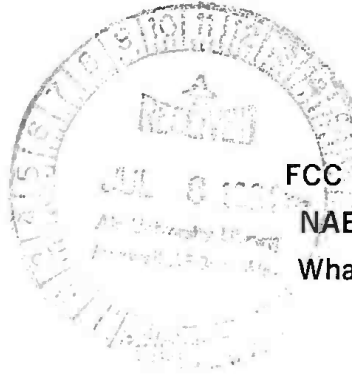


Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO



Agency switches this year setting a record. p31
 FCC halts letter writing on commercial practices. p38
 NAB structural changes may follow Collins exit. p48
 What's on the television networks this summer. p77

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USAF Air University 2/17/64
 Library Series Unit Acq Branch Y 10C
 (01-600) 64-8159 60617
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 Newspaper
 Montgomery Ala

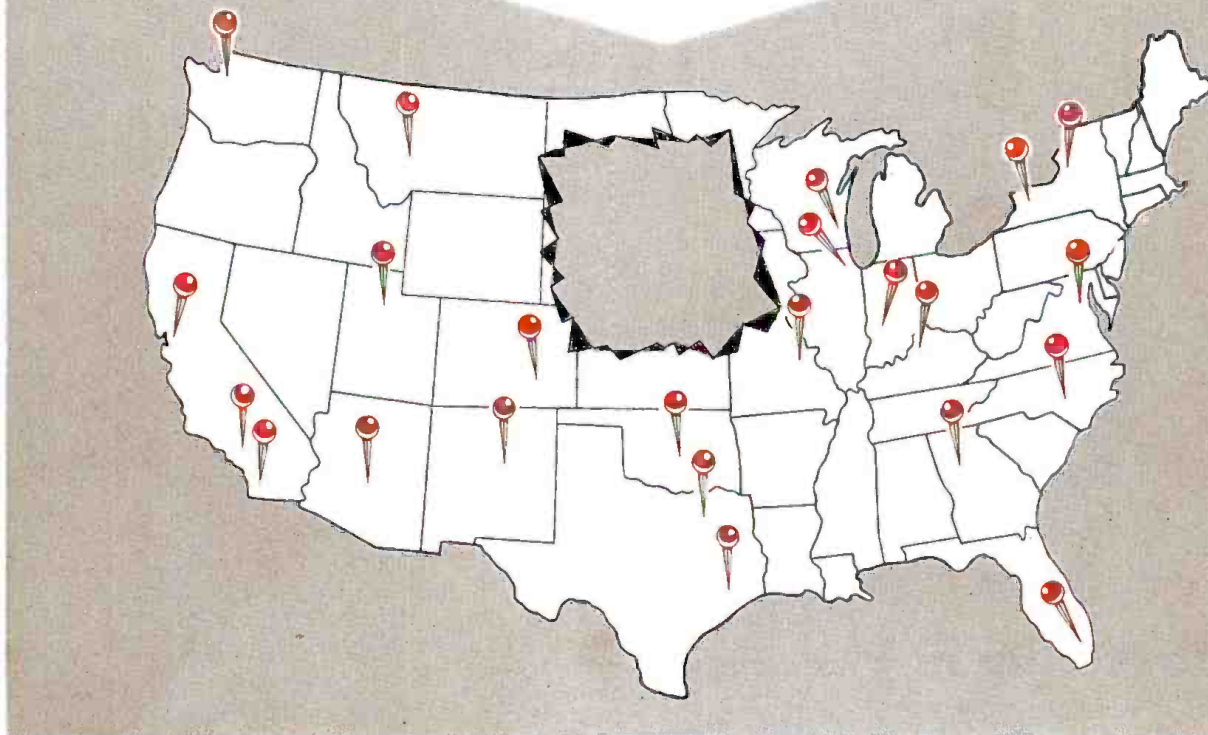


Joey Evans?

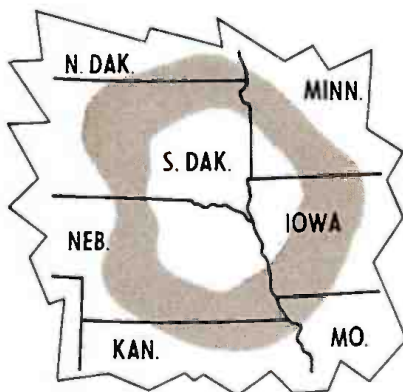
You'd swear he's Frank Sinatra . . . and you're right. But he was Joey Evans in the smash hit film "Pal Joey" with Rita Hayworth and Kim Novak. This great Rodgers and Hart musical, in color, is just one of 60 top-calibre feature films from Columbia's Post-50 Group II . . . just released for television.

SCREEN GEMS

DOES YOUR MARKETING MAP LOOK LIKE THIS?



IT DOES IF **WNAX-570** IS NOT ON
YOUR MEDIA SCHEDULE



**WNAX IS THE ONLY
SINGLE MEDIUM THAT
COVERS GIANT BIG AGGIE LAND**

- Primary Coverage (2.0 MV) in 95 Farm Rich Counties.
- Total Metropolitan Coverage Sioux City & Sioux Falls
- .05 MV Coverage in 220 Counties
- 1,216,400 Households Within 0.5 MV Line



MAKE THE BIG BUY . . . THAT'S WNAX-570

THE KATZ AGENCY, INC.
National Representatives



WNAX-570 CBS RADIO

SIoux CITY, IA. - SIoux FALLS, S. D. - YANKTON, S. D.

PEOPLES BROADCASTING CORPORATION

Represented by Katz

	PEOPLES BROADCASTING CORPORATION WNAX, Yankton, S. Dak. KVTY, Sioux City, Iowa WGAR, Cleveland, Ohio WRFD, Columbus-Worthington, Ohio
--	--

Take your case to the voters in Baltimore

You're nonpartisan? Not interested in voters? Oh...only if they are potential users of your product. Then you do want to reach Baltimore's voters; but for your own reasons.

Consider this: Voters are adults. WCBM is the adult radio station in Baltimore. WCBM will offer CBS (with Vote Profile Analysis) and Metromedia (with David Schoenbrun) convention and election coverage. Before they go to the polls, WCBM listeners will spend many additional hours listening to the station's political news and analyses. So, if you want to take your case to Baltimore, contact WCBM or your Metro Radio Sales representative. And you won't have to kiss any babies.

WCBM Radio

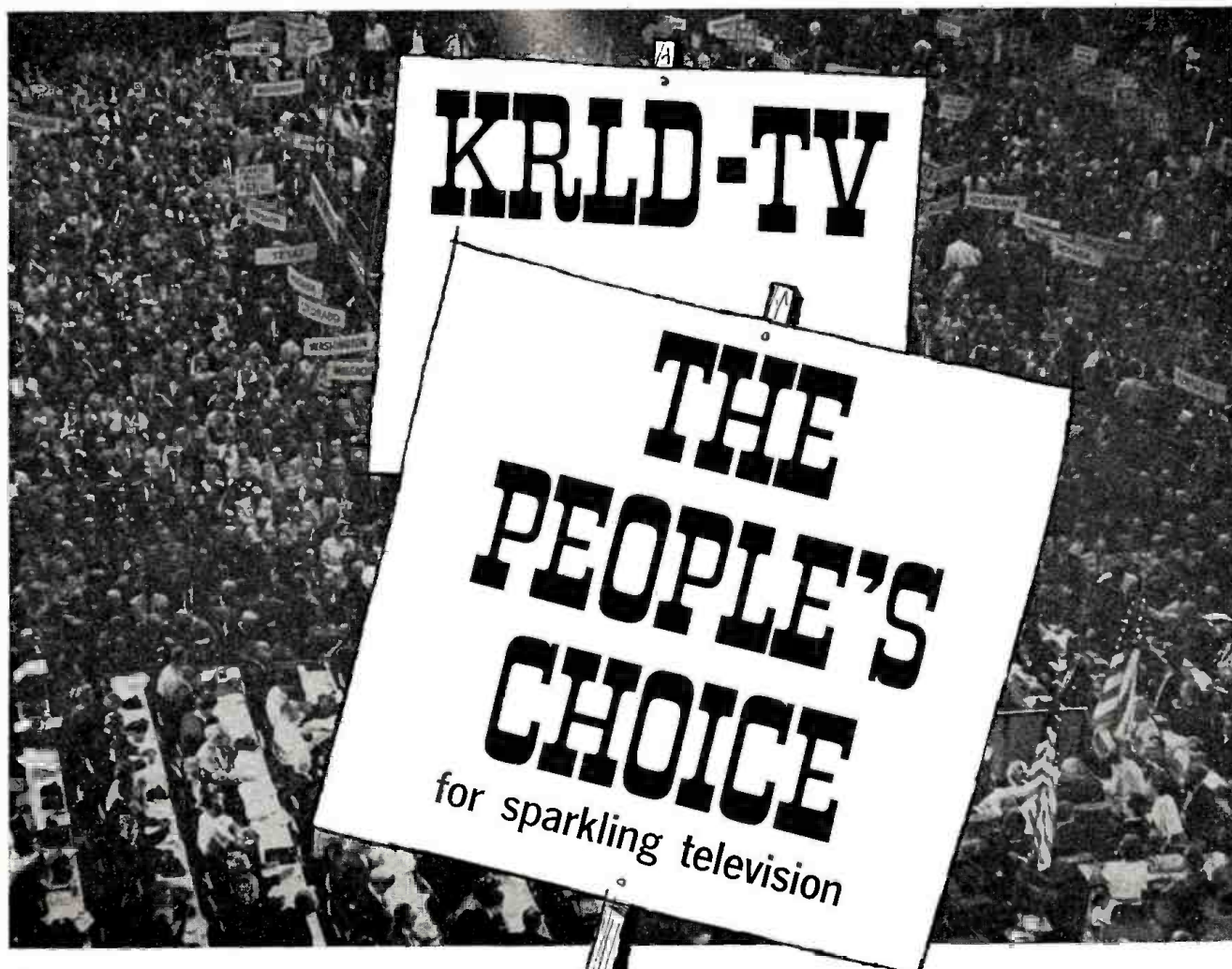
680 AM/106.5 FM

John Elmer, V.P. & General Manager

Represented by Metro Radio Sales

Metropolitan Broadcasting Radio

A division of Metromedia, Inc.



