel to remote areas that are economically beyond the reach of cable.

▪ The present system is built upon the principle of local station ownership and local program origination. "Local news, local public affairs and other local programs may be only a fraction of the total programing produced by our system," Mr. Henry said, "but it is that fraction which justifies the vast frequencies now allocated for TV services. It is a growing fraction which we cannot give up."

Wired TV also has its merits, Mr. Henry said.

CATV started "and still has its heartland" in areas that lack "adequate off-the-air television service," Mr. Henry said. In those circumstances CATV performs "a real public service."

Holes in Free Service ▪ To Mr. Henry the growth of CATV and the promise of pay TV by wire stem from "an inherent weakness in our advertiser-supported system"—the failure to make full TV service available to all parts of the country. Said Mr. Henry: "The men who seek to bring the programs of New York and Los Angeles stations to smaller communities via microwave relays and community antenna systems—the men behind the California pay-TV venture—are betting that the American viewer wants something more from his television set than the present system makes available."

Yet CATV, he said, must not be allowed to develop at the expense of on-air growth. "It must not be permitted, for example," said Mr. Henry, "to hamper the development of UHF." The FCC is committed to the encouragement of new stations in the UHF range.

The FCC chairman said he had been often asked why the FCC wanted to see more television stations when it had at hand the example of a proliferating radio service with a multitude of stations in intense competition that causes many to lose money. His answer is, he said, that because of competition radio now provides a vast range of program types. The present system allows radio broadcasters "to make a living, not a killing" as TV broadcasters make. A comparison with radio shows how far television has to go before meeting all the pub-

Repercussions rumble back from the West

Sylvester L. (Pat) Weaver, president of Subscription Television Inc., California company attempting to inaugurate closed-circuit wired pay TV in the Los Angeles and San Francisco areas this summer, lost no time in commenting on the statements made by National Association of Broadcasters President LeRoy Collins and FCC Chairman E. William Henry on the pay TV issue.

Mr. Weaver's reactions were as emphatic as they were prompt: He heartily endorsed Mr. Henry's remarks as "a very significant contribution;" he decried the stand of the NAB president as contrary to the facts, the public interest and the free enterprise system.

Noting that Chairman Henry clearly implied a willingness to let the public make up its own mind on pay TV, Mr. Weaver said: "He recognized and made a fair statement of the many important questions that are involved." For example, he said that subscription television service must bring to the public a greater variety of choice through specialized, high-quality programing; that is must be a supplemental service, not a substitute service, and that it must not bring with it the commercials of program sponsors.

"We are in complete accord with these views," Mr. Weaver declared. "Chairman Henry has described the very service we expect to provide."

Counter Punch ▪ But the STV president lashed back hard at Mr. Collins. To the NAB president's statement that "eventually pay TV could actually destroy free TV as we know it," he retorted: "I do not concede for one moment that Mr. Collins has the background in our business to tell us what will happen in television because of new competition from a subscriber service. . . ."

Mr. Weaver

To the Collins assertion that the success of pay TV would leave the public "saddled with a system which will mean little from its vantage point in paying for what it now receives free," Mr. Weaver reaffirmed a statement he has made many times before: that 90% of the programing on the commercial TV networks is series-type shows and that "not one such series" will appear on the three STV channels. Instead, he said, "we will give the public regular programing styled to their interests . . . home, garden, fashion, self-improvement—virtually numberless subjects. Our regular programing will cover events and sports programs which are being increasingly blacked out by theater owners who wish only to keep their monopoly."

Mr. Weaver labeled the Collins speech as designed to enlist broadcaster support for the campaign of California theater owners to protect their business against new competition by outlawing it in advance. This point of view, he asserted, is an "open intervention against the freedom of communications guaranteed by the First Amendment of the Constitution.

"The open and candid nature of Mr. Collins's false assertions," Mr. Weaver declared, "makes him party to a controversy in which he takes sides against a host of responsible people and entities in communications who have taken the reasonable stand of letting a new business have a chance to be judged by the public on its merit. These publications and people include his own industry publication, BROADCASTING magazine, as well as the *Los Angeles Times*, the Hearst papers, the *New York Herald-Tribune*, and the former chairman of the Federal Communications Commission, Newton Minow.

"You could admit, Mr. Collins, that in America the marketplace is the area in which decisions affecting innovatons will be made, not in political pressure arenas, and not by monopolistic intrigues or the unholy alliance of some motion picture theater owners and some broadcasters so obviously affected in their opinions by our new competition. Public interest is a term that comes weakly from those lips, when public need is placed second to program product and the notoriously high broadcast profits contrast to their protests against new competition."

If legal steps are necessary to protect STV stockholders, they will be taken, Mr. Weaver concluded.

lic's needs, he said.

Pay Controls ▪ Like CATV, said Mr. Henry, pay TV must be prevented from cannibalizing free TV. Wired systems must be subjected to the same controls that now apply to on-air systems. "It makes no sense," said Mr. Henry, "to have tightly controlled pay-television experiments using broadcast frequencies while giving carte blanche to the development of pay TV over wires."

But if the FCC is to regulate pay television to protect the free-TV broadcaster, said the FCC chairman, the free broadcaster will be expected to diversify and expand the local service that the FCC is protecting. "Riding the network and relying upon the projection of old movies" may in the long run be "dangerous," said Mr. Henry.

Other members of the FCC are divided in their attitudes toward the regulation of subscription television. Commissioner Kenneth Cox said privately last week that he thought Chairman Henry was right in asserting the FCC's authority to invoke pay TV regulation. In Mr. Cox's view the federal government's authority to regulate interstate commerce gives it the power to regulate any kind of television that goes into homes, no matter what method of transmission is used.

Mr. Cox did not indicate whether he shared all of the views expressed in Mr. Henry's speech. At a panel session featuring all the commissioners at the convention last Wednesday (see story page 80), Mr. Cox was asked if he thought there was a relationship between CATV and pay TV.

He said there might be; that the homes now wired for CATV were preconditioned to paying for television. It would be up to Congress, the FCC and broadcasters to decide what happened to CATV and pay TV, said Mr. Cox.

Dangers of Control ▪ At that point FCC Commissioner Lee Loevinger spoke up to say that certain principles ought to be kept in mind in any consideration of CATV or pay TV regulation. Some proposals to regulate the programing of CATV or pay TV are dangerous, Mr. Loevinger said. "If they're adopted, you'll live to regret it," he told the broadcasters. "You can't regulate the competition without having the same regulation applied to you."

Mr. Loevinger said the FCC ought to stay out of program regulation in all services, on pay TV, CATV or free radio and television. To the broadcasters he suggested that if they want regulation of wired television they ought to ask for regulation that would apply to themselves as well as to the competition.

Chairman Henry's call for FCC authority over wired pay TV was reminiscent of sentiments expressed five years ago by Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, who introduced legislation to give the commission the same control over wired pay TV tests that it had over broadcast pay TV.

Last week Chairman Henry urged broadcasters, the Congress and the FCC to make critical decisions on wired television "before events make them for them." Representative Harris told the House years ago that "you cannot have uncontrolled tests of pay television by wire if tests of pay television by radio are subject to strict limitations prescribed by the FCC" (BROADCASTING, April 13, 1959).

The measure would have given the commission authority to regulate intrastate wired pay TV as well as systems operating in interstate commerce. Later that year the FCC expressed concern about the Harris proposal and said it presented "unresolved problems of both legislative policy and constitutionality." The bill died in committee.

Collins on Pay TV ▪ FCC Chairman Henry's assertion of the need for government control over pay television came a day after the NAB president had urged broadcasters to fight pay TV in all forms.

In his speech on the opening day of the convention, Mr. Collins said that pay TV had emerged from the status of a "lurking shadow" to take on substance "in one form or another."

The potential of pay TV, said the NAB president, is being carefully examined by "some of our most substantial and forward-looking free broadcasters." The interest of these broadcasters in pay TV, he said, is generated "not necessarily out of desire to get into it as much as a feeling of need to protect their present investments."

If pay television were to develop into a "bonanza," said Mr. Collins, "broadcasters themselves are best equipped through present experience and expertness to successfully enter the pay television field." If the public elects to accept pay TV, he added, broadcasters "can, and doubtless will, provide it."

Exposure Needed ▪ But broadcasters owe it to the public, he said, to expose the facts about pay TV. "As I view it," he said, "we cannot in good conscience sit by and watch the viewing public saddled with a system which will mean little more from its vantage point than paying for what it now receives free. Much of the public is being tempted by

A conversation with Shakespeare and friends

The spectacle of William Shakespeare confronted with an edict to conform his poetry to "the publick interest" was conjured up in Elizabethan style—god wot, forsooth—at the annual breakfast meeting of the Society of Television Pioneers last week during the NAB convention.

"Conversation at the Boar's Head Inn," an occasionally interrupted soliloquy on "the devilment visited upon the likes of us by King Henry," was presented by members of "The Society of Television Pioneers Repertory Company" appropriately clad in beards, wigs and doublets, hip-length hose and cloaks, some of which almost fit.

Ernest Lee Jahncke Jr. of NBC in the starring role of Shakespeare was supported, if that's the word, by Carl Haverlin, former president of Broadcast Music Inc., as Hamlet; Ray Hamilton of Hamilton-Landis & Associates as Antony, and Sol Taishoff of BROADCASTING and TELEVISION magazines as Polonius.

In the closest approach to business the membership re-elected by acclamation—for the seventh time in the society's seven years—the entire slate of officers. These are W. D. (Dub) Rogers, veteran Texas broadcaster, one of the society's founders, as president; Clyde Rembert of KRLD-TV Dallas, John Fetzer of the Fetzer stations, and Harold Hough of WBAP-TV Fort Worth, vice presidents, and Glenn Marshall Jr. of WJXT(TV) Jacksonville, Fla., secretary-treasurer.

Mr. Rembert presided in the absence of President Rogers, who was at home winning a place in a run-off to be held in the race for mayor of Lubbock.

improbable promises by pay proponents, and they have not been effectively warned of the irreparable damage pay television would cause to our free broadcasting system in America."

The NAB president urged the members to embark on a campaign to educate the public to the dangers of pay television.

Threat of Destruction ▪ To the broadcasters he said: "We should puncture a few promotional balloons. People should realize that high-priced talent cannot be expected to continue with advertiser-supported television if pay-TV revenues can offer substantially greater pay. People should realize that even 5 million sets paying a dollar apiece for a program toll would produce far more revenue than present-day TV can afford for a single advertiser-supported show."

If pay TV works, said Mr. Collins, "talent would thus gravitate to the pay system with its enormous jackpot. This in turn would deprive free TV of talent, its most attractive commodity. From where then would come the money to produce the largely noncommercial documentaries, educational programs, and news which have little or no income potential for pay TV? Eventually pay television could actually destroy free TV as we know it today."

Opening Gun ▪ The first blast against pay TV at last week's NAB convention came on Monday morning at a membership meeting of TV Stations Inc., New York, attended by 300 broadcasters, five FCC commissioners and several congressional staff members. Herb Jacobs, president of TV Stations Inc., in a rouser of a speech, said Congress, the FCC and broadcasters must unite at once to control pay TV "or you won't get another chance."

As head of TV Stations Inc., a group buyer of programs for its members, Mr. Jacobs is in a position to appraise program market trends. "Congress, the FCC and the broadcasters have to work in concert to have pay TV in the hands of broadcasters and the commission," said Mr. Jacobs. "If you don't act now, it could bury you."

The economic potential of pay TV is "so huge as to defy the imagination," said Mr. Jacobs.

But, he cautioned, the public interest must be protected against exploitation in the development of pay TV. "There is only one group of men in whose care this can be placed," said Mr. Jacobs, "you the broadcasters, and you the Federal Communications Commission."

Brains in STV ▪ Referring to Subscription Television Inc., Mr. Jacobs noted that the people involved in the project are "among the shrewdest, most hardened businessmen. . . . You can expect them not to make the mistakes made in Bartlesville and Hartford."

NAB honors Haverlin

An "honorary degree of distinguished doctor of broadcasting" was conferred on Carl Haverlin, former president of Broadcast Music Inc., by the National Association of Broadcasters last week at the NAB convention.

The surprise honor was conferred on "Dr." Haverlin at the closing-day luncheon by NAB President LeRoy Collins. Mr. Haverlin retired last fall as president of BMI, a post he held for nearly 20 years. Prior to joining the station-owned music-licensing firm, he was with KFI Los Angeles and vice president of Mutual.

Mr. Haverlin currently is a principal in Voice of Pasadena Inc., applicant for a new AM station in that California city on the facility being vacated by KRLA Pasadena-Los Angeles (see page 82) and consultant to the developers of a new mobile audience measuring device (see page 102).

Mr. Jacobs was referring to a wired pay TV system that failed several years ago in Bartlesville, Okla., and to the existing UHF pay operation in which RKO General and Zenith Radio are joined in Hartford, Conn. Of both Mr. Jacobs said: "Each not only picked the wrong location for its test, but made the same programing errors."

Warning the networks that they will not be safe from pay TV inroads into their programing, Mr. Jacobs said, "the Los Angeles boys already have one big attraction—then the deluge. . . . They know the only way for them not to become another Hartford is with your best programs."

Spread of Wire ▪ Mr. Jacobs predicted that within five to seven years, 75% of the TV sets in the country will be within reach of cable systems. In Washington, Oregon and California there are now in actual operation or under construction 252 CATV cable systems which could be interconnected on a moment's notice, Mr. Jacobs said.

"That would blanket the West Coast from Vancouver to San Diego. And that covers almost 25 million people, and the rest of the country can go jump in the lake—the pay TV boys don't need them," Mr. Jacobs said.

Mr. Jacobs said the broadcasters must see that legislation is enacted, if needed, to put "all broadcasting—pay and free under one roof."

The moment of truth for broadcasters has arrived, Mr. Jacobs said, and "you have no more time for procrastination and indecision."

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Busy sessions for code boards

Radio group recommends cigarette amendments as TV session debates liquor advertising, program clutter and tobacco ad guidelines

Developments which may be of major significance were argued by the radio and television code boards of the National Association of Broadcasters as they met separately in Chicago last week in what had been announced officially as "routine" sessions.

While the radio board took the only definitive action, the TV meeting erupted into lengthy debates on such matters as cigarette advertising guidelines, liquor advertising and program clutter —all major topics of conversation throughout the industry today. The decisions and near decisions:

- The radio code board recommended two amendments to the code of good practices prohibiting cigarette commercials which make or imply any health claim or presented in such a manner as to appeal to minors. The TV code was amended last January to include the same prohibitions (BROADCASTING, Jan. 27).
- The TV board discussed, but tabled for the present, a plan to prohibit membership in the NAB to any radio or TV station which accepts hard liquor advertising (see page 54).
- Lengthy discussions of proposed guidelines to the TV code to carry out the intent of the earlier amendments on cigarette advertising. The guidelines have not been adopted and will be discussed again at the next board meeting in about a month.
- A report by the code authority to the TV board on the attack on program clutter, including a discussion on the form planned amendments to the code should take. The amendments, not yet drafted in final form, are expected to spell out in concrete language the type and number of actual program interruptions for nonprogram announcements that will be permitted. Noncommercial spot announcements are expected to be exempted from clutter restrictions under present board plans. These amendments are expected to be drafted in time for the next NAB meeting with advertisers and agencies which is tentatively planned for mid-May after the TV code board meeting.
- The boards approved the plans of Code Director Howard H. Bell for a greatly strengthened enforcement program against violators. This will include public announcements of resignations or expulsions of both radio and TV subscribers.

Not Adequate ▪ Mr. Bell said the proposed TV cigarette guidelines as now drafted are "not yet in a form that adequately covers the amendment." When the code authority comes up with something helpful, "we ought to go with them." One of the stumbling block's at last Tuesday's TV code meeting was the question of who, within the code structure, would be competent to rule on whether a commercial makes a medical claim.

At its January board meetings in Sarasota, Fla., the NAB radio directors asked the code board to recommend specific amendments to the code covering cigarette commercials (BROADCASTING, Feb. 3). The amendments will not become effective until they have been officially ratified by the radio board, which can either be by mail ballot or at the next regular meeting in June.

Under advertising standards in the codes, the amendment would add the following paragraph: "The advertising of tobacco products shall not state or imply claims regarding health and shall not be presented in such a manner as to indicate to the youth of our country that the use of tobacco products con-

Administration of the radio and TV code review boards of the NAB changed hands in Chicago last week, with new chairmen taking over at the close of the convention. Elmo Ellis (seated, l), WSB Atlanta, gets a briefing on radio code matters from his predecessor Cliff Gill, KEZY Anaheim, Calif. Looking on (standing l to r) are Clair McCollough, Steinman Stations and new chairman of the TV code board, and Howard H. Bell, who took over as code authority director last December. William Pabst, KTVU(TV) Oakland-San Francisco and outgoing TV chairman who left the board, was not present when the picture was taken at the convention.

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It has the highest overall efficiency of any 50 kw transmitter known to be in existence today.

Both power amplifier tubes operate as conventional class "C" amplifier, requiring low RF drive and no neutralization. High level screen modulation system eliminates high power modulation transformer and reactor. Separate low power modulator tubes supply alternate half cycles of audio, with peak tube modulated by positive half cycles and carrier tube by negative half cycles. This novel arrangement allows modulator to operate similar to a push-pull class "B" amplifier with resulting high efficiencies.

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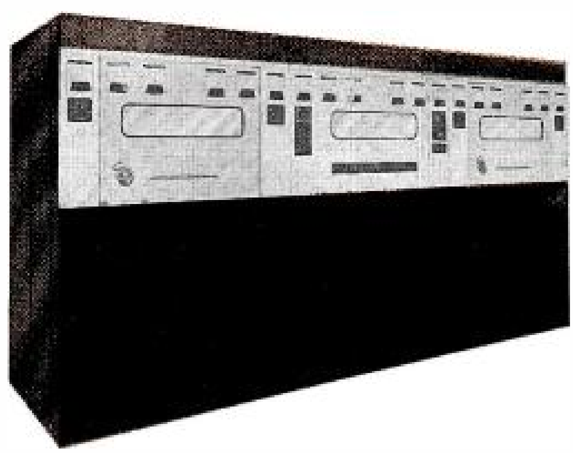
Compact design requires only 54 square feet of floor space. All components are self-contained within cabinets, including switch gear, power distribution and blowers. Only external component is the plate transformer which is in a self-contained enclosure that occupies 8 square feet of space. No transformer vaults are required.



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		AVERAGE RATING	AUDIENCE SHARE
9:00 P.M.	ENSIGN O'TOOLE	21.0	31.2
	PERRY MASON	18.3	27.2
	DR. KILDARE	18.5	27.5
	IND.	9.5	14.1
9:15 P.M.	ENSIGN O'TOOLE	21.0	30.8
	PERRY MASON	18.8	27.6
	DR. KILDARE	19.1	28.0
	IND.	9.2	13.6

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tributes to individual achievement, personal acceptance or is a habit worthy of imitation."

Added To Code ▪ This language was added to the program standards of the code: "The use of tobacco products shall not be presented in a manner to impress the youth of our country that it is a desirable habit worthy of imitation in that it contributes to health, individual achievement or social acceptance."

The radio code board last week also invited the four radio networks to become subscribers. Membership in the code has not been open in the past to the radio networks although the three TV networks are subscribers to the television code.

At the radio assembly Wednesday morning, retiring code board chairman Cliff Gill, KEZY Anaheim, Calif., said the "real test" of adherence to the code comes when a station refuses additional sales after reaching time standards maximums. He said it is preferable for the industry to police itself rather than have the government do the job.

Messrs. Gill, Bell, J. Allen Jensen, KID Idaho Falls and Charles Stone, NAB radio code manager, participated in a panel on the code moderated by Elmo Ellis, WSB Atlanta. The panel agreed that broadcasters should not relax restrictions against liquor advertising. Mr. Gill pointed out that it is permissible to state in commercials for cocktail lounges that "your favorite beverages" are available.

Mr. Allen said that a station's operations should comply with the code if it is a leading force in the community and looked up to by the citizens. Mr. Bell said that the public must be made aware of the code and its standards and how its function is to assist broadcasters in better serving the public.

No relief from the time standards is contemplated for daytime stations, Mr. Gill said. Noting that he has a minority interest in KBEE Tucson, a daytimer, Mr. Gill said that the prestige of code membership helps the station make money. He said that protection of the public is the primary concern and that listeners make no distinction between daytime and fulltime stations.

The radio and TV code boards honored their retiring members for their service to the code authority during the convention. Certificates of recognition and appreciation were presented to William Pabst, KTVU(TV) Oakland-San Francisco (retiring chairman), and Robert W. Ferguson, WTRF-TV Wheeling, W. Va., of the TV board and Cliff Gill (former chairman) and Robert Jones Jr., WFBR Baltimore, of the radio board. All four went off their respective boards at the close of the convention.

Mr. Bell presented the first annual code authority "award of merit" to the South Dakota Broadcasters Association, the first such state group to reach 100% membership in the radio code. Mort Henkin, KSOO-AM-TV Sioux Falls and SDBA president, accepted the award on behalf of the state's 29 radio stations.

At the final TV management session last Wednesday morning, Mr. Bell urged TV subscribers to get behind a saturation promotion campaign to push acceptance of the code by the public. "Isn't it about time we told the story of self-regulation and the code so that the public will know that somebody other than the FCC—the industry itself—is concerned about television problems?" Mr. Bell asked.

He asked the TV stations to participate in a "zeal for the seal" program to include on-the-air spots, newspaper ads, direct mail and a professionally produced film on self-regulation for use on the air and before schools and civic groups. The public information program is an attempt to gain public recognition and support of the code through national exposure, Mr. Bell said.

"It's designed to let our publics know that the seal stands for professionalism," he said. "It's our Hippocratic oath. We'll take it way from those who

Robert Schmidt, KAYS-TV Hayes, Kan., attended his first meeting of the NAB TV code review board in Chicago last week. Mr. Schmidt succeeded Robert Ferguson, WTRF-TV Wheeling, W. Va., on the board.

The two new members of the NAB radio code review board, Michael J. Cuneen (l), WDLA Walton, N. Y., and Clint Formby, KPAN Hereford, Tex., attended their first board meeting in Chicago last week at which amendments were approved restricting cigarette advertising. They succeeded Cliff Gill, KEZY Anaheim, Calif., retiring chairman, and Robert B. Jones Jr., WFBR Baltimore, on the radio code board.

make it a hypocritical oath."

The director said that the code authority also plans to carry its story to advertising agencies. "We find our expanding relationship with agencies to be a fruitful one," he said in noting that contacts with agencies jumped from 127 in 1961 to 309 in 1963. The number of agencies involved jumped from 108 to 174 during the same period, he said.

Mr. Bell concluded that the "one simple answer to the threat of a government blue pencil [is] integrity on the part of the broadcaster, the advertiser and the producer. . . . The NAB board and the TV code review board have hardened their resolve for action. We have a plan, and funds, to make the TV code more effective and better known."

The code director said the major effort to secure public support of the code actually already has started "right here in Chicago through the efforts of WGN-AM-TV." He cited newspaper ads placed in Chicago papers by the stations last week and tapes being aired on the stations promoting the NAB codes.

Self-regulation of ads called for by Crichton

John Crichton, president of the American Association of Advertising Agencies, last week said that self-regulation is the best method of correcting abuses within the advertising industry.

Mr. Crichton, addressing the Better Business Bureau of Baltimore, said it is up to advertisers to raise their standards in an effort to counter advertising "gyps, frauds and quacks." He added: "It is in the best interests of advertising that strict codes of copy acceptance prevail among media."

In stating a preference for self-regulation over new government controls, Mr. Crichton noted that in 1963 the Federal Trade Commission considered only 516,000 radio and television commercials for possible advertising abuses. This figure, he said, is small when placed against the more than 191 million people in the United States. Said the 4-A's president: "It seems to me that for the government to be concerned with such a small number of cases testifies to the existence of other conditioning influences which take effect before it ever becomes a case for government attention."

New American cigarette features pipe tobacco

American Tobacco, New York, last week announced production of a new filter cigarette, Half and Half, which contains pipe tobacco similar to that marketed by the company under the same name for pipe smoking.

American has appointed Sullivan, Stauffer, Colwell & Bayles, New York, as agency on the new product. Initial marketing of the cigarette will be in Indianapolis and Buffalo, where spot television campaigns are scheduled.

SSC&B also handles American's Pall Mall and Montclair cigarettes, two cigar lines and the Half and Half pipe tobacco.

Bufferin's $11 million account goes to Grey

The Bristol-Myers Co. last week transferred its Bufferin account, estimated at $11 million, to Grey Advertising Inc., New York, from Young & Rubicam, that city, agency for Bufferin since 1948.

Bufferin is an active television advertiser, allotting approximately 90% of its billing to the medium. In 1963, when expenditures totaled about $14.5 million, Bufferin spent an estimated $13.6 million in network and spot television.

The switch in agencies, it was said, was made because of a Bristol-Myers policy of assigning competing products to different agencies. Y&R had been handling both Bufferin and a competing headache remedy, Excedrin. Y&R will continue to handle Excedrin, a $6 million account, as well as certain new Bristol-Myers products.

The acquisition of the Bufferin business raises to approximately $20 million the added billings obtained by Grey in the past six weeks. New business included Procter & Gamble Joy detergent, H. J. Heinz Co. (baby foods, pickles and relishes) and the Hamilton Watch Co.

Bufferin has been a participating advertiser on numerous network shows, including *Ben Casey*, *International Showtime*, *Jack Paar Show*, *Jackie Gleason Show* and *The Defenders*.

Market 1 Network affiliates meet

The newly formed Market 1 Network held its first affiliates' meeting in Chicago on April 5 with emphasis on an expanding format, promotion and sales plans. Affiliates also approved Market 1's turnabout decision which now is to retain a ban on liquor advertising (BROADCASTING, April 6).

The network, affiliates were told, will concentrate its efforts on how best to sell Market 1 audience which the radio network defines as the over $10,000 per year college graduate (BROADCASTING, March 30). Market 1 on April 1 acquired the 47 radio stations which had been affiliated with QXR Network. James Sondheim, former president of QXR, is president.

The network plans to expand the base of its program format to include business and current-events talk programs as well as classical, semiclassical and show music. Market 1 will be sold on a network basis, and, during the meeting a new rate structure was proposed to make the network more competitive with the operation of AM networks.

A novel reason for the liquor ad ban

Collins says it's to keep liquor sales from rising; Strouse wants liquor policy reviewed

LeRoy Collins said last week it would not be in the public interest if liquor sales increased. For that reason, he said, broadcasters ought to continue to reject liquor advertising.

The prohibition against liquor commercials was disputed in the same week by the chairman of the National Association of Broadcasters radio board. A day after Mr. Collins, the NAB president, had spoken in strong support of the ban against liquor advertising, Ben Strouse, WWDC Washington, the radio board chairman, took issue with the president's stand. Mr. Strouse said he thought that under certain conditions liquor advertising could be broadcast without adverse effects.

In delivering a speech to a radio assembly of the NAB convention Mr. Strouse departed from prepared text to say that his views on liquor advertising "are considerably at odds with the NAB management and probably with most of my fellow broadcasters."

Mr. Collins's statements on liquor advertising last week constituted a new interpretation of NAB policy.

It was the first time that any broadcasting leader has publicly suggested that the broadcasters' traditional ban against liquor commercials was conceived or continued as a deterrent to liquor sales. Heretofore the rejection of liquor advertising has been represented as a means of avoiding restrictive legislation that might endanger the large volume of beer and wine advertising that most broadcasters accept.

At a Chicago news conference April 5 preceding the National Association of Broadcasters convention the NAB president said that if radio and television advertising were made available, distillers would use it to increase their sales. "The sale of more hard liquor in this country is not to the public good," said Mr. Collins.

The next day, in his speech to the convention, Mr. Collins urged broadcasters "to remain steadfast in your support of the [radio and television] codes' prohibition against the advertisement of hard liquor."

There are reasons of expediency to perpetuate the prohibition against liquor commercials, said Mr. Collins in his speech, "but we must recognize the basic issue. We know the persuasive power of broadcast advertising and do not feel that this great power should be used to promote the sale of more hard liquor. In all honesty we know that this would not further the public good."

Self-Denial ▪ In his news conference the NAB president said he was "very pleased" that other stations had elected to stand by the codes after WQXR New York decided to accept liquor commercials (BROADCASTING, March 23, et seq.). Mr. Collins predicted that if the general prohibition against liquor advertising prevailed, the legislative reprisals provoked by WQXR would fail to materialize.

Three weeks ago Senators Warren G. Magnuson (D-Wash.), chairman of the Commerce Committee, and John O. Pastore (D-R.I.), chairman of the Communications Subcommittee, co-sponsored a bill to prohibit the broadcast of hard liquor advertising. That bill will "go no farther," Mr. Collins said, if other stations refuse to follow WQXR's example.

In taking public issue with Mr. Collins, Mr. Strouse proposed that the subject of liquor advertising be studied with a view toward possible amendment of the codes.

"I believe very strongly in this maturing industry," said Mr. Strouse. "There are certain programs on certain stations in specific parts of the country which could carry liquor advertising without adverse effects on the community the station serves: particularly some hard-pressed FM stations with strictly adult programing."

Mr. Strouse said he realized that the mere mention of the subject arouses opposition in Congress and among distillers. But he said a study ought to be made in search of answers to such questions as:

"What really would happen on Capitol Hill if selected stations under controlled conditions carried liquor advertising?

"What would be the reaction of our good friends among the breweries and in the wine industry?

"Is it true or false that we might face legislation which would outlaw beer or wine if we attempted to carry hard liquor?

"If hard liquor advertising were to be approved, what kind of rules could be drafted to prevent irresponsible stations from going hog-wild on this matter?"

Mr. Strouse said he thought the issue "requires intensive study and possible, eventual code amendments."

Liquor advertising was one of a number of subjects discussed by Mr. Collins in his news conference and his speech.

Cigarette Ads ▪ He was asked in his news conference whether he saw an inconsistency between the rejection of liquor advertising and the acceptance of advertising for cigarettes, which have been labeled a health menace by the U. S. surgeon general's special committee on smoking and health.

Mr. Collins said that evidence was

Collins sees no 'festering' problem

LeRoy Collins feels no "festering problem" has resulted from the controversy that led to the attempt two months ago to oust him from the presidency of the National Association of Broadcasters.

In a Chicago television appearance April 4, Mr. Collins cited the addition to the NAB ranks of 134 stations and the attitude of association members as indications of an improved atmosphere.

Mr. Collins was retained as president by a 25-18 vote of the association's directors at a meeting in Sarasota, Fla., in February (BROADCASTING, Feb. 3). A principal issue in the ouster move was his insistence on making speeches on controversial subjects unrelated to broadcasting, such as civil rights and states' rights.

Mr. Collins was asked about the aftermath of the Sarasota meeting on *Kup's Show* on WBKB(TV) Chicago. "Those who had complained have been wonderful," he said.

And, although "two or three stations threatened to withdraw, since then because of these speeches, 134 new members have joined." He said he thinks this is the sharpest increase in a similar period in NAB's history.

"I don't think there is any festering problem," he said.

"Public sentiment is everything.
With public sentiment, nothing can fail;
without it, nothing can succeed."

Ottawa, Illinois-21 August, 1858

The WGN Award to contributing speakers at the Illinois-Lincolnia exhibit, New York World's Fair.

WGN proudly announces another special service to the world of broadcasting. During the 1964-1965 World's Fair in New York, WGN has exclusive radio and television rights to the daily programs honoring Abraham Lincoln from the Lincoln Theatre of the Illinois "Land of Lincoln" pavilion. Special events in the theatre may range from addresses by world-famous Lincoln scholars or distinguished members of our government to the reading of an eighth grade Lincoln essay by its youthful author. *For availability of newsfilms and audio tapes of these exclusive programs write:* Tradition of Lincoln, WGN, Inc., 2501 West Bradley Place, Chicago, Illinois 60618.

A NATIONWIDE SERVICE OF

WGN

RADIO • TELEVISION • CHICAGO

clear that cigarettes were injurious and that cigarette consumption ought not to be encouraged. But as long as cigarettes could be legally sold and legally advertised, he said, a "certain range of cigarette advertising" was acceptable on radio and television.

He said he was "proud" of the recently adopted code amendments prohibiting cigarette commercials that appeal to youth. He indicated he hoped still more restrictions would be adopted. In response to a question he said he thought it wrong to broadcast cigarette commercials at times when a high proportion of youngsters are in the audience or in programs appealing to the young.

Collins and Clutter ▪ In his news conference he also said that "overcommercialization" existed, especially in television. He referred to recent NAB code authority efforts to weed out the clutter of advertising and promotional announcements and said: "Progress is going to be very noticeable to the public very soon."

In his speech, which was delivered at the convention's first luncheon session last Monday, Mr. Collins set out other areas for broadcaster action.

Radio programing must be improved, said Mr. Collins. He pointed out that the NAB radio board had approved a program clinic project which will get under way later this year.

Pay television must be resisted, said the NAB president (see story page 38).

International broadcasting activities must be expanded, he said. He will soon appoint a committee to act in that field.

A move to excommunicate liquor stations

Membership doors of the National Association of Broadcasters may be closed in the future to the small group of radio stations that accept liquor advertising. This was the intent behind lengthy discussions in Chicago last week at a closed meeting of the NAB TV code board.

The code board, however, decided to defer such a recommendation pending a determination of sentiment on the parent NAB board, which would be required to take such an action. Officially, the code board adopted a resolution "strongly reaffirming the present TV code provision which prohibits the advertising of hard liquor on TV as not in the public interest."

Unofficially, the board consensus reportedly was that stations which accept hard liquor commercials should not be permitted to belong to the NAB. Prominent among this group is WQXR New York (see below). The subject will be discussed with NAB directors before the next code board meeting in May.

Schenley postpones liquor ads on WQXR

The controversial issue of hard liquor advertising over WQXR New York remained up in the air last week with a postponement in the planned commercial campaign of Schenley Industries, New York.

Schenley, through Norman, Craig & Kummel, New York, had intended to start liquor advertising over WQXR April 6, but last week the firm announced "copy problems" would prevent launching of the campaign until April 20. Schenley declined further comment.

WQXR said Schenley's action will have no effect on the station's policy to accept hard liquor advertising after 10:30 p.m. every day but Sunday (BROADCASTING, March 23). Another prospective liquor advertiser, McKesson & Robbins, New York, earlier changed its plans and is now using its WQXR sponsorship to air commercials for liqueurs and wines (BROADCASTING, April 6).

Clearer definition of smoking perils sought

A national advertising campaign designed to "make the young understand the dangers of smoking" was proposed last week by Mrs. Esther Peterson, special assistant to the President for consumer affairs, at the third annual Moral Tone in Advertising awards luncheon (April 7), sponsored by Manhattan College, New York.

Although she did not say just how such a campaign would be carried out, Mrs. Peterson urged advertising "pacesetters" to refrain from "glamorizing" cigarettes when appealing to young people who have not yet taken up the habit already adopted by their elders. "These [cigarette] commercials are designed for the young and impressionable," she continued. "They are designed to recruit a continuous supply of new smokers."

"How long must we be subjected to ads which feature a lovely girl staring adoringly into the eyes of a man who smokes Brand X?" she asked. "How long must we suffer the rugged cowboy who proves his virility by lighting up a Y. . . . Will the flowers and freshness of spring continue to lift up our spirit if we smoke Z's?

"The young man wants to be rugged, the young girl wants to be popular; both want to be accepted—but what do these wishes have to do with smoking?"

Advertising "directed toward children," she stated, "creates more public ill will than any other advertising practice currently used. Parents are constantly fighting the influence of poor advertising on their children—the debasing of sex by treating it in a shallow manner, the glamorizing of the 'pretty' and the 'handsome' without ever recognizing the importance of intelligence and ability, the romanticizing of things which are harmful to mental and physical health—the false standards exemplified in too many television commercials."

Mrs. Peterson, who also is assistant secretary of labor for labor standards, acknowledged that "advertising has been a powerful force in helping to create for Americans the highest standard of living . . . in the world." But, she said, "advertising still leaves much to be desired." Commercials directed toward "the poor and uneducated who are least able to withstand its blandishments are a national disgrace."

She suggested that advertising could "do more to improve the quality of American life" and could use its "influence to improve radio and TV programing."

Awards were presented by Brother Gregory, F.S.C., president of Manhattan College, to advertisers and their agencies for outstanding newspaper and magazine advertisements.

New group opposes FTC cigarette rules

A new voice last week was added to the chorus of interests opposing the rules on the labeling and advertising of cigarettes proposed by the Federal Trade Commission.

The newly formed executive committee of the Growers of U. S. Tobacco filed a statement at the FTC strongly opposing the rules, which would require hazard-to-health warnings on cigarette labels and advertisements. A hearing on the proposal was held last month (BROADCASTING, March 23), but the record is open for new filings through Wednesday (April 15).

The committee, organized last week, represents more than 1.25 million tobacco workers. Fred S. Royster, Henderson, N. C., was named committee chairman.

THE VICTORIOUS WRITE-IN CANDIDATE!

BACHELOR FATHER

157 HALF HOURS

Ambassador for Primary Consideration
...Has already carried 48 out of 50 States!
Write in "Bachelor Father" on
your schedule now!

mca INC.
TV FILM SYNDICATION

The top TV advertisers for 1963

P&G NO. 1 AGAIN, UPS SPENDING $18.5 MILLION OVER 1962

A national advertiser in 1963 had to spend more than $29 million for network and spot TV combined (figured at gross time rates) to rate among the top 10 advertisers. In 1962, the level was about $6 million less.

General Mills, which ranked No. 10 among the top 100 advertisers in TV last year, accounted for $29.4 million in network and spot, a $7.4 million increase over 1962.

The computations were made last week by BROADCASTING on the basis of Television Bureau of Advertising's release of the top 100 spot TV advertisers (gross time billing). A week earlier TvB had released an alphabetical listing of the top 100 in network TV.

Procter & Gamble Co. added on a hefty $18.5 million to its 1962 level to come in with $130.4 million as the nation's top TV advertiser. P&G's network shot up over $8 million, its spot billing increased over $10 million.

Colgate-Palmolive once again was No. 2, up from $47.3 million to $51.7 million. American Home Products, No. 3 in the previous year, took the second spot with $51.4 million (up from $44.8 million). Bristol-Myers, No. 6 in 1962, ran a close third last year by running $51.09 million. General Foods spent about $9.1 million more to stay in the No. 5 spot at $50.4 million.

Lever Bros., which spent several thousand dollars more last year than in 1962, nevertheless dropped from No. 3 in that year to No. 6 in 1963. Its total for network and spot combined: $46.9 million. General Motors, by increasing some $7 million over 1962, easily moved up a notch to No. 7 with $32.7 million. (GM in this compilation includes dealer spot.)

The next ranking advertisers were R. J. Reynolds (No. 8) at $30.5 million and Alberto-Culver (No. 9) at $30.4 million.

High Spot for P&G ▪ In the spot figures released last week, P&G by spending over $70.5 million, more than doubled the nearest contender, second-ranking General Foods at $29.2 million. Colgate-Palmolive was No. 3 in spot with $27.7 million, followed by Lever Bros. at $21.7 million.

In total, advertisers placed an estimated $871 million in national and regional spot TV last year, an increase of 20.8% over the $721.2 million estimated for 1962. Total gross time billing in network last year was $832,736,800. Combined network and spot came to $1.7 billion (BROADCASTING, March

SPOT TV EXPENDITURES

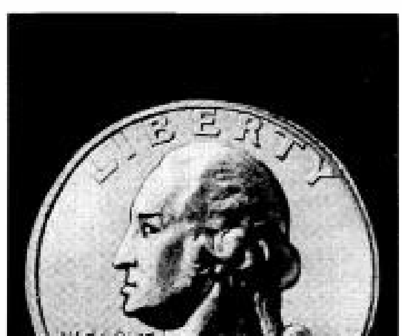
Time of Day	Amount	Percent
Day	$211,801,000	24.3
Early evening	214,783,000	24.7
Prime night	253.835,000	29.1
Late night	190,644,000	21.9
Total	$871,063,000	100.0
Type of Activity		
Announcements	$730,567,000	83.9
ID's	65,499,000	7.5
Programs	74,997,000	8.6
Total	$871,063,000	100.0

Source: N. C. Rorabaugh Co.

COMMERCIAL PREVIEW: Banks get push from statesmen

George Washington, Ben Franklin and Franklin D. Roosevelt team up as subtle salesmen in a new TV commercial made for cooperative local bank advertising. The spot was created by Guild, Bascom & Bonfigli Inc., New York, for the Foundation for Commercial Banks, Philadelphia, in a series of "talking coin" spots.

FDR dimes form a man



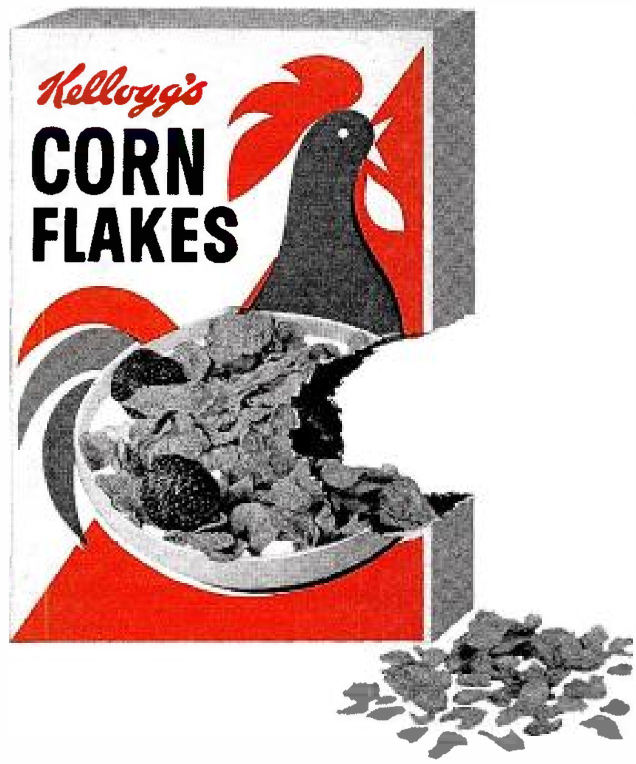
George's 'Honest face'

George, Ben and FDR appear as faces on their respective coins, a quarter, a half dollar and a dime.

George and Ben, stars of the spot, appear in close-up, and their features change as they speak. They are supported by a chorus of FDR's.

Ben starts by asking George, applicant for a job at a full-service bank, if he has had any previous experience. It transpires that he hasn't, and Ben explains that full-service banks offer personal loans (FDR dimes form a profile of a man), home loans (dimes outline a house) and automobile loans (dimes shape into a car, complete with spinning wheels).

Just when it seems that George is too inexperienced to land the job, Ben relents, coining the following phrase: "You look like you have an honest face." But a look at Washington's face in the final frame makes the viewer wonder about Franklin's judgment.



KELLOGG'S GOES FOR A BIGGER BITE OF CEREAL SALES

You have to get up early to dish up healthy increases in today's tough food business. Kellogg's Corn Flakes includes the Blair Group Plan among its media buys to reach the audience Kellogg's wants to deliver its message to...

Blair is national in reach, but caters to local tastes. Through spot radio it zeros in on your market via National Survey #1. At the same time, popular local personalities add their special snap and flavor to your sales story.

Only the Blair Group Plan gives you such tight control of your market mix through its Bull's-Eye Marketing Service. No wonder Blair Radio is America's most influential group of stations. Order your tailor-made plan by calling your Blairman today.

Among other successful users: The Nestlé Company, Ford, Ac'cent, Mars Bars, Lincoln-Mercury, Campbell Soup, Alka-Seltzer & Alberto-Culver Command.

BLAIR RADIO

OFFICES IN 10 MAJOR CITIES: New York / Chicago / Atlanta / Boston Dallas / Detroit / Los Angeles / Philadelphia / St. Louis / San Francisco

THE BLAIR GROUP PLAN

16).

Food and grocery products represented the largest product class in spot ($217.8 million). TvB announced there were 36 advertisers investing $5 million or more in spot during 1963 compared to 26 in 1962.

