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# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

TV stations review rate cards for next fall. p27  
FCC told double billing is outside its bailiwick. p42-D  
Admen relax after NAB explains clearing office. p40  
Nine licensees fire salvos at FCC's TV program form. p52

COMPLETE INDEX PAGE 7

## MAXIMUM RESPONSE

—that's advertising efficiency.



# WBAL-TV BALTIMORE

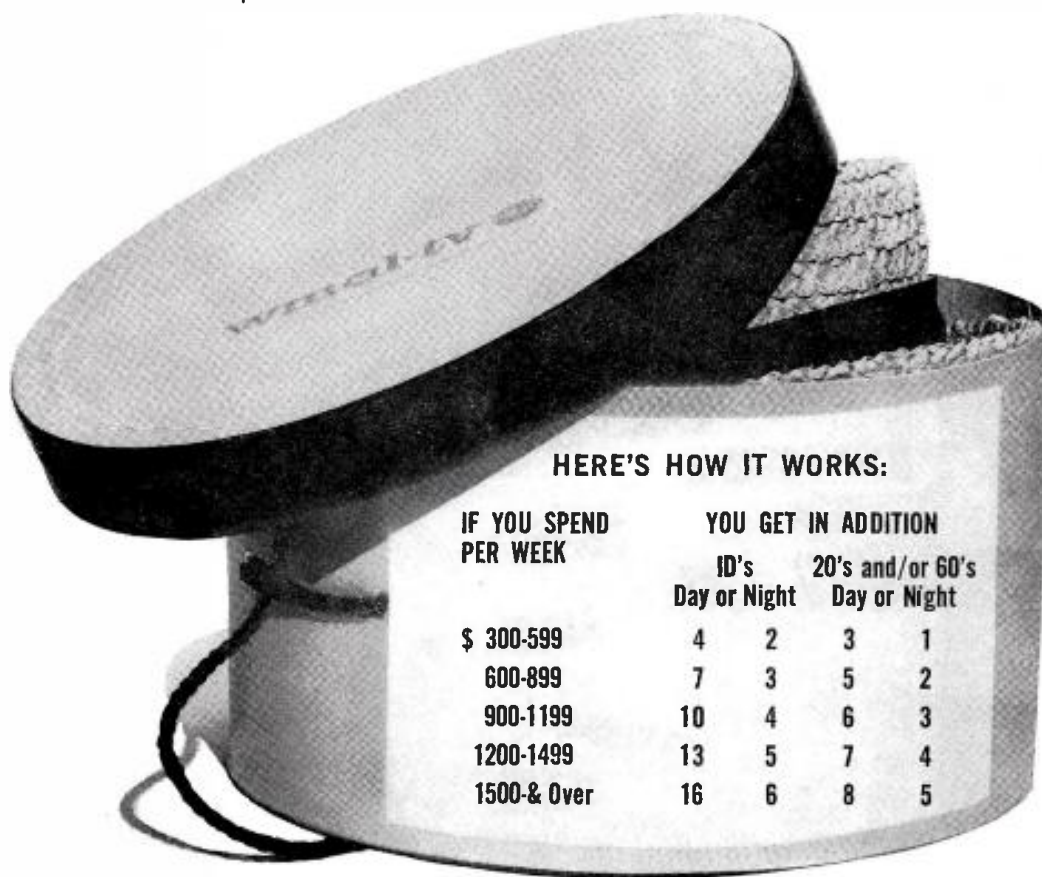
"MARYLAND'S NUMBER ONE CHANNEL OF COMMUNICATION"

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., INC.

# all new for '64!

## WMAL-TV'S STRAW HAT PLAN

When you buy WMAL-TV's Straw Hat Plan in '64, you not only get WMAL-TV's BIG audience all summer long, but important additional audience exposure at NO ADDITIONAL COST. This year's Straw Hat Plan (June 1 to August 31) is the most generous we've ever offered, gives clients a sizable bonus for every dollar spent.



### HERE'S HOW IT WORKS:

| IF YOU SPEND<br>PER WEEK | YOU GET IN ADDITION |   |                  |   |
|--------------------------|---------------------|---|------------------|---|
|                          | ID's                |   | 20's and/or 60's |   |
|                          | Day or Night        |   | Day or Night     |   |
| \$ 300-599               | 4                   | 2 | 3                | 1 |
| 600-899                  | 7                   | 3 | 5                | 2 |
| 900-1199                 | 10                  | 4 | 6                | 3 |
| 1200-1499                | 13                  | 5 | 7                | 4 |
| 1500-& Over              | 16                  | 6 | 8                | 5 |

The number of bonus spots allowed an advertiser will be determined by the weekly dollar volume of any single product scheduled on the air between June 1 and August 31. All bonus spots are fixed with the exception of those in preemptible areas. Contact your WMAL-TV Salesman or Harrington, Righter & Parsons, Inc.

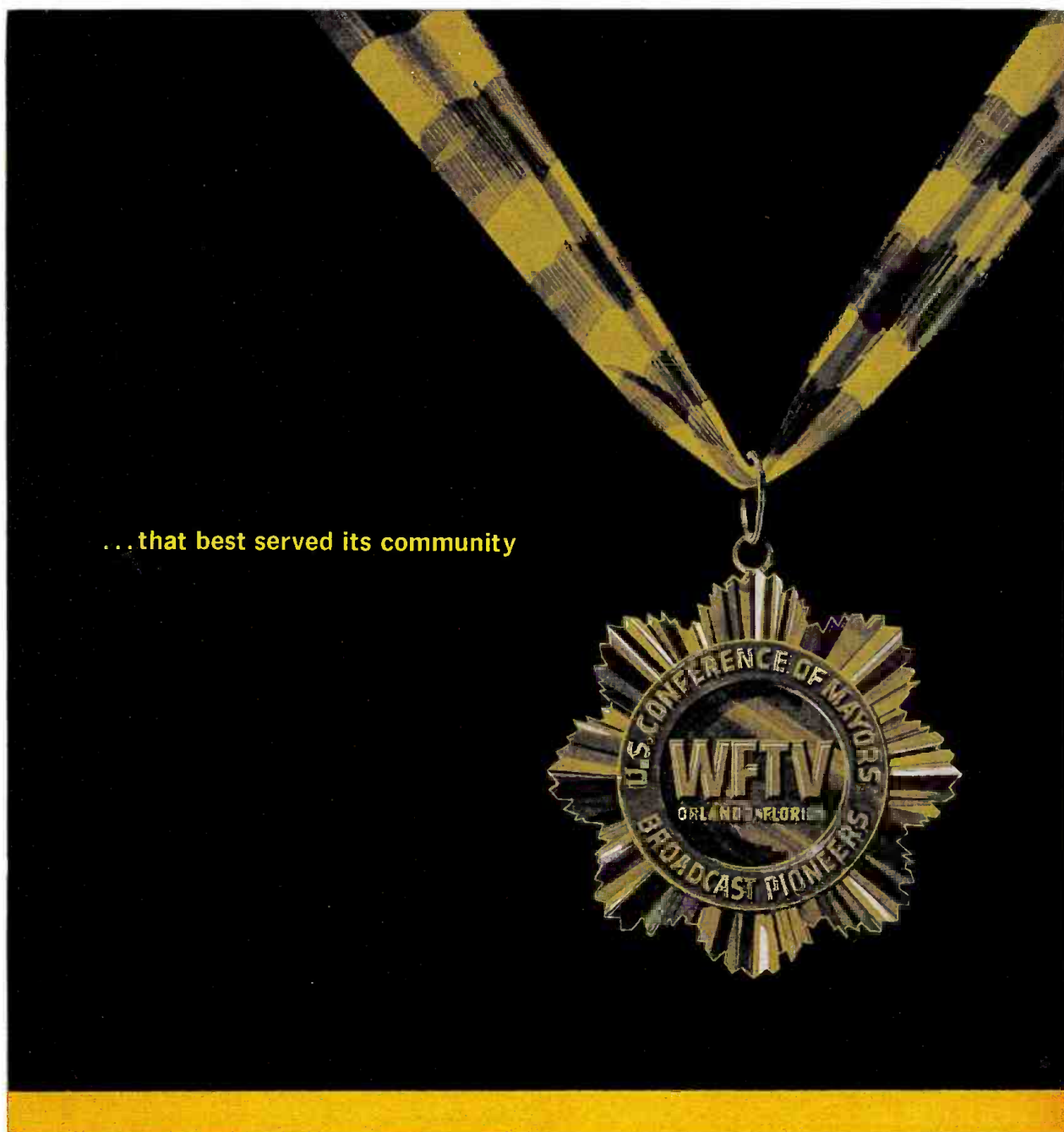
**wmal-tv**  Evening Star Broadcasting Company,  
WASHINGTON, D. C.

Affiliated with WMAL and WMAL-FM, Washington, D. C.; WSWA-TV and WSWA, Harrisonburg, Va.

Represented by: **HARRINGTON, RIGHTER & PARSONS, Inc.**



SEE THE  
WORLD'S FAIR AND  
WASHINGTON, D.C., TOO



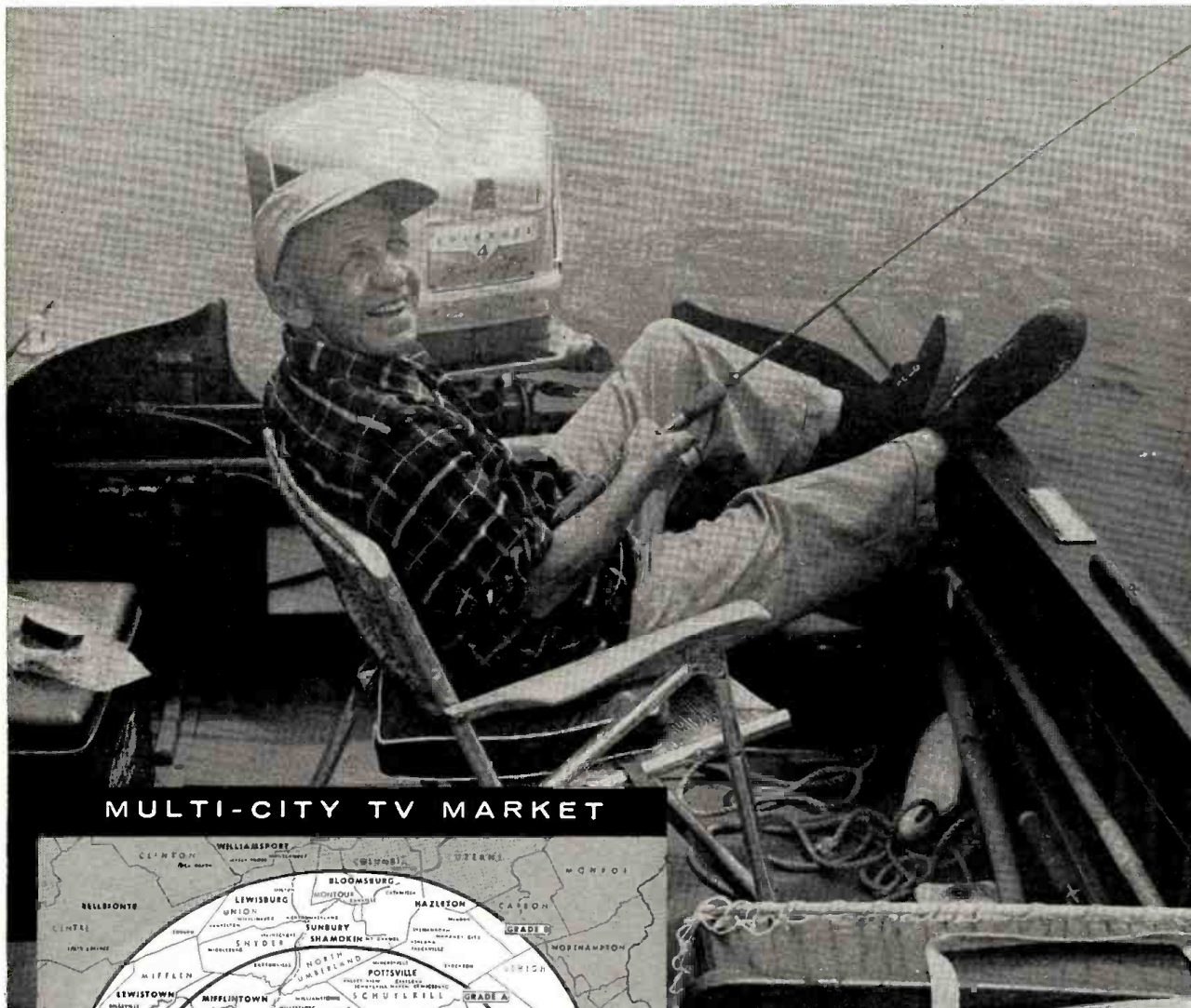
...that best served its community

Thank you, U.S. Conference of Mayors and Broadcast Pioneers for selecting our station as the national winner of your first annual local community service award, presented at the New York Hilton Hotel, May 25, 1964.

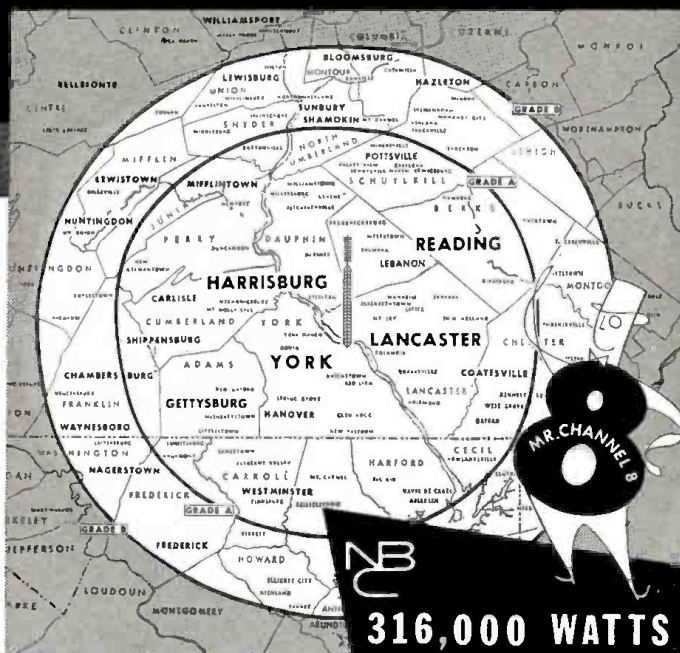
*Joseph L. Brechner*  
Joseph L. Brechner  
President and General Manager  
WFTV, Channel 9 — ABC-TV  
Orlando, Florida

# RELAX

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



MULTI-CITY TV MARKET



# WGAL-TV

## Channel 8

### Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc.

New York Chicago Los Angeles San Francisco

BROADCASTING, June 1, 1964

Chances are FCC will recommend to Congress—probably at opening of next session—that it consider public policy on subscription TV and, if it believes it germane, CATV as well. There's growing belief at FCC that it lacks appropriate authority to regulate pay TV and that issue must be bucked to Congress. FCC has no doubt whatever about its authority over CATV where microwave relays are involved.

*What Congress will do, once it takes look, is problematical. It would have to consider possibility of doing violence to free enterprise concept; also whether it can invade area under commerce clause. At FCC feeling is Congress can act whether it's pay TV by wire or on air, but that it might be loath to disturb normal interplay of competition and therefore might leave field alone. But congressional inquiry, whatever result, is believed as inevitable as battle over pay TV itself.*

## Night network baseball

Major league baseball has quietly stepped up its plan for sale of Monday night games for national network TV sponsorship beginning with 1965 season. Joint television committee, representing both American and National Leagues, met May 21 with John E. Fetzer, owner of Detroit Tigers and president of Fetzer stations, as chairman. Plan was originated by Mr. Fetzer (BROADCASTING, Oct. 10, 1963, et seq.). Committee will meet once each month until plan is refined, will then present it to networks, advertisers and agencies.

*On four-man television committee are three broadcasters, who also own interest in major league clubs. In addition to Mr. Fetzer, Robert O. Reynolds, president of Golden West Broadcasters, is also president of Los Angeles Angels, and Judge Roy O. Hofheinz, president, Houston Colt 45's, is part owner of ch. 13 KTRK(TV) Houston. Fourth member of committee is Walter O'Malley, owner of Los Angeles Dodgers and part owner of Subscription Television Inc.*

## Collectors' item

First music-license rates for community antenna television and pay TV may be coming soon. American Society of Composers, Authors and Publishers, which has been trying to develop formula for charging operators in these fields for their use of ASCAP music, reportedly is nearing

decision. ASCAP authorities say formula is still in formative stage, and among other unresolved questions is whether CATV and pay TV should be charged on same basis, but they don't deny they're hopeful of decision within few months. One report last week said ASCAP charges would be pegged at 2.05% of operators' revenues from subscribers, but good sources called this figure "too low." Community Television Association Convention in Philadelphia June 14-19.

## Has CATV hurt stations?

Special appropriation of \$50,000 to \$100,000 will be sought by NAB staff from television board at meeting in Washington June 15-18 to undertake nationwide study of community antenna operations and their effect upon member television station service. Study is being urged by TV station operators who are concerned about CATV projects in metropolitan areas designed to bring in outside services. Purpose: to develop NAB answer to position taken by National Community Television Association in seeking minimal government regulation.

## Negroes in commercials

Congress of Racial Equality, which has been campaigning for more than a year for integration of Negro and white performers in TV commercials, is reported to be pleased with progress it has made among top 100 advertisers. Next step on CORE'S agenda, starting in mid-June, is to persuade next 50 advertisers below top 100 to integrate their commercials. Reports flowing to CORE'S headquarters in New York indicate that integrated commercials, even in South, have met little station or viewer opposition.

## Hotel pay TV

RKO General Phonevision, which now has approximately 5,000 subscribers for its pay TV operation in Hartford, Conn., is reported to be winding up negotiations with Hotel Corp. of America under which 100 decoders would be placed in chain's new Hotel America in Hartford. This reportedly would be largest installation of its kind for pay TV in U. S. and calculated to stimulate interest in project, which concludes its second year of operation end of June.

## Where's Paglin?

There was conspicuous omission in announcement last week of new Washington law firm headed by Paul A. O'Bryan, former partner in Dow, Lohnes & Albertson. Missing was name of Max Paglin who resigned as FCC general counsel to become principal in new firm (BROADCASTING, April 6). Turns out Mr. Paglin, 21 years government attorney and veteran of appearances before Supreme and lesser federal courts, had never been admitted to District of Columbia bar, and local rule of D. C. courts requires D. C. bar membership as condition of private practice.

*Since technicality of Mr. Paglin's admission to District bar may take some time, firm decided to proceed with announcement. Once admitted, Mr. Paglin will appear in firm name of O'Bryan, Grove, Paglin, Jaskiewicz, Sells, Gilliam & Putbrese.*

## 'Debates' of 1964

Special commission set up by American Political Science Association under NBC grant (BROADCASTING, March 11, 1963) has developed what it believes to be "unique" format for national TV and radio appearances by presidential candidates this fall. Although format won't be disclosed for while, it's known to differ from Kennedy-Nixon confrontations in 1960. Developed from ideas of panel itself, plan also incorporates survey of all members of Congress, state and national party chairmen and governors.

## Stirring up the cats

Antitrust suit filed last week against E. W. Scripps Co.'s acquisition of Cincinnati Enquirer triggered talk in official Washington about whole issue of consolidations of control of mass media. Suit comes while FCC is considering rule to break up common ownerships of AM and FM stations in same community. Although cross-ownerships in broadcasting and publishing had not been involved in current FCC studies, that issue may come to life as result of government's suit against Scripps.

*In Cincinnati Scripps owns or controls all three papers, and its associated Scripps-Howard Broadcasting Inc. owns WCPO-AM-FM-TV. Stations are not involved in antitrust suit.*

# ONE ORDER COVERS PANAMA CITY DOTHAN • FORT WALTON BEACH TALLAHASSEE

**316,000** WATTS OF FULL POWER enables you to place one order on WJHG-TV . . . and cover key Dixie markets which show population over a half million and buying income exceeding half-a-billion dollars annually!\* **WHY BUY ONE MARKET HERE? ANOTHER THERE?** WJHG-TV booms out the clearest, sharpest pictures in black-and-white . . . exclusive Color, too . . . plus hand-picked network shows that deliver for you, hour after hour, day after day. So, get more for your money. Contact Venard, Torbet & McConnell, Inc., nationally . . . or in the South, contact James S. Ayers Co., for choice avails.



# WJHG-TV 7

PANAMA CITY, FLORIDA NBC/abc

\*Sales Management.

Raymond E. Carow, Managing Director

# WEEK IN BRIEF

Spot TV rates will go up next fall, but no more than last year. Survey shows some stations will actually revise downward, at least in some time slots. Most increases seem to fall in 6-12% range. See . . .

## TV PRICE-REVIEW SEASON . . . 27

Chicago seminar explores potential and limitations of computers in advertising and marketing. Conclusion? They're nice, even necessary, but they'll never be able to fit into grey-flannel suits. See . . .

## A WORLD OF COMPUTERS . . . 30

Last year the 100 top newspaper advertisers spent less than \$300 million in newspapers, more than \$850 million in television. What's more, TVB's Cash says, their tendency toward TV is snowballing. See . . .

## 100 SPEND MORE ON TV . . . 36

FCC rulemaking on TV program form object of major broadcaster offensive. Nine licensees team up against commission's entire program control concept. Form attacked as unconstitutional and burdensome. See . . .

## ASSAULT ON PROGRAM CONTROL . . . 52

A cause celebre goes to court again as Supreme Court agrees to hear Rapid Shave Sandpaper case. Mock-ups in TV commercials are at issue. FTC hopes high court will overrule lower court decision. See . . .

## SANDPAPER GOES TO COURT . . . 38

Agonizing reappraisal follows spat with Emmy. Her sharpest critics, CBS and ABC, gather in 18 of her 29 television awards. NBC, faithful but worried, offers \$25,000 to help academy shine up the girl's image. See . . .

## EMMY DOWN-BUT OUT? . . . 46

FCC told to mind its own business on double billings. CBS, Metromedia, Storer and Iowa broadcasters say practice should be handled by FTC—or perhaps by legislation to control it in all media. See . . .

## FCC CHALLENGED . . . 42-D

Grand Old Party gets ready to put on the pancake. July convention will be tidied up for sake of radio-TV. Speeches to be scheduled for prime time, floor demonstrations for candidates held to 20 minutes. See . . .

## GOP STREAMLINES CONVENTION . . . 60

Advertisers and agencies get the word, breathe a little easier at thought of code authority clearing office to check commercials. Host 4A's, ANA and NAB also discuss clutter, consumer attitudes. See . . .

## TUT, TUT IN NEW YORK . . . 40

It's tough competition, and the networks are going all out to cover campaigns and elections. Estimated \$25 million will be spent by time November results are in. California primary is case in point. See . . .

## \$25 MILLION JOB . . . 56

### DEPARTMENTS

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## Broadcasting

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# SMOKE EATER



If you're looking for Smokey Stover, stay with the comic strips. This fireman is with it. He has eyes for a lot more than the firehouse poker game. Good living. A solid future. All of the basics and a lot of the frills.

We give him both on WABC. News every half hour, so he's up to the minute

no matter how many times the bell rings (we even tell him a thing or two about the fires he's been to). Editorials on the big issues to stimulate his thinking. Music to perk him. Sports to entertain him.

If there's one thing he can depend on, it's that WABC will have something to entertain him or inform him — any hour,

any day. And while he's listening, who can tell what ideas he'll get for spending some of that good money he's making?

Got the picture? Give him the word on...

**WABC**

●● AN ABC OWNED RADIO STATION ●●

Represented by Blair Radio

## 16 will be heard on program forms

### NEWEST VERSION MAY BE AS MUCH CRITICISM AS OLD

FCC begins 1½ days of hearings today Monday) on proposed revision of its program reporting form for television stations.

Sixteen representatives of broadcast, church, union and station rep groups are scheduled to express their views during hearing, to be held in commission's hearing room.

**ABC Only Network** ■ Representative of National Association of Broadcasters is set to speak first. ABC is only network to be represented. Station groups who will be represented are Storer Broadcasting Co. and Westinghouse Broadcasting Co.

Commission will hear from four church groups—National Council of Churches; TV, Radio & Film Committee of Methodist Church; United Presbyterian Church and United Churches of Christ.

Among others on tap are representatives of American Federation of Musicians, Texas Association of Broadcasters, and Station Representatives Association, five communications attorneys, each representing several licensees, will also appear.

Besides oral presentations, commission has invited written comments from parties not appearing at hearing. Deadline for those comments is today.

Commission proposal actually involves two forms—one to be used by renewal applicants, other to be filed with applications for assignment or transfer of stations, new stations and major changes in facilities.

FCC has been trying for four years to revise its program reporting form to bring it in line with its 1960 statement on programing policy.

**New Version** ■ Documents on which comments will be heard today and tomorrow supercede proposed form issued in December (BROADCASTING, Dec. 23, 1963), and are largely work of committee of broadcasters, federal communications bar attorneys and FCC staffers.

Special committee was set up after commission's form was sharply criticized by broadcasters.

Indications are that newest version will be criticized also. Pierson, Ball & Dowd, Washington communications law firm representing nine licensees, submitted lengthy comment assailing form as violation of Constitutional guar-

antees of free speech and due process of law. (see story page 52)

Georgia Association of Broadcasters also submitted comment critical of proposed form and commission's accompanying notice. GAB said question in notice asking comment on usefulness of annual reports as means of gathering data on trends in programing and commercial practices "appears to us to be an invitation to FCC into program control and further incursion into control over commercials."

GAB suggests "all proposed forms be thrown out." Association said that commission should request only that licensee file with renewal application narrative statement on why station is performing in public interest and submit all complaints received, along with declaration of what licensee did to correct situations complained about.

## Stanton seeks reform of broadcast awards

Dr. Frank Stanton, CBS Inc. president, urged broadcasting industry last Friday (May 28) to take "new and hard look" at subject of awards and voiced hope that "some much-needed reforms will be instituted."

Dr. Stanton's comments were included as part of memorandum on various topics, which is distributed regu-

### Piggyback Prices

There's new piggyback pricing policy formulated by Westinghouse Broadcasting Co. Word of it was beginning to make rounds of TV advertisers and their agencies last week. Reportedly, Westinghouse's five TV stations will eliminate 10-second ID in all break positions where ID is adjacent to one-minute piggyback as well as in participating programs where one of announcements in 60-10-60 cluster is piggyback. Rate for piggyback, however, will be 15% higher than usual rate for one-minute commercial in that period.

larly to CBS employees. He referred to withdrawal by CBS News, CBS-TV and CBS stations division from participation in Emmy awards (story page 46) and said "our withdrawal was neither sudden nor impulsive."

He reported that as far back as two years ago, CBS had notified National Academy of Television Arts and Sciences that Emmy awards were becoming "diluted by cumbersome, unworkable and confused election procedures," but said that network had been unable to "arouse any tangible interest in reform."

Dr. Stanton said CBS would support awards that are "basically sound," but said company has become "increasingly concerned" over rate at which awards are now proliferating. He noted that CBS-TV has established five-man committee to study question of network's participation in future awards.

## BMI fees up for personal appearances

Broadcast Music Inc. announced last week that its charges for use of BMI music by its music licensees who book musical attractions for personal appearances will be increased from "nominal" to one percent of gross box-office receipts, effective July 1.

Move relates at least in part to trial run last March when BMI sought one percent of box-office from four theater-network TV performances by Beatles. If performances had been sold out, it was estimated then, one percent rate would have given BMI \$40,000 or more (BROADCASTING, March 16).

In announcing new move BMI President Robert J. Burton said growing importance and use of BMI music "demands this increase" and brings such payments "more in line" with those of other music users.

## FC&B expands overseas

Foote, Cone & Belding Agency, New York, has announced plans for expanding its international operations including formation of European operations committee. Committee, comprised of heads of four FC&B western European offices and members of domestic agency's international committee, has been designed to follow organizational pattern of domestic offices. FC&B's Paris office will expand its operations enabling it to handle all client services for its major accounts.

# Can station set deadline for equal time?

## KPIX (TV) GIVES SALINGER OPPONENT UNTIL MAY 31

How long can political candidates wait before taking advantage of equal time offer from broadcasters? This is political broadcasting question that emerged from primary campaign for senator in California.

Question never reached FCC formally. But commission staff has expressed informal view that broadcasters may set "reasonable" deadline for use of equal time by candidates.

Question stems from appearance by Pierre Salinger on *Steve Allen Show*, May 1, on KPIX(TV) San Francisco, Calif.

Station offered equal time (27 minutes) to Mr. Salinger's opponent in contest for Democratic senate nomination, Alan Cranston. Time was offered either in Allen show (KPIX is owned by Westinghouse Broadcasting Corp., which produces program) or in sepa-

rate show.

When several weeks passed without definite date and time being requested by Mr. Cranston, station set deadline of Friday (May 29). Primary date is June 2. However, station later extended deadline to Sunday (May 31), when Mr. Cranston said he was having trouble preparing taped program he wanted to use.

KTLA Los Angeles, which also carries *Steve Allen Show*, was planning to give Mr. Cranston time either Friday or Monday night (June 2).

KPIX's action in setting deadline was unusual. But commission staff members last week indicated they felt that, under circumstances, station behaved reasonably. One staffer said that candidate who delays taking equal time until night before election is seeking "something more" than equal time.

## Mrs. Norton elected president of WAVE Inc.

Mrs. Jane Morton Norton last week was elected president of Norton stations, succeeding her son, George W. Norton IV, who was killed in car accident last month (BROADCASTING, May 25). Norton stations are WAVE-AM-TV Louisville, Ky., WFIE-TV Evansville, Ind., and WFRV(TV) Green Bay, Wis.

Mrs. Norton is widow of George W. Norton Jr., who founded WAVE in 1933. He died in February following an automobile accident in Jamaica (BROADCASTING, Feb. 17).

Mrs. Norton had served as vice president from 1943 to 1945, when her husband was overseas in Army Air Force. After her election Mrs. Norton said,

"It is my intention that the Norton family shall continue to operate our stations under the same policies that have been followed in the past." Mrs. Norton is a sister of U. S. Senator Thruston B. Morton (R-Ky.) and U. S. Representative Rogers C. B. Morton (R-Md.).

## College recruiting for advertising urged

Advertising industry "can and must do a better job in college recruiting," Norman H. Strouse, president of J. Walter Thompson Co., told graduating class of Institute of Advanced Advertising Studies, Chicago, last Thursday evening (May 28).

Institute was sponsored by Chicago council of American Association of Advertising Agencies and Northwestern University. Mr. Strouse noted that it was first such advance study institute in advertising.

Mr. Strouse told of need for recruiting new talent into advertising field. Educators and college placement offices should be educated to advertising's growing need for college graduates, Mr. Strouse said. Mr. Strouse presented rough estimates placing that need at more than 2,000 professional advertising men yearly.

## Synscan target

National Aeronautics & Space Administration said last week that launching of Syncom III will not be as early as originally thought. Spokesman said it won't leave pad in June—former target date—and even July is unlikely.

## Review Board increase

With delegation of additional powers to FCC's Review Board, thought is being given to enlargement of that tribunal, which sits between staff and commission, from four to possibly five or six members. Only three members sit at one time. If this happens, Sylvia B. Kessler, chief of Opinions and Review, probably will be made first woman member.

## Drug relabeling problem looms for manufacturers

Food & Drug Administration is "unable to give even rough estimate of percentage of drugs that may require relabeling or withdrawal from market," top federal drug official told Senate hearing.

Reviewing new FDA regulations requiring manufacturers to prove drugs are not only safe but do what ads say (BROADCASTING, April 27), Dr. George P. Larrick, FDA administrator, said about 6,000 prescription and non-prescription drugs marketed since 1938 are involved.

Dr. Larrick told Senate panel that determination whether "wrinkle remover" products seized by FDA are cosmetics or drugs is up to courts (BROADCASTING, May 4).

Senator Hubert H. Humphrey (D-Minn.), chairman, sidestepped comment with observation, "I venture no opinion; it involves the beauty of ladies."

## KALN faces \$500 fine

KALN Iola, Kan., has received notice from FCC that station was liable to \$500 fine "for willful and repeated failure" to have first-class engineer on duty for directional operation.

Station is owned by Lloyd C. McKenney through Iola Broadcasting Co. Mr. McKenney has 30 days in which he may pay or contest "apparent liability."

## NYSBA Conference

Professional activities and problems will be discussed at third annual executive conference of New York State Broadcasting Association July 30 and 31 in Cooperstown, N. Y. Co-chairmen of conference are Stephen B. Labunski, vice president and general manager of WMCA New York, and Robert K. King, vice president and general manager of WKBW-TV Buffalo. The conference was established in 1962.

## Researcher Search

Search goes on for replacement for Melvin Goldberg as vice president for research of National Association of Broadcasters. No front-runner yet, but Kenneth J. Lenihan, Mr. Goldberg's assistant, is being considered. Others have applied, and NAB expects more feelers. Vice presidency likely will go with job, but pay may be lower if less experienced man is hired. Decision is probably several weeks off, and Mr. Goldberg has agreed to stay until Aug. 1, perhaps later, if necessary.



**CALL**

*Ron Mercer*

VICE PRESIDENT AND  
GENERAL MANAGER

INDIANAPOLIS 637-1375

*Jim Moore*

VICE PRESIDENT AND  
GENERAL MANAGER

PORTLAND 226-7191

*Steve Shepard*

VICE PRESIDENT AND  
GENERAL MANAGER

OMAHA 342-7626

**R. E. "Dick" Shireman**

Vice President

National Sales Director



SOLD NATIONALLY BY H-R Radio

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



THE CONSISTENT LEADERSHIP STATIONS

TOP RATED  
**PULSE**

IN ALL 3 MARKETS



## He'll grow on you ...

"Sunny" is a family man ... his children go around singing "you've been more than a Daddy to me ..." because ... well, you see ... it's like this ... the male Hippocampus is the producer in his family.

Sunny's audience includes the entire herd! (That's what you call a seahorse family.) He's got something for everyone, the only criterion being that it must be the best.

He produces SALES too. Maybe it's time you dropped something in his pouch ... he'll grow on you!

# WSUN

TELEVISION  RADIO  
TAMPA - ST. PETERSBURG

Gone out for seahorse food. See:

Nat. Rep.: Venard, Torbet & McConnell  
S.E. Rep.: Bomar Lowrance & Associates

## DATEBOOK

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

■ Indicates first or revised listing.

### JUNE

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

June 11-13—Meeting of the Mutual Ad-

vertising Agency Network, Bismarck hotel, Chicago.

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

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

■ June 14-19—Annual convention of National Community Television Association. Speakers include FCC Commissioners Kenneth A. Cox (June 16) and Frederick W. Ford (June 18). FCC Commissioner Robert E. Lee will appear as a participant in a panel on UHF television with Robert G. Weston, his engineering assistant, on June 18. Bellevue-Stratford hotel, Philadelphia.

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

■ June 15—Beginning of meeting in Geneva on international communications satellite system. Members of U. S. delegation who will attend include FCC Chairman E. William Henry and Joseph V. Charyk, president of Communications Satellite Corp., which will own U. S. share of international system.

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

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

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

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

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

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

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

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

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

June 18-21—Annual meeting of the Asso-

BROADCASTING, June 1, 1964

# *It's more than a trend*

## **It's a sweeping wave**

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

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

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

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

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

Isn't that the way it should be?

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

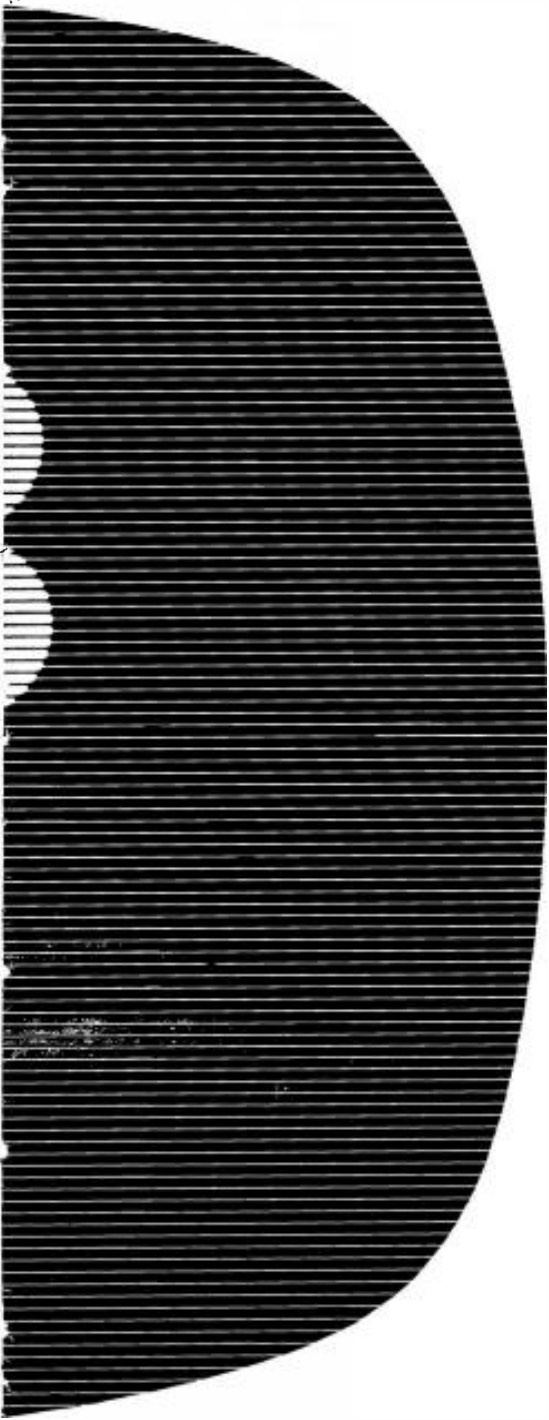


### **PAUL H. RAYMER COMPANY, INC.**

*Station Representatives Since 1932*

NEW YORK CHICAGO DETROIT ATLANTA DALLAS SAN FRANCISCO HOLLYWOOD





## ***Some People Would Call This An "Image" Ad***

Actually, a network's image can't be projected on a printed page. It's what appears on the screen that counts.

That's why the image of the NBC Television Network is stronger than ever. Just look at some of the highlights of this past season: "The American Revolution of '63"—the three-hour civil-rights special that became the year's most honored program; "The Huntley-Brinkley Report," the nation's foremost news series; "Bonanza," television's most popular entertainment series; "The World Series," the country's outstanding sports event; and television's biggest schedule of color programs.

No wonder our last season's television billings were the largest in our history.

And our on-screen image looks even brighter for next season, with: the return of Jack Benny, Danny Thomas and Alfred Hitchcock to our all-star schedule; the debut of some of the year's most promising new entertainment series; exclusive American coverage of the 1964 Summer Olympics, from Tokyo; the return of NCAA Football to our lineup; and Presidential Year Convention and Election coverage by Chet Huntley, David Brinkley and the NBC News staff.

No wonder every single prime-time program series on our forthcoming schedule has already won important national sponsorship. Our image has never looked brighter.

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

# YOU NEED TERRE HAUTE, TOO...



• More and more leading advertisers are choosing the Top Two Indiana Markets (Indianapolis and Terre Haute) for maximum TV impact on the more than Six Billion Dollar Hoosier Sales Potential.



• MARATHON is one of more than 120 brands which have added WTHI-TV which covers the Second Largest Indiana TV Market.



• These discerning advertisers recognize the pronounced impact of WTHI's single station coverage which added to Indianapolis TV, offers more additional TV homes (with a slice of Illinois as a bonus) than even the most extensive use of Indianapolis TV, alone.

**WTHI-TV**  
delivers more homes  
per average quarter  
hour than any  
Indiana station  
(November 1963 ARB)  
\*except Indianapolis

**WTHI-TV**  
CH 10 TERRE HAUTE, IND.



THE ORIGINAL STATION REPRESENTATIVE

ciation of Independent Metropolitan Stations (AIMS), Queen Elizabeth hotel, Montreal.

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

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

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

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

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

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

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

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

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

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

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

■ June 30—Oral proceeding at FCC on revised proposed AM-FM program reporting forms. Formerly scheduled for June 8.

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

## JULY

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

■ July 6-8—Second annual National Broadcast Editorial Conference, to be held in association with National Association of

Broadcasters and Radio-Television News Directors Association, under the auspices of Columbia University Graduate School of Journalism. Conference chairman is Ralph Renick of wtvj (tv) Miami; program chairman is Roger Turner of wmcw New York. Arden House, Harriman, N. Y.

■ July 6-10—International Conference on Magnetic Recording, sponsored by British Institution of Radio Engineers, and Institute of Electrical and Electronics Engineers. Scope of the conference will cover all magnetic recording on moving media and will include sessions on audio, video, computers and data recording. Headquarters of Institution of Electrical Engineers: Savoy Place, London, W. C. 2, England.

■ July 12-18—Fourth annual Texas Association of Broadcasters college career guidance program in cooperation with University of Texas, Austin.

■ July 20-31—Management seminar designed for young advertising and marketing executives and sponsored by the Advertising Federation of America. Halsey Davidson of Northwood Institute and formerly an executive of Campbell-Ewald, Co., Detroit, will serve as seminar coordinator. Northwood Institute, Midland, Mich.

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

## AUGUST

■ Aug. 9-15—Georgia Broadcast Executive Management Seminar, Georgia State College, Atlanta.

■ Aug. 16-18—Summer convention of South Carolina Broadcasters Association, Ocean Forest hotel, Myrtle Beach.

■ Aug. 16-22—Sales management seminar sponsored by the National Association of Broadcasters in cooperation with the Radio Advertising Bureau and the Television Bureau of Advertising. Stanford University, Stanford, Calif.

■ Aug. 18—Annual stockholders meeting of Desilu Inc., Hollywood.

■ Aug. 23-29—Sales management seminar sponsored by the National Association of Broadcasters in cooperation with the Radio Advertising Bureau and the Television Bureau of Advertising. Harvard University, Cambridge, Mass.

■ Aug. 24-Sept. 5—Major British manufacturers in the field of broadcast communications will be displaying their products (radio-TV receivers, tape recorders, components and record players) at the 1964 National Radio and Television Exhibition, under the auspices of the British Radio Equipment Manufacturers' Association. Demonstration sets will show 625-line programs—the type transmitted on Britain's new BBC 2 program—as well as 405-line transmissions. Earl's Court, London.