THE ADVERTISER'S CHOICE

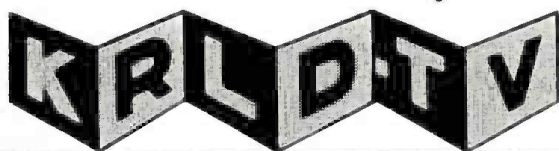
for one-minute spots...

MONDAY THRU FRIDAY

- 9:00 am — CBS MORNING NEWS
with MIKE WALLACE
- 9:30 am — I LOVE LUCY
- 10:00 am — THE McCOYS
*(delivering 40,500 homes per average
quarter-hour)
- 3:30 pm — OUR MISS BROOKS
- 4:00 pm — BACHELOR FATHER
- 4:30 pm — LEAVE IT TO BEAVER
- 5:00 pm — LOVE THAT BOB
*(delivering 47,750 homes per average
quarter-hour)
- 10:30 pm — THE STEVE ALLEN SHOW
*(delivering 35,200 homes per average
quarter-hour)

Ride with the winner — see your ADVERTISING
TIME SALES representative.

°ARB
April/May '64



represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, President



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

In view of some lawyers, FCC's new AM rules may pose threat to survival of many stations, especially in bigger markets. Here's how these lawyers figure it: If applicant files for new station in community where few if any local stations are on air, and if his proposed facility would interfere with station in another—and probably larger—market having multiple facilities, it'll be up to existing licensee to prove that this community needs his station (along with all the others there) more than unexploited area needs new service that applicant proposes.

One of announced objectives of FCC's new AM rules (see story page 54) is diversion of AM assignments from big population centers where radio competition is intense to less populated areas that lack local AM service. That FCC air is hardly calculated to work to advantage of any big-city station that goes to hearing against applicant for interfering frequency in some underserved community.

Added attractions

Some indication of what can happen when wired TV runs into head-on competition with on-air TV may be found in Farmington, N. M. Some months ago translator stations began relaying into Farmington same TV programs from distant stations that community antenna system was distributing. CATV system, owned by Teleprompter, added first-run movies to its TV service at no extra charge, now shows movie every night and changes features four times each week. Result: CATV now has more customers than it had before translators started operation.

Headed for bench?

With one and possibly two vacancies to be filled on United States Court of Appeals (to which most FCC appeals are taken) speculation has arisen as to possible appointees. Two members of FCC have been mentioned, although there's no official confirmation: Lee Loevinger and Fred W. Ford.

Judge Loevinger, former member of Supreme Court of Minnesota and assistant attorney general in charge of antitrust matters before he joined FCC, would not be averse to federal judgeship. Commissioner Ford presumably intends to serve out seven-year FCC term to which he was just reappointed, but he would not turn

his back on federal judgeship, to which lawyers aspire as top of their profession. Mr. Ford served in Department of Justice as deputy assistant attorney general before returning to FCC as commissioner in 1957.

Expansion plan

Metromedia Inc. is showing increasing interest in acquiring transit advertising companies as part of its continuing diversification program. Firm just acquired Fielder, Sorenson & Davis, franchise holder in several California cities (see story page 51), also has been negotiating on East Coast. Metromedia reportedly has shown interest in New York Bus Advertising Inc., but no deal was made. Metromedia already owns transit ad franchise in Los Angeles, adding it to its holdings year ago, owns outdoor advertising firm (Foster & Kleiser), Mt. Wilson property, Ice Capades aside from maintaining its position in broadcasting as one of top station group owners.

How deal was made

Here's play-by-play of negotiations on June 26 that resulted finally in settlement of LeRoy Collins's NAB contract. Mr. Collins first proposed year's leave of absence with retention of \$75,000 salary, but that was washed out when President Johnson made it clear to members of NAB executive committee, at meeting same day, that Mr. Collins would have to cut all ties with association to conform to conflict-of-interest laws.

After executive committee had audience with President Johnson, it offered Mr. Collins \$41,000 (half-year's pay plus some allowances), upped that to \$50,000 when Mr. Collins balked, and finally settled with him for \$60,000 plus "incidentals" that include 1964 Cadillac, color television set and oil painting that Mr. Collins bought in Chicago for about \$550 couple of years ago.

Equal space

Misgivings of some broadcasters over organization of Hollywood Museum project (they suspected that motion pictures would steal show) at last have been allayed. Agreement was reached last week by board to give equal space and prominence on four-way split to motion pictures, television, radio and recording arts and

sciences. Added to museum board were Arthur Hull Hayes and James T. Aubrey, presidents of CBS Radio and Television Networks.

Carl Haverlin, former president of BMI, is broadcast consultant to Sol Lesser, museum president. Other board members identified with broadcasting: Ward L. Quaal, WGN Inc., Paul W. Morency, WTIC-AM-FM-TV Hartford, Conn., John B. Guedel, producer, and NAB President LeRoy Collins. Mr. Collins, in view of imminent separation from NAB, is expected to resign.

Life begins at 72

What motivates septuagenarian industrialist to enter broadcasting field? Jacob B. Blaustein, 72, multi-millionaire Baltimorean who founded American Oil Co. (Amoco gas) in 1910, has acquired KBON Omaha for approximately \$325,000, subject to FCC approval (BROADCASTING, June 29). His interest, according to confidantes, is getting his feet wet in what he regards as area that can contribute to public good and if he likes it, chances are he'll go for bigger things both in radio and television. Mr. Blaustein is philanthropist and leader in American Jewry.

New Negro market

Burgeoning Negro consumer market is being eyed more carefully by giant broadcast advertisers. Alberto-Culver, for example, is planning to introduce hair preparation products to be manufactured for Negroes exclusively and will distribute and advertise them in test markets within next few months. Word in ethnic marketing circles is that other large advertisers are also considering introducing products to be directed strictly to Negroes.

Computer gag

Action on Republican-sponsored bills to ban broadcast of election predictions until all polls close may get pre-election hearing in Senate if Senator Barry Goldwater (R-Ariz.) is GOP presidential nominee. If he is not nominee, it is doubtful that hearings will be held in either Senate or House during this session. In January 1961 Senator Goldwater offered bill, which died in committee, to amend Communications Act to prohibit election returns until 12 midnight EST of election day.



LOOK WHO'S JOINING BOB HOPE AND JACK PAAR

It's Jack Benny—a national favorite for more than 45 of his 39 years. Now Jack's ready for still another triumphant year as he comes home to NBC—the network on which he started in 1932. Clearly, his sense of timing remains perfect, for his 9:30 p.m. Friday time slot comes right between Bob Hope and Jack Paar. Viewers aren't likely to let anything come between themselves and this glittering threesome.

Returning to NBC, also, will be such members of the Benny crew as Eddie "Rochester" Anderson, Dennis Day and Don Wilson. Happily, they'll again be trying to cope with the legendary Benny trademarks—his frugality, his youth, his fiddle. Predictable result: viewers won't be fiddling with their TV dials during *The Jack Benny Show* or any portion of NBC's Friday night lineup: *International Showtime* (7:30); *Bob Hope Presents The Chrysler Theater* (8:30); *The Jack Benny Show* (9:30); and *The Jack Paar Show* (10:00).

Friday is just one of the reasons NBC's fall schedule looks so good.



(The other reasons are Monday, Tuesday, Wednesday, Thursday, Saturday and Sunday.) 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.

WEEK IN BRIEF

Advertisers seem headed for a record year of switching accounts. So far this year \$91.2 million in broadcast billings have been moved. Prospering Grey Advertising has added approximately \$20 million. See . . .

RATHER SWITCH THAN FIGHT? . . . 31

Broadcasters tend to want one of their own kind to succeed LeRoy Collins as NAB president. Several possibilities have been suggested. Another issue being considered: Should NAB's structure be changed? See . . .

WHO WILL SUCCEED COLLINS? . . . 48

FCC's case-by-case commercial cutting campaign cooled last week. Henry's four-month plan frustrated by majority led by Loevinger. Some think no more "nitpicking" letters will go to stations wanting renewal. See . . .

FCC ENDS BRIEF ERA . . . 38

Alch commercials take top two radio awards in Advertising Association of the West competition. California Packing and Manischewitz spots are the gems. Folger Coffee ads judged best in animated TV category. See . . .

ALCH BEST IN WEST . . . 34

Avco Corp. and Meredith Publishing have linked arms in avid pursuit of CATV systems. Both have broadcast holdings, Meredith owns several Florida CATV systems. New firm, Meredith Avco Corp., owned equally by both. See . . .

MEREDITH, AVCO JOIN . . . 44

Politicians worry about who will win November elections, but TV networks worry about which one will report results first. Pooled voting information means competition now centers on their computers. See . . .