1963
ESTIMATED EXPENDITURES OF NATIONAL AND REGIONAL SPOT TELEVISION ADVERTISERS BY PRODUCT CLASSIFICATION
(Source: TvB/Rorabaugh)

AGRICULTURE	$ 1,180,000
Feeds, meals	542,000
Miscellaneous	638,000
ALE, BEER & WINE	70,766,000
Beer & ale	61,380,000
Wine	9,386,000
AMUSEMENT, ENTERTAINMENT	3,143,000
AUTOMOTIVE	32,555,000
Antifreeze	1,019,000
Batteries	76,000
Cars	27,267,000
Tires & tubes	1,957,000
Trucks & trailers	348,000
Misc. accessories & supplies	1,888,000
BUILDING MATERIAL, EQUIPMENT FIXTURES, PAINTS	3,621,000
Fixtures, plumbing, supplies	23,000
Materials	1,519,000
Paints	1,552,000
Powel tools	272,000
Miscellaneous	255,000
CLOTHING, FURNISHINGS, ACCESSORIES	16,267,000
Clothing	10,032,000
Footwear	2,472,000
Hosiery	3,475,000
Miscellaneous	288,000
CONFECTIONS & SOFT DRINKS	73,484,000
Confections	39,047,000
Soft drinks	34,437,000
CONSUMER SERVICES	25,299,000
Dry cleaners & laundries	—
Financial	3,640,000
Insurance	7,346,000
Medical & dental	346,000
Moving, hauling & storage	656,000
Public utilities	11,098,000
Religious, political, unions	1,176,000
Schools & colleges	290,000
Miscellaneous services	747,000
COSMETICS & TOILETRIES	90,794,000
Cosmetics	11,978,000
Deodorants	8,292,000
Depilatories	321,000
Hair tonics & shampoos	27,011,000
Hand & face creams, lotions	6,194,000
Home permanents & coloring	9,129,000
Perfumes, toilet waters, etc	4,140,000
Razors, blades	6,915,000
Shaving creams, lotions, etc.	3,146,000
Toilet soaps	7,410,000
Miscellaneous	6,258,000
DENTAL PRODUCTS	16,310,000
Dentifrices	12,319,000
Mouthwashes	3,334,000
Miscellaneous	657,000
DRUG PRODUCTS	64,568,000
Cold remedies	15,989,000
Headache remedies	25,431,000
Indigestion remedies	4,302,000
Laxatives	4,075,000
Vitamins	4,476,000
Weight aids	2,879,000
Miscellaneous drug products	6,376,000
Drug stores	1,020,000
FOOD & GROCERY PRODUCTS	217,899,000
Baked goods	27,753,000
Cereals	34,966,000
Coffee, tea & food drinks	36,106,000
Condiments, sauces appetizers	17,052,000
Dairy products	12,333,000
Desserts	3,509,000
Dry foods (flour, mixes rice etc.)	12,874,000
Fruits, vegetables, juices	11,282,000
Macaroni, noodles, chili, etc	5,820,000
Margarine shortenings	10,570,000
Meat poultry & fish	11,946,000
Soups	5,723,000
Miscellaneous foods	15,773,000
Miscellaneous frozen foods	2,809,000
Food stores	9,374,000
GARDEN SUPPLIES & EQUIPMENT	1,845,000
GASOLINE & LUBRICANTS	33,018,000
Gasoline & oil	32,117,000
Oil additives	725,000
Miscellaneous	176,000
HOTELS, RESORTS, RESTAURANTS	814,000
HOUSEHOLD CLEANERS, CLEANSERS, POLISHES, WAXES	29,581,000
Cleaners, cleansers	19,395,000
Floor & furniture polishes, waxes	7,178,000
Glass cleaners	358,000
Home dry cleaners	209,000
Shoe polish	1,206,000
Miscellaneous cleaners	1,235,000
HOUSEHOLD EQUIPMENT—APPLIANCES	8,080,000
HOUSEHOLD FURNISHINGS	2,628,000
Beds, mattresses, springs	1,041,000
Furniture & other furnishings	1,587,000
HOUSEHOLD LAUNDRY PRODUCTS	62,155,000
Bleaches, starches	12,553,000
Packaged soaps, detergents	42,255,000
Miscellaneous	7,347,000
HOUSEHOLD PAPER PRODUCTS	18,932,000
Cleansing tissues	3,625,000
Food wraps	5,694,000
Napkins	205,000
Toilet tissue	2,655,000
Miscellaneous	6,753,000
HOUSEHOLD GENERAL	7,638,000
Brooms, brushes, mops	229,000
China, glassware, crockery containers	1,247,000
Disinfectants, deodorizers	1,332,000
Fuels (heating, etc.)	821,000
Insecticides, rodenticides	2,224,000
Kitchen utensils	701,000
Miscellaneous	1,084,000
NOTIONS	168,000
PET PRODUCTS	11,439,000
PUBLICATIONS	2,316,000
SPORTING GOODS, BICYCLES, TOYS	10,902,000
Bicycles & supplies	211,000
Toys & games	10,355,000
Miscellaneous	336,000
STATIONERY, OFFICE EQUIPMENT	892,000
TELEVISION, RADIO. PHONOGRAPH, MUSICAL INSTRUMENTS	781,000
Radio & television sets	565,000
Records	189,000
Miscellaneous	27,000
TOBACCO PRODUCTS & SUPPLIES	38,837,000
Cigarettes	34,599,000
Cigars, pipe tobacco	3,742,000
Miscellaneous	496,000
TRANSPORTATION & TRAVEL	12,550,000
Air	8,432,000
Bus	2,110,000
Rail	1,087,000
Miscellaneous	915,000
WATCHES, JEWELRY, CAMERAS	4,070,000
Cameras, accessories supplies	1,146,000
Clocks & watches	39,000
Jewelry	62,000
Pens & Pencils	2,660,000
Miscellaneous	163,000
MISCELLANEOUS	8,531,000
Trading stamps	883,000
Miscellaneous products	2,778,000
Miscellaneous stores	4,870,000
TOTAL	$871,063,000

Black & Decker success

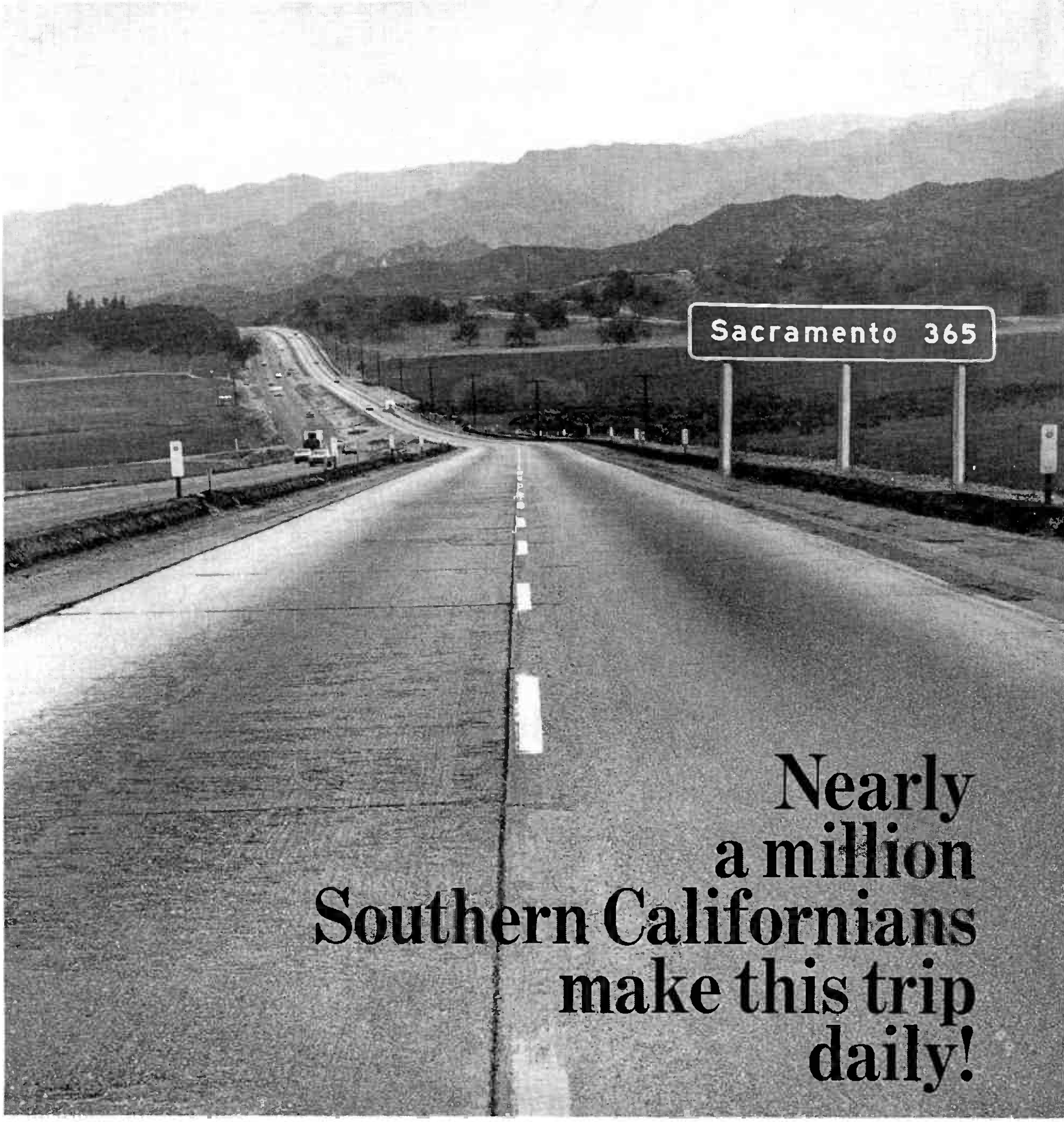
Black & Decker, a Towson, Md., power tool manufacturer, wanted to make individuals and industrial accounts aware of its repair offices around the country, so it turned to local television news, weather and sports programs.

Viewers were offered free tool service and free accessories if they brought in a B&D tool with a serial number ending in zero. Business has since boomed in all 10 repair centers, and new industrial accounts have been traceable directly to the TV campaigns.

B&D says that the TV advertising has been "the best thing we've done in years." The firm's agency is VanSant, Dugdale & Co., Baltimore.

1963
NATIONAL AND REGIONAL SPOT TV EXPENDITURES TOP 100 ADVERTISERS
(Source: TvB/Rorabaugh)

1.	Procter & Gamble	$70,578,060
2.	General Foods	29,296,780
3.	Colgate-Palmolive	27,708,170
4.	Lever Bros.	21,790,820
5.	Bristol-Myers	19,956,290
6.	William Wrigley Jr.	17,252,890
7.	General Mills	15,462,850
8.	American Home Products	15,309,210
9.	Coca-Cola (bottlers)	15,220,080
10.	Alberto-Culver	14,434,580
11.	Warner-Lambert	11,320,230
12.	Kellogg	9,481,370
13.	International Latex	7,912,130
14.	Pepsi Cola (bottlers)	7,865,810
15.	Campbell Soup	7,702,840
16.	Jos. Schlitz Brewing	7,451,730
17.	Ford Motor (dealers)	7,330,330
18.	Liggett & Myers	7,188,050
19.	Standard Brands	7,092,340
20.	Continental Baking	7,069,960
21.	Shell Oil	7,040,660
22.	Miles Labs.	6,967,960
23.	P. Lorillard	6,876,190
24.	Anheuser-Busch	6,728,970
25.	General Motors (dealers)	6,390,810
26.	Ralston-Purina	6,207,580
27.	Food Manufacturers	6,147,280
28.	Gillette	6,022,990
29.	R. J. Reynolds	6,004,270
30.	Philip Morris	5,993,660
31.	Avon Products	5,925,870
32.	American Tobacco	5,924,400
33.	Corn Products	5,605,090
34.	Beech-Nut Life Savers	5,418,190
35.	Pabst Brewing	5,400,710
36.	Carter Products	5,389,800
37.	National Biscuit	4,974,900
38.	Menley & James	4,752,160
39.	Simoniz	4,659,320
40.	Canadian Breweries	4,502,910
41.	Helene Curtis Industries	4,251,990
42.	Brown & Williamson	4,082,760
43.	Chesebrough-Ponds	4,077,010
44.	Chrysler Corp. (dealers)	3,814,670
45.	Royal Crown Cola (bottlers)	3,764,580
46.	Richardson-Merrell	3,549,610
47.	Socony Mobil Oil	3,375,860
48.	Sears Roebuck	3,246,860
49.	Theo. Hamm Brewing	3,206,920
50.	American Motors (dealers)	3,182,350
51.	United Vintners	3,133,870



Nearly a million Southern Californians make this trip daily!

At KNXT, good news travels fast and far. It has to... to keep Southern Californians up-to-the-minute on what's happening throughout their booming, multi-faceted state, the nation's largest.

Latest example: Channel 2's recently-established Sacramento News Bureau, the first and only news bureau established by a Los Angeles station in the state capital (365 miles away!). And the only television news bureau located right in the Capitol building. Each weeknight, on "The Big News" (which reaches more homes per quarter hour than all competing local news broadcasts combined*), viewers are taken to the Capitol via special filmed reports. For the first time, audiences are in close touch with the Governor, members of the State Assembly (50% of whom are from the KNXT coverage area) and other state officials for immediate word on matters of vital concern to themselves and their community.

KNXT's Sacramento News Bureau typifies local television that ranges far and wide to hit home. Thus, Southern Californians seeking a clear picture of important events—world, national and local—need travel only as far as Channel 2 on the dial. That's one reason they make that trip so often.

CBS Owned · Channel 2, Los Angeles · Represented by CBS Television Stations National Sales **KNXT**

*Latest ARB estimates, subject to qualifications which KNXT will supply on request.

52.	Pet Milk	3,000,010
53.	Kimberly-Clark	2,896,170
54.	Scott Paper	2,876,980
55.	Andrew Jergens	2,858,550
56.	Hills Bros. Coffee	2,856,000
57.	American Oil	2,736,370
58.	National Dairy Products	2,710,230
59.	Eversharp	2,685,590
60.	Sterling Drug	2,681,440
61.	E. & J. Gallo Winery	2,676,920
62.	Falstaff Brewing	2,651,490
63.	Peter Paul	2,604,330
64.	Frito-Lay	2,539,320
65.	Chrysler Corp.	2,489,230
66.	U.S. Borax & Chemical	2,474,280
67.	Borden	2,318,490
68.	Humble Oil & Refining	2,291,050
69.	Phillips Petroleum	2,283,260
70.	Purex	2,280,740
71.	Welch Grape Juice	2,253,800
72.	Pillsbury	2,252,990
73.	P. Ballantine & Sons	2,244,650
74.	Shulton	2,171,460
75.	Green Giant	2,108,310
76.	Helena Rubinstein	2,044,560
77.	Merck & Co.	2,006,660
78.	Maybelline	1,988,400
79.	Pacific Tel. & Tel.	1,988,340
80.	Eastman Kodak	1,982,970
81.	Quaker Oats	1,958,180
82.	Foremost Dairies	1,956,570
83.	Stroh Brewery	1,951,800
84.	National Federation of Coffee Growers of Colombia	1,817,510
85.	Gerber Products	1,810,040
86.	M. J. B.	1,790,540
87.	John Hancock Mutual Life Ins.	1,780,850
88.	Sinclair Refining	1,770,450
89.	American Bakeries	1,766,480
90.	Eastern Air Lines	1,759,780
91.	Greyhound	1,752,000
92.	Schaefer Brewing	1,722,910
93.	Pearl Brewing	1,706,180
94.	Kroger	1,691,440
95.	B. C. Remedy	1,682,010
96.	General Electric	1,679,160
97.	Great A & P Tea	1,645,040
98.	Pure Oil	1,634,570
99.	Hudson Pulp & Paper	1,603,650
100.	H. J. Heinz	1,597,190

Xerox to underwrite UN specials

$4 million project of six programs will have roster of top producers, writers—and no commercials

The Xerox Corp., Rochester, N. Y., is investing $4 million to underwrite the production and presentation of six 90-minute special programs, dramatizing various aspects of United Nations activities. The programs start in January 1965 on ABC-TV and NBC-TV. The agency is Papert, Koenig, Lois, New York.

An unusual sidelight to the project is that name writers, directors and actors have agreed to work for scale and producers have waived their fees. Any funds remaining from Xerox's $4 million investment and any residual income deriving from overseas sales and subsidary sales will accrue to the Telsun Foundation, a nonprofit organization created specifically to develop this TV series. Telsun will distribute the revenue to agencies or affiliates of the UN.

Another unusual feature of the project is that Xerox, which manufactures office copying machines, has agreed to dispense with product commercials during the telecasts and will restrict its messages to institutional identifications.

Four of the programs will be carried on ABC-TV and two on NBC-TV. The dramatizations will stress the need to make and keep the peace and will focus on hitherto little-known but significant social and economic work of the UN. Producers will be given "wide freedom" in developing their projects, according to Telsun.

Among those participating in the undertaking as producer-directors are Peter Glenville, Stanley Kubrick, Joseph I. Mankiewicz, Otto Preminger, Robert Rossen and Sam Spiegel. Fred Zinneman will serve as director for the program which Mr. Spiegel will produce.

Writers currently at work on dramatizations are Reginald Rose, Tad Mosel, Peter Stone and Mr. Kubrick. Two other writers will be announced at a future date. Among the composers who are donating their services are Elmer Bernstein, Henry Mancini, Richard Rodgers and Alex North. Many name actors have agreed to perform at minimum scale, it was said.

Xerox's Wilson

Joseph C. Wilson, president of the Xerox Corp., said it was "the highest of privileges" to be associated with a series that will help world understanding. He added:

"It is our deeply considered judgment, cold and calculated, that this company will benefit by the association with the United Nations and with the participating artists. . . . Our objectives are to help men better communicate with each other, and, therefore, it is all important for Xerox to be favorably known throughout the world as an institution, which is willing to risk in order to improve understanding."

The series will be supervised by Edgar Rosenberg, who will serve as production executive and coordinator for Telsun. The Telsun board of directors consists of Mr. Wilson and Paul G. Hoffman, Mrs. Anna M. Rosenberg Hoffman, Mrs. Albert D. Lasker, Robert Benjamin, Eugene R. Black, Donald L. Clark, Andrew Heiskell, Sol M. Linowitz, John J. McCloy, Frederic Papert, William S. Renchard, and General Alfred M. Gruenther.

CBS-TV was asked to participate in the project but declined. Richard Salant, vice president and assistant to the president of CBS Inc., issued a memo Wednesday (April 8), outlining the background of negotiations with Telsun and the reasons for the network's refusal. The memo was addressed to Dr. Frank Stanton, CBS president.

He said Telsun officials approached the network last fall and said the project would cover a number of programs, dramatic, documentary as well as musical, that would show the UN in "some favorable way." Originally, Telsun urged CBS-TV to carry all six programs but later suggested that each network carry two shows, Mr. Salant reported.

The network declined to participate in the undertaking, Mr. Salant explained, because (1) CBS has a policy of producing its own public affairs and documentary shows dealing with current issues; (2) it was a policy of not presenting dramatic shows whose primary purpose is political and not dramatic, and (3) the presentation of programs featuring the United Nations conceivably could lead to a demand for equal time by organizations opposed to the UN.

Mr. Salant listed, in his memorandum, examples of extensive coverage of UN activities on CBS-TV and CBS Radio.

A Telsun spokesman said CBS-TV was offered only two shows as were all networks and only dramatic presentations were proposed and not documentaries. He declined to make further comment on the CBS memorandum.

KOVR is now first in Sacramento-Stockton and it's easy to see why, with 5 of the top 10, and 10 of the top 20 shows on channel 13.

abc

KOVR

FIRST
5:00-7:30 PM
MON-FRI

FIRST
5:00-11:00 PM
MON-FRI

FIRST
7:30-11:00 PM
MON-SUN

Bunker blasts ad 'Establishment'

RAB president charges that Madison Avenue hierarchy has 'virtually exclusive reliance' on TV advertising

One of the toughest problems facing radio in its effort to improve its competitive position is the existence of a Madison Avenue "Establishment," whose members recognize only television.

Edmund C. Bunker, president of the Radio Advertising Bureau, made this argument in an appearance before the radio assembly at the National Association of Broadcasters convention in Chicago last week.

Mr. Bunker said he and other RAB officials are making "the most extensive coverage of agency media department in RAB's history." But, he added, "there is no overnight miracle possible in changing the thinking of those for whom virtually exclusive reliance on television has become a way of life.

"A hierarchy of people has been built up in recent years completely revolving around television. We might call this The Establishment," he said, "a kind of civil service in the grand old tradition of the British empire."

He said the Madison Avenue Establishment includes not only advertising agency executives and creative personnel but advertisers' brand managers "to whom advertising is television."

Encouraging Signs ▪ Mr. Bunker said that one of the heartening developments in the past year was the manner in which radio competitors began to cooperate in various industrywide campaigns, including the all-out effort to develop dollar figures on expenditures for radio advertising.

Miles David, RAB's administrative vice president, said RAB plans to release a list of the top 200 spot radio advertisers for 1964, as well as figures on network radio accounts. The task of collecting the figures is already underway. RAB recently published the figures on the top 50 spot spenders in the radio medium (BROADCASTING, March 9).

Mr. David also announced that RAB plans to launch a drive to expand co-op billings—and in this connection he welcomed the FCC's proposed rule to prohibit double billing (BROADCASTING, March 30). Double billing generally involves a scheme whereby manufacturers are deceived into paying more than they actually are obligated to pay of a local dealer's co-op advertising costs. Mr. David said the proposed rule would help convince national advertisers that radio "has been disproportionately criticized for co-op abuses that apply to the smallest fraction of the radio broadcasters."

Therefore, he said, the commission's proposed rule "should provide us with a means of once and for all ending the attitude on the part of some national advertisers that radio co-op plans must be more carefully controlled than those for other media. This was always a myth and printed media had more means of inflating co-op than were ever dreamed of in broadcast circles, Mr. Bunker stated.

Cigarette Advertising ▪ Mr. Bunker warned however, of the possible consequences of a rule proposed by another agency. The Federal Trade Commission's proposal to impose tight controls over cigarette advertising, he said, could result in \$20 million being lost by radio to print advertising.

The RAB and NAB have gone on record with the view that the FTC lacks the authority to adopt the proposed regulations. And Mr. Bunker suggested that broadcasters, "in this election year," express their views on the matter to the members of their congressional delegation.

Development of valid measurement techniques, Mr. Bunker said, is of critical importance. "It can be the foundation on which the prosperity of radio rests for decades to come," he said.

Robert Alter, vice president and director of national sales, presented highlights of RAB's Radio Marketing Plan, which is designed to bring the advertiser's message specifically to those who make the buying decisions.

He recited a series of case histories that, he said, showed "radio now has the best story to tell in the history of the medium." Included among the case histories were campaigns for Delta Airline, Ballantine beer, Eastman Kodak film, Ralston's Chex cereal and Metrecal, a weight-reducing product. "For all of this range of products," he said, "radio has been tremendously successful. In a number of cases where TV was paired with radio in separate markets," he added, "radio outperformed television."

Cash calls for heavier TV sales

Five honored for doing what TvB president wants: getting new accounts and adding to the old ones

Television needs to sell time to more advertisers and more time to current advertisers, the Television Bureau of Advertising said last week—and then honored five salesmen for "outstanding" examples of meeting the need.

The winners of TvB's second annual "outstanding salesmen" competition were announced as part of the bureau's presentation at the Wednesday morning television assembly of the National Association of Broadcasters convention in Chicago. Among the five co-equal winners was one — Warren Anderson, WREX-TV Rockford, Ill.—who sold a program entitled *Freedom University of the Air* to a total of 65 different clients in one season.

Other award-winners honored at the session were L. H. (Curt) Curtis, KSL-TV Salt Lake City; Arthur Harris, WRGB(TV) Schenectady, N. Y.; William Knowles, WOOD-TV Grand Rapids, Mich., and Paul Weiss, WTVJ(TV) Miami.

Norman E. Cash, TvB president, told the assembly that although television has been the No. 1 medium in sales for eight consecutive years and is still outgaining other media, too much of its business comes from too few industries. Expanding the client list, he said, is TvB's "first responsibility." He cited trade associations, which currently put only about 10% of their combined budgets into TV, as one of the bureau's major current targets.

Mr. Cash also saw a need for getting bigger budget shares from current television users: "When the average company in the top 100 national advertisers spends almost 60% of its budget in television, it seems to believe it can now afford to look at other media—that 60% is enough. It's going to take something extra to sell this remaining 40%, too."

He also warned that magazines are becoming more competitive with television, and showed portions of TvB's "Heart Beat" film presentation, aimed at both national and local prospects who continue to use print.

The TvB session also presented the bureau's filmed interview with Leonard Lavin, whose Alberto-Culver Co. puts practically all of its advertising money into television and credits this strategy with a large share of its success. In the film Mr. Lavin calls television the "most economical and most effective selling medium there is," and says that "insofar as television is not economical, I think it's the advertiser's fault."

Goldwater using TV in primary campaigns

Statewide live television hookups in prime time have become the major media strategy in Senator Barry Goldwater's (R-Ariz.) campaign to win the Republican presidential nomination.

Starting last Monday (April 6) in Oregon, and continuing in Illinois Friday (April 10) and in Illinois tonight (April 13), the senator's campaign organization has purchased prime time for 30-minute speeches by the candidate. Within the next 30 days Senator Goldwater will make televised appearances over statewide hookups in Indiana, Nebraska and California, and plans are afoot for a series of programs on a national TV network.

The senator said publicly in Oregon last week that he was adding television "to reach all the people." His campaign staff has been planning a major TV push since November, according to Lee Edwards, director of public information of the Goldwater campaign headquarters.

Tonight's Illinois presentation will be the first showing of "A Choice, Not an Echo—the Barry Goldwater Story," a 30-minute documentary on the senator's life and philosophy prepared by Fuller & Smith & Ross, the campaign agency. The feature will be available for public service programing elsewhere, Mr. Edwards said.

Present TV plans call for heavy use of programs. More spots and some program segments were used in the New Hampshire primary campaign. Local agencies are being utilized in some instances (BROADCASTING, March 2).

Why TV Now? ▪ The shift to television was recommended in a lengthy memorandum on media strategy prepared by Mr. Edwards late in November, after the assassination of President Kennedy. He recommended TV "because he [Senator Goldwater] is so effective on it" and because the campaign faces a major "education job." The senator's opinions are "unusual" to a good many Americans, Mr. Edwards said.

So far TV buys have been worthwhile, judging from opinions of local campaign workers, according to Mr. Edwards. No polls or ratings of the television programs are being made, he said.

The senator's major address will be broadcast statewide "as much as possible" in every single state, Mr. Edwards said. The Goldwater schedule for live half-hours beyond today: from Indianapolis April 20, Portland, Ore., April 24 and Omaha, Neb., May 11. A Goldwater speech from Madison Square Garden in New York is being considered for national broadcast.

Cost of the appearances so far: $4,000 for time in Oregon and $10,000 in Illinois.

Radio is playing a "supplementary role" in the Goldwater strategy, Mr. Edwards said. Considerable radio is being used in California. Newspaper ads and volunteer organizations are being used to build audiences for the live TV shots, he added.

Business briefly . . .

Beech-Nut Life Savers Inc., New York, has scheduled a heavy TV concentration of one-minute announcements in 64 major markets starting April 19 to promote a new baby food premium during National Baby Week. Benton & Bowles, New York, is the agency for Beech-Nut baby foods.

R. J. Reynolds Tobacco Co., through William Esty, New York, and **Sharpstown Development Corp.**, Houston, have signed to sponsor the Houston Classic Golf Tournament April 18 (5-6 p.m. EST) and April 19 (4:30-5:30 p.m.) on 120 TV stations arranged by Sports Network Inc.

The American Plywood Association, through Cole & Weber, Tacoma, Wash., will sponsor "At Home with Hugh Downs," a new feature starting May 2 on NBC Radio's *Monitor 64*.

Burrus Mills Inc., Dallas, through Tracy-Locke Co., that city, has begun a campaign in the Southeast and Southwest. The campaign includes 30-second spots on 70 radio stations, and one-minute filmed spots on 22 TV stations.

FANFARE

RAB honors top radio commercials

The Radio Advertising Bureau handed out its annual awards for the top radio commercials of the year last week —and took the occasion to boost radio commercials over those presented on television.

"The radio commercial of today is operating at a far higher and fresher level than the television commercial or the stereotyped, tired images of printed advertising," said Edmund C. Bunker, RAB president. "That's one reason people don't resent radio commercials and the reason we have no clutter problem in radio."

Mr. Bunker announced the RAB awards for most effective commercials in the past year at the National Association of Broadcasters convention in Chicago last week. The number of awards was increased from 12 to 17 with the addition of five awards for regional commercials.

The companies receiving the awards and their advertising agencies will receive golden record plaques. The winners follow:

National radio commercials: American Express Co., American Express Travelers Cheques, Ogilvy, Benson & Mather; American Tobacco Co., Montclair cigarettes, Sullivan, Stauffer, Colwell & Bayles; Anheuser-Busch Inc., Budweiser beer, D'Arcy Advertising; Campbell Soup Co., V-8 Juice, Needham, Louis & Brorby; the Coca-Cola Co., Coca-Cola, McCann-Erickson; Ford Motor Co., Ford autos, J. Walter Thompson; General Motors, Buick autos, McCann-Erickson; Kellogg Co., Kellogg's cereal, Leo Burnett; Mars, Inc., Mars candy, Needham, Louis & Brorby; Noxzema Chemical Co., Cover Girl cosmetics, Sullivan, Stauffer, Colwell & Bayles; R. J. Reynolds Tobacco Co., Winston cigarettes, William Esty; Standard Brands Inc., Chase & Sanborn coffee, J. Walter Thompson.

Regional radio commercials: P. Ballantine & Sons, Ballantine beer, Esty; Bank of America, National Trust & Savings Association, Bank of America, Johnson & Lewis Inc.; California Oil Co., Chevron gas, BBDO; Mary Ellens Inc., Mary Ellens jams & jellies, Guild, Bascom & Bonfigli; Quantas Empire Airways Inc., Quantas Airline, Cunningham & Walsh.

Monster drawings draw big audience

Evilun, a lady attired in a weird manner, is the hostess of the KSLA-TV Shreveport, La., *Terror* series of late night horror movies, and a popular one at that. In one promotion she drew 5,000 entries in a contest to see who could draw or sculpture the ideal monster, then she helped break attendance records at the Louisiana Exhibit Building, where a showing of the "folk art" drew 62,000 people.

Movie monster Lon Chaney was imported from Hollywood to judge the show and pick from the 5,000 monsterpieces the worst entry of all, a difficult assignment well done. Mr. Chaney signed his "Wolfman" scrawl for 2,500 autograph-seeking youngsters.

Who says a good convention

TW3's Nancy Ames and friends spoofed broadcasters at NBC dinner.

SESAC's suite swung with Hildegarde, Duke Ellington, others.

George Whitney (l), KFMB San Diego, Dick Dinsmore of Desilu.

Triangle's pub served beef and ale to steady stream of delegates.

Art Linkletter brought on the talent at CBS banquet for its affiliates Sun-

At left: ABC-TV's dinner dance for affiliates. Below: NBC's Bob Sarnoff (center), MCA's Sonny Werblin (r).

has to be dull?

The American male at a convention is different from the American male in other habitats. He tends to take on common coloration (florid), to put on common dress (blue suit flecked with ashes), to speak in common idioms ("When you get in?" "Where's the action?").

He wears a badge on which his name and business affiliation are typed in letters large enough to be read by veteran delegates whose eyesight fails before their compulsion to attend conventions. If he is without a badge it is because he is a network president or unemployed.

Sometimes the delegates assemble in large bodies to nod through speeches or in small bodies to make policy, as they call it. All these rituals are arduous, and no delegate would be human if he resisted the relaxations described on this spread and the next.

MGM's Mary Beth was among most helpful hostesses.

day night in Chicago's new Continental hotel.

Fran Allison at ABC Radio party.

K&E's Jean Nicholson visited MGM.

RCA's moonmaids, improved versions of current Dick Tracy character, sent some engineers out of this world at RCA equipment display.

Left: one of Desilu Sales' models freshens up.

George Burns, Connie Stevens of new "Wendy and Me."

GE's models helped keep an array of cameras in focus

Almost everybody

Bosun's whistles at Four Star.

Trans-Lux pirate meets a caller.

Happy days at the Ampex suite.

King Features had toys to take home.

The '20's at United Artists

had something for the boys

Traffic builders for Lee-Jeffreys suite operated as shown in pictures at left, above and at right.

TIO previews TV spots at meeting

The first two of a series of 20-second spot announcements stressing the diversity of television programs, prepared by the Television Information Office for on-air use by stations, were previewed at the National Association of Broadcasters convention in Chicago last week.

They were shown by Roy Danish, TIO director, as part of a TIO presentation that also reported on research, special reports, advertising, library services and other TIO activities to improve public understanding of television.

Another feature of the presentation was a mock panel discussion in which actors cast as educational and community leaders criticized television and a panel of broadcasters gave their replies —in all cases using material taken from TIO publications. The broadcaster panelists were Paul Blue, KLZ-TV Denver; Joseph Dougherty, WPRO-TV Providence, R. I., and C. George Henderson, WSOC-TV Charlotte, N. C.

Mr. Danish announced that a TIO advertising campaign on behalf of television has won a *Saturday Review* award for "distinguished advertising in the public interest." The advertisement related the 1,500 hours of TV each month to the 1,500 books published each month, and urged viewers to be as choosy about picking TV programs as about selecting books.

The spot announcements shown to the assembly may be used alone or in connection with local program promotional announcements. The theme of both is "What do you like? The free choice is yours on television."

Mr. Danish also reported on the recent Elmo Roper study, commissioned by TIO, which showed that public opinion ranks television substantially ahead of other media. A slide presentation based on the Roper findings has been sent to TIO sponsors (members) for use in community relations activities and in sales promotion.

Drumbeats . . .

Movie promotion ▪ Metro-Goldwyn-Mayer, which is releasing "The Unsinkable Molly Brown" this summer, plans to promote the feature film with a five-minute TV film produced by MGM-TV called "The Story of a Dress." The featurette, scheduled to go to television stations at the same time the film is released, details the history of one of the gowns worn in the movie by Debbie Reynolds.

Clown drawing ▪ McDonald's Drive-Ins in St. Louis, a sponsor of *Corky the Clown Show* on KSD-TV that city, held a contest on the children's program, asking moppets to draw a picture of Corky in a McDonald's cap. The five-week contest drew more than 13,000 entries with a portable TV set and transistor radios offered each week. McDonald's has renewed its sponsorship of the program on a long-term basis.

'Concentration' is now supermarket game

NBC-TV's daytime *Concentration* program with Hugh Downs is the theme of a new supermarket promotion game which will tie in newspaper and spot television and radio advertising by grocery chains.

The new "Concentration" game is played with cards handed out in the food stores. When the cards match up with cards printed in local newspaper advertising, the holder may win merchandise or cash prizes.

Filmed television announcements and radio spots in which Hugh Downs explains the game, are provided to the stores for placement on local stations.

Henry Reichman Sales Builders, which created the game, said the Purity chain in California has already begun the game and that other chains would soon begin. The contest runs in 10-week cycles.

The 90 Purity stores have used radio but no television in introducing the promotion.

A-K's Shoeleather award

The 1963-64 Shoeleather awards, presented annually by Avery-Knodel Inc., New York, were won this year by Arthur O'Connor, manager of the representative firm's Detroit office and Donald F. McCarty, director of radio market development in New York.

The awards presented by J. W. (Bill) Knodel, A-K president, honor Avery-Knodel employes for outstanding sales service on behalf of stations represented by the firm.

Enter Miss Spotless

"Susan Spotless" makes her debut this month in a national advertising campaign to reduce litter. Sponsored by Keep America Beautiful Inc. and The Advertising Council, the campaign will include spot TV and radio commercials for use between April and September. All advertising messages carry the familiar admonition by Miss Spotless that "every litter bit hurts."

Strouse cites NAB's radio member growth

Says this, and passage of Rogers's bill is proof of association's value to broadcasters

The growth in the National Association of Broadcasters' radio membership and the House of Representatives' overwhelming opposition to the FCC proposal to limit broadcast commercials are among the signs of the NAB's value to broadcasters.

This was the message delivered by Ben Strouse, president and general manager of WWDC-AM-FM Washington and chairman of the NAB radio board, in a report on NAB radio activities during the past year, at the association's convention in Chicago last week.

Mr. Strouse reported that 200 AM and FM radio stations joined the NAB in the past year. He called the increase "an indication that more and more radio stations are looking to the NAB as something more than just a trade or business association." He said stations realize that the NAB is needed for effective government relations, public relations and industry self-government.

He said the passage by the House—by a 317-43 vote—of the bill to prevent the FCC from setting commercial time standards was "the most dramatic industry event of recent months." And he said the result was a "dramatic demonstration of cooperation between the NAB, state associations and individual broadcasters all over the country."

But Mr. Strouse also said that while the House action "slaps down the FCC," it also says to broadcasters "do a good job of self-policing, or else."

Warned Broadcasters ▪ Mr. Strouse warned broadcasters that although many of them are "rugged individualists and prefer no regulation at all," it is utopian to expect no regulation. "Next best to no regulation," he said, "is a minimum of governmental regulation, and this can best be achieved by effective self-regulation."

Mr. Strouse caused a stir among his audience when, in a departure from his prepared text, he said the radio code should be flexible enough to accommodate new developments—like hard liquor advertising. Mr. Strouse, who emphasized he was speaking for himself and not the NAB, said broadcasters should study the potential impact of hard-liquor advertising on broadcast stations before rejecting the idea (see page 54).

Sherril W. Taylor, newly appointed NAB vice president for radio, outlined NAB plans for helping broadcasters in programing matters. He said four clinics will be held next September to provide forums in which broadcasters explore programing ideas and discuss programing techniques and exchange ideas.

As a follow-up to the clinics, Mr. Taylor said, he hopes to publish a monthly publication which would be "a kind of printed catalyst for the regular dissemination of program news to the NAB radio membership."

Renewal Problems ▪ At the Wednesday radio session, Robert Rawson, chief of the FCC renewal and transfer division, answered delegates' questions on license renewal matters. He said his staff is closely analyzing station logs to make sure that licensees live up to the standards they set for themselves.

During debate on the passage of the Rogers bill in the House, congressmen made it clear that they expected the FCC to consider overcommercialization on a case-by-case basis even though the bill prohibits the adoption of a general rule, he said. The commission will question the commercial practices of those stations which carry the most advertising, Mr. Rawson warned.

He did not disclose the amount of commercial time that would be safe but said a station could expect an inquiry if it carried five or more minutes of commercial time per 15-minute segment. Variations of any of the promises or program percentages made in a renewal application because of unusual local circumstances usually can be easily explained to the commission, he said. "If your composite week is not typical, explain why."

James H. Butts, engineering director of KBTV(TV) Denver, said that automation in radio is here to stay and will continue to grow. Automation, "coupled with new program concepts, new engineering techniques and better management" has helped to restore profits in radio, he said, during a panel discussion on "Automation in Radio—Systems and Experiences."

Other panelists included Clifford Luke, WIBC Indianapolis; Eldon Kanago, KCID Spencer, Iowa; Allan T. Powley, WMAL Washington, and George Bartlett, NAB manager for engineering. They agreed that much controversy still surrounds the merits of automation with some equipment manufacturers hesitating to recommend installation of automatic systems in some stations.

The panelists agreed on the following advantages offered by automation: reduction of manpower and operating costs; more efficient use of existing personnel; frees program personnel from mechanical duties to devote their time to more creative functions, and to improve production while expanding program control.

Records & Radio ▪ The $600 million-a-year recording industry depends on radio to build its stars and sell its records, Henry Brief, executive secretary of the Record Industry Association of America, told the NAB radio executives.

Deploring what he called the "seeming decline of the era of the radio personality," he said name radio performers can be "as important to your future as young talent is to ours. They should be developed and encouraged."

Registration at convention topped 3,800

Registration for the 42d annual convention of the National Association of Broadcasters in Chicago last week reached 3,826, almost 300 above the previous record convention attendance of 3,540 a year ago.

These figures do not include hundreds of others representing film companies, equipment exhibitors and broadcast-related companies who were in Chicago for the NAB sessions. One equipment manufacturer sent an army of 300 to the convention, none of whom were in the official total.

There were 2,929 registered management delegates and 897 for the engineering conference.

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NAFMB meets, sees a rosy future for FM

'New spirit of optimism' hailed; Schulke resigns; Cox and panel explore issue of AM-FM duplication

FM broadcasting—the young and growing giant.

That was the picture presented April 3-5 in Chicago at the annual convention of the National Association of FM Broadcasters and the FM day program of the National Association of Broadcasters convention.

Speakers and panelists detailed the past and potential growth of FM and heard audience research reports to be used as ammunition in attracting new advertisers to the medium (BROADCASTING, April 6).

There also were arguments for and against duplication of AM-FM programing by stations under common ownership.

The NAFMB board accepted the resignation of President James Schulke (CLOSED CIRCUIT, March 30), who failed to meet financial requirements under a two-year contract which still had a year to go (see page 78).

FM Interest ▪ "Today, the broadcasting industry is genuinely interested in FM—not curious, not skeptical," Everett Dillard, WASH(FM) Washington and newly elected NAB FM director, told the convention. "A new spirit of optimism abounds. There is no longer the question of 'will FM make it?'" the veteran FM broadcaster said.

Mr. Dillard called on the FM broadcasters to put "this young growing giant to a useful purpose . . . to find ways to gather in the dollars that it already can and should be getting in its own right and on its own merits. . . . We meet for one purpose only, each of us to determine in his own way how to more quickly transform FM into a full mass-medium status. In this respect we are on the one-yard line, and need only the unified push necessary to cross the goal line."

Jointly owned AM-FM operations should shun duplicated programing to ensure the efficient use of limited spectrum space and to offer the public all the services possible. "This is the ultimate conclusion that the entire industry should reach," FCC Commissioner Kenneth A. Cox told the 300 delegates.

Commissioner Cox, speaking at the NAFMB luncheon April 4, stressed that FM broadcasters must re-evaluate the basic tenets behind their programing policies. Among the questions they should ask themselves are, he said: Do you want to reach a mass audience and sell time on the basis of ratings as AM and TV do? Do you want to appeal solely to a "quality" audience with limited commercial appeal for advertisers? Or do you want programing in the middle appealing to both the masses and the elite?

Program Service ▪ "You will always have a delicate problem deciding where the balance is," Commissioner Cox said. But, he stressed, whether in a large or small market, FM broadcasting should provide a program service that is not otherwise available to the public.

Only by greatly reducing duplication, he said, can FM ever reach the stature it deserves with the public and advertisers. FM cannot build a firm foundation by giving its services away in combination with AM, he said. He urged the FM broadcasters to emphasize the particular advantages of their medium over standard radio and television. "In seeking advertisers," he said, "offer them as many reasons as possible for defecting" from another broadcast medium. "Do not sell FM as only a quality medium" appealing to minorities, he said.

The commissioner pointed out that the FCC now is considering a rulemaking which would prohibit an FM station from duplicating its sister AM outlet more than 50% of the time. This, he said, is a good starting point in helping FM increase its stature, but noted that the rulemaking was proposed a year ago by only a 4-3 vote and may never be adopted by the FCC. The proposal also looks toward an eventual prohibition of an AM-FM combination in the same market.

Duplication Panel ▪ A panel on "FM

Leaders of the NAB FM Day program in Chicago April 5 go over the agenda prior to the opening session. Participants included (l to r) FCC Commissioner Robert T. Bartley, who reported on the emergency broadcasting system; Ben Strouse, WWDC-FM Washington and chairman of the NAB radio board; Everett Dillard, WASH(FM) Washington and newly elected NAB FM board member who presided, and James Schulke, former president of the National Association of FM Broadcasters.

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programing—Duplication or Nonduplication," moderated by Harold Tanner, WLDM(FM) Detroit, was divided on the issue. Merrill Lindsay, WSOY-AM-FM Decatur, Ill., said his stations duplicate and that it "just doesn't make sense" to say flatly that stations should not combine their programing without considering all factors.

Richard L. Kaye, WCRB-AM-FM Boston, good music stations, said his stations duplicate all 19 hours daily because of public demand. He said the stations recently tried separate programing but the public complained and asked for duplication.

WLOL-AM-FM Minneapolis program separately, except for news and public affairs, according to WLOL's N. L. Benston. The public needs and wants this additional program service, he said.

Henry Slavick, WMC-AM-FM Memphis, said his stations duplicated for 12 years but two years ago separated their programs. He said that nonduplication will cause FM to grow "by leaps and bounds."

Mr. Tanner said the decision to duplicate or not rests with individual stations and that the FCC should not force separate programing in any percentage. Such a rule would cause "chaos," he charged, and double the odds against FM in its fight to achieve parity with AM.

Mr. Schulke said that a "true profitability" climate for FM radio is "just around the corner." He predicted that the last half of 1964 will bring forth "a whole new level of FM revenues. . . . I confidently believe that with the fiscal year starting July 1 FM will produce over-all revenues of $40 million" (compared to $13.5 million in 1962).

Ben Strouse, WWDC-AM-FM Washington and chairman of the NAB radio board, reported on radio activities of the association during the past year. He said that the four radio program clinics planned this fall by the NAB will be of particular interest to FM broadcasters.

NAFMB honors two

Mrs. Edwin Armstrong, widow of the inventor of FM broadcasting, and the late J. Frank Beatty were honored by the National Association of FM Broadcasters at its annual convention in Chicago.

Mrs. Armstrong received the award "in grateful appreciation for significant contributions to FM radio" over the years. Major Edwin Armstrong put the first regularly scheduled FM program on the air 25 years ago from his station in Alpine, N. J. Columbia University and NAFMB also announced at the convention annual "major awards" competition for FM stations in honor of Major Armstrong (BROADCASTING, April 6).

Mr. Beatty, a senior editor of BROADCASTING Magazine was honored for his contributions to FM through journalism. Mr. Beatty died last fall after covering the industry for the magazine for 30 years.

Schulke out as NAFMB head

Leaves after one year of two-year contract; new president sought

President James A. Schulke and the National Association of FM Broadcasters agreed to go their separate ways following the annual convention of the NAFMB in Chicago April 3-5.

Although Mr. Schulke had served only one year of a two-year contract, he failed to meet certain financial stipulations during his first 12 months and the NAFMB board of directors accepted his resignation in Chicago. The action by both the president and the board had been expected (CLOSED CIRCUIT, March 30).