■ Aug. 25-28—Institute of Electrical and Electronics Engineers summer general meeting, Biltmore hotel, Los Angeles.

## SEPTEMBER

■ Sept. 7-11—International Conference on Microwaves, Circuit Theory and Information Theory, sponsored by Institute of Electrical Communication Engineers of Japan. Summaries and abstracts, which must be written in English, should be sent to Dr. Kiyoshi Morita, chairman of Papers Committee, Institute of Electrical Communication Engineers of Japan, 2-8, Fujimicho, Chiyoda-ku, Tokyo, Japan. Akasaka Prince hotel, Tokyo.

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

■ Indicates first or revised listing.

**KIMN, Denver**

ANNOUNCES THE SELECTION OF

**Metro Radio Sales**

AS ITS NATIONAL REPRESENTATIVE

EFFECTIVE DATE: JUNE 1, 1964

KIMN, Denver's dominant station, is proud to join the roster of fine properties represented by Metro Radio Sales: WNEW New York, KLAC Los Angeles, WIP Philadelphia, WHK Cleveland, WCBM Baltimore, KMBC Kansas City and WDRC Hartford.

METRO RADIO SALES OFFICES IN NEW YORK CITY, CHICAGO, DETROIT, PHILADELPHIA, BOSTON, SAN FRANCISCO, LOS ANGELES AND ST. LOUIS.

# THE MOST EXCITING SHOW FOR YOUR STATION IN 1964

Jean Pierre Aumont  
Harry Belafonte  
Shelly Berman  
Mai Britt  
Mel Brooks  
Roy Campanella  
Ilka Chase  
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Xavier Cugat  
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Ruby Dee  
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Betty Furness  
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Eartha Kitt  
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Abby Lane  
Jack Lemmon  
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AND MORE TO COME...

MIKE WALLACE ..... TOP NOTCH REPORTER/INTERVIEWER  
THE GUESTS ..... ALL FAMOUS PERSONALITIES IN THE NEWS  
THE SCOPE ..... WIDE RANGE OF CONTENT  
THE APPEAL ..... POWERFUL GENERAL INTEREST

52 HALF-HOUR PROGRAMS AVAILABLE ON TAPE OR FILM

# NTA

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8530 WILSHIRE BOULEVARD, BEVERLY HILLS, CALIF.  
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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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TELECASTING\* was introduced in 1946.  
\*Reg. U. S. Patent Office

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## OPEN MIKE

### It's a possibility

EDITOR: I heartily agree with your "Who Says So" editorial (BROADCASTING, April 13). FCC Chairman E. William Henry certainly needs to learn the economic value of advertising. I think a statement made by him that is even more important . . . is that pay TV "must not carry advertising."

. . . I don't think the federal government should be allowed to bar any means of communication from accepting advertising. I don't feel that educational TV stations should be kept from accepting advertising; whether they carry advertising or not and what advertising they carry should be decided by the station not by the FCC. Why should the government decide that pay TV must not accept advertising?

If we grant the government the power to make that decision, what is to prevent the government from deciding that no television station shall be allowed to broadcast advertising? And then it is but a step to barring the use of the mails to magazines and newspapers that carry advertising . . . such a happening does not seem to be beyond the realm of real possibility.—*Chester MacCracken, director of radio and television, Remington Advertising Inc., Springfield, Mass.*

(Educational station grants, made on a reserved basis without competition, were made by the FCC under specific congressional authorization with the understanding that they would be "noncommercial educational.")

### Measure of success

EDITOR: I appreciate very much the job you did on the Yardstick (BROADCASTING, April 27). I particularly was glad to see that you had called a number of people to add to the material that I gave you. This made the story twice as important as it might have been because it was definitely a survey of the attitude of prominent people around the city on what they thought about the difference between numbers and "climate."

. . . We are now going to attempt to concentrate on taking this Yardstick to clients.—*Sam W. Schneider, WLW sales manager, eastern division, Crosley Broadcasting Corp., New York.*

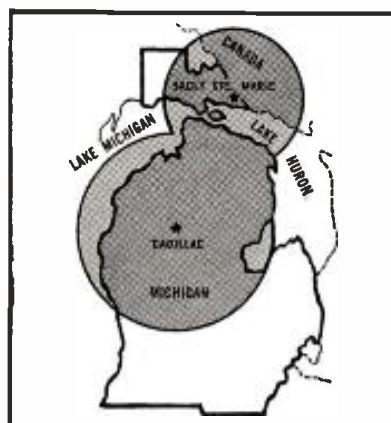
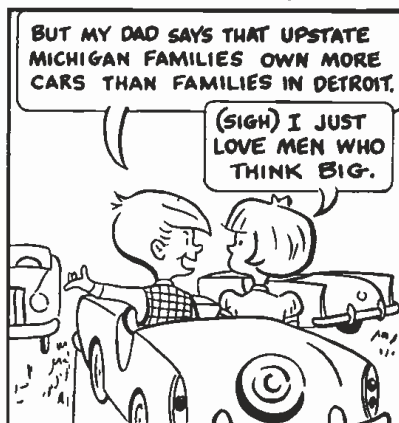
### A bolt from the blue

EDITOR: One of the items that I always enjoy is the Sid Hix cartoon. He manages to say a lot.

The drawing in BROADCASTING, May

BROADCASTING, June 1, 1964

## WORFORD WARD & TILLIE VISHION



## BIG COUNTRY—BIG FACTS

Upstate Michigan is *big* country. And its people are constantly on the go. Matter of fact, there are more cars per household in the 39 counties that make up WWTV/WWUP-TV's viewing area than in the Motor City and Wayne County (1.35 vs. 1.26). Upstate Michigan is a perfect market for automotive products.

Actually, we believe Upstate Michigan is the

greatest "new opportunity" any television advertiser can find in the U.S. Nearly a MILLION PEOPLE. Annual retail sales, nearly a BILLION DOLLARS.

Consult your jobbers and distributors as to the influence WWTV/WWUP-TV has in our 39 counties—or ask Avery-Knodel for the whole story.

*The Felzer Nations*

**RADIO**

WDDO Kalamazoo-Nattle Creek  
WEEB Grand Rapids  
WHEW Grand Rapids-Kalamazoo  
WYTHR Grand Rapids

**TELEVISION**

WWTV-TV Grand Rapids-Kalamazoo  
WWUP-TV Cadillac-Traverse City  
WYMT-TV Sault Ste. Marie  
WMLW-TV Lincoln, Nebraska  
WYTHR-TV Grand Island, Neb.

# WWTV/WWUP-TV

CADILLAC-TRAVERSE CITY / SAULT STE. MARIE

CHANNEL 9 / CHANNEL 10  
ANTENNA 1640' A. A. T. / ANTENNA 1214' A. A. T.  
CBS • ABC / CBS • ABC

*Avery-Knodel, Inc., Exclusive National Representatives*

UNITED PRESS  
INTERNATIONAL

a smart  
addition  
to any  
newsroom

Enjoy Dynamic Programming with Spotmaster ... the International  
Standard of Excellence in Cartridge Tape Systems

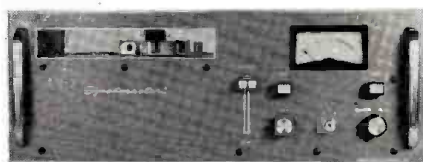
## Check SPOTMASTER

- ✓ Compact and rack-mount models
- ✓ Recorder-playback and playback-only models
- ✓ Monophonic and stereo units
- ✓ Delayed programming option
- ✓ Superior quality

500A  
Compact  
Recorder-  
Playback



500A-R  
Rack-Mount  
Recorder-  
Playback



SPOTMASTER tape cartridge equipment is the preferred choice on five continents. These quality-engineered machines permit snap-in cartridge loading and split-second, one-hand operation ... plus all the other time-tested and field-proven SPOTMASTER features.

Write or phone today for full details about the wide range of rugged, dependable SPOTMASTER equipment ... their outstanding features and options ... modular construction ... easy maintenance ... complete line of accessories ... competitive prices ... lease/purchase plans. Remember, all SPOTMASTER models are backed up by an ironclad, full-year guarantee.

### NEW DELAYED PROGRAMMING OPTION

The optional SPOTMASTER 500 A-DL (Delayed Programmer) provides a 5-second to 16-minute delay in the broadcast of program material. Permits instant censoring and deletion of objectionable material from interviews and other live originations while the program is on the air ... also meets many other delayed programming requirements. With the DL function switched off, the unit operates as a standard 500A recorder-playback. Available in rack or compact models.



**BROADCAST ELECTRONICS, INC.**

8800 Brookville Road, Silver Spring, Maryland

Telephone: Area Code 301 • JUniper 8-4983

Sold nationally by:  
**VISUAL ELECTRONICS**  
356 W. 40th St., New York, N. Y.

Canada:  
**Northern Electric**  
COMPANY LIMITED  
Branches from coast-to-coast in Canada

4, in which lightning is striking the tower of WOF-TV is of more than special interest to me. I see a possibility of using this in a little brochure that I send out to television stations. Could I have your permission to reproduce this for our use? Credit would, of course be given BROADCASTING and Sid Hix. We are a public service, non-profit religious television program on more than 200 stations in the U. S. and Canada and 10 overseas.—*Ernest N. Wendth, director, promotion and station relations, Faith for Today, Forest Hills, N. Y.*

(Permission granted.)

### Successful snobbery

EDITOR: There may be "no escaping the Dodge Boys" (BROADCASTING, May 11), but BROADCASTING should be subjected to bread and water for a short period for overlooking approach for Dodge Boys being used by ... classical music station WFLN. Essence of copy, with degree of snob appeal, was:

"... of course you've heard about the Bryn Mawr stockholder who saved enough on his new Dodge to enter his boy at Lawrenceville" etc, etc.

Our unique nondial twisters were not overlooked in this campaign planned by the Lloyd Kaizen advertising agency.—*R. C. Kisch, account executive, WFLN-AM-FM Philadelphia.*

### Read and request

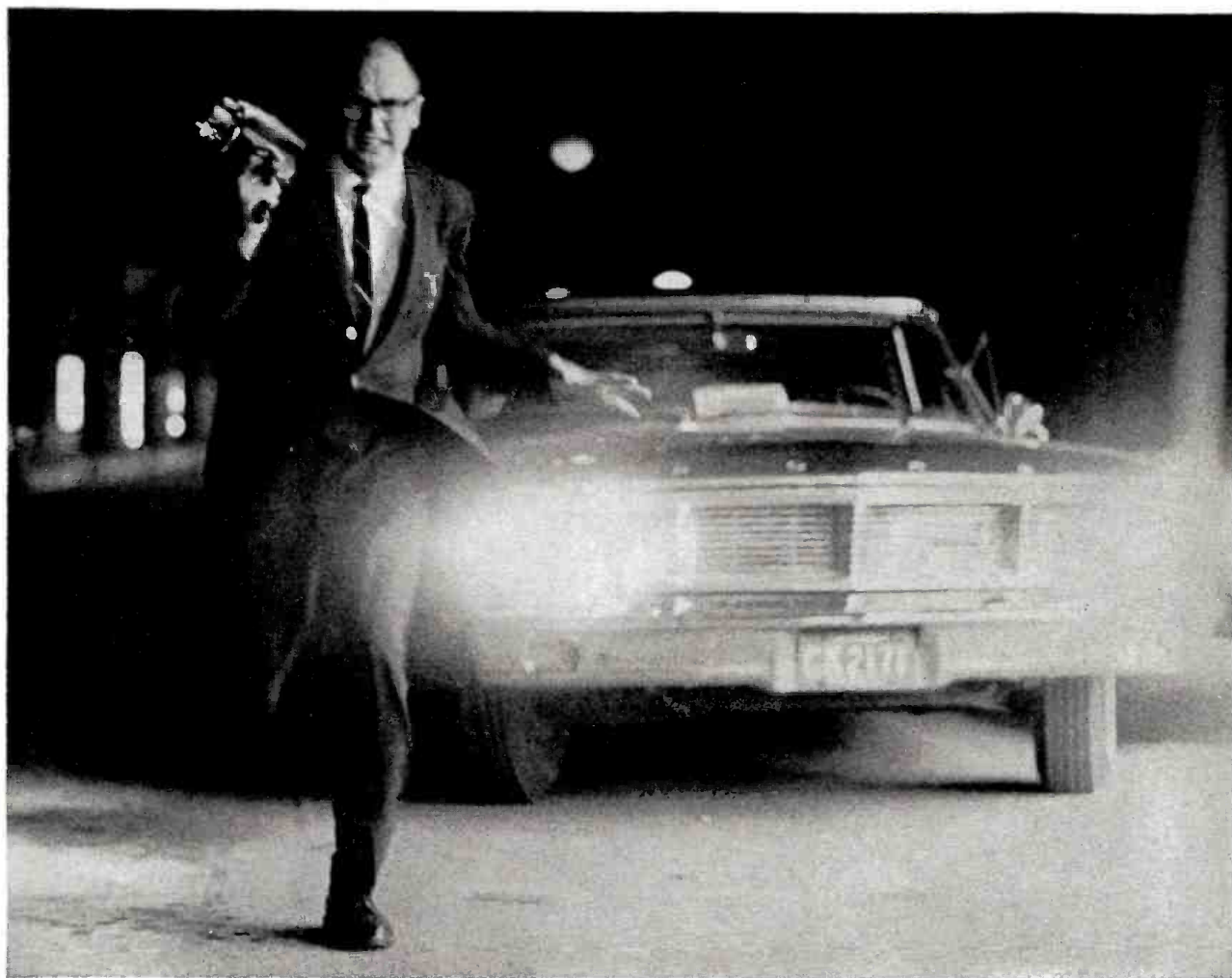
EDITOR: The reception to the Mendelsohn survey (BROADCASTING, May 11) has been most gratifying and most of it is due to your fine coverage of the report. We already have had several requests for copies of the report and film as a result of your story.—*Bob Martin, general manager, KMOR Littleton, Colo.*

### Thank you, 'Dear Box'

EDITOR: I feel compelled to write to express satisfaction with the pulling power of your classified ads. I recently sold an item of equipment, and actually could have sold it four times, just from the checks that arrived in the mail. (Naturally the first guy got it.)

Your ads are so good, I am almost tempted to try for a job through them, but ... I will have to forego that. However, if I ever sell any more equipment, I will advertise first in BROADCASTING. Yay! *Red Blanchard, 8136 Worster Avenue, North Hollywood, Calif.*

P.S. Even though I advertised under a box number, I was very disappointed not to get even one letter addressed, "Dear Box."



## The best film coverage in Chicagoland!



For the second straight year, a member of WGN-TV's news department has been selected Chicago cameraman of the year.

Charlie Ray won the Chicago Press Photographers Association's "Grand Award" for first place honors in the categories of General News and Features.

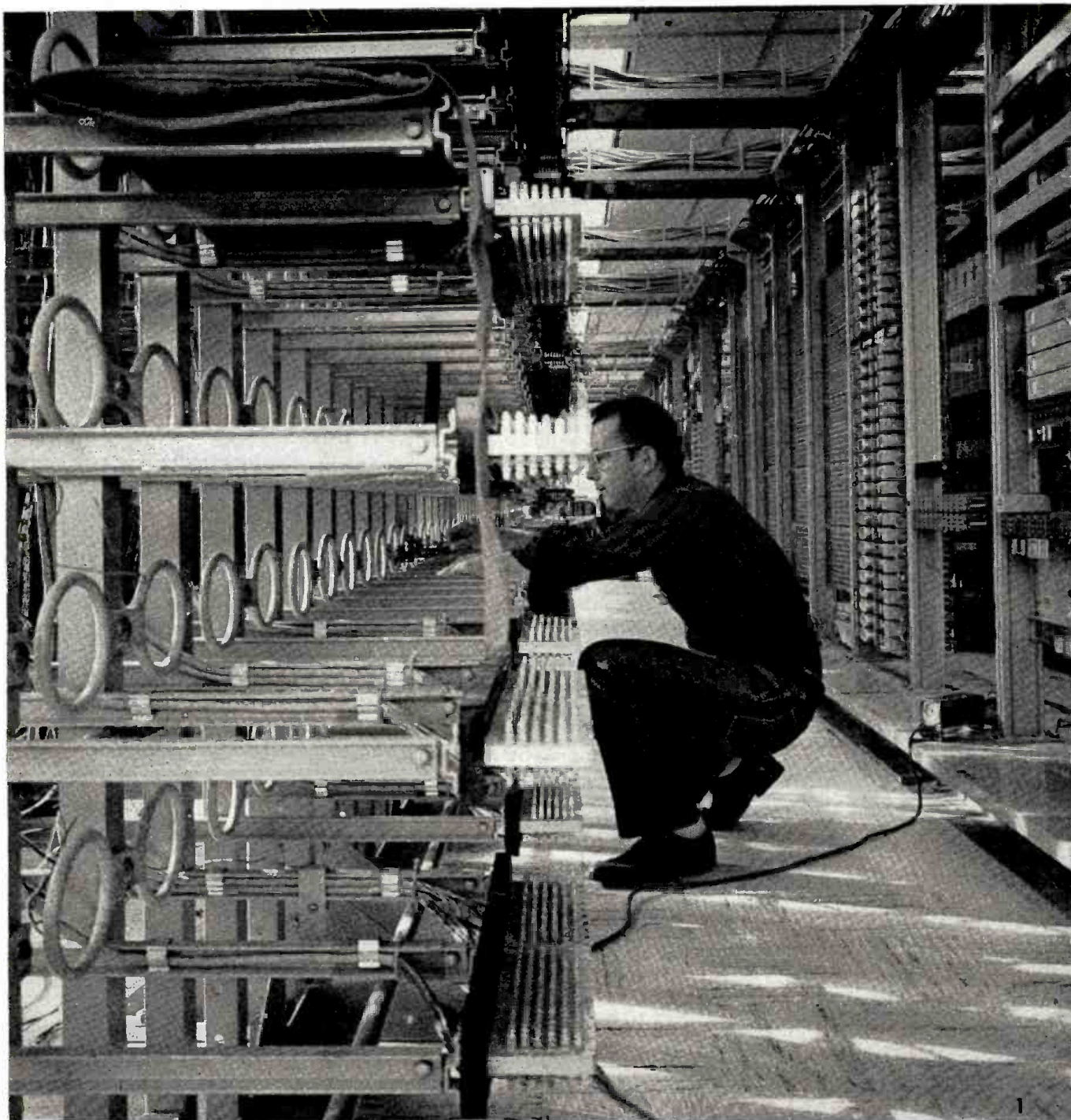
WGN-TV's Ed Sullivan, last year's "Cameraman of the Year," was awarded first place in the Spot News category.

In all, WGN-TV won six awards in the annual contest, including the newly inaugurated rotating station trophy.

Charles Ray and Ed Sullivan are part of a thirty-man news department dedicated to keeping the vast Chicagoland audience on top of the news. More prize-winning news footage than any other television station!

# WGN IS CHICAGO

*the most respected call letters in broadcasting*



## Complex communications installation completed

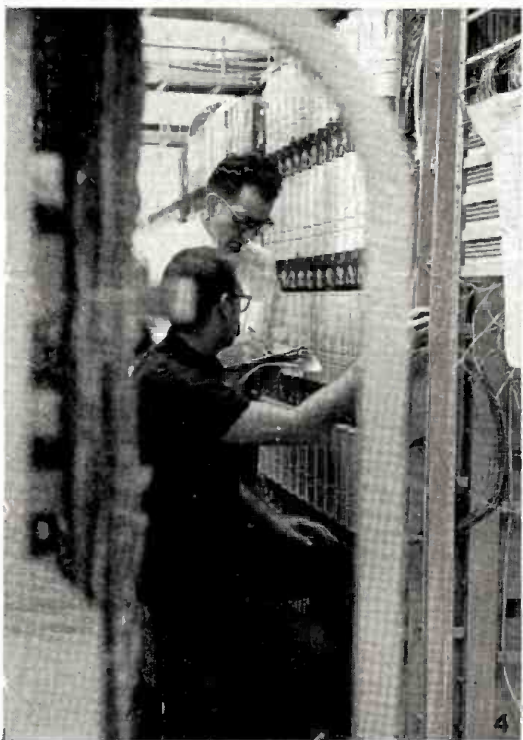
CLEAR LAKE, TEXAS. A new communications network produced and installed by Western Electric is now ready for operation at NASA's Manned Spacecraft Center here. The switching complex has 3,700 telephone lines, 800 of which can be direct tie lines. In the tie-line network are Cape Kennedy, NASA's Washington Headquarters, the Missile Test Center in New Mexico and four major prime contractors. This allows for almost instant communications among these vital locations.

On-the-spot installation of this important communications link was carried out by a 70-man Western Electric crew. They are part of a 17,000-man force that performs the final step in the

delivery of complex communications networks Western Electric makes for the Bell System.

Throughout the enormous job at Clear Lake, these installation men and many other Western Electric people worked closely with personnel from Southwestern Bell Telephone Company, contractor for all telephone equipment used at the Space Center.

In doing this important work for the U.S. Government, Western Electric called on the resources and experience it has gained as a member of the nationwide Bell Telephone System. For 82 years, these skills have been ready to serve America whenever and wherever needed.



## at NASA space center by Western Electric

**Giant frames (1.)** for interconnecting wires are worked on by Western Electric Installer John Runnels. He was one of 70 men from Western Electric who helped install the NASA Space Center's switching network.

**1,600 acres (2.)**, some 22 miles from downtown Houston, is the site for the NASA Manned Spacecraft Center. This artist's rendering shows how the 60-building complex will look completed.

**Circuit test (3.)** is performed by Western Electric Installer Bob Smith. He's listening in with earphones to make certain that

telephone connections will be sure and clear.

**Banks of switches (4.)** are checked out by Western Electric Job Supervisor Bob Byrd (rear) and Installer Emmett Baucum. This equipment plays an important role as back-up for the main Centrex system.

**Centrex automatic switching (5.)** equipment is housed in the project management building shown above. Jim Creel, NASA coordinator, points out another part of the Manned Spacecraft Center to Western Electric Installer Cecil Curry.

**WESTERN ELECTRIC** MAKER OF TELEPHONE EQUIPMENT FOR THE BELL SYSTEM



## Circa 1880: nothing has changed but the soap

Daily we watch the battle on television among the Ajax White Knight, Wally Cox, Mr. Clean (in flesh and blood yet!) and the sweet ladies who sing out the wonders of our modern soaps, detergents and dirt-destroyers.

All of them had left me untouched and unwashed—a Falstaff far from the din of this incessant battle, crying fie on the war on filth.

But suddenly my eyes were opened by a commercial showing women's hands wafting seraphically through the air and accompanied with the promise that they would ever be soft and lovely, because . . .

Where had I seen all this before? No dream of pipe or slumber, surely . . . or was it? Then I remembered.

Riffling rapidly through my collection of antique advertising trade cards—all circa 1880—I found a card pointedly dramatizing the advantages to be enjoyed if a lady used James Pyles' Pearl-line.

Without the lightening visual thrust of TV, the Pearl-line copywriter over 80 years ago found it necessary to grip his readers with prose that could have been borrowed from some hellfire-and-brimstone sermon of the day:

"Distorted hands will surely come to those who clean house and wash clothes in the old-fashion way—with soap. How can it be otherwise? You rub-rub-rub and ache-ache-ache. You spend hours inhaling the hot steam and odors which rise from the tub, impregnated with the filth of soiled clothing, and with all this you have not obtained the best results.

"With Pearl-line a delicate woman can do a large wash. You do not have to rub yourself and your clothes to pieces. You do not have to inhale fetid steam. When finished, you are not too tired to see that your work is well and economically done, and that you have saved many hours of woman's hardest work.

"Pyle's Pearl-line is the modern soap. Beware of Imitations."

Trade card advertising of soaps competed with the proprietary medicine cards in numbers around 1880.

Kendall's Soapine, for example, had a straightforward pitch:

"To protect yourself from the evil effects of using soap made from impure materials, see that it bears the name of some reliable manufacturer."

This competitive argument was used for C. L. Jones Tulip Soap:

"There is more value in the cake of Tulip soap than in a pound of so-called

labor saving soap which may be quick in action, but are surely destructive of fabrics. Nor are soaps which are sold at 5¢ a cake profitable for the consumer. Such soaps contain very little true soap, most of the ingredients being of no value for washing."

The threat, implied and overt, marked the copy on a card for Lyon's Laundry Sulphur-Borax soap:

"It imparts a charming whiteness to the most delicate fabric, linen, muslin, lace, etc., rendering it perfectly pure and wholesome. It prevents the contraction of contagious diseases; diphtheria, typhoid, and all malarial fevers. It is a special boon to school children who are exposed to the dangers of infection that lurk in every school room. It can be used for all purposes where a family soap is required."

**Old Time Melody** = So you think singing commercials and the jingle are something new? You don't need Mitch to sing along with this old card titled "Song of the White Borax Soap":

I pluck a feather from a wild goose wing.

The praise of Wrisley's soap to sing,  
Says I to myself, says I, what soap  
Best scatters the dirt and inspires hope?  
And the answer came as slick as wax,  
'Tis Wrisley's far-famed White Borax.  
Then give us Borax day and night,  
This thing of beauty, this heart's delight,  
You'll find it plenteous as the sea  
In every first class grocery.

Then give three cheers for the White Borax,

It hits the dirt such rousing thwacks,

It makes the linen clean as wax,

This elegant, shining White Borax.

Add to these the famous parody of Longfellow's "Excelsior" by Bret Harte who took time off from his short-story writing to pen this moving poem for

Sapolio Soap:

The shades of night were falling fast  
And through an eastern village passed  
A Youth who bore, through dust and heat

A stencil plate that read complete—  
Sapolio

'O, stay,' the maiden said, 'A rest  
Pray give us! What with 'Bixby's Best,'  
And 'Simmons' Pills, we're like to die.'  
He only answered, 'Will you try  
Sapolio?' . . .

**Gripping Drama** = In the 1930's I labored as a writer-director in the radio soap opera vineyards of Blackett-Sample-Hummert on such shows as *Betty and Bob* and *Arnold Grimm's Daughter*. I thought the Hummerts had invented the soap opera for radio. Oh, foolish youth. I had yet to see 1880's trade card for Higgin's German Laundry Soap.

Complete, printed on on card: "A Soapy Story—Mrs. Tippens' Troubles. By Melissa Eames." It begins:

"My dear," said Mr. Tippens, setting his cup down on his saucer, with a violence which came near cracking the latter; "My dear, this coffee is unpardonably bad. There is no taste of coffee in it. You must speak to Bridget." . . .

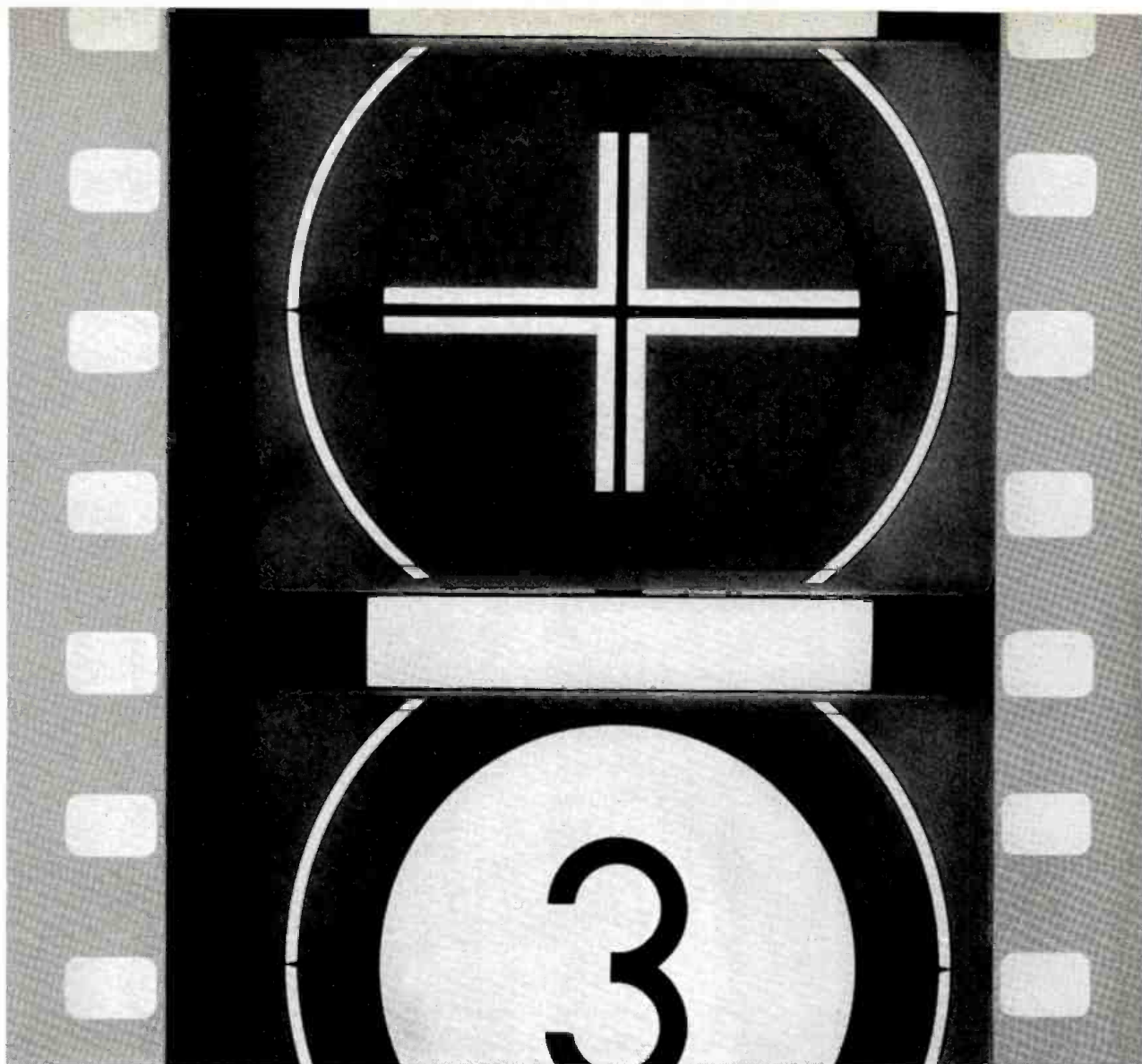
There you are. The same coffee gambit you can see and hear daily on the network shows today. I'm sorry I can't give it to you in full. But this soap opera does have a happy ending:

"Mrs. Tippens troubles were soon at an end. Mrs. Chipp's girl's sister had a better temper than Miss O'Flanagan had possessed; and, with Higgin's German Laundry Soap, a great change came over her domestic sky. Even the husband's aunt ceased to sneer at Dora's housekeeping."

Of course, the commercial came at the end. Even in 1880.



Lester A. Weinrott became vice president of Geyer, Morey, Ballard Inc. last year when he joined the account management group of the agency's Chicago office. Before that for two years he was vice president of North Advertising, Chicago, and for a like time vice president and manager of the Chicago office of Reach, McCClinton & Co. For 25 years Mr. Weinrott was an independent TV-radio commercial packager-producer there. He has also been manager of the radio-TV department of Ted Bates, New York.



## The next thing you see will be a pampered commercial.

The simple truth is, we pamper your TV commercial. We see to it that it's in good company. Every Group W station holds to a high standard of continuity acceptance, set and supervised by a central Continuity Acceptance Office. All the commercials that run on Group W stations meet or exceed TV Code Standards. Another thing: the rate structure is the same for everyone. And if your commercial is scheduled to run at, say, 10:29:30, that's when it runs.

You might think there's nothing particularly unique about high standards of continuity acceptance, or about

firm rates, or about commercials running on time. But they are unique when they represent a larger policy of Group W stations—to provide outstanding and consistent service to advertisers.

In a way, you have everything running for you when you use a Group W station... all the above; as well as an operating philosophy in your interest.

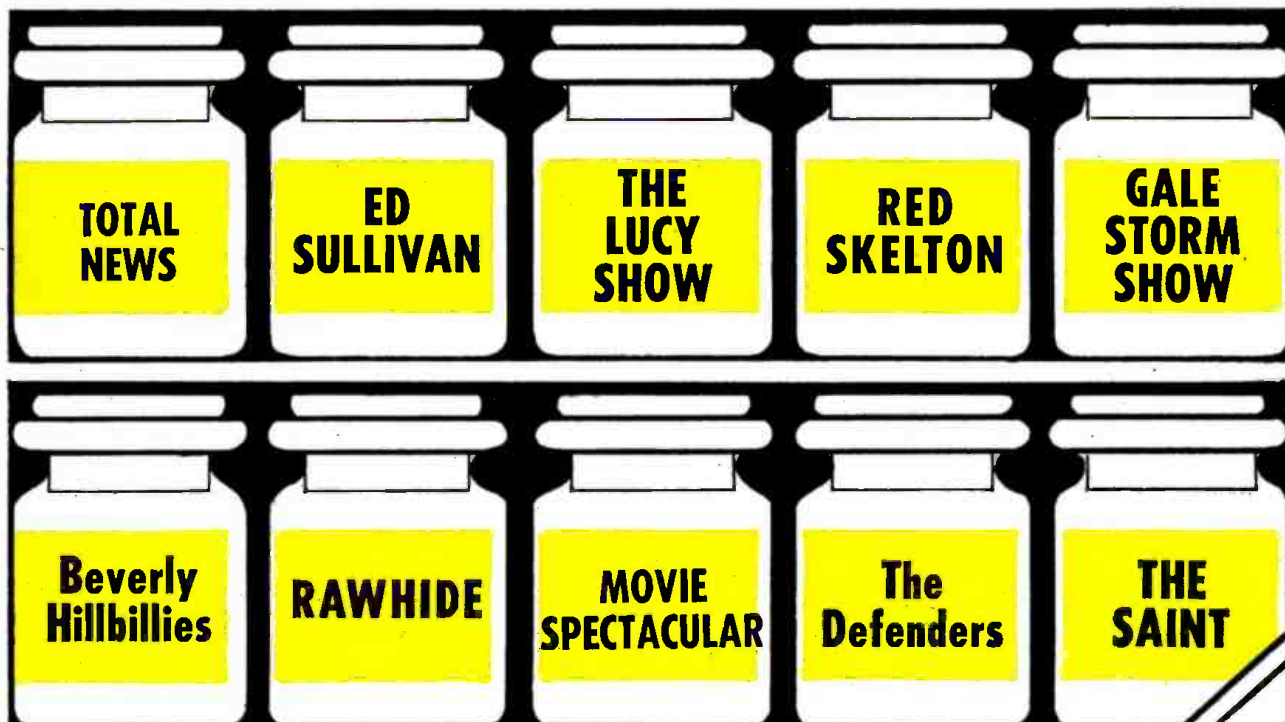
Why do we go to all this trouble? We believe it's the right way to run a business. It's what helps make every Group W station a good station to do business with.



WESTINGHOUSE BROADCASTING COMPANY

WBZ • WBZ-TV BOSTON • WINS NEW YORK • WJZ-TV BALTIMORE • KOKA • KOKA-TV PITTSBURGH • KYW • KYW-TV CLEVELAND • WOWO FORT WAYNE • WIND CHICAGO • KPX SAN FRANCISCO

# **"Seasoned to Please!"**



## **WKRG-TV**

**Mobile-Pensacola**

**Channel 5**

**Represented by H-R Television, Inc.**

**or**

**Call C. P. Persons Jr., General Manager**



# It's season for TV price reviews

Some stations count their viewers, decide on modest rate increases before the fall season begins, others plan to hold present line

Television stations are currently in the midst of a seasonal round of spot advertising rate reviews that are expected to add modestly to the average spot TV advertiser's bill next fall.

The overall increase appears to be more selective, no more widespread and perhaps smaller than last year's.

In any case, station authorities report that primarily the raises are based on bigger audience values that mean the advertiser will get more for his money.

In many cases increases booked for certain day-parts will be offset partly or totally by decreases in rates for other periods. Similarly, the overall effect of increases by some stations will be reduced to some extent by downward adjustments contemplated by a number of other stations.

This assessment emerged last week from a canvass of leading television station representatives. Here are the highlight findings:

▪ Spot rate increases have been formulated or are in the process of being developed by a substantial number of stations representing all sections of the U. S., but the move to boost rates is far from general. Although dependable statistics were not available, some sources speculated that about one station in every three or four will have increases in some part of its rate card this fall.

▪ Where they do occur, the increases appear to be far more selective than a year ago, applicable only to certain day-parts in most cases rather than taking the form of across-the-board raises. Many stations appear to be making a special effort to see that their adjustments include rate reductions as well as increases, wherever justified.

▪ Because the exact amount of the adjustment in many cases has not been

finally determined, no average is yet ascertainable. Among stations whose plans for increases are known, most appear to fall in the 6 to 12% range, although they vary widely on a station-by-station basis.

Station representatives stressed audience gains as justification for the increases but several also noted that high advertiser demand for certain time segments and certain commercial lengths—notably one-minute availabilities—have put those periods and lengths in short supply, and thus give additional support for a mark-up in rates.

**Wider Coverage** ▪ The audience gains can arise from a number of factors, including extension of coverage through

installation of new equipment or a new tower, increases in set ownership within a market or the introduction or development of local or network programming with wider appeal. The ups and downs of network program popularity have a marked bearing on the pricing of adjacencies.

Station representatives also stressed that, as in most businesses, the costs of television station operation also continue to rise. Moreover, they contended, television's charges are still substantially below those of the print media in relation to advertising values delivered.

In most cases, it appeared, rate increases will be made with 90 days protection afforded to existing advertisers. The protection period, which a relatively few years ago was normally one year, has been gradually shortened until 90 days now seems the usual standard, although some stations allow longer periods and a few still offer a full year's protection.

**Some Complaints** ▪ There have been intermittent private complaints among

## Zenith, Motorola spend \$3 million in TV

A total of \$3 million in network television for fall was committed last week by two major set manufacturers who spent little in the medium a year ago.

Zenith, long a major user of print media but which last year spent only an estimated \$400,000 on TV for the *World Series of Golf* on NBC, added another \$1 million for fall by buying into five NBC nighttime programs.

Motorola at the same time, a former television user, but last year not represented on any of the networks, bought participations on 12 ABC-TV network programs for an estimated \$2 million.

Programs in which Motorola will participate include: *Saturday Night at the Movies*; *Flintstones*; *Wide World of Sports*; *Hollywood Palace*;

*Ben Casey*; *Combat*; *Fugitive*; *Jimmy Dean Show*; *Burke's Law*; *Ozzie & Harriet*; *Lawrence Welk*, and *Destry*. Leo Burnett, Chicago, is the agency.

The Zenith sponsorships, through Foote, Cone & Belding, Chicago, are on *Andy Williams*; *The Virginian*; *Wednesday Night at the Movies*; *The Jack Paar Show*, and *Saturday Night at the Movies*. The last three of these programs are in the 11 shows NBC has fully sold in the fall season's prime-time schedule.

NBC reports sell-outs on 11 shows out of 25 weekly prime-time programs for next season. ABC reports 14 shows sold out of a total of 32. CBS has sold 21 of the 34 weekly prime-time shows (BROADCASTING, May 25). NBC also reported sponsorship on every one of the 25 programs on the schedule.

some agency executives that a surge in spot TV rate increases appeared to be developing for fall, but this does not seem to be a universal viewpoint. At least some other agency authorities have indicated they are prepared to accept—but not applaud—cost-per-thousand increases in the 5 to 10% range this fall, and some say they are budgeting with that probability in mind. Many station reps said their explorations to date have indicated no substantial agency resistance to the increases boded for this fall.

Among stations currently planning to adjust their rates upward, it appeared that most have not had significant increases—if any—in the last 12 to 18 months. It was pointed out that rate review is a continuing process among stations and that changes can come at any time, although spring and summer normally are the most popular review periods. This enables the effective dates of any changes to coincide generally with the start of the new fall television season.

**BROADCASTING's** canvass of station reps found some who, for competitive or other reasons, refused to discuss the plans in work for their stations. These included several, but not all, of the so-called self-representation firms—those under the same ownership as some or all of the stations they represent—and also some sales organizations who work for their own stations in cooperation with independent representation firms.

**Some Refuse Comment** • Those who declined to discuss plans included CBS Television National Sales, George P. Hollingbery Co., Metro TV Sales, Storer Television Sales and Television Advertising Representatives.

The following is a report, company by company, of the current rate outlook among stations handled by the respective firms as supplied by competent authorities in each:

**ABC Television Spot Sales:** Although ABC-owned stations have not yet issued new rate cards for fall, an official said he expected three or four time periods will get higher rates because of anticipated stronger programming. One period mentioned was ABC-TV's upcoming *Sunday Night at the Movies* (9-11 p.m. NYT).

**Advertising Time Sales:** Two or three of the eight TV stations represented by ATS are raising their rates. Increases may range up to 15% on all announcement lengths, with biggest gains in the 11:30 a.m. to 4 p.m. period and the smallest in late fringe periods.

**Avery-Knodel:** A few stations plan to raise their rates but no more than in previous years.

**Blair Television:** For some stations there will be some increases in some day parts and rearrangements in others, but the net effect probably will not be an overall rate rise on its 54 TV stations. Blair now is in process of studying rate cards with its stations and an official indicated he therefore could not speak definitively at this time.

**Devney Organization:** No changes planned by its six TV stations.

**Forjoe TV Inc.:** No changes planned.

**Gill-Perna:** No changes contemplated.

**H-R Television:** Rate increases at practically all of the 25 TV stations represented by H-R have been formulated or will be within the next few weeks. It is estimated that the hikes will average about 10%, although higher on some stations and lower on others. Most time periods will carry a higher rate, although the upgrading will vary from station to station.

**Harrington, Righter & Parsons:** Three or four of the 17 television stations represented by HRP will raise rates this summer or fall, but the increases will be "minimal and not across the board"—and an approximately equal number will be revising their rate structures downward. Increases will be most noticeable in fringe one-minute announcements. Prime and daytime commercials are expected to remain as they are. Increases will be "considerably smaller" than at this time last year, when more than a dozen HRP stations raised rates in "fairly sweeping revisions."

## L&M testing

Liggett & Myers Tobacco Co., New York, through J. Walter Thompson, that city, is using spot TV to support the test market introduction, in Florida, of "Devon," a new menthol cigarette with a three-section, activated charcoal filter.