WHO WILL BE FIRST? . . . 64

Solid arguments are worth repeating. This was apparently the reasoning of broadcasters who said FCC-proposed AM-FM program reporting form is like similar TV form: censorial, anticreative, burdensome. See . . .

SUMMER RERUN AT FCC . . . 60

Young David Wolper knows how to succeed by really trying. He set up a new sales force to syndicate his programs because the shows are numerous and more likely to prosper with their own salesmen. See . . .

A TELEVISION SUCCESS . . . 66

The FCC is trying to pass a rule allowing presunrise operation by some 2,000 daytime radio stations, but probably won't succeed until after August recess. Staff needs more engineering information. See . . .

RECESS MAY DELAY ACTION . . . 70

If summer comes, can reruns be far behind? Nope. But the television networks also have a lot more up their sleeves. Specials will be led by Democratic and GOP conventions and Olympic trials. See . . .

THE NETWORKS THIS SUMMER . . . 77

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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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BROADCASTING, July 6, 1964

Fairness primer makes its bow

Harris request for light disciplinary hand reportedly turned down

FCC last week adopted its long-awaited fairness doctrine primer which is aimed at clarifying commission's policy on fairness.

At same time commission reportedly declined to give House Commerce Committee commitment it requested that FCC not take disciplinary action against any station on fairness until Congress completes consideration of bills on fairness and editorializing.

Primer, adopted by 7-0 vote, is to be distributed this week to all licensees. It consists principally of digest of 27 commission rulings on fairness doctrine complaints, grouped according to categories.

Its purpose is to advise licensees and public of broadcasters' rights, obligations and responsibilities under fairness doctrine. Commission expressed hope primer will reduce number of complaints it receives on fairness.

Theory is that member of public or broadcaster with question will find answer in primer in previous ruling on similar question.

Request for moratorium on disciplinary action against stations on fairness matters until Congress acts was received by commission in December, in letter from Representative Oren Harris (D-Ark.), committee chairman.

Committee made request at urging of its communications subcommittee, which is considering legislation in area of fairness.

Nothing Binding ■ Commission, in reply to Representative Harris, reportedly noted that it had never disciplined station because of fairness doctrine question. But it is said to have indicated it didn't want to be bound by commitment not to act in event case meriting such action developed before Congress acts.

Letter was sent to congressman along with copy of primer.

In document, commission notes that fairness doctrine cannot be applied with same precision as equal-time law. Commission said licensees are required to make "good faith judgments."

One ruling that may cause consterna-

tion among licensees deals with licensee's obligation to afford opportunity for presentation of opposing views.

Commission, citing 1949 Editorializing Report, basis for fairness doctrine, says licensees' obligation cannot be met simply by not refusing to broadcast opposing views where demand is made. Many stations follow this policy.

However, commission quotes 1949 passage: "fairness . . . will be difficult if not impossible of achievement unless the licensee plays a conscious and positive role in bringing about balanced presentation of the opposing viewpoints."

Other rulings cited hold that:

Stations may not rely on other media to present opposing views; fairness requirement applies to licensee irrespective of position of other media.

Licensee need not grant request for time to express contrasting view on controversial issue if station feels it has, on overall basis, already treated with all sides of issue. In case cited, commission noted that it had received no complaints against stations involved.

UPI Audio, Metromedia map joint coverage

Metromedia and UPI Audio plan joint coverage of Republican and Democratic conventions to service UPI Audio's 65 client stations and Metromedia's six radio stations.

Both organizations will supply reporters and production personnel, with coverage to be anchored by Reid Collins, WNEW New York. Metromedia's world affairs correspondent David

Laser to make bow

First operational broadcasting use of laser beams will be accomplished at Republican convention when ABC News uses new laser beam communications system to transmit and receive picture and sound from various remote locations.

Laser beam system, produced by Radio Guidance Operation of General Electric, has transmitting capability up to 20 miles. Laser beams substitute for radio beams that are used in normal microwave systems. New system has been incorporated into ABC's regular operating equipment.

Schoenbrun will be analyst and commentator. Live coverage from convention floors and other news sources, as well as regular news reports, will highlight combined service.

Metromedia radio stations are WNEW New York, WIP Philadelphia, WCBM Baltimore, WHK Cleveland, KMBC Kansas City, Mo., and KLAC Los Angeles.

Murrow to take part in CBS Radio special

Edward R. Murrow was reported Thursday (July 2) to have agreed at least tentatively to make broadcast appearance that would be his first since his operation for lung cancer last fall. CBS News officials said he probably would appear on special program on CBS Radio late this month marking move of CBS Radio-News operations in New York from 485 Madison Avenue, to new CBS Broadcast Center.

Five other present or former CBS newsmen also set to take part in program, *The News from Studio 9*, which will feature reminiscences plus tapes of historic news broadcasts of past 30 years. Others are H. V. Kaltenborn, William L. Shirer, Robert Trout, Eric Sevareid and Charles Collingwood.

Mr. Murrow, CBS's top news personality until he left to become U. S. Information Agency director in 1961, is now at his home in Pawling, N. Y., and has made some visits to New York City since he returned from post-surgery stay on West Coast.

CBS officials have made clear he can return to CBS News whenever he wishes. Some observers thought current special-program assignment might speed his decision. Program, to be taped, will run 55 minutes, has been tentatively set for broadcast July 26 and 27.

Networks set coverage of GOP platform plans

TV networks will devote special coverage to Republican party's platform committee, which meets in San Francisco this week prior to opening of GOP national convention July 13, according to plans made available late last week.

CBS-TV scheduled live coverage of committee meetings July 7-10, 1-1:30 p.m., EDT, when network expects top GOP leaders, including Senator Barry

Goldwater, and Nelson Rockefeller, George Romney and William Scranton, will appear before committees.

NBC-TV plans live and taped coverage. Live programming begins July 7, after All-Star baseball game, and again July 8-10, beginning at 1 p.m., EDT. Taped highlights will be shown on July 6 and July 8-10, 4:30-5.

ABC-TV will carry reports on special programs July 11-12, 11:15-11:30 p.m., EDT; July 14, 10:45-11 p.m.; and July 15, 8-8:30 p.m. Its *News Reports*, July 13, 10:30-11 p.m., also will be devoted to GOP platform committee.

Scott has Congress back FTC rules

Cigarette smoking kills 600 people a day in U. S., Dr. Wendell G. Scott, American Cancer Society president, told House Commerce Committee last Thursday. He attributed 100 deaths to lung cancer; 500 to "other diseases."

Dr. Scott's testimony followed that of three congressmen. Representative John Blatnik (D-Minn.) said Congress should back strong proposals by regulatory agencies (BROADCASTING, June 29). Representatives Alton Lennon (D-N.C.) and David Henderson (D-N.C.) claimed advertising warnings were unwarranted and unnecessary and that Federal Trade Commission was exceeding its authority.

Committee members were displeased that Dr. Scott's statements conflicted with testimony of Monday's medical experts (see page 39). Dr. Scott stated belief that previous witnesses had been giving "their own personal opinions, not the results of careful research."

Controls Not Disputes ■ He said cancer society does not advocate banning of cigarettes, but does want ad controls, whether by industry, FTC, Food and Drug Administration or Congress. What is not wanted, is time-consuming jurisdictional conflict between regulatory agencies, or protracted court contest.

Representative Lionel Van Deerlin (D-Calif.), former broadcaster, speculated after hearing that "some form of labeling requirement was probable result, but general regulation of all cigarette advertising most unlikely."

George V. Allen, president of Tobacco Institute, was present, but had no opportunity to testify before meeting recessed. House is in recess until July 20 and next hearing has not been set.

Turner to retire

George Turner, chief of FCC Field Engineering Bureau, is retiring from government service, effective Aug. 1. Mr. Turner, who has been in govern-

ment 42 years, served as radio operator with Department of Commerce before creation of agency to regulate broadcasting. He later was with Federal Radio Commission before establishment of FCC in 1934.

LBJ officially nominates Collins

President Johnson formally announced Thursday (July 2) nomination of LeRoy Collins, National Association of Broadcasters president, to direct community relations service under Civil Rights Law (BROADCASTING, June 29).

Announcement was made as President addressed nation via TV and radio at signing of civil rights law passed by Congress earlier in day.

In statement issued at same time Mr. Collins, who is expected to assume new post Aug. 1, said he is leaving NAB with "much of lasting worth" as accomplishment. His statement:

"My tenure as president of NAB has been fast-moving, eventful and full of challenge, and I leave this office with many regrets but also with pride and satisfaction that much of lasting worth has been accomplished.

"In the last 3½ years, NAB has fostered a constructive program of industry self-improvement, improved government relations and advanced public relations.

"I will always continue to feel that broadcasting has the capacity for extraordinary greatness. It is the most effective means of communications yet put into the hands of mortal man in a climate of freedom. Used to advance the nation's finest hopes and aspirations, and the progress of our individual communities and citizens, its future will be unlimited.

"I am grateful to have had the opportunity of serving as president of NAB, and hope the close personal relationship I have enjoyed with so many broadcasters will continue into the future.

"The members of the staff I leave are very dedicated and competent. I shall be everlasting grateful to them."

FCC cites KALI in unprecedented case

KALI San Gabriel, Calif., last week became first station in FCC history to be liable to fine for "failure to originate a majority of its programs locally."