Mr. Schulke's contract, effective March 31, 1963, provided that his employment would terminate if the surplus of funds in the NAFMB treasury did not exceed $75,000 beyond obligations at the end of the first year. The surplus fell "well below" the stipulated amount and Mr. Schulke submitted his resignation in a March 27 letter to T. Mitchell Hastings Jr., WBCN(FM) Boston, NAFMB chairman at that time. Mr. Hastings was succeeded as chairman at the convention by Abe Voron, WQAL(FM) Philadelphia.

The NAFMB president later offered to stay on the job for approximately three months to devise presentations for FM based on audience surveys by The Pulse Inc. commissioned by the association (BROADCASTING, April 6). Mr. Schulke and many of the FM broadcasters felt that, in order to obtain the full value of the Pulse surveys, considerable additional analysis and presentation would be necessary. He therefore suggested that the NAFMB board agree to a short-term arrangement for fund raising and to prepare the research raw data for presentation to advertisers and advertising agencies.

The board, however, rejected this and decided to accept Mr. Schulke's resignation immediately. The NAFMB membership accepted the board's recommendation although a half-dozen FM broadcasters urged that the resignation be rejected.

In opening remarks to the NAFMB convention April 3 (prior to the general membership meeting), Mr. Schulke pointed out that he had a two-year contract providing that the second year is void unless a specified sum of money is available for the second year. "Unfortunately, this clause in our agreement does become operable since we have not had a general membership fund raising spot campaign sufficient to meet the terms of the agreement," he said. "For this reason, as I stand before you today I am . . . not now officially the president of the NAFMB."

Prior to joining NAFMB, Mr. Schulke was director of advertising and sales promotion for Magnavox Corp., a corporation which has put approximately $200,000 into NAFMB. The association, which has not charged membership dues for the past year, will again assess its members.

Behind the dispute between Mr. Schulke and the NAFMB board reportedly was a conflict over the importance of research of FM audience vs. selling. Some board members criticized Mr. Schulke for spending all of his time on research. The board members, it was reported, felt that the president should have worked closer with them.

Mr. Schulke pointed to the advances made by FM and the association the past year (see page 76) in explaining his position. "For this I am proud," he said. He said the raw research now exists to make FM a powerful sales force and that all that remains is for the information to be put to use. Such research, he said, was a must to show that FM is a "third" broadcasting medium deserving the support of national advertisers.

Mr. Voron, the new NAFMB board chairman, said that the progress of NAFMB during the past year is "due in large measure to the efforts . . ." of Mr. Schulke. He said the association had its most successful and best attended convention in history.

He said the NAFMB New York office will be maintained and that several applications for president have already been received. A presidential advisory committee, consisting of Mr. Voron, Stan Hamilton, WMAL-FM Washington, Frank Knorr, WPKM(FM) Tampa and Dave Polinger, WTFM(FM) New York, was named.

Mr. Schulke reportedly received a base salary of $20,000 annually, plus commissions which totaled between $5-10,000.

Harris cites need for professionalism

To survive as a free enterprise medium, broadcasting must become more professional and less commercial minded, the chairman of the House Commerce Committee told the National Association of Broadcasters convention last week.

"Broadcasting is too important to be left exclusively to the mores of the market place," Representative Oren Harris (D-Ark.) said in raising several questions, including how radio and television can best provide a public service and who has the responsibility for deciding what will be broadcast.

"Who is to call the shots?" he asked. "Perhaps we politicians should not have the only say on some of these questions, but do you broadcasters claim you should? . . . This is a most troublesome question which cannot remain unanswered."

Congressman Harris pointed out that broadcasters are constantly seeking more freedoms and less regulation. But, he asked, how are the additional freedoms to be used? "In particular, what is to be the role of broadcasters with respect to the broadcasting of public affairs?" Suggesting an answer, he said that public affairs programs must be the responsibility of broadcast *"professionals*—not of broadcast *businessmen."*

There often can be a very thin line between covering public affairs and broadcasters staging them by writing the script, selecting the cast and directing their performance, he warned. "Public affairs that are carried on under klieg lights with cameras whirring and operators jostling for positions unavoidably become quite different things from what they are without this," he said.

Representative Harris spoke Monday afternoon just ahead of a panel discussion on "Freedom and Fairness: The Right to Know" (see page 96).

NCTA is happy with Henry's Chicago speech

A top figure in community antenna television congratulated FCC Chairman E. William Henry for his Chicago speech last week (see page 35) and put in a plug for legislation on which CATV operators have been urging FCC support for several months.

"I am sure that the members of our association [National Community Television Association] are in entire accord with your discussion of the CATV business," Fred J. Stevenson, NCTA national chairman, wrote Chairman Henry Thursday (April 8). "In fact, the proposed legislation which the commission and the NCTA together drafted with respect to the regulation of CATV would accomplish this desired objective of the commission," Mr. Stevenson continued.

Aware that the FCC is awaiting comment on the proposal from the National Association of Broadcasters, Mr. Stevenson added: "NCTA still stands ready to support this proposed bill and we are anxious to receive an expression from the commission as to whether it is still willing to proceed with its introduction in the Congress."

The NAB's initial reaction when shown working documents that outlined tentative FCC-NCTA agreements indicated that they would never do and a new, tough regulatory approach was needed (BROADCASTING, March 23).

The element of Chairman Henry's speech that pleased Mr. Stevenson best was his comment that "CATV provides a useful, though limited service" and ways should be found to "integrate it fully into our national television system." CATV should not be permitted to hamper UHF development, Chairman Henry said, but he called for "strenuous effort to find measures which will allow both kinds of television to survive."

NAB committee plans new building

Plans were made last week by the National Association of Broadcasters building committee to remove legal roadblocks standing in the way of construction of a new NAB headquarters in Washington. The committee, however, still has not made a decision on whether to recommend that the NAB build on its present property, elsewhere in Washington or rent space under a long-term lease.

Norman Glasgow, Washington attorney with Wilkes & Artis, was retained by the NAB last week to seek rezoning laws for the present property at 18th and N Streets, N. W. No difficulty is anticipated in this regard by the NAB, as the property across the street has just been rezoned.

If the zoning venture is successful, the committee plans to hire an architect to design a building. If the NAB does build, a decision also must be made on the type of structure and whether it will be high-rise with the NAB serving as landlord to other tenants.

Clair McCollough, president of the Steinman Stations, is chairman of the building committee.

Again the FCC gets in the answer seat

AND DIFFERENCES AMONG THE MEMBERS ENLIVEN ANNUAL QUIZ

With FCC Commissioner Lee Loevinger supplying the pepper, the FCC provided a dash of spice to the closing hours of the National Association of Broadcasters convention last week.

For 2½ hours, the seven commissioners, participating in an annual convention feature, fielded questions prepared by convention delegates. And during a good part of that time, Commissioner Loevinger was taking issue with points made by his colleagues.

He warned broadcasters they would "regret" the imposition of restrictive regulation on community-antenna and pay-TV systems. He said the FCC should resist the temptation to "play God" by attempting to preserve democracy by itself. And he suggested the commission is exceeding its constitutional authority in asking licensees about religious programing.

The CATV-pay-TV question came up early in the discussion. Commissioner Kenneth A. Cox, in response to a question, said CATV's are a potential forerunner of pay TV.

They condition subscribers to paying for television and can be hooked into pay systems easily, he said, adding: "What will happen depends on Congress, the FCC and you." FCC Chairman E. William Henry the day before had called for legislation to empower the commission to regulate all wired television (see page 35).

Loevinger's Warning ▪ But then Commissioner Loevinger thrust himself into the developing debate over extending FCC powers. If efforts to suppress community antennas and pay TV succeed, he told the broadcasters, "you'll live to regret it."

"You can't regulate competition without having the same regulation apply to you," he said. "The commission shouldn't get into the regulation of programing on pay TV, CATV or everyday TV or radio."

And regulation of programing on the wired systems, he said, will lead to regulation of programing on commercial television. He advised broadcasters to support only those regulatory proposals they would willingly accept for themselves.

His warning to the commission not to try to play God came in a discussion of the impact that the use of computers by broadcasters covering elections might have on the election process.

Commissioner Frederick W. Ford noted there is some concern that the announcement of election "results," as arrived by computers shortly after polls close in the East, might have an effect on how—or whether—people would vote in western states, where the polls would still be open.

Suggests Review ▪ Commissioner Ford suggested that broadcasters review the problem, "recognize their responsibility" and recommend solutions before "a crisis develops."

Commissioner Loevinger said he is "very concerned" about the effect of computers on elections. But, he added, "this is no problem for the FCC, which should not attempt to preserve democracy all by itself."

"There is a tendency on the part of those in authority to play God—it's got to be resisted," he said.

Commissioner Cox, however, said not enough is known about the impact of computers on elections. "I think it's something you and we must look at."

The issue involving religious programing came up in connection with the fairness doctrine. But Commissioner Loevinger used the discussion as a vehicle for expressing his concern over the commission's questioning of licensees about their religious programing.

Religion Not FCC Matter ▪ He said the commission has the right to find out what kind of service a broadcaster has provided. But insofar as the program reporting form in the renewal application implies a requirement that religion be carried, he said, the commisson is exceeding its constitutional authority. And he said he believes the commission staff has been interpreting the questions about religion, as well as other categories of programing, as requirements, that broadcasters carry programs in those categories.

The FCC has no right to require or suppress religious programing, he said. "The government must stand apart from religion."

Commissioner Cox and Chairman Henry promptly challenged the view that a question implies a requirement. "Since Commissioner Loevinger concedes we must find out what's being done by broadcasters," Commissioner Cox said, "we can keep the question in."

He also noted that Commissioner Loevinger, in helping to draft a revised program form for radio, strongly urged the inclusion of questions about the amount of news a licensee broadcasts. Does this mean the commissioner would require broadcasters to carry newscasts? Commissioner Cox asked.

"It's clear from the no-censorship provision of the Communications Act that we are prevented from requiring you to put on any kind of programing,"

The seven FCC commissioners engaged in their annual rite last week of submitting to questions from broadcasters attending the National Association of Broadcasters convention. William Quarton, WMT-TV Cedar Rapids, Iowa, chairman of the combined NAB boards, was moderator. The 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 Loevingr.

Chairman Henry told the broadcasters, and "no commissioner would substitute his judgment for yours."

Fairness Doctrine ▪ Among other matters, the FCC's fairness doctrine, based on the volume of questions, appeared to be the single issue of most concern to broadcasters, particularly those planning to editorialize in this election year. Chairman Henry sought to reassure his audience on the commission's attitude, declaring that "if we make one point, it's that you have a great deal of discretion in meeting your obligations under the fairness doctrine. We don't want to get involved except in the most flagrant cases [of unfairness by broadcasters]."

Commissioner Ford said a primer on the doctrine now in preparation will be issued shortly. It will give the commission's view on various fairness questions in terms of "specfic, factual situations" that have occurred, he said.

The commissioners also offered some qualified predictions as to when action on various long-pending matters will be taken. Chairman Henry stuck to a prediction he made several weeks ago and said the freeze on AM applications would be lifted in May or early June. Lifting of the freeze, however, hinges on commission decisions on a highly controversial proposal to remake AM allocations policy.

Clear Channels ▪ The chairman also said the commission would take up clear-channel matters in May. These include proposals to increase the power of the clear-channel stations. He said action would be taken "shortly thereafter" on applications for II-A stations to be placed on the 12 clear-channel stations that are unduplicated.

Commissioner Rosel H. Hyde said he expects action "in a few weeks" on the proposed rule providing for presunrise operation by daytime-only stations.

And Commissioner Robert T. Bartley said the next step in the effort to revise the commission's program reporting form for television will be taken Thursday (April 16). The commission has already drafted a proposed revision. But this week it will consider a draft prepared by a special committee composed of representatives of broadcasters, the communications bar and FCC staff.

With TV set-makers required by law to make only all-channel sets for interstate commerce after April 30, there have been reports the manufacturers have been stepping up their production of VHF-only sets (BROADCASTING, April 6). However, Commissioner Robert E. Lee said, there has been "no significant" stockpiling of VHF-only sets.

He said the set manufacturers have assured him they are not stockpiling. He said there "may be stockpiling at the retail level, but not enough to alarm me—about six months worth."

LeRoy Collins (l.) presents award to Donald McGannon

McGannon calls for leadership

Donald H. McGannon, winner of the National Association of Broadcasters' Distinguished Service Award for 1964, has called on broadcasters to lead their communities in the fight for civil rights and against poverty.

Mr. McGannon, president of Westinghouse Broadcasting Co., said broadcasters have a direct stake in expanding the limits of democracy.

At the same time, he gave "an accounting" to the framers of the Communications Act of 1934, in which he maintained that the "intellectual critics" of broadcasting do not understand the function of modern mass communications. . .

Mr. McGannon spoke before some 2,000 broadcasters after being presented with the Distinguished Service Award by LeRoy Collins, NAB president, at the opening session of the NAB convention.

Urges Fight for Civil Rights ▪ In urging broadcasters to support the fight for civil rights for all citizens, Mr. McGannon said broadcasters have a great obligation to lead their communities on this issue. "You are not only businessmen but you are and must be thought leaders and action leaders in your communities," he said. "To fail in this regard would be an irreparable default."

Similarly, he said, broadcasters must make the public more fully aware of what "'grinding poverty' means to millions of the 'submerged poor.'

"How can we—whose whole existence takes its strength from the meaning of expanding democracy— . . . validly take any other position than to help achieve more democracy rather than less in our communities?" he asked.

Mr. McGannon, in his "accounting" to the authors of the Communications Act, said he felt the system they helped fashion was performing as intended — that is, providing broadcasting service to all.

Critics of broadcasting, he said, complain of "the hogwash" on television and of lack of diversity in programing. Yet, he said, "commercial television already serves more Americans, more often, in more different ways, for more time each day, than any other American institution. It does so, moreover, entirely at the election of the people themselves, who have invested more than $16 billion of their own money for home sets on which to watch what appeals to them."

Mr. McGannon compared intellectual critics of broadcasting to those who favor political leadership by an elite and who lack faith in the public's ability to make sound decisions. But, he added, the "cold judgment of history has already shown" that the system of public judgment, "both in politics and in broadcasting, does work better than any other tried anywhere else."

Mr. McGannon was honored for the hole Westinghouse has played in sponsoring national program conferences, and for diligently seeking "new sources of programing."

Bell System honored by Broadcast Pioneers

BAKER, ROGERS AND STORER ALSO CITED WITH AWARDS

The Broadcast Pioneers departed from tradition last week to honor a corporation rather than an individual at their annual Awards Dinner, held at the National Association of Broadcasters Convention in Chicago.

A special award went to the Bell Telephone System in recognition of its 40 years of research and development that helped broadcasting develop from the crystal set stage to the international communications satellite.

Frederick R. Kappel, chairman of the board of American Telephone & Telegraph, Bell's parent company, accepted the award.

Others honored at the dinner were Representative Walter E. Rogers (D-Tex.), chairman of the House Communications Subcommittee; the late Dr. W. R. G. Baker and George B. Storer, chairman of Storer Broadcasting Corp.

Ernest Lee Jahncke Jr., NBC vice president and Broadcast Pioneers president, presided at the ceremony.

Mr. Kappel, in accepting the special award, recalled that AT&T became, literally, a pioneer broadcaster when it established WEAF New York (now WNBC) on an experimental basis in 1922. He said AT&T helped establish the present system of broadcasting when it initiated toll broadcasting— that is, charging for broadcast time basically on the same basis as the sale of time for a telephone call.

Changes Role ▪ AT&T sold the station in 1926, and since then has made its mark on broadcasting through the development of technology. Mr. Kappel noted that company scientists had pioneered in crystal control to keep stations on frequency and had demonstrated television on April 7, 1927.

Through the years, he noted, Bell discoveries and inventions have "rippled out in many directions," becoming key factors in the development of many industries. He said Bell is introducing "new instruments, new transmission systems, and new switching systems that make communication services far more capable and versatile."

These developments, he said, help make possible the Telstar, Relay and Syncom communications satellites.

Representative Rogers has been the leader in a number of legislative efforts to curb the powers of the FCC. He sponsored the bill, overwhelmingly approved by the House but still pending in the Senate, to prohibit the commission from setting limits on the time and frequency of broadcast commercials through rulemaking.

The presentation accompanying the special citation expressed "grateful recognition" for his leadership in Congress in developing a "free communications system" and for his "stalwart defense of our free institutions."

The late Dr. Baker, an engineer with General Electric Corp. from 1922 to 1957, received the 1964 Hall of Fame award for his contributions to broadcasting, including his work in the development of monochromatic and color television. Robert C. Wilson, general manager of the GE's radio and television division, accepted the award.

Mr. Storer, a broadcaster for nearly 40 years, received a citation for his early leadership in broadcasting and for contribution to "a general upgrading" of broadcasting."

Mr. Kappel, FCC Chairman E. William Henry, Mr. Jahncke

Haverlin, Smith hold options in Pasadena bid

Carl Haverlin, former president of Broadcast Music Inc., and Calvin J. Smith, president and general manager of KFAC Los Angeles, are awaiting approval from the California Corporation Commission that will allow them to exercise options to purchase 1.35% and 2.7%, respectively, of Voice of Pasadena Inc.

Voice of Pasadena is one of twenty applicants for the facilities of KRLA Pasadena-Los Angeles (BROADCASTING, April 6). KRLA, operating on 1110 kc, has been ordered off the air by May 1, due to a nonrenewal of its license. The license was held by Donald R. Cooke.

Mr. Haverlin is presently acting as a consultant to Tanner Engineering Co., developer of audience rating devices (see story page 102).

All radio and TV back on the air in Alaska

All Alaska radio and TV stations were back on the air last week as the state slowly returned to normal following the massive Good Friday earthquake and resultant tidal waves (BROADCASTING, April 6).

Other broadcasters, the Air Force, an airline and a trucking company combined forces to help the last station, KIBH Seward, resume operations. KIBH's transmitter was completely destroyed, Ray Doyle of the station said. KVI Seattle culminated a search on behalf of KIBH with a 250 w transmitter discarded a year ago by KAPA Raymond, Wash. KAPA donated the transmitter to the Seward outlet and it was transported there free of charge by the O-N-C Motor Freight Co., Northwest Orient Airlines and the Air Force.

Although it's back on the air, KTVA (TV) Anchorage already has begun a search for a new home. Located in a new, 14-story building so severely damaged by the quake that it has been condemned, authorities let the KTVA personnel return on a temporary basis. The building is so twisted that it will be demolished and KTVA must move out. Franklin Butte, chief engineer who lived in the building, said that "even with a three degree tilt in our tower, we're still shooting out a very good picture."

DBA reports greater sympathy in Washington

A better regulatory appreciation of the "short-hours" problems of daytime radio broadcasters was reported to the 10th anniversary meeting of the Daytime Broadcasters Association, held April 5 in Chicago during the National Association of Broadcasters convention.

The approximately 75 DBA members on hand were told of FCC actions affecting individual daytime stations during the past six months that indicated, officials said, greater sympathy with the daytimers' efforts to extend their hours of operation, particularly during the short days of winter.

It was also noted that FCC Chairman E. William Henry had said publicly earlier this year that he hoped some relief for daytimers would be forthcoming during the current session of Congress.

DBA officials said that when DBA was organized they had not expected to have to wage a 10-year fight, but that they were prepared for another 10-year battle if necessary.

DBA leaders participating in the session included Richard Adams, WKOX Framingham, Mass., president; Ray Livesay, WLBH Mattoon, Ill., board chairman; Israel Cohen, WCAP Lowell, Mass., vice president; Benedict Cottone, Washington attorney for DBA; Everett Dillard, Washington engineering consultant, and Ralph J. Bitzer, engineering consultant, of St. Louis.

Affiliates 'elated' with NBC Radio progress

NBC Radio won the praise of its affiliates executive committee last week after network officials gave a progress report at a special meeting April 5 in Chicago during the National Association of Broadcasters convention.

Lyell Bremser, KFAB Omaha, chairman of the committee, said the group was "well aware of NBC Radio's unquestioned leadership" but was "more elated—particularly because of the close cooperation we've had—over the outstanding improvement of the entire network's services in just the last year."

He predicted that NBC Radio affiliates would be "tickled to death to receive this committee's report" on the meeting.

Robert W. Sarnoff, NBC board chairman; David C. Adams, senior executive vice president, and William K. McDaniel, executive vice president in charge of the radio network, led the NBC group at the session. Affiliates executive committeemen on hand were Chairman Bremser and John B. Tansey, WRVA Richmond, Va., vice chairman; Thomas S. Carr, WBAL Baltimore, secretary; Les Biederman, WTCM Traverse City, Mich.; Gustav Brandborg, KVOO Tulsa; Robert J. Rich, WDSM Superior, Wis., and Carl George, WGAR Cleveland, who was a new appointee to the committee.

Newhouse buys KTVI(TV) St. Louis

The acquisition of 100% ownership of channel 2 KTVI(TV) St. Louis by Newhouse Broadcasting Corp. was announced last week.

Already a 26% owner, Newhouse Broadcasting is acquiring the remaining 74% for $7.5 million from Harry Tenenbaum and Paul E. Peltason, both of whom own 34.10%, and Herbert J. Klein and Richard Steinmetz, who hold the remaining 5.8%.

Mr. Tenenbaum, president of Signal Hill Telecasting Corp., is under post-surgical care after removal of an intestinal malignancy (BROADCASTING, April 16). Mr. Peltason, long-time partner of Mr. Tenenbaum, is executive vice president-general manager of KTVI and will remain as operating head following the transfer. The transaction must be approved by the FCC.

Since 1957 Newhouse Broadcasting has had an agreement with the majority stockholders for first refusal rights to buy up their interests.

Signal Hill started out with channel 36 in St. Louis but received authority to use channel 2 when it was moved into St. Louis in 1957 from Springfield, Ill. The move of the VHF frequency was protested and was the subject of two court cases, but the FCC's decision was upheld.

Newhouse Broadcasting, part of the S. I. Newhouse publishing-broadcasting chain, owns the *St. Louis Globe-Democrat* in St. Louis, through which it originally received its minority interest in KTVI. Other Newhouse stations: WSYR-AM-FM-TV Syracuse, N. Y.; WYSE-TV Elmira-Corning, N. Y.; WAPI-AM-FM-TV Birmingham, Ala.; WPTA-FM-TV Harrisburg, Pa.; 50% of KOIN-AM-FM-TV Portland, Ore. E. R. Vadeboncoeur is president of Newhouse Broadcasting. Newhouse newspapers are published in those cities as well as in other cities throughout the country.

Changing hands

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

▪ KTVI(TV) St. Louis: 74% interest sold by Harry Tenenbaum, Paul E. Peltason and others to Newhouse Broadcasting Corp. for $7.5 million (see story this page).

▪ WQXI Atlanta: Sold by Esquire Inc. to Jupiter Broadcasting of Georgia Inc. for $1.3 million (CLOSED CIRCUIT, April 6). Jupiter is controlled by Fox, Wells & Rogers investment firm, which is majority owner also of WSAI Cincinnati, and holds a minority interest in Springfield Television Inc. (WWLP[TV] Springfield, Mass., and other stations). For some years Fox, Wells & Rogers was the majority stockholder in KOGO-AM-FM-TV San Diego, sold in 1962 to Time-Life Broadcast Inc. for $6,125,000.

▪ KEZY Anaheim, Calif.: Sold by Cliff Gill, Sherril Corwin, Dan Russell and others to group headed by Harris H. Thomson for approximately $1 million including agreement not to compete. Mr. Thomson owns WLOF Orlando, Fla. Mr. Gill owns 10% of KCEE-AM-FM Tucson, Ariz.; Mr. Corwin owns KGUD Santa Barbara, Calif. KEZY operates fulltime on 1190 kc with 1 kw. Broker was Blackburn & Co.

▪ WRSJ Bayamon (San Juan), P. R.: Sold by Julio Morales Ortiz and Clement L. Littauer to the Transportation Corp. of America for $650,000. TCA, headed by O. Roy Chalk, owns Trans-Caribbean Airlines, District of Columbia Transit Co. (buses), railroad company in Central America and New York Spanish-language dailies *El Diario* and *La Prensa*. Sellers hold CP for UHF stations in San Juan, Mayaguez and Ponce. WRSJ operates fulltime on 1560 kc with 5 kw day and 250 w night. It was bought by Mr. Ortiz in 1961 for $70,000.

COMMUNITY ANTENNA TV

▪ General TV Systems Inc., Naples, Fla.: Sold by Douglas D. Danser and associates to D. D. Palmer interests for $1.6 million. System provides five channels to 3,000 subscribers and is second Palmer CATV acquisition (BROADCASTING, Feb. 24). Palmer group owns WHO-AM-FM-TV Des Moines and WOC-AM-FM-TV Davenport, both Iowa and CATV system with 4,000 subscribers in Palm Desert, Calif.

Auto ratings device shown

Radio assembly sees models of machine that can check radio listening in cars

A potential breakthrough in efforts to find a reliable method for measuring automobile radio audiences was disclosed last week at the National Association of Broadcasters convention in Chicago.

The latest development in the effort to provide research tools for radio involves a meter designed to be attached to a car radio and keep a record of stations listened to over a 30-day period.

Edmund C. Bunker, president of Radio Advertising Bureau, and Melvin A. Goldberg, NAB vice president and director of research, mentioned the meter in their talks before the radio assembly at the convention. Two prototypes of the device—which weighs about four pounds and is approximately 3 inches wide, five inches high and 4½ inches deep—were on display in the RAB suite during the convention.

Other Announcements ▪ The disclosure of the work being done on the meter was one of several announcements last week indicating an increased tempo in the work of the NAB and RAB in their radio research program.

Mr. Bunker announced that the NAB-RAB radio methodology study steering committee has approved its first study and that it will be in the field in May. He said it is a basic project designed to uncover the degree of accuracy in listeners' identification of the stations they tune in. George B. Storer Jr., chairman of the steering committee, said its next meeting is tentatively set for April 28.

In addition, the committee has decided to hire a fulltime executive director to help speed up the pace of the committee's work. The decision to hire the official was reached at a meeting Monday. With someone available full time to carry out committee decisions, Mr. Bunker said, the NAB-RAB study takes on the atmosphere of a "crash program."

In discussing the measuring device, RAB officials say a "number of bugs" still have to be worked out of it. And it is yet to be installed in an automobile. However, Mr. Bunker sees two potential uses for the device.

Yardstick ▪ He said it could be used as a yardstick for measuring the reliability of other ratings techniques. It could, for instance, check the memory of a person asked to recall stations to which he has listened.

It also could be used as a measuring device itself. However, one possible drawback is cost. Mr. Bunker said a survey in which the meter was used to measure audience would cost about $300 per car involved.

Mr. Bunker said RAB spent "several thousand dollars" on the two prototypes, and is negotiating for further development of the meter.

An RAB official said the device was developed by Teleglobe Cosmotronics, New York. That firm is headed by Solomon Sagall, who also is president of a company that has developed a pay television system. Mr. Bunker said the device was originally designed for another purpose but that RAB officials, who were looking for a measuring device, saw it could be used for radio audience measurement purposes.

Mr. Bunker said the company, which is not in the ratings business, was unwilling to invest funds in the necessary adaptation. As a result, he said, RAB decided to invest the "seed money" itself. "Some one had to," he said.

In discussing the NAB-RAB committee's plan to hire a research director, Mr. Storer said, "We have no prechosen candidate to head this important post. The NAB-RAB committee is made up of some of the most capable research people in the broadcasting industry and we'll draw on this vast fund of knowledge to insure that we get the right person for our executive director." He said the committee is seeking "an acknowledged researcher," but one who also has an understanding of and an appreciation for radio. "We can promise him all the help he needs on requests, and we will guarantee him a minimum of interference," Mr. Storer said. "We have the funds and the physical resources to bring his assignment to fruition. We need only the right person to head the day-by-day professional research. We welcome candidates," Mr. Storer concluded.

The committee is comprised of Chairman Storer, president, Storer Broadcasting Co.; Hugh M. Beville, NBC, New York; Thomas S. Carr, WBAL Baltimore; Miles David, RAB, New York; Charles E. Gates, WGN Chicago; Ralph Glazer, Westinghouse Broadcasting Co., New York; Melvin A. Goldberg, NAB, New York; Robert F. Hurleigh, MBS, New York; Robert Kieve, WBBF Rochester, N. Y.; Mary L. McKenna, Metromedia Inc., New York; Ben Sanders, KICD Spencer, Iowa; William D. Shaw, KSFO San Francisco; Ben Strouse, WWDC Washington; Sherril Taylor, NAB, Washington; Dr. Alfred N. Watson, RAB, New York.

Henry points to trouble spots ahead

FCC Chairman E. William Henry's speech to the National Association of Broadcasters last week generally was rated by delegates as one of the best-written and most sharply worded to be given by an FCC chairman to any NAB convention.

In addition to his announcement of determination to seize control of pay TV and community antenna operations (see page 35), the chairman spoke resolutely of other plans of regulation.

He said that although the FCC had turned away from adoption of a rule limiting the number of commercials on radio and television, it would wind up with commercial standards reached by other means. Now that overcommercialization is being examined in a case-by-case approach as licenses come up for renewal, "we are moving toward the development of sound regulatory standards in this field," said Mr. Henry.

"The process," he said, "may be painful to some—more painful, I think, than a rule would have been—but it is healthy and necessary."

Short-Sighted ▪ Broadcasters, he suggested had been unwise in encouraging members of the House to adopt the Rogers bill to prohibit the FCC from making rules to limit commercials. (Representative Walter Rogers [D-Tex.], author of the bill and chairman of the House Communications Subcommittee, had received a standing ovation when introduced with others at the head table just before Mr. Henry's NAB speech.)

"I would also remind you," said Mr. Henry, "when and if the commission decides to look reality in the face and put overcommercialization to the test of a hearing, you may want a specific rule then as much as you shun it now.

"You might then even recognize that legislation to prevent rulemaking in this field is not a protective barricade, but a sandbag in disguise."

Question of Noise ▪ The FCC chairman also announced his determination to get action in the commission's inquiry into loud commercials.

"Recorded commercials are louder than program content 99 and 44/100% of the time," Mr. Henry said. "You may slice them lengthwise or crosswise, color a discussion of them with technical terms and put meters in front of them that register different things at different times, but most radio and television commercials are simply too loud."

Mr. Henry said that TV commercials are "intentionally made loud for two reasons: first, to make an impression on the average viewer and, second, to hold the attention of Aunt Nellie, who heads for the kitchen to stir the soup at every program interruption."

Loudness, he said, is "primarily a matter of excess compression," a condition that he did not describe. Later at a news conference he said that although he was unfamiliar with the technical phenomenon, compression could be introduced in the recording process to create the loudness that he said audiences find objectionable.

(The introduction of compression in a recording may be roughly compared to turning up the pressure in a garden hose to a point where the flow of water is consistent. By use of a device called a limiter, recording engineers can balance out the high surges of sound and the dips in volume.)

At a news conference that followed his speech he was asked how he hoped to regulate loudness when the problem was created not by broadcasters, whom the commission controls, but by producers of commercials, who are outside the FCC's jurisdiction. He said the standards would be applied to the broadcasters and it would be up to them to see that producers toed the line.

The Money Motive ▪ The FCC chairman in his speech criticized broadcasters as motivated more by money than by principle. When the FCC proposed to adopt a rule limit-

Capital Cable keeps option details secret

REFUSES TO TELL FCC PARTICULARS OF KTBC-TV TIES

Capital Cable Co., a community antenna system serving Austin, Tex., last week refused, at least tentatively, to reveal to the FCC the details of an option agreement it has with the Texas Broadcasting Co. The option would allow Texas Broadcasting, which is principally owned by the family of President Johnson, to acquire 50% of the CATV.

Capital Cable told the commission that the requested information is not relevant to the settlement of a controversy involving the CATV's competitor, TV Cable of Austin Inc.

An FCC official said Capital's response would be submitted to the commissioners at their meeting Wednesday. He declined to predict what action the commission would take, but said it could issue a subpoena or send a letter in its name requesting the information. The original request was contained in a staff letter.

TV Cable uses microwave facilities for its system and is subject to a condition that the system not duplicate the programing of KTBC-TV, Austin's only television station, for 15 days before or after programs are broadcast by the outlet. KTBC-TV is licensed to Texas Broadcasting (owned 83.7% by Mrs. Johnson and her two daughters, Lynda Bird and Lucy Baines, through trustees in Johnson City, Tex.). TV Cable is seeking, on the ground that the nonduplication condition places the system at a competitive disadvantage, a reconsideration of an FCC denial of a waiver. Capital Cable, using wired facilities, is not subject to the condition.

The commission wanted details of the option agreement to help unravel the controversy between the Austin CATV competitors. The commission also had asked both companies to supply the number of their subscribers (BROADCASTING, April 6).

TV Cable has alleged that the option agreement between Capital Cable and Texas Broadcasting has allowed the station to exercise some management control over the CATV system. A commission official said at the time the information about the option was requested that the FCC couldn't make any judgments "until we get a look at the option agreement."

Private Affair ▪ Capital said that the nature of the agreement is private and that the commission lacks the authority to demand to see the details of the document. But the company added: "If we are wrong in this, we would welcome the commission's specifically pointing out to us the relevance of this option agreement to the referenced proceeding."

Capital further stated that disclosure

ing commercials, broadcasters mustered a counterattack that led to the passage of the Rogers bill and the FCC's vote to abandon the rulemaking. When the Pacifica Foundation's radio licenses were put on deferred status while the commission considered complaints of obscenity and Communist affiliation, no broadcasters rose to defend Pacifica, he said.

The final action of the FCC in absolving Pacifica of all charges, said Mr. Henry, "will stand as a bulwark against the enemies of free broadcasting and free speech."

As for the silence of broadcasters on the Pacifica case, Mr. Henry asked: "Which state association sent delegations to Congress charging that the FCC had deferred the Pacifica licenses for an unwarranted period and was operating outside its jurisdiction? Which of you wrote me a letter urging the commission to dismiss these charges and to reaffirm the commission's time-honored adherence to the principles of free broadcasting? Where were your libertarian lawyers and their amicus briefs—your industry statesmen with their ringing speeches?"

The broadcasters' contrasting reactions in the commercial rulemaking and the Pacifica case "cast a disturbing light on the basic motivations of an industry licensed to do business in the public interest."

"And you might similarly gain insight into the reasons why, for all your magnificent services to the public, your critics remain vocal. When you display more interest in defending your freedom to suffocate the public with commercials than in upholding your freedom to provide provocative variety—when you cry "censorship" and call for faith in the founding fathers' wisdom only to protect your balance sheet—when you remain silent in the face of a threat which could shake the First Amendment's proud oak to its very roots—you tarnish the ideals enshrined in the Constitution and invite an attitude of suspicion. You join the forces of crass complacency —in an industry and at a time in the history of this nation when complacency of any sort is both misplaced and dangerous."

Networks and Programs ▪ In delivering his speech Mr. Henry eliminated a few passages that were in the text, including one containing a brief reference to the "increased activity in our inquiry into the control of networks over the sources of program supply."

At his news conference later he was asked if the deletion indicated that he had decided the network issue was too trivial to mention. No, said Mr. Henry, he was simply trying to cut the length of his speech.

"The degree of network control over sources of program supply should be decreased," he said. The commission staff is now working on a proposal that the FCC expects to get in late spring or early summer, Mr. Henry said.

of the agreement could be used by TV Cable "in a competitive manner to the detriment of Capital Cable Co." All the company would reveal is that the option extends for three years from January 1963 and that the 50% may be acquired by KTBC-TV by paying half the cost of the property. And until that option is exercised, Capital said, "Texas Broadcasting has no connection with nor voice in management or financing of Capital Cable Co."

Capital asserted that its use of KTBC-TV's antenna tower is of no special significance and that it is sure that TV Cable could have requested and received similar facilities.

Both CATV companies complied with the commission's request for the number of their subscribers. As of March 20, Capital Cable said, it had 706 customers; TV Cable said that it had, as of March 23, 2,284.

Late Start ▪ Capital Cable said it had relatively few subscribers because of a late start in constructing its system. The company said that after it was denied microwave facilities (due to a refusal to accept a nonduplication clause) it had to change over to a more costly wire system.

TV Cable said that approximately 70% of its subscribers are located in areas of Austin in which itself and Capital Cable don't compete, but that in areas where the two compete, it loses customers proportionately to the growth of Capital Cable. TV Cable attributed this to the nonduplication condition under which it now operates. TV Cable said that as of March 28 it had lost 223 subscribers, of whom 137 they disconnected because of the blackout of KTBC-TV.

TV Cable predicted that if it were not required to protect KTBC-TV the company would reach a minimum of 3,500 subscribers.

Capital Cable told the FCC that TV Cable's efforts to appeal the local protection clause "indicate that [its] . . . acceptance of the nonduplication condition was with the intention to use every means at its command, including trying its case in the newspapers and inferring political favoritism when none exists, in an effort to avoid having 'to abide with' the nonduplication condition." TV Cable accepted the protection clause to gain a competitive advantage—as can be seen by the latter's greater number of subscribers, Capital said.

Freedom academy sponsors suggested

A former broadcaster now a congressman proposed last week that the National Association of Broadcasters and the American Newspaper Publishers Association sponsor a freedom academy.

Representative Donald K. Bruce (R-Ind.) said the news media should undertake establishment of such an institution "to keep it completely out of the hands of the political sphere." Speaking at a House hearing on legislative proposals for a government-backed academy to train specialists in fighting the cold war, Representative Bruce suggested that the government be kept out of such an operation. "I can't think of any source with a stronger aura of freedom than the news media," he said.

Representative Bruce was in broadcasting for 19 years. Before his election to the House in 1960 he was a news commentator and business manager at WIRE Indianapolis.

Representative Bruce's comments came Tuesday (April 7) as the House Unamerican Activities Committee heard testimony about the sponsorship by three newspaper chains of "Operation Amigo," a foreign high school student exchange program conducted by the Knight, Copley and Scripps-Howard newspaper chains. The congressman said he was impressed by the responsible cooperation of the newspapers. He had been thinking that the news media might be the proper supporters of a freedom academy, and when he heard the story of "Operation Amigo," he said, it seemed to be "the appropriate time to throw out the idea publicly."

Congress has considered freedom academy proposals for several years. The first was introduced by Senator Karl Mundt (R-S.D.) with a charge that Communists had infiltrated U.S. radio, television and the motion picture industries (BROADCASTING, April 20, 1959). His bill eventually won Senate passage, but Congress adjourned before it could be taken up by the House. Senator Mundt has introduced the bill each Congress since then, and it is still pending.

Future bright, radio men agree

Better music, local sales effectiveness, advantages of talk format discussed

The prospects for radio in programing and sales appear bright, according to the three speakers at the third annual Mark Century Programing Seminar held Tuesday (April 7) during the NAB convention in Chicago last week.

Station music formats are moving toward a "quality of sound and quality of concept that gives the stations additional exposure without appearing overexposed and obtrusive," according to Mitch Leigh, president of Music Makers, New York.

Speaking on "What's Ahead in Radio—Music," Mr. Leigh said the "instrumental ID is the coming thing. Once the station's musical call-letter identification is established," he asserted, "the instrumental ID can be used with much more frequency than regular jingles."

The Radio Advertising Bureau was praised by John F. Crohan, vice president of WCOP-AM-FM Boston, for its "outstanding positive approach on the national level" in promoting radio as a "highly effective sales tool."

However, Mr. Crohan said, there is more need for individual stations to publicize their own success stories at the local level.

In "What's Ahead in Radio—Sales," Mr. Crohan accused broadcasters of making "it pretty difficult to buy radio. We have ridiculous rate cards and inequitable rates." These must be overcome, he said, to help the medium.

He cautioned broadcasters to stop knocking competitors in their zeal for advertising. Such action, he said, hurts all stations.

Broadcasters, Mr. Crohan noted, are becoming more resourceful, and "through patience and repeat calls are starting to crack the retail barrier."

Dave Wright, manager of CFCF Montreal, told of changing his station's format to a basic talk-news operation in an attempt to lift its position among

Small-market TV men discuss cost cutting, building sales

Is there money to be made in public service broadcasting? Can local live programing be profitable? Should broadcasters involve themselves in local government?

Broadcasters heard affirmative answers to these questions at a panel discussion on small market television stations, held at the National Association of Broadcasters convention in Chicago last week.

Five panelists, representing stations in markets of less than 100,000 viewers, discussed their methods of cutting costs, increasing revenue and attracting audiences.

Richard B. Biddle, president of WOWL-TV Florence, Ala., advised his listeners to be alert for the money in public service. He described himself as a "Rotarian who believes that 'he profits most who serves best'" but who is also aware that "you have got to make a buck, and the more you are able to make, the more you are able to invest in the public interest, convenience and necessity."

Mr. Biddle said his station has won the national Alfred P. Sloan Award and 11 straight National Public Interest Awards for an annual Teen-Age Safe Driving Promotion. And the station's involvement in the campaign, he said, is profitable.

Top-Dollar Show ▪ "Once a year," he said, "we sell the Teen-Age Safe Driving Promotion, and we sell it for top dollar and furthermore we tap sources of revenue usually otherwise for the most part untapped in many communities."

J. M. Walters, vice president and general manager of WLTV(TV) Bowling Green, Ky., said he is winning audiences and advertisers with local live programing. He said the station carries 100 live programs weekly, including a country-music jubilee, sports and news, and a late night variety show featuring short appearances by new talent.

Audience reaction has been excellent, he said, as "more and more people talk about the shows." He also said that although ratings are not always high, the mail pull of the live shows is often enough to impress advertisers.

Harry W. Hoth, who is not only president of KRDO-TV Colorado Springs, Colo., but mayor of that city, warned broadcasters of the importance of getting involved in government at all levels. "We're sitting on our hands and letting government-local, state and federal—take away our freedoms," he said. If broadcasters want "good, clean honest government," he added, they must interest themselves in government and politics in their communities.

Cost Controls ▪ Ray Johnson, executive vice president and general manager of KMED-TV Medford, Ore., stressed the need for small-market stations to keep tight control over costs. He has instituted a three-step plan at his station to reduce unnecessary dollar drain:

1. Responsibility for purchasing is divided among himself, the chief engineer, the program director and the bookkeeper-office manager.

2. He audits all bills and wage and hour slips before payment is made.

3. He reviews monthly departmental expenses with the department heads, working directly from the monthly profit and loss statement.

He reported all departmental costs are down this year, except for sales. But since sales costs are up because salesmen are compensated on an incentive basis and because the sales promotion budget has been increased, "I, of course, am not unhappy about this increase," he said.

Stanley Lyons, general manager of WAGM-AM-TV Presque Isle, Me., said his station, to deal with a multitude of competitors in a small market, turned its sales department into an advertising department.

His staffers, he said, no longer are radio, TV or even company salesmen"—but are responsible primarily "to each of their individual retail clients."

He said a program is underway to transform radio and television "pitchmen" to "advertising counselors." In addition, he said, the company compiles comprehensive data on clients and products for the preparation of promotion brochures.

Progress made by the programs thus far, he said, has been gratifying. "The staff likes it, the advertiser likes it, and both radio and TV local sales have steadily gained since its inception."

Richard D. Dudley, president and general manager of WSAU-TV Wausau, Wis., moderated the discussion.

the four English-speaking stations in the city.

In his talk on "What's Ahead in Radio—Programing," Mr. Wright said the decision to move to the new format was based on a look at "what the opposition was doing and not providing."

Three of the station's six daytime blocks are now originated and produced in the newsroom, he said, and 70% of each day's material is prepared the day before.

The key to success of such an operation, which relies heavily on undated material, is "news evaluation . . . it gives the audience a reason to listen, keeping them off guard so they never know what's happening next." The pretape of phone interviews also allows for timely preparation of spot TV copy, he noted.

Success of the new format can be found in the first quarter sales figures, Mr. Wright said. Local sales were up 38% over the 1963 period and national sales in Montreal were up 14%.

Craig re-elected head of clear-channel group

Edwin Craig, WSM Nashville, was re-elected chairman and Harold Hough treasurer at the annual meeting of the Clear Channel Broadcasting Service in Chicago Sunday (April 5). Each of the 13 stations which make up the independently owned Class 1-A clear channel radio stations was represented at the meeting.

Reports were heard from R. Russell Eagan, legal counsel and Roy Battles, director of the Washington office, treasurer Hough and WSM's John H. DeWitt, chairman of the CCBS engineering committee. Members of the executive committee re-elected were Ward Quaal WGN Chicago; Victor Sholis, WHAS Louisville and James Shouse, WLW Cincinnati.

The CCBS is 30 years old this year and continues with its original policy of assisting its members in achieving the best possible interference-free nighttime AM radio service to the nation's "white areas," Mr. Battles pointed out.

C&M asks for change in call letter rulemaking

Cohn & Marks, a Washington communications law firm, in suggesting a number of revisions last week to FCC regarding agency's pending rulemaking to codify procedures under which station call letters may be sought, proposed that station owners be required to give public notice of any request for modified or new calls. And that competing stations located within a 35-mile radius be served with written notification (BROADCASTING, March 9).

Cohn & Marks also proposed that the FCC rules should prohibit any call letter requests until an applicant has received a construction permit for a station. The firm noted that this would in accord with informal procedures now used by the commission.

Comments on the commission's proposed call letter rules were due today (Monday), with replies due April 23.

Three new faces chosen for TV board

Three members of the National Association of Broadcasters television board of directors were re-elected and three new members were chosen in balloting last Wednesday (April 8) at the NAB convention.