Although billings figures have not been released, an agency source said last week that the introduction announcements are being presented by TV stations in all major Florida markets. It was said emphasis in the commercials is placed on the ability of the cigarette's filter to relieve any possible "sting" which some smokers might associate with menthol cigarettes.

**Katz Agency:** There will be no general rate adjustment at Katz stations but there will be selective increases, depending on the day part, the specific program or the competitive situation of the station. A spokesman said the company has made no detailed analysis of its stations' current rate structures and could not offer an estimate on an increase. He ventured that there probably would be some overall increase, however.

**Jack Masla & Co.:** Two of seven TV stations plan to increase rates. These increases will apply "fairly generally" but with emphasis on fringe time and also a slight increase in AA time.

**The Meeker Co.:** Five of its 17 stations are increasing rates for the fall. At that time others might follow suit, if they show audience gains to support an increase.

**NBC Spot Sales:** Four of the five NBC-TV-owned TV stations will implement rate increases as of mid-September. They will average about 10%. Largest increase will be in prime time; the increase in daytime will be smaller. The fifth station's rates will remain about the same.

**Peters, Griffin, Woodward:** A representative indicated there would probably be an increase for PGW stations considered collectively, but he declined, "for competitive reasons," to be more specific.

**Edward Petry & Co.:** Probably 12 of the 32 TV stations represented by Petry are putting rate increases into effect. Of the 12, five are raising fringe minute periods by 10 to 15%, but overall increases on these stations will be considerably less than 10 to 15%. Other changes will see modest rises in daytime, particularly on most CBS-TV affiliates and a few ABC-TV outlets. It was noted that daytime rates on a number of NBC-TV's affiliates will decrease slightly.

**Paul H. Raymer Co.:** There will be no general rate increases on the 10 TV stations represented by Raymer. Three of the stations will have rate increases in fringe time, but these three will also make adjustments in rates for other time periods so that the total effort will be that their rates will stay about the same.

**RKO General Broadcasting National Sales:** Reviews rates of RKO General's five TV stations at frequent intervals, but has no present plans for general rate increases this fall.

**Select Station Representatives:** Three of its 10 smaller-market TV stations are putting in rate increases for the fall season that will average 10-15%. The increases generally are for selected time

# Planning a TV campaign? Here's how to figure cost

The Katz Agency Inc. last week issued the 35th edition of the "Spot Television Advertising Cost Summary," which is revised semi-annually and which is used for rapid estimation of spot TV costs.

Rates in the new edition are tabulated, market by market, for several of the most frequently used time classifications (see table). In addition, formulas are provided which, when applied to rates in the market-by-market tabulations, serve as tools for estimating most TV budgets, according to Daniel Denenholz, Katz Agency's director of research and promotion.

**Campaign Costs** ■ Based on published rates as of March 15, 1964, the summary shows, for example, that a daytime campaign using six one-minute announcements per week in all of the top 20 markets would cost approximately \$5,178; would rise to \$7,909 if the top 50 markets were used, and to \$10,658 for the top 100 markets. A late-night campaign using six one-minute spots per week in the top 20 markets is estimated at \$7,509; goes to \$9,977 in the top 50 markets, and \$12,201 in the top 100 markets.

Mr. Denenholz pointed out that the summary is not offered as a guide to individual market rankings. The primary purpose, he said, is to arrive at a list from which costs may be tabulated for groups of markets. He added: "experience has shown that regardless of the market ranking used, the costs for a group of top markets remain almost the same."

areas and cover all lengths of announcements.

**Venard, Torbet & McConnell:** A number of its stations, probably somewhat more than usual for this time of year, are increasing their rates selectively, with the most noticeable increases occurring in prime time.

**Weed Television Corp.:** Its nine TV stations are making no rate changes.

**Adam Young Inc.:** About half of its 29 TV stations will have rate adjustments in effect by fall, with the changes probably averaging out to about a 5% increase. Most changes will occur in late-afternoon, early-evening and late-evening rates, and will be much more selective than in some prior card changes.

BROADCASTING, June 1, 1964

|                                                | PRIME TIME      |                 |            |            | DAYTIME    |             | TRANSITION PRECEDING (a) |             | LATE NIGHT |             |
|------------------------------------------------|-----------------|-----------------|------------|------------|------------|-------------|--------------------------|-------------|------------|-------------|
|                                                | ½ Hour          | 20 Seconds      |            | Minute     | Minute     |             | Minute                   |             | Minute     |             |
|                                                | (Base 1-1 Time) | (Base 1-1 Time) | 5 Per Week | 8 Per Week | 8 Per Week | 12 Per Week | 8 Per Week               | 12 Per Week | 8 Per Week | 12 Per Week |
| New York, N.Y.                                 | \$ 8,120        | \$ 2,500        | \$ 2,500   | \$ 2,500   | \$ 1,000   | \$ 550      | \$ 2,200                 | \$ 1,800    | \$ 2,000   | \$ 1,100    |
| Los Angeles, Cal.                              | 3,000           | 1,350           | 1,350      | 1,350      | 450        | 290         | 1,000                    | 1,000       | 500        | 280         |
| Chicago, Ill.                                  | 3,000           | 1,400           | 1,400      | 1,400      | 575        | 345         | 1,100                    | 690         | 1,200      | 775         |
| Philadelphia, Pa.                              | 2,520           | 1,200           | 1,200      | 1,200      | 583        | 413         | 1,000                    | 700         | 954        | 580         |
| Boston, Mass.—Manchester, N.H.                 | 1,800           | 900             | 900        | 900        | 285        | 208         | 1,000                    | 1,000       | 312        | 312         |
| Detroit, Mich.                                 | 1,980           | 900             | 900        | 930        | 300        | 180         | 850                      | 650         | 231        | 198         |
| San Francisco—Oakland, Cal.                    | 1,470           | 850             | 850        | 850        | 158        | 154         | 875                      | 875         | 210        | 185         |
| Cleveland, Ohio                                | 1,380           | 775             | 775        | 775        | 225        | 180         | 925                      | 685         | 400        | 400         |
| Pittsburgh, Pa.                                | 1,500           | 750             | 750        | 750        | 225        | 180         | 800                      | 600         | 388        | 394         |
| Washington, D.C.                               | 1,110           | 475             | 475        | 475        | 170        | 125         | 425                      | 425         | 170        | 125         |
| Total Cost for 1st 10 Markets                  | \$ 23,880       | \$11,100        | \$10,900   | \$10,360   | \$ 3,831   | \$ 2,593    | \$ 9,275                 | \$ 8,135    | \$ 6,055   | \$ 4,209    |
| St. Louis, Mo.                                 | 1,280           | 395             | 395        | 395        | 205        | 150         | 310                      | 819         | 225        | 225         |
| Providence, R.I.                               | 1,000           | 495             | 374        | 352        | 110        | 80          | 225                      | 150         | 110        | 80          |
| Baltimore, Md.                                 | 1,050           | 512             | 470        | 442        | 150        | 120         | 300                      | 240         | 190        | 150         |
| Dallas—Fort Worth, Tex.                        | 1,200           | 450             | 450        | 450        | 132        | 124         | 286                      | 286         | 120        | 105         |
| Cincinnati, Ohio                               | 1,050           | 380             | 350        | 355        | 70         | 60          | 200                      | 190         | 80         | 70          |
| Minneapolis—St. Paul, Minn.                    | 1,200           | 475             | 475        | 475        | 135        | 120         | 225                      | 225         | 224        | 212         |
| H'ford—New Haven—New Britain, Conn.            | 1,170           | 450             | 450        | 450        | 188        | 163         | 338                      | 293         | 150        | 130         |
| Indianapolis—Bloomington, Ind.                 | 840             | 450             | 450        | 450        | 115        | 95          | 235                      | 230         | 85         | 80          |
| Miami, Fla.                                    | 925             | 530             | 530        | 530        | 144        | 108         | 465                      | 425         | 112        | 96          |
| Milwaukee, Wis.                                | 900             | 400             | 400        | 400        | 98         | 84          | 300                      | 300         | 158        | 135         |
| Total Cost for 1st 20 Markets                  | \$ 34,475       | \$15,550        | \$15,244   | \$14,629   | \$ 5,178   | \$ 3,695    | \$12,168                 | \$10,793    | \$ 7,509   | \$ 5,492    |
| Kansas City, Mo.                               | 924             | 375             | 330        | 300        | 130        | 105         | 225                      | 195         | 150        | 125         |
| Charlotte, N.C.                                | 870             | 300             | 300        | 300        | 113        | 113         | 350                      | 350         | 68         | 50          |
| Sacramento—Stockton, Cal.                      | 990             | 350             | 380        | 310        | 80         | 70          | 270                      | 250         | 50         | 35          |
| Atlanta, Ga.                                   | 840             | 375             | 330        | 300        | 120        | 110         | 281                      | 244         | 70         | 60          |
| Seattle—Tacoma, Wash.                          | 900             | 375             | 300        | 275        | 95         | 85          | 250                      | 220         | 95         | 85          |
| Buffalo, N.Y.                                  | 1,000           | 500             | 500        | 500        | 125        | 125         | 275                      | 275         | 175        | 175         |
| Johnston—Rochester, N.Y.                       | 860             | 215             | 215        | 215        | 72         | 72          | 175                      | 175         | 70         | 70          |
| Lancaster—Harrisburg—York, Pa.                 | 720             | 240             | 240        | 240        | 101        | 81          | 270                      | 270         | 101        | 81          |
| Grand Rapids—Kalamazoo, Mich.                  | 800             | 400             | 375        | 350        | 100        | 80          | 250                      | 250         | 100        | 80          |
| Houston, Tex.                                  | 780             | 408             | 374        | 352        | 104        | 81          | 250                      | 250         | 128        | 118         |
| Total Cost for 1st 30 Markets                  | \$ 42,959       | \$19,133        | \$18,555   | \$17,768   | \$ 6,531   | \$ 4,627    | \$14,768                 | \$13,276    | \$ 8,516   | \$ 6,375    |
| Dayton, Ohio                                   | 780             | 285             | 285        | 285        | 85         | 65          | 250                      | 250         | 85         | 85          |
| Tampa—St. Petersburg, Fla.                     | 860             | 280             | 280        | 280        | 80         | 75          | 300                      | 300         | 90         | 75          |
| Memphis, Tenn.                                 | 720             | 235             | 225        | 215        | 85         | 80          | 190                      | 180         | 64         | 51          |
| Columbus, Ohio                                 | 720             | 300             | 300        | 300        | 90         | 90          | 210                      | 185         | 90         | 90          |
| Portland, Ore.                                 | 600             | 275             | 275        | 275        | 80         | 70          | 224                      | 195         | 80         | 70          |
| Syracuse, N.Y.                                 | 660             | 350             | 350        | 350        | 90         | 80          | 280                      | 280         | 120        | 120         |
| Wheeling, W. Va.—Steubenville, Ohio            | 480             | 200             | 135        | 120        | 65         | 55          | 120                      | 100         | 94         | 86          |
| Greensboro—Winston-Salem, N.C.—Asheville, N.C. | 460             | 180             | 183        | 145        | 50         | 40          | 120                      | 120         | 35         | 18          |
| Nashville, Tenn.                               | 600             | 260             | 238        | 224        | 80         | 70          | 170                      | 160         | 50         | 40          |
| Birmingham, Ala.                               | 700             | 300             | 300        | 300        | 80         | 85          | 210                      | 200         | 30         | 25          |
| Total Cost for 1st 40 Markets                  | \$ 49,359       | \$21,778        | \$21,086   | \$20,345   | \$ 7,916   | \$ 5,317    | \$16,852                 | \$15,244    | \$ 9,244   | \$ 7,935    |
| New Orleans, La.                               | 750             | 380             | 310        | 280        | 105        | 95          | 230                      | 210         | 75         | 75          |
| Albany—Schenectady—Troy, N.Y.                  | 750             | 285             | 285        | 275        | 100        | 90          | 260                      | 250         | 85         | 85          |
| Charleston—Huntington, W.Va.                   | 840             | 250             | 225        | 210        | 80         | 70          | 210                      | 200         | 35         | 35          |
| Louisville, Ky.                                | 810             | 275             | 275        | 275        | 125        | 125         | 325                      | 325         | 100        | 100         |
| Flint—Saginaw—Bay City, Mich.                  | 600             | 225             | 225        | 225        | 75         | 68          | 168                      | 137         | 48         | 48          |
| Greensboro—Winston-Salem, N.C.                 | 600             | 225             | 225        | 225        | 83         | 72          | 200                      | 200         | 65         | 54          |
| Toledo, Ohio                                   | 800             | 300             | 280        | 260        | 105        | 90          | 225                      | 210         | 60         | 50          |
| Denver, Colo.                                  | 600             | 300             | 300        | 270        | 80         | 70          | 270                      | 240         | 160        | 140         |
| Portland-Tualatin-Spring, Me.                  | 460             | 148             | 112        | 98         | 35         | 30          | 125                      | 120         | 40         | 35          |
| Lansing—Ontonagon, Mich.                       | 600             | 200             | 200        | 180        | 80         | 80          | 210                      | 185         | 60         | 40          |
| Total Cost for 1st 50 Markets                  | \$ 56,239       | \$24,338        | \$23,523   | \$22,540   | \$ 7,909   | \$ 6,090    | \$18,075                 | \$17,301    | \$ 9,977   | \$ 7,691    |

(a) Rate immediately preceding start of evening network time. In some cases this is also the Prime Time rate.  
 † Market ranking includes TV Homes circulation of satellite operation.  
 ‡ Rate includes satellite operation.

First 50 markets of Katz Spot TV Cost Summary are reproduced above.

Mr. Denenholz also emphasized that the summary must be "used cautiously for the purpose of tracing rate trends." He noted that changes

in totals from report to report "may be due not only to rate changes but also to changes in the stations selected for tabulating."

## McClatchy checking out consumer preferences

California's McClatchy Newspapers and McClatchy Broadcasting Co. are undertaking a continuing consumer-preference survey, Market Measure, as an aid to advertisers. The survey will provide quarterly releases of data on selected products in areas served by the McClatchy stations, KMJ-AM-FM-TV Fresno, KBEE-AM-FM Modesto, KFBK-AM-FM Sacramento, all California, and KOH Reno.

Market Measure will use two methods to determine preferences: consumer analysis, asking what products have been purchased during a specified time period, and home audit, an actual check

of the products on household shelves. The result will rank brands on hand which were bought during the past month, or two months in the case of toiletries. Items purchased before that and not used are excluded, as are samples and gifts. Categories will cover food, beverages, toiletries, household items, apparel, tobacco products, automobiles and automotive products.

Information of special interest to local retailers such as store preferences and shopping habits will be available.

Single sheets pertaining to a particular product or sheets for each of the products of an agency's clients will be released through the individual stations' sales departments or their national representatives: Paul H. Raymer Co., New York, for the radio stations and the Katz Agency, New York, for KMJ-TV.

# A world of computers plugged in by humans

## 200 agency and advertiser personnel hear Chicago seminar call for standardization of research data

The complex world of the electronic computer, its growing usefulness in advertising today and its highly imaginative potentials as tomorrow's vital marketing tool were explored in Chicago last week at an all-day seminar sponsored by the Broadcast Advertising Club there.

Consensus: The machine won't replace humans who still must make subjective judgments, both as to what they put into the system and as to what significance they attach to the "answers."

Trend: During the last 10 months agency computer usage has tripled.

The seminar attracted more than 200

do the buying for us . . . that imaginary miracle machine is yet on the horizon."

Mr. Wright pointed out, however, that a computer will sift and sort facts, print facts in any order, show relationships, work with great efficiency, accuracy and speed, and provide the mathematical results of alternate decisions. This means, he said, that the computer "is proving to be of tremendous help to our media planning groups because it relieves our personnel of a large clerical and computational work load."

■ Joseph St. Georges, vice president and manager, department of media relations and planning, Young & Rubi-

ing division. He also predicted that the timebuyer of the future "will be less a buyer of time units and more of a market analyst. He will be more deeply involved in negotiating and forecasting."

Computers, the RCA executive predicted, "will be buying a major proportion of national advertising time, choosing spots, making selections from among network opportunities and giving the human buyer more time for interpretation and planning."

■ John L. Rigotti, vice president and director of marketing services, Foote, Cone & Belding, Chicago, and chairman of that agency's electronic data processing committee, cited how the use of computers "has sparked an intensified demand" for information in advertising and media.

■ The plea for more and better data also was voiced by Paul H. Vanerheiden, manager, consumer market research, Kimberly-Clark Corp., an FC&B client which has been experimenting with the agency in media analysis and selection involving magazines but not TV. He said the experiment has promise and predicted progress for the media and rating services "who best anticipate the data requirements of these projects."



Mr. Shepard



Mr. Swigart



Mr. Rigotti



Mr. Vanerheiden



Mr. St. Georges

advertiser and agency representatives from 10 midwest cities. It also disclosed the need for standardization of research data procedures and terms among agencies, advertisers, station representatives and others so that meaningful information exchange can become practical.

Among the seminar highlights:

■ Thomas A. Wright Jr., vice president in charge of media, integrated data processing, Leo Burnett Co., Chicago, said the computer is taking a lot of guesswork out of media decision making and enabling fast media and market analysis not before possible. But he said that contrary to popular misconception, "a computer won't write media plans, create marketing strategy, evaluate advertising, exercise judgment or

cam, New York, also emphasized the need for "cautious judgment" in computer use, especially "about the results the computer produces." His agency, too, has pioneered in the field.

Mr. St. Georges explained that the computer, when properly used, "enables us to thoroughly analyze infinitely more information than was ever possible before and to manipulate it speedily." The result, he said, is "that we can look at several alternative decision possibilities, pinpoint the areas in which further evaluation is necessary and ultimately improve the quality of the advertising investment we make."

■ Fast-breaking technical advances in computers were outlined by Arnold K. Weber, vice president and general manager, RCA Electronic Data Process-

■ One which is anticipating such sophisticated data requirements and is doing something about it is the A. C. Nielsen Co., Wilson C. Swigart, Nielsen vice president, told the seminar.

He said Nielsen will soon disclose information about its development of a "media-market-matching model" for use in computer systems and which will be available as a client option, and will be comprised of data mixtures from all present Nielsen services. The model presently is in the experimental stage, he indicated.

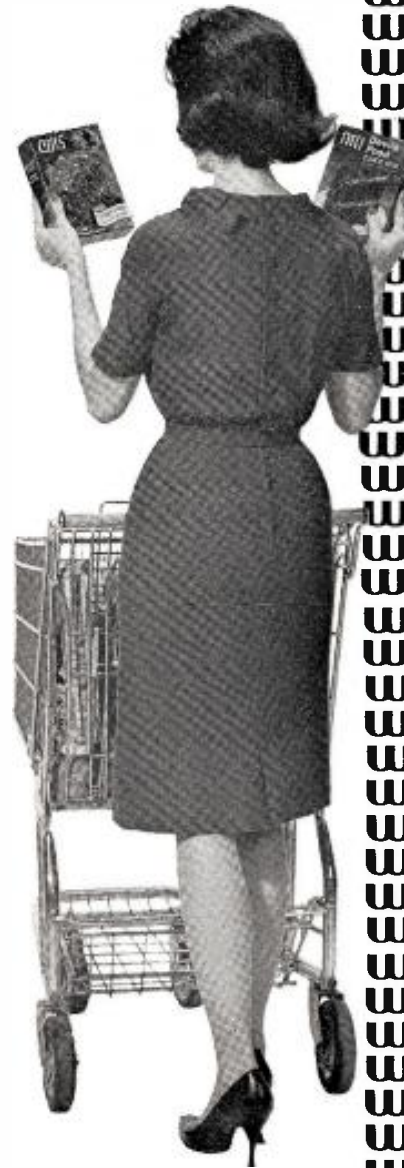
Nielsen is soon to announce, as a supplemental service, "a large national sample to collect and report audience characteristics by more detailed demographics," Mr. Swigart said. This breakdown would involve categories

# WHICH FOODS DO IOWANS PREFER?

Knowing that Iowa is an almost unmatched state for food *production*, you might conclude that our people simply can't be heavy *purchasers* of food.

The facts are quite different. Even our Iowa *farmers* are fabulous consumers of packaged food products. (With an average income of actually \$14,700 per year, they can certainly afford the best!) But, in addition, remember that *industry* accounts for even more income in Iowa than do our vast agricultural activities!

If your food sales in Iowa aren't what you wish, it's time to re-evaluate your marketing strategy. *Ask PGW for the facts about WHO-TV's really fabulous successes in helping promote dozens of Iowa's favorite foods.* No other television station in the country, we believe, can do a better job, at lower cost, in any market!

[illegible]

**CHANNEL 13 • DES MOINES**



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





Mr. Brandon



Mr. Wright



Mr. Wagner



Mr. Weber



Mr. Truex

such as a two or three-way income split by the "stage of family cycle"; families with pre-school children or none, education breaks by income splits and family size by income.

"Also included will be viewing audience composition by some or all of these demographics," Mr. Swigart said. "Similarly," he added, "samples larger than used heretofore by any audience research service will be used to provide reliable demographic breaks for station audiences in major markets."

Another objective that should be achieved in the "foreseeable future," Mr. Swigart said, "is providing on a regular basis network program audiences for selected minutes and cumulating the audiences across various combinations of the minutes to provide basic data on broad coverage relative to the use of commercials."

**Foresight** ■ Nielsen anticipated the potential computer demand several years ago, Mr. Swigart said, and adopted the policy of supplying its published data to clients in card form. Magnetic tape-form reports were added about a year ago and are serviced to Central Media Bureau for common clients and to H-R Representatives for subscriber stations.

Looking ahead a few years, Mr. Swigart visualized "a service that could furnish instant availabilities for station reps and agencies. These could be fed directly into computers at the agencies or reps for sophisticated analyses of the 'best' buys to meet the sponsor's requirements."

Central billing operations have been tried but have not been too successful to date, he observed, but "such a service could offer many advantages in terms of supplying facts on spot placements by brand and furnishing the information in tape form for use by the agencies."

He also predicted a possible service that would integrate all of the spot purchases on a given station and set up a programming schedule for these spots. Still another prediction was the even-

tual availability of much of the research data by telecommunication.

Mr. Swigart stressed that all of the industry segments, agencies, advertisers and station representatives, "must define their needs and objectives in precise terms as they move deeper into learning how to get maximum benefit from computers." Noting the data will come from multiple sources, he pointed out that if each source uses a different coding system for common data "the expense of drawing from the data banks and converting codes to a usable form will be substantial and can't help but slow down the total process to the user."

His solution: formation of a committee to develop standards for the form of data in various applicable categories. He said Nielsen would participate in such an effort.

**Leaps And Bounds** ■ RCA's Mr. Weber reported that agency use of computers has tripled in 10 months. He stressed the need for management to take the initiative to learn more of what questions to ask the machine. "As of now," he said, "computers can provide more answers than we have intelligent inquiries."

Above all, he said, "we must feed computers significant information. Facts and figures must be gathered . . . in clear, timely, objective form if we are to make inroads into management darkness."

This need applies especially to the advertising field, Mr. Weber said. "Particularly with regard to media planning. Until the media furnish more and better demographic data, in standardized form, employing common criteria for radio, TV, newspapers and magazines, then the computer cannot help to stretch the advertiser's dollar at all."

In the advertising field the study of computer application is in the hands of "presumably the most creative and imaginative group in the country," Mr. Weber said. "But agencies must realize that they cannot do with the same approaches and ideas as a decade ago,"

he said.

"There must be a genuine redirection of people and talent and education," he continued, because "advertising contains some of the most complex and sophisticated problems in the computer universe."

**Agency Use** ■ Mr. Wright reported that Burnett now spends \$250,000 a year buying raw data for all of its various research needs. The agency spends another estimated \$130,000 for "machinery" to process it. He said neither figure includes man-hours invested by the agency in this area.

Mr. Wright noted that Burnett entered automation as early as 1955 to attack the paper problem. It then converted accounting department activities from manual to automatic tabulating.

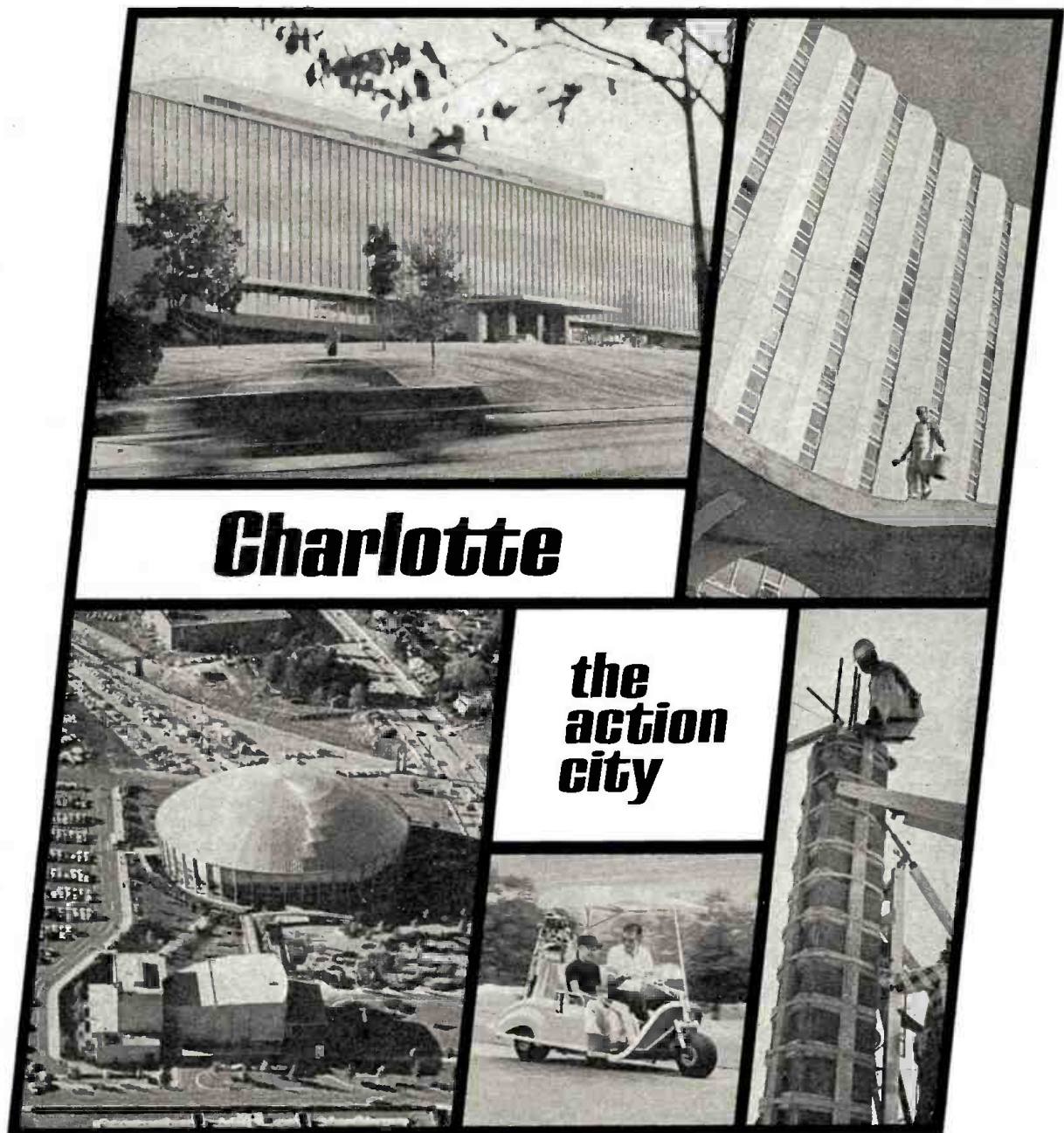
"Today we have perfected and are using each month over 200 programs that are solving our problems in the paper work area," Mr. Wright said. Typical data supplied to the research department includes brand-by-brand sales reports, total product shipment reports and manpower activity studies.

"For our broadcast business department we help out with commercial production cost reports, keeping a daily track record of the \$4.5 million the agency spends annually on the production of commercials for our clients' advertised brands," he said. Other detailed work covers the accounting department, personnel and financial accounting, personnel and financial departments, including entertainment and expense account control and man-hour analysis by man and activity.

Burnett also is in the completion stages of automating many of its media department's "housekeeping activities" too, Mr. Wright said, "such as recording media purchases, producing schedules of media buys and printing orders. We have automated spot TV and radio, national magazines and newspapers. We are now tackling network and media budget control."

All of these paper functions, however, are common business applications

**Have you looked at Charlotte lately?**



**Charlotte**

**the  
action  
city**

**Biggest trading area in the Southeast!** *Over two million people within a 75-mile radius; growing at the rate of 8,000 new residents a year. In business, in industry, the Action City sets the area pace. More than 500 manufacturing plants, 1,000 wholesalers and distributors in Charlotte alone. For a market to grow in, look at Charlotte . . . and for the sales action that speeds you on your way—***Charlotte's WSOC-TV**

NBC-ABC affiliate. Represented by H-R



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



## Commercial preview: El Producto cigars

Television will comprise the major part of an advertising effort by the Consolidated Cigar Corp. (El Producto cigars) for its special Father's Day gift packages. Six prime-time network shows will be used and a spot campaign will be implemented during a two-week period, beginning

Wednesday (June 3).

The spot TV campaign revolves around the theme, "Fits Any Father," and makes the point that El Producto cigars "come in the shape he likes best . . . and already is gift wrapped." The commercial shows three men of different sizes and physical build and

notes that El Producto can supply the type of cigar suited to their differing tastes.

The one-minute commercial was produced by Television Graphics, New York. Ed Rizzo served as agency producer for Compton Advertising.

of the computer, Mr. Wright explained. But from this point on, he said, "we are truly pioneering because no one has automated any of the planning and strategy functions in an advertising agency before."

Burnett's further objective, he said, "is to use the computer in the various areas of marketing and media analysis so as to contribute to the end product of our labors—specifically to target advertising dollars against our client's markets more efficiently."

Typical marketing concepts which the computer now can attack were described by Mr. Wright. These involved complex comparisons of brand potentials, market-by-market media costs, census analysis and matching of audience profiles against brand market profiles.

**Computer Decisions** ■ Mr. St. Georges also explored the ultimate potentials of a complex computer decision system such as that toward which his agency is working. Under such a system, he said, analysis is made of prospect and market data, purchase cycles and likelihood of brand switching. Media audiences are analyzed and values given to the effectiveness of advertisements within each medium.

Consideration is given to what happens when media groups are combined in terms of prospects reached and fre-

quency, he continued, including values for the effect multiple exposures will have in persuading a prospect to actually make a purchase. Finally rates and discounts are considered.

"Using all of this," he said, "the computer is conceivably able to recommend what media to use, when and how often to use it and how much should be spent." But, he cautioned, "one of the things that we must keep in mind is that even the most sophisticated of advertisers and marketers simply don't have everything necessary for perfect operation of such a system."

Therefore as a practical matter "we must store in our computer program the best possible information available," he suggested. "We must use judgment in terms of how the computer processes it," he warned, "and we must use very cautious judgment about the results the computer producers."

Richard Truex, manager of electronic data processing systems and services, Whirlpool Corp., described for the seminar how his firm uses a computer for market analysis work as part of the firm's total distribution cycle in supplying appliances for both RCA and Sears Roebuck & Co.

Dick H. Brandon, president of Brandon Applied Systems Inc., and seminar moderator, related computer progress in other fields, including eventual home

applications using relatively inexpensive units to program radio-TV listening and other household activities according to the family's wishes.

H. W. Shepard, senior vice president, Edward H. Weiss & Co., Chicago, and seminar committee chairman for the BAC, described the event as "the first in the nation to focus on data processing as it applies to marketing and advertising." BAC's president, Cyril C. Wagner, director, central sales, NBC Television, pointed out that "Data Processing is a competitive way of life. Today's executive must accept and understand it."

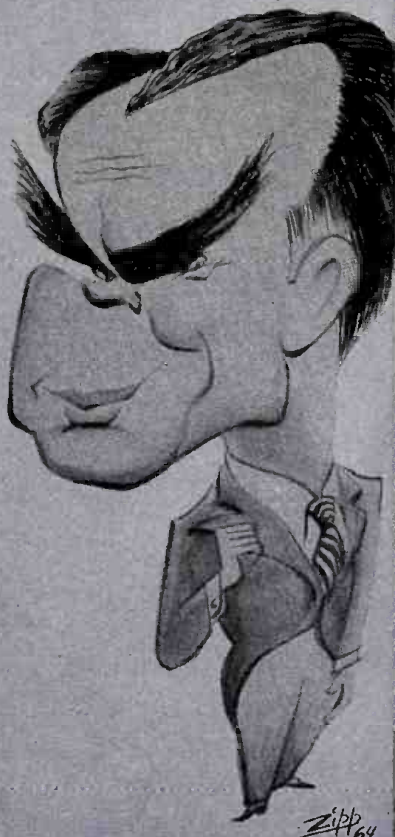
## JWT gets Rinse Away account from Compton

Alberto-Culver Co., Melrose Park, Ill., has switched its \$3 million Rinse Away dandruff control account from Compton Advertising, Chicago, to J. Walter Thompson Co. there.

The major TV sponsor also has placed its previously unassigned new product, Rinse Away shampoo with JWT. The shampoo now is being test marketed.

Compton still has a principal share of Alberto-Culver business. Third participating agency is BBDO, Chicago.

**Clint McKinnon**  
General Manager, K III  
Corpus Christi, Texas



## Why **K III** bought Volumes 1,2,3,4,5 and 7 of Seven Arts' "Films of the 50's"

### Says Clint McKinnon:

"Because we like time buyers. We respect account executives, and we love our viewers.

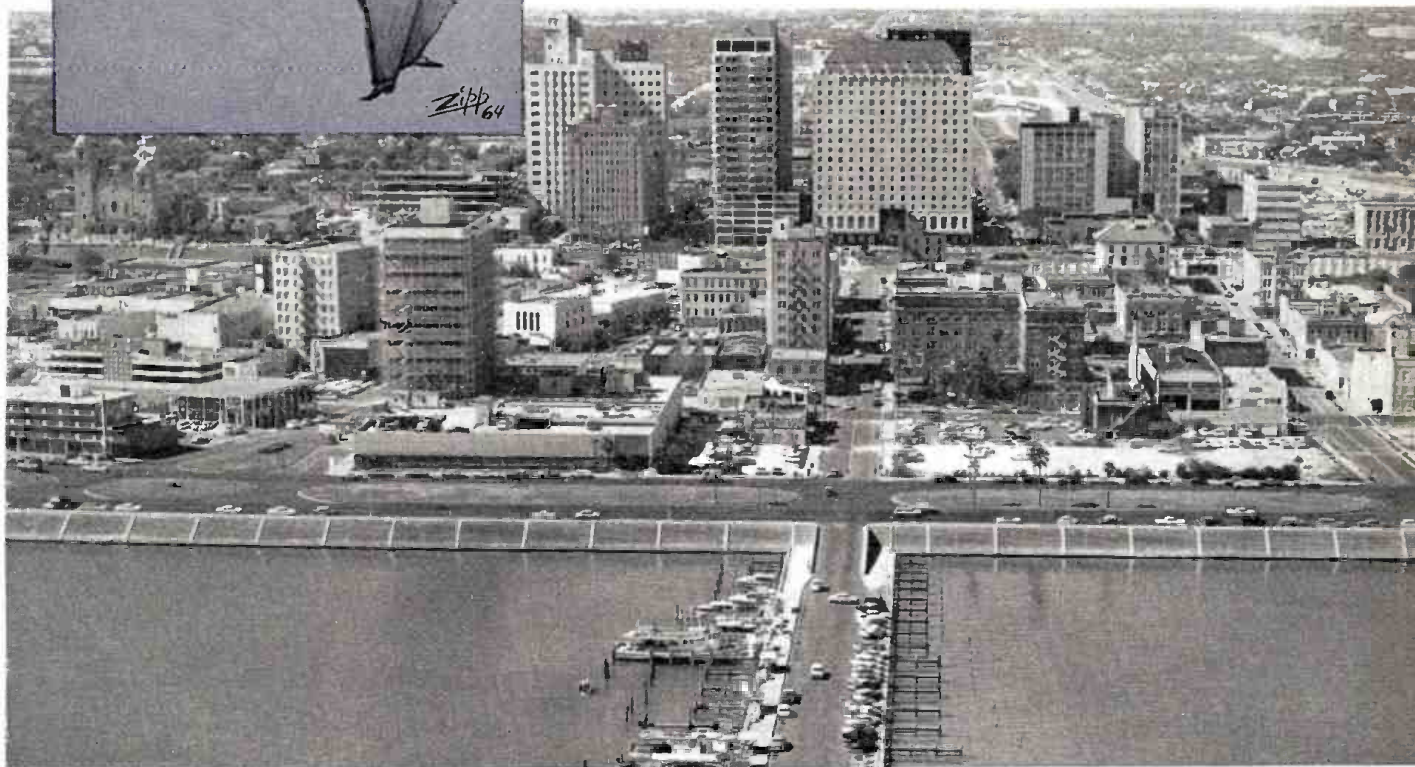
We felt that way when we bought Seven Arts' 'Films of the 50's' for KOAT in Albuquerque. We gave our viewers the best programming that was humanly possible — and our viewers responded with the highest ratings.

With a brand new station in Corpus Christi, Texas (K III, Channel 3), we're following the same successful formula... and, accordingly, acquired the best feature film library available... Seven Arts' Volumes 1, 2, 3, 4, 5 and 7.

Seven Arts'

### **FEATURES IN PRIME TIME**

on the most powerful station in this market will — we feel sure — again score top ratings and become a winner... with the viewer, for the account executive, and for the time buyer."



**SEVEN ARTS  
ASSOCIATED  
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.  
NEW YORK: 200 Park Avenue, YUkon 6-1717  
CHICAGO: 4630 Estes, Lincolnwood, Ill., ORchard 4-5105  
DALLAS: 5641 Charleston Drive, ADams 9-2855  
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif., STate 8-8276  
TORONTO, ONTARIO: 11 Adelaide St. West, EMpire 4-7193

For list of TV stations programming Seven Arts' "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)

# Newspapers' top 100 spend more on TV

## TVB REPORTS TELEVISION GETS 75% OF TOP ADVERTISERS' BUDGETS

Norman E. Cash, Television Bureau of Advertising president, last week called upon media associations for faster reporting of advertising outlays in their respective media while TVB concurrently announced that, again in 1963, the top 100 newspaper advertisers spent more dollars in TV than in papers.

According to the TVB report, the 100 top newspaper spenders allotted \$299 million to that medium in 1963. In the same period, they spent \$857 million in

television—a difference of \$558 million. Of the \$1.15 billion spent in the two media by the newspapers' top 100, TV's \$857 million represents about 75%.

Mr. Cash suggested that the nation's economy could be adversely affected by the present time lag in reporting certain media expenditures and asked the various media associations to "aim for eventual frequency of investment data on a monthly basis." He said all media would benefit from frequent reports.

TVB's comparative data—TV vs. papers—for 1963 indicates a clear downward trend in newspaper outlays by the papers' top 100 customers while TV has made further inroads into the budgets of these advertisers. The TVB analysis shows that newspapers' top 100 spent 10.8% less in papers in 1963 than in 1962, but increased their television outlays by 9.7%.