Commission, in notifying KALI of possible \$4,000 fine, said station used studio in Los Angeles to broadcast "majority" of programs. FCC inspectors said they found that KALI's main studio in San Gabriel was unused room

in civic auditorium. They said they also were told by engineer at transmitter site that he knew of no programs originating there during three years he had worked at location.

KALI is licensed to Tele-Broadcasters of California Inc. H. Scott Killgore is president of licensee.

Tele-Broadcasters has 30 days to either pay or contest fine.

FCC nonduplication condition modified

FCC last week removed nonduplication condition on grants to microwave operators servicing community antenna television systems in grade B service contour of TV stations.

Commission also extended until Sept. 18 Monday (July 6) deadline for reply comments on proposed rules to govern grants in common carrier and business radio microwave services supplying facilities to CATVs. Rules would condition grants that CATVs not duplicate, for 15-day before and after period, programming of local TV stations within grade A contour (BROADCASTING, April 27).

Extension was requested by National Association of Broadcasters.

Pending outcome of rulemaking commission will continue to condition microwave authorizations with nonduplication clauses for grade A contour.

Younger bill to allow longer license period

Representative Arthur J. Younger (R-Calif.), member of House Commerce Committee, last week introduced bill to lengthen FCC licenses granted in broadcast and common carrier services to five years from the current three-year periods.

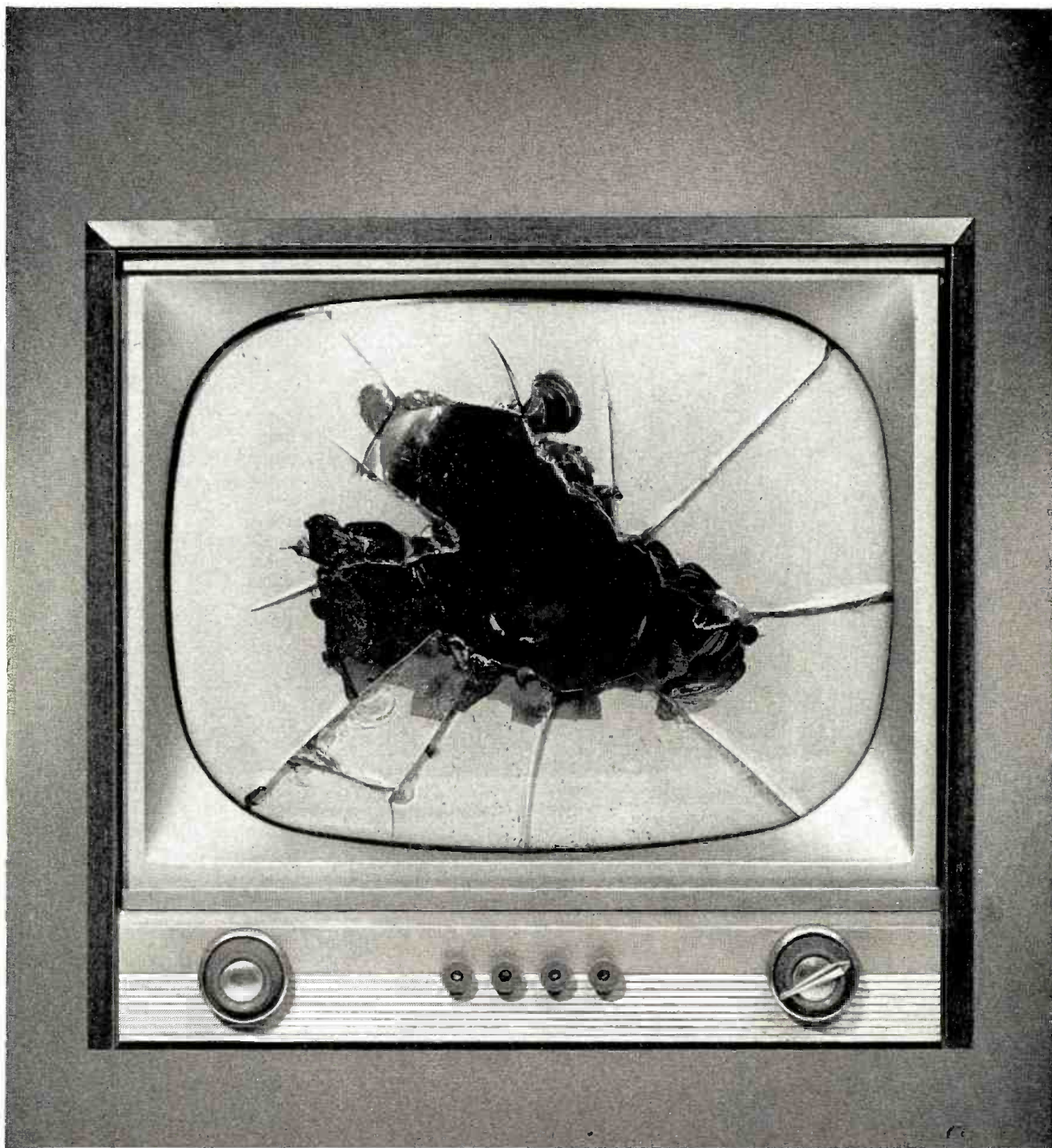
Identical bills were introduced by Representatives Harold C. Ostertag (R-N.Y.) and Bob Dole (R-Kan.).

Bill also would authorize licenses of indeterminate length in safety and special radio services. Nonbroadcast licenses of indeterminate length have been seen as vehicle by which longer broadcast licenses could be sought.

Four Star gets foreign films

In its first move in feature film syndication, Four Star Distribution Corp. announced TV rights to 14 Italian films and one Japanese feature.

Len Firestone, vice president and general manager of Four Star Distribution, noted company has obtained TV rights to all productions of Alexander Films, Italian motion picture studio.



Watch out! We shatter old TV ideas!

That's what video tape (SCOTCH® BRAND, of course) is doing. There are more production improvements than you can shake a storyboard at. With this result: Today, there are very few tv commercials that can't be produced *better* on tape than on film or live! Surprised? Then at least have your next tv commercials costed out for tape, whether for local or national use.

Why *better* on tape? Incomparable "live" picture and sound quality, no danger of a live goof. Instant playback. Pushbutton-fast special effects, no lab processing. Your rewards: production speed (you may save weeks over film), convenience, peace-of-mind, and frequently, lower cost. Call



your nearby tv station or tape studio for specifics in terms of *your* commercials. Over 175 tv stations have already signed up for 3M's comprehensive new program to help advertisers and agencies create better commercials. *These stations have available a 25-minute demonstration reel, plus a variety of printed materials.* (If we haven't contacted your local station yet, write to the Magnetic Products Division, Dept. MBX-74, 3M Company, St. Paul, Minn. 55119.)

"SCOTCH" AND THE PLAID DESIGN ARE REG. TM'S OF 3M CO. ©1964, 3M CO.

Magnetic Products Division **3M** COMPANY



Industry and community leaders are proving these days that efficiency and beauty can join hands. A working America need not be an ugly America . . . Industry is spreading its land-hungry plants in the lush green countryside because good roads, trucks and autos make such locations both practical and profitable. These plants tap fresh labor resources and command an unimpeded flow of supplies and products over highways radiating everywhere . . . Communities find that spacious industrial parks mesh with the job and service needs, too, of the millions of people migrating toward sod and sunlight. Adjacent urban centers also feel a quickened pulse . . . And the "beauty part" of all this is that these trends, based on the motor truck's triumphs over time and distance, are making industrial America more beautiful. AMERICAN TRUCKING INDUSTRY. American Trucking Associations, Inc., Washington, D. C. 20036. *The Wheels That Go Everywhere.*

**Humble has
found a way to
hold back the desert!**

Fifteen percent of the earth's land mass is now covered by desert. Strong winds carry the dunes ever outward, choking off more and more land that once could support life. Now — in Libya, Tunisia, India, Argentina and the United States — task forces from Humble and its affiliates have stopped the encroaching sand and reforested its boundaries.

They hold the dunes together by spraying them with a specially-formulated petroleum product that prevents wind erosion and traps life-giving moisture. Tree seedlings are then planted and, in time, their branches and roots take over the job of holding the land. Life returns to the once-barren earth.

To Humble, land reclamation is another opportunity to fulfill the responsibility of leadership.



HUMBLE OIL & REFINING COMPANY... AMERICA'S LEADING ENERGY COMPANY

BROADCASTING, July 6, 1964

IN ROCHESTER, N.Y.

WHEC-TV

Tops
Them
All!



TV/10 THEATRE

4:30-6 P.M. Mon. thru FRI.

attracts

65%* OF THE
MEN

64%* OF THE
WOMEN

viewing TV in this period

*ARB, MARCH 1964. (Audience measurement data are estimates only—subject to defects and limitations of source material and methods. Hence, they may not be accurate of the true audience.)

WHEC-TV Channel 10

ROCHESTER, N.Y. Represented by HR
Member of The Gannett Group

REPRINTS

Of Famous KMTV
ADVERTISEMENTS
Now Available!

Selection Includes Objective
And Well-Written
Ads On KMTV'S

- COVERAGE
- RATINGS
- PUBLIC SERVICE
- UNIQUE PROGRAMS
- PERSONALITIES

Most Ads
Lavishly Illustrated
Order Today

KMTV OMAHA

DATEBOOK

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

■ Indicates first or revised listing.

JULY

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

July 6—Deadline for reply comments on FCC rulemaking to govern grants in microwave services to systems supplying community antenna operators with facilities. Former deadline was June 18.