Those re-elected—the only directors whose terms were expiring and who were eligible for re-election—were Gordon Gray, WKTV(TV) Utica, N. Y., and KAUZ-TV Wichita Falls, Tex.; Payson Hall, Meredith Broadcasting Co., Des Moines, Iowa, and Mike Shapiro, WFAA-TV Dallas.

New members elected were Robert W. Ferguson, WTRF-TV Wheeling, W. Va.; John T. Murphy, Crosley Broadcasting Corp., Cincinnati, and J. S. (Dody) Sinclair, WJAR-TV Providence, R. I. The terms are for two years, starting at the close of last week's convention.

Other nominees in the balloting were Bennet H. Korn of the Metromedia stations; Fred Fletcher, WRAL-TV Raleigh, N. C.; D. A. Noel, WHBQ-TV Memphis, and Wilson C. Wearn, Southeastern Broadcasting stations.

Georgia school plans seminar

Broadcast executives will meet for a management seminar Aug. 9-15 at the Georgia State College of Atlanta, a school of business administration.

The school's Dr. Francis Bridges is coordinator of the Georgia Broadcast Executive Management Seminar. He has been working with the Georgia Association of Broadcasters in arranging the meeting.

The quest for new TV programs

NAB panel discusses the future form of programs, and the need for a huge talent search to develop new writers, performers, producers and directors

The future form of television programing is unknown, where it will come from is not certain, but this much is clear: Broadcasters and TV programers at all levels face a monumental job in finding and developing the new talent needed to conceive, write, perform, produce and direct it.

That was the message for broadcasters last week at a lively panel session before a packed house at the Tuesday-morning television assembly of the National Association of Broadcasters convention. It was the first full-dress programing session in recent NAB convention history but probably will lead to an annual series.

The panel brought together program executives representing all principal categories of program suppliers. It consisted of Michael Dann, CBS-TV network programing vice president; Hubbell Robinson Jr. of the independent production firm bearing his name; Richard M. Pack, programing vice president of Westinghouse Broadcasting Co., representing the viewpoint of station groups; W. Robert Rich, vice president of Seven Arts Associated Corp., syndicators, and Joseph E. Levine, president of Embassy Pictures, feature motion picture producer.

Jules Power, ABC-TV executive producer, was participating producer of the program. Herb Jacobs, president of TV Stations Inc., and William Carlyle of NAB, who figured prominently in arranging the session, were co-producers. Clair R. McCollough of the Steinman Stations was moderator.

Shortage Ahead ▪ Broadcasters, Mr. Robinson predicted, will face a serious shortage of programing in the next two years. And while they face this scarcity, he said, independent producers have an "over-abundance" of talent to help meet the need—an imbalance he said he hoped to discuss in detail with broadcasters in the months ahead.

Other panelists had varying ideas about where new sources of programs —and program talent—may be found.

Mr. Dann, who felt that development of creative talent was television's "greatest challenge," stressed the importance of local programing as a testing ground for new writers, producers and directors as well as performers. Currently, he said, Toronto is supplying more new talent than either New York or Hollywood, because more local live programing is being done in Canada than "anywhere else."

Mr. Pack predicted that "the big change" in programing in the next 10 years will be the opening up of "many new and different sources." He thought networks would remain a primary source but that station groups "and even some individual stations" will become important contributors.

He also hoped that syndicators will

The future of TV programing held the attention of this group—and an audience estimated at 1,200—at the NAB convention's Tuesday morning TV assembly: (l-r) Jules Power, ABC-TV; Clair R. McCollough, Steinman Stations, moderator; Michael Dann, CBS-TV; Hubbell Robinson Jr., Hubbell Robinson Productions; Richard Pack, Westinghouse Broadcasting Co.; W. Robert Rich, Seven Arts Associated, and Joseph E. Levine, Embassy Pictures.

"somehow" find a way to offer "an abundance" of first-run half-hours again, and that other developments may lead to the production of "good and economical feature films for first-run on television." At the local level, he suggested, small mobile tape units and other technological advances should enable actuality programing to flourish.

Syndication Going Up? ▪ Mr. Rich felt that, aside from the quantities of syndicated film currently available, there are signs of an upswing in first-run syndication production—even though first-run "is a terrible gamble" for syndicators—and suggested that local live syndicated programing and possibly syndicated game shows might be developed further as program sources.

Mr. Robinson thought there was "still a great chance for big box-office drama" for television.

Mr. Levine saw a trend already developing—in the track records being established by feature films on TV, for instance—for the use of longer programs.

"Except for 'fun and game' shows and situation comedies," he said, "I believe the half-hour segments will go by the boards. It would appear to me that an ordinary 60-minute show kills an evening, and a two-hour show or two hours of compatible programing completes an evening. It's becoming increasingly important [on the networks] to 'slot' an evening rather than 'slot' a show."

Mr. Levine cautioned broadcasters that they must provide "spectacular or unusual" programing, and get away from the 'boy gets girl' theme—a piece of advice not accepted unquestioningly by some of the other panelists.

The TV programer of the future, according to Mr. Dann, "must be completely flexible and be receptive to all forms, all techniques and all possibile sources of supply.

A Proper Balance ▪ "The future of television depends on keeping all avenues open—on maintaining the proper balance between live and film programs—between New York and Hollywood production—between U.S. originations and overseas remotes—between long, short and middle-sized programs."

Mr. Pack stressed that "good people" are TV's biggest need: "We must, especially stations, give more time, attention and money to find and develop people, for behind the camera and in front of the camera—not just directors, producers, writers, cameramen, newsmen, but executive talent too. . . .

"Local stations cannot allow themselves to become mere pushbutton-ride-the-network satellites, programing local hours only from cans of film and relegating live production only to news programs, cartoon show hosts and movie jockeys. Stations must become 'farm teams' where young people can break in, learn their craft."

Mr. Rich told the broadcasters that "film syndication alone can completely meet" their programing needs and urged them to take advantage of the knowhow amassed by film salesmen.

He also urged broadcasters to "raise program management to high executive status" instead of relegating it to "an inferior position."

Mr. Rich acknowledged that syndication has problems, including "an acute shortage of prime time for our programs" occasional lack of help from agencies and station representatives in finding sponsors for film shows and sometimes failure of stations to promote and merchandise syndicated properties.

But, he said, "many of these obstacles are being rectified by understanding and cooperation among all concerned, and we look ahead with much confidence."

Interest in programs quickens

Exhibiters almost unanimous in singing praises of convention; suppliers in and out of TFE report increased traffic and sales this year

Film salesmen, packagers of radio specialties and program syndicators left Chicago's National Association of Broadcasters convention last week with that tired but smile-to-the-bank look. They had just survived days of unusually good selling.

The typical reaction from the suites at the Conrad Hilton to the second annual Television Film Exhibit at the Pick-Congress and elsewhere about town:

▪ Allied Artists TV Corp.: "More action and good leads than any convention I've ever been to."

▪ Embassy Pictures Corp.: "We did better the first night this year than the whole convention last year."

▪ Seven Arts Associated Corp.: "Selling went very well."

▪ Hollywood Television Service: "Traffic ran high so long we had to keep open after midnight."

Interest for color programs drew special note in several instances as did increased attendance of agency and advertiser representatives. Buying activity of new TV stations about to go on the air also sparked considerable comment.

The radio packagers were highly pleased with response to their new station packages and dramatic shows. There was a marked feeling, they reported, that broadcasters in all size markets were out looking for quality product this year.

The selling enthusiasm this year appeared to match the traditional entertainment efforts along hospitality row.

A big traffic flow, "the biggest we've ever had at an NAB convention," was noted by John F. Tobin, vice president and director of domestic syndication, ABC Films. A lot of people showed interest in *Breaking Point*, which was offered for syndication at the convention, and there was continued interest in *The New Breed* and *I'm Dickens, He's Fenster*.

Big Success ▪ "The TFE was an unqualified success," according to Robert B. Morin, vice president, Allied Artists Television Corp. "And the TFE showed the NAB what show business is all about. The film group did a whale of a job projecting their image and selling their product." His suggestion: "The NAB can use some of the flair on tap at the TFE."

Citing his firm's sales success for the event, Mr. Morin remarked further, "I can only judge that the film buyers were greatly impressed by the business Allied Artists Television closed."

Milton Moritz of American International TV Inc. said the exhibit was "very successful, especially since we were just making our entrance into TV distribution. TFE made it possible to meet program directors, buyers, and also to acquaint our customers with our new company. Overall effect was to the benefit of our company and because of it, some sales actually were made at the convention which might not have been had we not been represented."

Barr Sheets, Buena Vista Distribution Co. (Walt Disney), said it "was the most successful convention we've had. People were really interested in program product this year and we enjoyed the most traffic to date." Buena Vista, which exhibited for its third year, markets *Mickey Mouse Club*, running in 106 markets. The Chicago meeting can be credited with another 20 some markets, Mr. Sheets estimated. He also noted higher agency-advertiser traffic there.

CBS Films Inc.'s suite "was extremely busy," according to Jim Victory, vice president-domestic sales. "We've seen just about all of our station clients here," he said, "and we've written lots of business."

Mr. Victory said the four new properties being released for syndication by CBS Films drew high interest while the older series, *Have Gun, Will Travel,* "continues to get lots of action." The new programs are *America, Marshall Dillon, True* and a package of one-hour sports spectaculars.

E. Johnny Graff, vice president for television, Embassy Pictures, said "we got tremendous traffic from the larger markets." Embassy's *Adventure 26* series was sold to 12 markets during the exhibit, Mr. Graff said, "and our other groups were active too." Station interest in more adventure film was noted by Joseph E. Levine, Embassy president, a trend he said he found helpfully previewed in a recent study of station programing needs (BROADCASTING, March 30).

Less Traffic ▪ Richard Dinsmore, vice president and general manager of Desilu Sales Inc., reported that traffic during TFE was "a little less" than last year, but a substantial number of visitors to the company's suite was generated via various promotional gambits, a live elephant and a chimpanzee. No sales were made during the session, he reported, but "considerable interest" was expressed by station buyers in Desilu's *Greatest Show on Earth* series, which is going into syndication this fall.

"There was more business and less socializing this year than last," according to Len Firestone, vice president and general manager, Four Star Distribution Corp. He said some of the station interest in film programing appeared generated by the fall schedules of "ABC and CBS which are giving back some prime-time to stations."

He added that since the FCC banned network option time during the 1963-64 season (BROADCASTING, June 3, 1963), the coming season allows the stations to program accordingly. "In 1964-65," he said, "we will see more pre-emptions by stations." Four Star's most popular convention product, he said, was *Ensign O'Toole,* which finishes an ABC-TV run this season and goes into fall syndication. He also noted high interest in third and fourth runs of the *Rifleman.*

Business Great ▪ "The most activity in recent years," was the way the convention was described by Dave Bloom, general manager of Hollywood Television Service. He reported "excellent business," including one of the largest feature film sales to a UHF station in the midwest which purchased a package of 500 titles.

"Activity was strong from UHF operators this year and from stations soon to sign on the air," Mr. Bloom reported. He noted particular high interest this year in color programs. "The trend appears to be away from off-network programs to additional quality feature programs," he said, "with heavy emphasis on features with running times of 90 minutes and longer."

Dave Martin, director of public relations-advertising, Jayark Films Corp., said he was "overall very well pleased with the results and we would probably go into it again next year."

Better Than Ever ▪ Al Brodax, TV director, King Features Syndicate, said TFE was even better for us this year. We saw more station executives and had opportunity to discuss new program plans, and we closed more sales than last year." The firm's most popular package, he said, is *Popeye.*

John D. Langlois, president, Lang-Worth Feature Programs Inc., called it the "best convention we've been to. We did more business than we've had in the past three years, and we're very happy with the response."

Arthur Alexander, president, M&A Alexander Productions, said, "we had about 30% more traffic this year than last and we were pleased in the interest shown in our new products—*Planet Patrol* and *The Pursuers.*"

Marvin A. Kempner, executive vice president, Mark Century Corp., called reaction to his program services "great. I've never seen people flip like that." Mr. Kempner reported 11 sales of *Festival*, six of *Encore* and five on *Radio a la Carte.* He noted that most of the interest came from "middle of the road, network stations—all large markets."

Radio Interest ▪ Considerable interest was shown during the convention in radio drama material according to Bob Whitney, executive vice president, Mars Broadcasting Inc. He felt it still too early to say there is a definite trend in this direction in the business, however, because of the diversity of drama product categories about which questions were asked.

Phil Nolan, Mars executive producer, said a lot of small market station operators listened to the daytime serial offerings "and almost as a group they said they would like tapes so they could play them to their local advertisers for reaction."

Mars also got considerable traffic for its library of production elements for "do-it-yourself" commercials, they said. Stations appear to be thinking more individually, it was noted, and "me-tooism" was especially lacking among popular music station operators.

At MCA-TV, Hal Golden, vice president and director of syndicated sales, said "we were happily surprised with the flow of traffic." During the convention MCA-TV held a two-day sales

Graham terms broadcasting a great influence

Broadcasters have the "ability and power to change the moral and spiritual mood of America," the Reverend Billy Graham told delegates to the National Association of Broadcasters convention in Chicago last week.

"Your influence is even greater than that of the church on the lives of the American people," the world-renowned evangelist said. "The influence of broadcasting is tremendous. It can make Americans think . . . buy . . . or do anything. It can make them pro-Communist or anti-Communist, moral or immoral."

With this great power, Reverend Graham said, goes responsibilities "far beyond the narrow interpretations of the public interest, convenience and necessity." A commercial broadcaster himself, he said broadcasters have the power and responsibility to reverse the immoral trend rampant in the U. S.

He said he saw a trend toward the use of more sex, drinking scenes and profanity on TV and called on the industry to reverse the movement. Reverend Graham recalled watching a medical show with so much drinking that "I wouldn't dare submit myself to Dr. So and So to operate on me."

Radio and television have the opportunity—and the duty— to "join hands to teach moral law . . . to bring about the change in the moral and spiritual mood so desperately needed."

Reverend Graham has interests in WFGW Black Mountain, N. C., and KAIM-AM-FM Honolulu. He is president of the Hawaiian stations.

meeting and will "be better able to serve as program consultants to local stations with the insight gained from the meetings and talks at the NAB sessions," Mr. Golden said.

Keith Culverhouse, director of advertising, MGM-TV, said there was "lots of traffic in the suite and things went well. We did exactly what we expected."

Pete Rodgers, senior vice president, National Telefilm Associates, noting that his firm was not a member of the TFE last year, said, "We were extremely—and I mean extremely—pleased and satisfied with the entire presentation and operation of the TFE." He remarked also that the attendance was "tremendous" and that he was impressed at the serious interest of station managers and program directors in talking business. Color features drew special attention, he observed.

First-Run Demand ▪ Seymour Reed, president of Official Films Inc., left Chicago looking for a bright sales year. He reported demand for first-run product, especially half-hour series such as his firm's *Biography*, *Battle Line* and this fall's new entry, *Survival!*, was at an all time high this year.

Station managers and program directors visited Official's suite in record numbers, he said, and "all of them stressed their need for even more first-run product."

Growing interest of broadcasters in the "quality" sound approach and the use of creative ideas for local commercial production were noted by Bill Tanner, managing director, and Wilson Northcross, vice president, Pepper Sound Studios. Broadcasters today "are much more critical of product as to the creative content, writing and recording techniques," they said.

Pepper's new "Big Top" package was sold to 23 stations during the convention and the "creative sales" library service was sold to 19 stations. Mr. Tanner also observed heavy advertiser-agency traffic at this year's exhibit.

Quality Traffic ▪ At Screen Gems, Robert Seidelman, vice president in charge of syndication, said reaction and traffic in his suite this year was "one of the best, if not the best in years, and it was quality traffic." He said there was a lot of discussion about programing for next year and much of its was about specific products. Broadcasters appeared highly anxious for "good products, especially features," he noted. There was good interest shown in *Empire*, now on an ABC-TV run, he said, and much interest in *Route 66*, which has not yet been put in release. *Naked City*, he said, continues to move along nicely.

SESAC's continuous live entertainment drew big crowds throughout the four-day event but the fun meter's rating was matched point-by-point on the sales side too. Sales activity "scored an all-time convention high," said Sidney Guber, SESAC sales manager.

High color interest was noted by Bob Rich, vice president and general sales manager, Seven Arts Associated Corp. He said the convention "was very successful, we had a lot of traffic and made a number of sales."

Richard E. Bailey, president of Sports Network Inc., described the 1964 convention as "most successful" and of significance to his firm because "it climaxed one of our greatest years in broadcasting." SNI productions totaled 18 national and regional special events and series. He said, "The reaction to our increased programing by station people and the industry as a whole has been most gratifying."

NAB Recognition ▪ The addition of a programing panel to the NAB convention was a "good sign," in the opinion of Jac Liebenguth, general sales manager, Storer Programs Inc. Mr. Liebenguth said existence of the panel means "official recognition of programing as the backbone" of the industry. The *Littlest Hobo* was the biggest Storer seller, Mr. Liebenguth said, and the firm "made many more sales than were expected."

Hardie Frieberg, president, Telesynd Division of Wrather Corp., was "very pleased" with the weeks' sales success and noted that this year "we had unexpected traffic." All of the firm's packages drew much interest, he said, with the *Lone Ranger* still riding hard.

Michael Laurence, director of public relations, Trans-Lux Television Corp., said "tremendous interest was generated in *Mack and Myer for Hire*, which made its first convention appearance, and for *The Mighty Hercules* cartoon series.

"This was certainly the best convention experience we have had. We've played host to about 2,500 people," said Roger Clipp, vice president, Triangle Stations. Mike Roberts, director of Triangle Program Sales, called reaction to products "an unqualified success," said some sales were made and that there were about 200 strong prospects. Top items in the film syndication were the *Colorful World of Music* and *Wonderful World of Birds*, both new to the convention this year.

The success of TFE's second-year effort in Chicago last week has firmly established the exhibit "as a serious organization in the mind of station people, enabling them to see under one roof all of the material being offered," according to Alan M. Silverbach, director of syndication, domestic and international, for Twentieth Century-Fox Television Inc. His firm had the best convention record to date, he said, producing many sales plus solid leads.

Press Vs. News ▪ Morton J. Wagner, president, Richard H. Ullman Associates, reported good response to the firm's new productions. "As broadcasters first and syndicators second, we are very satisfied with industry reaction to the creations." He said he was also pleased with broadcasters interest in a petition to President Johnson requesting designation of the word 'news' instead of 'press' for White House 'press' conferences and for the position of White House 'press secretary'."

Joseph Kotler, vice president, Warner Bros. Television Division, observed that generally "reaction to TFE '64 was excellent—better, I would say, than last year." All of his firm's district managers have set up specific meetings in various markets during the weeks ahead "as a direct result of interest stimulated at the convention," he said.

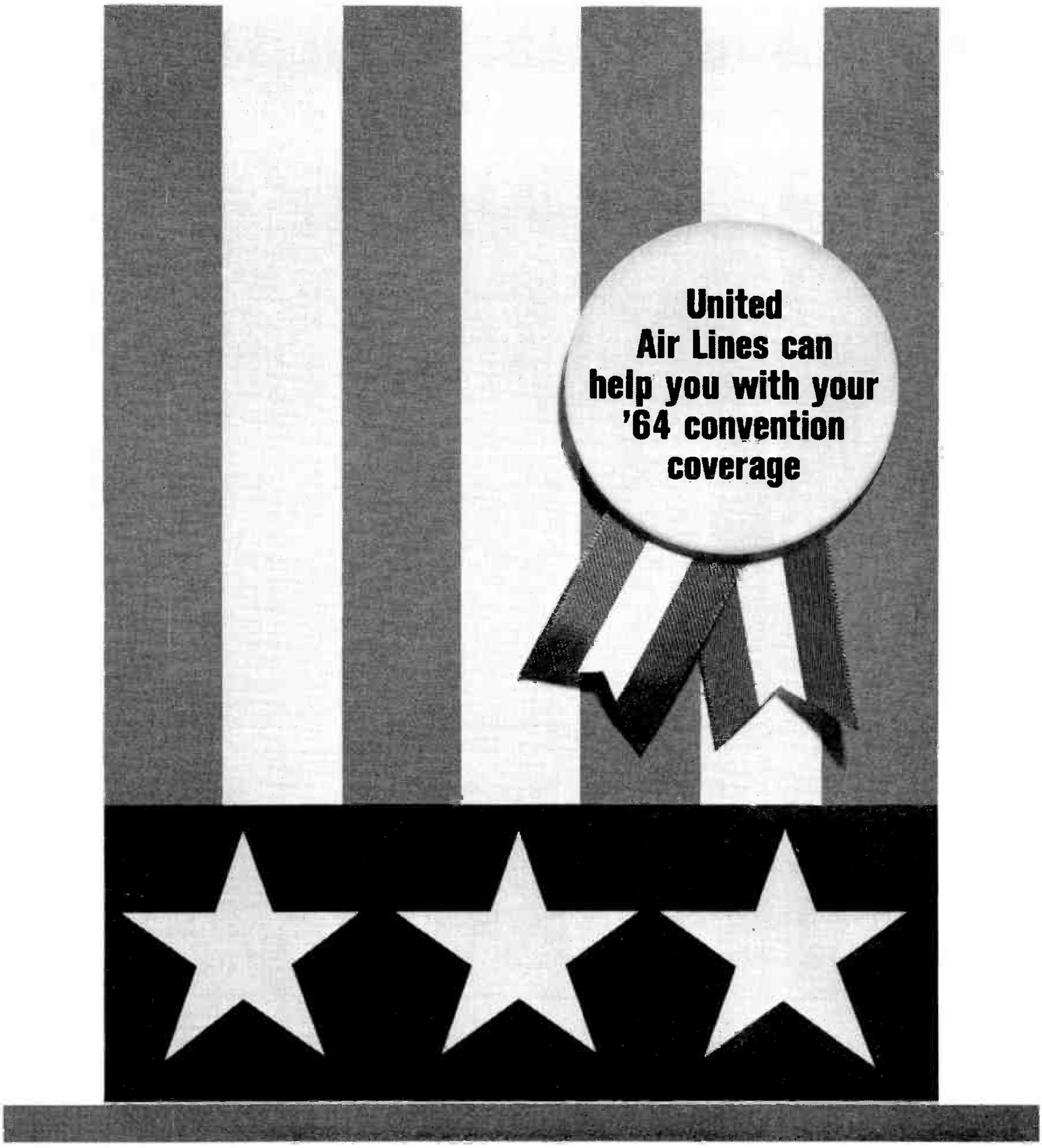
Wanted: research into TV's dynamics

Sheldon Leonard, executive producer of T&L television productions, last week called for a study of the dynamics of television to provide a fund of knowledge that "will lead to higher quality in our nation's TV programing."

Mr. Leonard's remarks came during a speech at Syracuse University's Television-Radio Center. He said that Syracuse would do well to take the lead in university research into such questions as whether there is "an emerging form for the half-hour teleplays comparable to the structure of the short story or the one act play."

Other subjects worthy of study, Mr. Leonard said, include the use of the laugh track, why anthology series are not as successful as series with continuing characters and why TV has developed so many male stars but few female attractions.

Mr. Leonard said that theater art departments of universities have "the clear responsibility" to undertake such research, and added that networks and talent guilds would be pleased to cooperate in the projects.



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The battle for free access to news

RADIO-TV BEHAVIOR TERMED PARAMOUNT FOR ENTRANCE TO COURTS

Radio and television have reached the point where they should be no more encumbered by a governmental "fairness" requirement than newspapers are, a panel of broadcasters—and a leading newspaper editor—agreed last week.

The panel, examining "Freedom and Fairness: The Right to Know" at the Monday-afternoon session of the National Association of Broadcasters convention, also agreed that media, particularly television and radio, must watch their coverage behavior more carefully —and continuously—in order to earn access to cover court and other public proceedings.

Even occasional lapses in the decorum of broadcast newsmen, it was emphasized, can perpetuate the notion that radio and TV coverage is always noisy and obtrusive.

Panelists were J. R. Wiggins, editor and executive vice president of *The Washington Post* (WTOP-AM-FM-TV Washington and WJXT[TV] Jacksonville, Fla.), and Rex G. Howell, KREX-AM-FM-TV Grand Junction, Colo., who made the principal presentations, and John F. Dille Jr., WSJV(TV) Elkhart-South Bend, Ind.; Jack Harris, KPRC-AM-TV Houston, and Douglas A. Anello, NAB general counsel. Theodore F. Koop, CBS Inc. Washington vice president, was moderator.

Anello Contentions ▪ Mr. Anello contended that with stations far outnumbering newspapers there was no reason why newspapers should—but broadcasters should not—be free to comment "without the government looking over your shoulders." He wondered whether the FCC's role shouldn't be reviewed when frequencies are not in short supply.

Mr. Wiggins said he had contended almost 10 years ago that the necessity for such regulation would disappear when the number of channels was not exceeded by the number of applicants. He also noted that newspapers face a problem akin to the broadcasters' so-called shortage of frequencies, in that woodpulp for newsprint is "a diminishing natural resource."

The panelists did not contend that they have no obligation to be "fair," but insisted that there is a distinction, as Mr. Howell put it, between being fair and being required to do so by "an arbitrary rule."

Mr. Anello went further, arguing that what is important is that the community get varying points of view—and that this can be accomplished as a matter of course because different stations have different viewpoints. Thus he felt that it is unnecessary to require any one station to present all viewpoints. Moreover, he contended, there is "substantial doubt" about the constitutionality of any fairness doctrine imposed by government.

Principles Argued ▪ There was also substantial feeling that principles enunciated by the U. S. Supreme Court in its so-called *New York Times* decision a few weeks ago should also apply to FCC regulation and particularly its fairness doctrine. The court ruled that public officials' right to sue for libel should be limited because the possibility of big suits can inhibit newspapers in their comment.

Similarly, Mr. Anello stressed, broadcasters are reluctant to test FCC regulations, even when they doubt their validity, for fear that they will lose their licenses.

Freedom, Mr. Howell insisted, "includes the freedom to make mistakes."

Mr. Dille felt that the question of editorializing for or against a political candidate should be left to the broadcast licensee. Mr. Harris doubted that a broadcaster would be justified, at this point, in backing a political candidate editorially, but stressed that, if a broadcaster did, he should give equal time to opposing candidates.

Wiggins Disagrees ▪ Mr. Wiggins took issue with the recent proposal by Dr. Frank Stanton, president of CBS Inc., that a panel of journalists, lawyers and other experts help to devise a code to govern media in their coverage of judicial and legislative proceedings (BROADCASTING, March 30). The various media already have their own codes, Mr. Wiggins noted, also asserting that "it was out of just such a panel of lawyers and journalists" that the bar association's Canon 35, barring cameras and microphones from courtrooms, first emerged.

Mr. Wiggins thought "the television industry's generous offer to subject all the media to a new code in order to

TV access advocated by NBC's Goodman

"Television has proved itself too valuable an instrument of information to be barred arbitrarily from courtrooms, from legislative chambers or hearing rooms or from any other precinct that is or should be open to the public," Julian Goodman, NBC vice president for news and public affairs, told the Association for Professional Broadcasting Education in Chicago last week.

Coverage of President Kennedy's assassination and subsequent events again showed that TV and its viewing public "have proved their maturity beyond any dispute," he said.

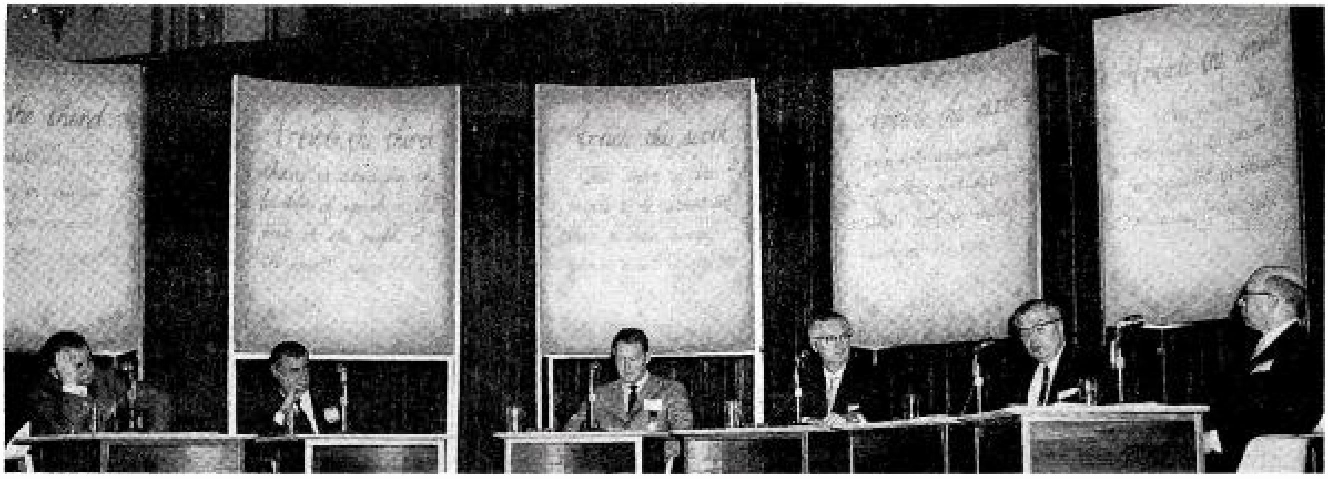
He scorned the argument "that our cameras, which were permitted inside the UN General Assembly during the missile crisis and inside the church during the funeral of President Kennedy, are too distracting to be allowed to cover the Senate hearing of the Bobby Baker case . . . It is ironic that some of those who still insist that television should be denied access to certain news events have cited its coverage of three developments related to the assassination of the President," he continued. These were the arrest of Lee Harvey Oswald, his murder and the conclusion of the Jack Ruby trial.

Mr. Goodman pointed out that TV would have been derelict in its responsibilities in the case of the Oswald arrest "if it had undertaken to withhold from its reporting the information publicly released to all media. . . .

"Whether television or the other media should have been present in the Dallas courthouse basement may be a debatable question," he said, "but once the decision to admit them had been made by law enforcement officials, then it was up to those authorities to provide the proper security for their prisoner."

Live TV was admitted to the Ruby trial but once, Mr. Goodman related, "to cover the reading of the verdict by Judge [Joe B.] Brown." Afterwards, TV remained to cover the news conferences held by defense counsel inside the court, he noted.

"It is not for me to say whether these conferences detracted from the dignity of the court or the legal profession," Mr. Goodman said, "but I should point out to those who are unaware of it that such conferences were a twice-daily occurrence throughout the trial. Live television did not create them. It simply reported them on the



The public's right to know and the broadcaster's right to contribute to that knowledge through coverage and comment were the subject of this panel on "Freedom and Fairness" at a Monday-afternoon session of the NAB convention: (l to r) Douglas A. Anello, NAB; Jack Harris, KPRC-AM-TV Houston; John F. Dille Jr., WSJV(TV) Elkhart-South Bend, Ind.; Rex G. Howell, KREX-AM-FM-TV Grand Junction, Colo.; J. R. Wiggins, "The Washington (D.C.) Post," and Theodore Koop, CBS Inc., Washington, who was moderator.

make amends for Dallas" was going a little too far. "I am not sure that there is any better solution," he said, "than a little firmer resolution to use the best and most inconspicuous equipment available and to put it into the hands of the most courteous news-gatherers we can find, and to limit their number to the requirements of public order."

Panelists generally agreed that, as Mr. Harris described it, "they're not all wrong, these people [judges, lawmakers, etc.] who close their doors to us," because at times newsmen and their associates have been "noisy and rude."

Need Better Code ▪ Mr. Harris felt that broadcasters, particularly local broadcasters, do need a better code to guide their news coverage operations. Radio and TV, he said, will not have doors opened to them until they have earned the right "in the eyes of the people who can open them."

Mr. Howell said that TV must overcome greater obstacles than radio in proving it can operate unobtrusively—"but it can be done," he said.

"Actually," he continued, "we all know that live TV cameras are noiseless and require no more than minimum lighting. This is not so with film cameras. Perhaps part of the atmosphere of the Lindberg trial which brought about the expulsion of newsreel cameras has been permitted to once more creep in through the use of similar equipment for TV. The current trend toward miniaturizing TV cameras will aid in making their use more acceptable, but we may have to rely more upon these instruments and less upon film equipment even when it is for the purpose of recording significant portions of a trial or hearing.

"If there is any basis, in fact, for restriction of cameras which might become distractive due to noise or extra lighting requirements, this should NOT be used as a means of issuing a blanket prohibition against all the tools of our trade. Certainly in no case should there be the slightest question concerning the use of microphones. These can be readily concealed in their entirety."

In their fight for equal access, Mr. Howell continued, broadcasters must first "overcome our own faults through cooperative efforts and the imposition of self-discipline," which "may call for submerging some of our competitive instincts." He urged broadcasters to carry their fight to the public as well as to public officials.

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one occasion it was present."

At its April 5 meeting, APBE awarded two $1,100 Harold E. Fellows memorial scholarships to broadcasting students. Winners were Arthur W. Cohen, who has been announcer and news editor at WFYI Mineola, N. Y., and Robert F. Inman, program director, WJRD Tuscaloosa, Ala. Dr. Hugh Cordier, University of Illinois, was elected APBE president suceeding W. Earl Dougherty, KXEO Mexico, Mo.

TV Committeeman tells of ASCAP fight

The fees that the American Society of Composers, Authors and Publishers charges television stations for the use of its music are "exhorbitant and unrealistic and far out of line with its fees in other industries," broadcasters were told last week.

Robert H. Smith, WCYB-TV Bristol, Va., a member of the All-Industry Television Station Music License Committee, said the committee is determined to press its fight for "reasonable" rates for ASCAP music. He spoke at the Wednesday-morning television assembly of the National Association of Broadcasters convention in Chicago.

Mr. Smith said the committee, now awaiting the outcome of an appeal in its current rate making litigation with ASCAP, is "in good financial shape" to continue its fight, but urged broadcasters to contribute both to assure the availability of funds and to show the solidarity of their support for the committee.

The group, headed by Charles Tower of Corinthian Broadcasting, launched its second solicitation of funds in February and now has pledges totaling $268,000, Mr. Smith reported. Stations are asked to pledge four times their highest quarter-hour rates, paying one-fourth now, the rest when needed (CLOSED CIRCUIT, March 16).

Where it Went ▪ Mr. Smith said that the first solicitation, in 1961, raised approximately $400,000, of which about 67% has been disbursed for legal fees, 8% for research and 7% for committee expenses, leaving 18% on hand.

He also reported that Dr. Frederick Stewart, an economist, has been conducting research for the committee and that this proves that the fight the committee is making is "right."

To demonstrate the "inequity" of ASCAP's TV-station fees, Mr. Smith noted that while broadcasters are charged on the basis of their adjusted gross revenues, many hotels and other public places using ASCAP music are charged according to the amounts they pay their performers.

Television's ASCAP payments—totaling at least $10 million a year for TV stations alone—amount to a "subsidy" of ASCAP and "are not conducive" to the continued growth of television, he asserted.

Mr. Smith reported that the committee is pleased with the work of its legal counsel, the New York firm of Donovan, Leisure, Newton & Irvine, which, he noted, is expert in antitrust law—an area the committee regards as extremely important in the ASCAP case.

Question of BMI ▪ Apparently alluding to court-sponsored negotiations two years ago in which ASCAP demanded that broadcasters be divorced from their ownership of Broadcast Music Inc., ASCAP's only major competitor, Mr. Smith stressed that the committee has never sought to "disrupt BMI's activity." But, he pointed out, ASCAP continually complains about broadcasters' ownership of BMI.

The committee is seeking new ASCAP licenses that would require TV stations to pay ASCAP only for music used in their local programs—not, as now, for music in feature films and syndicated programs.

The U. S. Southern District Court in New York has ruled that, under the consent decree governing ASCAP's operations, ASCAP cannot be forced to offer that type of license. After two appeals to the U. S. Supreme Court, the case is now before the U. S. Second Circuit Court of Appeals in New York (BROADCASTING, April 6).

Mr. Smith said a decision is expected this month or next. Barring a negotiated settlement, the loser in that decision is expected to take the case back to the Supreme Court.

ABA, editors rally behind access study

Praise and offers of assistance from legal and journalistic quarters have greeted a proposal made last month (BROADCASTING, March 30) by CBS President Frank Stanton for the establishment of standards of behavior by all news media in court and crime coverage.

The American Bar Association, which has often criticized news coverage of judicial proceedings and opposed putting television cameras in the courtrooms, congratulated Dr. Stanton for his suggestion that The Brookings Institution undertake a study that would lead to the establishment of a governing code of fair practices.

ABA President Walter E. Craig said he "was confident that the American Bar Association will lend its full assistance towards reaching the objectives outlined by Dr. Stanton."

Several newspaper editors have supported Dr. Stanton's proposal and asked that the American Newspaper Publisher's Association be given an opportunity to join in the financial support of the project.

Those who agreed with Dr. Stanton that standards of court reporting procedures should be determined also agreed that television's coverage of the Ruby trial in Dallas in connection with the assassination of President Kennedy left much to be desired.

By making specific recommendations on the use of the Brookings Institution to conduct the study, one newspaper editor said, Dr. Stanton may finally have pushed the matter "beyond the talking stage, which is now necessary."

San Francisco has new production firm

Independent Producers Associated has been organized in San Francisco for the production of TV programs and commercials and for both theatrical and industrial films. President of IPA is Bruce P. Campbell, a one-time associate of the late Alfred Levy, founder of Talent Associates-Paramount Ltd. Other IPA officers are Morton P. Beebe, vice president; George G. Walker, secretary, and Robert Nagy, treasurer.

Offices for the new production firm have been opened at 1 Jackson Place, San Francisco, and at 1680 North Vine Street, Hollywood. IPA has also leased a warehouse in San Francisco, with 23,600 square feet of floor space which is being converted into two sound stages, each 50 feet by 72 feet. The building will also house editorial rooms and equipment, a narration recording studio, projection facilities for 16 mm and 35 mm film, plus all the camera, lighting and sound equipment needed to produce quality TV commercials, Mr. Campbell said. Lack of modern facilities for interior filming in San Francisco lost the city more than $500,000 in TV commercial billings alone last year, he said. Studio construction is being rushed, with a goal of completion before the start of the Republican convention in San Francisco in July.

IPA is readying a series with Ken Murray as host-narrator, to be distributed through MCA-TV. The first program, *An Opening Night at the Ice Follies,* is now being edited and scored. Filming on the second, *An Opening Night at the San Francisco Film Festival,* is completed and Eugene Burdick, co-author of *The Ugly American,* has been signed to write the narration.

Patterson-Machen sought for free TV

The fight between Floyd Patterson, former heavyweight champion, and Eddie Machen, to take place in Stockholm, in July, will be broadcast on regular commercial television for fight fans to watch at home without charge, instead of restricted to paying audiences in theaters, if present plans work out. John Vrba, president of the Fourth Network, organization which lines up TV stations for special events coverage, is working with the promoters of the Patterson-Machen event. Winner of the bout is expected to be given a chance to meet heavyweight champion Cassius Clay in a title fight later in the year.

The Patterson-Machen affair is tentatively set for either July 5 or July 12, according to Don Johnson, Fourth Network vice president. It will probably begin at 5 p.m. Stockholm time (11 a.m. EDT), which would give the Fourth Network people a good chance to tape it, fly the tape to New York and get it on the air that night, probably at 10 p.m. New York time. The bout will be carried on the Eurovision TV Network, Mr. Johnson said, and the Fourth Network would make a "protection tape" of the fight off the network in London as well as one at ringside in Stockholm.

It is estimated that the Fourth Network may be able to line up well over 100 TV stations, perhaps twice that number, for the Patterson-Machen fight, since it is the first major fisticuffs to be available for free TV in some time.

MCA-TV sees big gross for Indianapolis race

MCA-TV has set its sights on "$2 million to $3 million" in gross revenue for the first telecast of the Indianapolis 500 mile auto race May 30, which it will beam live into a closed-circuit network of an anticipated 200-225 theater and arena outlets seating 600,000-800,000 persons.

Ticket prices will range from $3 to $5, an MCA spokesman said, for the approximately four hours of racing that the event usually consumes. Even though the race is on Memorial Day, MCA expects that the early starting time of 12 noon, EST, will encourage racing enthusiasts to see the race before engaging in other activities.

MCA has a seven-year option on television rights to the race and is installing permanent equipment at the Indianapolis Speedway to defray the cost in later years. Twelve cameras, 30 microphones and four announcers will be used to provide complete coverage of the race.

Program executives plan TV seminar

The National Association of Television Program Executives announced last week that a program seminar has been scheduled for May 11 and 12 at the Hilton hotel in New York City.

Announcement was made by Stan Cohen, director of program planning and promotion at WDSU-TV New Orleans and interim board chairman of the association.

Topics of discussion and panel members are:

"TV Station Programing: Art or Business," Mike Shapiro, general manager of WFAA-TV Dallas-Fort Worth, and Bennett Korn, president of the Metromedia stations. "The Network's Relationship to Local Programing," Mike Dann, vice president for programs, CBS-TV; Julius Barnathan, vice president and general manager of ABC network, and Grant Tinker, vice president for programs, NBC-TV.

"How Does a Station Seek Out Community Needs?" Tom Jones, executive program director for Triangle stations, and Wes Harris, program director of WNBC-TV New York. "Government's Influence on Programing," W. Theodore Pierson, of Pierson, Ball & Dowd, Washington, and FCC Commissioner Robert E. Lee. "Successful Formats for Handling Politicians and Political Issues," Lew Klein, program director of WFIL-TV Philadelphia, and Roy A. Smith, operations manager of WLAC-TV Nashville.

"Present and Future Trends in Film Programing: Features and Series," features—Sid Cohen, president of Film Service Corp.; series—Joe Kotler, vice president for television, Warner Bros. "Where Do You Find Talent?" Bob Guy, program development manager for Storer stations, and Chuck Hinds, program director of WBBM-TV Chicago.

Larry Laurent, television-radio editor of *The Washington Post*, will be luncheon speaker on Monday, May 11.

The interim board members of NATPE are: Stan Cohen, WDSU-TV New Orleans (chairman); Roy A. Smith, WLAC-TV Nashville (secretary-treasurer); Tom Jones, Triangle stations; Pete Kizer, WOOD-TV Grand Rapids, Mich., and Lew Klein, WFIL-TV Philadelphia.

AMST opposes FCC's UHF program plans

UNANIMOUS BOARD DECISION SUPPORTED BY MEMBERS

The Association of Maximum Service Telecasters has announced its opposition to various sharing plans being considered by the FCC as a means of making network programs available to UHF stations in top markets.

The AMST's decision to oppose the plans was adopted unanimously by the association's board of directors at a special meeting during the National Association of Broadcasters convention in Chicago last week.

AMST officials said the decision was later supported "enthusiastically" by the more than 170 representatives of member stations who attended the association's eighth annual membership meeting.

Two sharing plans are being considered at the FCC.

Under one plan, stations in the top markets having less than three VHF outlets would be prohibited from taking more than one-third of their programing from a single network. Thus, each of the three networks that wanted full exposure for its output would have to make one-third of its programs available to a UHF station.

Under the other proposal, suggested by ABC, no network could have more VHF affiliates than any other in the top 18 markets having fewer than three VHF stations. This would result in CBS and NBC giving up VHF affiliations and taking UHF stations as replacements.

The FCC plans to discuss the proposals with the heads of the three networks. CBS and NBC have already made clear their opposition to them.

AMST said these proposals present "very serious questions" under the constitutional guarantee of free speech and the no-censorship provision of the Communications Act.

The association said the proposals would "interfere with a licensee's freedom to exercise its own judgment to select its programs. They threaten UHF development by seeking to impose a forced feeding approach, whereas the Congress recognized in the all-channel receiver legislation that sound nationwide UHF development would require a period of seven years or longer to become effective, and that such development be consistent with sound business principles."

The membership was briefed on the sharing proposals by Ernest Jennes, of Covington and Burling, the association's legal counsel. Lester W. Lindow, AMST's executive director, reported on the "continuing threats to high technical quality wide area television service from a number of proposed short-spaced VHF move-ins."

In another development, the AMST membership adopted a resolution to continue to work for the "sound development" of an 82-channel national television system.

New Board ▪ Elected to the AMST Board of directors for the coming year were: Roger Clipp, WFIL-TV Philadelphia; Charles H. Crutchfield, Jefferson Standard Broadcasting Co., Charlotte, N. C.; John H. DeWitt Jr., WSM-TV Nashville; Joseph B. Epperson, Scripps-Howard Broadcasting Co., Cleveland; Harold Essex, WSJS-TV Winston-Salem, N. C.; Harold Grams, KSD-TV St. Louis; Jack Harris, KPRC-TV Houston; John S. Hayes, Post-Newsweek Stations, Washington; Harold Hough, WBAP-TV, Fort Worth; C. Howard Lane, KOIN-TV, Portland, Ore.; Lester W. Lindow, AMST, Washington; Arch L. Madsen, KSL-TV Salt Lake City; James M. Moroney Jr., WFAA-TV Dallas; Carter M. Parham, WDEF-TV Chattanooga, Tenn.; C. Wrede Petersmeyer, Corinthian Broadcasting Corp., New York; D. L. Provost, The Hearst Corp., Baltimore; Ward L. Quaal, WGN-TV Chicago; William B. Quarton, WMT-TV Cedar Rapids, Iowa; A. Louis Read, WDSU-TV New Orleans; Lawrence H. Rogers II, Taft Broadcasting Co., Cincinnati, and Harold C. Stuart, KVOO-TV Tulsa, Okla.