Newspapers' top 100 advertisers and their billings in the two media.

| Company                            | Newspapers<br>1963<br>investment | Television<br>1963<br>investment<br>(gross time) |
|------------------------------------|----------------------------------|--------------------------------------------------|
| 1. General Motors                  | \$30,912,795                     | \$27,757,640                                     |
| 2. Ford Motor                      | 22,909,286                       | 13,172,830                                       |
| 3. Chrysler Corp.                  | 17,492,417                       | 9,732,330                                        |
| 4. Distillers Corp.-Seagrams Ltd.  | 11,693,167                       | 5,764,260                                        |
| 5. American Motors                 | 8,691,087                        | 1,889,700                                        |
| 6. Schenley Industries             | 6,073,379                        | 767,680                                          |
| 7. National Distillers             | 5,908,573                        | 269,810                                          |
| 8. American Tobacco                | 5,632,833                        | 19,602,800                                       |
| 9. General Foods                   | 5,630,827                        | 50,439,780                                       |
| 10. National Dairy Products        | 5,159,876                        | 11,379,230                                       |
| 11. Kimberly-Clark                 | 4,386,059                        | 5,273,870                                        |
| 12. General Electric               | 4,339,032                        | 7,377,660                                        |
| 13. R. J. Reynolds                 | 4,315,204                        | 30,514,070                                       |
| 14. Goodyear Tire & Rubber         | 3,946,032                        | 3,684,210                                        |
| 15. United Airlines                | 3,829,350                        | 503,630                                          |
| 16. Eastern Airlines               | 3,702,425                        | 2,535,980                                        |
| 17. Campbell Soup                  | 3,575,208                        | 17,861,340                                       |
| 18. Pillsbury                      | 3,519,174                        | 9,386,190                                        |
| 19. Quaker Oats                    | 3,503,029                        | 5,821,180                                        |
| 20. Gulf Oil                       | 3,427,236                        | 3,038,610                                        |
| 21. Standard Brands                | 3,378,359                        | 8,457,740                                        |
| 22. RCA                            | 3,364,477                        | 3,634,560                                        |
| 23. Hiram Walker-Gooderham & Worts | 3,247,055                        | —                                                |
| 24. Trans World Airlines           | 3,238,636                        | 952,940                                          |
| 25. Liggett & Myers                | 3,228,338                        | 18,577,750                                       |
| 26. Delta Air Lines                | 3,220,758                        | 763,190                                          |
| 27. American Airlines              | 3,104,421                        | 815,250                                          |
| 28. Pan American World Airways     | 2,957,427                        | 1,108,820                                        |
| 29. P. Lorillard                   | 2,839,373                        | 19,427,890                                       |
| 30. Pepsi-Cola                     | 2,765,336                        | 10,332,510*                                      |
| 31. Firestone Tire & Rubber        | 2,741,813                        | 3,251,040                                        |
| 32. General Mills                  | 2,716,833                        | 29,423,250                                       |
| 33. duPont                         | 2,529,383                        | 7,894,340                                        |
| 34. Armour & Co.                   | 2,450,412                        | 7,900,640                                        |
| 35. CBS                            | 2,432,869                        | —                                                |
| 36. Gerber Products                | 2,408,899                        | 1,940,140                                        |
| 37. Heublein Inc.                  | 2,369,542                        | 1,633,190                                        |
| 38. Corn Products                  | 2,245,022                        | 11,839,390                                       |
| 39. Zenith Radio                   | 2,236,374                        | 367,370                                          |
| 40. Sterling Drug                  | 2,212,933                        | 15,977,940                                       |
| 41. Brown-Forman Distillers        | 2,195,020                        | —                                                |
| 42. Studebaker Corp.               | 2,189,316                        | 1,187,590                                        |
| 43. Continental Baking             | 2,134,244                        | 7,366,460                                        |
| 44. Sun Oil                        | 2,073,598                        | 2,449,210                                        |
| 45. Volkswagen of America          | 1,934,190                        | —                                                |
| 46. American Home Products         | 1,931,889                        | 51,460,610                                       |
| 47. Bristol-Myers                  | 1,921,447                        | 51,093,390                                       |
| 48. Renfield Importers             | 1,918,811                        | 683,460                                          |
| 49. Standard Oil (New Jersey)      | 1,902,105                        | 2,875,750                                        |
| 50. H. J. Heinz                    | 1,886,308                        | 4,762,990                                        |
| 51. Coca-Cola                      | 1,884,630                        | 20,990,080*                                      |
| 52. Eastman Kodak                  | 1,883,260                        | 5,593,570                                        |
| 53. Colgate-Palmolive              | 1,841,294                        | 51,784,170                                       |

| Company                           | Newspapers<br>1963<br>investment | Television<br>1963<br>investment<br>(gross time) |
|-----------------------------------|----------------------------------|--------------------------------------------------|
| 54. Standard Oil (Indiana)        | 1,807,004                        | 3,310,070                                        |
| 55. Doubleday & Co.               | 1,765,733                        | —                                                |
| 56. Royal Crown Cola              | 1,685,390                        | 3,764,580*                                       |
| 57. National Airlines             | 1,663,752                        | 996,880                                          |
| 58. Borden                        | 1,629,516                        | 5,984,290                                        |
| 59. Lever Bros.                   | 1,620,655                        | 46,992,020                                       |
| 60. Rexall Drug                   | 1,555,079                        | 813,670                                          |
| 61. Eversharp                     | 1,514,392                        | 3,300,590                                        |
| 62. Dole Corp.                    | 1,485,387                        | 213,520                                          |
| 63. Greyhound                     | 1,460,180                        | 1,752,000                                        |
| 64. Canada Dry                    | 1,451,520                        | 2,125,930                                        |
| 65. John Morrell                  | 1,447,493                        | 192,770                                          |
| 66. Scott Paper                   | 1,443,323                        | 6,767,780                                        |
| 67. Shell Oil                     | 1,437,285                        | 8,352,760                                        |
| 68. Procter & Gamble              | 1,437,194                        | 130,449,160                                      |
| 69. Whirlpool                     | 1,410,312                        | 538,300                                          |
| 70. B. F. Goodrich                | 1,375,534                        | 2,525,760                                        |
| 71. Lewis Howe                    | 1,353,222                        | 235,340                                          |
| 72. Atlas Supply                  | 1,319,224                        | —                                                |
| 73. Kellogg                       | 1,316,764                        | 21,043,970                                       |
| 74. Hearst Corp.                  | 1,298,006                        | —                                                |
| 75. Plough                        | 1,269,505                        | 2,832,880                                        |
| 76. Continental Airlines          | 1,204,932                        | —                                                |
| 77. Institute of Life Insurance   | 1,189,627                        | 588,500                                          |
| 78. Horizon Land Corp.            | 1,177,502                        | —                                                |
| 79. United States Rubber          | 1,147,766                        | 1,897,800                                        |
| 80. California Packing            | 1,118,308                        | 2,119,900                                        |
| 81. Purex Corp.                   | 1,113,790                        | 6,303,340                                        |
| 82. American Dairy Assn.          | 1,096,332                        | 1,689,410                                        |
| 83. Cunard Steamship Co.          | 1,073,652                        | —                                                |
| 84. British Overseas Airways      | 1,072,983                        | 136,920                                          |
| 85. J. B. Williams                | 1,064,817                        | 10,925,590                                       |
| 86. Reader's Digest Assn.         | 1,056,028                        | 980,600                                          |
| 87. Wilson & Co.                  | 1,053,985                        | 521,210                                          |
| 88. New York Telephone            | 1,048,347                        | 954,490                                          |
| 89. Kaiser Industries             | 1,045,247                        | 4,463,230                                        |
| 90. General Tire & Rubber         | 1,033,090                        | 463,440                                          |
| 91. American Can Co.              | 1,032,566                        | 715,080                                          |
| 92. Aluminum Co. of America       | 1,030,391                        | 3,278,410                                        |
| 93. Nestle                        | 1,029,145                        | 6,723,800                                        |
| 94. Standard Oil (California)     | 1,008,012                        | 585,950                                          |
| 95. J. Walter Black Inc.          | 985,765                          | —                                                |
| 96. Sunkist Growers               | 984,483                          | 342,530                                          |
| 97. Braniff International Airways | 970,528                          | —                                                |
| 98. Miller Brewing                | 956,534                          | 1,047,230                                        |
| 99. O. M. Scott & Sons            | 932,401                          | —                                                |
| 100. Canadian Pacific Railway     | 929,830                          | —                                                |
| TOTAL                             | \$229,133,892                    | \$857,247,730                                    |

\*Company & bottlers

NOTE: All figures are gross time or space charges only.

SOURCES: Bureau of Advertising, ANPA, TVB, LNA/BAR, N. C. Rorabaugh

## If you'd like fan mail like this...

"I'd like to report that your FM transmission is far superior to previous broadcast. In fact, WGMS-FM is the strongest station on my auto FM radio." Mr. DW, Rockville, Md.

"I have long advocated the use of circular polarization... The improvement is more striking than I had expected. Auto-FM reception at a distance... has a substantial advantage." Mr. RJC, Bethesda, Md.

"Terrific! Reception: very good. Improved." DCF, Timonium, Md.

"I find it excellent and much improved, and reception ever so much better than it used to be before you installed your new antennas." Mrs. WE, Fairfax, Va.

"We were not able to get your station before. We receive your music, etc. perfectly clear." Mr. ALC, Spotylvania, Va.

"WGMS-FM in Washington, D. C. comes in clearly even in very poor locations. A check with a portable FM receiver indicates that you have a

strong vertical component in your signal and this is apparently the answer. You can't imagine the difference between your signal and virtually all others — regardless of distance or strength, in the car... much better reception... I can only guess that you are intentionally radiating both a horizontal signal — like the one all along — *and* a vertically polarized component as well. Believe me, I couldn't have asked for more." Mr. EDH, Frostburg, Md.

## ...Add Collins' vertically polarized antenna

The above is only a small part of the mail received by WGMS-FM in Washington, D. C. after they updated with Collins Type 300 vertically polarized antenna.

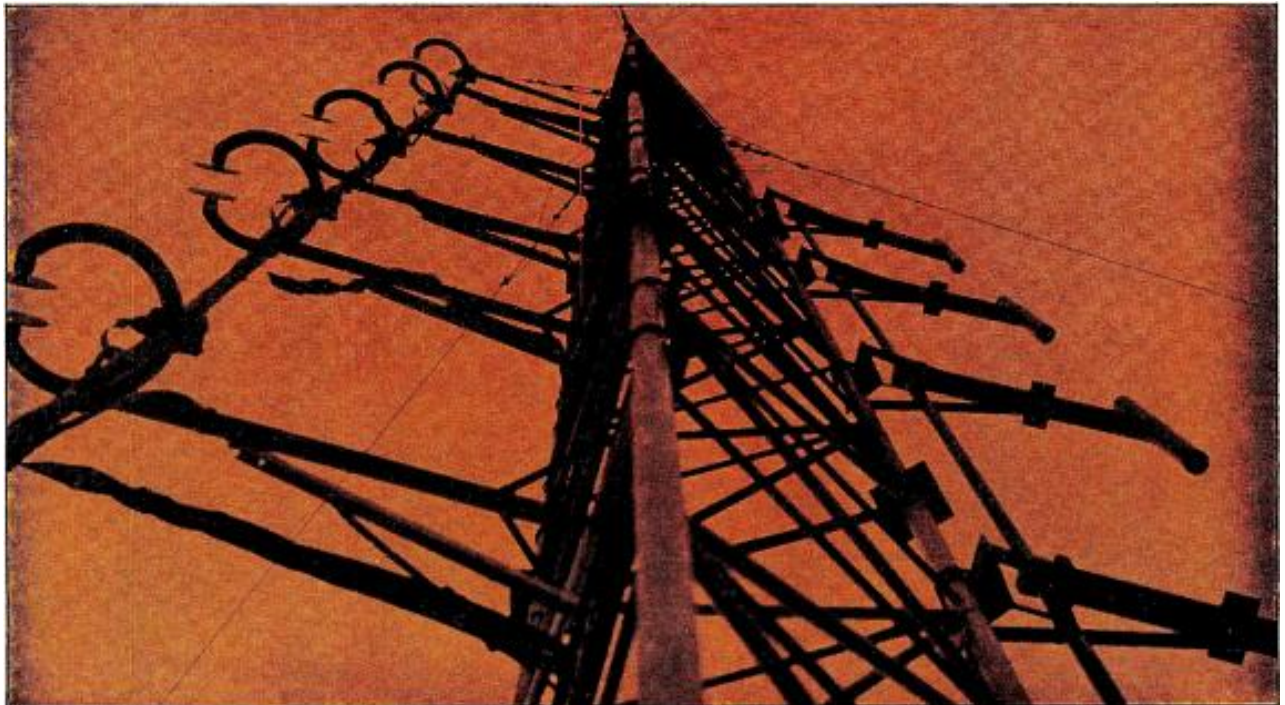
You too can take advantage of this "circular polarization" technique. Here is what the Type 300 can do for you:

**Fills in shadow areas • Reduces null effects • Improves fringe area reception • Vastly improves car radio reception • Provides redundancy when used with two power amplifiers • Maintains FM stereo quality • Improves SCA operation.**

The Type 300, which costs no more than your present horizontal bays, is

easily installed on your existing tower and is compatible with your transmitter. Delivery within 45 days of receipt of order. Contact your Collins Sales Engineer today.

**COLLINS RADIO COMPANY •**  
Dallas • Cedar Rapids • Los Angeles  
• New York • International, Dallas



Actual installation, WGMS-FM



# Supreme court takes the sandpaper case

**Big issue: whether mock-ups can be used in demonstrations on TV commercials**

The U. S. Supreme Court last week at the request of the Federal Trade Commission agreed to step into the sandpaper case.

The court probably will hear the case this fall or winter, and its ruling is virtually certain to have a profound and lasting effect on the advertising industry.

At issue is the use of mock-ups in television commercials. In 1959 Colgate-Palmolive, through Ted Bates & Co., New York, initiated a TV campaign for its Rapid Shave shaving cream that showed a razor denuding, with a single stroke, sandpaper soaked by Rapid Shave. Because sandpaper does not appear rough when televised, the company said, it was necessary to use a mock-up of Plexiglass and sand to make the advertising point effectively.

The FTC ordered the commercials off the air, charging that the mock-ups deceived the public. The trade commission's wide-ranging decision did not spell out clearly what mock-ups in television commercials it considered accept-

able, but the FTC later suggested that those that are incidental to advertising claims—such as colored water representing iced tea—are not deceptive.

Colgate-Palmolive and Bates reacted vigorously to the FTC's order, and a federal court in 1962 told the trade commission to issue a new order, one without ambiguity and confined to the particulars of the Rapid Shave case (BROADCASTING, Nov. 26, 1962).

The FTC again ordered the advertisements pulled, telling C-P and Bates to "stop using spurious television demonstrations . . ." (BROADCASTING, May 20, 1963). The federal court again declared the FTC's decision void, and the trade commission asked the Supreme Court to take up the case, calling it a "test case of major importance" (BROADCASTING, April 27). The FTC, which had a petition for writ of certiorari filed with the court on its behalf by the Department of Justice, claimed that the two lower court decisions prevent it from protecting the public. Such petitions are accepted or rejected out of

hand by the court, without comment, according to the importance it attaches to the case.

**The Bigger Problem** ■ What worries advertisers and their agencies is not that the FTC disapproved of the Rapid Shave commercials, but that a heavy and perhaps capricious government hand may squeeze the life out of television advertising employing mock-ups—which are, of photographic necessity, used extensively.

The U. S. First Circuit Court of Appeals in Boston, in affording the FTC its first court setback in the case, was explicitly aware of the problem. It didn't challenge the FTC's conclusion that the Rapid Shave commercials were misleading. But, it said, "Respondents' only offense was the making of a single misrepresentation about a single product. The fact that this was accomplished by a 'demonstration' did not warrant a broad order against all future misrepresentations of any kind by demonstration any more than the fact that a misrepresentation was made in print would justify an order against all future misrepresentations of any kind by printing. . . ." The FTC has had similar court trouble on its ruling on Carter Products Inc.'s Rise television commercials (BROADCASTING, Oct. 7, 1963).

The trade commission's revised order in the Rapid Shave case was again held to be too broad by the same court.

An FTC spokesman last week indicated that an adverse ruling from the Supreme Court would not deter the trade commission in the future from passing judgment on individual advertising demonstration devices.

## Another federal agency takes off against advertisers

The Food and Drug Administration last week threatened to take action against vegetable oil products representing themselves as "polyunsaturated," "unsaturated," or "low in cholesterol." Such terms, according to the agency, lead consumers to believe use of these products is beneficial to health. Also condemned were "misleading" phrases including "ask your doctor," "better for people's health," "are you concerned about saturated fats?" and "better for you because it's made from 100% golden corn oil."

FDA Commissioner George P. Larrick referred to a 1959 policy statement which says that "the role of cholesterol in heart and artery diseases has not been established . . . any claim, direct or implied, in the labeling of fats and oils or other

fatty substances offered to the general public that they will prevent, mitigate, or cure diseases of the heart or arteries is false or misleading, and constitutes misbranding within the meaning of the Federal Food, Drug and Cosmetic Act.

Although FDA's activities are necessarily confined to marketing and labeling of the products themselves, the phrases cited also appear frequently in mass-media advertising, which comes within the Federal Trade Commission's jurisdiction. An FTC spokesman said last week that his organization would take FDA's feelings into consideration, but FTC action was not assured.

The FDA stand is based on results of a survey taken for it by ARB Surveys Inc., New York. Designed to ascertain what people inferred from

terms like "polyunsaturated," the survey used a "representative" sample of 780 individuals in 30 areas.

Asked whether certain substances would be good or bad for heart and artery conditions, subjects responded:

Good or very good: corn oil, 67% vegetable oils, 62%; polyunsaturated fats or oils, 46%; liquid oils, 38%.

Bad or very bad: animal fat, 60%; visible fats, 55%; saturated fats or oils, 45%; solid shortening, 44%.

Most advertisers and their agencies were reluctant to comment immediately. Corn Products, manufacturers of Mazola oil and Nucoa margarine, stated "We believe in the food manufacturer's responsibility to make known and stand behind his products' properties and attributes."



## R E C O G N I T I O N

We would like to express our appreciation to The National Academy of Television Arts and Sciences for honoring KSD-TV with the

### 1 9 6 4 S T A T I O N   A W A R D

The half-hour documentary designated as the winning "program dealing with a significant issue in the station's community" was entitled "Operation Challenge—A Study in Hope." It concerned itself with the problems of the young people in the community of Kinloch, Missouri.

Although we do not know on what basis the KSD-TV program was selected over the other excellent programs entered, we believe it was because of the tremendous response of the St. Louis community to "Operation Challenge."

We are therefore also grateful to the people of St. Louis for their constructive community action that made "Operation Challenge" a real "study in hope" in the vital area of human relations.

SERVING THE 65 COUNTY AREA ST. LOUIS MARKET

National Representatives **THE KATZ AGENCY, INC.**



# Now, now, tut, tut in New York

At closed meeting in ad capital, NAB tries to quiet alarms of advertisers and agencies over proposed clearance center for commercials

Advertiser and agency concern over the National Association of Broadcasters code authority's proposal for creation of a central commercial clearance office came to the front—but appeared to have been at least partially allayed—in a meeting in New York last week.

Television clutter and consumer attitudes toward advertising, particularly broadcast advertising, also figured prominently in the four-hour closed-door session, the third in five months under the joint sponsorship of the NAB, the Association of National Advertisers and the American Association of Advertising Agencies.

Formation of a central office in New York to check on commercial claims has been proposed by the code authority, and the NAB's television code review board has named a committee to study the possibilities (BROADCASTING, May 25).

Many television users, however, feel that it would be inappropriate—or, more bluntly, improper—for the NAB or any other organization to set up an office that in effect would pass on what could or could not be said in commercials.

For the most part they do not disagree with the creation of a panel or office such as the code authority has suggested. They insist, however, that its function should not be the "practically impossible" task of deciding the truth or accuracy of claims, but rather should be limited to deciding whether "reasonable grounds" exist for the

claims that are made.

**Conflicting Claims** ■ They are especially fearful that the code authority may, as some authorities expressed it, "fall into the trap" of trying to "eliminate conflicting claims"—which some Federal Trade Commission officials have described as the FTC's goal, a prospect that leaves many media users aghast.

The predominant viewpoint among advertisers and agencies is that "conflicting claims" are unavoidable and by no means improper or undesirable, so long as they are honestly made and reasonably based.

Their position is that as a practical matter no such panel could pass infallibly on the absolute truth or accuracy of all claims, but that a determination could be made as to whether there are reasonable grounds for a claim. This, they feel, would insure against charlatany and maintain sound advertising standards, and thus protect the viewer and listener against unreasonable as well as patently dishonest claims.

The meeting last week at which these viewpoints were advanced was private and all participants were cautioned against making the details public. But it is known that at least a substantial number of television users left the session feeling that the views of the NAB contingent coincided substantially with their own.

**Practical Value** ■ It also was made clear last week that some broadcast

representatives had reservations about the practical value of establishing a separate central clearance office, since the primary functions are now handled not only by the code authority but also by the networks individually. In addition it was felt that the television code review board's approach would be careful and deliberate and that accordingly there would be no precipitate action on the clearing house proposal.

In another feature of the session William M. Weilbacher of C. J. LaRoche & Co. showed a slide presentation summarizing highlights of the AAAA's new survey of consumer attitudes toward advertising, first revealed at the AAAA's annual meeting six weeks ago (BROADCASTING, April 27). This showed that eight out of every ten advertising messages that people regard as "noteworthy" come from the broadcast media—but that these also tend to irritate more often than print ads have been found to do.

Code Director Howard Bell reported on recent TV code review board recommendations designed to curtail clutter by limiting or eliminating "titles, teasers and credits" that do not "entertain or inform" the viewer, and by counting credits for technical and physical services against the code's commercial-time limitations (BROADCASTING, May 25). These recommendations are subject to approval by the NAB television board, which meets June 16.

Last week's meeting, held Tuesday with the AAAA as luncheon host, had been expected by a number of participants to be the last of the series, which was initiated last winter at the urging of NAB President LeRoy Collins. The first was held in December with the NAB as luncheon host (BROADCASTING, Dec. 23, 1963). The second was in February with ANA as host (BROADCASTING, Feb. 17).

**More Meetings** ■ At the end of last Wednesday's session, Governor Collins stressed the fruitfulness of such exchanges of advertiser, agency and broadcaster viewpoints on mutual problems, and there were indications that another meeting would be held, perhaps in September, although no commitment was made.

More than 40 were present for last week's session. President John Crich-

## Motorola plans heavy campaign for color

Motorola is going back into network television in a big way this fall with participations in 12 ABC-TV programs (see page 27). Minute commercials boosting its color TV will be used with 50 seconds for the manufacturer and 10 seconds for the dealer.

At the same time the company planned to continue a heavy campaign of local radio on a 50/50 co-op basis and its usual print advertising.

Motorola expects to sell 100,000

of its 23-inch rectangular tube color sets this year, about twice the number it expects to sell of its standard round color tube sets. The firm predicted the industry may sell 1.3 million color sets during 1964.

Black and white set sales for the industry may top eight million as compared to 7.1 million in 1963 in the opinion of the company.

A policy of absorbing half of the estimated cost of \$30 for adding UHF to a set has been announced by the company.



## LOOK WHO'S JOINING MR. NOVAK

It's Napoleon Solo—cloak-and-swagger agent for U.N.C.L.E., the secret organization that battles evil the world over. Next season *The Man From U.N.C.L.E.*, in his new hour-long adventure series, will follow Mr. Novak, America's most famous teacher—and millions of viewers will be happy to stay after school.

For *The Man From U.N.C.L.E.* is a sophisticated thriller, with Solo cast in the hard-hitting tradition of modern sleuths. Whether he's reaching for an automatic on his NBC-TV show or taking aim across network lines, he's a cinch to outdraw the opposition. And actor Robert Vaughn, star of U.N.C.L.E., is a cinch to be a h.i.t. on next season's Tuesday night NBC lineup: Mr. Novak (7:30), *The Man From U.N.C.L.E.* (8:30), *That Was The Week That Was* (9:30), and *The Bell Telephone Hour* (10:00).

Tuesday is just one of the reasons NBC's fall schedule looks so good. (The other reasons are Monday, Wednesday, Thursday, Friday, Saturday, and Sunday.) No wonder our '64-'65 sales are ahead of previous seasons. No wonder that on NBC every single prime-time program—new or returning—has attracted important sponsorship.



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

ton headed the AAAA delegation, which also included Richard A. R. Pinkham of Ted Bates & Co.; William J. Colihan Jr., Young & Rubicam; William Hylan, J. Walter Thompson Co., and Robert Foreman, BBDO.

Among the advertiser participants, led by ANA President Peter Allport, were Douglas Smith, S. C. Johnson & Son; Sam Thurm, Lever Bros.; Edwin Ebel, General Foods; Edouard Genock, Eastman Kodak; E. P. Zorbian, Vick Chemical; John W. Burgard, Brown & Williamson, and Paul Huth, Procter & Gamble.

Clair McCollough of the Steinman Stations headed the TV code board participants, while Mr. Collins; Vincent Wasilewski, executive vice president, and Mr. Bell headed an 11-man delegation from the NAB staff.

## RAB announces fall conference schedule

Dates and places for the Radio Advertising Bureau's fall management conferences were set by the RAB board at its midyear meeting May 22. Sept. 17-18, Tarrytown House, Tarrytown, N. Y.; Sept. 21-22, Homestead, Springs, Va.; Sept. 28-29, Far Horizons, Sarasota, Fla.; Oct. 1-2, Hyatt House, San Francisco; Oct. 8-9, Western Hills Lodge, Wagoner, Okla. (near Tulsa); Oct. 12-13, Hotel Moraine, Chicago, and Oct. 15-16, Northland Inn, Detroit.

The RAB board also named George Armstrong of Storz Stations to fill the board seat vacated some months ago by the resignation of F. H. Brinkley of Ottawa Stations, Campbell Hall, N. Y. Roger W. Clipp of the Triangle Stations, already a board member, was named to Mr. Brinkley's place on the executive committee of the board.

A new nominating committee was formed, consisting of Wendell Mayes, KBWD Brownwood, Tex., chairman; Paul F. Braden, WFPB Middletown, Ohio; Bert Ferguson, WDMA Memphis; Frank P. Fogarty, WOW Omaha, and Robert F. Hurleigh, Mutual.

Victor C. Diehm, WAZL Hazleton, Pa., RAB board chairman, reported that the board commended the RAB management, under President Edmund C. Bunker, for "efficiency and leadership" and also paid tribute to Mr. Brinkley on his retirement from the board.

In detailing plans for the fall management conferences Mr. Bunker reported that a new format would be introduced, with a number of sessions at each conference split up according to market size, so that there can be closer contact among broadcasters involved in similar market situations.

## Holmes acquires Ohland/Robeck

Roy H. Holmes, sales manager of Ohland/Robeck, New York, FM station representation firm, last week announced his acquisition of that company. It will now be known as Roy H. Holmes & Co. Mr. Holmes also announced a number of new executive appointments.

Holmes & Co. will take on representation of the 53 Market 1 Network stations formerly handled by Ohland/Robeck. Eight of these stations simulcast with AM affiliates and also are represented by Holmes.

Mr. Holmes said group buys would be organized in addition to the present "FM Top 10," which encompasses the 10 largest markets in the country, and the "New York FM Network," consisting of 10 FM's in that state.

The company also has organized a production division to supply "quality" music programming to its stations.

Holmes & Co. headquarters remain at 230 Park Avenue, New York, with regional offices at Atlanta, San Francisco, Chicago, Cincinnati, Cleveland and Detroit.

Personnel joining the organization: Roger C. Whitman, former advertising manager and director of public relations for the Bristol-Myers Products Division, in program sales and production; Walter J. Keane, business manager, Roy Bloch Organization, for finance and development of programming; Norman Kudlick, formerly account executive, Heritage Station group, FM salesman; Jerome Smilo, formerly with NBC Radio, programming, and Michael Sweeney, independent FM representative, time and program sales.

## Where does clutter bother the most?

A major study of viewer reaction to television clutter is being blueprinted by the research staff of the National Association of Broadcasters. The idea is to find out just what irritates viewers—commercial content, interruptions, unpredictability of interruptions, loudness, credits, billboard crawls, etc.

The study was approved by the NAB's television code review board at its meeting two weeks ago (BROADCASTING, May 25) and the researchers are now drawing up a plan to present for approval to the next board meeting in September.

The NAB's code authority wants to use stations in selected markets to test

## Politicians can clutter

Broadcasters during the current political season do not have to count paid political announcements as commercials in conforming with the time standards of the National Association of Broadcasters' code authority.

The change, proposed by Howard H. Bell, director of the authority, was approved by the TV code review board last month (BROADCASTING, May 25). The waiver of the political spots became effective last week following an affirmative mail referendum vote of the radio code board.

Approval of the decision by the parent radio and television boards was not necessary, an NAB spokesman said, because the action is a waiver, not a code amendment.

different ways of presenting commercials, and to test the clutter irritation generated in different program formats. An independent research firm probably will be used to plumb the viewing public before and after the clutter tests.

One major broadcaster at the code board meeting, Lawrence H. (Bud) Rogers II of Taft Broadcasting Co., was understood to be so enthusiastic about the contemplated research that he offered to carry the tests on Taft television stations. Taft owns WKRC-TV Cincinnati, WTVN-TV Columbus, Ohio, WKYT-TV Lexington, Ky., WGR-TV Buffalo, N. Y., WDAF-TV Kansas City, Mo., and WNEP-TV Scranton-Wilkes-Barre, Pa.

Part of the testing will center on viewer irritation with clutter in specific program formats—for instance, are commercials in the middle of movies more irritating because the films were made to be seen in one piece? At the suggestion of LeRoy Collins, NAB's president, a similar study of interruptions in news shows will be made.

## Saturation purchase of political coverage

American Savings and Loan Association, through Ross/Kauffman, Los Angeles, has started an unusual radio campaign involving sponsorship of over 200 hours of political campaign and election reporting on three Los Angeles radio stations, KABC, KNX and KHJ. The advertising campaign started last week



**IN SAN FRANCISCO**, "the world's greatest radio station" is KSFO. Local and national advertisers readily back this claim. Says Armour & Co., "We've had the biggest year in the Bay Area since World War II. Much of the credit goes to KSFO." Mary Ellen Jams and Jellies adds: "We maintain a 52-week schedule on KSFO only. Sales have increased a happy 14.86%." And Gallen Kamp's agrees: "Most radio dollars go to KSFO. It's a cash register rating service that can't be beat!" For your share of the world's greatest sales success in the Bay Area, call KSFO, YUkon 2-5500, or your nearest AM Radio Sales office.

**KSFO**  
CWB

with news of the political scene in California preceding that state's primary election tomorrow (June 2) and will continue until mid-November, when the results of the national election will be analyzed and appraised. The California primary, the Republican and Democratic conventions and the election will be the focal points of the five-month advertising program.

More than 350 reporters, pollsters and analysts will provide the material for the broadcasts of American Savings and Loan. Among them are: KABC: local newsmen Bob Ferris, Pat McGuinness, Bill Crago; ABC network newsmen Edward P. Morgan, Howard K. Smith, Don Gardiner, Murphy Martin. KHJ: local newsmen Allan Moll, Cleve Roberts, Michael Jackson, Arthur Kevin; former California Governor Goodwin Knight; from RKO General, Samuel Lubell. KNX: local newsmen Carroll Alcott, Roger Sprague, Jim Zaillian; from CBS, Dallas Townsend, Eric Severeid, Charles Von Fremd.

The broadcasters will be supported with extensive merchandising, promotion and publicity, the details of which are now being worked out. Booklets describing the functions of the national political conventions and the way in which they operate will be advertised on the air, distributed at the offices of American Savings. In a sense, the firm's political report sponsorship is a continuation of a series of public affairs and special events broadcasts which it has sponsored on KABC since the first of the year.

## Also in advertising . . .

**Market planner** ■ RKO General Broadcasting, New York, has released a TV buying guide, "1964 Market Planner," which lists TV market rankings on the basis of seven criteria: men, young men, women, young women, teen-agers, children and homes.

**Feemster award** ■ The Advertising Federation of America's first Robert M. Feemster memorial award for "fostering better government relations" will be presented to the AFA's eighth district—Wisconsin, Minnesota, North Dakota and South Dakota—at the organization's 60th annual convention in St. Louis, June 7-10. Individual awards for promoting closer relations with government will be presented to the advertising clubs of greater Miami, Cincinnati, Milwaukee and Denver and to the Nashville Advertising Federation.

**Another award** ■ The Advertising Club of New York last week announced creation of an annual "Andy" award. The club noted that the awards, to be presented to the print media for outstanding advertising, may eventually expand to include radio and TV.

# FCC challenged on billing rule

Commenters say it lacks authority to pass rule forbidding the practice

The FCC was told last week that under the Communications Act it lacks authority to adopt rules prohibiting double billing practices. The agency was told that such a business practice falls within the scope of the Federal Trade Commission.

CBS Inc., Metromedia Inc., Storer Broadcasting Co. and the Iowa Broadcasters Association all challenged the commission's authority to propose the rules. It was suggested that the FTC regulate double billing or that a solution to the matter could be sought through legislation.

The commission's proposed rules would amend existing rules against double billing to prohibit the presentation of falsely stated charges for broadcast time (BROADCASTING, March 30). Violation of the proposed rules would be punishable by fines up to \$10,000.

CBS told the commission that the federal agency lacks the power to police all phases of a broadcaster's conduct, even though some may be illegal. "The mere existence of evil cannot create regulatory authority without a statutory basis. And there is none here," the network said.

The commission, in issuing the proposed rules, claimed authority under Sections 4 (i) and 307, the public interest clause, of the Communications Act. Section 4 (i) gives the commission the right to adopt rules that will aid it in carrying out its duties under the act.

**Personal Punishment** ■ Metromedia said that "Congress did not grant the commission authority to levy fines for personal acts or character deficiencies unrelated to broadcasting service." The group owner also said that double billing practices are commercial relationships between stations and advertisers, and as such are not subject to FCC regulation. Metromedia made it clear that it did not approve of double billing, but defended station business functions as beyond commission control.

Metromedia suggested that the commission issue a policy statement of the types of practices "which it regards as improper and which it will consider as especially adverse reflections on a licensee's general character qualifications." Double billing is a practice that is not limited to broadcasters, Metromedia said, and perhaps it would be

best to regulate it in all media through legislation.

Storer, also doubting commission authority, urged that it ask the FTC "to prepare and release an interpretive public notice covering the subject of double billing"—as it relates to the Robinson-Patman Act (which prohibits discriminatory practices) and the Federal Trade Commission Act.

The Iowa Broadcasters Association in a resolution adopted at a recent meeting agreed that "jurisdiction over such practices in all media, if fraudulent, properly rests" with the FTC.

The National Association of Broadcasters had previously told the commission that there is neither need nor justification for the proposed rules (BROADCASTING, May 25).

## NAFMB still looking for larger advertiser

FM's national association is continuing to promote the medium by making major product presentations to New York agencies and is preparing a second bulletin that will emphasize that 51% of FM listeners do not listen to any AM radio.

The status report was issued last week after a meeting of the advisory committee of the National Association of FM Broadcasters in New York. Abe J. Voron, WQAL(FM) Philadelphia, chairman of the NAFMB board, said the organization "is in business to stimulate local, regional and national FM billings."

The committee has operated the NAFMB without a president since James A. Schulke's resignation was accepted this spring (BROADCASTING, April 13). A spokesman said last week a new president had not been selected.

Among those on the scene in New York was Art Crawford, commercial manager of KCBH(FM) Los Angeles and member of the NAFMB advisory committee, who has been negotiating for a large-scale FM advertiser. He said last week that a sale might be forthcoming soon.

It was noted that last year the NAFMB had contracted at a cost of about \$75,000 for various research projects related to producing current demographic and audience information for the FM industry. The first sales bulletin issued by the NAFMB, based on the research studies, stressed the car-buying potential of the FM audience (BROADCASTING, May 25).

Other members of the committee attending the meeting were Stan Hamilton, WMAL-FM Washington; Dave Polinger, WTFM(FM) New York; Frank Knorr, WPKM(FM) Tampa, Fla., and Ed Kenehan, Washington, who is executive secretary and counsel.



**IN PORTLAND**, where annual retail sales are a billion-dollar opportunity, Golden West's KEX saturates the market with 50,000 watts of day and night power. This maximum thrust gives KEX advertisers coverage that wraps up more than 85% of Oregon's population... a power-plus that enables your sales messages to reach an additional billion in buying income.

Source: Sales Management's Survey of Buying Power.

**KEX**  
**CWB**

## Filmex completes staff, facilities expansion

An expansion in facilities and personnel by Filmex Inc., New York, was announced last week by Robert Bergmann, president of the TV commercial production company.



Mr. Bergmann

He said after a year of designing, building and outfitting, Filmex's studio facilities now are completely equipped. He noted that the studio has been planned and constructed to handle any type of film production, and in addition to a shooting sound stage, it contains facilities for storage of sets and props, construction and rooms for conferences and screening.

As part of its expansion plan, Filmex has made three appointments to its creative staff. They include Chick Green, a director; Irwin Scharf, director-writer-designer and Randy Monk, art director-scenic designer. Two weeks ago Carl Lerner, director of the feature film, "Black Like Me," joined Filmex as writer-director.

### Kudner plans Chicago office

The Kudner Agency, New York, announced last week it "shortly" will open a fully staffed and equipped branch office in the Wrigley Building in Chicago.

Kudner, which also has a midwestern branch in Detroit, said the new facility

## Nielsen newspaper study

Results of the first Nielsen national newspaper audience study, released last week, indicate 95 million people in the U. S. over 18 years of age read newspapers daily. They encompass 87% of all families.

Nielsen, which has previously measured circulation of Sunday supplements, now provides data for all daily newspapers in the country.

According to the Nielsen report women readers of weekday newspapers outnumber their male counterparts by 49 million to 46 million. The newspaper survey was researched during the 1963-64 winter period and is based on 6,746 interviews.

will be needed to serve the "constantly expanding areas of our present clients and projections for future expansion."

George B. Anderson, formerly vice president and radio-TV director of the Chicago office of Erwin Wasey, Ruthrauff & Ryan, has been named vice president and office manager of Kudner's office in that city.

## False ad charge dismissed

Federal Trade Commission announced May 15 it has dismissed charges that Plough Inc.'s St. Joseph Aspirin made false advertising claims.

Plough, Memphis, is a pharmaceutical

manufacturer with broadcast holdings. Included in the dismissal was Plough's agency, Lake-Spiro-Shurman Inc., Memphis.

## KHCC&A trial date postponed to Feb.

A trial date for the U. S. government's action against New York agency Kastor, Hilton, Chesley, Clifford & Atherton, originally planned for the end of summer, has now been set for Feb. 1, 1965. The agency was indicted by the government for allegedly disseminating fraudulent advertising for its client, Drug Research Corp. (Regimen reducing pills), involving information that the government says the agency had reason to believe to be false (BROADCASTING, Feb. 3).

The delay apparently doesn't indicate slackened interest in this subject by U. S. attorneys. A government source has indicated that a similar indictment is in offing.

## Rep appointments . . .

- KOA Denver: Blair Radio, New York, as national representative.
- KDON Salinas, Calif.; Bernard Howard & Co., New York.
- WROZ Evansville Ind.; Venard, Torbet & McConnell Inc., New York.
- WSBT-AM-FM-TV South Bend, Ind.; Ohio Stations Representatives Ind., Cleveland, as regional representative.
- WESC Greenville, S. C.: H-R Representatives, New York.

## FINANCIAL REPORTS

## 5 million shares in Comsat sold

AT&T gets major portion; IT&T, General Telephone and RCA follow in order

The common carriers got their shares of the Communications Satellite Corp. last week with AT&T getting 2,895,750 shares of the 5 million available. AT&T's portion, worth \$58 million at the initial \$20 per share offering, is about 1.3 million shares less than the firm had requested.

International Telephone & Telegraph was allotted 1,050,000 shares for \$21

million; General Telephone 350,000 shares for \$7 million; RCA Communications 250,000 shares for \$5 million, and 159 other carriers 454,000 shares for \$908,500.

AT&T's original subscription of a reported 4.25 million shares forced Comsat to apply the complicated formula the FCC had worked out in the event of oversubscription. The formula resulted in a cut for AT&T and provided the other carriers with all the stock they had subscribed for at the present time.

The common carrier allotment allows AT&T to elect the maximum of three directors to Comsat's 15-member board. ITT's subscription will allow it to elect one. No other individual stockholder will have enough votes to elect a director.

Details of the common carrier subscription were disclosed last Wednesday

(May 27) in an amendment to Comsat's May 6 statement with the Securities & Exchange Commission. Five million shares to be offered to the general public are expected to go on sale Tuesday (June 2).

## National General has drop in net income

Increased earnings and gross income, reported by National General Corp. for the 26-week period ended March 24, stemmed largely from improved theatre operations and from the inclusion of Mission Pak, Los Angeles-based packager-processor of fruit and confections acquired by NGC in August 1963, for the first time in the report. NGC is preparing to inaugurate a closed circuit, full color, large screen theater-TV program service for a chain of 200 the-



**IN SEATTLE** advertisers share a bonanza. Retail sales have climbed a husky 42% in just five years. KVI delivers day-after-day impact throughout this booming market plus **primary coverage in metropolitan Tacoma**. Together these metro areas ring up sales that place them ahead of Baltimore or Dallas...14th, in fact, among all major markets. So reach both of Washington's two biggest sales centers with one big station: KVI.

Source: Sales Management's Survey of Buying Power.

**KVI**  
**CWB**

## Stock trading reported by SEC

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

**American Broadcasting - Paramount Theaters**—Herbert R. Hahn exercised option to purchase 811 shares, now holds 1,270; Jack Hausman bought 1,000, now holds 1,500.

**CBS Inc.**—James T. Aubrey Jr. exercised option to acquire 27,429 shares, now holds 27,449; Kenneth W. Hoehn sold 1,200, now holds 2,078; Lawrence W. Lowman sold 1,000, now holds 19,000;

**E. K. Meade Jr.** exercised option to buy 7,265, now holds 7,605

**Desilu Productions Inc.**—Oscar Katz bought 1,500 shares, now holds 3,200.

**MCA Inc.**—David A. Werblin disposed of 2,300 shares through sales and gifts, now holds 156,588.

**Metromedia Inc.**—John W. Kluge exercised option to acquire 20,000 shares, now holds 130,275 and controls another 40,400 indirectly.

**RCA**—John Q. Cannon exercised option on 624 shares, now holds 6,273; Arthur L. Malmgren exercised option on 3,000, now holds 34,821.

**Reeves Broadcasting**—J. Drayton Hastie bought \$70,000 in 6% convertible subordinate debentures, sold \$2,000 worth, converted \$16,000 and now holds \$52,000 worth.

**Taft Broadcasting Co.**—John L. McClay bought 100 shares now holds 101

aters, using General Electric Talaria receiver-projectors. Disposition of capital assets and income tax loss carry-forwards in like period of previous year resulted in larger net income then, NGC's report shows.

|                                                                                                                                                           | 26 weeks ended<br>March 24, 1964 |  | March 26, 1963 |  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|--|----------------|--|
|                                                                                                                                                           | 1964                             |  | 1963           |  |
| Earned per share                                                                                                                                          | \$ 0.45                          |  | \$ 0.50        |  |
| Gross income                                                                                                                                              | 31,067,425                       |  | 23,433,200*    |  |
| Net income                                                                                                                                                | 1,630,412                        |  | 1,710,753      |  |
| Operating income before federal income tax                                                                                                                | 2,188,437                        |  | 1,286,295      |  |
| Net operating income                                                                                                                                      | 1,088,437                        |  | 588,295        |  |
| Shares outstanding†                                                                                                                                       | 3,592,523                        |  | 3,445,897      |  |
| *Income from mission pak not included.                                                                                                                    |                                  |  |                |  |
| †Adjusted to include shares issued for acquisition of Mission Pak and to reflect 1963 stock dividend and, in 1962, shares issued for Mobile Rentals Corp. |                                  |  |                |  |

## Financial notes . . .

■ Metro-Goldwyn-Mayer has declared a quarterly dividend of 37½ cents a share payable July 15 to stockholders of record June 19.

■ Board of Emerson Radio & Phonograph Corp., Jersey City, N. J., has voted a 10 cent cash dividend, payable June 22 to stockholders of record June 6.

## SEC proxy rules changed

The Securities & Exchange Commission last week amended its proxy rules to require companies to add a financial report to proxy statements soliciting votes before annual meetings where directors are to be elected.

The financial statement, which must accompany or precede the proxies, will be required to contain figures for the last fiscal year which "will in the opinion of management adequately reflect the financial position and operations of the issuer." The SEC's new rule requires certification of the financial statements.

## Stockholders seek list of company's owners

Two stockholders who failed in a bid last March to be elected to the board of the Boston Herald-Traveler Corp. have asked Boston's Suffolk Superior Court to force the company to give them its stockholder list. Such actions often foreshadow a proxy battle.