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. Speakers include FCC Chairman E. William Henry; Dr. Frank Stanton, president of CBS Inc., and Jacques Barzun, dean of faculties and provost of Columbia University. Conference chairman is Ralph Renick of WTVJ(TV) Miami; program chairman is Roger Turner of WMCA New York. Arden House, Harriman, N. Y.

July 6-10—International Conference on Magnetic Recording, sponsored by British Institution of Radio Engineers, and Institution 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 13-18—Fourth annual career guidance workshop of the School of Radio and Television, University of Texas, Austin.

■ July 15—Comments are due on the FCC's inquiry into the ownership of community antenna television systems by TV station licensees.

July 15—Annual meeting of members of the Broadcast Pioneers, Hamilton Suite, Hotel Barclay, New York.

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, Coopers-town, N. Y.

AUGUST

Aug. 4—Georgia Association of Broadcasters forum on CATV and pay TV. Featured speakers will be Robert C. L'Heureux, general counsel of National Community Television Association; John Pinto, vice president of RKO General Phonovision Co.; Terry Lee, vice president for planning and development of Storer Broadcasting Co.; Vince Wasilewski, executive vice president of National Association of Broadcasters; W. Theodore Pierson, Pierson, Ball & Dowd, Washington; Herb Jacobs, president of TV Stations Inc., New York; Morton Leslie, acting chairman of Television Accessory Manufacturers Association; William Putnam, president of WRLP-TV Greenfield, Mass., and Eugene Cogan, vice president and media director of McCann-Erickson, Atlanta. Guests will present brief prepared speeches, then be questioned by a panel of state broadcasting association presidents. Advance registration deadline is July 24. Riviera motel, Atlanta.

Aug. 9-15—Georgia Broadcast Executive

Management Seminar, Georgia State College, Atlanta.

■ Aug. 15—Reply comments are due on the FCC's inquiry into the ownership of community antenna television systems by TV licensees.

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. 20-23—Tenth annual convention, National Association of Radio Announcers, Ascot House, Chicago.

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.

Aug. 28-29—Arkansas Broadcasters Association annual meeting. Coachman's Inn, Little Rock.

Aug. 27-30—Fall meeting of West Virginia Broadcasters Association. The Greenbrier, White Sulphur Springs.

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. 10-11 — Michigan Association of

RAB CONFERENCE SCHEDULE

Dates and places for the Radio Advertising Bureau's fall management conferences, as set by the RAB board at its midyear meeting, are:

■ Sept. 17-18 — Tarrytown House, Tarrytown, N. Y.

■ Sept. 21-22 — Homestead, Hot Springs, Va.

■ Sept. 28-29—Far Horizons, Sarasota, Fla.

■ Oct. 1-2—Hyatt House, San Francisco.

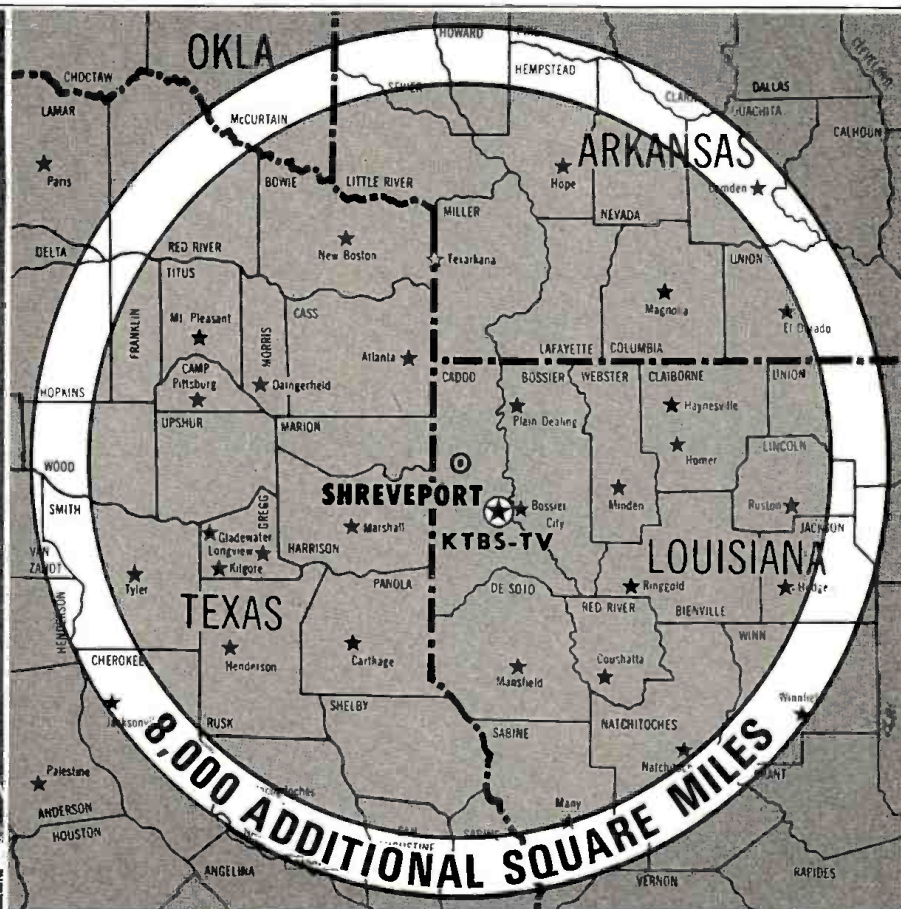
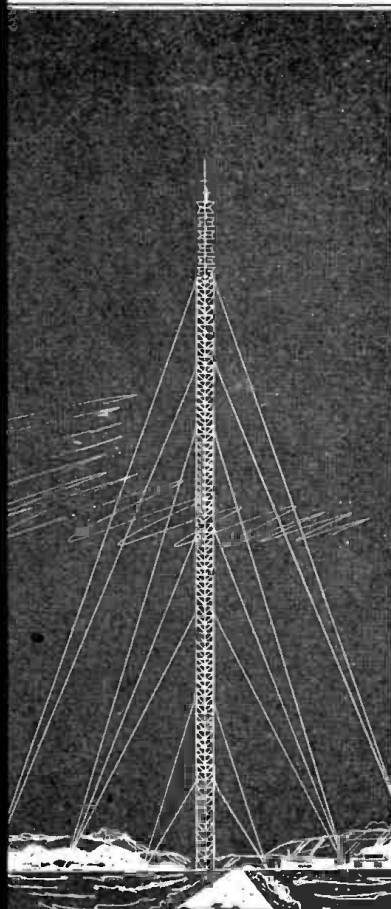
■ Oct. 8-9—Western Hills Lodge, Wagoner, Okla. (near Tulsa).

■ Oct. 12-13—Hotel Moraine, Chicago.

■ Oct. 15-16—Northland Inn, Detroit.

SPECIFY KTBS-TV

Now...reach the full Shreveport market area with KTBS-TV



Station has established added coverage with new 1800' tower!
(Current rating books do not reflect this added coverage)

KTBS-TV is the only station now reaching the entire expanded Shreveport, Louisiana market area. Its newly-constructed 1800-foot tower is the tallest in the area, has been in operation since June 1 and has enlarged the station's reach from 371,700¹ to 431,700 TV homes², an increase of 60,000 TV homes. Some 8,000 square miles have been added to its coverage in Louisiana, Texas, Arkansas and Oklahoma. *Since the tower is located at the previous tower site, receiving antennas do not have to be re-oriented.* Specify KTBS-TV, Channel 3, Shreveport, Louisiana, for coverage that exceeds any other medium in this four-state area.

¹ ARB, November 1963.
² ARB TV Homes Estimates, September 1963 to August 1964

KTBS-TV - FIRST
 In Total Homes Reached
 In Shreveport Area*

	KTBS-TV	Station X	Station Y
4-6:30 P.M.—Mon.-Fri.	44,200	32,700	26,500
6:30-10 P.M.—Sun.-Sat.	53,400	51,400	47,100

*Nielsen Station Index, February 23-March 22, 1964

E. Newton Wray, President and General Manager

KTBS-TV CHANNEL 3 **abc** **SHREVEPORT LOUISIANA**
K THE KATZ AGENCY, INC.
 National Representatives

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

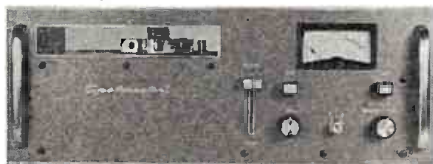
Check SPOTMASTER

- ✓ 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

Broadcasters annual fall meeting, Hidden Valley, Gaylord, Mich.

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

Sept. 21—Radio programming clinic held by National Association of Broadcasters' program study committee. Chicago Plaza motor hotel, Memphis.

Sept. 23—Radio programming clinic held by National Association of Broadcasters' program study committee. Palm Town House motor inn, Omaha.

Sept. 23-25—Fall meeting of Electronic Industries Association, Statler-Hilton hotel, Boston.

Sept. 24-26—Fall meeting of the Minnesota Broadcasters Association. Speaker will be FCC Commissioner Lee Loewinger. Sheraton-Ritz hotel, Minneapolis.

Sept. 25—Radio programming clinic held by National Association of Broadcasters' program study committee. Hilton Inn, Tarrytown, N. Y.

Sept. 25-26—Utah Broadcasters Association convention, Royal Inn, Provo.

OCTOBER

■Oct. 4-5—Fall meeting of the Texas Association of Broadcasters, Hotel Texas, Fort Worth.