The board of directors for 1964-1965 met immediately following the membership meeting and elected the following officers: president, Jack Harris; 1st vice president, Charles H. Crutchfield; 2d vice president, Lawrence H. Rogers II; secretary-treasurer, Harold Essex; and assistant secretary-treasurer, Lester W. Lindow.

The following directors were appointed to the executive committee: Messrs. Harris, Essex, Petersmeyer, Crutchfield, DeWitt, Hayes, and Rogers II.

The following were appointed to the technical committee: Orrin W. Towner, WHAS-TV Louisville, Ky., chairman; Messrs. DeWitt, and Epperson; Clyde Haehnle, Crosley Broadcasting Corp., Cincinnati; Thomas E. Howard, Jefferson Standard Broadcasting Co., Charlotte, N. C.; Clyde M. Hunt, Post-Newsweek Stations, Washington; Phillip B. Laeser, WTMJ-TV Milwaukee; Carl G. Nopper, WMAR-TV Baltimore, and Henry E. Rhea, WFIL-TV Philadelphia.

LBJ's audience

An estimated 40.3 million persons saw *Conversation with the President*, a taped program telecast on all three networks, March 15, 6-7 p.m. EST. A. C. Nielsen Co. said last week that an estimated 17.44 million homes, or 34% of American homes owning TV sets, were tuned to the program that featured an informal interview with President Johnson by a panel of reporters.

Nielsen said the average family viewing the program saw 45 minutes out of the hour. The firm also reported that the first *Conversation* program—an interview with the late President Kennedy—telecast Dec. 17, 1962, was viewed by an estimated 22 million homes, or 44% of U. S. TV homes. The JFK telecast was seen by an estimated 48.4 million persons.

The greater audience for the Kennedy telecast was explained in part by the later hour it appeared on the networks—6:30-7:30 p.m. on ABC-TV and CBS-TV, and 8:30-9:30 on NBC-TV. Nielsen noted that "the later time and two different time periods would normally reach larger television audiences."

CBS owned radio outlets talk about talk shows

Consideration of plans to place more emphasis on talk programing held much of the attention of the general managers and program directors from CBS owned radio stations at meetings in Chicago before the National Association of Broadcasters convention last week. The sessions were held at WBBM there, which has dropped its live music policy after four decades of that format.

Other CBS owned radio stations besides WBBM are KCBS San Francisco, KMOX St. Louis, KNX Los Angeles, WCAU Philadelphia, WCBS New York and WEEI Boston. "All seven stations now devote significant portions of their schedules to such programing," it was noted by Fred Ruegg, vice president, station administration, CBS Radio Division, who headed the New York executives group which also took part.

Mr. Ruegg said the meeting took note of the fact that the sound basis of an effective talk format has been proven by the record of KMOX over more than four years. He said the St. Louis station, under the direction of Robert F. Hyland, vice president-general manager there, was the "first to initiate talk programing as a block concept," a concept which he said later was adopted by other company-owned outlets.

The format innovations at the host station also highlighted the discussions in view of the fact that WBBM was one of the country's last major radio stations to extensively use live music in recent years. The policy change took effect April 3.

WBBM's big morning show, *Music Wagon*, aired Monday through Friday 8:15-10 a.m. and the vestigial vehicle of live music there, now features records and celebrity interviews by host Mal Bellairs. The station also has expanded its late afternoon news to two full hours starting at 4:30 p.m. Service features from WBBM's traffic helicopter and consulting meteorological team also are included.

WBBM's staff of 25 musicians were switched from commercial to sustaining contract, reportedly dropping each man from about $280 a week to $230. Some of them are expected to be used soon on WBBM-TV, however. The musician contract was renegotiated earlier this year, has over two years to run and provided for about a 3% increase. It is part of the network package.

Radio program clinics scheduled by NAB

Tentative dates have been set for the four clinics on radio programing this fall to be sponsored by the National Association of Broadcasters. Meeting in Chicago last Thursday, the NAB program committee set these dates and cities, with hotels to be announced later:

Sept. 25—Tarrytown, N. Y.
Sept. 28—Memphis.
Sept. 30—Omaha.
Oct. 2—Palo Alto.

In his convention speech, NAB President LeRoy Collins promised that the best programing brains in the industry would serve as faculty at the clinics. Sherril Taylor, NAB vice president for radio, will be in charge of planning the sessions.

Co-chairmen of the program committee are Joseph Baudino, Westinghouse Broadcasting Co. vice president in Washington, and Allan Page, KGWA Enid, Okla.

Programatic sold to Schedumatic

Programatic Broadcasting Service has been sold to the newly formed Schedumatic Corp., New York, it was announced last week by Charles C. Cowley, president of Muzak, which operated Programatic. The sale price was not disclosed.

Programatic is an automated service for radio stations. John Esau, who resigned as director of broadcast operations at Programatic to form Schedumatic (BROADCASTING, March 30), reported last week that Programatic will continue the O-Vation Music Service and expand into a more "tailored" formula, supplying station subscribers with classical, popular standards and jazz music.

Mr. Cowley said that Muzak intends to expand further in the background music field in which the company has grown substantially, particularly internationally, in recent years.

UA sells 'East Side' early

United Artists Television sold *East Side/West Side* in seven markets in advance of its official release to syndication during the NAB convention, Pierre Weis, vice president and general manager, UA-TV syndication division, announced last week.

The series, which consists of 26 hour episodes and was presented on CBS-TV this past season, has been sold to WNEW-TV New York, WTTG(TV) Washington, KTTV(TV) Los Angeles, WGN-TV Chicago, WTTV(TV) Indianapolis, KPHO-TV Phoenix, Ariz., and KVOS-TV Bellingham, Wash.

'Wonder of Birds' under way

Triangle Stations is producing for autumn syndication a series of 65 five-minute colorcasts titled *The Wonder of Birds.*

The series, which will illustrate the personalities and characteristics of different birds, is being filmed at the Boehm Aviaries in Washington's Crossing, N. J. John Toutkaldjian is directing the series and Charles Keller is executive producer.

'Breaking Point' syndicated

The release of the *Breaking Point* one-hour series to syndication was announced last week by Henry G. Plitt, president of ABC Films. The 30-episode series has been sold to WNEW-TV New York, WTTG(TV) Washington and KTTV(TV) Los Angeles for start in the fall. *Breaking Point* is now on ABC-TV.

HAS TANNER SOLVED MEASUREMENT?

Though reaction varies many experts okay mobile TV audience survey device; inventors promise radio measurement soon

A new mobile system for television and radio audience measurement was the talk of last week's National Association of Broadcasters convention in Chicago, but for all the excitement there remained broad differences of opinion as to what its exact utility and future role might be.

The system, developed by the Tanner Engineering Co. of Wilmington, Calif., was exhibited as a technique for measuring TV audiences, but company representatives disclosed privately that a version for radio measurement is in the works. They said that although they could not yet reveal the technical details, they expect to have it ready for public display within six months.

Some observers felt a radio version would offer great potential for measurement of the car-radio audience in particular—an area that many broadcasters consider badly in need of more comprehensive measurement. Prototypes of another device to measure automobile listening were also shown at the convention (see page 85).

The TV technique, called Tanner Electronic Survey Tabulation (TEST), is also said to be capable of distinguishing between color and black-and-white sets. It is designed to be incorporated in electronic gear installed in a station wagon that, according to its developers, simply rolls up and down streets at speeds upward of five miles an hour, counting all TV sets in use within 300 yards, identifying the stations to which they are tuned and keeping a running tally of its findings.

Up to 3,500 sets can be counted by one truck in half an hour, according to James L. Tanner, 28-year-old inventor.

The technique differs from several electronic measurement systems advanced in the past, he said, in that it picks up, magnetically, the horizontal scanning signal radiating from sets in operation, whereas other systems usually have depended on the sets' local oscillator radiations.

Finds Program ▪ In addition, the TEST system compares each of these radiated signals with the signals transmitted by local stations to determine the channel to which the set is tuned.

The truck and associated equipment shown by the Tanner organization in the NAB exhibit hall were under almost constant examination by broadcasters, network executives and engineers, representatives of rating firms, other research experts and others interested in broadcast audience measurement—including Representative Oren Harris (D-Ark.), who led the congressional investigation of "the ratings mess" a year ago, and several of his own and other congressional aides.

The reaction ranged from practically unqualified enthusiasm to hearty disbelief, with the largest number taking the middle-ground position that they wanted more information before reaching firm conclusions.

Mr. Tanner and his brother, Thomas, administrative and sales head of the Tanner company, said they are interested in engineering, not the operation of an audience research company, and accordingly would like to lease the equipment to a research organization.

They and Carl Haverlin, former broadcaster and recently retired president of Broadcast Music Inc., who is serving as their adviser, said their first hope is that some tripartite organization encompassing broadcasters, advertisers and agencies—and possibly with the support of existing ratings services as well—may take over the use of TEST as a measurement system. If that does not happen, however, they expect it to be developed as an audience research service on some privately operated basis.

Criticism ▪ The first criticism usually advanced is that since TEST does not purport to count sets that are not turned on, it can at best supply figures on total tune-in and share of audience, but not ratings. They also question whether TEST's data can be projected to give representative national or even local figures. Some agency executives and broadcast salesmen also point out that the system does not provide a basis for cost-per-thousand data.

Other researchers contend that it is possible to overcome these objections by "prelisting" the areas to be covered by the truck. This would involve a "census" of those areas to determine, for instance, how many sets there are. Similarly it is pointed out that a "sample" of streets and rural areas could be constructed in such a way as to be representative of the entire community or even the nation. But in both cases some authorities feel that a serious question of economic feasibility is involved.

Aside from the expense of prelisting, some researchers point out that the Nielsen national TV sample, for instance, consists of 546 counties or "sampling points," each of which presumably would require at least one and perhaps more TEST trucks if the Tanner system were used. At the Tanners' estimate of $15,000 to $20,000 as the cost per truck, this would mean an initial equipment outlay of $8 million to $11 million.

Other sources, however, feel that a maximum of 100 sampling points, and perhaps no more than 50, would be sufficient for a national sample. In that case the initial equipment cost might be as low as $750,000 and not more than $2 million.

Mr. Haverlin and the Tanners—and a substantial number of broadcasters and research authorities—feel that TEST can answer one major specific need merely by supplying data on "the raw brute force" of television.

Several broadcasters stressed the importance of having this sort of measurement to show, instantaneously, how well a particular program fared both in terms of its over-all tune-in and in

Equipment study April 20

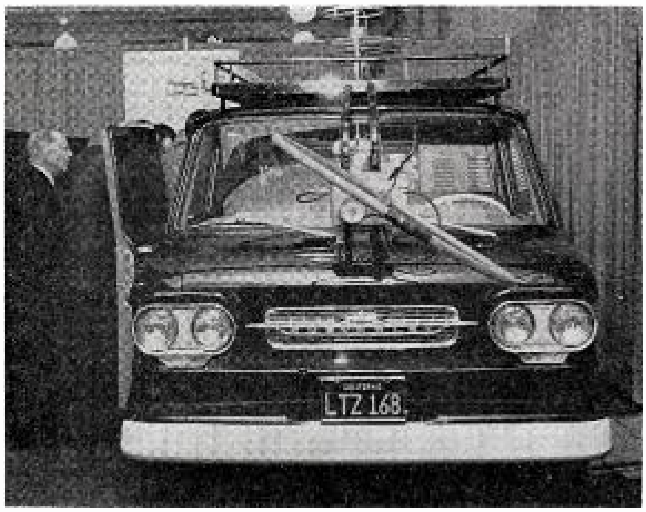
BROADCASTING's annual review of new developments in equipment shown at the convention of the National Association of Broadcasters will make up a special study in the April 20 issue of the magazine.

During the 42d convention a team of BROADCASTING reporters interviewed each of the convention exhibitors, examined the products on display and talked with broadcasters about their reactions. These findings will make up the Equipment Special Report which will be a feature of next week's issue. The report will be divided into topical subjects such as automation, cameras and lenses, miniaturization, transmitter improvements and a number of others.

share of audience. This sort of information, they felt, could have a vital bearing in both selling and programing, and a number of broadcasters indicated they were ready to participate in such a service as soon as it can be made available.

With a measurement of "raw brute force" provided by TEST, some authorities suggested, the finer points of audience measurement, such as demographic and other audience composition data, could be supplied, as now, by existing ratings companies.

Even without prelisting the areas to be covered by TEST, however, it was felt that some degree of demographic data would be inherent in the driving-truck system, in that most families in any given neighborhood tend to have certain common characteristics, particularly as to income level, education, etc.



The rotating hoop in the front of truck (l) is the key to the television set counting conducted by Tanner Electronic Survey Tabulations. The hoop receives signals from the sets and matches them through a 'comparator' in the truck to signals from the stations. The station signals are picked up through the antennas on the truck roof. Inside the unit (r), James L. Tanner, inventor of TEST, sits before the prototype control panel which is being used in the exhibit model only to visually depict the method by which the sets are counted. In production models the only equipment in the trucks will be a unit that counts the sets and records these figures on tape.

Donald H. McGannon of Westinghouse Broadcasting Co., chairman of the Broadcast Rating Council and of the NAB research committee, said the Tanner system might "revolutionize" audience measurement if its promise materializes, but he thought its main use to the council would be as a "verification" tool for checking the findings of ratings services.

No Rating Service ▪ Use of the test system by an existing or new rating service is of course possible, he observed, but he said the rating council itself does not intend to set up a rating service of its own using this or any other system.

He felt that there would be legal questions to face if the council adopted its own system in preference to others, but aside from that he said he felt it important that there be more than one measurement service in operation.

Mr. McGannon said a Westinghouse engineer, Ben Wolfe of KPIX(TV) San Francisco, had participated in tests of the Tanner system in San Francisco and had submitted a "very upbeat" report on it.

He also disclosed that it was the council's awareness of the Tanner system that led to the appointment of a committee under Julius Barnathan of ABC-TV to study new developments in audience measurement (BROADCASTING, April 6).

Mr. McGannon said he hoped to have a report on the Tanner system from the committee by about June 1.

From a technical standpoint, the chief questions raised by engineer-observers had to do with whether the system is able to count "all" sets that are in operation within its range, whether it can give an accurate count when there are many sets within a small area (as in an apartment house), whether it may not "double-count" in backtracking on a street parallel to one already counted, and whether it is able to pick up radiations from older or weaker sets.

The Tanners appear confident on these and all other points, asserting that it can count as many as 40 signals per second and has proved its capability. Nevertheless, a number of engineers indicated they want to see it in operation under all sorts of circumstances before committing themselves fully.

Some have already had a chance to see the system in operation in California, and a new test is planned in Chicago—possibly this week—in cooperation with WGN Chicago. The truck was not taken on the road during the NAB convention; it had developed a defective axle en route from California.

Radio Watches ▪ The possibilities of the system for radio audience measurement are being watched carefully. Robert Hurleigh, president of MBS, said after examining the equipment in Chicago, "I'm very excited—this is the kind of thing we need. These people deserve 100% support and encouragement, and when they're ready with their radio system six months from now, we can put our money where our mouth is."

Robert Pauley, president of ABC Radio, also examined the system carefully in Chicago and was described as highly enthusiastic, but could not be reached immediately for an elaboration of his views. Others predicted that the system, used as a stationary device at strategic traffic centers, would be ideal way to count auto radio audiences.

Although they declined to give technical details of their radio system, the Tanners said it could distinguish between AM and FM sets—and, as in television, identify the stations to which they were tuned.

Among the skeptics last week was Jack Gross, the American Research Bureau's sales manager for advertising agencies and networks. He said ARB had examined the system—and many other electronic techniques—and was "not interested in it," not so much on engineering grounds as because the

The pros and cons of allocations for airborne ETV

A major consideration in establishing UHF assignments is the rulemaking requested by the Midwest Program on Airborne Television Instruction, which would permanently reserve channels 72, 74, 76, 78, 80 and 82 for airborne ETV service in Illinois, Indiana, Kentucky, Ohio, Michigan and Wisconsin. The FCC, in issuing the proposed reservations, also asked for comments on the feasibility of airborne TV using the new Fixed Instructional Service on the 2500 mc to 2690 mc band (BROADCASTING, Oct. 28, 1963).

MPATI presently operates an experimental airborne ETV system on UHF channels 72 and 76. The system has its headquarters in Lafayette, Ind. MPATI said that there are presently 1,300 schools and colleges subscribing to its service.

The commission has been flooded with supporting comments from midwestern schools, boards of education and teachers associations. But strong opposition came from the National Association of Educational Broadcasters, NBC and the Association of Maximum Service Telecasters.

Lost Channels ▪ The NAEB said that the use of six UHF channels for the MPATI service would delete as many as 50 channels from the TV allocations table it has proposed, and 32 channels from the table proposed by the FCC (see story page 105). The NAEB added that of the 50 channels lost, 46 could not be replaced by revising assignments. The association claimed that if interference standards were considered the MPATI proposal would delete upwards of 100 channel assignments from the NAEB table.

The NAEB also questioned the validity of the MPATI program. The association said that the regional character of the operation would be detrimental the fulfillment of local expression and program needs. A central program source, such as MPATI, would also have an adverse effect on the development of local ETV stations, NAEB said.

The NAEB said that less than 10% of the schools in the proposed service area of MPATI now subscribe to its service, and that the commission should ask for a reliable financial showing from MPATI.

The association would not object to the present two channel service and suggested that MPATI should consider microwave links to achieve area coverage.

Six Are Best, But ▪ MPATI said that six channels on a permanent basis would provide the fullest means to an efficient airborne ETV system. This would allow for the presenting of economical, programed instruction.

However, MPATI suggested that if the channels are not allocated on a regular basis that they be reserved for 10-year periods, thus allowing for review of the service's operation. A second alternative was proposed. If the commission should grant only the two channels now used by

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trend in audience research is toward more data on individuals than on homes or sets-tuned.

Other industry executives who have seen the device have expressed enthusiasm for its ability to measure the viewing pattern of a community thoroughly and rapidly, but indicated doubts about its potential as the basis for a new nationwide ratings service by itself.

"The Tanner system looks like a good way to count viewers, much better than phone calls or diaries and much less expensive than audimeters," said Ron Gleason, director of research, sales development and merchandising for KABC-TV Los Angeles.

"But," he added, "it's a popularity poll, not a ratings system. It can provide greater numbers of TV sets, but it can't provide a representative sample of all the homes in a TV station's coverage area. It can't provide ratings figures or sets-in-use figures, such as the currently active ratings services do. And it has no means for supplying audience composition information or other demographic data."

An agency executive who declined to be quoted by name said the value of the Tanner technique "really depends on what you want to prove and how you want to use it. It will give you a good sample of what people are doing in a particular area at a particular time and get the answer right away. It won't replace anything we have now, but it could do a great job for a local station which believes it has a larger audience than the current ratings services are giving it credit for."

From an engineering viewpoint, the development "looks very promising" to Ted Greiner, chief engineer of KABC-TV. "In theory," he said, "it seems very good, but it needs to be tested in practice under difficult conditions. For instance, an observer might be put into every apartment in a New York apartment building to check on the dial positions of the sets at various times while a Tanner truck was driven by. Then the record they obtain could be checked against the known facts to see how accurate their record is."

The equipment demonstrated in Chicago includes a revolving antenna loop on the hood of the truck to receive the signals, and a "Comparator" device inside to match the receiver and station signals and thus identify the channels being watched.

In future versions, the Tanners said, the set count will be recorded on tape so that it may be sent by data transmission lines to a computer center where reports from a large number of trucks can be compiled quickly.

The Tanner company plans to manufacture the TEST equipment and is tooled up and ready, officials said, to accept an order now for delivery of 100 trucks within 90 days.

James Tanner, inventor of the system, was formerly with KCOP(TV) Los Angeles and also served with CBS and NBC there. He said he started work on the device in 1954 and had a working model in 1961. Patent-protection applications covering both television and radio measurement systems were filed "a number" of years ago, he reported.

The Tanner Engineering Co. is a family business primarily engaged in developing new products in a variety of fields, Mr. Tanner said.

Engineers form society of Broadcast Engineers

The Institute of Broadcast Engineers held its first meeting Sunday (April 5) and became the Society of Broadcast Engineers.

About 100 engineers at the National Association of Broadcasters convention in Chicago attended the organizational session of the society, whose purpose is to give broadcast engineers "some recognition."

The society, which is still in the formative stages, has 75 members, according to John Battison, consulting engineer, Annapolis, Md., who has been acting chairman. Aims of the society will be set by an eight-man steering committee nominated at the meeting. A committee on membership standards

MPATI it could then allow four channels to be used on a share-time basis with ground-based commercial or ETV stations. MPATI would make use of the channels only during school hours.

The airborne service said that its engineering studies of the 2500 mc to 2690 mc band show that it would not be feasible for an airborne system.

Opposite View ▪ The Association of Maximum Service Telecasters and NBC told the commission that from a technical standpoint an airborne service could be operated in the 2500 mc to 2690 mc band.

The association and network said that they opposed the allocation of any channels for either regional or national airborne ETV programs. The MPATI proposal would withdraw "a vast amount of UHF spectrum space" from ground-based commercial and ETV use, AMST said. It added that it would not oppose a five-year continuation of the MPATI experiment, but for no longer than five years.

has also been formed.

Mr. Battison will act as chairman pro-tem of the society and head the steering committee. Others nominated to the committee are: Sid Davidson, chief engineer, KOA-AM-FM-TV Denver; Malcolm Burleson, director of engineering, Metromedia Inc.; Orrin W. Towner, engineering director, WHAS-AM-TV Louisville, Ky.; Bill Cramer, consulting engineer, Defuniak Springs, Fla.; Ben Wolfe, chief engineer, KPIX(TV) San Francisco; Charles Hallee, president, Electronics, Missiles & Communications Inc., Mt. Vernon, N. Y., and Howard Town, NET, Ann Arbor, Mich.

Further information is available from Society of Broadcast Engineers, Box 1841, Annapolis, Md.

WEC color tubes not imminent

Westinghouse Electric Corp., Pittsburgh, last week put a damper on speculation that the firm was about to announce its entry into the production of color television tubes.

In the wake of published reports indicating that such an announcement was imminent, Westinghouse said: "Like every other company in the color television field, we are examining the feasibility of developing our own color television tube. Such a research program has been going on for about two years."

A flood of comments on UHF allocations

Proposed tables draw conflicting filings from educators and commercial broadcasters

The broadcast industry is generally agreed on the need for a table of UHF television allocations but is divided on the table's means and aims. This was apparent from the comments the FCC has received on its proposal to adopt a new UHF allocations plan.

The proposed rulemaking has two facets. There is an FCC table that would add 411 new channels for 1,979 total assignments. Offered as an alternative to the commission's table, but part of the same rulemaking, is a table by the National Association of Educational Broadcasters that proposes a total of 2,600 channels. The NAEB table would add 609 more new channels than would the FCC's. The NAEB arrived at its greater number of possible allocations by the employment of digital computer techniques, as opposed to the commission's manual engineering of its table (BROADCASTING, Nov. 11 and Oct. 28, 1963).

The commission also received comments on a closely related rulemaking that would reserve six UHF channels on a permanent basis for an airborne ETV system to be operated over six midwestern states by the Midwest Program on Airborne Television Institution Inc. (see page 104).

Prominent among the comments on the allocations tables were those of the NAEB, ABC, the Association of Maximum Service Telecasters, MPATI and the National Education Association.

NAEB Argument ▪ The FCC, at the time it decided to include the NAEB's alternative table in the rulemaking, said that the larger table failed to provide flexibility in the choice of transmitter sites and questioned whether a need would arise for the many channels allocated to small communities (BROADCASTING, Dec. 23, 1963). The NAEB says the 2,600 assignment table is sufficiently flexible and therefore more desirable in face of the additional channels it offers.

The NAEB pointed out that its table would make 609 more assignments in 126 more locations than does the FCC table. But even more to the NAEB's liking is that its table proposes 304 more educational TV reservations than the FCC's and that it would make 96 more multiple ETV reservations. And, the NAEB pointed out, its table contemplates 54 more channels in the top 100 markets than the commission's.

The NAEB said the FCC charge that the NAEB table makes assignments in locations where it is unlikely any need will materialize is a gross departure from the federal agency's usual policy of making definitive provisions for the future, rather than fulfilling needs as they arise. "In fact, the NAEB proposal far more complies with the basic intent and spirit of a table of allocations than does the FCC proposal," the association said. To withhold channels now, the NAEB believes, is to make their future allocation a possibly haphazard proposition. The association said changes and amendments in its table or one like it would be far easier than in the FCC table, due to a greater over-all knowledge of the allocations structure.

The NAEB noted that in the past the FCC has stated that the best means of maximum, efficient use of UHF channels is to provide for all assignments possible for a channel, with minimum mileage separation of co-channels. An allocations table, the association said, is one way this could be done.

Elastic Miles ▪ The NAEB said that its table calls for a two to four-mile separation flexibility, but further engineering studies increased this separation potential to 15-30 miles—"except for taboos which require a 20-mile separation," in which case a five to 10-mile flexibility factor was used. However, the association said, the greater flexibility took a big cut out of the table's efficiency, dropping the total number of assignments by 539 channels. It made 134 fewer assignments in cities having a population of 50,000 or more. The NAEB's conclusion is that it can't be shown that a two to four-mile flexibility factor would have adverse effects, and the greater the flexibility potential the less efficient is the table.

Allocations to sparsely populated areas, the NAEB added, were made only after the association provided allocations to cities of 10,000 or more. It said that the many ETV allocations and reservations in its table are of vital importance—"It is far from rash to predict that within a generation educational needs will outstrip the combined resources of the new fixed service [in the 2500 mc to 2690 mc band] and available broadcast facilities."

The NAEB requested that the commission hold an oral proceeding on the relative merits of the NAEB table and the FCC's plan.

ETV Favored ▪ ABC said that the NAEB table of assignments grossly favored educators. The network pointed out that in the FCC's table the ratio of commercial to reserved channels is 2.2 to 1, while in the NAEB proposal it is 1.8 to 1. ABC further charged that the NAEB table favored reserved channels with locations lower in the UHF spectrum than those left for commercial enterprise.

The network thought it very unlikely that, except in metropolitan areas such as New York, commercial broadcasters would grab all of the unused channels and pointed out that a prospective ETV operator may apply for an unreserved channel as well as one reserved. ABC said that although the FCC saw the merits of an allocations table it also recognized the value of awaiting demands and avoided saturating its table. Changes in the NAEB table, ABC said, would require extensive revision. The table with fewer assignments is far more flexible, and this flexibility can't be overvalued, the network added. The NAEB table "would not serve as a fair and reasonable table of assignments . . . and actually would tend to discourage the use of the UHF band."

MPATI told the commission that neither the FCC's nor the NAEB's table made any provisions for regional, multichannel airborne or ground-based service. MPATI would have even more channels proposed than offered by the NAEB proposal, with fewer channels left unreserved.

The Joint Council on Educational Broadcasting, in whose behalf the FCC granted a 60-day extension of the comment deadline (BROADCASTING, Feb. 3), gave its full support to the NAEB table. The council, representing major education associations and ETV groups (such as the NAEB), stressed the importance of providing future ETV needs. Multiple reservations are extremely important in order to allow for a full range of educational programing, the council said. The FCC table fails to make these provisions, it concluded.

Illusion? ▪ The Association of Maximum Service Telecasters urged that the commission's table be adopted. The NAEB table, AMST said, although it offers a greater number of assignments is "to a substantial extent an illusion."

AMST said that the NAEB table would preclude the use of many already selected transmitter sites in states planning ETV networks. The association said that it is unlikely many NAEB assignments would ever be activated and the assignments made to larger cities have no advantage over those made by the FCC. AMST said that the commission proposal could be more completely saturated should the need arise.

The Adler Educational Systems Division of Litton Systems Inc., an ETV equipment manufacturer, questioned the advisability of adopting any allocations table other than one that merely reflected what would be expected needs. The manufacturer said that the assignment of UHF channels without the demonstration of need would bar the use of UHF translators.

Fairchild's new recorder

A home TV tape recorder for the consumer

FAIRCHILD INTRODUCTION HAS TV MAKERS' INTEREST

The Fairchild Camera & Instrument Corp., Syosset, N. Y., last week demonstrated a home television tape recorder which, it indicated, could be mass produced for the consumer market at under $500.

With the equipment a television program can be taped using an input from a regular television receiver and replayed immediately. Home TV tapes could be on with the unit with additional camera equipment.

The recorder, which has been under development at Winston Research Corp., Los Angeles (CLOSED CIRCUIT, Oct. 21, 1963), showed good reproduction fidelity.

The demonstration triggered interest in Fairchild's stock, making it the most actively traded issue on the New York Stock Exchange on Monday (April 6). The stock gained 1¾ points to 30⅞, rising slightly on Tuesday, but dropping Wednesday to Monday's high.

The Fairchild demonstration follows 14 weeks after Cinerama Telcan's display of its British-developed "Telcan" home recorder (BROADCASTING, Dec. 23, 1963). The prototype Telcan had picture quality which observers felt should be improved before the equipment is marketed.

Cinerama Telcan is the company formed by the British firm which developed the equipment and Cinerama Inc. holds rights for distribution of the unit in this country.

Both the Fairchild model and Telcan have stationary recording heads and both have tape speeds of 120 inches per second, using one-quarter inch tape. Fairchild's recorder is combined in a single console with a TV receiver.

A Fairchild spokesman said last week that every major television manufacturer in this country either had been, or would shortly be, negotiating with the company on the possibility of producing the recorder.

He said Fairchild itself might produce certain parts of the recording system. Cinerama has not, as yet, announced a manufacturer for its recorder.

Fairchild confirmed that a camera for taking home TV movies is definitely being considered as accessory equipment for the recorder, and that development of such a camera is in the planning stage. The camera they said, could be produced for less than $200.

Progress report on UHF-VHF sets

Chicago meeting of all-channel TV committee told of promotion and educational campaigns

Progress in the promotion build-up and educational campaign concerning all-channel TV receivers was outlined in Chicago last week by officials of the industry-government sponsored Committee for All-Channel Television.

The drive centers on the all-channel set law which takes effect April 30, but full impact of the consumer promotion is not expected to be felt until about September.

By fall it is expected that the backlog of VHF-only sets now in distribution channels will have slackened enough for retailers to be ready to sell the new 1965 VHF-UHF models. The new-year models normally have been introduced to the trade by late March, but none have been shown so far this year although there has been a flurry of 1964 model mid-year "drop-ins," plus an obvious production spurt (BROADCASTING, April 6).

The committee was told that requests are pouring in for some 20,000 copies daily of the new multi-purpose educational booklet on all-channel television which has been prepared by the FCC in cooperation with Electronic Industries Association and the National Better Business Bureau Inc. Over 2 million copies should be at retailer level by fall for consumer circulation. The booklets also are going to the service trade.

Titled "What You Should Know About All-Channel TV," the booklet is available in single copies from the FCC and in bulk from the EIA. Bulk rates are about a penny each.

A total of 1,500 prints of a technical slide-film presentation also have been produced. These will serve as nucleus for trade training meetings for sales people, techicians and service men. Typical content topics include tips on proper UHF antenna installation, summary of the FCC's UHF test in New York City and explanation of the all-channel law.

Other topics reviewed by the committee included recent bills introduced in Congress to eliminate the 10% excise tax on all-channel sets and EIA's work in Washington to win support for these measures. The tax cut is sought to overcome the price hike which manufacturers must impose for adding the UHF tuner. Without the tax relief it is expected that manufacturers may be forced to cheapen other parts of the set to hold the price line and still add UHF.

New tube promises better color cameras

Superior qualities of the new Plumbicon tube for both color and black-and-white sets were cited last week at the NAB convention in Chicago last week.

At the Tuesday (April 7) TV engineering session, Dr. Edward F. deHaan of North American Philips' Industries Research Labs described the advantages of the Plumbicon over the currently-in-use vidicon and image orthicon tubes including small size, ease of operation, long life, excellent stability, good color rendition and a high sensitivity.

Fully saturated color pictures can be obtained with a lighting level of 100-150 footcandles at a lens setting of f2/8, he said. The Plumbicon tube retains its original characteristics after several thousand hours of operation.

"These properties of a Plumbicon make this tube especially suitable for a large number of TV applications," Mr. deHaan said. "Especially for color TV cameras, the Plumbicon is almost the ideal pick-up tube." The Plumbicon is 8 inches long and only 1¼ inches in diameter.

The tube is not yet on the commercial market although North American already has received several dozen orders, it was reported. The Plumbicon tubes will be available late this year through Amperex, a division of North American Philips.

In a paper delivered Monday (April 6), R. E. Putnam, manager, audio-video engineering, and I. T. Saldi, senior vidicon engineer, tube department of General Electric, Syracuse, N. Y., noted that the Philips Plumbicon is a one-and-a-quarter inch tube "that is not interchangeable with a standard vidicon and, therefore, requires a new camera."

General Electric, they said, "has a lead oxide vidicon under development which is interchangeable with the standard one-inch vidicon . . . [and] can be used in existing vidicon equipment. The General Electric lead oxide vidicon is about three times as sensitive as the 7735A," a vidicon introduced in 1958.

Harry E. Smith, manager, marketing, GE visual communications products, said last week that prototypes of the lead oxide vidicon are being used experimentally. However, he said, commercial use of the tube is not expected for at least two years.

Tape standards ready

Industry standards for tape cartridge equipment will be presented to the National Association of Broadcasters board meeting in Washington in June.

The standards have been approved by the engineering subcommittee and the magnetic tape standards committee. They are to be presented to a steering committee in early May.

AB-PT takes steps to thwart outsiders

Special meeting will vote on proposal to abolish cumulative voting for members of the board

If uncertainty was rife last week about board membership ambitions of several large shareholders in American Broadcasting-Paramount Theaters, one thing was sure—the company's present board was opposed to intrusions from the outside and was taking steps to prevent them.

Reports indicated that AB-PT management, for the time being at least, is in a position to thwart efforts to alter the board's membership.

In a meeting last Monday (April 6) the AB-PT board voted unanimously to recommend to shareholders that the company's charter be altered to abandon the cumulative voting procedure for board members, a practice that gives minority interests a better chance of achieving board representation. The action was taken to obstruct the efforts of two "special groups" who were understood to be seeking board seats.

One of these was reported to be a combined interest of two mutual funds and an individual investor. The other interest is that of Norton Simon, West Coast industrialist, whose investment in AB-PT through McCall Corp. is now thought to be considerably in excess of 100,000 shares (BROADCASTING, March 23).

The AB-PT move came after a meeting of ABC affiliates in Chicago at which the company's president, Leonard Goldenson, said attempts of outsiders to gain board seats would be resisted.

Under the cumulative voting system a shareholder can multiply his shares by the number of board seats to be voted on and distribute that total among nominees in any proportion he chooses. A shareholder thus could throw his full support behind a single nominee.

Leonard Goldenson, president of American Broadcasting - Paramount Theaters Inc., told a meeting of ABC affiliates (above) in Chicago last week that the efforts of outsiders to gain seats on board would be resisted.

Wall Street Surprise ▪ The AB-PT move to abolish cumulative voting brought reactions of surprise from a number of Wall Street observers.

"Things aren't ordinarily done this way," one pointed out. Another said "this is an action which would normally be attributed to a management dealing from weakness." However, all those questioned agreed it was likely that management would achieve a majority of stockholder support on the cumulative voting issue.

The issue will be put to a vote at a special shareholder meeting one hour before the company's regular annual meeting, Tuesday, May 19. A simple majority vote would be sufficient to amend the company's charter.

An AB-PT statement on the board's action noted that the present voting procedure dates back to the original charter of its predecessor parent corporation, Paramount Pictures. (In an antitrust consent decree Paramount was split into a motion picture production firm and a theater chain. The latter acquired ABC.)

The company said it had denied two requests for board membership on the grounds that the presence of a special group "would be divisive and contrary to the best interests of the company and its stockholders.

"The board decided that the broadcasting business, which constitutes the major portion of the corporation's activities, is substantially regulated by the FCC and is subject to responsibilities which go far beyond the requirements of normal commercial enterprises. The broadcasting industry must operate in the public interest and cannot be subjected to the will of special interests."

Cites Support ▪ Mr. Goldenson said he received "wholehearted support" from representatives of ABC's affiliated stations, to stand against the board membership requests.

One Wall Street analyst commented that AB-PT management is "throwing everything it has on the first play of the game. They'll probably win this one, but these tactics give them a defensive posture and the long run effect could be harmful. They'll probably nip this thing right away, but they could reap a lot of ill will in the process."

While AB-PT board's position became crystal clear, the objectives of the two groups imputed to have directorship ambitions grew hazier.

One group which was reported to be making a bid for a directorship consisted of the Putnam Growth Fund, Boston, the Oppenheimer Fund, New York, and Walter Scheuer, of the Wall Street firm of Oppenheimer & Co.

The Putnam Fund acknowledges a position in the stock, having purchased 20,000 shares earlier this year, but denied any interest in altering the company's management.

The Oppenheimer Fund purchased 15,300 shares of AB-PT in the fourth quarter of 1963; a more recent accounting of the fund's holding is not yet available. Officials of the fund did not admit to participation in an insurgent group.

Norton Simon's drive for a board seat also seemed to have lost momentum. One report said he was in "full support" of the AB-PT move to eliminate cumulative voting. If effected, this could substantially reduce his chance for a voice in the company's affairs. Mr. Simon could not be reached for comment on his position.

Holdings of mutual funds in American Broadcasting-Paramount are estimated at 20% of the firm's 4,557,444 outstanding shares.

The associated holdings of three Kansas City funds—United Accumulative, United Income Limited and United Accumulative Limited—collectively constitute a holding of over 200,000 shares, making them the largest mutual fund in the company.

Representatives of United would not commit themselves last week to a position on the cumulative voting issue.

Wall Street analysts continue to point to AB-PT's improving financial picture as a major factor in the recent heavy activity and interest in its stock.

Accompanying AB-PT's yearend statement was a forecast of a 20% gain in earnings for the first quarter of 1964 (BROADCASTING, March 30). Several security analysts are predicting 1964 earnings will be around $2.50 a share compared to $1.65 earned per share in 1963.

Last week the AB-PT board declared a regular quarterly dividend of 25 cents a share, payable June 15 to stockholders of record May 15.

RKO General's net income drops

The net income of RKO General and its consolidated subsidiaries fell by over $300,000 in the last quarter of the calendar year, it was reported last week. In the last three months of 1963, RKO General's net income was $1,825,581, compared with $2,147,488 for the same period in 1962.

An overall rise of 21.6% in net sales and 50% in consolidated net profits is shown in the financial report of RKO General's parent, General Tire & Rubber Co., for the first quarter of its fiscal year ended Feb. 29.

The reports states that RKO General's Hartford, Conn., pay TV operation "continues favorably." There are now approximately 5,000 subscribers. The single event causing the highest number of tune-ins was the Cassius Clay-Sonny Liston fight when 85% of all subscribers tuned in, with an average of nine persons per set viewing the fight.

At a stockholders meeting last week, M. G. O'Neil, president of General Tire, said that because of the FCC's multiple ownership rules RKO General's broadcasting holdings were at their limit, but that the exchange of RKO General's Boston stations with NBC's Philadelphia outlets "should help us from a profit standpoint." The station swap is before the FCC. It is complicated by the application of Philco Corp. for the network's Philadelphia stations. The case is awaiting final FCC decision.

One of the problems in the pay TV operation, Mr. O'Neil notes, is the reluctance of some movie producers to sell their films for the Hartford program. RKO General has filed a civil antitrust suit against two film producers and 17 exhibitors (BROADCASTING, March 23).

Three months ended Feb. 29:

	1964	1963
Earned per share	$0.49	$0.32
Net sales	260,711,906	214,377,602
Net income of RKO General and consolidated subsidiaries for three months ended Dec. 31	1,825,581	2,147,488
Expenses	246,479,487	206,731,090
Provision for federal income taxes	7,700,000	4,225,000
Estimated income	8,358,000	5,569,000

RCA profits soar for first quarter

RCA for the 12th consecutive quarter has reported higher profits than in the comparable quarter of the previous year.

A first-quarter statement issued by the company last week showed profits up 25% over the same period in 1963 while total revenues gained by 6%.

NBC, a subsidiary, enjoyed the best first quarter in its history, also registering a 25% profit pickup over 1963's first period. In a joint statement, Brigadier General David Sarnoff, board chairman, and Dr. Elmer Engstrom, president, declared "RCA's earnings and sales are maintaining their upward course in spite of a continued decline in government business."

Dollar sales of RCA television receivers were up approximately 18% for the quarter. Sales and unit volume of color TV tubes both gained by 90%. The company's previous prediction that color tube production for the year would reach 1,300,000 units was reasserted in the quarterly report. Messrs. Sarnoff and Engstrom noted that for the past two years, net profits for the corporation rose by more than 36% while sales gains averaged 7%.

Three months ended March 31:

	1964	1963
Earned per share*	$.40	$.32
Sales	461,400,000	436,000,000
Pretax profit	41,400,000	35,300,000
Federal taxes	19,800,000	18,000,000
Net profit	21,600,000	17,300,000

*Computed on average number of shares after adjustment for three-for-one stock split: 1964, 52,449,000 shares; 1963, 52,092,000 shares.

Wrather Corp. lost money in 1963

Wrather Corp. made money during 1963 from its broadcasting, wired music, motion picture and hotel operations, but sustained losses from other ventures, Jack Wrather, president, said in his annual report to stockholders.

The TV series, *Lassie*, has been renewed by Campbell Soup Co., for the 11th season on CBS-TV. Wrather Corp. owns 335 half-hour installments of the series and will produce 32 more for 1964-65. "In addition, we own 221 half-hour filmed episodes of *The Lone Ranger*, of which 39 are in color, and 78 *Sergeant Preston of the Yukon* half-hour television shows, all in color," he said.

Muzak, with more than 250 franchises in 500 cities in 16 countries, showed a 7% increase in gross and a before tax net profit that was 29.2% higher than in 1962.

Year ended Dec. 31, 1963*:

Net loss per share	$1.45
Gross income	12,060,688
Income before federal income taxes and loss applicable to investment in A. C. Gilbert Co.	1,122,635
Income before loss applicable to investment in A. C. Gilbert Co.	886,966
Net loss	2,541,213
Shares outstanding	1,753,200

* Previous year-end report issued as of June 30, 1963 at end of fiscal year. Company now is operating on calendar year. This report therefore overlaps with the last six months of the previous financial statement, and makes impossible a true comparison with 1962.

Polaris reports broadcast income

Broadcasting brought $1,812,344 to the Polaris Corp. in the calendar year 1963, the Milwaukee-based diversified company has reported.

Eliot G. Fitch, president, said emphasis this year will be more on development of additional earning power from present service businesses and less upon acquisitions.

Every division of the company, Mr. Fitch said, registered increases in revenues. In addition to broadcast properties, Polaris owns Klau-Van Pietersom-Dunlop Inc., Milwaukee advertising agency. It also owns real estate, is in consumer finance, banking, equipment leasing and data processing.

12 months ended Dec. 31, 1963:

	1963	1962
Earned per share*	$ 0.82	$ 0.81**
Gross revenues	18,903,907	11,783,126
Net income	739,949	666,990

*Based on 963,134 shares outstanding.
**Adjusted for 2% stock dividend paid last year.

Rogers in run-off

Dub Rogers, veteran Texas broadcaster and president of Television Pioneers, found himself in run-off for mayor of his home town of Lubbock in last week's primaries. Mr. Rogers polled 7,879 votes, against 5,778 for Max Tidmore, local contractor, and 4,008 for incumbent mayor Jack Strong in Democratic primaries. Run-off election is on May 7.

BROADCAST ADVERTISING


Mr. Brewer

William J. Brewer, radio-TV account director at Potts-Woodbury Inc., Kansas City, elected VP and director of radio-TV department. He has been with agency since 1949. **Bill Smith,** broadcast media supervisor, promoted to radio-TV account director. He joined Woodbury in 1959 from Sinclair Refining Co. **Jack Schroeder,** assistant director of marketing research, named broadcast media supervisor. He joined P-W three years ago from Remington-Rand Corp.

Lewis C. Davis joins General Baking Co., New York, as VP in charge of marketing. He was formerly VP of Revlon Inc., that city.


Mr. Wolf

George Wolf, since 1962 VP and director of commercial production at Lennen & Newell, New York, elected senior VP. Mr. Wolf joined agency in 1960, was previously VP for radio-TV at Ruthrauff & Ryan, that city.

John D. Hayes joins Foote, Cone & Belding's international division in New York in executive capacity. He was formerly VP-international division of Erwin Wasey, Ruthrauff & Ryan there.

Thomas R. Chadwick, since May 1963 sales manager for color TV at Admiral Corp., Chicago, elected VP-advertising.

Gerald J. McGavick Jr., for past three years TV account executive at Venard, Torbet & McConnell, New York, joins Metro TV Sales, division of Metropolitan Broadcasting Television, that city, as account executive.

Robert W. Frye, formerly project manager on consumer and industrial market research for Planning Research Corp., Los Angeles, has joined Scott, Rifkin & Wilson, new advertising agency at 315 South Beverly Drive, Beverly Hills, Calif. He has also established new marketing research service, S/A/R Inc. (Survey/Analysis/Report) at same address. Telephone for both agency and research organization is Crestview 1-9154.