The dissident minority stockholders, Joseph F. Rosenfield and John Ruan, both of Des Moines, Iowa, mustered nearly 30% of the vote in their board membership bid. Boston Herald-Traveler Corp. publishes the morning and Sunday *Herald* and the evening *Traveler*, Boston newspapers, and owns WHDH-AM-FM-TV Boston.

The suit, similar to one filed by another stockholder over a year ago, says the stockholder list would be used "to solicit proxies for use in connection with meetings of stockholders."

## Seven Arts' earnings up 68%

Seven Arts Productions, New York motion picture producer and syndicator of feature films to television, has reported per-share earnings for its last fiscal year up 68% over the previous year.

Year ended Jan. 31.

|                     | 1964       | 1963       |
|---------------------|------------|------------|
| Earned per share    | \$ 1.81    | \$ 1.08    |
| Earned before taxes | 6,479,002  | 2,898,793  |
| Net earnings        | 3,154,002  | 1,705,793  |
| Income              | 41,225,360 | 19,407,905 |

## Paramount net doubles

Paramount Pictures Corp. has reported an estimated consolidated net income for the first quarter of 1964 that is almost twice that for a like period last year. Both years' figures include the financial activities of Plautus Productions.

Three months ended March 31:

|                         | 1964      | 1963      |
|-------------------------|-----------|-----------|
| Earned per share        | \$ 0.63   | \$ 0.36   |
| Consolidated net income | 1,041,000 | 602,000   |
| Investment profit       | 723,000   | 445,000   |
| Per share               | .44       | .28       |
| Shares outstanding      | 1,651,281 | 1,681,681 |

## Capital Cities income rises in first quarter

Capital Cities Broadcasting Corp. has reported first quarter "substantial gains . . . in all segments of income—network, national and local." The report said the greatest increase was in local sales, "where an increasing number of progressive businessmen are turning to the broadcast media."

First quarter figures:

|                         | 1964      | 1963      |
|-------------------------|-----------|-----------|
| Earned per share*       | \$ 0.44   | \$ 0.31   |
| Net broadcasting income | 4,416,265 | 3,982,987 |
| Income before taxes     | 1,241,823 | 893,883   |
| Net income              | 603,363   | 424,063   |

\*Based on average shares outstanding during first quarter 1964 (78,285 shares were issued in March upon conversion of warrants).

## UA net up \$1.5 million

United Artists Corp., New York, has reported first quarter net income for this year of more than \$2 million, \$1.5 million higher than the same period last year.

Quarter ended March 28:

|                         | 1964       | 1963       |
|-------------------------|------------|------------|
| Earned per share*       | \$ 1.10    | \$ 0.31    |
| Gross income            | 37,556,000 | 26,994,000 |
| Net income before taxes | 4,109,000  | 1,084,000  |
| Net income              | 2,078,000  | 578,000    |

\*Based on 1,894,845 shares outstanding.

## Audio Devices sales up

Audio Devices Inc., New York tape manufacturer, has reported first quarter sales this year up 30% over the same period in 1963 and earnings up 14%. At its annual meeting the firm outlined an expansion of its magnetic tape line and noted that its board was re-elected, with the addition of William C. Woodcock, president of Kinemotive Corp., New York.

Three months ended March 31:

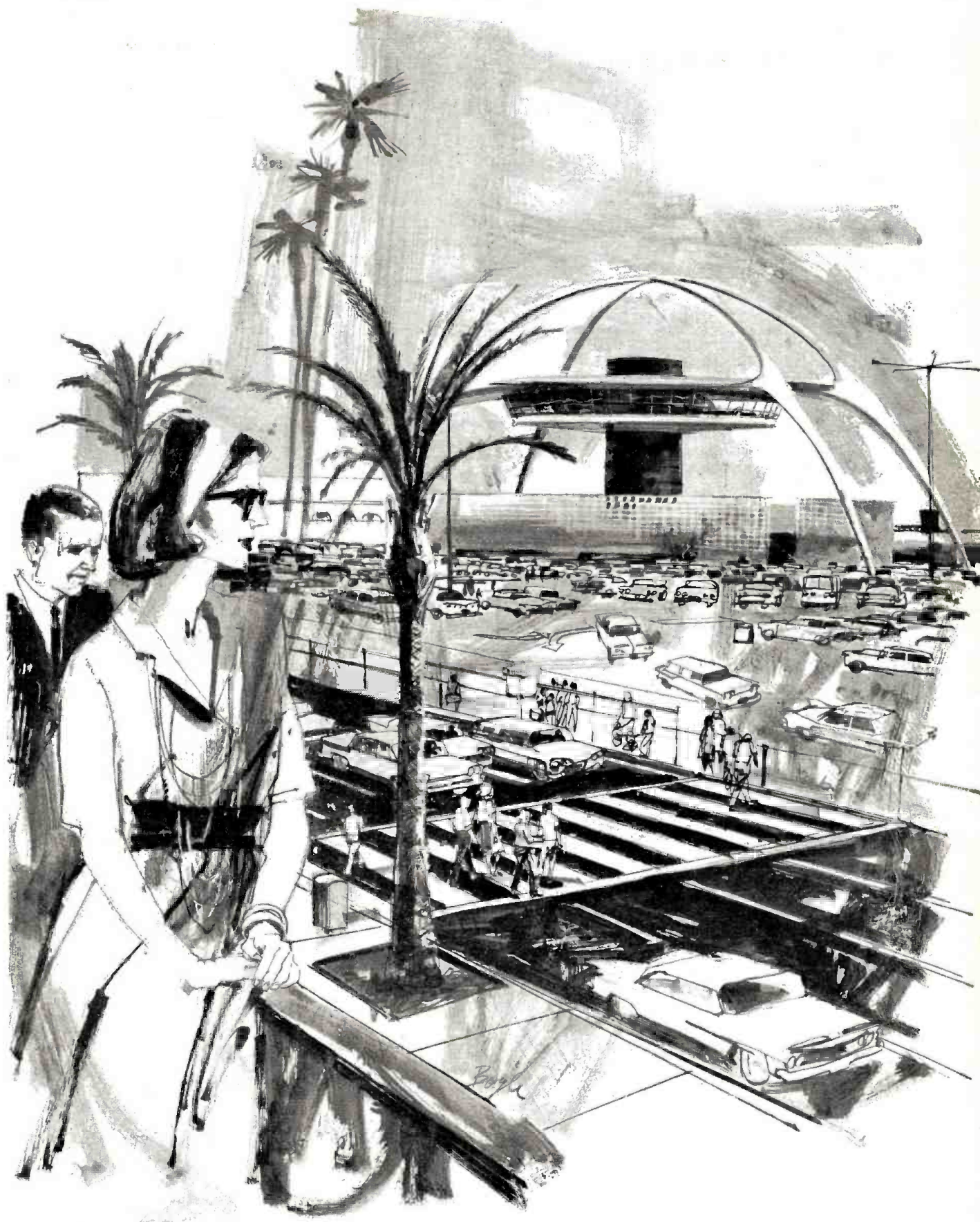
|                                        | 1964      | 1963      |
|----------------------------------------|-----------|-----------|
| Earnings per share*                    | \$ 0.16   | \$ 0.14   |
| Net sales                              | 2,461,818 | 1,899,050 |
| Net income before federal income taxes | 255,063   | 249,880   |
| Net income                             | 139,063   | 123,480   |

\*Based on 885,205 shares outstanding March 31, 1964.

## Chris-Craft forms subsidiary

Chris-Craft Telecasting has been organized as a wholly owned subsidiary of Chris-Craft Industries, owner of KCOB-TV Los Angeles and KPTV-TV Portland, Ore., and purchaser of WTCN-TV Minneapolis-St. Paul, subject to FCC approval.

John Hopkins, president and general manager of KCOB, has been named president of the new company.



**IN LOS ANGELES** only one radio station can cope with the world's largest concentration of automobiles. Only KMPC has two helicopters, a twin-engined Beech Baron and four ground units...all equipped to bring three million motorists news and traffic information on the go. Complete coverage from San Diego to Santa Barbara, a big swing of 250 crowded miles. In Los Angeles, only KMPC is as big as Southern California.

**KMPC**  
**CWB**

# Emmy may be down, but is she out?

## AFTER THE CEREMONY, EFFORTS BEGIN TO IMPROVE AWARD CATEGORIES

The 16th annual Emmy awards were presented last week in a television ceremony that repeatedly exposed the tarnish developed by charges and countercharges concerning the awards system during the past two weeks.

Programs carried by CBS-TV and ABC-TV, which had boycotted the awards, received 18 of the 29 Emmys—13 for CBS-TV shows, five for ABC-TV's—while NBC-TV, the chief defender of the awards as well as the telecaster of the presentation ceremony, figured in nine. In addition, KSD-TV St. Louis won the station award, and Radiodiffusion Television Francaise the international award.

*The Making of the President 1960*, a David Wolper production seen on



Dick Van Dyke and Mary Tyler Moore, Emmy winners for CBS-TV's 'The Dick Van Dyke Show.'

ABC-TV was designated program of the year.

When the show was over, efforts to polish away the tarnish—or find a tarnish-proof awards system—were resumed on an expanded scale, with NBC offering up to \$25,000 as its share for an independent study of awards categories and voting procedures.

NBC made the offer to the National Academy of Television Arts and Sciences, which administers the Emmys and whose members elect the winners. Rod Serling, NATAS president-elect, answered that he appreciated the offer

and would present it to the academy's board of governors as soon as possible after he takes office June 15.

Following a subsequent meeting that included Messrs. Serling, Mort Werner and Seymour Berns, retiring president and executive vice president of NATAS, respectively, the academy announced plans for a "massive reappraisal of the awards categories, structure and voting procedures," the major part of which it expects to complete within four or five weeks.

**Skull Session** ■ The academy said it will "gather all of the criticisms and recommendations which have been made in recent weeks and, within the next week or so, the leaders of the academy—past, present and future—will study these criticisms and recommendations thoroughly. We then hope to meet with the heads of the program and news departments of the three television networks and have every reason to believe that they will join with us in implementing desirable changes."

Referring to the NBC offer, the academy said it will consider that proposal along with the others, noted that it was "particularly gratified by published reports that ABC is prepared to join with NBC in supporting such an outside study" and added that it hoped CBS would also join in such a study if one were considered desirable.

ABC-TV President Thomas W. Moore said he was pleased that the academy officially had recognized that the Emmy problem exists. He reiterated the network's willingness to help finance the cost of a study, but added that the study should be made by persons outside the television industry in order to avoid any possible conflict of interest.

Several other studies meanwhile were being launched. Sam Cook Digges of CBS Films, president of the International Radio and Television Society, indicated he may announce this week the name of the person to head IRTS's projected search for a suitable awards system embracing both radio and television. He said two of the three TV networks had indicated they would support the IRTS study, but he did not identify them.

A committee set up by CBS-TV for its own guidance was reported collecting data in preparation for a meeting this month.

**Battered, but Unbowed** ■ In opening

the presentation ceremony, held last Monday night (May 25) with originations in New York and Hollywood, academy President Werner, of NBC, acknowledged that Emmy had come under criticism but expressed confidence that she will "continue to fly." He also stressed the academy's belief that its members had done a good job in selecting nominees.

Emphasizing that television itself has changed, he recalled that the first Emmy awards contest pitted a musical quiz show against a puppet show for top honors, whereas this year's best-program nominees all dealt in documentary or dramatic form with important problems facing the nation.

"Television has changed," Mr. Wer-

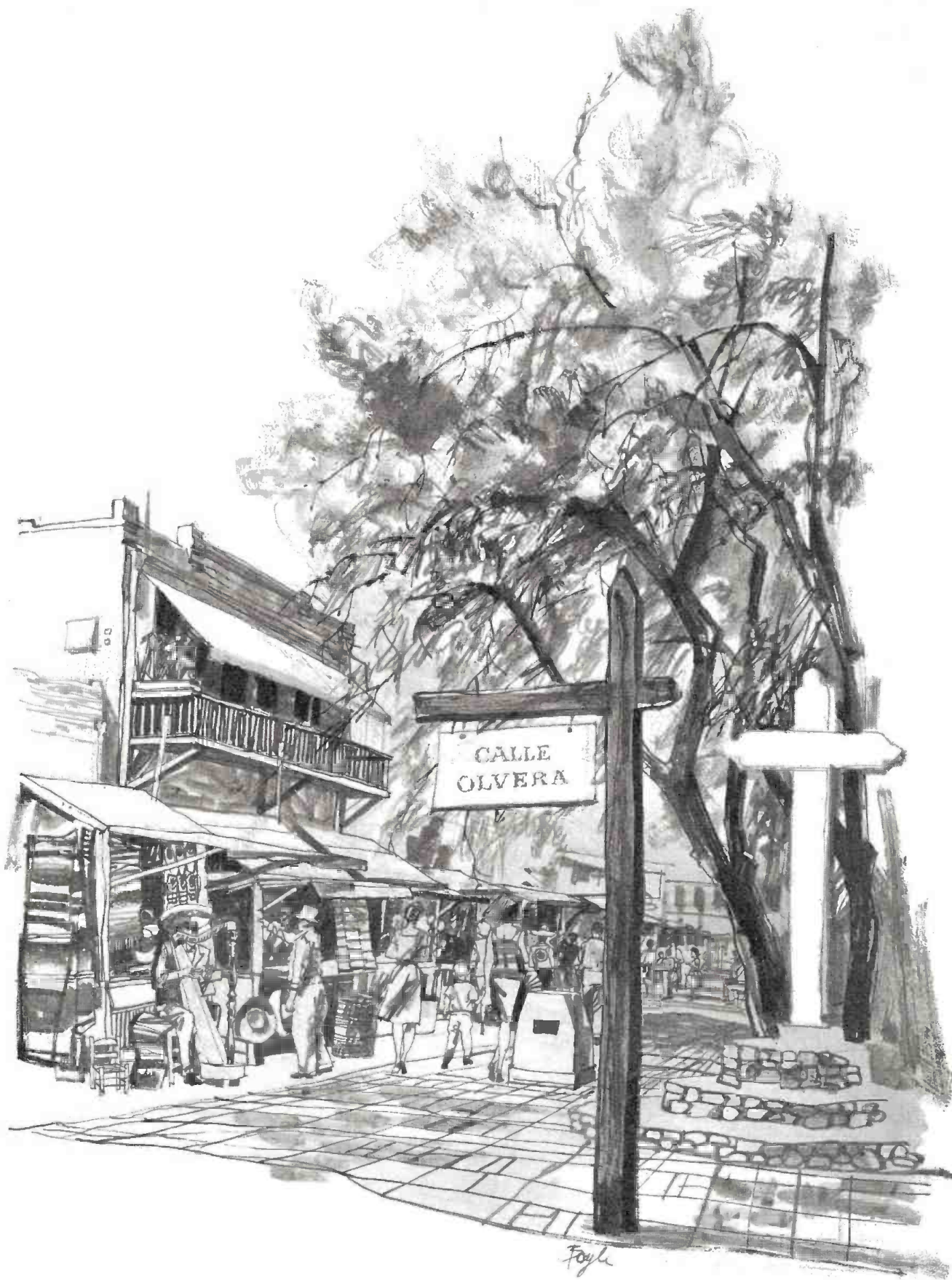


Senators Kennedy and Johnson as they appeared in ABC-TV's 'The Making of the President 1960.'

ner said, "and it will keep changing. But the same questions are often asked: What is television? Is it an art form? Is it entertainment? Is it primarily a source of news and information?"

"I think that television is all of these things and will continue to change. It will continue to grow and continue to attract more creative forces to the industry."

Mr. Werner pledged that the academy would try to keep pace with the change in the industry and that it will do its utmost to cope with the "continuing problem of readjusting its award



**IN LOS ANGELES** the west's first television station, KTLA, Channel 5, is now under the ownership and management of Golden West Broadcasters. Since 1947, KTLA has served the nation's second largest television market with foresight and imagination. It was the first, for example, to telecast live coverage of news events from a helicopter. Under Golden West Broadcasters, KTLA will continue to operate in the best traditions of independent broadcasting and, in doing so, reflect the same high quality that distinguishes each of the Golden West radio stations.

**KTLA**  
TELEVISION  
**CWB**

## 'Nonconformist' Friendly gets an honor

Fred W. Friendly, president of CBS News, the organization that led the current attack on the Emmy awards, last week received an award, but not an Emmy. Mr. Friendly was named by Columbia University's Graduate School of Journalism to receive its seventh Columbia Journalism Award for his contributions to public information through television documentaries.

Columbia University said the award marked the first television journalist to win the prize which was voted by the faculty of journalism as a tribute to Mr. Friendly as "a nonconformist with a sense of mission about the duties of TV journalism as well as one who never backed away from the consequences

of carrying out his convictions . . . a courageous innovator in a field too often characterized by timidity in the face of controversy."

The award was to be presented to Mr. Friendly on May 29 by Dean Edward W. Barrett of the Graduate School of Journalism. Said the faculty of Mr. Friendly (and the Emmys):

"The fact that promotion [of Mr. Friendly] to executive status has not dampened his flair for controversy has already been demonstrated by his recent denunciation and boycott of the TV Emmy awards."

Mr. Friendly was executive producer of *CBS Reports* before he was elected to the presidency of CBS News earlier this year (BROADCASTING, March 9).

structure to best serve all contributions to television."

Before and after Mr. Werner's speech, running comments throughout the program centered around the industry feud that erupted last month when CBS News President Fred Friendly first attacked the awards setup as "unprofessional, unrealistic and unfair" (BROADCASTING, May 18, 25).

**No Refusals** ■ There was no instance of an award going unaccepted. Although CBS News and the CBS-TV and

ABC-TV networks, among others, had boycotted the ceremony, their embargo applied only to their own employees, not to the independent writers, producers, directors and others who worked on their shows. In the categories where there was a real possibility that the winner might not be represented—news, public affairs, etc.—NBC emerged the winner.

The station award went to KSD-TV St. Louis for its *Operation Challenge: A Study in Hope*.



NBC-TV Emmy winners for 1964 are (left-right): Warren Clymer, 'Hallmark Hall of Fame'; Chet Huntley, 'Huntley-

Brinkley Report'; Fred Freed, 'Cuba: Parts I and II', and J. B. Peters, 'The Kremlin.'

The KSD-TV documentary dealt with problems of the young people in the community of Kimloch, Mo., and resulted in a public response in the form of money donations, offers of technical training and equipment from manufacturers. The area originally was ruled ineligible for federal assistance, but following KSD-TV's effort and a review last March of the film by a Senate subcommittee on accelerated public works, the original ruling is being reconsidered.

Radiodiffusion Television Francaise won the international award for its program *Les Raisins Versis* (*Sour Grapes*).

National ratings for the awards telecast were not available last week, but in New York the program had a 40.5 Nielsen rating, with 65.9 share of audience, as against a 43.4 rating and 66 share in 1963, when the program was presented on a Sunday night.

The award winners:

1. Program of the year: *The Making of the President 1960*—ABC.
2. Outstanding program achievement (comedy): *The Dick Van Dyke Show*—CBS.
3. Outstanding program achievement (drama): *The Defenders*—CBS.
4. Outstanding program achievement (music): *Bell Telephone Hour*—NBC.
5. Outstanding program achievement (variety): *The Danny Kaye Show*—CBS.
6. Outstanding program achievement (children's programming): *Discovery '63-'64*—ABC.
7. Outstanding achievement (documentary programs): *The Making of the President 1960*, produced by David L. Wolper, written by Theodore H. White—ABC.
8. Outstanding achievement (news reports): *Huntley-Brinkley Report*—NBC.
9. Outstanding achievement (news commentary or public affairs): *Cuba, Paris I & II*—NBC.
10. Outstanding single performance by an actor (lead): Jack Kingman in "Blacklist," *The Defenders*—CBS.
11. Outstanding single performance by an actress (lead): Shelly Winters in "Two Is the Number," *Bop Hope Presents the Chrysler Theater*—NBC.
12. Outstanding continued performance by an actor in a series (lead): Dick Van Dyke in *The Dick Van Dyke Show*—CBS.
13. Outstanding continued performance by an actress in a series (lead): Mary Tyler Moore in *The Dick Van Dyke Show*—CBS.
14. Outstanding performance in a supporting role by an actor: Albert Paulsen in "One Day in the Life of Ivan Denisovich," *Bob Hope Presents the Chrysler Theater*—NBC.
15. Outstanding performance in a



**IN SAN FRANCISCO**, "the world's greatest radio station" is KSFO. Local and national advertisers readily back this claim. Says Armour & Co., "We've had the biggest year in the Bay Area since World War II. Much of the credit goes to KSFO." Mary Ellen Jans and Jellies adds: "We maintain a 52-week schedule on KSFO only. Sales have increased a happy 14.86%." And Gallen Kamp's agrees: "Most radio dollars go to KSFO. It's a cash register rating service that can't be beat!" For your share of the world's greatest sales success in the Bay Area, call KSFO, YUkon 2-5500, or your nearest AM Radio Sales office.

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Source: Sales Management's Survey of Buying Power.

**KEX**  
**CWB**

**IN SEATTLE** advertisers share a bonanza. Retail sales have climbed a husky 42% in just five years. KVI delivers day-after-day impact throughout this booming market plus primary coverage in metropolitan Tacoma. Together these metro areas ring up sales that place them ahead of Baltimore or Dallas... 14th, in fact, among all major markets. So reach both of Washington's two biggest sales centers with one big station: KVI.

Source: Sales Management's Survey of Buying Power.

**KVI**  
**CWB**

**IN LOS ANGELES** only one radio station can cope with the world's largest concentration of automobiles. Only KMPC has two helicopters, a twin-engine Beech Baron and four ground units... all equipped to bring three million motorists news and traffic information on the go. Complete coverage from San Diego to Santa Barbara, a big swing of 250 crowded miles. In Los Angeles, only KMPC is as big as Southern California.

**KMPC**  
**CWB**

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**KTLA**  
TELEVISION  
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**GOLDEN WEST BROADCASTERS**  
Four great radio stations covering 87%  
of the people on the rich Pacific Coast  
REPRESENTED BY AM RADIO SALES COMPANY

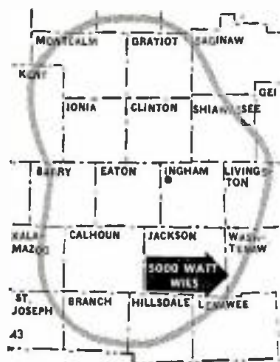
And KTLA Television 5, serving  
the Greater Los Angeles Area  
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RADIO 1320  
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 5,000 WATTS / 24 HOURS A DAY

50 (FANFARE)

supporting role by an actress: Ruth White in "Little Moon of Alban," *Hallmark Hall of Fame*—NBC.

16. Outstanding performance in a variety or musical program or a series: Danny Kaye in *The Danny Kaye Show*—CBS.

17. Outstanding achievement in composing original music for television: Elmer Bernstein for *The Making of the President 1960*—ABC.

18. Outstanding achievement in art direction and scenic design: Warren Clymer for *Hallmark Hall of Fame*—NBC.

19. Outstanding writing achievement in drama (original): Ernest Kinoy for "Blacklist," *The Defenders*—CBS.

20. Outstanding writing achievement in drama (adaptation): Rod Serling for "It's Mental Work," *Bob Hope Presents the Chrysler Theater*—NBC.

21. Outstanding writing achievement in comedy or variety: Carl Reiner for *The Dick Van Dyke Show*—CBS.

22. Outstanding directorial achievement in drama: Tom Gries for "Who Do You Kill," *East Side/West Side*—CBS.

23. Outstanding directorial achievement in comedy: Jerry Paris for *The Dick Van Dyke Show*—CBS.

24. Outstanding directorial achievement in variety or music: Robert Scheerer for *The Danny Kaye Show*—CBS.

25. Outstanding achievement in cinematography for television: J. B. Peters for *The Kremlin*—NBC.

26. Outstanding achievement in electronic photography: *The Danny Kaye Show*—CBS.

27. Outstanding achievement in film editing for television: William T. Cartwright for *The Making of the President 1960*—ABC.

Station award: KSD-TV St. Louis for *Operation Challenge: A Study in Hope*.

International award: Radiodiffusion Television Francaise for *Les Raisins Verts*.

## Drumbeats ...

**Grants grant** ■ WREX Rockford, Ill., has awarded a \$500 grant to aid Beloit College, Beloit, Wis. in meeting a Ford Foundation challenge.

**Market Street express** ■ KRON-TV San Francisco is sending to timebuyers a punch-out cable car, sans directions, promoting the Bay Area as the "quality market."

**Cancer hop** ■ Five Altoona, Pa., area radio stations raised more than \$1,300 for the American Cancer Society with a benefit record hop. The annual affair was attended by several recording artists and promoted, noncompetitively, by

disk jockeys from WVAM, WRTA and WFBG, all Altoona, WTRN Tyrone and WKMC Roaring Spring.

**Who's where when** ■ WIRE Indianapolis has produced a brochure detailing traffic flow patterns in the Indianapolis area by sex, age, time, purpose and territory. The station's report notes 367,640 cars registered in the area, 84% with radios.

**Speedy winner** ■ Helen Bugert, account executive with McCann-Erickson, New York, has won the WFBM-TV Indianapolis, speedway sweepstakes of an all-expense paid trip to the Indianapolis 500 race and festival. The annual sweepstakes is awarded to the timebuyer who most nearly predicts qualifying speed for the pole position car for the race.

## 5 stations included on Sloan honor roll

Fifteen stations, advertisers and individuals were presented with Alfred P. Sloan radio-TV awards for highway safety during a dinner at the Waldorf-Astoria in New York last Tuesday (May 26).

The awards, which started in 1948, are sponsored by the Alfred P. Sloan Foundation and are administered by the National Safety Council in cooperation with the Automotive Safety Foundation.

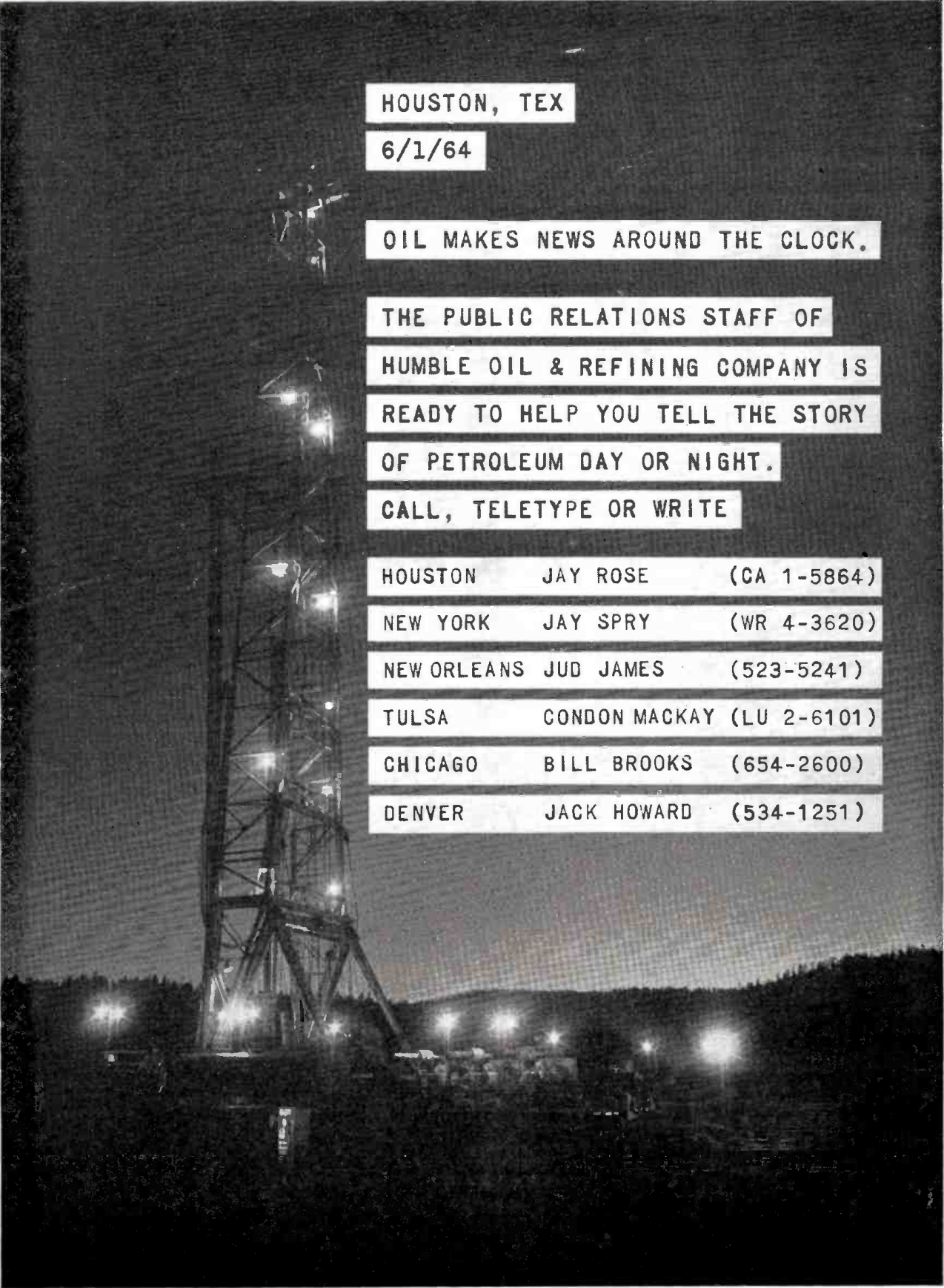
Stations which received awards were wowl Florence, S. C.; WGN Chicago; Dixie Productions Public Service Network, Tallahassee, Fla.; WMBI-FM Chicago; KDKA-TV Pittsburgh; WINR-TV Binghamton, N. Y., and WYES-TV New Orleans. No awards were made this year in the categories of network radio, network TV and regional TV because the judges felt the entries did not meet the standards of the Sloan awards.

Advertising sponsor winners were the Champion Spark Plug Co., Toledo, Ohio; Chevrolet Motor Division, General Motors Corp., Detroit; Citizens Mutual Insurance Co., Howell, Mich.; Goodyear Tire and Rubber Co., Akron, Ohio; Standard Oil Company of California, San Francisco, and Frisch's Restaurants Inc., Cincinnati.

Gene McPherson of WLWT(TV) Cincinnati and John Roberts, KDKA-TV Pittsburgh, received \$1,000 awards for originality in writing and producing programs on traffic safety.

Special citations, presented for the first time this year, were given to the National Safety Council, the Advertising Council and Needham, Louis & Brorby, for creating and producing "Buckle Up for Safety," a radio-television spot announcement series promoting seatbelt use.

BROADCASTING, June 1, 1964



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6/1/64

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| NEW ORLEANS | JUD JAMES | (523-5241) |
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| TULSA | CONDON MACKAY | (LU 2-6101) |
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BROADCASTING, June 1, 1964

# Showdown on FCC program policy

**Coalition of broadcasters attacks whole system of program regulation as unconstitutional—and is willing to take its fight all the way**

A group of nine broadcast licensees representing 19 television stations set the stage this week for what could be an all-out assault on the legal underpinning of the FCC's authority to regulate programming.

They maintained that FCC regulation of programming is unconstitutional and the time has come for a new look at the assumption on which the FCC bases its authority over programming.

They expressed their views in comments filed in the FCC's rulemaking to devise a new program reporting form for television stations. An oral proceeding on the proposed form is to be held today (Monday).

The comments, which appeared to be designed as the basis for a court suit, criticized not only the proposed form, requiring considerable information on programming and on efforts made to determine community needs, but also the FCC's 1960 statement on programming policy and its fairness doctrine.

In criticizing these documents, the licensees attacked a broad spectrum of arguments made in support of the view that FCC regulation of programming does not violate the First Amendment guarantee of freedom of speech.

**Fifth Amendment Cited** ■ They also asserted that the proposed form would violate guarantee of due process of law, as provided by the Constitution's Fifth Amendment. They said that the commission lacks the criteria to judge the adequacy of programming and consequently, FCC use of the programming information as a means of determining whether to grant or renew a license would be "arbitrary and capricious."

Besides the constitutional arguments they raise, the licensees urge rejection of the proposed form on the ground that it would be extremely burdensome, in time and money, to complete.

On the basis of their own efforts to complete the form, they estimate that stations would have to expend 15 man-years of labor properly to compile, collate and file the proposed program information every three years. They say such additional employees would increase payroll costs "anywhere from \$25,000 to \$50,000 a year, merely to

collect the information for the commission.

W. Theodore Pierson, counsel for the licensees, said last week that, if the rulemaking is adopted in anything like its present form, his clients would ask for judicial review.

He said the appeal would be based on the ground the form violated the First and Fifth Amendments to the Constitution and the noncensorship provision of the Communications Act.

He acknowledged that the Washington Court of Appeals, which has upheld the commission on issues involving programming in the past, might rule against his clients. But he indicated they would be prepared to take the case to the Supreme Court. That court has never ruled directly on a freedom of speech question affecting a broadcaster.

The rulemaking offers a number of advantages to broadcasters seeking to test the commission's authority over programming. No station would have to risk its license in a test case. In addition, Mr. Pierson said, a great deal of material bearing on the issue, including commissioners' speeches and staff letters on the programming question, may be introduced in a case involving a rulemaking. Much of it would not be admissible in an adjudicatory case, he said.

**Keeping Informed** ■ The licensees, in their comments, conceded that the commission may require broadcasters to demonstrate that they have established techniques for keeping themselves knowledgeable about their community and its residents.

But, they add, if the FCC goes further

## Another try on program forms

**Latest FCC proposal follows some suggestions of ad hoc committee; calls for two radio forms instead of one**

The emphasis on news, public affairs programming and commercial practices was unchanged last week as the FCC released revised versions of proposed AM and FM radio program reporting forms.

Although revised into two forms—one for license renewal applications and another for applications for new stations, assignments and transfers of control and for major changes in facilities—last week's versions are substantially the same as the single reporting form proposed by the commission last January (BROADCASTING, Jan. 27). The revised versions are based on the work of an ad hoc committee of broadcasters, attorneys and FCC staff that undertook to simplify and improve the January form.

In its unanimous decision to propose the revised forms, the commission said "we are of the view that the committee's proposed forms represent in a number of respects an improvement over our

January proposal."

The commission has scheduled an oral proceeding for June 30. Parties wishing to file comments, but not planning to appear at the hearing, must do so by the hearing date. The commission urges participants to coordinate their presentations.

The commission, in releasing the revised forms, said "we are inclined to agree" with the committee that it is best to have two reporting forms and that it is dropping further consideration of its single form.

**Another Matter** ■ The revised forms have eliminated a proposal that would have required an annual filing of the amount of commercial matter broadcast by a station.

"However," the commission said, "we feel that the filing of some information on commercial matter annually may well be appropriate, and the commission will consider the matter in a subsequent

and requires a licensee "to satisfy the commission that he made the right [programming] judgment . . . we believe the commission will have entered the area proscribed by the First Amendment and, further, will have made the requirement of licensee knowledgeability a rather futile exercise."

The licensees note that most challenges to the commission's authority over programming are met with reference to the KFKB and Trinity Methodist cases, decide more than 30 years ago by the old Federal Radio Commission. In both the FRC refused to renew licenses because of the stations' programming. And in both, the Appeals Court held that the licensee's freedom of speech was not violated since, it said, that guarantee applied only to prior restraint—not subsequent punishment.

However, the licensees argued that there has been a "constant evolution of the First Amendment safeguards" and that, as a result, a "reappraisal" of the commissioner's power regarding programming "is essential."

They said the Supreme Court, a few months before the Trinity case was decided, held that subsequent punishment "offended" the First Amendment as seriously as prior restraints. The case involved a newspaper in Minnesota. The licensees also noted that the Supreme Court in 1948 ruled that radio and television are "embraced" by the First Amendment. They point to a number



Lawyer Pierson  
A First Amendment case

of decisions in which the high court recognized "the censorship dangers inherent in any licensing system." And, they say, the Supreme Court has held that the government may not condition the grant of a privilege "upon the relinquishment of constitutional rights."

**'Unconstitutional' Requirements** ■ But the commission, they add, "has placed a number of unconstitutional program requirements upon broadcast licensees as a condition to their obtain-

proceeding." The FCC did not amplify.

The commission said the committee suggested that a filing of annual commercial reports be made in a form "corresponding to the annual financial report form."

The revised forms do not, as did the earlier proposal, require the broadcaster to make a subjective evaluation of the programming of his competitors. But a station would be required to "state . . . the characteristics of applicant's programming which applicant considers to be different (if any) from its competitor."

The commission said that the committee felt that the previous requirement "asking a licensee to characterize his competitors calls for a subjective judgment as to which persons may well differ." The commission noted that it would likely create conflicting evaluations as different persons made the appraisals for different applications. The federal agency added such appraisals would not provide the "standard of accuracy which should apply to statements in application."

The revised form for license renewal applicants returns to the composite week for describing programs. Although the commission said "Questions have

been raised as to whether a single composite week is sufficient to describe adequately the station's programming of both regular and special programs." The commission asked comments on the advisability of providing an alternate period to the composite week, and if there is to be one, what length should it be?

The commission also asked for comments on the need for requiring assignment and transfer applicants to describe their past programming and commercial practices. This material is not presently required and the commission said that the revision committee opposed the addition of such a requirement. The FCC said "we are tentatively of the view that some such showing is required."

The forms require that in the listing of all public-affairs programs and other nonentertainment or sports programming, exclusive of news coverage, each program be described separately. The commission said the addition of this requirement was "strongly opposed by a majority of the committee," as it "would pressure stations to have programs in each of the program types."

Absentee owners and multiple licensees would be required to explain how they participate in programming decisions made by the station.

ing or retaining their broadcast licenses."

They cited the commission's 1960 Statement of Program Policy and the notice accompanying its proposed program form as examples of the "unconstitutional program requirements" they say the agency has imposed upon licensees. Both documents, they assert, outline "quite specifically the nature and categories of programming it will require each broadcast licensee to broadcast." And although the commission says the program elements don't constitute a "formula" for station operation, the licensees add, "it makes it quite explicit that none of these classifications can be deleted by the broadcaster unless he has some sort of undefined overriding explanation for not programming in any deleted category."

They assert that a licensee unwilling to risk commission questions about his programming will broadcast programs he feels the commission would prefer and, conversely, delete programs he might otherwise carry in order to make room.

"If this is not censorship," they ask, "what term may it be called?"

The licensees note several Supreme Court cases in which government-required self-censorship was ruled unconstitutional. But, they contend, the commission has an arsenal of weapons for imposing "indirect methods of self censorship"—"public notices, the 'lifted eyebrow', speeches by commissioners, threats of inspections, letters of inquiry, delaying action on applications, unnecessary hearings, and exacting application forms requiring projections of future programming in minute detail."

**Other Arguments** ■ The licensees attacked two other arguments that are advanced in support of commission policies. One is that spectrum scarcity leads to physical limitations which warrant application of the First Amendment different from its application to the press. The other is that the commission examines overall programming, not individual programs.

Regarding the scarcity argument, the licensees note that as of Jan. 1, 564 commercial UHF and VHF stations were on the air in 271 markets and that an additional 85 educational stations were operating. "Can it be realistically concluded," they ask, "that the shortage of spectrum space has acted as any real brake upon the expansion of radio and television stations?" They note that a total of 1,942 commercial VHF and UHF channels and 346 educational channels have been allocated to 1,206 communities. And this, they say, suggests that "the real limitation on the expansion of radio and television has been economic rather than physical."

In discussing the overall programming concept, they say it's "impossible to

## It happened in Florida: Burns high, High burns

The Florida Democratic gubernatorial runoff ended last Tuesday (May 26) with a victory for Jacksonville Mayor Haydon Burns over Miami Mayor Robert King High. Before it ended, however, a Jacksonville TV station proved the accuracy of computer predictions on a statewide level, a Miami agency put most of its candidate's ad budget into spot radio and the two candidates met in only three of six scheduled head-on debates.

WJXT(TV) Jacksonville at 8:09 p.m. last Tuesday gave a computer forecast of 58% for Mayor Burns and 42% for Mayor High. On Wednesday morning, with only absentee ballots to be counted, Mayor Burns had received 57.95% of the vote. The computer prediction was also fed to 12 radio and two television stations in the state.

In the May 5 primary the pre-election favorite, Mayor Burns, finished first, but Mayor High's second place finish was a surprise upset, foreseen by the station's computer little more than an hour after the polls closed. WJXT aired a prediction of Mayor Burn's wide lead at this time, but delayed predicting a second-place finish for Mayor High because of sparse returns and the small percentage spread between him and the next candidate. The station broadcast a rank order of finish for all six candidates at 8:52 p.m., when approximately 29% of the expected vote was in.

The computer was a General Electric 225 belonging to the Florida National Bank, sponsor for the primary and runoff specials.

The surprise primary victory for the Miami mayor was laid in part, by his agency, Harris, Buggeln &

Brumby Inc., Miami, to "radio, the one medium where we could really get exposure per dollar."

Of the six candidates, Mayor High had the smallest reported campaign chest, \$83,000 for the primary and \$100,000 for the runoff. Of the \$83,000 fund, \$35,000 was allocated for advertising with \$27,500 of this going into spot radio on 44 stations during the 10-week campaign. The remaining advertising funds were put into TV late in the campaign.

In the runoff campaign, \$60,000 was put into advertising with about half in radio, a quarter in TV and a quarter in newspapers. The radio campaign here entailed a \$27,000 expenditure on 140 stations in two weeks.

The radio spots were used during the heavy auto traffic hours of 8-9 a.m. and 5-6 p.m., Monday-Friday. Joe Dwyer, media director of the

agency, noted that Mayor High had gotten 10% or more of the votes in the primary only in counties where his jingles had been aired.

Mayor Burns's campaign chest was \$582,733 with \$450,000 spent in the May 5 primary among all media. Contributions to other candidates in the primary totaled more than \$1,450,000.

Although the two mayors had agreed to six debates, three of them never took place. With the civil rights battle the high point of the campaign, Mayor Burns ended the face-to-face meetings following a live one-hour program on WTVJ(TV) Miami on May 17. The Jacksonville mayor walked out in the middle of the program, came back to finish it and said he would not commit himself to any more joint appearances, canceling previously scheduled debates on the weekend before the runoff.