■Oct. 19-21—Fall meeting of the Kentucky Broadcasters Association. Jennie Wiley State Park, near Prestonburg.

■Oct. 5-6—Fall convention of New Jersey Broadcasters Association, Nassau Inn, Princeton.

Oct. 19-21—Twentieth annual meeting of National Electronics Conference. Additional information may be obtained from R. J. Napolitan, NEC, 228 North LaSalle Street, Chicago. McCormick Place, Chicago.

Oct. 21-23—Fourth annual general meeting of the Institute of Broadcasting Financial Management, Sheraton-Cadillac hotel, Detroit.

Oct. 21-23—Fourth International Film & TV Festival of New York, to be held in conjunction with the eighth annual Industrial Film and Audio-Visual Exhibition. New York Hilton hotel. For additional information, write: Industrial Exhibitions Inc., 17 East 45th Street, New York 17.

Oct. 22-23—Missouri Broadcasters Association, Ramada Inn, Jefferson City.

■Oct. 27-30—Western region convention of the American Association of Advertising Agencies, Beverly Hilton hotel, Beverly Hills, Calif.

■Oct. 28-30—Twelfth annual marketing conference of the National Industrial Conference Board Inc. Speakers and participants include Thomas B. McCabe Jr., Scott Paper Co.; K. E. Staley, General Motors Corp.; Donald M. Kendall, Pepsi-Cola Co.; Arch C. West, Frito-Lay Inc.; Jack Northrup, Purex Corp.; Philip L. Bondy, General Cigar Co.; William G. Mennen Jr., The Mennen Co.; Seymour Marshak, Lincoln-Mercury division of Ford Motor Co.; J. Emmett Judge, Westinghouse Electric Corp.; Alvin Griesedieck Jr., Falstaff Brewing Corp., and Charles T. Pope, Birds Eye division of General Foods Corp. Waldorf-Astoria hotel, New York.

NOVEMBER

■Nov. 16-17—Fall meeting of Oregon Association of Broadcasters, featuring reception for state legislators, Marion motor hotel, Salem.

■Nov. 16-18—Annual convention of the Broadcasters' Promotion Association, Pick-Congress hotel, Chicago.

■Nov. 17-19—Television Bureau of Advertising's 10th annual meeting, New York Hilton hotel.

■Indicates first or revised listing.

BROADCASTING, July 6, 1964

No way to run a railroad... Or is it? Recently, in a segment dealing with Los Angeles' seemingly endless quest for an adequate public transit system, "Ralph Story's Los Angeles" gave viewers a nostalgic look at the comparatively rural Southern California of half-a-century ago. Via films taken at the time, audiences rode the now-defunct Pacific Electric Red Car line, which took passengers anywhere they wanted to go in the Los Angeles area for a dime (and managed to be fun at the same time). Ralph's conclusion: present-day residents could do, and in fact are doing, a lot worse transportation-wise.

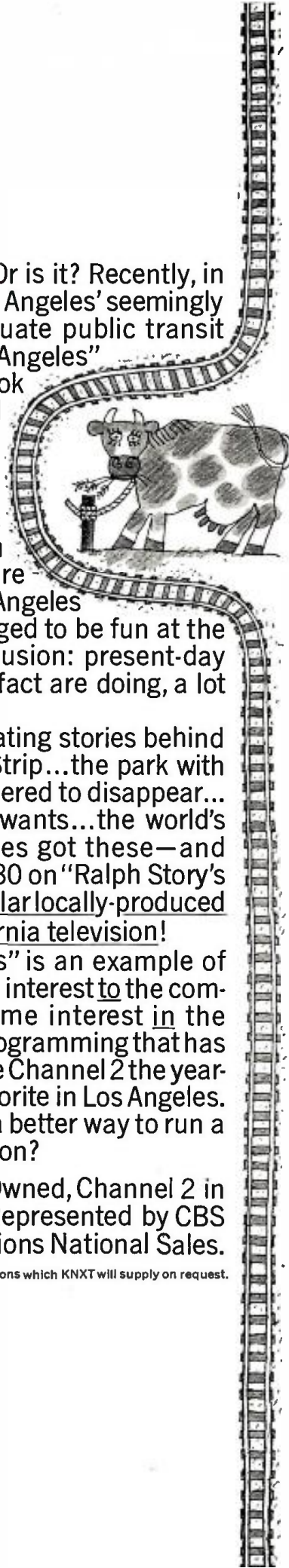
Then there were the fascinating stories behind the lost village on Sunset Strip...the park with a curse on it...a river engineered to disappear...the historic yacht nobody wants...the world's biggest airplane. Audiences got these—and more—Tuesday nights at 7:30 on "Ralph Story's Los Angeles," the most popular locally-produced program in Southern California television!

"Ralph Story's Los Angeles" is an example of local programming of prime interest to the community because of its prime interest in the community. Programming that has helped to make Channel 2 the year-in, year-out favorite in Los Angeles. Anyone know a better way to run a television station?



KNXT CBS Owned, Channel 2 in Los Angeles. Represented by CBS Television Stations National Sales.

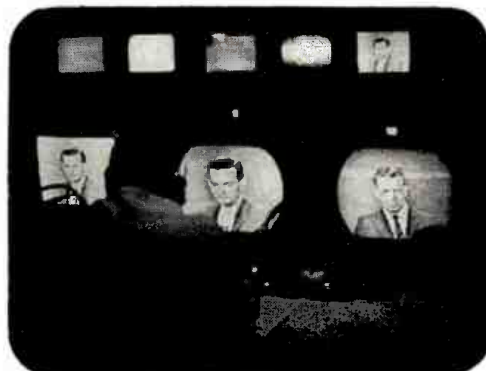
Source: Latest Nielsen estimates, subject to qualifications which KNXT will supply on request.



A WORKING COMBINATION. The mastery of the reporting art by Chet Huntley, David Brinkley and their NBC News colleagues is the product of skill, experience and an unflagging zest for hard work. This is the key to NBC Television's superior Con-



vention coverage. It is also the key to the unparalleled success of Chet and David as a reporting team. That's why those who want the clearest understanding of the Republican Convention will get it from these men on NBC Television.



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

GROUCHO

Just renewed by Bob Cochrane, Program Director of WMAR-TV Baltimore, Maryland. The greatest episodes from Groucho's all-time network hit series.



CALL NBC FILMS

There's nothing puzzling about



WMAL-TV's ALL NEW STRAW HAT PLAN

It gives you more bonus spots in '64!

From June 1 to August 31, Straw Hat Plan participants who buy WMAL-TV's BIG summer viewing audience get additional audience exposure at NO ADDITIONAL COST.

The number of bonus spots will be determined by weekly dollar volume of any single product. All spot purchases over \$300 per week share in the bonus plan. All bonus spots are fixed with the exception of those in pre-emptible areas.

Contact your WMAL-TV salesman or Harrington, Righter & Parsons, Inc.

wmal-tv abc

Evening Star Broadcasting Company
Washington, D. C.

Represented by: Harrington, Righter & Parsons, Inc.

OPEN MIKE®

No call for tears

EDITOR: The demise of KCHU(TV) San Bernardino, Calif. (BROADCASTING, June 29), shouldn't undermine faith in UHF, for it reflects neither a "vote of no confidence" by the Times-Mirror Co. nor a "harbinger" of what lies ahead for truly creative UHF operators.

Upon announcing the sale of KTTV (TV) Los Angeles to Metromedia last year, Times-Mirror's Norman Chandler made it clear that the future of his company would be exclusively in the field of printing and publishing. The Sun-Telegram, Inland Printing, and Acme Colorprint fit in with that proclamation; KCHU did not.

As for the suggestion of a harbinger, consider the unique circumstances under which KCHU operated. Television homes in the San Bernardino-Riverside area receive not only seven VHF signals from Los Angeles, but, until June 24, three different UHF signals: 10 unduplicated signals altogether. Is there any other place like that in all the world?

Under the circumstances, what did KCHU offer its viewers? Film and syndicated fare with no special interest or particularly local appeal. Certainly, KCHU was not comparable to the unique services presented by the UHF stations in Los Angeles, Washington, Chicago, and San Antonio or by the educational UHF's in Detroit and San Bernardino, itself.

Even on a VHF channel, like the old channel 1, once assigned to San Bernardino, I doubt that KCHU could have been very successful without offering something different. New York City couldn't support a seventh V with the same general-interest programming, but three very sophisticated broadcasters are now competing for the opportunity to offer specialized programming on the last available UHF channel, which will be the eighth commercial facility in the market.

So, rather than weep over KCHU, let's take a cue from its call letters and simply offer a polite, "Gesundheit."—Tom Bratter, New York.

(KCHU (ch. 18) went silent June 24 and its license was turned back to the FCC by the Sun Co., after the sale of the Sun Co. to the Times-Mirror Co.)

Back issue department

EDITOR: Would you be able to supply us with years 1931-1949 and 1956-1964 of the BROADCASTING YEARBOOK? We would appreciate this as it affects our decision concerning a proposed department.—Mrs. Frances L. Robison, acting librarian, Millikin University, Decatur, Ill.

(The BROADCASTING YEARBOOK was first published in 1935. Back issues are en route.)