Robert T. Nugent, formerly with Fletcher Richards, Calkins & Holden, New York, joins D'Arcy Adv., that city, as writer-producer in radio-TV department.


Mr. Maschler

Thomas F. Maschler, executive VP of Perrin & Associates, Chicago, elected president, succeeding, **Earl R. Perrin,** president since agency's inception in 1931, who becomes board chairman. **Raymond Chan,** creative director, elected VP. Recent additions to Perrin staff include **Donald E. Whiting,** account management, formerly with Clinton E. Frank Inc., and **James H. West,** senior writer-producer, formerly director of broadcast services at Griswold & Eshleman, Cleveland.

Anthony Widmann, formerly with MacManus, John & Adams, New York, joins Doherty, Clifford, Steers & Shenfield, that city, as VP and account supervisor.

Stanley Winston, promotion director of *Redbook* magazine, joins Fladell Adv. Associates, New York, as executive VP.

Frank Daly, member of market development staff of Lockheed Aircraft Corp. and formerly with Television Bureau of Advertising, joins WBBM-TV Chicago as sales research manager.


Mr. Warren

Clark Warren, account executive in Puerto Rico office of Young & Rubicam, appointed manager of New York international services. He assumes duties of **Marc E. DeVos,** who becomes head of contact in agency's new Paris office. Mr. Warren joined Y&R in 1959 from Quaker Oats International division where he was assistant sales and advertising manager. Mr. DeVos joined Y&R in 1952.

Monroe G. Gordon, regional sales manager of Universal Publicizers Inc., Chicago, appointed general sales manager of WOLF Syracuse and Northeast Radio Network, divisions of Ivy Broadcasting Co., Ithaca, N. Y.

General O'Connell named telecommunications aide

Appointment of **Lieutenant General James D. O'Connell,** USA (ret.) to be special assistant to President Johnson for telecommunications and director of telecommunication management (CLOSED CIRCUIT, March 9) was announced by White House last week.

As director of telecommunications management, General O'Connell, 65, and former Chief Signal Officer of the Army (1955-59), will also be assistant director of Office of Emergency Planning. This appointment must be approved by Senate. Position was last held by **Dr. Irvin Stewart,** former FCC commissioner and University of West Virginia president, who resigned last year to return to teaching. Dr. Stewart was first director, established in 1961.

In announcement, President Johnson said General O'Connell will be "responsible for coordinating the telecommunications activities of the Executive Branch, promoting uniform policies and standards, developing information concerning U. S. government frequency requirements, and encouraging research and development in the field of telecommunications."

General O'Connell was born in Chicago and is graduate of U. S. Military Academy (1922). After retiring from Army in 1959, General O'Connell was with General Telephone & Electronics Corp. He has served as communications-electronics consultant for Stanford Research Institute, Page Communications Engineers, Granger Associates, Data Dynamics and F. W. Morris & Associates. He is chairman of Joint Technical Advisory Committee of the Institute of Electrical & Electronic Engineers. He lives in Los Altos, Calif.

Robert A. Berman appointed VP-account supervisor and director of radio-TV for Bronner & Haas, Chicago.

John L. Vollbrecht, copy group supervisor at McCann-Erickson, Chicago, elected VP. He joined agency for second time in 1959, having previously served with M-E from 1954 to 1956.


Mr. Moys

Jack Moys, general sales manager of KPOJ Portland, Ore., elected VP in charge of sales. Mr. Moys joined KPOJ as announcer in 1946.

Irwin W. Unger, manager of midwest division of Select Station Representatives, New York, elected VP in charge of midwest area for radio-TV sales representative.


Mr. Harris

Collingwood J. Harris elected VP-account executive at Kudner Agency, New York. He joined agency last year.

Joseph H. Epstein Jr. appointed advertising manager, and **E. P. Randolph** named products and market research manager for William B. Reily & Co. (Luzianne coffee), New Orleans, effective May 1. Mr. Epstein was executive VP of Walker Saussy Inc., New Orleans agency that handles Reily coffee account. Mr. Randolph was salesman in Reily organization.

J. Walter Carroll, formerly general manager of KSAN San Francisco, joins KKHI-AM-FM, that city, as account executive.

Charles E. Gunn, since July 1960 general sales manager of CKLW-AM-FM Windsor, Ont.-Detroit, Mich., resigns to devote himself to personal and business interests. **E. C. Metcalfe**, director of sales/operations for CKLW-AM-FM-TV, assumes Mr. Gunn's duties temporarily.

Raymond J. Mulligan elected VP-sales and marketing, Allen Products Co., packers of Alpo dog food, Allentown, Pa.

Martin Roberts, for past three years with Home Entertainment Corp. (predecessor of Subscription Television Inc.), Los Angeles, joins KHJ-AM-FM Los Angeles as director of advertising and sales development.

Jack S. Friedman, John Y. Jaeckel and **Keith L. Reinhard** join Needham, Louis & Brorby, Chicago, as copywriters. Mr. Friedman was associate creative director in Chicago office of Compton Adv.; Mr. Jaeckel was account executive with Griswold-Eshleman Co. in Chicago, and Mr. Reinhard was with The Biddle Co., Bloomington, Ill., as creative account executive.


Mr. Armstrong

Victor Armstrong, partner in Allen, Murden, Nystrom & Armstrong, international public affairs and marketing consultants, New York, joins Ted Bates & Co., that city, as VP and account group head. Previously, Mr. Armstrong was with Kenyon & Eckhardt for nine years as senior VP, director and management supervisor.

Yoland Toro, senior buyer at Richard K. Manoff Inc., New York, named assistant media director. She was formerly assistant to research director at Blair TV, that city.

Dietrich heads ABS


Mr. Dietrich

George Dietrich, formerly general manager of WNBC New York, appointed executive director and secretary of Association on Broadcasting Standards. He succeeds **Charles Bevis**, who has joined Polaris Broadcasting as director of operation (BROADCASTING, March 9). ABS elected three new members to its board: **Fred Shawn**, WSUN St. Petersburg, Fla.; **Ralph Jackson**, WAVE Louisville, and **Bill Koster**, WEAN Providence, R. I. Officers re-elected by ABS: **Joe Hartenbower**, KCMO Kansas City, president; **George Comte**, WTMJ Milwaukee, VP, and **Fred Houwink**, WMAL Washington, treasurer.

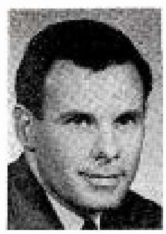
Glenn McIntyre, former market and media director at L. C. Cole Agency, San Francisco, named sales service manager of KHJ-TV Los Angeles.

Bernard A. Sweet, formerly account executive and copy chief at George J. M. Riseman Inc., Boston agency, joins Donald A. Hodes Adv., Worcester, Mass., as account executive.


Mr. Drake

Herbert G. Drake, with San Francisco office of N. W. Ayer & Son, Philadelphia, since July 1963 with account service and development responsibilities, elected VP. Previously, Mr. Drake was senior VP and director of Ted Bates & Co. and VP of J. Walter Thompson Co. in New York. **Robert O. Moore**, previously with C. J. LaRoche & Co. and J. C. Penney Co., joins Ayer's copy department in Philadelphia.

James Johnston appointed creative supervisor of Tatham-Laird, Chicago.


Mr. Meterparel

Stephen C. Meterparel, account executive at WBZ Boston, joins Robert E. Eastman & Co., Boston, as New England manager. He succeeds **Ray Gardella**, who is joining firm's New York office as account executive.

Albert Van Wagenen appointed manager of institutional marketing for The Nestlé Co., White Plains, N. Y. **William A. Allen**, sales supervisor, succeeds Mr. Van Wagenen as manager of vending marketing.

Cy Kobey Jr. joins KOOL Phoenix as account executive.

Charles M. Pickering, member of New York sales staff of Television Advertising Representatives, joins KYW-TV

Cleveland as assistant sales manager. Both organizations are part of Westinghouse Broadcasting Co. Mr. Pickering succeeds **Aubrey Holman,** who moves to TvAR's New York office as national salesman. Also joining TvAR's New York sales staff is **Richard J. Waller,** for past two years account executive with Metro TV Sales, New York.

George Goldman, sales and promotion executive at KEWB Oakland, Calif., named manager of San Francisco radio office of Peters, Griffin, Woodward, sales representative. He succeeds **G. E. (Buck) Hurst,** who died recently.

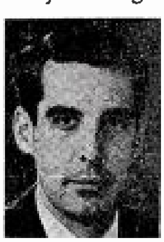
A. John Accola Jr., president of Croot & Accola Inc., New York advertising agency, joins Chirurg & Cairns, that city, as account executive.

William Pitney, marketing analyst and development specialist most recently head of William Pitney Co., which is engaged in design and manufacture of automated merchandising equipment, joins Cunningham & Walsh, New York, as account supervisor. **Kent Rodenberger,** assistant account executive at Young & Rubicam, New York, joins C&W as account executive.

Marty Brown, of New York TV sales staff of Adam Young Inc., transfers to firm's Chicago office in same capacity.


Mr. Hockstein

Robert W. Allrich, VP and chairman of plans board at John W. Shaw Adv., Chicago, joins Earle Ludgin & Co., that city, as VP and account supervisor. Before joining Shaw in 1962, Mr. Allrich was VP and general manager of Keyes, Madden & Jones, Chicago. **Donald H. Hockstein,** director of radio-TV production at Ludgin agency, elected VP. He joined agency in 1959.


Mr. Sanford

Charles W. Sanford, for past several years writer-producer at Lilienfeld & Co., Chicago, promoted to radio-TV director.

Curtiss E. Melby, former executive on General Mills account at Knox Reeves Adv., Minneapolis, appointed advertising manager of Friskies Pet Foods division of Carnation Co., Los Angeles.

Fred F. Flanagan joins creative staff of Geyer, Morey, Ballard, New York. He was formerly copy supervisor at D'Arcy Adv.

David P. Ferriss, VP and account supervisor at Gardner Adv., elected chairman of St. Louis council of American Association of Advertising Agencies. He succeeds **John C. Macheca,** VP and account supervisor of D'Arcy Adv. Other council officers elected: **William L. Sanborn,** Winius-Brandon Co., vice chairman, and **Frank Block,** Frank Block Associates, secretary-treasurer. Continuing on board of governors are **Casper S. Yost,** Ridgeway, Hirsch & French, and Mr. Macheca.

E. Esty Stowell, president of Ogilvy, Benson & Mather, elected chairman of New York council of American Association of Advertising Agencies. He succeeds **William E. Holden,** executive VP of Fuller & Smith & Ross. Other council officers elected: **David B. McCall,** C. J. LaRoche & Co., vice chairman, and **Leo Bernstein,** of Byrde, Richard & Pound, secretary-treasurer (re-elected). New governors elected: **Rudolph Montgelas,** Ted Bates & Co., and **Roger A. Purdon,** Kudner Agency.

Robert Volden, formerly creative director at Graves & Associates, Minneapolis, joins Knox Reeves Adv., that city, as copywriter.

Irene Blanchard, former office manager, bookkeeper and women's news commentator at WQMR Silver Spring, Md.-WGAY-FM Washington, promoted to account executive for stations.

P. A. Servodidio, since 1960 with CBS in New York as assistant to business manager, joins WNHC-TV New Haven, Conn., as account executive.

Martha Whitley, formerly with WBI Adv. Agency, Fort Worth, joins Cancilla, Gore & Knapp Adv., San Francisco, as art director.

Chisman follows Shapiro


Mr. Chisman

Thomas Chisman, WVEC-TV Hampton - Norfolk, Va., elected chairman of board of governors of ABC-TV Affiliates Association at meeting in Chicago April 4. He succeeds **Mike Shapiro,** WFAA-TV Dallas-Fort Worth, who retires as chairman but remains on board. **Herb Cahan,** WJZ-TV Baltimore, elected vice chairman; **Burt Ladow,** KTVK (TV) Phoenix, secretary, and **Robert Wiegand,** WTVN-TV Columbus, Ohio, treasurer. Newly elected board members are **Leslie Norins,** KEYT-TV Santa Barbara, Calif., and Messrs. Ladow and Wiegand. **Martin Umansky,** KAKE-TV Wichita, Kan., re-elected to board.

THE MEDIA


Mr. Remington

Jack Remington, since 1962 program director of WKRC-AM-FM Cincinnati, promoted to general manager, replacing **Nick Bolton,** who becomes general manager of WDAF-AM-FM Kansas City, Mo. Stations are owned by Taft Broadcasting Co. **Robert Wormington,** station manager of WDAF-TV, promoted to general manager. Messrs. Remington and Wormington succeed **William A. Bates,** VP and general manager of WDAF stations, who will assume general executive capacity with Taft at organization's headquarters in Cincinnati.


Mr. Whitney

George Whitney elected VP and general manager of California division of Midwest Television Inc., licensee of KFMB-AM-FM-TV San Diego. He will also act as general consultant to other Midwest properties. Mr. Whitney was VP and general manager of the San Diego stations under Transcontinent TV Corp. which sold outlet to Midwest (BROADCASTING, Feb. 24).


Mr. McKibben

William T. McKibben, assistant to VP of Balaban station group with headquarters at WIL St. Louis, appointed general manager of Taft Broadcasting Co.'s WGR-AM-FM Buffalo. Mr. McKibben had been with Balaban group for past five years.


Miss Ariano

Herman W. Land appointed to newly created position of director of corporate projects for Westinghouse Broadcasting Co., New York. Formerly with Corinthian Broadcasting Corp., Mr. Land joined Westinghouse in October 1961 as director of creative services. He has coordinated and directed advertising and promotion, research and publicity departments of company. **Phyllis J. Ariano,** for five years executive secretary to Donald H. McGannon, president and board chairman of Westinghouse Broadcasting Co., named director of special services.

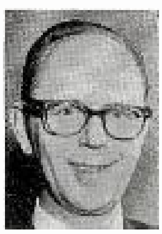
James C. Huff, president of All American Insurance Co., All American Center of Lafayette, La., elected president of Acadian Television Corp., licensee of KATC(TV) Lafayette. He succeeds late **Dr. Paul Kurzweg Jr.,** founder of Acadian TV and its president for past seven years, who died March 16 (BROADCASTING, March 23).

Ed Mack appointed manager of KCOY Santa Maria, Calif.


Mr. Jensen

Paul Jensen, director of programing for KOLN-TV Lincoln and KGIN-TV Grand Island, both Nebraska, assumes added duties of assistant general manager, newly created position.

Niles Trammell, former NBC president-board chairman and more recently station owner, underwent surgery at Roosevelt Hospital in New York April 8. He was treated for gall bladder ailment. Operation was reported successful and Mr. Trammell in satisfactory condition. After nearly 30 years with network, Mr. Trammell in December 1952 resigned as NBC board chairman to become president of Biscayne Television Corp. (WCKR-AM-FM, WCKT[TV] Miami, Fla.). In December 1962 the stations were sold.


Mr. Harris

Lee Harris, since June 1963 program director of KBTR Denver, appointed to newly created post of director of public affairs for Mullins Broadcasting Co., licensee of KBTR and KBTV (TV) Denver. Mr. Harris, who assumes his new post April 20, joined KBTR year ago as air personality.

Bennet H. Korn, president of Metropolitan Broadcasting Television, division of Metromedia Inc., New York, joins radio-TV advisory council of University of Judaism, Los Angeles.

INTERNATIONAL

Carl Loeber, chief of telecommunications division of U. S. State Department, named by President Johnson as U. S. representative on advisory council of International Telecommunication Union, Geneva.

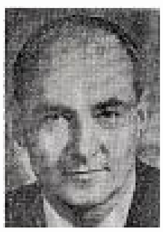
Karl Monk, station manager of CHOK Sarnia, Ont., named general manager and director of national sales of station. **Arthur O'Hagan,** sales and promotion manager of CHOK, appointed station manager and director of local sales.

Peter MacFarland, executive producer of CTV Television Network Ltd., Toronto, named executive producer of CFTO-TV, that city.

No more typos?

Bill Dana, star of his own TV series, and **Hal Phillips,** president of Hal Phillips & Associates, Los Angeles advertising agency, become president and secretary-treasurer, respectively, of Dana-Phillips Inc., new company which is putting new product, "Spellright" typewriter ribbon, on market. Mr. Dana, in his Jose Jiminez character, will be featured in introductory advertising campaign for Spellright in western U. S. Spot television, newspapers, magazines and trade papers will be used, with about half of initial $125,000 to be spent in TV. Hal Phillips & Associates will place advertising.

Harold Van Wiebe, program manager of CKCK Regina, named general manager of CFSL Weyburn and CJSL Estvan, all Saskatchewan.


Mr. Baker

Edwin F. Baker, account executive with Grant Adv. Ltd., London, since 1953, promoted to director of agency. He will be responsible for overall control of accounts section and function as company secretary and financial comptroller to board of directors.

Robert S. Macpherson, promotion manager of CTV Television Network Ltd., Toronto, promoted to director of information.

Larry Heywood, of sales promotion staff of Bureau of Broadcast Measurement, Toronto, appointed director of BBM member services.

Arnold A. Gurwitch appointed international representative for American Society of Composers, Authors & Publishers (ASCAP), New York. He will serve under society's foreign department headed by Dr. Rudolf Nissim.

EQUIPMENT & ENGINEERING

Dr. Murray Disman appointed manager of microwave tube division of Eitel-McCullough Inc., San Carlos, Calif. Acting division manager since January, Dr. Disman replaces **Luther E. Cisne,** who had been appointed to newly created post of assistant for planning.


Mr. Singleton

Bruce Singleton, director of engineering for Gray Television Corp., licensee of WALB-TV Albany, Ga., and WJHG-TV Panama City, Fla., appointed director of engineering for Sarkes Tarzian Stations: WTTV(TV) Bloomington-Indianapolis; WPTA(TV) Roanoke-Fort Wayne and WFAM-TV Lafayette, all Indiana. He will make his headquarters at WTTV studios in Indianapolis. **Donald H. Morgan,** assistant chief engineer at WTTV, promoted to chief engineer.

Richard A. Benson, secretary-controller of Hawley Products Co., St. Charles, Ill. (loudspeaker manufacturer and other products), elected treasurer. He joined Hawley in 1962.

Max Lipin, manager of Detroit Olympic Inc.; **Ted King,** manager of Olympic of Northern Ohio, Cleveland, and **Ed Beetem,** manager of Olympic of Delaware Valley, Philadelphia, elected VP's of their respective branches, which are subsidiaries of Olympic Radio & Television, division of Lear Siegler Inc., Santa Monica, Calif.

Alvin E. Kushner, southeastern regional manager for distributor sales division of Jerrold Electronics Corp.,

Cordier succeeds Dougherty as APBE president

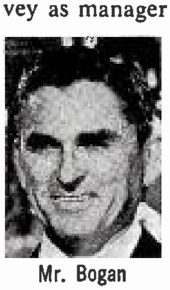
New board members and officers of Association for Professional Broadcasting Education, introduced during APBE's April 5 membership meeting in Chicago, include (seated, l to r): **Douglas L. Manship,** WBRZ-TV Baton Rouge, La., VP; **Dr. Hugh V. Cordier,** head of radio-TV department, University of Illinois, president, and **Roy E. Morgan,** WILK Wilkes-Barre, Pa., secretary-treasurer.

Standing (l to r): **Dr. Harold Niven,** APBE executive secretary; **Owen S. Rich,** Brigham Young University; **Dr. D. Hugh Gillis,** Boston University; **Worth McDougald,** University of Georgia, and **Henry H. Fletcher,** KSEI Pocatello, Idaho.

Other APBE directors include **Dr. Walter B. Emery,** Michigan State University; **Mrs. Marianne Campbell,** WJEH Gallipolis, Ohio, and **Eldon Campbell,** WFMB Indianapolis. Dr. Cordier succeeds **W. Earl Dougherty,** KXEO Mexico, Mo., who retires from board as well as presidency.

Philadelphia, named sales manager for Jerrold's industrial products division, replacing **Donald J. Cinalia,** resigned.

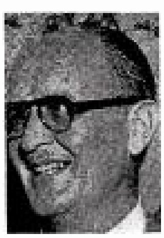
Harry Harvey, since 1958 manager of technical operations at KMOX-TV St. Louis, appointed to newly created post of manager of facilities planning and operations. **Wally Wesley,** since 1959 engineer in charge, succeeds Mr. Harvey as manager of technical operations.



Mr. Bogan

Rupert Bogan, chief engineer of WBAP-AM-FM-TV Fort Worth-Dallas, appointed to newly created post of director of engineering. **Tom Bedford** named chief engineer of WBAP-TV, and **John (Speedy) Maersch** named chief engineer of WBAP-AM-FM.

Vincent C. Judd, formerly of Bendix Corp., appointed manager of auto radio operation of Philco Corp.'s Lansdale (Pa.) division.



Mr. Potter

Waldo B. (Pete) Potter, VP and director of advertising for Eastman Kodak Co., Rochester, N. Y., to retire after 40 years with company. He will be succeeded May 1 by **A. Dexter Johnson,** assistant VP and advertising manager. Among other duties, Mr. Potter worked on Kodak exhibits at four world's fairs. Mr. Johnson joined Kodak in 1934.

Robert A. Sestero, formerly with marketing staff of General Electric Co., appointed to newly created position of merchandising manager for home entertainment products of Sylvania Electric Products, Batavia, N. Y. Mr. Sestero will direct advertising, sales promotion and sales training activities for Sylvania's line of TV, stereophonic high fidelity phonographs and radios.

L. S. Thees, division VP in charge of RCA electronic components and devices, Harrison, N. J., retires. Mr. Thees joined RCA in 1930.

NEWS

Arthur D. Morse, staff producer on *CBS Reports* since February 1960, appointed executive producer of program, replacing **Fred W. Friendly,** now president of CBS News.

Stanhope Gould, supervising news and assignment editor, promoted to newly created position of executive producer of news at WBBM-TV Chicago. **Morton Edelstein,** assistant assignment editor since joining WBBM-TV in September 1963, succeeds Mr. Gould.

Erold A. Lotridge, director of public affairs and service at KHOU-TV Houston, joins WTAR-AM-TV Norfolk-Newport News, Va., as news editor.

Fred Walters, former senior legislative correspondent for Associated Press in Harrisburg, Pa., joins news staff of WIP-AM-FM Philadelphia.

PROGRAMING

Peter Cary, western and southwestern sales manager for Desilu Sales, transfers to company's international division. **Jerry Lee,** with MCA-TV for six years, appointed western sales manager at Desilu, and **Hurley Graffius,** director of business affairs at Desilu, named southwestern sales manager.

George Stern, VP of Revue Productions, Hollywood, and one of Revue's three founders in 1950, retires after 18 years with MCA, parent company. He plans around-the-world trip before returning to Hollywood to enter independent production.

Edmond O'Brien appointed host-narrator of *Men in Crisis,* new half-hour documentary series dealing with conflicts between men prominent in world history. **Mel Stuart,** producer-director, reports pilot of Wolper Productions' series, *Hitler vs. Chamberlain: Crisis at Munich,* is nearing completion.

William Froug appointed executive producer of dramatic programs for CBS-TV, Hollywood, responsible for general supervision of all CBS-TV dramatic programs originating on West Coast, plus substantial involvement with program development. Mr. Froug was VP in charge of programing for CBS Radio in Hollywood before entering television in 1957.

Tom Donovan named director of new dramatic series, *Another World,* starting on NBC-TV Monday, May 4 (3-3:30 p.m. EDT).

Malcolm Sherman, former West

Coast and southern district sales manager of Hollywood Television Service, TV syndication arm of Republic Corp., promoted to assistant sales manager.

Norman Lloyd appointed executive producer of *The Alfred Hitchcock Hour* for next season. *Hitchcock,* now on CBS-TV network, moves to NBC-TV network for 1964-65 season.

Ted McKay, air personality with WKRC-AM-FM Cincinnati for past 10 years, promoted to program director, replacing **Jack Remington,** who has been appointed general manager.

Al Perry, for five years associate music director at Four Star Television, North Hollywood, Calif., promoted to director of music, replacing **Herschel Burke Gilbert,** who has resigned to become West Coast music director for CBS.

Bruce Eells, former president and general manager of Television Artists & Producers Corp., and **James Long,** former VP of McIntyre-Curtis-Kurek, Pasadena, Calif., have formed Longells Associates as publishers representative firm, with offices in Los Angeles and Chicago.

Bob Kelley, veteran sports director at KMPC Los Angeles, granted leave of absence to recover from heart attack suffered last January. He will convalesce at his Wrightwood mountain cabin.

Jack L. Katz, formerly film director of KMTV(TV) Omaha, appointed program director of KMA Shenandoah, Iowa.

Charles Benson, program director at WGR Buffalo, joins WMAQ-AM-FM Chicago as manager of special projects. **Pat Patterson,** WGR air personality, succeeds Mr. Benson as program director.

Don Knox appointed producer-director at WTAR-TV Norfolk-Newport News, Va.

Tom Taube, member of news staff of WSBT-AM-FM-TV South Bend, Ind., named sports director of WHFB-AM-FM Benton Harbor, Mich.

Eugene Weiss, northeast regional sales manager for Columbia Records Sales Corp., New York appointed general manager. He is succeeded by **Maurice Hoffman,** who has been general manager. **William Farr,** responsible for creating and developing merchandising programs, materials and communications, assumes added duties as director of merchandising. **Richard Killough,** since August 1963 music editor-masterworks for Columbia Records, promoted to associate producer. **Jack Tessler,** assistant director in charge of foreign publicity for United Artists Corp., joins Columbia Records as manager of international promotion and merchandising services.

IRTS renominates all


Mr. Digges

Sam Cook Digges, administrative VP of CBS Films Inc., New York, renominated for second term as president of International Radio and Television Society, that city. This marks first time in IRTS's 25-year history that all six incumbent officers have been renominated for second two-year terms. Other officers are: first VP, **Thomas J. McDermott,** VP of N. W. Ayer & Son; VP, **Richard P. Jones,** VP and director of media at J. Walter Thompson; VP, **C. Wrede Petersmeyer,** president of Corinthian Broadcasting Co.; secretary, **William N. Davidson,** VP of Advertising Time Sales, and treasurer, **Edward P. Shurick,** VP of H-R Representatives, all New York.

FANFARE

George Condon, formerly press representative in Midwest for CBS and freelance public relations man, joins Alberto-Culver Co., Melrose Park, Ill., as public relations manager.

Judy Grove, 1963 graduate of University of California, Berkeley, joins KCBS San Francisco as program publicity assistant.

Jack Goldstein, former eastern publicity director for 20th Century-Fox, appointed national director of advertising, publicity and exploitation for Allied Artists Pictures Corp., which has moved its advertising and public relations departments from Hollywood to New York. **Sanford Abrahams** remains in Hollywood as director of public relations.

Peter C. Latsis, press relations director of National General Corp., promoted to publicity-public relations director of corporation, operator of 220-theater chain, diversified into real estate, film production and closed-circuit theater television.

ALLIED FIELDS

Byron E. Harrison, associate of Washington attorney John H. Midlen, has become full partner, with firm name changed to Midlen & Harrison. Mr. Harrison was assistant chief of FCC's domestic radio division when he joined Mr. Midlen in February 1963. Mr. Midlen has been in private practice since 1945, with George O. Sutton until 1949, when he established his own firm.

DEATHS


Mr. Murtfeldt

Edward W. Murtfeldt, 56, executive VP and member of board of directors of Benton & Bowles, New York, died April 5 of heart failure near his home in Chappaqua, N. Y. Mr. Murtfeldt joined B&B in 1947 from General Foods where he was advertising manager for Post division. He was elected B&B VP in 1951, to board of directors in 1957, senior VP following year and executive VP in 1961.

Thomas C. J. Prior, 68, former technical director and chief engineer of WJAR-AM-TV Providence, R. I., died April 5 of heart attack. Mr. Prior was chief engineer for pioneer radio network hookup in early 1920's which comprised Providence, New York and Washington featuring Graham McNamee.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, April 2 through April 8, and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *educational. Ann.—announced.

New AM stations

APPLICATIONS

Costa Mesa-Newport Beach, Calif.—Charles W. Jobbins 1110 kc, 1 kw, D, unl. P. O. address 2127 Bayport Way, Newport Beach, Calif. Estimated construction cost $22,067; first year operating cost $140,000; revenue $155,000. Principal: Charles W. Jobbins (100%). Mr. Jobbins own 33.33% of KPER Gilroy, and is applicant for new AM in Grass Valley, both California. Ann. April 2.

Pasadena, Calif.—Broadcasters of Burbank Inc. 1110 kc, 50 kw LS. 10 kw N, DA-2, unl. P. O. address c/o Gordon A. Rogers, 131 East Magnolia, Burbank, Calif. Estimated construction cost $1,025,000; first year operating cost $348,000; revenue $510,000. Principals: Broadcasters of Burbank Inc. (100%). Broadcasters of Burbank has a 20% interest in KBLA Burbank; new station would use KRLA's site. Ann. April 2.

Pasadena, Calif.—California Regional Broadcasting Corp. 1110 kc, 50 kw LS, 10 kw D, DA-2, unl. (Application for interim operation or for conditional grant under Sec. 1.592—KRLA site.). P.O. address c/o Wesley I. Dumm, Box 3097 A, Pasadena. Estimated construction cost $141,000; first year operating cost $600,000; revenue $600,000 Principals: Howard F. (33.34%) and William H. Ahmanson (28.33%), Wesley I. Dumm (23.33%), Maurice D. Jameson, Stanley L. Hahn, and David M. Crandell (each 5%). Ahmansons have banking, investment and insurance holdings; Mr. Dumm is owner of KXA Seattle; Mr. Crandell is chairman of board of Pasadena Playhouse. Ann. April 2.

Pasadena, Calif.—California Regional Broadcasting Corp. 1110 kc, 50 kw, DA-2, unl. (Application for KRLA frequency, different site.) P.O. address c/o Wesley I. Dumm, Box 3097 A, Pasadena. Estimated construction cost $638,255; first year operating cost $600,000; revenue $600,000. Principals: Howard F. (33.34%) and William H. Ahmanson (28.33%), Wesley I. Dumm (23.33%), Maurice D. Jameson, Stanley L. Hahn, and David M. Crandell (each 5%). Ahmansons have banking, investment and insurance holdings; Mr. Dumm is owner of KXA Seattle; Mr. Crandell is chairman of board of Pasadena Playhouse. Ann. April 2.

Pasadena, Calif.—Crown City Broadcasting Co. 1110 kc, 50 kw LS, 10 kw N, DA-2, unl. (Application for interim operation or for conditional grant.). P. O. address 170 South Euclid Avenue, Pasadena. Estimated construction cost $82,997; first year operating cost $968,293; revenue $1,397,760. Principals: Donald C. McBain, Marshall S. Neal, Robert W. Breckner, Macdonald Carey, Arthur Hanisch, Ben F. Smith, Robert Morton, Robert Vaillancourt (each 10%), James B. Boyle, Edwin Earl, Louis R. Vincenti and Robert C. Mardian (each 5%). Mr. McBain has interest in KTHO Tahoe Valley, Calif.; Mr. Carey is actor; Mr. Morton is owner of Racquet Club, Palm Springs; Mr. Vaillancourt is industrialist and director of WIBC Inc., licensee of WIBC-AM-FM Indianapolis and WAIL-TV Atlanta; Mr. Boyle is attorney. Ann. April 2.

Pasadena, Calif.—Goodson-Todman Broadcasting Inc. 1110 kc, 50 kw LS, 10 kw N, DA-2, unl. (Requests STA or conditional grant to operate on interim basis). P. O. address c/o Harris L. Katleman, 9460 Wilshire Boulevard, Beverly Hills (Los Angeles), Calif. Estimated construction cost $1,840,615; first year operating cost $1,080,000; revenue $1,200,000. Principals: Mark Goodson and W. S. Todman (each 27%), Harris L. Katleman and Robert H. Forward (each 10%), John C. Daly, Louis Harris, and Richard Adler (each 5%), Harold M. Austin and Robert Stewart (each 4%), and Howard F. Todman (3%). Messrs. Goodson, W. S. and H. F. Todman, Katleman and Austin have interest in numerous television production and film companies, and KOL-AM-FM Seattle; Mr. Forward has interest in Metromedia Inc. Mr. Daly is former vice president of news and public affairs, ABC; contract employe of Goodson-Todman Associates; Mr. Harris is president of Louis Harris Associates Inc., marketing and public opinion research firm; Mr. Adler is writer of musical compositions, has interests in various music publishing firms; Mr. Stewart has interest in Marbil Productions Inc. and Peak Productions Inc. Ann. April 2.

Pasadena, Calif.—Oak Knoll Broadcasting Corp. 1110 kc, 50 kw LS, 10 kw N, DA-2, unl. (Application filed with petition for interim operation only.). P. O. address c/o Pollock & Deutz, 612 South Flower Street, Suite 812, Los Angeles, 90017. Estimated construction cost (none, physical facilities to be leased); first year operating cost $1,200,000; revenue $1,500,000. Principal: Broadcast Foundation of California Inc., nonprofit organization. Dr. Kenneth A. Harwood, chairman of department of telecommunication at University of Southern California, is president. Ann. April 2.

Pasadena, Calif.—Pasadena Civic Broadcasting Co. 1110 kc, 50 kw LS, 10 kw N, DA-2, unl. P. O. address Peter Davis, 880 Rosalind Road, San Marino, Calif. Estimated construction cost $1,010,000; first year operating cost $960,000; revenue $1,140,000. Principals: Mitchell B. Howe and Peter Davis (each 35%), Edwin M. Dillhoefer and C. Hunter Shelden (each 15%). Mr. Davis has interest in Pacific West Publishing Co. and other California enterprises; Mr. Shelden is physician; Messrs. Howe and Dillhoefer have various business interests. Ann. April 2.

Pasadena, Calif.—Pasadena Community Station Inc. 1110 kc, 50 kw LS, 10 kw N, DA-2, unl. P. O. address c/o James M. Woods, 4329 South Broadway, Los Angeles 37. Estimated construction cost (none, physical facilities to be leased); first year operating cost $725,000; revenue $775,000. Principals: James M. Woods (15%), Leonard Synder (8%), Fred W. Valentine (5%), Belford V. Lawson Jr. (7.5%), Seymour M. Lasar (6%), Marie Fielder (10%), Marjorie Lawson (7.5%), Nathaniel A. (Nat King) Cole (5%), Othelia W. Boger (4%), Clarence M. King Jr. (4%), Arnold Pike (3%) and Daniel Russell (3%). Nat King Cole is singer and owner of several music publishing firms; Mrs. Fielder is director of Pacifica Foundation, licensee of KPFA(FM) and noncommercial KPFB(FM), both Berkeley, California, noncommercial KPFK(FM) Los Angeles, and WBAI(FM) New York. Ann. April 2.

Pasadena, Calif.—Radio Southern California Inc. 1110 kc, 50 kw LS, 10 kw N, DA-2, unl. P. O. address c/o Horace Heidt, 14155 Magnolia Boulevard, Van Nuys, Calif. Estimated construction cost $1,040,000; first year operating cost $720,000; revenue $800,000. Principal: Horace Heidt (100%). Mr. Heidt owns Lone Palm hotel, Palm Springs, Calif., and music publishing firm. Ann. April 2.

Pasadena, Calif.—Voice of Pasadena Inc. 1110 kc, 50 kw LS, 10 kw N, DA-2, unl. P. O. address c/o Robert E. Lovett, 1286 Sierra Madre Boulevard, San Marino, Calif. Estimated construction cost $300,037; first year operating cost $650,000; revenue $750,000. Principals: Robert E. Lovett (8.33%) and others. Mr. Lovett has interest in Boylhart, Lovett & Dean, Los Angeles advertising and public relations firm. List of prospective stockholders includes Carl Haverlin (1.35%), past president of Broadcast Music Inc., and Calvin J. Smith (2.7%), president of KFAC Los Angeles. Ann. April 2.

Pasadena, Calif.—Western Broadcasting Corp. 1110 kc, 50 kw LS, 10 kw N, unl. P. O. address c/o Richard A. Moore, 6290 Sunset Boulevard, Suite 1122, Los Angeles, 90028, Estimated construction cost $582,241; first year operating cost $1,400,000; revenue $1,600,000. Principals: Bob Hope (25%), Richard A. Moore (20%), Edwin W. Pauley (15%), Frederick Levy Jr. (15%), James L. Saphier (7.5%), Art Linkletter (5%), G. Sydney Barton (5%), and Gang, Tyre, Rudin & Brown (7.5%). Mr. Hope owns 40% in Metropolitan Television Co., licensee of KOA-AM-FM-TV Denver and KOAA-TV Pueblo, Colo., and Mid-Ocean Broadcasting, applicant for new AM in San Juan, P. R.; Mr. Moore is consultant on broadcast business acquisitions, has interest in American Pay-TV Corp., Los Angeles, and Southern California Cable Television Corp.; Mr. Linkletter is director of *KCET(TV) Los Angeles; Mr. Saphier has 10% interest in Metropolitan Television and Mid-Ocean application; Mr. Pauley has extensive oil holdings. Ann. April 2.

Topanga, Calif.—Topanga Malibu Broadcasting Co. 1110 kc, 500 w. unl. P. O. address George A. Baron, 864 Bienvenida Avenue, Pacific Palisades, Calif. Estimated construction cost $150.000; first year operating cost $216,000; revenue $240,000. Principals: George A. Baron and C. D. Funk (each 50%). Mr. Funk has interest in United Western Newspapers Inc., Santa Monica, Calif., publishers of *Evening Outlook* and owns 12.5% of KOWL Broadcasting, licensee of KDAY Santa Monica and KCOA(TV) Corona, both California. Mr. Baron has 20% interest in KSRF(TV) Santa Monica. Ann. April 2,

Whittier, Calif.—Pacific Fine Music Inc. 1110 kc, 50 kw LS, 10 kw N, DA-2, unl. P. O. address c/o A. A. Crawford, Box 987, Beverly Hills, Calif. Estimated construction cost $359,947; first year operating cost $480,000; revenue $600,000. Principals: A. Arthur

Crawford and Jean E. Crawford (each 50%). Crawfords own KCBH(FM) Los Angeles. Ann. April 2.

Existing AM stations

ACTIONS BY FCC

WSRA Milton, Fla.—Granted increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions. Action April 1.

KWON Bartlesville, Okla.—Designated for hearing application to increase daytime power on 1400 kc, from 250 w to 1 kw, continued nighttime operation with 250 w; made KWBB Wichita, Kan., which filed opposing petition, and KCRC Enid, Okla., parties to proceeding. Chairman Henry dissented. Action April 1.

KOLS Pryor City, Okla.—Granted renewal of license. Action April 1.

KPDQ Portland, Ore.—Designated for hearing application to increase power on 800 kc, D, from 1 kw to 5 kw; made KWIL Albany, party to proceeding. Action April 1.

KSST Sulphur Springs, Tex.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; and change in ant. site; conditions. Action April 1.

WDUX Waupaca, Wis.—Granted increased power on 800 kc, D, from 1 kw to 5 kw, with DA; conditions. Action April 1.

APPLICATIONS

Arroyo Grande, Calif.—Radio Station KCJH. CP to change facilities from 1280 kc. 500 w, D, to 1110 kc, 5 kw LS, 1 kw N, DA-N, unl., and change site. P. O. address Box 187, Arroyo Grande. Estimated construction cost $64,920; first year operating cost $72,000; revenue $86,000. Principals: Christina M. Jacobson and Leslie H. Hacker, partners. Ann. April 2.

Long Beach, Calif.—KFOX Inc. (KFOX). CP to change facilities from 1280 kc, 1 kw, unl. to 1110 kc, 50 kw-D, 10 kw N, unl., and change site and station location to Pasadena, Calif. P. O. address 220 East Anaheim, Long Beach. Estimated construction cost $198,790; first year operating cost $420,000; revenue $840,000. Principals: Richard Goodman, Egmont Sonderling and Mason Loundy, Messrs. Goodman, Sonderling and Loundy also own WOPA-AM-FM Oak Park, Ill., WDIA Memphis, and KDIA Oakland, Calif.

Los Angeles—Standard Broadcasting Co. (KGBS). CP to change facilities from 1020 kc, 50 kw, limited, to 1110 kc, 50 kw, DA-2, unl. and change site and station location to Pasadena, Calif. P. O. address 1177 Kane Concourse, Miami Beach, Fla., 33154. Estimated construction cost $571,000; first year operating cost $1,330,000; revenue $1,500,000. Principal: Storer Broadcasting Co. (100%). Ann. April 2.

Twenty-Nine Palms, Calif.—Hi-Desert Broadcasting Corp. (KDHI). CP to change facilities from 1250 kc, 1 kw, D, to 1110 kc, 10 kw, DA-N, unl. P. O. address c/o Arthur Sipherd, Box 908, Twenty-Nine Palms. Estimated construction cost $57,800; first year operating cost $80,000; revenue $85,000. Principals: applicant is licensee of KDHI Twenty-Nine Palms. Ann. April 2,

New FM stations

ACTIONS BY FCC

Jackson, Ala.—Jackson Broadcasting Inc. Granted CP for new FM on 104.9 mc, channel 285A, 3 kw. Ant. height above average terrain 297 feet. P. O. address c/o Fred Huggins, Box 546, Jackson. Estimated construction cost $11,653; first year operating cost $5,400; revenue $7,200. Applicant is licensee of WTHG Jackson, Action April 3.

Merced, Calif.—Merced Broadcasting Co. Granted CP for new FM on 101.5 mc, channel 268, 5 kw. Ant. height above average terrain 100 feet. P. O. address Kurt Fantl, 1481 Paseo del Mar, San Pedro. Calif. Estimated construction cost $18,680; first year operating cost $31,836; revenue $46,000. Principals: Kurt and Margaret A. Fantl (each 50%). Mr. and Mrs. Fantl are both physicians. Action April 3.

Evansville, Ind.—Valley-Hi Broadcasting Corp. Granted CP for new FM on 105.3 mc, channel 287, 50 kw. Ant. height above average terrain 235 feet. P. O. address 220 Court Building, Evansville. Estimated construction cost $52,337, first year operating cost $50,000; revenue $60,000. Principals: Samuel M. Angel, Claude H. Wiseman, Arthur F. Denton, Evangeline L. Hebbeler, Marjorie A. O'Bryan, Donald R. Hooe and Barbara J. Jones. All are residents of Evansville. Action April 3.

Billings, Mont.—Christian Enterprises Inc. Granted CP for new FM on 97.1 mc, ch. 246, 15.9 kw. Ant. height above average terrain minus 30 feet. Estimated construction cost $17,677; first year operating cost $5,900; revenue $5,900, Principals: board of directors (non-profit, non-stock organization); Harold Erickson, president. Christian Enterprises owns KGVW Belgrade, KGLE Glendive and KURL Billings, all Montana. Action April 3.

Hastings, Neb.—K Bar J Inc. Granted CP for new FM on 93.5 mc, channel 228, 2,718 kw. Ant. height above average terrain 159 feet. P. O. address Box 198, Hastings. Estimated construction cost $9,500; first year operating cost $12,000; revenue $15,000. Applicant is licensee of KICS Hastings. Action April 3.

Fargo, N. D.—Northwestern College. Granted CP for new FM on 97.9 mc, channel 250, 28 kw, Ant. height above average terrain 210 feet. P. O. address 50 Willow Street, Minneapolis 3. Estimated construction cost $25,500; first year operating cost $15,000; revenue $10,000. Applicant is licensee of KFNW Fargo. Action April 1.

Abernathy, Tex.—Abernathy Broadcasting Co. Granted CP for new FM on 99.5 mc. channel 258, 58 kw. Ant. height above average terrain 151 feet. P. O. address 1312 61st Street, Lubbock. Tex. Estimated construction cost $27,826; first year operating cost $2,400; revenue $48,000. Principals: Clyde R. Stephens (55%), Raymond V. Stephens, Steve McGlothlin (each 20%) and John R. Stephens (5%). C. R. Stephens owns farm programing firm; R. V. Stephens is assistant manager of KLEA Lovington. N. M.; Mr. McGlothlin is engineer; J. R. Stephens is bakery employe. Action April 3.

Lynchburg, Va.—Southeastern Broadcasting Corp. Granted CP for new FM on 101.7 mc, channel 269, ERP 3 kw. Ant. height above average terrain 291.5 feet. P. O. address c/o Denzel M. Shaver, 801 Main Street, Lynchburg. Estimated cost of construction $11,562; first year operating cost $4,000; revenue $12,000. Applicant is licensee of WDMS Lynchburg. Action April 1.

APPLICATIONS

Centralia, Ill.—Four County Broadcasters Inc. 95.3 mc, channel 273A. ERP 1.47 kw, unl. Ant. height above average terrain 214 feet. P. O. address James E. Palen, Box 428, Centralia. Estimated construction cost $10,134; first year operating cost $7,000; revenue $10,000. Principals: Edward N, (55.5%), Eileen C. (34.75%) and James E. Palen (9.75%). Principals have interest in WOKZ Alton and WCNT Centralia, both Illinois. Ann. April 7,

Newton, Iowa—Richard C. Brandt, 95.9 mc, channel 240A, ERP 3 kw, unl, Ant. height above average terrain 200 feet, P. O. address Box 190, Newton. Estimated construction cost $10,939; first year operating cost $10,000; revenue $12,000. Principal: Richard C. Brandt (100%). Applicant is licensee of KCOB Newton. Ann. April 7.