Ralph Renick (l), vice president of WTVJ(TV) Miami, moderated the last face-to-face debate of the two

Democratic candidates, Mayor Haydon Burns of Jacksonville (c) and Mayor Robert King High of Miami.

understand why it would be admittedly censorship if the commission attempted to require a station to broadcast a single educational or religious program . . . but it is not censorship to require a station to broadcast several programs making up a whole program category."

**No Guidelines** ■ The licensees also assert that the commission will be able to make no rational use of the "voluminous" programing information they say the proposed program form will elicit. They say "there are no standards or criteria which could be applied to this program information for the purpose of judging a broadcaster's performance."

They quote two present commissioners—Lee Loevinger and Rosel Hyde—and two former commissioners—T. A. M. Craven and Charles H. King—as supporting their view.

"If there are no objective standards or criteria which can be applied . . . for the purpose of judging whether a station's program proposals or past performance serves the wants and needs of the public," they say, "any commission use of this information . . . is arbitrary and capricious and, thus, in violation of the Fifth Amendment . . ."

The licensees filing the comments are: Community Broadcasting Co. (WTOL-TV Toledo, Ohio); The Evening

News Association, (WWJ-TV Detroit); Lee Broadcasting Inc. (KHQA-TV Hannibal, Mo.-Quincy, Ill.); Lee Radio, Inc., (KGLO-TV Mason City, Iowa; KEYC-TV Mankato, Minn.); RKO General Inc. (KHJ-TV Los Angeles, WHBQ-TV Memphis, WNAC-TV Boston, WOR-TV New York); Royal Street Corp. (WDSU-TV New Orleans); Time-Life Broadcast, Inc. (KERO-TV Bakersfield, Calif.; KLTZ-TV Denver; KOGO-TV San Diego; WFBM-TV Indianapolis; WOOD-TV Grand Rapids, Mich.); TLB Inc. (WTCN-TV Minneapolis-St. Paul); WKY-TV Television System Inc. (WKY-TV Oklahoma City WTVT[TV] Tampa, Fla.; KTVT[TV] Fort Worth-Dallas).



In NBC's lineup of stations throughout the nation, WFBC-TV ranks 43rd in average homes reached (as reported in ARB's Local Market Comprehensive — Fall, 1963). That means that WFBC-TV swings a bigger bat than the NBC stations in San Diego, Charlotte, Spokane, Norfolk, or Jacksonville, just to name a few. So, if you want to score

higher with your advertising pitch, come play in our ballpark . . . the Greenville-Spartanburg-Asheville market, in the heart of the Western Carolinas.

For ratings, market data and availabilities, contact the Station or our national representatives, Avery-Knodel, Inc.

# wfbc-tv

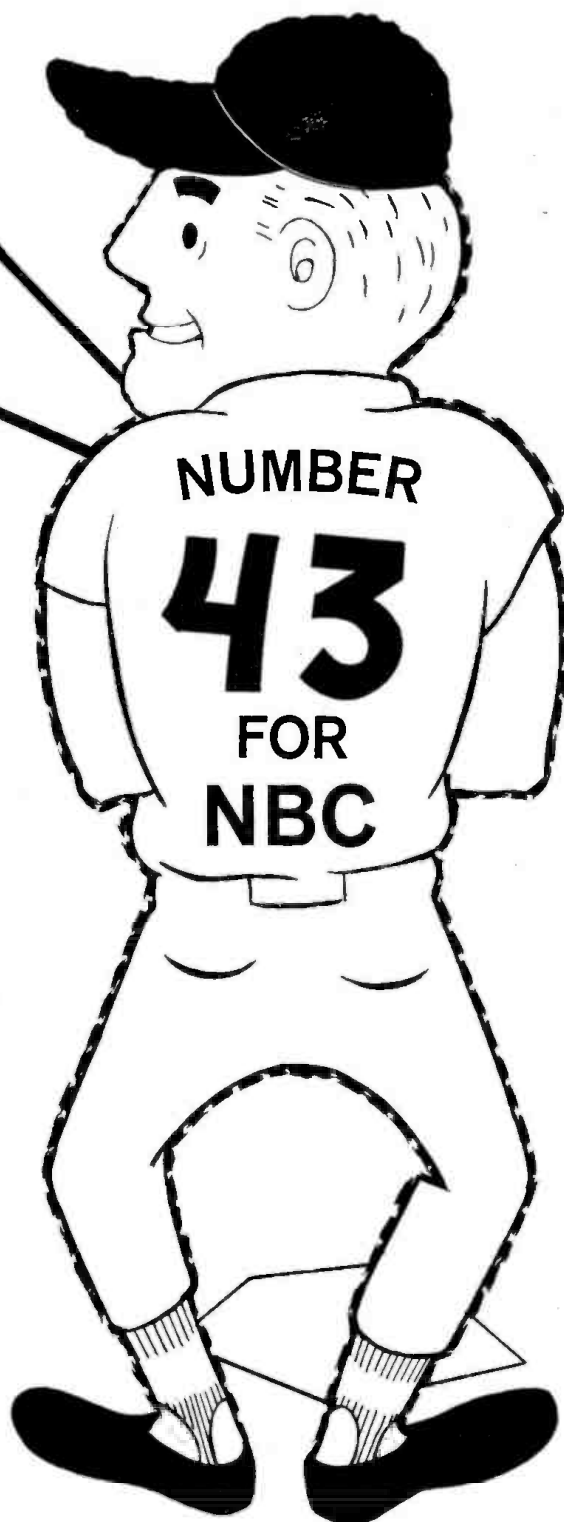
**GREENVILLE, S. C. CHANNEL 4**



AFFILIATED STATIONS:

**WBIR-TV, KNOXVILLE, TENNESSEE**

**WMAZ-TV, MACON, GEORGIA**



# Political coverage: a \$25 million job

That's the tab the networks will pick up  
for campaign and election reporting this year

Political reporting, broadcast style, has become big business, involving armies of people and millions of dollars. Network coverage of Tuesday's (June 2) primary election in California, for example, will involve 80,000-90,000 individuals and an expenditure of over \$1.25 million. Overall, from the New Hampshire primary right through to the presidential election returns on Nov. 3, the combined expenditures of the news departments of ABC, CBS and NBC on campaign coverage will total some \$25 million, it was estimated last week.

The estimator was Elmer Lower, president of ABC News, who told a Wednesday morning (May 27) news conference in Los Angeles that "ABC is spending \$300,000 for the California primary alone and I'd rather spend that money for three good documentaries. But we're in a competitive race, so we're going to compete." CBS and NBC esti-

mated they'd spend \$500,000 apiece for their coverage of the event.

For the complete presidential campaign, Mr. Lower said that he had added \$5.5-\$6 million to his department's budget of \$15 million for all other news coverage during 1964. He estimated that CBS and NBC would spend about \$10 million each for their political coverage, boosting their news expenses to a total of \$30 million each for the year, and spokesmen for those networks indicated that these figures are reasonably accurate.

**Thousands of Teachers** — ABC News has about 150 staffers in California for the primary coverage, Mr. Lower said. They will be augmented by more than 30,000 volunteers who will cover the precincts and phone the reports into ABC's 17 collection centers. The volunteer reporters are largely teachers, enlisted by the California Teachers As-

sociation to whose scholarship fund ABC has made a \$10,000 donation. ABC also used teachers in Oregon to assist in covering that state's primary, the network's news chief said, "and it worked out pretty well, particularly in the smaller towns where there's nothing much going on."

The ABC-owned radio and TV stations throughout California are inviting their listener-viewers to become network news reporters for a night and the response has been good, Mr. Lower said. In Los Angeles, the Thaliens, entertainment industry philanthropic organization, is also aiding ABC in recruiting precinct workers for election night.

The information gathered at California's 32,000 precincts will be phoned in to the 17 centers for tabulation and relaying to the Burroughs ElectroData division plant in Pasadena, where ABC has set up complete TV and radio studios for its primary election coverage. CEIR, research organization with headquarters in Washington, will program the computers with basic information, Mr. Lower said. The statistics flowing from the computers after the precinct voting returns have been fed in and processed, will enable ABC's political analyst, Oliver Quayle, to provide rapid projections on the election's outcome.

**Not Just Bodies** — Bill Eames, editorial director of the CBS News election unit, said that about 150 staffers and more than 20,000 others would be involved in the CBS California pri-

## Democrats expand their voice news service

Radio and television station response to a voiced news service just inaugurated by the Democratic National Committee was so great last week that the committee ordered equipment to double its facilities.

Letters were being prepared reporting the expansion and asking stations to be patient and keep dialing even though they might receive an initial busy signal.

Wayne Phillips, director of the Democratic news and information bureau, said the telephone service answered 988 calls and registered another 4,258 busy signals between 8 a.m. Tuesday and 8 a.m. Wednesday (May 26-27). Many stations also called the bureau's switchboard to thank the committee for the service and say that they were pleased with the broadcast quality of the taped material, Mr. Phillips said.

In other instances, he said, stations unable to reach the service's

special number because it was busy called the national committee office and were fed taped material directly over the phone.

Since the automatic "programs" are usually limited to about three minutes (stations pay long distance tolls), some news departments have called directly to obtain lengthier excerpts than those available on the tape cartridges, Mr. Phillips said.

The service, believed to be the first of its kind, is planned to operate through the fall elections and will transfer from Washington to Atlantic City during the Democratic National Convention in late August (BROADCASTING, May 25).

The Republican National Committee, which has installed some audio equipment, is surveying stations to see whether they are satisfied enough with the Democratic service to justify a GOP operation. Preliminary reports, a Republican

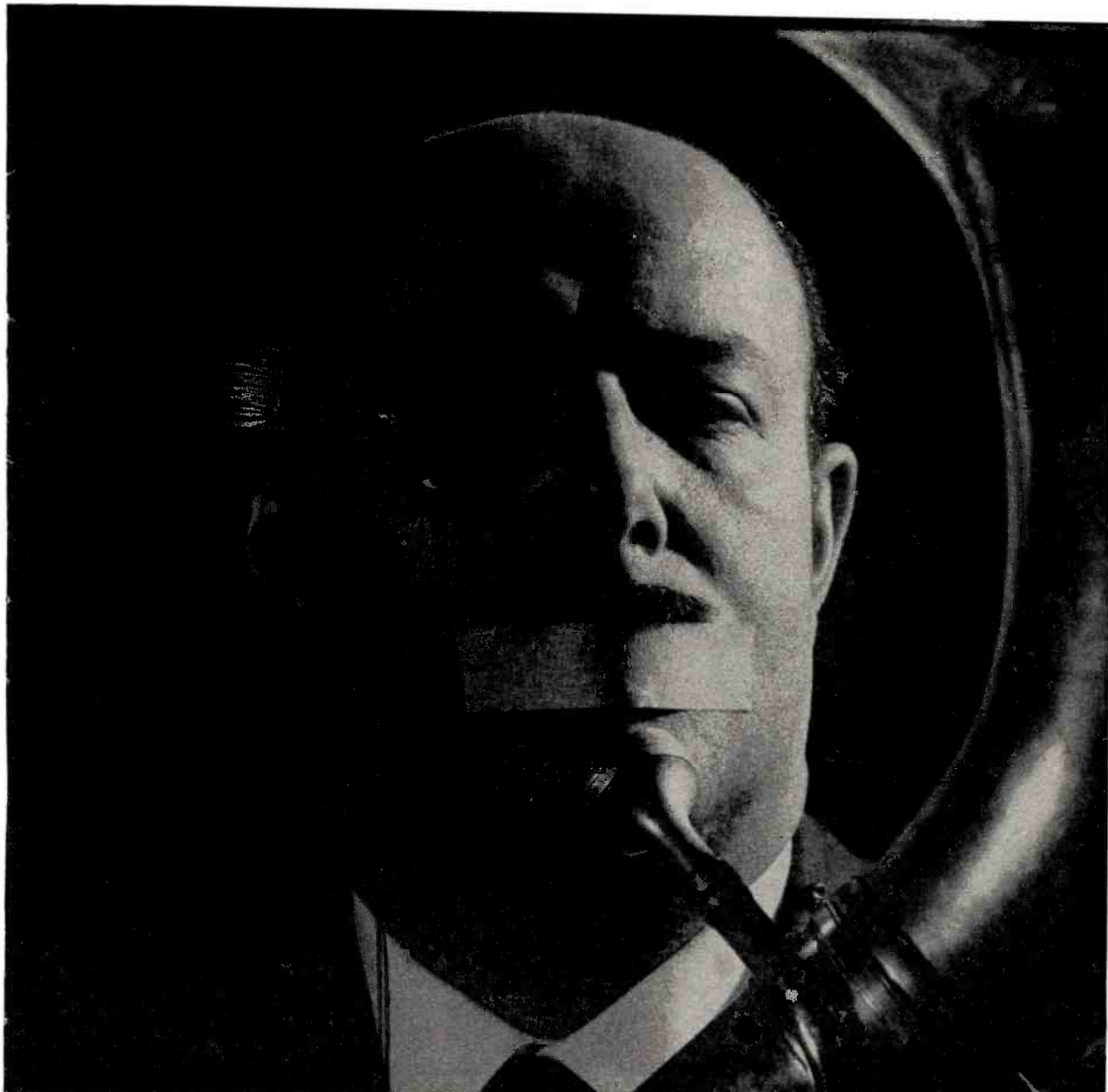
spokesman said, were that the Democratic service was neither of sufficient news value nor the best technical quality.

The Democrats, however, say stations are quite pleased.

To keep on good terms with commercial news services the Democrats are offering material first to about a dozen Washington news bureaus and audio news services.

The Democrats won't reveal how much their installation is costing, but they say it's not too much since they lease the equipment from the Chesapeake & Potomac Telephone Co.

Calls from private citizens in Washington have trailed off since Sunday (May 24) when the *Washington Star* printed the service's number and the automatic service was in perpetual operation from 6 a.m. until 4 p.m. Now, however, most of the calls seem to be from stations, Mr. Phillips said.



## Up to now it's been a secret.

**CRITERION** is just too big to keep quiet. The thematic logo image series designed for good music and easy listening stations by Studio Ten. ♣ A great new sound . . . indelibly individual. Criterion is the new standard in quality image identification. Criterion is the vivid identifying thread that weaves individuality and infinite variety throughout your programming. ♣ The hauntingly beautiful Criterion theme is repeated in rich and varied stylings. The tempos range from the excitement of the city to the serenity of a summer night. The colorations subtly reflect the most imaginative harmonies of today's great sounds. ♣ The voices make

the unforgettable Criterion theme your theme. Bright mosaics of melody restate your theme to bridge, to back, to separate, but always to identify. 21 solos . . . 11 vocals . . . 16 instrumentals offer fantastic flexibility. ♣ Your station's many-faceted personality comes alive with interest. Your identity becomes a part of your musical programming.

♣ This, then, is Criterion from Studio Ten. Only Studio Ten, America's youngest, newest and most creative sound studio could have produced it. If you're proud of your station's quality you'll want Criterion. ♣ How do you keep your competition from getting it? Call Studio Ten . . . collect . . . now! FL 7-6489

# CRITERION

## BY STUDIO 10

SUITE 1329, EXCHANGE BANK BLDG., DALLAS

mary reporting. "We're using mostly college seniors, plus some League of Women Voters members, Seventh Day Adventists, Baptists and others," he said, "and we're paying them individually. Even where our payment is through donations to organizations, we pay at the individual rate of \$3 to \$5 each, depending on how much time the individual puts in and how many precincts he covers. We feel that this system gets us responsible people and not just so many bodies. And in the news business it makes a difference."

CBS News has set up its election headquarters in the Biltmore Bowl at the Biltmore hotel in Los Angeles, where IBM has installed a 1401 computer to aid the network's human reporters in analyzing the returns.

An NBC spokesman estimated that about 325 network employees would be working on the California primary, augmented by more than 25,000 poll reporters, chiefly members of the Mormon Relief Society. These reports will be phoned to regional tabulating centers and from there to the main California tabulating center in the NBC studios in Burbank.

Statewide figures will be sent from Burbank to Cherry Hill, N. J., for tabulation and projection by RCA 301 computers, whose calculations will then go back across the country to Burbank.

**Zero Hour** ■ All three TV networks will go on the air with California primary returns as soon as the polls are closed—at 7 p.m., PDT. CBS-TV plans an initial half hour, but is prepared to pre-empt the following half hour as well, should the results be inconclusive at 7:30 p.m. NBC is planning to devote the full 7-8 p.m. hour to the primary vote reports, while ABC has set aside 90 minutes for it, with regular network programming to resume at 8:30 p.m. All networks plan late-evening broadcasts in the West, with bulletins throughout the evening.

In Oregon, more than 60% of the total vote had been tabulated and posted at ABC's news headquarters within 15 minutes of the closing of the polls, Mr. Lower said. But that state has only 3,200 precincts, one-tenth the California total. He stressed the belief that there's more to election coverage than early predictions of the outcome. "I

don't believe people are interested only in numbers," he stated. "We're going to try to tell them what's happening, but also why it's happening that way. We want people to watch us for a while and when they're through watching to feel that they've been fully informed. The race to predict the winner is only part of the story."

## Film sales . . .

**Zane Grey Theater** (Four Star): KOB-TV Albuquerque, N. M.; wsoc-TV Charlotte, N. C.; wcsc-TV Charleston, S. C., and WTVR(TV) Richmond, Va.

**Rifleman** (Four Star): KTBS-TV Shreveport, La.; WTEV(TV) New Bedford, Mass., and WKRC-TV Cincinnati.

**Ensign O'Toole** (Four Star): WCSH-TV Portland, Me.; WTVR(TV) Richmond, Va.; KOMO-TV Seattle; WFBC-TV Greenville, S. C., WAGA-TV Atlanta.

**Stagecoach West** (Four Star): KGUN-TV Tucson, Ariz.

**D-Day** (Wolper Television Sales): KRLD-TV Dallas-Fort Worth, KSHO-TV

## Head-to-head culture competition on the TV networks?

A proposal for a prime time network competition in cultural-educational programming as intense as the current competition in the field of entertainment has been made by David Levy, Hollywood TV producer. Mr. Levy believes that advertisers would rush to sponsor such programming, once it becomes available. He also believes that the three TV networks have a responsibility to inaugurate a program of this kind on a sustaining basis if advertising support should not be available.

No Johnny-come-lately to the TV scene, Mr. Levy has a background in broadcasting that goes back to 1938, when he joined the radio department of Young & Rubicam. He had become vice president in charge of the agency's radio-TV program activities when, in 1959, he left Y&R to move into network television as program vice president of NBC-TV. Today he is associated with Filmways Inc., whose current TV list includes *The Beverly Hillbillies*, as well as *Mr. Ed* and *Petticoat Junction*.

Mr. Levy's particular responsibility at Filmways is a new series which he is now preparing for a fall start on ABC-TV, an off-beat situation comedy, *The Addams Family*, an American family that is anything but typical. The series was inspired by

the macabre Chas. Addams cartoons in the *New Yorker*. Over the years, Mr. Levy thinks, the Addams' cartoons have become familiar to a much larger segment of the American public than is counted in the subscription list of the magazine in which they appear.

Mr. Levy has only praise for the state of entertainment programming on television, which he considers as satisfying most of the people most of the time. But he is very definite in stating that he thinks this is not enough. The public needs to be educated, instructed and informed about many things from ancient art to modern sociology of which most people are only dimly aware. To this veteran TV programmer, no other medium can do this job half as well as television. As proof of this belief he cites such recent programs as *Greece: the Golden Age*, *Saga of Western Man*, *American Revolution of 1963* and *The Making of the President, 1960* "and the list could go on and on. There are even a few exceptional series, such as *Twentieth Century*. My point is that, today, there is only one such series regularly scheduled in prime evening time and that's not enough."

**Ratings Bugaboo** ■ The reason that there are not more regular week-in, week-out prime time cultural pro-

grams is very simple, Mr. Levy observes, "low ratings." The sole prime time series of this kind in the current schedule is *CBS Reports*, broadcast at 7:30-8:30 p.m., Wednesday. "And the chief effect of this scheduling has been to push that old standby, *Ozzie and Harriet*, into the highest rating it's had for years." Since there is little likelihood that education will ever outpull entertainment, Mr. Levy believes it is unrealistic to expect many, if any, more programs of the *CBS Reports* category to show up on the prime time TV schedules.

"It will never happen," he says, "unless something else happens first." That "something else" is a three-network agreement to devote one hour of prime time each week to educational - cultural - public service programming; not only one hour but the same hour. That way, none of the three TV networks would be turning its audience over to the other two, to the distress of advertisers involved in sponsorship of the programs to follow." With all three networks doing public service together, they'd all be competing evenly to see which can come up with the *Beverly Hillbillies* of the cultural program field."

With the whole world of art, history, music and current events to

Las Vegas, WTTV(TV) Bloomington-Indianapolis. Sold to 38 markets for broadcast June 6.

*The Law and Mr. Jones* (Four Star): KTUL-TV Tulsa, Okla.

*Target: The Corruptors* (Four Star): KOVR(TV) Stockton-Sacramento, Calif.

*The Detectives* (Four Star): WTOK-TV Meridian, Miss., and KELO-TV Sioux Falls, S. D.

*Dick Powell Theater* (Four Star): WVUE(TV) New Orleans and KOB-TV Albuquerque, N. M.

*Century II* (20th Century-Fox): KSD-TV St. Louis; Kolo-TV Reno; WRAL-TV Raleigh, N. C.; WTAE(TV) Pittsburgh; KIRO-TV Seattle; WTOK-TV Meridian Miss.; WFLA-TV Tampa, Fla., and WBNS-TV Columbus, Ohio. Now in 59 markets.

*Action Features* (Allied Artists): WZZM-TV Grand Rapids, Mich.

*Groups I and II* (Allied Artists): KAIT-TV Jonesboro, Ark.

*Bomba the Jungle Boy* (Allied Artists): WTOP-TV Washington; KGNC-TV

Amarillo, Tex.; KCRA-TV Sacramento, Calif., and KRTV(TV) Great Falls, Mont. Now in 95 markets.

*The Mighty Hercules* (Trans-Lux): KARD-TV Wichita, Kan.; WTTV(TV) Bloomington-Indianapolis, and WFAM-TV Lafayette, Ind.

*Felix the Cat* (Trans-Lux): WGR-TV Buffalo, N. Y.; KGLO-TV Mason City, Iowa; KEYC-TV Mankato, Minn.; KARD-TV Wichita, Kan.; and KRBC-TV Abilene, Tex.

*Encyclopaedia Britannica Films* (Trans-Lux): WCIA(TV) Champaign, Ill.; WMBD-TV Peoria, Ill., and Armed Forces, Los Angeles.

*Top Draw Feature Films* (Trans-Lux): WWLP(TV) Springfield, Mass., and WWOR-TV Worcester, Mass.

*The Best of Charlie Chan* (20th Century-Fox): WREC-TV Memphis; WISH-TV Indianapolis; WWL-TV New Orleans, and WDBO-TV Orlando, Fla.

*Century I* (20th Century-Fox): Kolo-TV Reno; WBNS-TV Columbus, Ohio; WFLA-TV Tampa, Fla.; KIRO-TV Seattle; WRAL-TV Raleigh, N. C., WTHI-TV Terre

Haute Ind., and WCNY-TV Carthage-Watertown, N. Y. Now in 68 markets.

*En France* (Seven Arts): WQED(TV) Pittsburgh and WNYS(TV) Syracuse, N. Y.

*Churchill, the Man* (Seven Arts): KSOO-TV Sioux Falls, S. D. Now in 55 markets.

*Boston Symphony Orchestra* (Seven Arts): KCHU-TV San Bernardino, Calif.

*Amos 'n' Andy, Assignment Foreign Legion and The Cases of Eddie Drake* (CBS Films): WCIU(TV) Chicago.

*America* (CBS Film): KMID-TV Midland, Tex. and KOSA-TV Odessa, Tex.

*December Bride* (CBS Films): WAGA-TV Atlanta.

*Deputy Dawg* (CBS Films): WLOS-TV Asheville, N. C.

*The Golden Tee* (CBS Films): WTAE(TV) Pittsburgh; WKYT(TV) Lexington, Ky., and WABC-TV New York.

*Have Gun, Will Travel* (CBS Films): WTVM(TV) Columbus, Ga.

*Heckle and Jeckle* (CBS Films): WRCV-TV Philadelphia and WJW-TV Cleveland.

*Target: the Corruptors* (Four Star): KOVR(TV) Stockton-Sacramento, Calif.

*The Dick Powell Theater* (Four Star): KONA(TV) Honolulu.

*The Detectives* (Four Star): KONA(TV) Honolulu; KOVR(TV) Stockton-Sacramento, Calif., and KAIT-TV Jonesboro, Ark.

*The Tom Ewell show and Zane Grey Theater*: (Four Star): KAIT-TV Jonesboro, Ark.

*Jungle Four* (ITC): WTTG(TV) Washington; KTVU(TV) Oakland-San Francisco; WITI-TV Milwaukee; WANE-TV Fort Wayne, Ind.; WNEP-TV Scranton-Wilkes-Barre, Pa., and WJBK-TV Detroit.

*Action Theatre* (ITC): KOIN-TV Portland, Ore.; XETV(TV) Tijuana-San Diego and WPTV(TV) West Palm Beach, Fla.

*Edward Small Features* (ITC): KTNT-TV Tacoma-Seattle; KOIN-TV Portland, Ore., and XETV(TV) Tijuana-San Diego.

*The Saint* (ITC): WHEN-TV Syracuse, N. Y.; WKEF(TV) Dayton, Ohio, and WWOR-TV Worcester, Mass.

*Supercar* (ITC): KTNT-TV Tacoma-Seattle; WLOS-TV Asheville, N. C.; WTHI-Terre-Haute, Ind., and KELO-TV Sioux Falls, S. D.

*Ramar of the Jungle* (ITC): KTVT(TV) Fort Worth-Dallas; WFTV(TV) Orlando, Fla., and WWOR(TV) Worcester, Mass.

choose from, there's just as much room for all-out competition in cultural programing as there is in programing designed solely as entertainment. "And there's no reason a program with a cultural base can't be just as entertaining as one without it," he declares. He suggests that each network produce 16 shows for such a series, to provide for two rebroadcasts of each program during the year. "That way, any viewer who wanted to see every program produced by all three networks for this special time period could do so. And the time might be shifted for the reruns so as to make these available to the largest possible audience, like, say, 9-10 p.m. for the original broadcast, 7:30-8:30 p.m. the second time around to give young viewers a chance to watch them before bed-time and perhaps 10-11 p.m. for the third showing."



Mr. Levy

**Antitrust Problem** ■ Mr. Levy admits that an agreement among the TV networks to program in concert, so to speak, might be construed as a violation of the antitrust laws, but he is positive that the FCC would be so enthusiastic over the plan that it could easily persuade the Justice Department to exempt it from any governmental interference.

"I know all the arguments against an experiment of this sort," he says, somewhat sadly. "But I don't really think they have much validity when the rating pressure is removed. It's easy to say that if the public really wanted such programing they'd demand it, but it seems to me that the public needs leading. There are many dishes in the world of food that most of us have never tasted; we don't serve them at home and we don't order them in a restaurant. But let us go to a friend's house for dinner and be served a strange dish by our hostess and we may very well find that all our lives we've been missing something that we enjoyed very much once it was placed before us. It's just the same with the kind of programing I've been talking about. Once the public is exposed to it, they may get to like it. But someone has to introduce it into their TV diet and under our present system, that someone is most likely to be a TV network program developer."

# GOP streamlines convention for radio-TV

The Republican convention in San Francisco next month will be streamlined for the national television and radio audience, but there will be no wholesale alteration of the traditional convention format, it was learned last week.

Speeches will be timed for the largest possible audience (early evening on the West Coast being prime time in the Midwest and East).

The usual floor demonstrations following nominations will be limited to 20 minutes (another effort to hold the TV viewer's attention).

But film, used in recent conventions to illustrate such things as the party platform and to add interest for the TV viewers audience, is out at the GOP convention. In addition, the huge projection screens once used to show convention delegates an enlarged view of the main speaker—and the filmed material, too—will not be back at the Republican

convention this year.

The Ohio and Wisconsin delegations, just two of many supporting favorite son candidates, told the Republican National Committee at its last pre-convention meeting in Washington last week, that they would forego making nominating speeches when their candidates' names were placed in nomination. The word was passed that the GOP would appreciate other favorite son delegations following suit.

Eleven-hundred and forty-nine news organizations will be represented at the convention, a party spokesman said. The demand for credentials is so great that "we've had to ask everybody to cut their demands," he said.

(The Radio-Television Correspondents Association political convention committee was expected to announce this week that no further applications for broadcast media cre-

dentials would be accepted.)

Ten anchor booths have been constructed for the networks and independent station groups at the Cow Palace in addition to three larger facilities for the TV networks alone.

Permanent convention chairman, the role which made Governor LeRoy Collins a familiar figure during the 1960 Democratic convention, will be Senator Thurston B. Morton (R-Ky.), a member of the Senate Communications Subcommittee and former chairman of the Republican National Committee.

Senator Morton's selection, and that of Oregon Governor Mark Hatfield to be temporary chairman and keynote speaker, were announced at the GOP committee meeting last week.

Another featured speaker will be former President Eisenhower, who also is under contract to ABC for its convention coverage.

## Sahl to cover GOP this time around

KHJ-TV Los Angeles has signed night club comic Mort Sahl and former governor of California Goodwin J. Knight to join Cleve Roberts, KHJ-TV news commentator, in a nightly report on each day's activities of the Republican National Convention in San Francisco (July 13-17). The broadcasts will originate in the Hilton hotel in San Francisco at 10:15 p.m. and are scheduled to run for 45 minutes. They will be kept open-end to insure the inclusion of any newsworthy developments that may occur, however.

In announcing KHJ-TV's convention coverage plans, Mal Klein, general manager, said the broadcasts would be seen in San Francisco and San Diego as well as Los Angeles, with the possibility that other TV stations will join the special political network.

The GOP sessions in San Francisco will be Mr. Sahl's second national political convention coverage for KHJ-TV. Four years ago, he was moderator of a series of nightly commentaries on the progress of the Democratic convention, held that year in Los Angeles. One evening Mr. Sahl's program made history of a different sort. He was talking on camera to Dore Schary, motion picture producer, and Governor Robert

B. Meyner of New Jersey about Adlai Stevenson's chances for the nomination when Bart Lytton, president of Lytton Savings & Loan Association of Los Angeles, sponsor of the series, walked onto the set to halt proceedings with a statement that it sounded to him like a Stevenson rally and he didn't like it. Later he returned to the program to apologize for his outburst (BROADCASTING, July 18, 1960).

## RKO General, Universal settle pay-TV case

RKO General and Universal Pictures announced last Wednesday that they have reached an "amicable settlement of their differences" in the supplying of motion pictures for the subscription television operations that RKO is conducting in Hartford, Conn.

RKO General filed a civil antitrust suit in the U. S. district court in New Haven, Conn., last March, charging that Universal, 20th Century-Fox Film Corp. and 17 exhibitors, exhibitor associations and exhibitor-anti-pay-TV groups had carried on a campaign to keep first run feature film off pay TV (BROADCASTING, March 23).

Under terms of the settlement, Universal has agreed to supply RKO General with its features for pay TV. The suit against other defendants continues.

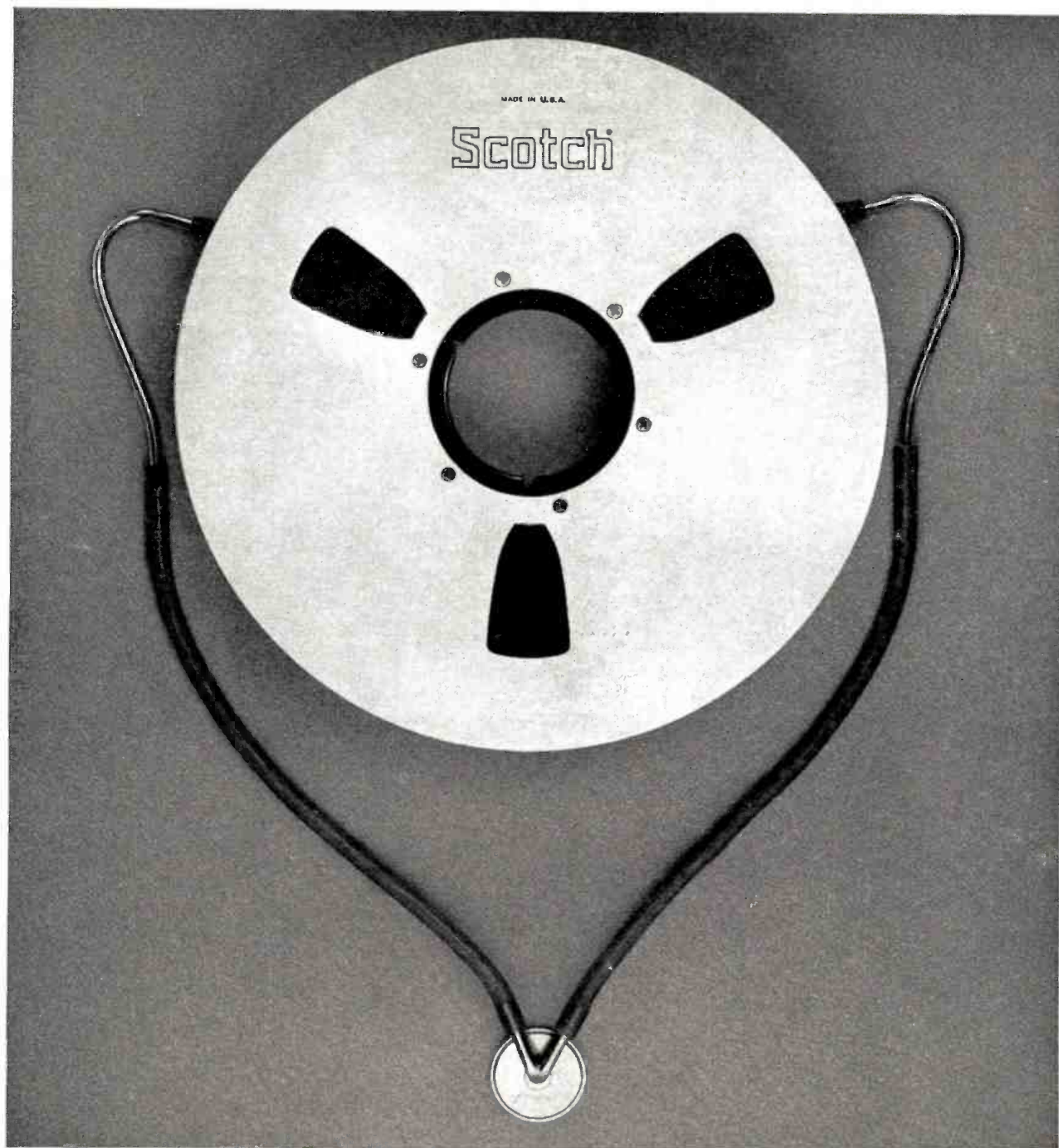
## NAB committee supports code for media newsmen

The National Association of Broadcasters' freedom of information committee, meeting in Washington last Thursday (May 28), voiced their support for an all-media code of conduct in news coverage of court and other public proceedings.

The committee, which is headed by Jack Harris, vice president and general manager of KPRC-AM-TV Houston, called for continuing efforts to broaden radio-TV access rights. Dr. Harold Niven, the committee's NAB staff executive, noted that the Brookings Institution is now considering accepting CBS President Frank Stanton's proposal to make a study of court coverage.

## 'College of the air' started in Los Angeles

A private college of the air, which broadcasts its lectures to students via scrambled signals on an FM secondary channel has been started in Los Angeles. Carlyle College is designed to serve primarily invalids, housewives, executives, "those who are tied to homes or places of business, lacking either the time or the physical capabilities to undertake



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scheduled classroom work," according to the college's literature.

The first regular term of Carlyle College will begin June 29. Courses will be offered in history, real estate, literature, physics and languages (Spanish, Russian, German). Fees are \$20 a course, with a minimum of \$60 per semester entitling the student to three courses. The fee covers the initial costs of the radio equipment, installation and servicing, as well as any materials the course may require, plus testing and grading. KBBI(FM) Los Angeles is providing the multiplex channel for the educational service. The signal may be monitored on sets installed in YMCA's and other community centers.

## 'La Dolce Vita' in new TV film package

The movie "La Dolce Vita" is featured among the more than 100 films now being offered to television by Roberts & Barry Inc., Chicago, a newly formed national TV film distribution company. Part of the package is post-1960 and many films are post-1948.

Roberts & Barry Inc. has been formed by Ben Barry, head of his own mid-west film distribution company, and Paul Roberts, formerly vice president of Medallion TV. The new firm is at 20 East Huron Street, Chicago. Phone: 642-4550.

Mr. Barry said the Astor-Atlantic library, headed by "La Dolce Vita" starring Anita Ekberg, also includes feature titles such as "Last Year at Marienbad," "Outcry," "Shoot the Piano Player" and the much-awarded "Rocco and his Brothers." Of the total, he said, more than 75% are American-made productions.

The new company also is offering nationally the Woolner color package which includes "Hercules in the Haunted World," "Hercules and the Unchained Women" and two other adventure titles plus 13 full-length science fiction features now in production. He said this package has already been sold to about 30 stations.

## Peekskill plans 3 shows

Jackie Gleason's Peekskill Enterprises television production company last week announced new production plans and named A. J. Russell as vice president in charge of the program development department.

The new department, which will work in conjunction with CBS-TV, expects to produce three shows this year:

*The Man Most Likely*, a situation comedy series about the business world; *The Big Operator*, a possible vehicle for Mr. Gleason, and *The Jackie Gleason Show: The American Scene Magazine*, for CBS-TV (Saturdays, 7:30-8:30 p.m. EDT).

## They're ganging up on Chicago UHF

WCIU(TV) Chicago, which has generated considerable controversy over its Saturday night bullfight programs, now is in the center of civil rights protests because it plans to air twice weekly the former CBS-TV series, *Amos 'n' Andy*.

WCIU said that despite numerous complaints from the Urban League, the National Association for the Advancement of Colored People and similar groups, the station will present the comedy TV program which features Negro actors and is based on the original *Amos 'n' Andy* radio series. John Weigel, WCIU president, described the show as "an American classic."

Over the weekend WCIU planned to give air time to the protesters and sent invitations to all who complained. WCIU noted that *Amos 'n' Andy* earlier had been rerun on WGN-TV Chicago without protest.

## Dimension IV to make 90-minute films for TV

NBC Films has closed a deal with Dimension IV, a division of the Joseph F. Robertson organization, Hollywood, for 90-minute science fiction films to be put in syndication starting in 1965-66.

The films will be offered at the National Association of Broadcasters convention next March. Episodes will be in color, for wide-screen theatrical release overseas and on 35 mm for TV in the U. S.

## Plenty of color in Seven Arts' inventory

Seven Arts Associated Corp. currently has more than 403 hours of color TV programming available for stations, Robert Rich, vice president and general manager, reported last week.

He said Seven Arts has 255 color features, which represent about 400 hours of programming, and 100 new five-minute *Out of the Inkwell* cartoons in color. Mr. Rich added that 52 stations are presenting Seven Arts color features, compared with 18 in 1961, 34 in 1962, and 48 by the end of 1963.

## Program notes . . .

**Logo series** ■ Studio Ten has introduced a new Criterion series of thematic image logos designed specifically for good music and easy listening stations. An audition tape is available from Studio Ten Productions, Suite 1329, Exchange Bank Building, Dallas 75235.

**Tape rights** ■ NBC-TV said last week it has reached an agreement with the BBC for the Western Hemisphere TV rights to BBC tapes of plays performed by England's new National Theater Company, which is headed by Sir Lawrence Olivier. This year the theater company is performing Shakespeare's "Othello," G. B. Shaw's "St. Joan," and others.

**Features purchased** ■ The Teledynamics Corp., New York film syndicator, has acquired four first-run feature films for distribution. The four films are "The Creeping Terror," "Bomb in the High Street," "Guerilla Girl," and "End of the Line."

**View of Viet Nam** ■ Metropolitan Broadcasting Co.'s six TV outlets will show a documentary, *The American Commitment—South Viet Nam*. The program, produced by Time-Life Broadcast, will present a composite picture of Americans in South Viet Nam.

**New documentary** ■ NBC-TV is preparing a documentary on the assassination of President Kennedy with special attention to the roles of Lee Oswald, the accused slayer, and of Jack Ruby, who killed Oswald. The one-hour program, which will be narrated by Chet Huntley and produced by Al Wasserman, will be presented either in the fall or early next year. A later documentary will examine the decision to drop the atomic bomb on Japan. Former President Harry S. Truman will be invited to appear on that program.

**In the movies** ■ Henry G. Saperstein Enterprises, Hollywood TV program syndicator, has entered theatrical motion picture distribution with a partnership arrangement with Toho Productions of Japan which gives the Saperstein firm theatrical as well as TV distribution rights in the U. S. and abroad to "Godzilla versus the Giant Moth."

**Name change** ■ National Telefilm Associates has changed the name of its new half-hour series from *Confidential Portrait* to *Profile*. Mike Wallace is host of the series.

**Cast set** ■ CBS-TV's *The Baileys of Balboa* series, which starts in September, will have a supporting cast featuring John Dehner, Sterling Holloway,

Judy Carne, Les Brown Jr. and Clint Howard. Paul Ford stars in the series.

**More golf** ■ Sports Network Inc. will telecast the final two rounds of the \$110,000 Cleveland Open golf tournament, June 27-28 (5-6 p.m. EDT).

**Opera series** ■ A series of 13 radio programs featuring Metropolitan Opera star Blanche Thebom, is being produced for syndication by Roger Coleman Inc., New York. Miss Thebom will interview personalities in the performing arts.

**Summer schedule** ■ WNDT(TV) Newark, N. J., the educational station for metropolitan New York, has started limited programming for the summer months. The station is on the air Monday through Friday, 4-11 p.m., with no service during the weekend. Regular operations will resume Oct. 5.

**Radio series** ■ The six Westinghouse Broadcasting Co. radio stations will start presentation this month of a series of 25-minute programs dealing with causes and effects of poverty in the United States. The 10-program series, *The Outskirts of Hope*, is being produced for Westinghouse by Mitchell M. Benson.

**New members** ■ WSEE(TV) Erie, Pa. and WAPA-TV San Juan, P. R. have joined Television Affiliates Corp.'s list of subscribers. WAPA-TV is the first station outside continental U. S. limits to join TAC.