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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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®Reg. U. S. Patent Office
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BROADCASTING, July 6, 1964

KABC RADIO DID ^{not} INVENT CONVERSATION

Take it easy, Charlie. We didn't
"invent" conversation. But KABC
did become the first "talk" station
in Los Angeles back in 1960. And
we're still the only all-talk
station in Los Angeles (and in
the entire U.S. for that matter).
But "invent" conversation? No,
Charlie — we can't take credit
for that. Ben Hoberman

KABC
RADIO 79

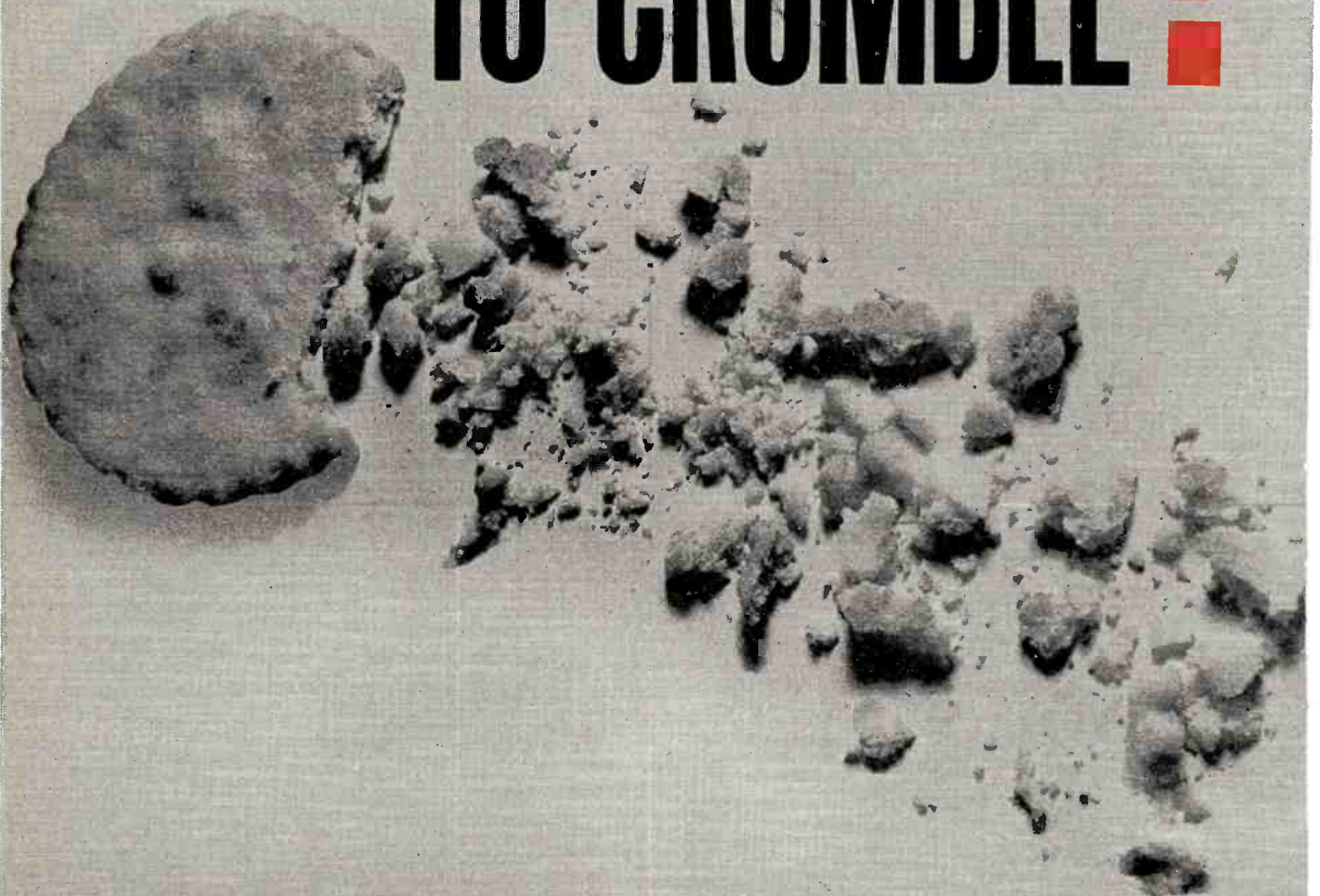
The Conversation Station
of Los Angeles

99 AN ABC OWNED RADIO STATION 99

REPRESENTED NATIONALLY BY THE KATZ AGENCY

BROADCASTING, July 6, 1964

WHY
WAIT FOR
THE COOKIE
TO CRUMBLE?



The way the cookie crumbles doesn't have to be accepted with resignation. A better philosophy is to find out *why* it crumbled and what made the buying decision go against you.

In most cases, it's a matter of not getting your full story through to enough of the right people at the right advertiser and agency levels. Logically, it pays to safeguard against such informational gaps in salesmanship by regularly stating the facts about yourself through the pages of a well-read broadcast business publication.

BROADCASTING for example. You couldn't pick a better atmosphere wherein your message has such added immediacy and significance . . . where it **actually** reaches so many of the men and women responsible for broadcast buying decisions—and at the opportune moment when they're thinking about television and/or radio.

A good business publication (such as **BROADCASTING**) fills an indispensable place in their lives. It is just as indispensable as part of your own promotion and selling pattern. No amount of personalized selling, individual presentations or willy-nilly direct mail can possibly cover all the obvious bases—much less the hidden ones—in this complicated advertising business.

BROADCASTING more than any other journal, carries your story to **all** levels of decision-makers at the very times they're thinking about, planning, formalizing their investments in radio-TV markets and stations. It reaches them **quickly . . . frequently . . . thoroughly . . .** while they're **receptive** to ideas . . . with enhanced **believability** and **memorability**. For **BROADCASTING** imparts a special urgency to all they read within its pages.

Use other business publications if your budget allows. But **BROADCASTING** is **basic**—the sure ingredient of your campaign that will keep the cookie from crumbling unpredictably. And at a **far lower cost** per contact than salesman's calls or individual presentations.

The many people you have to sell regularly **pay** to receive **BROADCASTING** every week. They do so because they **want** and **need** **BROADCASTING**. You **want** and **need** their approval. So the wisdom of talking to them through their **favorite** broadcast business publication is obvious.

 **Broadcasting**
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales Street, N.W., Washington 6, D.C.

How Clio came to live with us

Clio is a brassy blonde. She stands a half inch shy of one-foot tall, not counting her high-heeled walnut base.

She and her many sisters look alike; but they aren't. Each Clio has quite a story to tell. A story of the dedication of a lot of different people with a new, fresh idea for using television just a bit more effectively.

Our Clio was awarded to us in New York a few weeks ago at the annual American Television Commercials Festival. She was presented as a special citation in recognition of the year's "Best Video Tape Production," honoring our "Right Now" commercial for Marathon gasoline. We don't take Clio lightly. To understand why, we'll go back in time a bit.

Challenge ■ About the beginning of 1963 Campbell-Ewald started exploratory work for its then new account, Marathon Oil Co., Findlay, Ohio. Marathon is a half-billion-dollar business, a major company by most standards, but relatively small compared to some of its giant competitors. Marathon, however, is a fully integrated oil company. It searches for crude oil, finds it, ships it and finally sells it in six mid-western states.

Because of the fact that the Marathon name was comparatively new, even though the company has been known as the Ohio Oil Co. for over 70 years, we were faced with two problems: (1) to establish the name of Marathon as a major brand; (2) to establish the advantages of driving with a full tank of Marathon gasoline.

In considering our approach, we decided to get some use out of the direction in which automobile advertising seemed to be moving. This was the time the bucket-seat brigade was making itself known and the sports-type cars were becoming the leaders in each line.

Thus our course was to show sports and sports-type cars and to talk about things such as that "sports car feeling." We built this concept around the product benefit which we christened "Right-Now Response."

'Right-Now' Sound ■ We had the beginning of a copy platform and some words. Now we wanted a sound. Our first step was a musical commercial in which we integrated the sounds of shifting gears in a sports car with an up-tempo melody which sang out, "You get Right-Now Response with Marathon gasolines."

Artie Field Productions, Detroit, did

the music, working in collaboration with Richard Gagnon of our production department. They recorded two versions. One was done in a quick-step march tempo with a big-voiced male group and the other featured an unusual arrangement with the Hi-Lo's. Now we had sound.

For TV we prepared some film commercials which showed sports cars. But, because of time, we wanted to get something ready sooner. Video tape seemed the logical answer.

If I may go sideways in time for one moment, we'll pick up another thread. When Don Miller, our vice president in charge of broadcast production, was at the National Association of Broadcasters convention, he saw a demonstration of Ampex Corp.'s newest device, the Editec time element control system and electronic editor.

VTR Flexibility ■ Don saw the possibilities of this device and suggested it might be a way for us to get the Marathon story on TV in a lively form. His research found that Advertel Productions Ltd., Toronto, was the first to use Editec and had worked with Ampex in its development. Advertel was invited to show us samples.

Art Mele, one of Campbell-Ewald's fine young producers, was assigned to explore the visual design concept using the Hi-Lo jingle and the Editec technique. He met the challenge and two days later emerged with a storyboard nearly six feet long calling for approximately 150 cuts in the 60-second format.

Our next problem was to explain this storyboard to our account group and then to the client. Normally Campbell-

Ewald avoids storyboards. We feel they tend to inhibit the creative thinking of the production craftsmen who are assigned to the final production of a commercial.

I have never seen a storyboard on the Chevrolet account and I am pretty sure that account has brought home more broadcast awards through the years than any other in history. But here we had a new technique and there just wasn't any other way to explain it.

Frankly, even with Art's nearly six feet of storyboard it was still pretty hard to explain. But thanks to a sympathetic account group and what can only be described as the ideal client, the commercial was approved in about 24 hours.