Abilene, Tex.—Citizens Broadcasting Co. 105.1 mc, channel 286, ERP 5 kw, unl. Ant. height above average terrain 174 feet. P. O. address A. C. Etter, Box 2201, Abilene, 79604. Estimated construction cost $35,287; first year operating cost $31,210; revenue $45,600. Principals: A. C. Etter (25%), W. P. Wright Jr. (6.4%) and Sr. (18.6%), E. L. (14.1%) and C. E. Thornton (10.9%), O. D. Dillingham (17.5%), and W. O. Hayter Jr. (7.5%). Citizens Broadcasting is licensee of KWKC Abilene. Ann. April 7.

Existing FM stations

CALL LETTERS ASSIGNED

- KLBS-FM Los Banos, Calif.—Los Banos Broadcasting Co.
- WLBB-FM Carrollton, Ga.—Faulkner Radio Inc.
- WBMK-FM West Point, Ga.—Radio Valley Inc.
- *WGRN(FM) Greenville, Ill.—Greenville College Educational Broadcasting Foundation Inc.
- WLPO-FM La Salle, Ill.—La Salle County Broadcasting Corp.
- KOCY-FM Oklahoma City—Bonebrake & Co.
- WDEF-FM Chattanooga, Tenn.—WDEF Broadcasting Co.
- KDOK-FM Tyler, Tex.—KDOK Broadcasting Co.
- WNRG-FM Grundy, Va.—Virginia-Kentucky Broadcasting Inc.

Ownership changes

ACTIONS BY FCC

KPBA Pine Bluff, Ark.—Granted transfer of control of licensee corporation, Radio Pine Bluff Inc., from W. L. Kent (75%), Howard M. Peters (15%) and Robert N. Meador (10%) to Bruce Gresham and J. C. Noble (each 50%). Consideration $27,500 and cancellation of debt. Messrs. Gresham and Noble are each 50% partners in WJPR Greenville, Miss. Action April 6.

KOVO Provo, Utah—Granted relinquishment of positive control of licensee corporation, KOVO Inc., by Ashley L. Robinson (50% after sale, 75% before) through sale of stock to Glen C. Shaw (50% after, 25% before). Consideration $5,000. Mr. Shaw is general manager of KOVO. Action April 6.

APPLICATIONS

KAAB Hot Springs, Ark.—Seeks assignment of license from Phoenix Inc., owned by H. I. Moseley (100%), to Broadcasters Inc., owned by Joe R. Bankhead, C. L. Pylant (each 49.8%) and Robert H. Jones (.4%). Consideration assumption of $11,321 liability. Mr. Bankhead has interest in KBOA-AM-FM Kennett, Mo.; Mr. Pylant is KBOA-AM-FM employe; Mr. Jones is attorney. Ann. April 3.

KGU Honolulu—Seeks assignment of license from Advertiser Publishing Ltd. to Communications Hawaii Inc., a wholly owned subsidiary. Consideration transfer of stock. Ann. April 3.

WMSK Morganfield, Ky.—Seeks transfer of control of licensee corporation, Union County Broadcasting Inc., from J. B. Crawley, W. B. Kelly and R. L. Turner (each 33⅓%) to J. B. Crawley and W. B. Kelly (each 50%). Consideration transfer of stock in WLCK Scottsville. Also see WLCK and WCND Shelbyville, Ky., below. Ann. April 6.

WLCK Scottsville, Ky.—Seeks transfer of control of licensee corporation, State Line Broadcasting Inc., from J. B. Crawley and W. B. Kelly (each 26% before) to R. L. Turner (25.7% before, 77.7% after). Consideration $7,000 and transfer of 33⅓% interest in WMSK Morganfield, Ky. (see above). Ann. April 6.

WCND Shelbyville, Ky.—Seeks assignment of CP from J. B. Crawley, R. L. Turner and W. B. Kelly (each 33⅓%), d/b as Shelby Broadcasting Co., to J. B. Crawley and W. B. Kelly (each 50%), d/b as company of same name. Consideration $2,498. Ann. April 6.

WOOD-AM-FM-TV Grand Rapids, Mich., WTCN-AM-TV Minneapolis, Minn., and WFBM-AM-FM Indianapolis, Ind.—Seek assignment of license from Time-Life Broadcast Inc. (Minnesota) to Time-Life Broadcast Inc. (Michigan). No financial consideration involved. Purpose of application is to separate licenses of Time-Life Broadcast Inc. (Minnesota) so that upon commission consent Minneapolis radio and TV licenses will be assigned to new New York corp. (to be wholly owned by Time-Life Broadcast Inc. [Delaware], and licenses for Grand Rapids and Indianapolis radio and TV facilities will be held by new Michigan corp. with same name as present Minnesota licensee. Ann. April 3.

WKER Pompton Lakes, N. J.—Seeks assignment of CP from Robert A. and Joan Brooks Kerr, d/b as Upper Passaic County Radio, to WKER Radio Inc., owned by Robert A. and Joan Brooks Kerr (99.4%). and Roy H. Terhune (.6%). No financial consideration listed. Ann. April 3.

WDLR Delaware, Ohio—Seeks assignment of license from Delaware Broadcasting Inc., owned by T. H. Oppegard, 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 WFKY Frankfurt, Ky.; Messrs. Doll, W. R. and R. J. Reynolds and Clay have interest in WMST Mt. Sterling, Ky. Ann. April 7.

WHHM Memphis, Tenn.—Seeks assignment of license from Marvin C. Goff Jr., trustee in bankruptcy for Mercury Broadcasting Inc., to WLOK Inc., owned by Jules J. Paglin and Stanley W. Ray Jr. (each 50%). Consideration $135,000 and facilities of WLOK Memphis. Contingent upon grant of application for assignment of WLOK (see below). Ann. April 7.

WLOK Memphis, Tenn.—Seeks assignment of license from WLOK Inc., owned by Jules J. Paglin and Stanley W. Ray Jr. (each 50%), to Marvin C. Goff Jr., trustee in bankruptcy for Mercury Broadcasting Inc. Consideration facilities of WHHM Memphis (formerly owned by Mercury Broadcasting Inc.). Contingent upon grant of WHHM application above, and grant of application for assignment of license of WLOK from Marvin C. Goff Jr. to Century Broadcasting Inc. Ann. April 7.

WFMB Nashville, Tenn.—Seeks assignment of license, CP and SCA from Great Southern Broadcasting Co., owned by William O. Barry and Will C. Baird Jr. (each 50%). to WLAC Inc., owned by Life and Casualty Insurance Company of Tennessee. Consideration $58,925. WLAC Inc. is licensee of WLAC-AM-TV Nashville, Tenn. Ann. April 6.

KIXZ Amarillo, Tex.—Seeks assignment of license from Radio KIXZ Inc., owned by Jay J. G. Schatz (100%), to Broadcasting Associates Inc., owned by Sammons Enterprises Inc. (80%) and Raymond Ruff (20%). Consideration $237,500. Buyers own or control KELI Tulsa, Okla., and KTRN Wichita Falls, Tex. Sammons controls also KWAT Watertown, S. D., and KHOG Fayetteville, Ark. Ann. April 3.

KAZZ Austin, Tex.—Seeks transfer of control of licensee corporation, Audioland Broadcasting Co., from Wroe Owens and Earl Podolnick to Monroe M. Lopez (100%). Consideration $18,000 and assumption of $40,000 liabilities. Mr. Lopez is local businessman. Ann. April 6.

KORA Bryan, Tex.—Seeks acquisition of positive control of licensee corporation, Bryan Broadcasting Inc., by Mike Mistovich (72% after sale) through sale of stock by Carl J. Nierderauer (23% before). No financial consideration listed. Ann. April 3.

KTWO-AM-TV Casper, Wyo.—Seeks relinquishment of negative control of Harriscope Inc. (which owns 60% of licensee co., Rocky Mountain Tele Station, in a joint venture with Television Properties) by Irving B. Harris (50% now, 37.24% after) through sale of stock to North Advertising Inc. (4.14% after), City Capital Corp. (2.47% after), W. W. Harris, V. H. Polsky, and R. H. Mayer (each 3.45%), and others. Consideration (including purchase of bonds by new stockholders) $647,500. Ann. April 3.

Hearing cases

OTHER ACTIONS

■ Commission gives notice that Feb. 10 initial decision which looked toward granting the application of La Follette Broadcasting Inc. to increase daytime power of WLAF La Follette, Tenn.. from 250 w to 1 kw, continued operation on 1450 kc, 250 w-N; conditions, became effective March 31 pursuant to Section 1.276 of rules. Action April 6.

■ By decision, commission granted application of People's Broadcasting Co. to change facilities of WPBC, on 980 kc, from 1 kw, daytime only, to 5 kw, DA-1, unl. and move trans. and studio location from Minneapolis to Richfield, Minn. In so doing, it granted People's application for review of decision by review board which granted only daytime portion of application. Commissioner Ford dissented; Commissioner Cox not participating. July 2, 1963 initial decision looked toward granting application in full. Action April 1.

■ By memorandum opinion and order, commission denied petition by Neighborly Broadcasting Inc. for reconsideration of Feb. 1, 1963 order revoking its license for WLOV(FM), Cranston, R. I., for misrepresentations, numerous technical violations and financial inability. Action April 1.

■ By memorandum opinion and order, commission granted application by New Jersey Television Broadcasting Corp. for mod. of CP for WNJU-TV, (ch. 47), Linden, N. J., to move trans. from West Orange, N. J.., to Empire State Building in New York City (increasing ant. height from 580 to 1,180 feet) and increase ERP (vis.) from 200 kw to 347 kw, conditioned that operation not adversely affect WNDT(TV), Newark, N. J. In so doing, commission denied oppositions by WPIX(TV) New York City, and Trans-Tel Corp., applicant for new TV at Paterson, N. J. Applicant expects to serve 500,000 more viewers by move. Commissioner Cox dissented. Action April 1.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order in proceeding on application of Verne M. Miller for new AM in Crystal Bay, Nev., in Docket 14841, (1) denied motion by respondent KCBN Reno to enlarge issues; and (2) on own motion, enlarged issues to determine whether proposal of Miller would serve primarily particular city, town, political subdivision, or community as contemplated by Section 73.30(a) of rules. Action April 7.

■ By memorandum opinion and order, granted petition by Air Line Pilots Association, International, for leave to intervene in proceeding on applications of Chronicle Publishing Co. (KRON-TV) and American Broadcasting - Paramount Theatres Inc. (KGO-TV), both San Francisco, for increases in ant. heights, etc., in Dockets 12865-6. Action April 6.

■ In proceeding on revocation of license of Radio Station WTIF Inc. (WTIF), Tifton, Ga., WDMG Inc. for renewal of license of WDMG Douglas, Ga., WMEN Inc. for renewal of license of WMEN Tallahassee, Fla., and B. F. J. Timm for new AM in Jacksonville, Fla., granted petition by WMEN Inc. and B. F. J. Timm for waiver of Sect. 1.594 of rules insofar as that section requires publication and broadcast of local notice within two weeks immediately following designation of their applications for hearing. Member Nelson abstained from voting. Action April 3.

■ By memorandum opinion and order in Buffalo TV channel 29 proceeding in Dockets 15254-5, (1) granted in part motion by WEBR Inc. and enlarged issues to extent of adding three issues concerning Grade A and Grade B contours and service coverage; and (2) certified to commission for determination WEBR's request for additional issue on Ultravision's financial qualifications to operate UHF which is fourth station in community with three VHF's. Action April 3.

■ By memorandum opinion and order in proceeding on applications of Calhio Broadcasters, Salem Broadcasting Co., and Tele-Sonics Inc. for new AM's in Seven Hills, Salem, and Parma, respectively, all Ohio, in Dockets 14973-5, (1) granted motion by Salem to withdraw former dismissal agreement whereby Salem's application would be dismissed, and in consideration therefore, Calhio and Tele-Sonics would reimburse Salem for expenses incurred, and (2) dismissed motion by Calhio, Salem and Tele-Sonics for dismissal of Salem application. Calhio Broadcasters and Tele-Sonics Inc. applications were dismissed by examiner on March 25, pursuant to their request, and Salem now intends to continue to prosecute its application. Action April 2.

■ Granted petition by broadcast bureau to extent of extending to April 8 time to file responses to (1) motion by WGBH Educational Foundation to enlarge issues and delete issue and (2) motion by United Artists Broadcasting Inc. to enlarge issues in Boston channel 44 proceeding. Action April 2.

■ In consolidated proceeding on AM applications of Rockland Broadcasting Co., Blauvelt, Rockland Radio Corp., and Rockland Broadcasters Inc., Spring Valley, all New York, granted petition by broadcast bureau to extend time to April 8 to file responses to Rockland Broadcasting Co. petition for reconsideration. Member Nelson abstained from voting. Action April 1.

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

■ Designated Examiner David I. Kraushaar to preside at hearing in proceeding on AM application of Horace C. Boren (KWON), Bartlesville, Okla.; scheduled prehearing conference for May 4 and hearing for June 24. Action April 6.

■ Designated Examiner Isadore A. Honig to preside at hearing in proceeding on AM application of KPDQ Inc. (KPDQ), Portland, Ore.; scheduled prehearing conference for May 4 and hearing for June 17. Action April 6.

■ Designated Examiner Charles J. Frederick to preside at hearing in proceeding on AM application of Blackhawk Broadcasting Co. (WSDR), Sterling, Ill.; scheduled prehearing conference for April 24 and hearing for May 28. Action March 30.

By Hearing Examiner Thomas H. Donahue

■ In Miami TV channel 7 proceeding in Dockets 15185-6, granted motion by Community Broadcasting Corp. to accept its late filed proposed findings and conclusions of law. Action April 6.

By Hearing Examiner Millard F. French

■ On own motion, scheduled further prehearing conference for April 16 in proceed-

PROFESSIONAL CARDS

Service Directory

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, April 8

	ON AIR Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,865	77	102	309
FM	1,117	40	167	268
TV	521[1]	61	80	130

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, April 8

	VHF	UHF	TV
Commercial	477	95[2]	572[1]
Noncommercial	53	29	82

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Feb. 29

	AM	FM	TV
Licensed (all on air)	3,866	1,119	521[1]
CP's on air (new stations)	77	40	61
CP's not on air (new stations)	102	127	79
Total authorized stations	4,045	1,286	661
Applications for new stations (not in hearing)	189	240	58
Applications for new stations (in hearing)	100	21	66
Total applications for new stations	289	261	124
Applications for major changes (not in hearing)	201	55	48
Applications for major changes (in hearing)	43	1	6
Total applications for major changes	244	56	54
Licenses deleted	1	0	0
CP's deleted	0	0	0

[1] Does not include six licensed stations off air.

[2] Includes three noncommercial stations operating on commercial channels.

ing on applications of GROSSCO Inc. and Valley Broadcasting Co. for new FM's in West Hartford and Ansonia, respectively, both Conn. Action April 6.

By Hearing Examiner Walther W. Guenther

■ Pursuant to agreement of parties at March 31 prehearing conference in proceeding on AM applications of Copper Country Broadcasting Co. (WMPL), Hancock, and Upper Michigan Broadcasting Co. (WHDF), Houghton, both Michigan, scheduled certain procedural dates and continued May 5 hearing to June 15. Action March 31.

■ Formalized by order certain procedural agreements reached at April 3 prehearing conference in proceeding on application of South Mississippi Broadcasting Co. for new AM in Mississippi City, Miss. and scheduled certain procedural dates and continued May 11 hearing to May 26. Action April 6.

By Hearing Examiner Isadore A. Honig

■ In proceeding on applications of Community Broadcasting Service Inc. and Mortimer and Vivian Eliza Hendrickson for new FM's in Vineland, N. J., in Dockets 15265-6, dismissed as moot petition by Community to enlarge issues to include "Evansville Issue" with respect to Hendrickson application. Action April 3.

■ Issued memorandum formalizing certain rulings made during April 2 hearing in proceeding on AM application of Charles L. Hamilton Sr. and Mildred B. Hamilton (KBAB), Indianola, Iowa and held in default, for failure to file notices of appearance and to participate in hearing, respondent parties KLEE Ottumwa and KRIB Mason City, Iowa; relieved applicant and broadcast bureau from any obligation to serve respondent parties KLEE and KRIB any of hearing exhibits or post-hearing pleadings (proposed findings and conclusions, replies, extension motions, etc.) that may hereafter be exchanged or filed by either of them in proceeding; and, on own motion, relieved applicant and broadcast bureau from any obligation to serve KLEE and KRIB any pleadings that may hereafter be filed by either of them prior to closing of record. Action April 3.

By Hearing Examiner David I. Kraushaar

■ Granted joint motion by all parties except respondent WMDD Inc. to correct transcript, and made certain other corrections, in proceeding on application of Raul Santiago Roman for new AM in Vega Baja, P. R. Action April 6.

By Hearing Examiner Jay A. Kyle

■ Pursuant to March 30 prehearing conference in proceeding on AM application of Salem Broadcasting Co., Salem, Ohio, scheduled certain procedural dates and hearing for June 10. Action March 30.

By Hearing Examiner Chester F. Naumowicz Jr.

■ In consolidated AM proceeding on applications of Northwestern Indiana Radio Inc., Valparaiso, Ind., Valley Broadcasting, Kankakee, Ill., and Livingston County Broadcasting Co., Pontiac, Ill., in Dockets 8218 et al., granted petition by Valley Broadcasting for leave to file amendment correcting description of location of its trans. site. Action April 3.

■ In proceeding on applications of Edina Corp. and Tedesco Inc. for new AM's in Edina and Bloomington, respectively, both Minn., in Dockets 14739-40, extended time for filing proposed findings to date to be established by later order; reopened record and scheduled oral argument for April 8 on petition by Swanco Broadcasting to extend time to file proposed findings of fact. Action April 3.

By Hearing Examiner Sol Schildhause

■ In Boston, TV channel 44 proceeding, granted petition by Integrated Communication Systems Inc. of Massachusetts for leave to amend its financial plan. Action April 6.

■ Pursuant to agreement reached at April 2 prehearing conference in proceeding on applications of Integrated Communication Systems Inc. of Massachusetts, United Artists Broadcasting Inc. and WGBH Educational Foundation for new TV's on channel 44 in Boston, specified that proceeding would be tried on written direct case basis, scheduled Sept. 1 for exchange of written material, and Sept. 14 for hearing. Other procedural dates will be fixed as requirements of proceeding dictate. Action April 2.

■ In Cleveland, TV channel 65 proceeding, in Dockets 15248-50, granted petition by United Artists Broadcasting Inc. for leave to amend so as to change its proposal from that for channel 65, Cleveland, to channel 31, Lorain, Ohio, and removed amended application from hearing and returned it to processing line. Action March 30.

By Hearing Examiner Herbert Sharfman

■ In Boston TV channel 5 proceeding, granted unopposed motion by Boston Broadcasters Inc. to change April 13 hearing to further prehearing conference and hearing proper to begin as now scheduled April 20. Action April 6.

■ In Victoria, Tex., channel 19 proceeding, granted petition by Victoria for leave to amend application with respect to finances. Action April 2.

■ Issued statement and order after March 31 prehearing conference in Boston TV channel 5 proceeding in Dockets 15204-7 and, among other things, canceled April 9 further prehearing conference, rescheduled time for April 13 hearing for 2 p.m., in lieu of 10 a.m. (April 20, 10 a.m. is date already reserved for beginning of introduction of applicants' direct cases) and directed WHDH Inc. to furnish counsel for other parties and examiner, by May 19, information described in review board's March 12 memorandum opinion and order enlarging issues. Action March 31.

By Hearing Examiner Elizabeth C. Smith

■ Pursuant to agreement of counsel at April 2 prehearing conference in proceeding on application of Grayson Enterprises Inc. to increase power, change trans. site, and make other changes in facilities of KWAB-TV (formerly KEDY-TV) Big Spring, Tex., continued May 4 hearing to date to be fixed at May 15 further prehearing conference. Action April 2.

By Office of Opinions and Review

■ Commission, by chief, office of opinions and review, granted motion by WTSP-TV Inc. to extent of allotting that applicant 10 additional minutes for oral argument in Largo, Fla., channel 10 proceeding; set forth sequence and specified times for parties to present their arguments. Action April 1.

■ Granted joint motion by L. B. Wilson Inc., Civic Television Inc., and Miami Television Corp., to extend time to April 2 to file responsive pleadings to (1) South Florida Television Corp.'s motion to strike and opposition, and (2) broadcast bureau's opposition to movant's petition to reopen record, in Miami TV channel 10 proceeding. Action March 30.

BROADCAST ACTIONS

by Broadcast Bureau
Actions of April 7

■ Granted renewal of licenses for following: KPST Preston, Idaho; WNEG Toccoa, Ga.; WFLY(FM) and SCA, Troy, N. Y.; WDMV Pocomoke City, Md.; WOKA Douglas, Ga.; WHTG-AM-FM Eatontown, N. J.

WVOS Liberty, N. Y.—Granted license covering an increase in daytime power and installation of new trans.

WFLS Fredericksburg, Va.—Granted license covering increase in power and change in ant. (increase height).

WBUY Lexington, N. C.—Granted license covering changes in hours of operation, change in nighttime ant.-trans. location, and installation of DA-N and new nighttime trans. (two site operation); specify type trans.

WIGM Medford, Wis.—Granted license covering installation of auxiliary daytime and alternate main nighttime trans. at main trans. site.

WIBM Jackson, Mich.—Granted license covering use of alternate main nighttime trans. as auxiliary daytime trans.

KRYS Corpus Christi, Tex.—Granted license covering change in ant.-trans. location and installation of new trans.

WTIP Charleston, W. Va.—Granted license covering change in ant.-trans. location, and changes in ant. and ground systems.

***WYSO(FM) Yellow Springs, Ohio**—Granted license covering changes in ant., ERP, ant. height and ant. system.

***WSOU(FM) South Orange, N. J.**—Granted license covering installation of new ant. and changes in ant. system.

***WLFM(FM) Appleton, Wis.**—Granted license covering changes in ant.-trans. location and in ant. system; ant. height 120 feet.

K09EO, K13CH Douglas and vicinity, Wash.—Granted licenses for VHF-TV translator.

K77BK Norfolk, Neb.—Granted license for UHF-TV translator.

KLEI Kailua, Hawaii—Granted CP to change ant.-trans. location to Kaneohe, Hawaii and studio location to same as trans. (without remote control), and make changes in ant. system.

KNOF(FM) St. Paul, Minn.—Granted CP to increase ERP to 3 kw. and install new trans.

WYFS(FM) Winston-Salem, N. C.—Granted CP to change type trans.

WYLO Jackson, Wis.—Granted mod. of CP to make changes in directional ant. array, directional ant. pattern and in ground system.

■ Granted licenses for following: WLTN Littleton, N. H.; KLOC Ceres, Calif.; WLCB Moulton, Ala.; WGIC Xenia, Ohio, and specify main studio location, remote control point, and type trans.; WLLL Lynchburg, Va., and specify main studio location, remote control point, and type trans.

■ Granted licenses for following and specify type trans.: WGEN Geneseo, Ill.; WFMI Montgomery, Ala.; WGUL New Port Richey, Fla.

■ Granted licenses for following: KARA-FM Albuquerque, N. M.; KBNO(FM) Houston, and specify trans. and studio sites; WBYM(FM) Bayamon, P. R., and specify type trans.; WHEB-FM Portsmouth, N. H., and specify ERP as 5.65 kw; WCBW(FM) Columbia, Ill., and specify ERP as 2.73 kw; WBRD-FM Bradenton, Fla., and specify type trans. and type ant.

■ Granted licenses for following: *WUNH (FM) Durham, N. H., and specify type trans.; *WUSF(FM) Tampa, Fla.

Actions of April 6

■ Granted licenses for following translators: K04CO Northern Television Inc., Usibelli/Suntranna, Alaska; K04DF Midnight Sun Broadcasters Inc., Wildwood Military Base, Alaska.

KVWM Show Low, Ariz.—Granted license covering change in frequency, increase in power, installation of new trans., changes in operation and in ground system.

WNLC—New London, Conn.—Granted license covering change in frequency, increase in power, change in ant.-trans. location, installation of DA-2, change in ground system, installation of new trans., and delete remote control.

WEXL Royal Oak, Mich.—Granted license covering installation of alternate main trans.

WNLC New London, Conn.—Granted license covering use of old main trans. as auxiliary trans. at main trans. site.

WLBG Laurens, S. C.—Granted license covering use of old main trans. as auxiliary trans. at main trans. site.

WSBB New Smyrna Beach, Fla.—Granted license covering use of old main trans. as alternate main-nighttime and auxiliary daytime trans. at main trans. site.

WTRR Sanford, Fla.—Granted license covering use of main nighttime trans. as auxiliary daytime trans.

WJAG Norfolk, Neb.—Granted license covering use of old main trans. as auxiliary trans. at main trans. site.

WHIP Mooresville, N. C.—Granted license covering use of old main trans. as auxiliary trans. at main trans. site.

WRKB-FM Kannapolis, N. C.—Granted license.

KJML(FM) Sacramento, Calif.—Granted license covering changes in ERP, ant. height, type ant., trans. and studio location, and installation of new trans.

WDOD-FM Chattanooga, Tenn.—Granted license covering installation of new ant. and decrease in ERP.

*KTXT-FM Lubbock, Texas—Granted license covering changes in ant. system, and change in ant.-trans. location.

*KSPC(FM) Claremont, Calif.—Granted license covering changes in frequency and ERP, and installation of new trans.; specify type trans.

WCRB-FM Waltham, Mass.—Granted license covering changes in ERP and type trans.

■ Granted licenses for following: WNIO Niles, Ohio; conditions; KANS Larned, Kans.; KOSG Payhuska, Okla.; WCHE West Chester, Pa., and specify studio location; KZOO Honolulu, and specify main studio location and remote control point.

■ Granted licenses for following and specify type trans.: KNBI Norton, Kan.; KOLM Rochester, Minn.; KVYL Holdenville, Okla., and specify ground system; WKTE King, N. C.

■ Granted licenses covering increase in daytime power for following: KOKL Okmulgee, Okla.; WCBY Cheboygan, Mich.

■ Granted licenses covering increase in daytime power and installation of new trans. for following: WGKV Charleston, W. Va., and specify type trans.; WGTN Georgetown, S. C., and redescribe main studio and trans. location; WEXL Royal Oak, Mich., and make changes in DA-D and in ground system; condition; KBAR Burley, Idaho, and specify type trans., and redescribe main studio and trans. location; KORN Mitchell, S. D.; KTRF Thief River Falls, Minn., and specify type trans., and redescribe trans. location; KVRH Salida, Colo., and specify type trans.

■ Granted licenses for following: *KUID (FM) Moscow, Idaho, and specify ERP as 1.18 kw; *WCMU-FM Mount Pleasant, Mich.

■ Granted licenses covering installat.·n of new trans. for following: WDEL Wilmington, Del.; WJAG Norfolk, Neb.

Actions of April 3

KBSN Crane, Tex.—Granted license covering change of frequency, changes in ant. system (increase height) and ground system.

WWGS Tifton, Ga.—Granted license covering change of daytime trans. site to nighttime site.

*KCRW(FM) Santa Monica, Calif.—Granted license covering changes in ERP, ant. height, ant.-system and installation new ant.

WKOX Framingham, Mass.—Granted license covering installation of new alternate main trans.

WWGS Tifton, Ga.—Granted licenses covering use of main-day trans. as alternate main trans. during night hours (DA-N); remote control permitted; and use of main-night trans. during daytime hours as auxiliary trans.

KPDQ-FM Portland, Ore.—Granted license covering change in transmission line.

KPAT-FM Berkeley, Calif.—Granted licenses covering changes in ERP and installation new trans. and ant.; and use of old main trans. as auxiliary trans.

KSON San Diego—Granted license covering installation new trans.; changes in ant.-trans. site; and ground and ant. systems.

K71AJ Wasco, Ore.—Granted mod. of license to change primary TV to KATU(TV) (ch. 2) Portland, Ore.

WROC-FM Rochester, N. Y.—Granted request and canceled SCA on 67 kc.

U.P. TV Systems, Inc. Iron Mountain, Mich.—Granted CP for new UHF translator on channel 75, to rebroadcast programs of WLUK-TV (ch. 11) Green Bay, Wis.

*WTIU(TV) Bloomington, Ind.—Granted extension of completion date to Dec. 8.

K72BM Olympia, Wash.—Granted CP to change type trans. for UHF translator; condition.

K04CW Marshalltown, Iowa—Granted CP to change type trans. for VHF translator.

K06BG Rural area East of Roy, Mont.—Granted CP to add multiple output amplifier and make changes in ant. system of VHF translator.

■ Granted licenses for following: *KEDC-FM Northridge, Calif.; *KEWC-FM Cheney, Wash.; *KMSM(FM) Rolla, Mo.; *KOCV (FM) Odessa, Tex.

■ Granted licenses for following: WSPF Hickory, N. C., and specify type trans. and main studio location; KABH Midland, Tex., and specify type trans. and main studio location; KDWA Hastings, Minn., and specify type trans. and main studio location and remote control point; WINE Brookfield, Conn., and specify type trans.

■ Granted licenses covering increase in daytime power and installation new trans. for following: WKTQ South Paris, Me.; KBST Big Spring, Tex., and specify type trans.; KDGO Durango, Colo., and specify type trans.

■ Granted renewal of license for following: WELE South Daytona, Fla.; WICE and auxiliary, Providence, R. I.; WKTX Atlantic Beach, Fla.; WMMB and auxiliary main and auxiliary, Melbourne, Fla.; *WRPI (FM) Troy, N. Y.; WMSL Decatur, Ala.; WSGM-FM Staunton, Va.; WLBZ-TV Bangor, Me.

K12EO Upper White River Valley, Buford, Colo.—Granted CP to replace expired permit for new VHF translator; specify frequency as channel 12, and make changes in ant. system.

K02CT, K04CU, K05BZ Piceance Creek area, White River Canyon West of translator site and White River Canyon East of translator site, Colo.—Granted CP's to replace expired permits for new VHF translators; specify primary stations as KUTV(TV) (ch. 2) Salt Lake City; KCPX(TV) (ch. 4) Salt Lake City; and KSL-TV (ch. 5) Salt Lake City.

K07FD, K09FE, K11FI Meeker, Wilson Oil Camp, rural area West of Meeker and rural area South of Meeker, Colo.—Granted CP's to replace expired permits for new VHF translators, and specify primary stations as KCPX(TV) (ch. 4), KUTV(TV) (ch. 2) and KSL-TV (ch. 5), all Salt Lake City.

Actions of April 2

WLAT-FM Conway, S. C.—Granted SCA on sub-carrier frequency of 67 kc.

■ Granted renewal of licenses for following: WBGM(FM) and SCA, Tallahassee, Fla.; WSYD Mount Airy, N. C.

*WAIQ(TV) (ch. 26) Montgomery, Ala.—Granted license.

WDOL-FM Athens, Ga.—Granted license.

WHK-FM Cleveland—Granted license covering use of old main trans. as an alternate main trans.; condition.

*WPLN(FM) Nashville—Granted mod. of license to change name to Metropolitan Government of Nashville and Davidson County by Public Library Board Nashville Public Library.

WIKI Chester, Va.—Granted mod. of CP to change ant.-trans. location, make changes in ant. system (increase height), and install new trans.; conditions.

KWHI-FM Brenham, Tex.—Granted mod. of CP to move studio and ant.-trans. location, and decrease ant. height to 130 feet.

■ Following were granted extensions of completion dates as shown: KABE Westwego, La., to May 15; KALB-FM Alexandria, La., to Sept. 10; KPOL-FM Los Angeles, to May 18; WLIB-FM New York, to Sept. 18; WLOE-FM Leaksville, N. C., to June 19; WSEI(FM) Olney, Ill., to July 15; WCCO-FM Minneapolis, to Oct. 6; KNEV (FM) Reno, to Oct. 19; WVCA-FM Gloucester, Mass., to June 1; WATR-FM Waterbury, Conn., to Oct. 15; WIVI-FM Christiansted, St. Croix, V. I., to Sept. 1.

Actions of April 1

■ Granted renewal of licenses for following: WGOV Valdosta, Ga.; WLAW Lawrenceville, Ga.; WDOL Athens, Ga.

WCSM Celina, Ohio—Granted license and specify type trans.

WLAY Muscle Shoals, Ala.—Granted license covering use of old main trans. as an alternate main-nighttime and auxiliary daytime trans. at main trans. site.

KBUY Amarillo, Tex.—Granted CP to change ant.-trans. and studio location.

■ Following were granted extensions of completion dates as shown: WMAD Madison, Wis., to July 1; WRSJ Bayamon, P. R., to May 1; WENN Birmingham, Ala., to Sept. 19; KCEE Tucson, Ariz., to July 9; WRPL Charlotte, N. C., to Nov. 4; WKLP Keyser, W. Va., to August 31; KDHL Faribault, Minn., to Sept. 1; WKPO Prentiss, Miss., to August 1; WRKL New City, N. Y., to June 1; WGSM Huntington, N. Y., to April 26; WCSA Ripley, Miss., to August 1; KWXY Cathedral City, Calif., to Sept. 30; KGOL Palm Desert, Calif., to July 30; WREM Remsen, N. Y., to May 3; WHBB Selma, Ala., to Sept. 9; WTTF Tiffin, Ohio, to May 1; WMNI Columbus, Ohio, to May 15; WWNH Rochester, N. H., to June 15.

Sun Co. of San Bernardino, Calif., Banning and Palm Springs, Calif.—Granted CP's for new UHF translators on channels 75 and 81 to rebroadcast programs of KCHU (TV) (ch. 18) San Bernardino.

Actions of March 30

North Fork TV Association, Paonia, Colo.—Granted CP for new VHF translator on channel 12 to rebroadcast programs of KREX-TV (ch. 5) Grand Junction, Colo.

Seaside Video Club, Seaside, Gearhart and Warrenton, Ore.—Granted CP for new UHF translator on channel 81 to rebroadcast programs of KATU(TV) (ch. 2) Portland, Ore.

Fines

■ Commission notified Tennessee Valley Radio and Television Corp. that it has incurred apparent liability of $500 for willful or repeated violations of rules by WMSL-TV (ch. 23) Decatur, Ala., for failure to comply with log-keeping requirements. It appears that certain WMSL-TV program logs failed to describe each program broad-

Continued on page 127

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)
- SITUATIONS WANTED 20¢ per word—$2.00 minimum • HELP WANTED 25¢ per word—$2.00 minimum.
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE, WANTED TO BUY STATIONS & EMPLOYMENT AGENCIES advertising require display space.*
- All other classifications, 30¢ per word—$4.00 minimum.
- No charge for blind box number. Send replies to *Broadcasting*, 1735 DeSales St., N.W., Washington, D. C. 20036.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO—Help Wanted

Management

Wanted: Manager who can sell and operate with small staff in competitive Carolina market. Prefer experienced family man active in community affairs. Good salary commission arrangement. Replies held confidential. Box D-13, BROADCASTING.

Manager Midwestern single station market billing in six figures. Excellent opportunity for man with strong sales background. Must be able to stand thorough business and financial investigation. Box D-23, BROADCASTING.

Daytimer in pleasant small college town in mid Atlantic area losing manager to another field. Only station in area. If you like pleasant living and want to manage and sell, write immediately to Box D-33, BROADCASTING.

Major market. Male or female . . . radio-TV . . . Challenging position for college graduate with specialized training in personnel-office management. Requirements: Minimum two years experience, excellent typing, able to handle volume of detail. Submit detailed resume . . . state salary. Box D-142, BROADCASTING.

Sales/management trainee for Western Penna. college, market station. Good economy. Growing Penna. chain. Salary open. Send resume and picture to Larry Garrett, Manager, WDAD, Indiana, Penna.

Station manager—strong sales background to manage FM station currently well under potential for growing chain in major Michigan cities. Contact: M. Dow, Mid-states Broadcasting, East Lansing, Mich. 517-337-1318.

Sales

Baltimore. Experienced top salesman, capable of management. Good salary plus with top station, multiple chain. Please write fully. Box B-262, BROADCASTING.

Experienced combo salesman-news announcer for Western Pennsylvania medium market. Guaranteed earnings. Immediate opening. Box C-465, BROADCASTING.

Well established media brokerage organization seeks man well acquainted with media businesses to manage New York City office. Box D-113, BROADCASTING.

Are you a strong "in depth" radio time salesman? Want to settle with family in area that has best climate in the West. Have good character, and aggressive attitude. Then we have a top operation for you to sell. We have been rated number one in audience for over two years. This is one of the West's most professional and promotional radio station located in most beautiful plant in the West, and in a modern progressive city of over 80,000. Excellent guarantee and high commissions for real pro. Write or call Ralph Petti, Gen. Mgr. KOOK radio in Billings, Montana.

Announcers

Have you worked for a top 40 station without top 40 music? It will be the most challenging and stimulating experience of your life if you are truly talented and are prepared to pay the price of success. Midwestern kilowatt. Box C-209, BROADCASTING.

Announcers—(Cont'd)

Announcer with morning show experience and good news background needed immediately for opening at Pennsylvania radio station. Excellent opportunity for good man. Send tape, references, background and salary expected first letter. Box C-403, BROADCASTING.

Capable dj-newsman. Illinois adult music kilowatt offers fine opportunity for qualified announcer who can gather, write and deliver news, news mobile reports, present bright music shows. Excellent pay, many fringe benefits. Send tape, complete resume, telephone number. Box D-34, BROADCASTING.

Wanted: Combo man 1st phone with emphasis on announcing for all night show with good music station in major metropolitan market—Midwest. Box D-90, BROADCASTING.

Major Eastern market network affiliate has opening for experienced radio TV staff announcer. Good TV booth work a necessity. Send resume photo tape or film to Box D-98, BROADCASTING.

Attention first phone announcers: Fast-growing Midwest station needs mature, sharp, vigorous announcer-engineer. Rush tape, resume and picture. Box D-99, BROADCASTING.

Central Minnesota daytimer needs mature experienced announcer engineer for early morning shift. Excellent working conditions. Rural adult audience requires personaltiy. Send tape, resume and salary requirements first letter. Box D-100, BROADCASTING.

Experienced staff announcer on way up for strong community-news and middle road music New York City area. Adult alert personality, quality warm voice, know music, take directions. Program manager potential. Starting range $440 monthly. Tape and resume to Box D-101, BROADCASTING.

Opening large Southern market for morning drive time DJ. Must have bright, happy sound, full of enthusiasm. Must be able to handle humor well . . . one-liners and wild tracks, etc. Want a swinging sound with personality plus. Send tapes and resumes to Box D-104, BROADCASTING.

Country music jock. Must have thorough knowledge of country music. No drifters or bluegrass. Salary commensurate with ability and experience. Send tape, resume, and photo to Box D-105, BROADCASTING.

Real opportunity-announcer-5 kw good music, leader in major Florida market. Production ability desired. Send ad-lib tape about self (approximately 5 mins.), picture and resume to Box D-106, BROADCASTING.

Top rated Florida medium market station needs bright young personality. Prefer man with some sales experience on the way up from smaller market. Rush tape, photo and resume to Box D-123, BROADCASTING.

Major market quality station needs first-phone announcer interested in classical musuc. We want a man who likes his work and shows it on the air. Is this you? Mail tape, recent picture, full resume and expected salary to Box D-131, BROADCASTING.

Combo announcer, first phone for night shift midwest apply with resume, tape, to Box C138, BROADCASTING.

Announcers—(Cont'd)

KANS Larned, Kansas needs experienced announcer. Send tape, complete information.

Crowell-Collier Broadcasting needs clever genius disc/jockey to fill vacation relief shifts starting June 29 for six weeks. Send top 40 auditions to Sam Sherwood, Program Director, KDWB, Minneapolis, St. Paul, Minnesota.

Immediate opening—young single announcer with third class license. Adult quality format. KVWM, Showlow, Arizona.

Needed: A good right arm who is a professional announcer, willing to work. Experience with morning shows, news, production and play-by-play. Send complete resume including photo, air-check of news, music and play-by-play. No rockers, please. Jim Wychor, Mgr., KWOA, Worthington, Minnesota.

Announcer for summer replacement. Station WAMD, Aberdeen, Md.

Announcer with first phone, no maintenance, WAMD, Aberdeen. Md.

Gotta good voice? First phone license? Golden opportunity in daytimer going 5000 watts if you can take instructions, praise and criticism in equal doses! Experience is not too important, enthusiasm is! WBUX, 215-348-3583, Doylestown, Penna. David Ross. P. D.

Immediate opening for morning man, capable on news, sports and announcing. Send tape and resume. WDDY, Glouchester, Virginia.

1st phone announcer for central Ohio daytimer. Good pay. Good equipment. Clean adult operation. WDLR, Box 317, Delaware, Ohio, call C. R. Taylor 614-363-1107.

Experienced, creative announcers: Good position, smooth music station, fine community, scenic Central Virginia. Excellent recreation, fishing, AA baseball, Fine Arts Center, Little Theatre, Broadway Shows, Four Colleges, Atomic plant, diversified industry. Send tape and resume. WDMS, Lynchburg, Virginia.

WEAW-AM-FM Evanston, Ill. (Chicago suburb), has opening for experienced announcer with first ticket. Permanent position for right person.

Immediate opening for morning man, who will also do news afternoons. Contact Nick Rawlins, Program Director, WFIN, Findlay, Ohio.

Experienced announcer, with 1st phone. $100 per week. WHMC, Gaithersburg, Md. 301-948-9400.

Announcer. Live, swinging personality, top 40 operation. WHSL, Wilmington, N. C.

Immediate opening—personality jock for 9 p.m.-2 a.m. shift. Good pay, benefits. 69th market. Modern up tempo middle of the roader. Call 717-234-0191 for Jim Lord or write WKBO, Harrisburg, Pa.

Announcer—top 40 format. Key slot 5-7 A.M. and 9-1 P.M., Mon thru Sat. Must be strong on news; married; have successful audience building experience. Opportunity for advancement with small chain. Send tape and resume to H. Millar, WKUL, Cullman, Ala.

Immediate opening for air personality and salesman in good market. Call or write WPAQ, 10,00 watts, clear channel, Mt. Airy, North Carolina. Telephone 786-6111.

Announcers—(Cont'd)

Vacation relief announcer needed for full-time work May 4 through August 30, with possibility of employment beyond that date. Radio shift, with some TV booth. No news, commercial broadcast experience necessary. Send tape and photo with application. Program Director, WOC-AM-FM Davenport, Iowa.

Opening now for strong morning man with news ability for Western Pennsylvania daytimer. Need steady, reliable, mature, broadcaster with checkable references. Audition, resume, photo, recent earnings to Program Director, WPIC, Box 211, Sharon, Pa.

Announcer needed at once for top rated station. Must be versatile. No beginners please. Write or call Bob Ritter, Program Director, WRDW, Augusta, Georgia. 722-8805.

Immediate opening for experienced, mature-voiced announcer. Must be strong on commercials, better than average salary, five day week, vacation, sick leave, pension plan. Some TV audio. New Gates console. Send photo and complete resume to Hal Barton, Program Director WTAD, Quincy, Ill.

WVOX, New Rochelle, N. Y. Herald Tribune Radio station has immediate news-announcer opening. Contact Donald E. MacFarlane, Manager.

Need three men who can move a show for new Midwest metro market station. Experience not as important as imagination and ability. Send tape, pic and resume to DE 7721 Nall, Prairie Village, Kansas.

Experienced announcer with 3rd class ticket. Send resume and tape manager, P.O. Box 203, Eau Claire, Wisconsin.

Technical

North Carolina daytimer has opening for chief engineer who can sell or handle announcing shift. Replies confidential. Send complete resume . . . no tapes. Box D-14, BROADCASTING.

Immediate opening for experienced chief engineer, 1,000 watts daytime station. Primary duties maintainence with some announcing. Good salary and working conditions. Send resume to WATS, P.O. Box #189 Sayre, Pennsylvania.

Chief engineer. Kilowatt daytimer with FM. No announcing or shift work. Well-equipped station in college community. Must be experienced in maintenance and able to supervise complete operation. WLDS, Jacksonville, Illinois.

Production—Programing, Others

Wanted experienced radio program director for major Ohio market. Must be creative. No air work, no top 40. Send snapshot and all details 1st letter. Box D-22, BROADCASTING.

Top flight newsman, wanted by top rated independent in metropolitan market. Must be hard worker and know news. Mobile unit, beeper phones, tape recorders available to enable top man to do top job. Emphasis on local news, writing and airing. Send full particulars including tape, background, salary and references in first reply to Box D-31, BROADCASTING.

Newsman—Opportunity to move from small market to top 100 market. Join news staff of CBS radio & television station in Midwest. No previous TV experience necessary. Minimum of 1 year radio experience. Send brief resume, picture and audio tape Box D-68, BROADCASTING.

Experienced news editor on way up for strong community news orientated New York City area. Must have quality, authoritative voice, be imaginative. good writer and interviewer. News director potential. Starting range $440 monthly. Tape and resume to Box D-102, BROADCASTING.

West coast small mkt. station has remote studio in town 25 miles away. Wants versatile man to have this town all to himself. Sell, write local news and broadcast daily hour show of music, local news, interviews from our own studio. Sales most important, but good air voice and news ability necessary. Send experience, minimum salary, audition tape. Box D-129, BROADCASTING.

Production—Programing, Others Continued

Production man responsible modern mid west station seeks experienced young man with ability in writing and producing commercials. Position also includes short daily air shift. Excellent equipment for creativity. Send full details including air check, production samples, photo and resume to Box D-144, BROADCASTING.