**'Tunnel' special** ■ A one-hour special, *The Longest Tunnel in the World*, will be produced by Triangle Stations in the French Alps. The program will focus on the building of the Mount Blanc tunnel and will be carried on six Triangle stations during the week of the tunnel's opening next fall. It will be available to other stations in syndication. Triangle is also producing an hour colorcast survey of auto racing in Europe. The program will feature scenes from Le Mans, Grand Prix of France and Grand Prix of Europe.

**Adapted from the British** ■ Embassy Pictures reports it has concluded arrangements for the production of an American version of a British situation series, *Steptoe and Son*, which currently is on BBC-TV. The half-hour series will be filmed in the U. S. and the pilot program will be delivered to NBC-TV in October for consideration for 1965-66.

**Season starter** ■ WCBS-TV New York plans to present a three-hour, uninterrupted production of "Hamlet" on June 17 (8-11 p.m. EDT). The telecast, from an outdoor theater in Central Park, will mark the opening of the New York Shakespeare Festival's 1964 season.

BROADCASTING, June 1, 1964



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# Weaver gives pitch in D.C.

STV's boss lambastes proponents of government regulation of pay TV

Sylvester L. (Pat) Weaver was in Washington last week to address the Federal Communications Bar Association. And the seat of the federal government did nothing to temper his verbal exhortation of the opponents of Subscription Television Inc., who want one form or another of government restrictions on the wired pay-TV firm he heads.

What kind words he had he mostly saved for pay TV in general and STV in particular. In 5-10 years, he said, cables will provide 80% of the audio-visual services required by the average American home, leaving 20% for the air. He said, however, that most actual viewing time would still be allotted to commercial television. STV's service, he said, will be "nothing like television at all." It won't be primarily worried about size of audience, he argued, so STV "does not want and will not take the series type of programing which now makes up 90% of the networks' prime-time service."

An initiative referendum to outlaw pay TV is being promoted for California's ballots in November, Mr. Weaver noted, but the firm is confident even if the question does make the ballot the people will vote to allow STV to be successful or "go broke in the American style." He said that should STV lose the referendum, which he judged unthinkable, he is prepared to take the issue to the U. S. Supreme Court. Lawyers have advised him, he said, that the referendum is unconstitutional.

The California referendum is sponsored by theater owners and others, and Mr. Weaver said "abuses" of the initiative referendum are well known in that state. The National Association of Broadcasters' stand on federal regulation of wired TV is something less than clear (BROADCASTING, May 25, 18, 11). But, Mr. Weaver charged, the California theater owners have enlisted the NAB in their fight against STV.

**'Disgraceful'** ■ The NAB's position, he said, is "disgraceful," but "when you consider the fact that station owners in Los Angeles are making 26% profit on

revenue and San Francisco 40%, no wonder NAB sends their legal counsel and executive vice president to California to help outlaw this new form of competition."

Mr. Weaver was speaking on the topic "Should a free broadcaster be afraid of free competition" at the FCBA luncheon last Tuesday (May 26). Douglas A. Anello and Vincent T. Wasilewski, the NAB's general counsel and executive vice president, respectively, were in New York and unable to attend the luncheon. Mr. Wasilewski debated Mr. Weaver on pay TV in California last month (BROADCASTING, May 18).

The audience did include Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee; congressional staff members who work on communications legislation; FCC Commissioners Rosel H. Hyde, Robert E. Lee and Kenneth A. Cox; FCC staff members, and NAB personnel, in addition to many of Washington's top communications lawyers.

In castigating the NAB for its posi-

tion on pay TV, Mr. Weaver for contrast pointed to NBC and CBS. Officials of both networks have stated publicly that they oppose government regulation of wired TV. "I haven't yet heard from Leonard [Goldenson]," Mr. Weaver said, "but he's got 500 theaters, so maybe his thinking is obscured." Mr. Goldenson is president of American Broadcasting-Paramount Theaters.

**Rocking the Boat** ■ Mr. Weaver charged that to the theater owners opposing STV in California "the real world is nothing." He suggested that they and the NAB supported the referendum because they think "anything that rocks the boat is un-American." Mr. Weaver praised broadcasting as "a great service." But so, he said, is the automobile, and no one wants to outlaw the airplane.

"This cannot be stopped," Mr. Weaver said of STV. He vowed a determination to achieve excellence in programing. He said the wired TV system would provide a "communication of ideas" that is outside the pale of commercial television. He scorned without



Sylvester L. (Pat) Weaver Jr. (r) makes a point to Francis M. (Scoop) Russell (l) before the Federal Communications Bar Association luncheon last week. FCC Commissioner Robert E. Lee looks on. Mr. Weaver is president

of Subscription Television Inc., Mr. Russell has interests in CATV systems and is NBC consultant. He was NBC's Washington vice president when Mr. Weaver was network's president and later its board chairman.

comment the "phony" arguments that pay TV will be pressed into a popular service.

He told the communications lawyers that pay TV "is something you should urge your people to get into. . . . This is bigger over TV than TV was over radio." He said "'64 will be the year of decision for you—certainly it will not be later than '65."

Mr. Weaver said that "if we don't make a go of it, I'll be out \$25 million." But he was confident.

Mr. Weaver stressed again and again that STV and commercial broadcasting can co-exist. "Our main influence on television," he said, "will be to make everyone buy a color set."

## STV to check how radio-TV cover election

Subscription Television Inc. has warned California broadcasters that the pay-TV company plans to monitor stations during the coming political campaigns.

The announcement by STV's Robert F. MacLeod, vice president for marketing, made it clear that the pay-TV interest will be keeping an eye on how broadcasters cover the political scene with an anti-pay-TV law on the ballot. STV did not identify which stations would be in the monitor's eye.

Mr. MacLeod said that STV felt it necessary to give warning of its plan to monitor in view of the "confusion" surrounding the National Association of Broadcasters' opinion on subscription television. "Since the NAB's position on the question of free enterprise seems to vacillate with the proprietorship of the enterprise in question, I am concerned over whether or not the broadcasters will fight fairly," Mr. MacLeod explained.

## California question: Who wants pay TV?

How do Californians feel about the proposal to amend the state constitution so as to outlaw pay TV? Two pollsters asked questions and secured radically different answers, according to reports made public last week.

Facts Consolidated found 54.7% of a statewide sample in favor of the measure to repeal the law permitting pay TV to operate within the state, 26.2% in favor of allowing pay TV to operate and 19.1% undecided. The California Poll found a more even division: 41% approving the proposed amendment, 42% disapproving, 3% who qualified their views and 14% with no opinion.

# KWK asks court to reverse FCC

**Solomon says facts don't support penalty; Goodkind says action was warranted**

KWK St. Louis, under a death sentence from the FCC for a year, argued its case for a reprieve before the District Court of Appeals in Washington last week.

The commission, on a 3-2 vote last May, ordered the station's license revoked because it had conducted two fraudulent "Treasure Hunt" promotional contests. The decision was upheld by an identical vote in November on a petition for reconsideration.

But Arthur M. Solomon, counsel for the station, asked the court to reverse the commission. He said the facts do not support revocation and the commission had not afforded the station the procedural safeguards guaranteed by law.

However, FCC attorney Arthur Goodkind argued that the station had misled the public, that its conduct was willful and that the commission was within its authority in imposing the sanction.

The treasure hunts were conducted in the summer of 1960. In each, the station broadcast a series of clues over a period of days regarding the "location" of a prize. But in each, the prize was not actually hidden until the last day.

**Owners Unaware** ■ Mr. Solomon said the station management knew nothing about the deceptive practices until after the contests had concluded. The owners, he said, were misled by a "trusted employee," William Jones Jr., at the time vice president and general manager, who had conducted the contests.

"There was no way" the owners could have known, Mr. Solomon said. Mr. Jones, he added, "concealed his action." He noted that the official was later fired.

Mr. Solomon said that under the circumstances the station was entitled to a warning before being confronted with a revocation proceeding. He said that the Administrative Procedure Act requires a warning in cases where the alleged offense is not willful. And the station, he said, can't be considered so "pervaded with evil" that it isn't entitled to the "second chance" a warning would have provided.

He told the three-judge court it could "perform a service by telling the agency when it must issue a warning." The

panel hearing the case consisted of Judges Charles Fahy, Wilbur K. Miller and Warren E. Burger.

Mr. Goodkind, however, said that although KWK doesn't want to impute the act of an "employee," Mr. Jones, to the management, Mr. Jones was vice president and general manager of the station, and "the only responsible official on the spot." The licensee, Mr. Goodkind suggested, can't be insulated from the activity of that kind of station official.

**No Evidence** ■ Furthermore, he said, the requirement that a warning be issued before instituting a revocation proceeding doesn't apply to KWK because Mr. Jones's deception was willful.

Mr. Solomon said that there is "no evidence" that fraud occurred. He said the court had only the commission's "naked assertion"—no findings that could be reviewed. In his brief, he had also argued that the clues broadcast before the last day were so "vague" as to be meaningless and, therefore, could not have caused the public to look for the prize.

However, Judge Burger referred to testimony given during the commission hearing that, on the last day of the second contest a "near riot" had occurred in the park where clues had indicated the prize was located. "Doesn't this suggest 'intense interest on the part of the public?'" he asked.

Mr. Solomon said that testimony that people were in the park "doesn't meet the burden of proof that people were misled."

"Are you suggesting that no one was misled?" Judge Burger asked.

"We don't know," Mr. Solomon replied.

Mr. Solomon also said that if punishment were warranted, the commission could have taken a number of steps short of revocation—a cease and desist order, a short term renewal, a forfeiture or a warning.

"Instead," he said, "the station has been brought to the brink of bankruptcy" because of the protracted litigation touched off by the case—"all because of the haste with which the commission invoked its most extreme sanction."

Mr. Goodkind said the punishment was "not unreasonably severe." He said the commission had looked at the rest of the KWK record to determine whether other factors would "persuade us not to apply revocation."

But what the commission found, he said, only reinforced the view that revocation was merited. He mentioned another contest conducted by the station, the Bonus Club. The commission had claimed that contest caused severe inconvenience to several winners.

Mr. Solomon, however, said the Bonus Club contest had been well run. He said there were only three complaints out of 438 winners.

## ETV is main subject at IERT meeting

A proposal to explore the feasibility of sending commercial television messages abroad by means of satellites was offered by Donald W. Coyle, president of ABC International, in a talk before the 34th annual meeting of the Ohio State University's Institute for Education by Radio-Television, which met in Columbus last week (May 26-28).

He noted there have been experiments involving the transmission of programs by satellites but said there "has never been any experiment, or the call for experiment, in the area of commercial television." Mr. Coyle contended there is a need to learn all about the use of satellites not only as a transmitter of programs but also of commercials.

In his keynote address to the group, delivered by an assistant, U. S. commissioner of education Francis Keppel saw educational TV as having a great potential for "raising the level of television broadcasting from what someone somewhere called a 'wasteland.'" He discussed the problems of "mythology," money and lack of imagination, stress-

ing his feeling that when those with little knowledge of TV and much knowledge of a subject attempt to present the latter over the former the result is often dull and unimaginative. He also firmly rejected the idea of a fourth network sponsored and controlled by the federal government "because it would supplant local responsibility and initiative, because it would be subject to more, not less pressure for conformity, and because it wouldn't work."

Ray Stanley, director of Health, Education and Welfare's educational television facilities program, and Dr. Lawrence Frymire, chief of the FCC's educational broadcasting branch, addressed the convention on their respective specialties. Mr. Stanley discussed the status and mechanism of the grants-in-aid program, and Dr. Frymire the "2,500 megacycle fixed service."

C. Scott Fletcher, president of the National Association of Educational Broadcasters' new educational television stations division, provided a report on the status of ETV and the "fast moving events of the last six years."

Washington communications attorney Marcus Cohn told a panel he conducted on U. S. public policy on international mass media that TV may someday be viewed as "the major catalytic force which impelled, or at least crystallized"

the Negro civil rights movement. He said TV "is color-blind and its handmaiden, mass advertising, is a great democratizing force," but warned that "it is important that our disseminators of international communications not build up unattainable goals for the emerging nations."

## Record misinterpreted, say Grand Rapids losers

The three losing applicants for channel 13 Grand Rapids, Mich., last week asked the FCC to reconsider its grant to West Michigan Telecasters Inc. because the commission, as one party put it, ignored "its traditional criteria" in making the comparative decision in favor of West Michigan.

In awarding the channel to West Michigan the commission reversed an initial decision by Hearing Examiner Forrest L. McClenning that favored Grand Broadcasting Co. (BROADCASTING, April 27). The other two applicants denied were Peninsular Broadcasting Co. and MKO Broadcasting Corp.

Grand Broadcasting last week told the commission that West Michigan lacked integration of ownership with management and that the winning applicant was short on broadcasting experience. These were the grounds on which Mr. McClenning recommended Grand. Grand charged that the commission, in choosing West Michigan, grossly misinterpreted the proceeding's record.

MKO Broadcasting told the commission that West Michigan lacks good programming proposals. MKO Broadcasting said that West Michigan plans insufficient farm programs and weekend news coverage.

The commission, in its final decision, said that it chose West Michigan as the applicant had "established a degree of superiority over all other applicants on the criteria of area familiarity and planning and for program proposals."

The four applicants for channel 13 have been operating wzzm-TV Grand Rapids on an interim basis.

## Changing hands

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

■ WPCA-TV Philadelphia: Sold by Ruth M. and Donald B. Crawford to Aaron J. Katz and associates for \$219,000.

Mr. Katz is an attorney. WPCA-TV, on channel 17, is on suspended operation.

■ WHIM-AM-FM Providence, R. I.: Sold by Richard D. Buckley and John B. Jaeger to H. C. Arcaro and associates

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for \$140,000. Messrs. Buckley and Jaeger retain KKHI-AM-FM San Francisco, KGL San Fernando, Calif., and WDRC Hartford, Conn. Assignee, Golden Gate Corp., owns WPFM(FM) and one-third of WLKW, both Providence, and the WHIM-AM-FM sale is conditioned to the disposal of the other stations. Mr. Arcaro, an attorney, also has an interest in WTEV(TV) New Bedford, Mass. WHIM is a 1 kw daytimer on 1110 kc, and WHIM-FM is on 94.1 mc with 17 kw.

■ **Wisz** Glen Burnie, Md.: Sold by L. W. Gregory for \$175,000 to Harold H. Hersch and Samuel J. Cole, each 40%. Messrs. Hersch and Cole have interests in WPBW-AM-FM Manassas, Va., and Mr. Hersch is majority owner of WQVA Quantico, Va. Wisz is a 500 w daytimer on 1590 kc.

■ **WDLR** Delaware, Ohio: Sold by T. H. Oppgaard, Carl R. Lee and C. Robert Taylor to William C. Clay Jr., R. J. and William R. Reynolds and Robert V. Doll for \$95,000. Messrs. Doll and Clay have interests in WFKY Frankfort, Ky., and all four have interests in WMST Mount Sterling, Ky. WDLR is 500 w daytimer on 1550 kc.

#### COMMUNITY ANTENNA TV

■ Six CATV's with 2,300 subscribers owned by Thomas W. Mitchell and Roy Bliss's Western Television Corp. in Worland, Greybull, Basin, Thermopolis, Lander and Riverton, all Wyoming, sold to Community Television of Wyoming, a joint venture of Bob Magness, operator of cable systems in Montana and Nevada, and Carl M. Williams, president of Systems Management Co. and TeleVision Communications Corp. of Denver. Price undisclosed.

### FCC withholds KHAI application temporarily

The FCC last week set aside its acceptance of Radio KHAI Inc.'s application for an AM station on 1090 kc in Honolulu. Acceptance of the application would result in a comparative hearing between KHAI Inc. and KHAI, which is already on the frequency and is seeking renewal of its license.

A commission official said the agency reconsidered its earlier action because of uncertainty over whether KHAI Inc. would have a transmitter site available. A letter requesting this assurance from the applicant was being prepared by the commission staff last week.

Radio KHAI has said that, if its application is granted, it would use the transmitter site now used by KHAI. This property is owned by KORL Honolulu. The commission wants assurances KHAI Inc. will be able to reach leasing arrangement with KORL.

The earlier action accepting the ap-

plication followed a sharp debate within the commission, with Commissioners Rosel H. Hyde and Frederick W. Ford dissenting. They felt the application was incomplete and they objected to the fact that KHAI Inc. had "incorporated" KHAI's transmitter site and engineering data in its application.

A spokesman for KHAI Inc. last week said that the stations' engineering data had been reviewed, brought up to date and "certified" by the new applicant's consulting engineer.

The spokesman also denied a report in BROADCASTING that KHAI Inc. had "specified KHAI's transmitter site and equipment on presumption that if its application was successful, present owner would be forced to sell tangible facilities (CLOSED CIRCUIT, May 25).

He said that KHAI Inc., if successful, proposes to buy new transmitter and studio equipment and lease studios in the Royal hotel in Honolulu. He said no thought had been given to buying the stations' facilities.

### Media reports...

■ **Office move** ■ WNDT(TV) Newark-New York, educational channel 13, will move to new offices at 304 West 58th Street, New York, around July 15. The station's development offices also will move to the new building.

■ **Michigan fund** ■ Scholarship fund for business administration students at University of Michigan has been established by Ward L. Quaal, executive vice president-general manager, WGN Inc., Chicago, in honor of his late father, S. E. Quaal. Initial gift was \$10,000. WGN Inc. is licensee of WGN-AM-TV Chicago and parent of KDAL-AM-TV Duluth, Minn.

■ **New home** ■ KAOR Oroville, Calif., has broken ground for its new \$45,000 studio-office building at the Prospector's Village motel in southwest Oroville. Included in the new facilities will be a studio large enough to accommodate orchestras and choral groups.

■ **New deadline** ■ FCC, on request of the National Association of Broadcasters, has extended time for reply comments from June 11 to June 18 on proposed rules to govern grants of microwave facilities to relay programs to community antenna television systems (BROADCASTING, April 27).

■ **KOLN-TV expands** ■ KOLN-TV Lincoln, Neb., has begun construction on a major addition to its facilities. The new building, which will house the projection room, audio and video control rooms, newsroom, plus shop and storage rooms, will cost approximately \$200,000, including new equipment. The expected completion date is Nov. 1.

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## FCC sees nothing wrong in WGRY sale

The acquisition of a broadcasting property by a newspaper in the same community does not automatically result in an undue concentration of mass media.

The FCC expressed this view in approving the sale, for \$262,500, of WGRY Gary, Ind., to the Gary Printing and Publishing Co., owner of the only daily newspaper in Gary, the *Post-Tribune* (BROADCASTING, May 25).

WWCA Gary and WLOI-AM-FM La Porte, Ind., which face competition from WGRY, had urged the commission to deny the application for assignment of license. They contended, among other things, that the sale would result in a concentration of control of mass media in Gary.

The commission, however, noted that the Gary area has an "abundance" of radio, television and newspaper service from nearby Chicago. It added that Gary has additional fulltime AM service from WWCA.

These facts, the FCC said, distinguish the case from one in Miami, Okla., in which the proposed sale of an AM station was designated for hearing on a concentration-of-media issue. In the Oklahoma case, the commission recalled, the only AM station in the city was to be sold to the company that owned the only newspaper there. That proposed sale was cancelled before it went to hearing (BROADCASTING, Oct. 21, 1963).

"The commission has no specific rule concerning ownership of stations by newspapers," the FCC said. "Our touchstone in each case is, of course, the public interest." The facts in the Gary case, the commission added, do not raise "a substantial question" as to whether the sale "would create a communications monopoly inconsistent with the public interest."

The commission vote was 5-2, with Chairman E. William Henry and Commissioner Kenneth A. Cox dissenting.

## AB-PT establishes \$2,000 fellowships

Two annual fellowships of \$2,000 each in communications management have been established by American Broadcasting-Paramount Theaters at the Annenberg School of Communications of the University of Pennsylvania. In conjunction with the new fellowships a degree of Master of Arts in Communications Management will be offered by



Dr. Gaylord P. Harnwell, president of the University of Pennsylvania, looks on as Leonard Goldenson, AB-PT president, signs grants for the first two annual \$2,000 communications fellowships.

the Annenberg School in cooperation with the graduate division of the Wharton School of Finance and Commerce at Pennsylvania.

The new master's program includes courses in the theory and history of communications, advanced business systems, management accounting, legal aspects of business, economics and public policy, mass media in America today, and personnel and labor management.

The first fellowship will be awarded for the coming school term and can be renewed next year, along with another fellowship award for another first year student.

Leonard H. Goldenson, president of AB-PT, said the fellowships are to be a contribution toward filling what he called "a great need in our industry for professionals trained in the history, tradition and special responsibilities of free communications in an open society, combined with training in the skills of business administration."

## Goldenson sees decade of expansion for TV

Leonard H. Goldenson, president of American Broadcasting-Paramount Theaters, last week predicted that by 1975 advertising expenditures in television will increase from the 1963 high of \$2.62 billion to approximately \$4.3 billion. During the same decade, he forecast, radio advertising expenditures will rise from the present \$799 million to \$1.3 billion.

Mr. Goldenson, speaking in New York at a meeting of the Society of American Business Writers, said he ex-

pects the 63 million TV sets in the United States to be increased to 130 million by 1975 and predicted that approximately 50% of all U. S. TV homes will have color by that time. Color and "new imaginative uses" of television will figure prominently in TV's billings growth over the next decade, he asserted.

According to Mr. Goldenson, television is entering a bright period of expansion in all parts of the earth. He said network broadcasters must become more active in the international market, noting that "the rate of growth of television overseas is even greater than it is in this country."

Looking forward to a future of innovation for television, Mr. Goldenson said that some advertisers are already considering international marketing plans which would call for the same program to be telecast in the same relative time slot on stations throughout the world. He said this approach would point up similarities in public tastes. "If a program is popular in the United States, there is a very good chance that it will be equally popular in most parts of the free world," he said.

He also predicted that within a "few years" television would provide a means of distributing newspapers, with set owners getting a facsimile of the front page of their morning paper by pushing a button on their TV sets the night before.

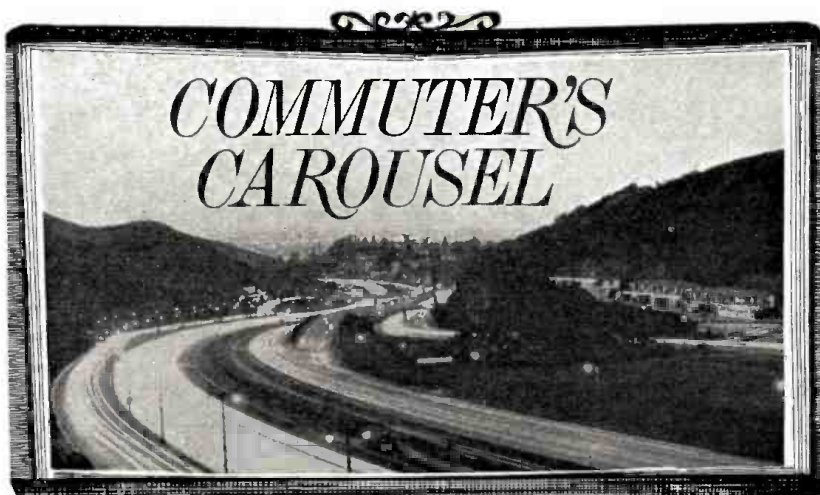
He stressed TV's importance in the development of new nations, and added: "Television has raised the level of public interest and awareness of this country with its rapid growth overseas. It can not help but aid the development of democratic institutions in many of these lands."

## Justice files suit against Scripps

The Justice Department filed an anti-trust suit last week to force E. W. Scripps Co., publisher of the *Cincinnati Post and Times Star*, to divest itself of its controlling interest in the city's only other daily newspaper, the *Cincinnati Enquirer*.

Although Scripps also owns WCPO-AM-FM-TV Cincinnati, the stations are not mentioned in the action. A Justice Department official stated that "anti-trust actions are based on the facts of a particular case, and this case is being brought up because of the circumstance of a newspaper monopoly in Cincinnati."

The E. W. Scripps Co. owns the Scripps-Howard newspaper chain and, in addition to WCPO, WEWS(TV) Cleveland, WMC Memphis, WNOX Knoxville, Tenn., and WPTV(TV) West Palm Beach, Fla.



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# A full agenda at NBC meeting

**Sarnoff keynoter to cover  
wide range; array of brass  
to meet with affiliates**

Group ownership of television and radio stations will be upheld as a source of singular benefits for viewers and listeners in speech to be made by NBC board chairman Robert W. Sarnoff at the annual convention of NBC affiliates this week.

Stations under common ownership have access to resources, particularly in programing, that often are not available to single-station operations, Mr. Sarnoff is expected to tell the affiliates at their June 2-3 meeting at the Beverly Hilton Hotel in Beverly Hills, Calif.

His speech, at a Wednesday luncheon for both TV and radio affiliates, also is expected to deal with a broad range of other subjects including radio's resurgence, color television, pay TV and community antenna television.

Robert E. Kintner, president of NBC, will speak at both the radio and TV meetings.

A special presentation also is slated for TV affiliates by NBC-TV's Walter D. Scott, executive vice president; Mort Werner, vice president, programs; Don Durgin, vice president, sales, and NBC News's William R. McAndrew, executive vice president and Julian Goodman, vice president.

Radio affiliates are expected to hear a major speech on radio's dimensions by Robert L. Redd, executive vice president, creative services, western division of Erwin Wasey, Ruthrauff & Ryan. William R. McDaniel, execu-

tive vice president in charge of NBC Radio, will report on the network, emphasizing its continued sales advances. Emerson Foote, board chairman and president, McCann-Erickson Inc., also is scheduled to speak.

A highlight of this year's convention will be a first showing of a special TV presentation coupled with a progress report and fall program plans that on subsequent dates will be repeated in New York (June 8) and Chicago (June 11) for agencies, advertisers and station representatives (CLOSED CIRCUIT, May 4). The dinner for affiliates—featuring NBC entertainment stars—will be held June 3.

## ABC-TV denies KPTV(TV) charges of conspiracy

ABC-TV has filed an across-the-board denial of charges by KPTV(TV) Portland, Ore., that ABC and the Fisher group of stations have conspired to restrain trade and acquire a monopoly in Portland (BROADCASTING, March 2).

The ABC-TV affiliation switched from KPTV to the Fisher-owned KATU (TV) Portland, March 1, and KPTV, which is owned by Chris-Craft Industries Inc., charged Fisher with a power play in acquiring the affiliation. Fisher's KOMO-TV Seattle is affiliated with ABC, and KPTV alleged that Fisher threatened to seek CBS-TV affiliation for the Seattle station unless ABC switched to KATU (TV) in Portland. The suit asked for \$12,750,000 and revocation of both Fisher licenses.

Chris-Craft is a diversified firm that also owns KCOP(TV) Los Angeles.

## Binghamton CATV system due to start in August

Construction has begun in Binghamton, N. Y., on a community antenna TV system that will bring into the area programing of four New York stations and three outlets in Binghamton, it was announced last week by Howard W. Moffat, General Manager of the Empire State Cable TV Co. The Company is a wholly owned subsidiary of Triangle Publications Inc., whose broadcasting division operates WNBC-AM-FM-TV Binghamton among its other stations.

Mr. Moffat said that by early August WPIX(TV) and WOR-TV New York as well as WBJA-TV, WINR-TV and WNBC-TV Binghamton will be available to CATV subscribers in the upstate area. WNEW-TV and WNDT(TV) New York will be added at a later date. He said that cable line service is expected to begin in early August in sectors south of the

Susquehanna river and by Jan. 1, 1965, in the nine awards of Binghamton and all of Johnson City, N. Y.

Triangle, whose only CATV interest is Empire, is opposing the proposal of another broadcaster—Cox Broadcasting Co.—to provide microwave service to CATV's in Chambersburg and Tyrone, both Pennsylvania. Cox has applied for microwaves to relay programs from stations in New York and Philadelphia.

## Spartan requests oral argument on translator

Spartan Radiocasting Co., licensee of WSPA-TV Spartanburg, S. C., last week filed for oral argument on its application for a VHF translator in Asheville, N. C. Determined to avoid a hearing on FCC general policy, Spartan said it will request withdrawal of its application if the commission denies oral argument or, as a result of the argument, again refuses to make the grant without a hearing.

The commission designated the Spartan application for a hearing because of the agency's policy prohibiting VHF translators in areas with a "heightened potential for the future expansion of UHF." The applicant, which is licensee of WSPA-TV (ch. 7) Spartanburg, said it does not believe that the Asheville area offers a "heightened potential" because of what it called "unrefuted" facts that there are "virtually" no UHF sets in Asheville and the area is already served by three other VHF stations.

Spartan said it did not wish to become involved in a long proceeding when, it asserted, all that is in question is the reclaiming of service area lost when its moved its transmitter from Paris Mountain to Hogback Mountain (BROADCASTING, July 1, 1963) and whether the FCC's UHF protection policy should be applied in the grant of the application.

## WNRK to go on air

WNRK Newark, Del., a 500 w daytimer on 1260 kc plans to be in operation about June 15. James G. Smith, a Dover, Del. businessman, organized the station's licensee, Radio Newark, and serves as its president. William S. Cook, executive vice president and general manager, is a 10-year veteran in Delaware radio.



Mr. Smith

## 3 new NBC affiliates

NBC Radio announced last week that three stations—WLDB Atlantic City; KVG B Great Bend, Kan., and KBMN Bozeman, Mont.—will become network affiliates today (Monday).

WLDB is owned by LeRoy and Dorothy Bremmer. It operates on 1490 kc with 1 kw day and 250 w night. KVG B, owned by KVG B Inc., operates on 1590 kc with 5 kw fulltime. KBMN is owned by KBMN Inc. and operates on 1230 kc with 1 kw day and 250 w night.

## Sarnoff gets Yeshiva award, LBJ tribute

### RCA CHAIRMAN CALLS FOR PRESIDENTIAL TEACHERS

A presidential tribute and a science award to Brigadier General David Sarnoff, RCA's board chairman, highlighted a May 24 ceremony launching Yeshiva University's (New York) \$15 million science center development program.

General Sarnoff, who received Yeshiva's first Distinguished Science Award in recognition of his contributions to science and technology, proposed the creation of a White House-sponsored program of presidential teachers on the elementary and secondary school level.

The proposal, he said, would parallel President Johnson's plan made recently to honor the nation's most talented high school graduating students with the title of "presidential scholar." President Johnson's tribute—a filmed message—spoke of the broadcast pioneer as "my dear and old friend" and hailed the RCA board chairman's contributions to the country (see text below).

At the ceremony, Dr. Samuel Belkin,

Yeshiva's president, presented General Sarnoff with the award and cited him as "an outstanding industrial statesman of the 20th century" and as a "pioneer in science and technology." More than 700 businessmen and industrialists attended the dinner at the Waldorf Astoria, and a keynote speech was made by astronaut M. Scott Carpenter.

In noting a "growing separation" of many of "our finest" professors from teaching, General Sarnoff also expressed "justifiable concern" over college-level teaching. He said: "More and more the task of educating new college generations, especially in the sciences, is being left to less experienced hands, including graduate students."

On other teaching levels, General Sarnoff suggested a panel of best qualified teachers be drawn up by educational associations and that the same special commission chosen to select "presidential scholars" also select teachers who would become a member of an academic "legion of honor."

### Text of the President's statement

"I'm delighted to be able in this way to join you in the tribute to my friend General Sarnoff.

"It has been said that the greatest use of a lifetime is to spend it for something that outlasts it. By that standard, General Sarnoff has already more than earned the award that you present to him tonight. Few people have contributed more to our beloved America. He is responsible for major expansions on the horizons of knowledge. He has brought the benefits of science and technology to all the people. He has devoted himself with a singleness of purpose to the advancement of scientific thought and the advancement of scientific talent to national problems.

"No one better illustrates the genius of America. His life, from immigrant boy to industrial statesman, is an inspiring record. The establishment of a new science center for Yeshiva University is a fitting occasion for the presentation of the Distinguished Science Award to General Sarnoff.

"George Washington once wrote, 'if I have a wish ungratified, it is

that the arts and sciences may continue to flourish with increasing luster.' That same wish seems to be the basis for this project. We need more scientists. We must have more science teachers. Our very future depends upon more scientific research. The Graduate School of Science, which the new science center will house, therefore is directly responsible to the wishes of the first President—and to the wishes of your current President.

"I understand that Scott Carpenter is with you this evening. On this, the second anniversary of Scott's flight, it is particularly appropriate, I think, that General Sarnoff be honored for refusing to be bound by existing frontiers of science, that a new science center be established to enlarge our scientific inquiry represented by Scott Carpenter's flight two years ago and General Sarnoff's record of a lifetime.

"As a holder of a degree from Yeshiva, it gives me great pride and satisfaction to participate in this tribute to my old and dear friend David Sarnoff."

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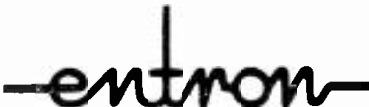
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# CATV air links may be shifted

FCC proposal would move  
systems out of present  
common carrier band

The FCC is considering a proposal to find a new home in the spectrum for microwave licensees serving community antenna television systems, and to tighten up the rules and standards for CATV microwave use.

The proposal, which has been under study for months, grows out of two commission concerns.

One is the presence in the 6,000 mc common carrier band of CATV microwave licensees that are essentially private users. The other is that CATV's are, as officials express it, "spectrum hogs." CATV's use 25 mc of bandwidth for each channel of service, an amount that is doubled at each relay point.

In their effort to deal with these problems, FCC officials expect to be accused of attempting to stifle CATV development. The proposal under study would add to the equipment costs of microwave licensees serving CATV's and move those licensees out of the lower end of the spectrum where propagation characteristics make possible long relay hops.

One aspect of the problem is pointed up by the renewal applications of some dozen CATV's for microwave licenses in the common carrier service that have been designated for hearing by the commission.

At the time they were granted their licenses—more than five years ago—the systems were prohibited by commission rules from obtaining licenses in any other service. But they were granted licenses as common carriers on their promise that, like common carriers, they would offer to serve any customer at nondiscriminatory rates.

Although they made their service available, they are still essentially serving only themselves. And the commission wants to end the "fiction," as one official put it, that they are common carriers.

**Tighten Rules** ■ The commission staff has drafted a notice of proposed rule-making under which a CATV wishing to qualify as a common carrier would have to demonstrate that 50% of its customers would be from the public.

The proposal would also move CATV microwaves out of the 6,000 mc band into two higher bands. The FCC is said to feel the 6,000 mc band is congested now, and that room should be provided for the expansion needs of long-haul common carriers.

One of the higher bands would be 10,700-11,700 mc for all firms that serve outside CATV customers. Common carriers such as Bell Telephone Co. would be granted microwave frequencies in this band to serve CATV's.

**New Service** ■ The other would constitute a new service—Community An-

tenna Relay—and would be either the 12,575-12,825 mc band, now part of the business radio service, or in the 12,700-13,200 mc band, now used for television auxiliary services. In either case, the new service would be administered by the Broadcast Bureau.

In putting the two proposed CATV services in nearby bands, one official explained, the FCC would provide for "frequency equality." Equipment used in one could be used in the other. There would be no particular advantage in being a common carrier licensee, as there is now, he noted.

Two other proposals are under consideration for saving spectrum space. One calls for reducing the bandwidth to be made available to CATV's, from 25 to 12.5 mc per channel. Engineers say this is feasible, but concede it would result in higher equipment costs. The staff is not unanimous on the wisdom of this proposal.

The other would limit, in general, CATV's to 10-channel systems. A cable operator seeking a larger system would have to convince the commission of the need for one.

It is understood that if the shifting proposals are adopted, CATV systems now licensed in the 6,000 mc band would be given a number of years—perhaps five—to amortize the cost of their equipment before being required to apply for a frequency in a higher band.

The commission, which began discussing the proposal two weeks ago, is expected to consider it again at its meeting this week. However, action is not expected soon.

## NCTA wants no more delays on CATV microwave rules

FCC Chairman E. William Henry was cautioned last week that further delays on the commission's proposed rulemaking on microwaves serving community antenna television systems should not be granted unless it drops requirements for delayed non-duplication from its interim rules.

Deadlines for reply comments on the rulemaking have been extended until June 18.

Fred J. Stevenson, chairman of the board of the National Community Television Association said Thursday (May 28) in a letter to Chairman Henry, that broadcasters "have everything to gain and nothing to lose from a perpetuation of the status quo because the interim rules on delayed non-duplication by CATV systems are very probably much more severe than the facts could

ever justify."

By that June deadline broadcasters will have had almost two months "to analyze and rebut, if [they] can" NCTA's comments on the rulemaking, Mr. Stevenson continued. The National Association of Broadcasters has "simply assumed the correctness of the proposed rules" even though broadcasters had the "burden of furnishing specific evidence," he added.

The NAB's Television board is to meet June 16 to consider CATV and pay TV policy recommendations of the committee on free TV in America.

However, if the FCC were to grant more time, it should drop its interim rules requiring CATV's seeking new microwave services to agree not to duplicate simultaneously and

15 days before and after the programs of TV stations within grade A or B contours in which they operate, Mr. Stevenson advised.

"If the commission were to extend the time for reply comments in order to allow original research to be conducted rather than to reply to comments which have been filed, it would be prejudging the outcome in effect," Mr. Stevenson said.

Such an extension would impose the "very stringent" interim rules for "an indefinite and undeterminable amount of time, particularly in view of the traditional August recess," he added.

In conclusion Mr. Stevenson quoted commissioner Lee Loevinger's comment that interim rules favoring local TV stations were a prejudgment of the rulemaking.

## ABC gets new gear for political year

ABC News announced last week three new transistorized items of television equipment that it will use to provide more mobile coverage of the political conventions this summer.

The "Newschief," a 25-pound self-contained "television station," built by Sylvania, and first used by ABC News during the Winter Olympics earlier this year (BROADCASTING, Jan. 27), will be used extensively by the network during the conventions.

ABC News also will use a 100-pound transistorized Ampex 660 Videotape recorder, which uses standard-sized tape that can be played on any other 660 tape recorder. The machine can stop the tape at any time to show a still frame.

Frank Marx, president of ABC Engineers, also reported that two portable microwave units, a transmitter and receiver, have been purchased from Microwave Associates for use at the conventions. The units can be carried by one person, will replace five heavier pieces of conventional equipment and have 10 times the power of the older equipment.

Mr. Marx said ABC News expects to purchase other sophisticated equipment, after testing has been completed, in time for the conventions.

## Zenith, Admiral unveil new color-TV sets

Both Zenith Radio Corp. and Admiral Corp. last week announced new color television sets, priced under \$400, in conjunction with displays of their new 1965 radio-TV set lines. RCA earlier disclosed its new color line with price cuts bringing the leader down to \$399.95 (BROADCASTING, May 18).

Zenith Sales Corp. on Thursday at its distributor meeting in Chicago unveiled the firm's production prototype models of color TV receivers using a new 25-inch rectangular color picture tube developed by the Rauland Corp., Zenith's tube manufacturing and research subsidiary. Zenith also has a new color chassis for the set.

Zenith intends to market "a limited line of receivers with the new rectangular tube and chassis next year," according to L. C. Truesdell, Zenith Sales Corp. president. These sets will have to be "considerably higher in price than present color sets," he indicated. Pilot production runs are expected to begin late this year with mass marketing to



Robert Sammon (l), manager of convention-election-inaguration coverage for ABC News, and commentator Bob Young, inspect new microwave equipment that ABC will use in its convention coverage.

begin early in 1965, Mr. Truesdell said.

Zenith displayed 27 new basic model color tube is a 90-degree, three-gun, shadow mask type. It is four inches shorter than the conventional 70-degree, 21-inch round color tube now in general use. Because of the pricing factor, "the present 21-inch tube will be the dominating factor in the industry for some years to come," Mr. Truesdell said.

Zenith displayed 27 new basic model color TV sets for 1965 using the round 21-inch color tube. The company also showed 32 new black-and-white models for next year.

Admiral showed 20 new color TV sets in its line, also using the round 21-inch tube. Admiral introduced a full line of new monochrome TV sets as well as radios and phonographs.

## Technical topics . . .

**Adds new gear** ■ WEAT-TV West Palm Beach, Fla., has purchased \$300,000 of equipment, including a General Electric 4-vidicon color film camera chain, an Ampex 1100 Videotape recorder, two camera chains and a new mobile unit. WEAT-TV will begin local color programming about June 1.

**New FM amplifier** ■ Entron Inc., Silver Spring, Md., electronics manufacturer, has announced a new high-low FM distribution amplifier, LHD-404R. The unit is designed to feed low and high VHF and full FM signals into as many as four distribution lines with an output level of 50 dbmv at channel 13.

**New tone system** ■ Teletronix Engineering Co., Los Angeles, has announced a new remote control system for radio and television based on advanced optical and solid-state techniques.

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## FATES & FORTUNES

### BROADCAST ADVERTISING



Mr. Hill

**Lon C. Hill**, copy director at Chirurg & Cairns, New York, elected VP. Mr. Hill joined agency in 1962, moving from J. Walter Thompson, that city, where he was senior writer on Ford account.

**Robert E. Layton** joins Lynn Baker Inc., New York, as senior account executive. He was formerly account executive at BBDO, that city.

**Kendrick R. Wilson Jr.**, director of Crosley Broadcasting Corp., Cincinnati, elected director of Avon Products., New York.

**Edgar M. Griswold** joins Maxon Inc., New York, as senior VP and corporate director of account management. He was formerly senior VP at William Esty, that city.

**John P. Hoag Jr.**, VP-marketing; **Leo A. Harrington**, creative VP, and **Lincoln D. Wright**, controller, elected to board of directors of Hoag & Provandie Inc., Boston, at agency's annual stockholders meeting last week.

**George S. Squibb** elected VP-marketing for E. R. Squibb & Sons, division of Olin Mathieson Chemical Corp., New York. He succeeds **Fred J. Stock**, corporate VP, named general manager of Squibb division.

**Ross Barzelay** named marketing manager of Post division of General Foods Corp., White Plains, N. Y. He is succeeded as advertising and merchandising manager of Post division by **William L. Jackson**, who was previously group product manager-cereals.

**Jim Rogers** named head of George P. Hollingbery Co.'s new St. Louis office. He was formerly account executive in firm's Chicago office.

**Ralph M. Watts** named to newly created post of premium development manager of Lever Brothers Co., New York. He was formerly merchandising project manager in household products division.

**Allan Shevin** appointed national sales administrator for Sony Corp. of America, New York.

**Einar C. Akerson**, formerly VP-treasurer and business manager of Charles Bowes Advertising, Los Angeles, appointed controller of Carson/Roberts Advertising, that city.

**Dr. John R. Thayer** appointed assistant product manager of market reports

at American Research Bureau, Beltsville, Md.

**William Rimmelin**, account executive, promoted to commercial manager of WTOL-AM-FM Toledo, Ohio.

**Erwin W. Mark** joins Erwin Wasey, Ruthrauff & Ryan, Philadelphia, as director of media planning and market development. He was formerly director of media and market development at Arndt, Preston, Chapin, Lamb & Keen, that city.

**Joe Nichols**, formerly of KPRL Paso Robles, Calif., joins KACL Santa Barbara, Calif., as account executive.

**Wim van der Graaf**, formerly account manager for Waldie & Briggs and account executive with Roche, Rickerd & Cleary, both Chicago, joins Griswold-Eshleman Co. there as account executive. **David E. Ham**, formerly VP of Buti-Roberts Advertising, Chicago, joins Griswold-Eshleman as copywriter.

**James F. Lloyd** appointed PR account executive at Byer & Bowman Advertising, Columbus, Ohio.

**Klee C. Dobra** appointed account executive at WTOP-AM-FM Washington.

**Joel Glassman** joins sales staff of WRFM(FM) New York. He was previously on sales staff of Fred Niles Productions, that city.

**Marilyn Beaudry** appointed director in charge of research operations in Los Angeles office of Audience Studies Inc., TV program and commercial pretesting service subsidiary of Screen Gems Inc., New York. Other appointments at ASI: **Irwin Tuchfeld**, for past two years with company's testing facilities in Los Angeles, transfers to Audience Studies Ltd., London, as overseas client service supervisor. **Dennis DeWitt** also joins London office as client service executive. **John Marting**, formerly of Mac-

Manus, John & Adams, and **Robert Kohn**, of Audits & Surveys Inc., join ASI's New York sales staff. **Frank Adrana**, formerly of J. Walter Thompson, heads ASI's Chicago office.

**Sue Masterson**, former office manager-saleswoman for John E. Pearson Co., San Francisco, joins sales staff of KPAT-AM-FM Berkeley, Calif. Earlier item regarding Miss Masterson's appointment erroneously had her joining sales staff of WPAT-AM-FM Paterson, N. J.

**Bill Muyskens** joins McCann-Erickson's New York creative division. He was formerly at J. Walter Thompson, that city.

**John Harvey**, formerly of Leo Burnett Co., Chicago, joins Campbell-Ewald Co., that city, as creative director. **Owen A. Brady**, for past 14 years VP and account supervisor at Ross Roy Inc., Detroit, joins Campbell-Ewald, that city, as account supervisor.



Mr. Coleman

**Howard W. Coleman** joins A. C. Nielsen Co., New York, as director of sales promotion for Nielsen Station Index. He was formerly advertising and promotion director at WTCN-AM-TV Minneapolis.

**Alwyn W. Knight**, formerly with N. W. Ayer & Son for 16 years, named PR director of D. P. Brother & Co., Detroit. He succeeds **Harry Cushing**, who has resigned to take public relations post with Chrysler International, Geneva, Switzerland. Mr. Knight's last assignment with Ayer was manager of that agency's Honolulu office for two years.

**Robert A. Olsen**, general marketing supervisor in New York for BBDO, joins Pittsburgh office of Fuller & Smith & Ross as executive on Alcoa account. **Earl Timmons**, western region research director at FSR, elected VP, with headquarters in Los Angeles.

**Jim McTighe**, for past four years account supervisor in Los Angeles office of MacManus, John & Adams, promoted to director of account services.

**Gene Shay**, promotion and merchandising director of WHAT-AM-FM Philadelphia, joins copy staff of Firestone-Rosen Advertising, that city. **Michele Dickerman** joins Firestone on traffic and production staff.

**Dona Clark**, formerly daytime TV production supervisor at J. Walter Thompson Co., joins public information department of Los Angeles County

### Kolata seeks office

**Carl V. Kolata**, president and general manager of Watertown Radio Inc., licensee of WTTN-AM-FM Watertown, Wis., has received the Republican nomination and is running for Congress against Representative Robert W. Kastenmeier (D-Wis.).

Mr. Kolata, president of the Associated Press state broadcaster association, is a former Watertown city councilman former Dodge county Republican chairman.

Heart Association to work on radio-TV assignments. She replaces Louise Reynolds, resigned.

**Arthur F. Eggers**, formerly of Chirurg & Cairns, New York, joins J. M. Mathes Inc., that city, as account executive.

**Ann Petrie**, since September 1961 continuity acceptance director at WABC-TV New York, joins National Association of Broadcasters' New York code office as editor.

**Max Keyes** named national sales representative for WKLZ Kalamazoo, Mich.

**Fred L. (Curly) Morrison**, for past five years account executive at CBS, New York, joins HarriScope Inc., Los Angeles, as VP and director of broadcast sales.



Mr. Morrison

**Emmett B. Faison**, **Robert O. Jordan** and **Paul J. Paulson** elected VP's at Compton Advertising, New York. Mr. Faison, supervisor on Phelps Dodge, Chas. Pfizer and Boston Edison/New England Electric accounts, joined agency in 1959. Mr. Jordan is account supervisor on Comet, and Mr. Paulson is account supervisor on Ivory soap.

**Tom Parrington**, assistant manager of WKY-TV Oklahoma City, elected president of Oklahoma Association of Manufacturer's Representatives.

## THE MEDIA

**Joel Chaseman**, assistant general manager at WINS New York, promoted to general manager, succeeding Mark Olds, who moves to new post of national radio executive for Westinghouse Broadcasting Co., which owns WINS. Mr. Chaseman joined Westinghouse in 1957 as program manager at WJZ-TV Baltimore. He has also served as executive producer and general manager of WBC Productions, Westinghouse subsidiary. Mr. Olds joined Westinghouse in 1951.

**Ray Hurlbert**, general manager of Alabama Educational Television Commission, elected president of newly formed National Association of Educational Television, St. Paul. Other officers are **John Dunn**, director of Oklahoma Educational Television Authority, VP, and **John C. Schwarzwald**, general manager of Twin City Area Educational Television Corp. (KTCA-TV [ch. 2] St. Paul-Minneapolis), secretary-treasurer.

**Joe Chytil**, KELA Centralia-Chehalis, elected chairman of Washington State Association of Broadcasters, replacing **Saul Haas**, KIRO-AM-FM-TV Seattle. Also elected were **Allen Miller**, KWSC-

AM-TV Pullman, secretary-treasurer, and **Jerry Geehan**, KTAC Tacoma, VP. **James A. Murphy** was re-elected president.

**George A. Crump**, WCMS Norfolk, Va., elected president of Tidewater Association of Radio Broadcasters for 1964-65. Other TARB officers elected are **William Eure**, WRAP Norfolk, VP; **Harry Moore**, WRVC(FM) Norfolk, secretary, and **Edward Baydush**, WLPM Suffolk, Va., treasurer.

Oklahoma-Kansas CATV Association officers elected at May 8 meeting: president, **Bob Story**, Durant, Okla.; VP, **Bob Weary**, Junction City, Kan.; secretary-treasurer, **I. A. Patterson**, Elk City, Okla., and board members **C. J. Hammack**, Hooker, Okla.; **G. J. Dodson**, Sayre, Okla., and **John Monroe**.

## PROGRAMING

**Milton T. (Ted) Raynor** elected executive VP of Henry G. Saperstein Enterprises and two of firm's subsidiaries, UPA Pictures Inc. and Television Personalities Inc. Mr. Raynor, an attorney and partner in several TV shows including *Championship Bowling* will make his headquarters at UPA offices in Burbank, Calif.

**Gerald A. Taylor** named program promotion manager at CBS-TV-Hollywood. He was formerly manager of on-air promotion.

**Lawrence A. Weingarten** re-elected president of Screen Producers Guild at meeting last week in Beverly Hills, Calif. Other officers elected are **Louis F. Edelman**, first VP; **Everett Freeman**, second VP; **Jerry Bresler**, third VP; **David Dortort**, secretary; **Lewis J. Rachmil**, treasurer; and **Richard Wilson**, assistant treasurer.

**Frank Leicht**, executive producer at WNDT-TV (educational ch. 13) New York, named program manager. **Robert D. B. Carlisle** and **Lee Polk** appointed executive producers, and **John Wicklein** named manager of news and public affairs.

**Alberto Pereira** appointed program director of WPFM(FM) Providence, R. I.

**Tom Doyle**, for past three years air personality at WIBC Indianapolis named program director of WNDY, that city.

**John Holiday**, with WIST Charlotte, N. C., from 1957 to 1959, rejoins station as program director. Since 1959 Mr. Holiday has served as manager and part-owner of WHYE Roanoke, Va.; WAIR Winston-Salem, N. C., and WRDQ El Paso, Tex.

**Bil Osterhaus**, assistant program manager of KYW-TV Cleveland, trans-

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fers July 8 to KPX(TV) San Francisco in same capacity. Stations are owned by Westinghouse Broadcasting Co.

**Garry Miller** appointed assistant program director of WTOL-AM-FM Toledo, Ohio.

**Lee Schapiro** named to newly created post of manager of domestic sales-foreign records at RCA Victor Records, New York. He was formerly in charge of popular albums merchandising and planning.

**Allan L. Rice** appointed administrative assistant to Charles Fries, VP and executive production manager of Screen Gems, New York.

**George Faber**, director of client relations at CBS Films, Hollywood, elected chairman of international committee of Hollywood Museum. He succeeds **Carl Schaefer** of Warner Bros., who had held post for two years.

**Harold L. Friedman**, formerly producer at MPO Videotronics, New York, joins Elektra Film Productions, that city, as executive producer.

**Dan Broadfoot** appointed operations manager of KORK-TV Las Vegas, Nev. **John Z. Csia**, former producer-director at KCHU-TV San Bernardino, Calif., joins KORK-TV as production manager.

**C. A. (Bud) Beal** joins WSIX-FM Nashville as announcer-program coordinator.

**Jack Fleischmann**, motion picture story editor formerly with Columbia Pictures and Warner Bros., appointed executive story editor of 20th Century-Fox Television. He succeeds **Frank Glicksman**, now producer of studio's *12 O'Clock High* hour-long series for ABC-TV Friday, 9:30-10:30 p.m., starting in fall.

**Albert E. Bobo**, assistant supervisor of operations, network transmission facilities, CBS-TV, New York, retired May 29 after 37 years with organization.

**Hal Durham**, for past five years program director of WBCM McMinnville, Tenn., resigns to join announcing staff of WSM Nashville.

**Bill Hobin** has been signed as director of *The Red Skelton Hour* for 1964-65 season on CBS-TV. He is currently director of June 4 Meredith Willson summertime special and directed many of Judy Garland shows during past season.

**Lee Gray** named program manager of WTRY Troy, N. Y.

**Thomas J. Devine**, assistant controller of MGM, New York, since joining company in 1958, promoted to controller and assistant treasurer. He succeeds **William H. Harrison**, who resigns

## Canadians return Metcalf

National Community Antenna Television Association of Canada officers were re-elected at annual convention: president, **F. T. Metcalf**, Guelph, Ont.; VP, **E. R. Jarman**, London, Ont.; secretary, **K. J. Easton**, Toronto, and treasurer, **O. Girard**, Magog, Que.

Elected to board of directors: **John Lader**, Trail B. C.; **L. Langlais**, Asbestos, Que., and **H. Young**, Peterborough, Ont. Other board members: **G. Allard**, Montreal; **J. Beauchemin**, Shawinigan, Que.; **M. Cliche**, St.-Georges de Beauce, Que.; **M. Flom**, Montreal; **G. W. Rymal**, Hamilton, Ont.; **B. J. Shepard**, Vancouver, B. C., and **I. Switzer**, Estevan, Sask.

to become VP and controller of General Telephone & Electronic Corp., that city. **Seymour H. Lesser**, manager of independent producer accounting, succeeds Mr. Devine.

**Lee Proper**, previously with KOY Phoenix, joins program staff of KBLU-AM-TV Yuma, Ariz., as technical director.

**Dick Masterman** appointed music director of WTSB Brattleboro, Vt.

**Michael Fessier Sr.** joins Four Star Television to write two pilots from ideas he created for new series. One is *Kelly*, romantic comedy in which Dean Jones might star; other, *The Ninth Key*, is adventure series planned as vehicle for Robert Taylor.

**Jerry Fielding**, veteran Hollywood arranger-composer, signed to long-term contract by Screen Gems, with his first assignments for *The Farmer's Daughter* and *Bewitched*, series produced by Screen Gems, for ABC-TV.

**Cloyd M. Bender Jr.** appointed production coordinator of WEAM Arlington, Va.

**Edward D. Cerynak**, engineering supervisor at WEWS(TV) Cleveland since April 1957, moves to program department as assistant operations director.

**John Macfarlane**, former production director for WNAC-AM-FM Boston and Yankee Network, joins KYW-TV Cleveland as associate director.

**Alan Lansburg**, producer of *Biography* series and several hour-long TV specials for Wolper Productions, Hollywood, named series producer of *Men in Crisis*, 32 half-hour segments to be nar-

rated by Edmond O'Brien and syndicated this fall by Wolper Television Sales, New York.

**Robert Collinson** and **Douglas Wood** appointed associate producers of *The Great War*, weekly series on World War I on CBS-TV this fall.

**Ellis Shook**, since 1959 production manager of WTTG(TV) Washington, appointed to newly created post of program operations manager.

**Eddie Franklin**, **Gene Thaxton** and **John A. Roberts** join WFSU-TV (educational ch. 11) Tallahassee, Fla., as art director, assistant art director and production assistant, respectively.

**Bill Workman**, previously staff director and operations manager of KHJ-TV Los Angeles, joins KCOP(TV), that city, as traffic manager.

**Robert D. Squier**, TV program director for radio-TV department of University of Texas, Austin, and KLRN(TV) (educational ch. 9) San Antonio, has been granted six-month leave of absence to join staff of National Educational Television (NET), New York, as production manager of public affairs program *At Issue*.

## FANFARE

**Allen D. Christiansen**, formerly of KETV(TV) Omaha, joins WQAD-TV Moline, Ill., as promotion manager.

## NEWS

**Herb Davis**, newsman at WAVA-AM-FM Arlington, Va., elected VP in charge of news and special events.

**John W. Kiermaier**, CBS VP and director of public affairs department of CBS News, appointed Vote Profile Analysis director, CBS News election unit, effective immediately. The public affairs department soon will be absorbed within CBS News (BROADCASTING, May 4). Mr. Kiermaier also will assume separate duties of supervising arrangements for paid political broadcasts on CBS-TV and CBS Radio. He joined CBS in 1959, after spending nearly 10 years with NBC. **Robert Richter**, recipient of CBS Foundation news fellowship last year, appointed associate producer for *CBS Reports* upon completion of work for master's degree at Columbia University, New York. Mr. Richter was special projects manager, KOAP-TV Portland, Ore., in 1961-63.

**Arthur J. Lagios**, former newsman at WFEA Manchester, N. H., joins WOTW-AM-FM Nashua, N. H., as assistant news director.

**Roy Scott** and **Gene Lewis** appointed Scott and Rock Island county editors, respectively, in news department of KSTT Davenport, Iowa. **Larry Cooper**

named station's feature editor.

**Joseph K. Abrell**, for past year documentary and editorial assistant at WTVJ (TV) Miami, promoted to director of special news projects.

**Carl Sisskind**, WIBW-AM-FM-TV Topeka, elected chairman of Kansas AP Radio-TV Association. **Paul Threlfell**, KAKE Wichita, elected vice chairman of association.

## EQUIPMENT & ENGINEERING

**David Hickie** appointed product marketing and planning manager for semiconductor products division of Motorola Inc., Phoenix. **Thomas D. Hinkelman** appointed director of reliability and quality assurance.

**Frederick R. Eckley**, since 1962 president of Ohio Bell Telephone Co., elected executive VP of parent American Telephone & Telegraph Corp., New York. Mr. Eckley, who becomes one of two executive VP's at AT&T, will be responsible for regulatory matters and public affairs. Post has been vacant

since Jan. 1 when **Paul A. Gorman** assumed presidency of Western Electric Co., AT&T's manufacturing subsidiary. **Claude M. Blair**, formerly operating VP of Ohio Bell, succeeds Mr. Eckley as president of Cleveland-based subsidiary.

## INTERNATIONAL

**R. E. Misener**, formerly manager of broadcast division of Canadian Marconi Co. and general manager of CFCF-AM-FM-TV Montreal, appointed director of sales development for CTV Television Network Ltd., Toronto.

**Peter J. Buck**, previously managing director of Westrex Co. Asia, Manila, and regional manager of Far East operations, elected VP and managing director of Westrex Co. Ltd., London. British subsidiary manufactures, markets and services communications and sound recording-reproducing equipment.

## DEATHS

**William F. J. Dietz**, 68, VP and pro-

duction-traffic director of Albert Frank-Guenther Law, New York advertising and PR agency, died May 21 at Holy Name hospital in Teaneck, N.-J. Mr. Dietz joined agency in 1919 was elected VP in 1953.

**Dr. Louis Alan Hazeltine**, 77, inventor, retired consulting engineer and former chairman of physics department of Stevens Institute of Technology, Hoboken, N. J., died May 25 at his home in Maplewood, N. J. While working at Stevens Institute in 1919 Dr. Hazeltine invented neutrodyne receiver, which eliminated noises that plagued early radio receivers. He retired from faculty in 1944 and became consultant to Hazeltine Corp., radio manufacturers, which was later named after him.

**Adolph H. Fensholt**, 75, founder of Chicago advertising agency bearing his name, died at his home May 24. Since 1960 he had been consultant to agency.

**Ted Collins**, 64, former radio-TV personality who managed singer Kate Smith to fame, died May 27 of heart ailment in Lake Placid, N. Y.

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, May 21 through May 26, and based on filings authorizations and other actions of the FCC during that period.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. \*educational. Ann.—announced.

#### New TV stations

##### APPLICATIONS

San Jose, Calif.—Urban Television Corp. UHF channel 48 (674-680 mc); ERP 46.8 kw vis., 23.1 kw aur. Ant. height above average terrain 817 feet, above ground 73 feet. P.O. address c/o Edwin D. Jones Jr., 28 North First Street, San Jose. Estimated construction cost \$229,000; first year operating cost \$240,000; revenue \$270,000. Studio location San Jose, trans. location seven miles west of San Jose. Geographic coordinates 37° 20' 07" north latitude, 121° 44' 11" west longitude. Type trans. RCA TTU2A, type ant. RCA TFU-25G. Legal counsel Vincent B. Welch; consulting engineer Creutz & Snowberger, both Washington. Principals: Vincent B. Welch (27.5%), Edward P. Morgan (27.5%), Esterly C. Page (20%), Lawrence J. Henderson Jr. (12.5%) and James L. McIlvaine (12.5%). Principals have applied for new stations in Minneapolis (UHF ch. 23) as Associated Television Corp.; Columbus, Ohio (UHF ch. 40) as Farragut Television Corp.; Henderson, Nev. (VHF ch. 4) as Sovereign Television Corp., and Miami (UHF ch. 33) as Gateway Television Corp. Ann. May 25.

Miami—Gateway Television Corp. UHF channel 44 (584-590 mc); ERP 282 kw vis., 75 kw aur. Ant. height above average terrain 297 feet, above ground 304 feet. P.O. address c/o Vincent B. Welch, 300 Farragut Building, 900 17th Street, N. W., Washington. Estimated construction cost \$338,945; first year operating cost \$240,000; revenue \$270,000. Studio and trans. locations both Miami. Geographic coordinates 25° 46' 48" north latitude, 80° 11' 24" west longitude. Type trans. RCA TTU-12A, type ant. CO-EL DWG 1747-1. Legal counsel Welch, Mott & Morgan, Washington; consulting engineer Serge Berge, Fairfax, Va. (See application for new UHF-TV in San Jose, Calif.). Ann. May 25.

\*Chapel Hill, N. C.—University of North Carolina. VHF channel 2 (54-60 mc); ERP 100 kw. Ant. height above average terrain 999 feet, above ground 1044 feet. P.O. address c/o Fred H. Weaver, Consolidated Office, Chapel Hill. Estimated construction cost \$600,243; first year operating cost \$350,251. Studio location Chapel Hill, trans. location five miles west of Columbia, N. C. Geographic coordinates 35° 53' 59" north latitude, 76° 20' 52" west longitude. Type trans.

RCA TT-25CL, type ant. RCA TF-6AL. Legal counsel Pierson, Ball and Dowd, Washington; consulting engineer Alan B. MacIntyre, director of engineering WUNC-TV (ch. 4) Chapel Hill. Principals: board of trustees. Ann. May 25.

#### Existing TV station

##### CALL LETTERS ASSIGNED

■ KUPK(TV) Garden City, Kan.—KAKE-TV and Radio Inc.

#### New AM station

##### APPLICATION

Selinsgrove, Pa.—B & K Broadcasting Co. 1240 kc. 250 w. unl. P.O. address c/o William F. Mahoney, 108 West South Street, Carlisle, Pa. Estimated construction cost \$15,800; first year operating cost \$42,000; revenue \$55,000. Principals: William F. Mahoney (90%), George M. Lohnes (5%) and Ronald H. Culver (5%). Mr. Mahoney is in production and announcing at WKBO Harrisburg, Pa. Messrs. Lohnes and Culver are consulting

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FULL STAFF NEEDED . . . new 500 watt 2-tower directional daytimer . . . Chief Eng. w/construction experience; annrcs. w/1st phone; aggressive salesmen with sales mgr. potential. Send full details.

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Fast, tight board work. \$125 plus to start. Good chance to move up with progressive outfit. Send tape to Don Hodges, KTOK, Oklahoma City, Oklahoma.

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2. FAR WEST. Metro. Daytime. \$150,000.  
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3. FAR WEST. Medium market. Gross over  
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4. PACIFIC NORTHWEST. Medium. Own-  
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On June 22, 1964, at 12:00 E.D.T., I will sell by sealed bid the following properties: Radio Station WBOF, 1550 KC, 5 KW Day, Virginia Beach, Virginia, and WYFI-FM, stereo-equipped, 99.7 MC, 33.5 KW erp, Norfolk, Virginia. Bids will be accepted on the stations together or individually. Bids must be received by 11:00 A.M. E.D.T. June 22, 1964. Both stations will be sold, subject to FCC approval, in their entirety (except for accounts receivable) free of all liens and claims. For information about or inspection of stations, contact:

Roy Marsh

P. O. Box 536, Virginia Beach, Virginia, 23451  
Call 703 428-3434 between 9:00 A.M. and 11:00 A.M. E.D.T.

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5KW/1KW fulltime facility in this rapid growth—stable radio market. Ideal for Top-40 or Country, Western-Religious format. Priced for quick cash sale. Call John Mc-Lendon—601-948-1617—Jackson, Miss.—P. O. Box 197.

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in

**Broadcasting**  
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 81

munity TV Club, Cannon City, Colo., K04CR, K06AR, K07FI, K09BD, Creede TV Association, Creede, Masonic Park and rural area, all Colorado; K07BW, K09DY, Art Hibbs, Westcliffe, Colo.; K08AN, New Castle Booster Club, New Castle, Colo.; K09BU, K11EG, K13CB, Parker Hill T. V. Association, Del Norte, Colo.; K10BT, Plateau Valley TV Association Inc., Mesa, Colo.; K02DL, Salida TV Translator Association, Salida, Colo.; K04AS, K06BF, K03AH, K12AW, San Miguel Power Association Inc., Naturita, Norwood and rural area, Paradox, and Uravan, all Colorado; K02CK, K10BN, K12BM, Stanker Supply Co., Cripple Creek, Colo.; K11EF, K13DW, Akron, Colo.; K09GB, K02BS, K05BJ, K12EF, Upper Colorado River TV Association, Derby Mesa, Dotsero, between Cabin Creek and Dotsero, rural areas between Derby Mesa and Bond, and rural area between Dotsero and Carlsburg, all Colorado; K08AH, Walsh Community T. V., Walsh, Colo.; K70BR, K72AN, K82AR, Durango Television Translator, Durango Junior Chamber of Commerce Inc., Durango, Colo.; K03BA, K07DH, K09DH, Ark Valley TV Inc., Lamar, Colo.; K02BL, K04BG, K06BM, Battle Mountain T. V. Association, Minturn and Gilman, both Colorado; K06CX, K11FL, Buena Vista Television Inc., Buena Vista, Salida and Poncha Springs, all Colorado; K10AR, Coaldale TV Club, Coaldale, Colo.; K09BV, Cotopaxi Community T. V. Club, Cotopaxi, Colo.; K10BJ, Divide Creek TV Association, Silt, Colo.; K02DI, Granada Community TV, Granada and area, Colorado; K08BU, Holly TV Inc., Holly, Colo.; K10AD, Lake Television Association, Valle-cito reservoir area, Colo.; K03BH, Holly TV Inc., Holly, Colo.; K07FQ, Placerville TV Association, Placerville, Colo.; K03AY, Ridgeway T. V. Association, Ridgeway, Colo.; K04AX, K07CF, Rifle Community Services Inc., Rifle and surrounding area, Rifle (South Rifle), Colo.; K11FM, K13FL, Edward E. Schultz, Estes Park, Colo.; K09AP, Silver-ton TV Association Inc., Silverton, Colo.; K03AP, Sweetwater TV Association, Sweetwater Creek area, Colo.; K13EL, Grand Lake, Colo.; K02CR, K07FA, K09FA, Valdez TV Club, Valdez, Colo. and K02CA, K04BY, Victor Volunteer Fire Dept., Victor, Colo.; K02CQ, Yampa Valley TV Association, Elk River valley, Colo. and K74AD, K77AA, K74AC, K79AP, La Plata Electric Association Inc., Pagosta Springs, Bayfield and Ignacio, all Colorado.

WKBD(TV) Detroit—Granted mod. of CP to change ERP to 331 kw vis., and 166 kw aur.; trans. location to Southfield Township, Mich.; type trans. and type ant.; ant. height to 840 feet; and make changes in ant. system; condition; also granted extension of completion date to Nov. 20.

W09AE Mountain City and Clayton, Ga.—Granted mod. of CP to change trans. location 700 feet northeast of original site, and make changes in ant. system for VHF-TV translator.

WIBW-TV Topeka, Kan.—Granted license covering changes for TV.

KOMA Oklahoma City—Granted license covering installation of auxiliary trans.; specify geographic coordinates.

WKTS Sheboygan, Wis.—Granted license covering changes in directional ant. pattern.

WGAT Gate City, Va.—Granted CP to replace expired permit to increase power and install new trans.

### Actions of May 19

■ Granted renewal of licenses for following: WAZS Summerville, S. C.; WFMD and auxiliary Frederick, Md.; WKTS Sheboygan, Wis.; WSOR Windsor, Conn.; WCTV(TV) Thomasville, Ga.; WPYB Benson, N. C.; WYDE Birmingham, Ala. and WRWH Cleveland, Ga.

WFMD Frederick, Md.—Granted license covering increase in daytime power, installation of new trans., and change to DA-2.

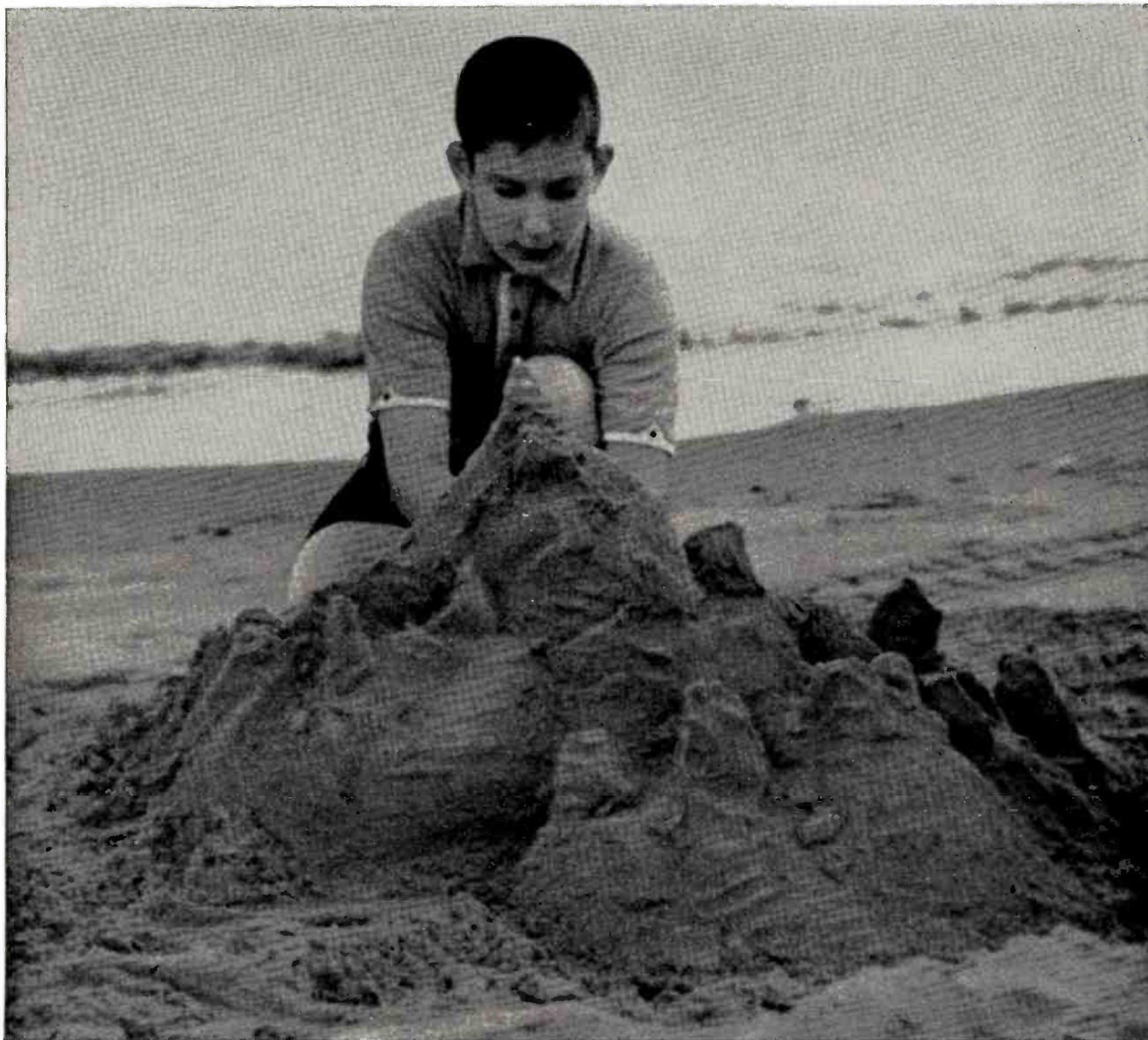
WFMD Frederick, Md.—Granted license covering use of old main trans. as auxiliary daytime and alternate main nighttime trans. at main trans. site.

### Rulemakings

#### PETITIONS FOR RULEMAKING FILED

■ Fairfield Publishing Co., Fairfield, Calif.—Requests institution of rulemaking proceeding to add channel 289 to Fairfield. Received May 14.

■ Jay Sadow, WRIP Rossville, Ga.—Requests amendment of rules to change table of assignments as follows: Birmingham, Ala.: delete channel 299, add channel 300; Rossville, Ga.: add channel 299; Knoxville, Tenn.: delete channel 299. Received May 20.



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A country boy who was born the first Fourth of July after the turn of the century, Louis R. Draughon has had a career that seems as thoroughly American as his birthday.

According to the popular myth, a red-blooded American boy starts on the proverbial shoestring and after predictable hardships finds success. Life is a different story, of course, and Mr. Draughon is far from a stock character. But there are similarities.

Few broadcasters, for instance, can boast of smaller initial investment than Mr. Draughon's: he got started for five barrels of oil.

In the winter of 1926 Mr. Draughon and his brother, Jack, were in a cousin's auto accessory store in Nashville and noticed some second-hand equipment piled on the floor. It was a radio transmitter—a little battered and made with a wooden frame, Mr. Draughon recalls, but just the sort of thing to strike a young man's fancy.

Their cousin didn't have much use for the contraption and offered to sell it to the Draughon boys, who ran a service station and a wholesale oil business. They didn't have an abundance of cash at the time, but five kegs of oil seemed like a fair trade. The deal was made.

But the brothers were from Springfield, just outside of Nashville, and the transmitter was bulky. Learning fast, Louis and Jack swapped a hauler some commercial time for his help in moving the equipment.

**Walk-up Radio** ■ However, before the mover could collect his payment the station had to get on the air. Setting up shop on the second floor of their service station, the Draughons made their first broadcast Jan. 10, 1927, with 100 w. Just before signing on, they decided to use the call letters WSIX, which they took from the advertising slogan of their shop below—"Where Service Is Excellent."

WSIX-AM-FM-TV Nashville is now a multimillion dollar operation housed in one of the South's most modern communications centers, with more than one hundred employees.

WSIX at first was on the air one hour a night, and six nights a week were sold for \$10 each. They played records, Mr. Draughon recalls, borrowing a few from a record shop and exchanging them for others the following day. News programming was limited. The announcer simply told the folks what he heard was happening around town.

The radio station was a red-ink sideline in the early years with the brothers concentrating on their other businesses. Louis still owns the gas station (which he leases out), the oil business and real estate and farm properties in the area.

## Five barrels of oil went a long way

**Selling and Buying** ■ Jack Draughon died in 1951, and Louis sold most of his interest in the stations four years later. Mr. Draughon bought back a majority interest in the stations in 1957 and has no intention of letting go again—although he jokes with his employees that "in one more year I'll start drawing social security and let you boys do the work."

WSIX picked up an FM sister in 1948, and the television station went on the air in November 1953. The power of the AM station, now on 980 kc, has

grown to 5 kw.

Mr. Draughon is sanguine about FM's future. WSIX-FM programs separately with 100 kw and broadcasts 38 hours a week of stereo shows. Mr. Draughon is looking ahead for his television outlet, too. WSIX-TV already does some network color programming and local live color is planned soon, perhaps by the end of the year. At the most recent National Association of Broadcasters convention Mr. Draughon accepted an award for 10 years of primary affiliation with ABC-TV.

Mr. Draughon lives with his wife and daughter on a 1,500-acre farm near Springfield. An undaunted commuter, he drives the 75 miles to and from his office every day. He keeps 700-800 head of Angus cattle on the farm.

**Eye-Catching Quitter** ■ Mr. Draughon met his wife of 28 years, Elizabeth, when she worked for WSIX. "You know," he says in his pleasant Tennessee accent, "I hardly even noticed her when she worked here. I didn't start dating her until she quit to take another job. That must have taught me a lesson, because ever since then I've paid more attention to my employees."

One of three children, Mr. Draughon was born and reared in Springfield. His father was at first a farmer, then turned to state politics, serving as a state senator for two years when Louis was a youngster. Later the elder Draughon was for many years a magistrate for the area.

Louis's mother died when he was a boy, and his only sister died when she was 17. Louis and his brother Jack grew up close, and their ties lasted long into manhood, as was evidenced by their years of association in various business ventures.

Louis Draughon just missed serving in the World War I. "I was just a kid then, of course," he relates, "but I was old enough. I had had my physical and they were about ready to take me in when the Armistice was signed. So I never did get in the service."

Although he looks to the future, Mr. Draughon by no means scorns the past. As might be expected of a man with 37 years of executive experience in broadcasting, Mr. Draughon revels in reminiscences and is a confirmed spinner of yarns.

Salesmen and other station visitors find a cordial welcome in his office, and Mr. Draughon loves to unlimber his store of anecdotes. He doesn't mind listening, either, and he enjoys comparing notes with broadcast executives who ply their trade in other markets.

But perhaps his favorite conversational companions are other veterans of long years in the business. He has a lot to talk about. Like the best use to which he ever put five barrels of oil.

## WEEK'S PROFILE



Louis Redell Draughon—Pres. and majority owner, WSIX Inc., Nashville; b. Springfield, Tenn., July 4, 1900; started WSIX in 1927, WSIX-FM in 1948, WSIX-TV (ch. 8) in 1953; sold two-thirds of stations in 1955, bought back majority in 1957; owns real estate, farms, wholesale oil firm and service station; member—National Association of Broadcasters and Tennessee Association of Broadcasters, both since inception, Church of Christ, Springfield, Nashville Area Chamber of Commerce; m. Elizabeth Frey, Springfield, Oct. 9, 1936; child—Betty, 18; hobbies—fishing, hunting.

## Timely challenge

**T**HE intricate and clever process that the FCC has developed over the years to control the programming of American broadcasting has at last been openly challenged by a coalition of important broadcasters. It is not at all impossible that the commission will be forced to retreat or to defend its practices in a court test based squarely on issues of constitutionality.

The accretion of program control has proceeded fitfully through much of the FCC's history, but it has accelerated alarmingly in recent years. Strong-minded commissioners with the willing help of staff members possessed by a sense of mission have learned how to trample on the First Amendment while appearing to tiptoe around it. The whole chilling process has been chronicled in this publication as its component events occurred. It is now laid out in all its unattractive complexity in the joint filing of RKO General, Time-Life, the WKY stations, the Lee stations, WWJ-TV, WDSU-TV and WTOL-TV.

If nothing more were to come of it, the filing last week would perform a useful service as a presentation of the patterns of government control. Yet more must come of it, for it cannot be ignored. The challengers have attacked the fundamental authority of the FCC to issue the television program reporting forms that it has proposed. They have as much as told the FCC they will take it to court if it proceeds.

And if the matter goes to court, the challengers have said, it will be received in a strikingly different atmosphere from that prevailing 30 years ago when in two cases the courts upheld the FCC's power to impose sanctions on findings that programs were objectionable. These two cases are often cited as justification for the FCC's assumption of supervision over program services. They were decided, the challengers have now pointed out, while there was still some doubt that broadcasting was protected by the First Amendment.

That doubt has now been resolved. Not only has the Supreme Court ruled that broadcasting along with other communications media is covered by the First Amendment but it has, in the past decade, given the "First Amendment rights and protections... their greatest interpretive scope." This argument by the challengers cannot be lightly dismissed. In the Supreme Court respect for the Constitution has been growing while at the FCC it has been diminishing.

Those who issued the challenge last week may have embarked on a long and costly struggle. They deserve all the support they can get.

## After Emmy

**N**OW that the Emmy awards for this year are last week's news the time for agonizing reappraisal must begin.

The first decision must be whether outstanding performers and creative talents should be honored. The public has made television the most important of all mass media. Because the public's interest in our democracy is always paramount, it follows that there should be appropriate recognition.

The *modus operandi* is basic. Major awards in other professions, such as the Pulitzer prizes in journalism and the Oscars of moviedom, have been plagued with controversy over the years. The ground rules—or lack of them—were responsible for the withdrawal of two networks and of others from participation in this year's Emmy awards.

The best idea yet advanced for rebuilding the awards structure comes from the International Radio and Television Society, which proposes formation of a high-level committee

to start from scratch. If this course is pursued, the committee should be representative of every segment of the arts that contribute to television, along with management and ownership, and possibly education.

The quality must be improved and the base narrowed to manageable limits. The judging must be foolproof and unbiased. There should be no opportunity for bloc voting. Only in this manner can the awards be meaningful to those honored and to the public.

## A flirtation with fact

**T**HE television code board, as reported in last week's issue of this publication, has recommended still more rules to weed out what it has described as the clutter of nonprogram elements in television schedules.

For all we know, the board may be on the right track. There may be more interruptive elements in programming than the majority of viewers can bear. For all we—and the code board—know, the board could be making a mistake. There is no research whatever to indicate that the specific conditions that the board now seeks to eliminate are of any significance in forming audience attitudes toward TV.

At its May 22 meeting the code board voted to recommend code amendments that would reduce the time occupied by credits. This action was a sequel to a recommendation adopted last January by the National Association of Broadcasters' television board amending the code to exclude unintegrated piggyback commercials. Both actions were aimed at a reduction of nonprogram elements. Both were in keeping with the established tradition that the code be amended in response to prevailing pressures and not in response to any meaningful attempt to find out whether the pressures reflect public attitudes or the private bias of those from whom the pressure comes.

There is some evidence that the incumbent code board has begun to wonder whether it ought to engage in research. At the May 22 meeting the board informally asked the NAB research department to explore the possibilities of conducting investigations into audience attitudes toward current practices in the scheduling of nonprogram elements. That's a step, though a halting one, in the right direction.

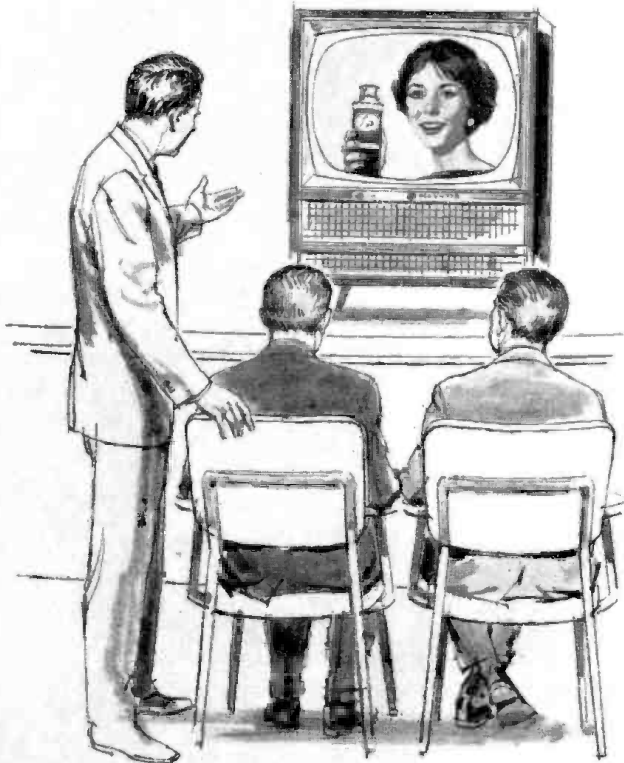


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a simple low-cost, high quality quadruplex machine  
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