Wanted . . . Strong, dynamic, experienced program man. Must be capable of working with veteran announcers and personalities, extremely sharp with creative production and commercially oriented ideas. You'll be working with a highly successful adult audience radio station. Do not apply unless you are qualified and will go to work hard. No phone calls. Send tape, complete background and salary requirements to Bo Mitchell, Vice-President, WCOA radio, Pensacola, Florida.

Detroit station—one of dynamic growing group seeking mature, dependable newsman. Must be able to gather, write, edit news. Good future for right man. Excellent salary. WERB, Box 2164, Livonia, Michigan. 535-6100.

RADIO—Situations Wanted

Management

Young, aggressive executive left comfortable corporation to assume managerial duties at rundown, unprofitable daytimer. Changed operation is now efficient, smooth, profitable in highly competitive medium-major market situation. Ready for bigger opportunity in executive capacity. Personal background includes sales, promotion, programing. Family man, college grad., active in community. Personal interview will confirm qualifications. Will relocate anywhere, but prefer Midwest, Box D-2, BROADCASTING.

If you are on the lookout for a radio station manager or sales manager for either radio or television, we have an excellent man in our organization who is looking for an advancement. We can give him the highest recommendation. He will be with our organization at the NAB convention. Write Box D-15, BROADCASTING.

Double threat! Two man team, young, aggressive, enterprising. Between us: Sales management, program management, all phases radio. Families. Box D-53, BROADCASTING.

New York City—former radio owner-manager, now major market TV sales, sixteen years all phases, seeking supervisory, administrative or sales position. College graduate, family, 35. Box D-70, BROADCASTING.

General manager: 37, family man. Successful running "100,000 market category" radio since 1961. Profitable sales staff organizer. Tailors programing, promotion for acceptance & sales. Sensible business man. Good personnel relations. Earning five figures. In Northwest. Desire change. Would pay to check with me first. Locate any area for good opportunity. Box D-86, BROADCASTING.

General management wanted by hard working, experienced radio man. Heavy on sales. Box D-114, BROADCASTING.

Outstandingly successful talent, directors, salesmen, and management executives all over the country are men using techniques I have passed on to them as a creative broadcast executive for nearly twenty years. My specialty is to bring people and workable plan together for unique success in major market radio stations. My background as radio executive to the level of corporate officer is extensive, including some of the nation's best-known broadcast groups. It could well be to your best interest to get know me better. Interested only in key executive challenge with either a radio group or radio station. Box D-125, BROADCASTING.

Mid-Atlantic sales manager, college graduate, radio-TV major, experience, seeks managerial position, relocate family. Box D-127, BROADCASTING.

Situations Wanted Management—(Cont'd)

Manager for needy station in southeastern North Carolina or northeastern South Carolina only. Heavy in all phases. "Not an order taker, but a salesman." Box D-128, BROADCASTING.

Employed station manager wishes to relocate. Local and regional sales a specialty. Can pinch hit in every department. Box D-130, BROADCASTING.

Professional broadcaster, 39, family. Eighteen years radio, last ten management. References will prove successful record in administration, programing, local/national sales. Seeking management or sales management position in solid operation. Box D-133, BROADCASTING.

AM-FM radio 15 years, B.B.A. degree, experience in all aspects of broadcasting, first phone. Prefer South or East. Will invest. Box D-135, BROADCASTING.

Sales

Salesman & manager, 15 years. Experience will add $10,000 extra business short term. No gimmicks—High commission on collections—no sales no pay. Available now. P.O. Box 183, Lancaster, Ohio.

Announcers

Southeastern University broadcasting school junior desires summer replacement work. Good music, top forty experience. Resume and tape on request. Box C-380, BROADCASTING.

Married professional announcer, good music, news, sports, $125 per week, available immediately. Box C-424, BROADCASTING.

Summer sit-in DJ/newsman. Young swinger, major market experienced, college, ticket, references. Box D-25, BROADCASTING,

Polished pro; announcer, dj, newsman, plus first phone. Mature, married. Now tops, major market. Replies, let's talk business. Write Box D-51, BROADCASTING.

Madawaska no! Your town yes! Ready to travel. News-announcing. Resume, tape available. Box D-74, BROADCASTING,

Negro, announcer/dj—experienced, young, dependable, with bright personality and smooth voice. Strong on commercials. Knows and loves music. Will relocate. Box D-79, BROADCASTING.

Announcer, six yrs. military intelligence & diplomatic, 2½ yrs. news, feature writing, public relations. 2 yrs. stage, 7 yrs. broadcasting. Now present quality jazz, mood with poetry reading. Mature voice, available June 30, go anywhere, ambitious, versatile. Write Box D-84, BROADCASTING.

My ratings are tops, references the best, attitude professional. Bright well received mature market personality. Box D-87, BROADCASTING.

Announcer-production director presently employed in Florida top 40 wishing to relocate. 5½ years experience announcing, copy and production, 2nd phone. Top rating in major Florida market available after 2 week's notice. Write or wire now. Box D-88, BROADCASTING.

1st phone announcer—experienced, draft exempt, sober, reliable—wish to relocate. Box D-89, BROADCASTING.

Easy Swinging late night show, others considered, major market experience. Box D-94, BROADCASTING.

I am not a human juke box but a skilled entertainer. Top rated 50 kw wake up jock . . . Sparkling gimmic personality . . . Fresh . . . Dependable . . . sober, 35, three children . . . college grad. . . . first phone. Present position eight years . . . desire to relocate. Strong-sell, tight board, loyal, dependable, swinging, but a real true personality. Many characterizations. Write full details first letter. Box D-95, BROADCASTING.

Announcers—(Cont'd)

C&W dj desires relocation at another full time c&w station. Not a button pusher. 4 years experience. First phone. No maintenance. Minimum starting salary $125. Box D-109, BROADCASTING.

Announcer—one year experience. middle of road. single. Box D-110, BROADCASTING.

Morning man, first phone experienced—bright delivery, married, sober and dependable. Presently employed, wish to locate within 50 miles radius N.Y.C. $150 a wk. D-115, BROADCASTING.

Like Godfrey, Gibson, Nightingale? You'll like me! Box D-116, BROADCASTING.

6 years announcing experience—prefer East Coast—good voice—dependable. Box D-120, BROADCASTING.

Seek immediate opening. Southern California FM announcer wants top 40 spot. Top personality. happy sound, young. Prefer West, but will follow opportunity. Have 3rd ticket. Send details and salary to Box D-124. BROADCASTING.

Capable announcer, good dee-jay and news. Limited experience. but more than ordinary potential. Immediately available. Box D-132, BROADCASTING.

I have a sportsman whose worth more money and I can't pay it. He is a hard worker, knowledgeable in all sports play-by-play and sports show sponsors love him. He prefers Midwest but will consider all offers and he's available as soon as you can make the right deal. Box D-137, BROADCASTING.

Negro personality dj. Practical training all phases. Smooth sound, dependable, any market. Trial period considered. Box D-139, BROADCASTING.

Quality music announcer, programing, news background, music planning talent, seeks advancement as program director or good staff position. 5 years experience. B.S. degree. All replies considered, employed. Box D-140, BROADCASTING.

Graduating from college w/5 yrs. radio experience. Desire news and announcing. Mid Atlantic region. Box D-143, BROADCASTING.

Rating conscious? Need experienced top 40 3rd ticket? Write: 159 W. Goldengate, Detroit, Mich.

Veteran, degree accounting, single, 30, sincere, wants start Western States, details tape, Box 1334, Denver, Colorado, 80201.

Would like to work into radio. 3rd phone. No experience, Calif. Possibly sales-announcer. Jerry Peterson, 10326 Almayo, Los Angeles 64, Calif.

Quality first phone announcer looking for practical engineering experience under good chief engineer plus a good announcing position. Single, sober, stable, draft exempt, college, best references. Prefer Pa., N.Y., or N.J. Minimum $125. GL 7-2126. A.C. 717, Scranton. Penna.

DJ-announcer. Versatile, GI, married, 25, hot on sales, sports & news. Paul Phillips, 6944 173rd St., Flushing, N. Y. JA 3-5450.

First ticket announcer wants to settle down. Pa., N.Y., Md., N.J. Some experience. 23, married. $85. B. Burns, Madera, Pa. Phone 378-8528.

Night-time dj. Currently working small Eastern market. News and play-by-play sports experience. College. 3rd class ticket. Call 216-442-3509 after 7 p.m.

Technical

Tight board-production-middle of the road-top forty—strong on studio maintenance—own car, remote, turntables . . . board and PA equipment. Available 1 Sept. 500 miles New York area. Almost finished with Uncle Sam. No drinker—hard worker—more? Write Box D-111, BROADCASTING.

Technical—(Cont'd)

First phone combo: Sober, experienced, college. You like? Right? Write! Box D-126. BROADCASTING.

Engineer—2 years. Some sales and announcing. Desire relocation, dependable. Box D-145. BROADCASTING.

Experience, 1st license, 17 years background in broadcasting and commercial sound, sincere, diligent. Prefer warm climate. Ken MacGregro. 1108 W. 69th Place, Hialeah, Fla.

Have first phone and little experience. Interested in North & South Carolina or Georgia. Florida area. Willing to learn. John Andrews, 4220 Whitworth, Dallas, Texas.

AM-FM chief engineer and newsman with 17 years broadcast experience. Literate and distinct delivery. Gather and write local news. Automation programing experience. Call Dub Kelley at Mercury 4-7005. 603 North 38th Street, Killeen, Texas.

Production—Programing, Others

Double threat! Two man team, young, enterprising, aggressive. Between us: Announcing, all sports, sales and program management. Families. Box D-54, BROADCASTING.

Experienced sportscaster desires relocation, smooth, authoritative style, strong sports knowledge, college graduate (Journalism and Physical Education, athletic scholarship), complete radio background, all phases, prefers Midwest. Box D-64, BROADCASTING.

News director—TV/AM. Reporter, writer, newscaster, department supervision. No personal problems. Dependable performance. Start $700. Box D-73, BROADCASTING.

Newsman . . . extensive radio experience, excellent delivery would like anchor man's position. Have TV film. Box D-75, BROADCASTING.

Versatile woman broadcaster, attractive, personable, many years experience radio, TV, "on air" and behind scenes. Box D-78, BROADCASTING.

Seeking program director position. Solid experience in programing, announcing, news, sports, sales. Great Lakes area. Box D-83, BROADCASTING.

Vacation replacement-radio-TV news writing, public affairs, editorialist, ex-city editor. good voice, mature look. Calif. only. Box D-93, BROADCASTING, Phone 213-797-5769.

Former network newsman seeking permanent spot with quality Florida station. Box D-117, BROADCASTING.

Please send work to girl with child dependent. Box D-119, BROADCASTING.

Seeking news minded station or station wishing to expand into news. Good references, four years experience in all phases. Can set up well rounded department. Married, 30, veteran. Box D-134, BROADCASTING.

Girl graduate radio television, available immediately. Box D-147, BROADCASTING.

TELEVISION—Help Wanted

Announcers

Major Eastern market network affiliate has opening for experienced radio TV staff announcer. Good TV booth work a necessity. Send resume photo tape or film to Box D-97, BROADCASTING.

California TV station needs top announcer-director. Send resume and video tape, if possible. All replies strictly confidential. Box D-108, BROADCASTING.

TELEVISION—Help Wanted Announcers—(Cont'd)

Newsman—major market CBS station in Midwest is seeking a No. 2 man for daily newscast. Must be thoroughly experienced in writing, gathering and reporting news. Send complete resume with salary requirements, audio tape and photograph to Box D-146, BROADCASTING.

New station KIII-TV in Corpus Christi, Texas, needs announcers for news and commercial work. Send audio or video tape, resume and photo to operations director, KIII, Corpus Christi. Tex.

Technical

Experienced engineer, best technical qualifications for Texas station. Box C-420, BROADCASTING.

Southwestern VHF has interesting and challenging position now available for engineer qualified in use and maintenance of all types of television broadcast and test equipment. First phone required. Stable progressive company offering many benefits and excellent opportunity for advancement. Send resume and references plus present and desired salary to Chief Engineer KOAT-TV 1377 University Blvd., N.E. Albuquerque, New Mexico.

Transmitter supervisor, immediate opening, full power station, new GE 35 kw transmitter, world's tallest tower. Must be capable of assuming complete responsibility of transmitter maintenance and supervising. Contact Dave Chumley, KTHI-TV, Fargo, North Dakota. 237-5211

Video switcher. Mainly operations. Requires 1st class. Permanent position. Well equipped max power VHF in "God's country." Apply KULR-TV, Billings, Montana.

Immediate openings exist at our AM and television transmitters for experienced technicians. Both temporary and regular full time positions exist. First class license and minimum of three years experience are required. Starting rate $120.50 per week minimum, $172.50 minimum after three years. Send resume to Personnel Office, WLWT, Cincinnati 2, Ohio.

WSBT & TV offers young engineer chance to join top-rated station with outstanding engineering department. First opening in several years. Prefer midwestern with some experience but will consider recent tech school graduate with first class license and military completed. Send resume to personnel director, South Bend Tribune, South Bend, Indiana. 46626

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 engeneering. FM and IO TV. First class FCC license required. Salary from $6,000. Maximum age 55. Contact William R. Freed, Personnel Officer, Room 8, Administration Bldg., Ball State Teachers College, Muncie, Indiana.

TV technician assist in design and construction of closed circuit TV facilities. Operate and maintain studio and mobile cameras and VTR. Good long range opportunities in a growing department. Minimum requirements: 1 year TV experience and graduation from technical school or 2 years college. Additional experience preferred. Salary open. Send complete resume including salary history to: University of California, Campus Personnel Office, Berkeley, California. An equal opportunity employer.

Production—Programing, Others

Southeastern VHF seeking good beat and on camera newsman capable of filming, editing. writing, and gathering news. Send resume, photo and audio or video tape to Box C-342,

Production—Programing, Others Continued

Director-announcer with dependability and originality. Must be able to handle board with accuracy and judgment. Box C-419, BROADCASTING.

Program, traffic manager sought by leading NE VHF. Salary depends on experience and ability. Box D-32, BROADCASTING.

Newsman—Opportunity to move from small market to top 100 market. Join news staff of CBS radio and television station in Midwest. No previous TV experience necessary. Minimum of 1 year radio experience. Send brief resume, picture and audio tape Box D-67, BROADCASTING.

TV director-producer training program at major East coast network affiliate has openings for trainees. Salary starts at $50 per week plus overtime. College grads preferred. Send photo and resume to Box D-96, BROADCASTING.

Newsman for combination radio-TV operation, this is excellent opportunity for right man, must be married, no drinkers or drifters, you will be thoroughly checked, send tape, picture, complete resume and references to Ray Lansing, KFBC-TV, Cheyenne, Wyoming.

TELEVISION—Situations Wanted

Management

Program Manager presently employed in medium size market desires affiliation with medium to large market in Southwest or West. Resume and references available upon request. Box D-72, BROADCASTING.

General manager—sales manager, 39. In broadcasting since age 14. Radio 17 years, television 8 years. Past decade in nation's 24th market. Nationally known and connected. Successful producer of ratings, prestige and profits. Box D-107, BROADCASTING.

Announcers

Over 10 years in announcing. The last 7 years at metropolitan radio TV outlet where now employed. Will welcome inquiries. Box D-76, BROADCASTING.

Technical

Presently employed transmitter 5 kw AM directional looking for opening TV transmitter, 3 years RCA transmitter and TV service experience, familiar with TV transmitter installations. Box D-6, BROADCASTING.

Production—Programing, Others

Versatile woman broadcaster, attractive, personable, many years experience radio, TV, "on air" and behind scenes. Box D-77, BROADCASTING.

Top 20 market operations director seeks sales-service or promotion position. B.S. Will move. Box D-81, BROADCASTING.

Producer director. University trained with experience in all phases of commercial and educational broadcasting. Salary dependent on job and location. Box D-91, BROADCASTING.

Photographer: 5½ years news experience, married. Desires affiliation with hard hitting TV news department. Not interested in filling out applications or showing samples unless you have definite vacancy. Available immediately. Box D-103, BROADCASTING.

Versatile announcer-newscaster-writer, college graduate, in staff position with large VHF and AM. Wants advancement opportunities of smaller operations. Box D-112, BROADCASTING.

Production—Programing, Others Continued

Expert photographer with wide reporting experience. For station that wants video news, 7 years television news, national awards, documentaries, commercials, complete lab and news directing experrience. Box D-121, BROADCASTING.

Professional TV news photographer, writer, experienced in documentary, hard news, and doubled projection. Research, film and write own stories . . . want permanent position with stable news operation. Box D-136, BROADCASTING.

Television production man currently production supervisor, CBC affiliate experienced in all aspects of television production also TV sales. Looking for U. S. placement preferably color. This man would be an asset to your station. Age 26, married. Available almost immediately for your market. Box D-141, BROADCASTING.

Young artists—experienced—likes network, quality, seeking network positions. For resume—9028 Baughan, Detroit, Michigan.

Artists—Commercial TV and ETV experienced. creative, versatile and loyal. Two men—twins—will split. Detroit, Michigan, 16730 Centralia. Phone 534-8762.

TV experience. Gather write and air news. Walter Fischer, Pinebrook Farms, Matthews, North Carolina.

WANTED TO BUY

Equipment

One 5 kw video amplifier/UHF in good working condition. Write Box D-24, BROADCASTING.

RCA-TRR-IA microwave receiver and control, working condition, contact Chief Engineer, WTAP-TV, Parkersburg, West Virginia.

Wanted: All equipment for FM station, 1 or 3 kilowatt transmitter. antenna, monitors, and console. State condition, price, shipping point. Box D-122. BROADCASTING.

FOR SALE

Equipment

Television/radio transmitters, cameras, microwave, tubes, audio, monitors. Electrofind, 440 Columbus Ave., N.Y.C.

Xmission Line; Teflon insulated, 1⅝" rigid, 51.5 Ohm flanged with bullets and all hardware, New—unused, 20 foot length for $40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California, Templebar 2-3527.

Heliax coaxial cable, HJ5-50 type, new, 85¢ ft. FOB, E.E.E.E., P.O. Box 2025, La Mesa, Calif.

For sale: RCA type TTU1B UHF 1 kilowatt transmitter, excellent condition—$15,000. Box C-308, BROADCASTING.

Gates FM 10A 10 kw transmitter with stereo generator operating 98.7 mc, utility type 480 guyed 300 ft. tower complete with 8 Bay Jampro, antenna system and coaxial line, yard console. All equipment less than 3 yrs. old and currently in operation. $19,500 FOB Detroit area site and subject to prior sale. Box C-432, BROADCASTING.

New video operating and test equipment—50% off. (Transistorized: Regulated power supply $425. Pulse distribution amplifier $465, Sync slave $460, Video equalizer amplifier $325. Lang Electronics Inc., 507 5th Avenue, New York, N. Y. 10017 MU 2-7147.

FOR SALE Equipment—(Cont'd)

Lehigh Structural Steel Company, special narrow base, 260 foot self supporting tower, 2 feet square at top, 18 feet square at bottom. Excellent condition. On the ground ready to go with lighting accessories. A real buy. Homer Smith. WKOK, Sunbury, Penna.

New camera cable—28 conductor cable—three 50 ohm coaxials, twenty-one 22 AWG, and four 18 AWG for microwave or TV camera interconnections. Lengths in 200, 300, or 400 feet available for immediate delivery—$.42 per foot. Box D-92, BROADCASTING.

Presto 6N recording turntable with cutting assembly—Bruce Webster—2700 Glenway Avenue. Cincinnati, Ohio 45204.

For sale: Gates BT 1 AH, 500 watt television transmitter. New in original packaging cases. Robert E. Snider, P.O. Box 9697, Tulsa, Oklahoma.

For sale 250 ft. utility type 480 guide tower. Dismanteld. Ready for shipment F.O.B., Ft. Bagg. Excellent power for microwave, CATV, etc. Teleplex Microwave Systems, Inc., 404 North Roxbury Drive, Beverly Hills, California. CRestview 4-7217.

Bridgamatic RA film processor 16mm reversal processor. Good condition. Reasonable. P. O. Box 2096, Baltimore 11.

Schafer 1200 automatic station, includes 2 Seeburgs. 3 Ampex 352, 3 concertone adapted Ampex motors, gives 8 playback units with brain. Operates electric eyes and silence sense. Program make up unit with 1 Ampex 351. A 1 condition and operating. Asking $8,000 or best offer. Henry Hilton, KSOP, SLC, Utah, phone HU 4-4435.

Gates model SA-39 limiter amplifier clean and in good condition $175. WELC radio station, Welch, W. Va.

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.

Four Daily 3:30 news shows, with the actual voices of the newsmakers, on top national and international stories. Aired with profitable sponsor and listener reaction, by stations from coast-to-coast. Write Box C-196, BROADCASTING.

50 Produced 15 second punch lines with SFX. Tape included. Total package $10. Vocal Image Productions, 15 Folson Court, East Grand Forks, Minnesota.

Antenna space available for communications, microwave, etc., 573' above sea level. 150' of tower space atop 14 St, bldg.; also 10' X 12' transmitter bldg. Power circuits and filtered ventilation. Call MA 5-1641, Mr. Ed Steele, 540 S. Hope St., Los Angeles 17, Calif.

First aid for ailing announcers! Chicago Radio Syndicate Script Service for 5000 watters or less. New jokes! Fresh program material! Low cost! Protected area! For sample write The Weekly Promopter, Radio Division, 4151 W. Lake Ave., Glenview, Illinois.

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

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write Dept. 4-K, Grantham Schools, 3123 Gillham Road, Kansas City, Missouri.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing, programing, console operation Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

San Francisco's Chris Borden School continues top placement record. Proven 1st phone and "modern" sound. Illustrated brochure, 259 Geary St.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting May 13, July 15 & September 23. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Why waste time and money? Come to beautiful sunny Sarasota and get your FCC 1st class radio-telephone license in 5 weeks. Complete tuition $295. Your license is guaranteed or a complete refund. Write Dwain Glenn at his new beautiful location, Radio Engineering Institute, Box 3855, 1336 Main St., Sarasota, Fla.

Special accelerated first phone preparation available at Los Angeles Division of Grantham Schools. New classes begin May 18, July 20 and September 21. For free brochure, write: Dept. 4-B, Grantham Schools, 1505 N. Western Ave., Los Angeles, Calif. 90027

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance, Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting, 814 H St. NW, Washington 1, D. C.

Pittsburgh, FCC first class "success-proven" accelerated course now in Pittsburgh. Day or evening. Free placement. For brochure, write American Electronics School, 415 Smithfield St., Pittsburgh 22, Pa. Phone 281-5422.

FCC license in six weeks. Total cost $285.00. Complete combination course, DJ, newscasting, etc. Total cost $450.00. Train in fabulous Houston. Houston Institute of Electronics and Broadcasting, 904 M and M Building, Houston, Texas. CA-7-0529.

Announcing. Home training. Tape, monographs. (Elementary, advanced coaching.) Free details. Fisher, 678 Medford, BM, Patchogue, New York.

RADIO—Help Wanted Management

Experienced
COUNSEL

Outstanding network opportunity available in New York for experienced attorney with radio-television, FCC background. Salary commensurate with position and experience. Submit resume including salary requirement to:

AMERICAN BROADCASTING CO.
PERSONNEL DEPT.
7 West 66 St., N. Y. 23, N. Y.

Announcers

MORNING MAN

We DON'T want a formula DJ. We do want a performer, a mature entertainer with style & class, who graduated from small markets a few years ago. Who is currently a successful morning man in a major market. Who is a professional, known and liked by client and agency. This is the station he is looking for. One of the top prestige stations in the east. A promotion minded management which likes and respects talent. Salary above $20,000 good contract, rush tape.

Box C-281, BROADCASTING

Leading Midwest Metropolitan Radio Station looking for personality whose prime responsibility will be late afternoon show. Fine opportunity for the right man. Send tape, picture and full information to:

Box D-80, BROADCASTING

Production—Programing, Others

AM-TV Combination in Virginia

EXPANDING STAFF

Need immediately 3 versatile experienced people for the following positions:

SALESMAN—Draw plus commission at start. Future earning dependent upon ability.

CONTINUITY DIRECTOR—Mature, experienced person capable of directing busy copy department. Must be creative and energetic.

NEWSMAN—Top rated news department needs man with background in farm news. Good voice and diction required. Opportunity for special features and TV markets.

Anyone of these positions offers good opportunity for future. Send full particulars. Newsmen include tape.

Box D-58, BROADCASTING

Technical

RECORDING ENGINEER

Excellent mixer, Heavy on Maintenance. Great opportunity. New York Recording Operation. Write giving all details.

Box D-82, BROADCASTING

Situations Wanted Management

MORT SILVERMAN

Veteran manager, sales executive is interested in making a permanent connection either in TV or radio. Available now. Best references. 910 Royal St. New Orleans, phone 504-522-3022.

TELEVISION—Situations Wanted Management

TELEVISION PROGRAM MANAGER

Fourteen years diversified experience in TV Programing, Production (Live (film & VTR), Promotion, Sales & Sales Service, Film Buying, News & Public Affairs, and Daily Operations of Medium, to large VHF outlet. Must relocate soon to Southwest, West or Midwest. Resume and references upon request.
Box D-71, BROADCASTING

EMPLOYMENT SERVICE

■ THE ONE SERVICE DEVOTED SOLELY TO BROADCASTERS ■ JOB HUNTERS AND THOSE PRESENTLY WORKING BUT READY TO MOVE ■ MANAGERS TO TRAFFIC GIRLS ■ THE INDUSTRY'S BEST ARE IN OUR FILES ■ ■ ■ ■ ■ ■ BROADCAST PERSONNEL AGENCY ■ SHERLEE BARISH, DIRECTOR ■ 527 MADISON AVE. ■ NEW YORK, N. Y. 10022 ■ ■ ■ ■ ■ ■ ■ ■

WELL PAYING RADIO & TV POSITIONS

available in Southeast immediately. Let us place you in a better position of your choice. For Complete details write to:

Radio & TV Employment, Inc.
Room 200, Cleveland Hotel Lobby
Spartanburg, S. Carolina

BUSINESS OPPORTUNITY

$200,000

loss carry-forward for sale by going concern to advertising, newspaper, radio, television or allied business who can use tax savings. Reply to:

Box D-85, BROADCASTING

MISCELLANEOUS

NATIONAL REPRESENTATIVES

In top 100, Jacksonville, Fla. Market, WDCJ Radio Accepting Presentations. Good Music, Not Classical, Not pop. Quality Adult Audience, Excellent Local Account Renewal and Result Stories. Don Ritter, WDCJ, Riverton Tower, Jacksonville, Fla. 32211. 305-725-2400.

JINGLES?

Doesn't Anybody Sell Them Anymore?

Bill Rich, 150 East 61st St., New York, City.

Continued from page 121

cast and sponsor's name, and did not contain entries that sponsored programs had been announced as such. This is first assessment imposed solely for such violation. Station has 30 days to contest or pay forfeiture. Action April 1.

■ Commission notified Seven (7) League Productions Inc. that it has incurred apparent liability of $500 for willfully and repeatedly operating daytime station WIII Homestead, Fla., beyond hours specified in its authorization. Licensee has 30 days to request mitigation or pay forfeiture. Action April 1.

Rulemakings

AMENDED

■ By report and order, commission amended Section 73.682(a)(15) of its TV transmission standard rules to reduce permissive minimum aural-to-visual power ratio for VHF stations from 50 to 10%, same as for UHF stations, effective May 11. Action April 1.

PROPOSED

■ Commission invited comments to notice of proposed rulemaking looking toward assigning commercial channel 17 to Jacksonville, Fla., by shifting that presently reserved channel from Palatka, Fla., and reassigning Jacksonville's commercial channel 36 to Palatka for educational use. Commissioner Cox dissented. Action April 1.

■ Commission proposed amending Part 73 of its broadcast rules to require that all FM stations engaging in multiplex stereophonic or SCA operations install FCC type-approved sub-channel frequency and modulation monitors after Jan. 1, 1965. Rulemaking sets forth specifications to meet proposed FCC type-approved standards which commission believes necessary to insure proper operation of transmitting equipment. Action April 1.

PETITIONS FOR RULEMAKING FILED

■ Midwestern Broadcasting Co., Traverse City, Mich.—Requests amendment of rules to change table of assignments as follows: Cadillac, Mich., delete channel 278, add 257A; Traverse City, Mich., delete 221A, add 278.

■ Cornhusker Television Corp., Lincoln, Neb.—Requests changes as follows: amend table of assignments to assign channel 266 to Columbus, Neb., and channel 245 to Norfolk, Neb., and order KJSK Inc. to show cause why its CP and authorization for operation should not be modified to specify operation on channel 266 in lieu of 245.

■ Ionia Broadcasting Co., Ionia, Mich.—Requests amendment of rules to change table of assignments as follows: Lansing, Mich., delete channel 269A; St. Johns, Mich., delete 221A, add 269A; Ionia, Mich., add 221A; Grand Haven, Mich., delete 221A, add 257A; Fremont, Mich., delete 257A, add 285A; Albion, Mich., delete 285A, add 296A; Marshall, Mich., add 285A; Jackson, Mich., delete 296A.

PETITIONS FOR RULEMAKING DENIED

■ WLOD Inc., Pompano Beach, Fla.—Requested following changes in table of assignments: Pompano Beach, Fla., add channel 277; Delray Beach, Fla., delete 274, add 300; West Palm Beach, Fla., delete 300, add 221. Denied by memorandum opinion report and order March 25, 1964.

■ Lenkurt Electric Inc., San Carlos, Calif.—Requested (1) reallocation of 840-890 mc band to common carrier fixed service; (2) establishment of definite cut-off date beyond which existing TV and translator stations will not be re-licensed in 840-890 mc band; and (3) establishment of maximum power output of 10 w for all translator stations operating in or authorized to operate in 840-890 mc band. Denied by report and order March 26, 1964.

■ International Association of Fire Chiefs and International Municipal Signal Association, New York—Requested amendment of rules to allocate single UHF-TV channel in upper portion of UHF range to public safety radio services for use by public safety entities. Denied by report and order March 26, 1964.

■ Land Mobile Communications Section of Electronic Industries Association, Washington—Requested amendment of rules to reallocate frequencies now allocated as TV channels 14 and 15 to land mobile radio services. Denied by report and order March 26, 1964.

A barrister who'd rather be an adman

WEEK'S PROFILE

One of the classic themes of literature is the attempt of the individual to stay free of the bonds of the law. From Victor Hugo's Jean Valjean to TV's *The Fugitive*, the story of man's fight against the legal establishment, has held vast audiences enthralled.

Such a story—minus the criminal overtones—is that of Alvin Kabaker, senior vice president of Compton Advertising Inc., in charge of the agency's West Coast operations. Sitting behind his desk in his handsome office on Los Angeles' Wilshire Boulevard last week, Mr. Kabaker sighed deeply as he earnestly stated: "I've spent most of my life trying to keep from being a lawyer."

Hate at First Sight ▪ It was the pressure of his family that pointed young Alvin toward a legal career. After a boyhood spent largely in Wellman, Iowa, where he had been president of his high school class (1926) and also captain of the football team, and a year at the University of Michigan, he had returned to his native Chicago and enrolled at the University of Chicago, where in 1930 he got his bachelor of philosophy degree with a major in English. He had worked his way through school by playing the saxaphone with various dance bands and by serving as campus correspondent for the *Chicago Journal* (now the *Sun-Times*) and the *Daily News*. Given his druthers, Al would have tried for a fulltime newspaper job, but the family wanted him to study law, so he did. "And I hated every minute of it," he says today.

During law school he kept up his extra-curricular but essential musical-journalistic career. His first professional contact with radio was as part of his newspaper work. "I went to classes all morning and checked in at the paper in the afternoon," he recalls. "The depression was on; things were tough; so rather than buy a Western Union wire into the ballpark, I would do the play-by-play report of the baseball games by listening to the radio."

In 1932 Mr. Kabaker was awarded a degree of doctor of jurisprudence, passed his Illinois bar exam permitting him to practice in that state and went to work for a Chicago law firm at $50 a month, which was a pretty good starting wage in those days. Two years of legal work were more than enough to convince him that his earlier suspicions had been correct; he did not want to spend the rest of his life that way. So he looked around for a more congenial occupation and thought he'd found it when he was hired as director of publicity for Montgomery Ward. But he'd been in that job only two years when Sewell Avery, strong-minded president, decided it didn't need publicity.

A Brief Respite ▪ This time, he decided to try his hand at advertising and in 1937 he landed a berth as a copywriter at Blackett-Sample-Hummert, an agency which was a major contributor to Chicago's domination of the radio daytime drama field. For the next 19 years, with a four-year break for World War II service as a lieutenant in the Navy, he worked for B-S-H and its successor, Dancer-Fitzgerald-Sample.

But his escape from the law was short-lived. He'd been with B-S-H less than a year when the agency head, Hill Blackett, called him into his office and said he'd heard he was a lawyer. The agency needed someone to help its copywriters develop product claims that would be acceptable to the Federal Trade Commission as well as convincing to the consuming public. "I said no thanks; I was trying to get away from legal work," he recalls, "but Hill kept raising the ante and I finally gave in. Then the unions came to radio and I found myself involved with labor negotiations and talent contracts."

Alvin Kabaker—Senior vice president in charge of West Coast operations for Compton Advertising; b. Chicago, March 3, 1908; graduate U. of Chicago. PhB, 1930, J. D., 1932; admitted to bar in Illinois, 1932; worked for Chicago law firm, Altheimer, Mayer, Woods & Smith, 1932-35; publicity director, Montgomery Ward & Co., 1935-37; joined Blackett-Sample-Hummert (now Dancer-Fitzgerald-Sample), Chicago, as copywriter, 1937; made general executive, 1939; served as lieutenant, USNR, 1942-45; manager Hollywood office, D-F-S, 1945; VP, Hollywood, 1950; VP in charge of radio-TV, D-F-S, New York, 1953; joined Compton Advertising as VP and Hollywood manager, 1956; Los Angeles manager, 1959; Western Div. manager, 1960; senior VP, 1963; m. Florence Odets, 1960; son (by previous marriage), John, 22.

Even the Navy didn't break the pattern. Lieutenant Kabaker's main duties involved recruit training, but they were constantly interrupted by calls to serve on official boards of inquiry. After the war, he thought he could get away from law by moving to California, but his decision came at a time that D-F-S was looking for a Hollywood manager and he was back with the old firm in a new spot. "We had Fanny Brice as *Baby Snooks* on radio a half-hour a week for Tums, with Hattie McDaniels as *Beulah* and Jack Smith each doing five quarter-hours a week for Procter & Gamble. Jack had a different guest every night and guess who had to see to the contracts. Then television came along. As an agency we were producing as many as three half-hour series a week and I was doing all the negotiating with the performers, writers, directors and producers, not to mention with the studios for below-the-line facilities."

A Break at Last ▪ In 1953, D-F-S transferred Mr. Kabaker to New York as vice president in charge of radio and television programing. He was also a member of the plans board. With such heavy broadcast clients as Procter & Gamble, Sterling Drug and General Mills, the demands on him were great. "Then came my big moment. I hired a lawyer to help *me*."

New York was fine but Mr. Kabaker wanted to get back to California and in 1956 he left D-F-S to join Compton as vice president and manager of the Hollywood office, then a broadcast service office. But inside of a year Compton had taken over a local agency in Los Angeles, M. H. Hunt & Associates, and the San Francisco office of The Biow Co. and established a full-fledged agency operation on the West Coast. In 1959 he became manager of the full Los Angeles operation and the following year he was put in charge of the entire western division, supervising the San Francisco activity as well as that in Los Angeles, where he makes his headquarters. Last year he was made a senior vice president.

In 1960 he married Florence Odets, sister of the late playwright, Clifford Odets, and herself a one-time story analyst for Universal and Paramount. They live in Bel Air, one of the most beautiful and exclusive residential sections of Los Angeles. Mr. Kabaker's hobbies are reading, chiefly fiction, and listening to music, chiefly classical but occasionally good Chicago jazz.

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When you've got to get a shipment, and you've got to get it FAST...specify Greyhound Package Express. Your order travels aboard a regular Greyhound bus, on fast, frequent schedules.

With Greyhound Package Express, your inventory is as large as the warehouse that ships it. You get *what* you need *when* you need it—quickly, easily, economically. Greyhound Package Express rolls 365 days a year, twenty-four hours a day, week-ends and holidays. Convenient C.O.D., Collect, Prepaid or special charge account service, too.

For information on service, rates and routes, call Greyhound or write today: Greyhound Package Express, Dept. 8-D, 140 S. Dearborn St., Chicago 3, Ill.

It's there in hours...and costs you less

For Example:	Buses Daily	Running Time	10 lbs.	20 lbs.	30 lbs.*
NEW YORK—PHILADELPHIA	32	2 hrs.	$1.25	$1.40	$1.65
CHICAGO—MILWAUKEE	14	1 hr. 50 min.	1.20	1.40	1.60
SEATTLE—PORTLAND	19	4 hrs. 5 min.	1.60	1.70	2.00
RICHMOND—NORFOLK	19	3 hrs.	1.30	1.50	1.70

*Other low rates up to 100 lbs.

GREYHOUND®
PACKAGE EXPRESS

One of a series of messages depicting another growing service of The Greyhound Corporation.

Who says so?

CHASTISEMENT from the chairman of the FCC at a National Association of Broadcasters convention is nothing new. Chairman E. William Henry followed the tradition, but with a new flair, in his well-written address last week in Chicago.

He took broadcasters to the woodshed for bucking regulation of commercials. He chided them for failing to speak up for freedom when the Pacifica stations' licenses were in jeopardy on charges of obscenity and Communist affiliation.

But nobody expected to hear from an FCC chairman the statement that "advertising adds to the cost of the products we purchase."

Mr. Henry and his inner-circle advisers must have been tuned in on the grade-labeling advocates who for decades have lobbied against advertising as an economic waste.

It is evident he has not learned the philosophy of the leaders of his own New Frontier. President Kennedy felt advertising was essential to keep the economy moving. For 20 years The Advertising Council has, by the use of advertising, been helping the government on nonpartisan causes. Economists have proved that advertising, by increasing volume, reduces unit costs and that increased production is essential to prosperity. Today the gross national product stands at its all-time high. So does the volume of advertising.

Mr. Henry ought to read the record on advertising. As a competent lawyer he will, we believe, become convinced that he goofed on this one.

Arm in arm

IN THE current rush of broadcasters to seek protection against the development of subscription television, and in the desire of bureaucrats to seize control of a new communications medium, ordinarily conflicting forces are moving toward a coalition. And the broadcasters may be moving straight toward a trap.

All the talk now is of regulation of subscription television, but many of the talkers have not yet stopped to think about the kind of regulation they have in mind or how their own regulation might be affected.

In FCC Chairman E. William Henry's remarks on the subject last week in Chicago it became evident that although he has not thought out all the intricacies, his general view is that the FCC must assume program control over pay-TV systems, on the air or on wire. Among other conditions he would apply to pay TV: It must carry "specialized, high-quality programing." It must provide a "supplemental service, not a substitute service." It must not carry advertising.

To a good many broadcasters Mr. Henry's approach has appeal. They see in it the possibility of preventing pay TV from moving in on their programing and their advertising. What they ought also to see in it is the inevitable extension of federal supervision over the free-TV programing and advertising that Mr. Henry would protect from the acquisitiveness of pay TV. Anything the government protects must of necessity submit to government appraisal.

To the extent that they use radio frequencies for broadcasting or for microwave, subscription television systems must come under some kind of federal regulation. But the more programing surveillance the government exerts on pay TV, the more it will exert on free TV. In the long run the kind of regulation that Mr. Henry has in mind would install him and his associates as the program directors of the whole television system.

The broadcasters who are so eager now to kill pay TV in its crib might pause to wonder where they would be if newspapers and the government had combined 40 years ago to keep radio from leaving the nursery or if radio and movie exhibitors 20 years ago had euchered the government into helping them stamp out TV.

There are measures short of infanticide to which broadcasters can resort in coping with the problem of subscription television. They do not include the imposition of government regulations that would deprive both free TV and pay TV of control over their programing.

Taking the pledge

SHOULD advertising of butter be discouraged because of the nation's cholesterol problem?

A silly question perhaps. But consider some of the observations on liquor advertising that were made last week at the NAB convention.

The NAB president, LeRoy Collins, in urging broadcasters to remain steadfast in the rejection of liquor advertising, said the public good would not be served by an increase in liquor sales.

Is it in the public interest to promote the sale of more butter if butter hardens arteries or of more automobiles in a nation with a high traffic fatality rate?

Liquor advertising is purely a political issue. When Congress repealed prohibition in 1933, it decreed that the sale and advertising of liquor was in the public interest. Radio at the time was an established advertising medium. Congress said nothing about keeping liquor advertising off the air.

It would be inexpedient of broadcasters to rush rashly into the acceptance of liquor commercials. Congress would undoubtedly react with threats of repressive legisation in response to the inevitable appeals from drys.

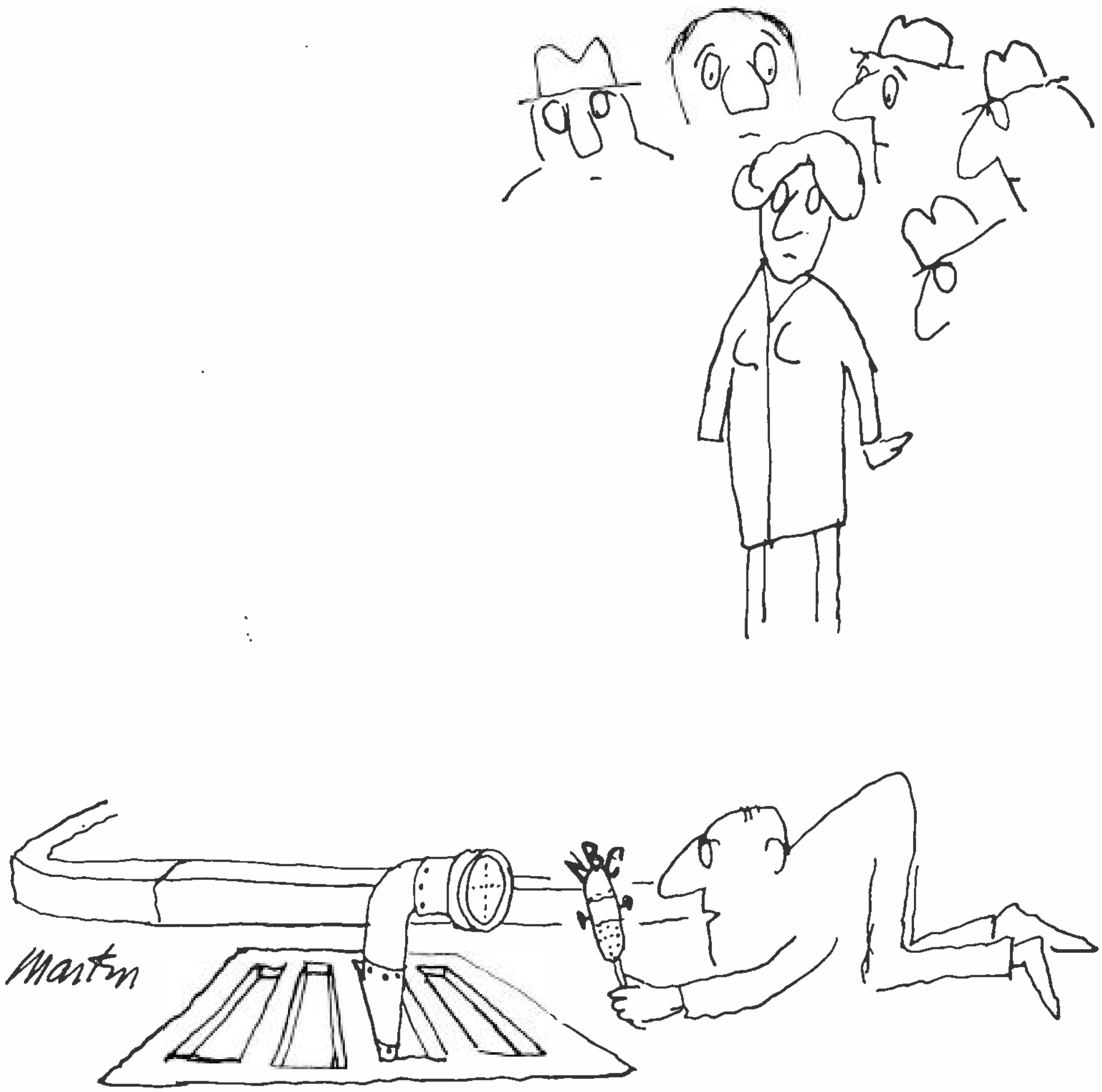
But broadcasters ought not to accept as final the proposition that liquor under no circumstances should go on the air.

We incline toward the view of Ben Strouse, WWDC Washington, chairman of the NAB Radio board. He told the convention that the whole subject should be studied with a view toward possible relaxation of the codes' prohibition against liquor advertising. That is an appropriate, indeed essential job, for the NAB.

Among too many broadcasters the only thing quicker than liquor is the leap at a conclusion. This whole subject deserves sober thought.

"That's the last place I expected to see violence on TV . . . Romper Room!"

Drawn for BROADCASTING by Sid Hix



NEWS COMES FIRST ON NBC RADIO

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