Shoot 'n' Air ■ Art then completed the production of his graphics using Letraset and photos which he shot. With artwork in tow, he flew to Toronto on a Thursday morning. Working with the Advertel people, he shot the commercial on Friday and played it in our offices Saturday. The very next week it went on the air.

The lineup has included Detroit Tigers baseball on TV in nine markets and radio in 50 markets, plus news programs on TV in 17 cities and radio in 32 markets. Radio-TV spot buys are additional and Marathon adds Detroit Lions football in the fall.

The Clio-award VTR spot has just gone off the air. But we've just been told of another "award" to its credit: the account group reports Marathon sales are up.

We're proud of Clio. To look at her you'd never know how many men she has had in her life.



David Siegel joined Campbell-Ewald, Detroit, in 1960 as a copywriter in broadcast media and has just been promoted to TV-radio copy supervisor on the Chevrolet account. He gives up other account duties which have included Marathon Oil as well as the Florida Citrus Commission, Firestone Tire & Rubber and General Motors institutional. Earlier Mr. Siegel was with Ross Roy Inc., Detroit, as TV-radio director, and with N. W. Ayer and W. B. Doner there plus BBDO, New York.

DETROIT'S YOUNG AMERICA LOVES US

We're proud of this fact because these young people are an important responsibility to WKNR's position of influence in the Detroit market. Through station promotions, we have directed their youthful energies to the School Drop-Out campaign; have enrolled them this year for contributions of \$10,000 for the March of Dimes; have encouraged them toward a greater realization of church responsibility; and this summer are enlisting them in a massive Safe-Driving campaign.

They respond to these things because they love WKNR.

You'll love their influence and their buying power. Let your Paul Raymer man tell you why WKNR is the Keener Buy.



WKNR

**THE STATION THAT
KNOWS DETROIT**

KNORR

BROADCASTING CORPORATION
Mrs. Fred Knorr, President
Walter Patterson, Ex. V. P. & Gen. Mgr.
Represented nationally by the Paul H. Raymer Co.

WASHINGTON TYPES #6

the zealot

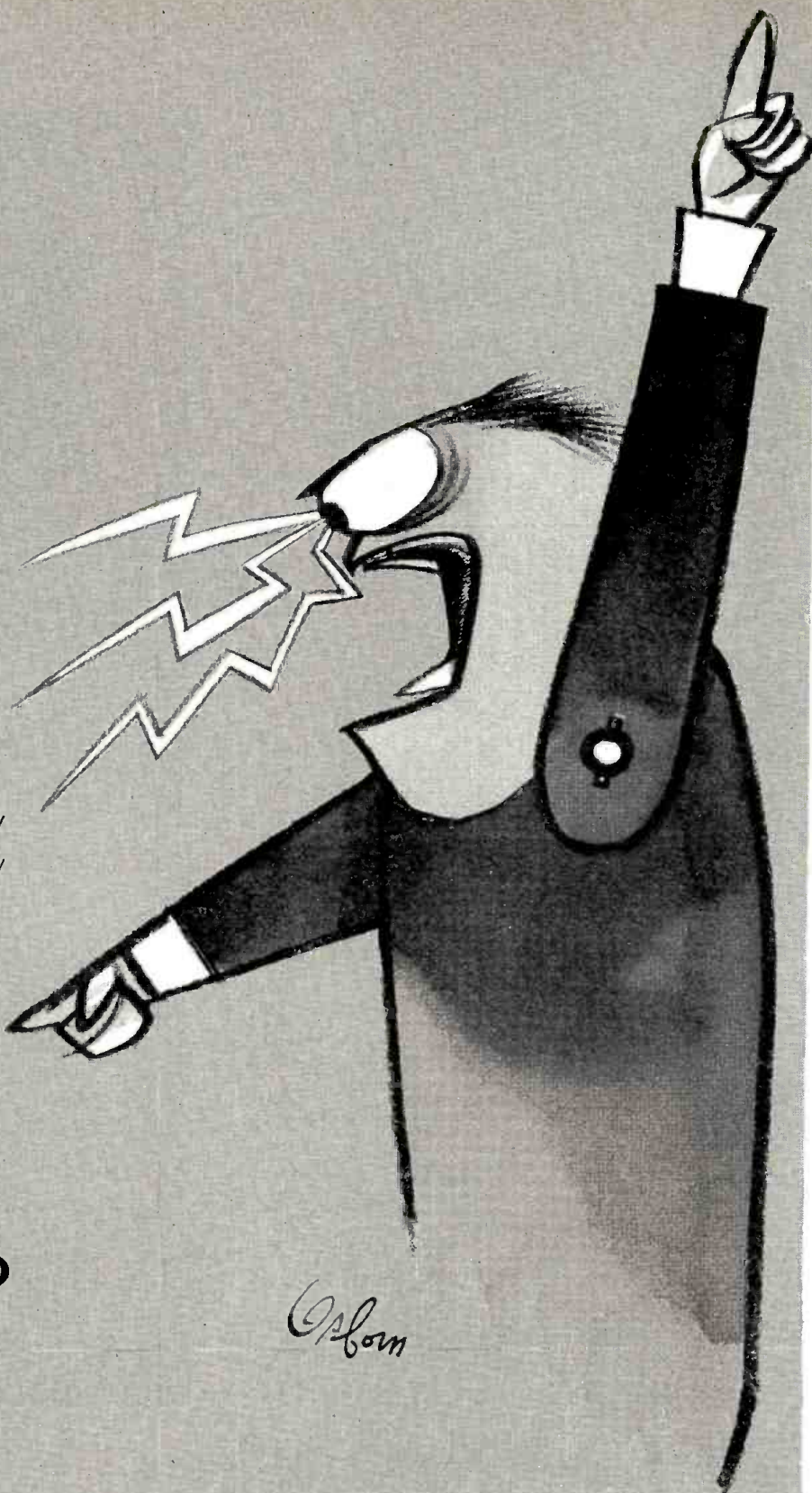
*Leaps like a gazelle when
he spots a soapbox.
Denounces everything from
fluoridation to women in
slacks. Formidable adversary
at cocktail party. Among few
soft spots in his heart:
Motherhood and WTOP
RADIO, the important
station in Washington, D.C.
that's many things to
many people.*

WTOP RADIO

Washington, D.C.

Represented by CBS Radio Spot Sales

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



Rather switch than fight?

Whatever the reasons, more accounts are changing agencies than ever before; so far this year \$91 million in broadcast billings have moved

The seldom placid field of agency-client affiliations appears headed for an uncommonly turbulent year in 1964, with \$139 million in annual billings of major radio-TV advertisers already uprooted by agency account changes in the first half.

The radio-TV portion of this total comes to \$91.2 million, or about 66%. Thirty-five leading broadcast advertisers were involved (for details, see table page 33).

In dollars, the account switches recorded in the first six months substantially exceeded the total for the same period of 1961, up to now the record year for client changes.

The ten biggest accounts transferred this year totaled \$82.1 million as against \$75 million represented by the top 19 in 1961. The \$139 million total already transferred in 1964 represents 60% of 1961's full-year total of \$230 million.

On the strength of its performance over the past six months, Grey Advertising shapes up as the agency on the hottest new business streak. It has plucked approximately \$20 million in added billing since Jan. 1, including Bufferin, Procter & Gamble's Joy, portions of Heinz Food and Rival Packing Co. Grey currently is billing at the rate of more than \$100 million annually.

DDB Big Gainer ■ Another substantial gainer was Doyle Dane Bernbach, which acquired more than \$7.2 million in business while losing \$3 million in Bulova and Rival billing. Doyle Dane Bernbach added billing from Quaker Oats, Heinz, International Latex (Isodettes) and Drewrys Ltd.

BBDO was on an aggressive account-getting spree, landing an estimated \$5.8 million in billing from Lever Brothers (Lifebuoy), Lucky Lager Brewing and Storz Brewing. It lost no appreciable business during the past six months.

Leo Burnett appears to have gained substantial ground. Though it lost P&G's Joy, the agency more than recouped

by picking up \$8 million in Nestle billing.

On the strength of adding the \$3.5 million Van Camp Sea Food account, Guild, Bascom & Bonfigli breaks into the circle of gainers. GB&B did not lose any good-sized business.

While Jack Tinker & Partners landed the big (\$12 million) Alka-Seltzer account, another Interpublic subsidiary, McCann-Erickson, had its share of account headaches during the past six months. McCann was relieved of approximately \$11 million in Nestle business and \$2.3 million from Lucky Lager. The agency retrieved slightly more than \$4 million from Continental Airlines and J. P. Stevens but not enough to offset its losses.

Maxon Loses ■ Another agency that has slid backward insofar as account-switch activity is concerned is Maxon. H. J. Heinz removed its \$9 million account from this agency. Maxon recovered a portion of this defection by obtaining the \$3.5 million Staley business.

Foote, Cone & Belding lost an estimated \$6 million in Lever Brothers' Pepsodent expenditures and has had

no significant account acquisitions with which to recoup.

The loss of Edward Dalton's Metrecal and other products and International Latex's Isodettes stripped Kenyon & Eckhardt of about \$6.5 million in billing. K & E, in the meantime, has picked up \$1 million from Prince Macaroni.

Fuller & Smith & Ross lost \$4.2 million in Lestoil billing and approximately \$1 million from Lehn & Fink, and has not gained accounts to even the score.

Another Interpublic subsidiary that suffered a setback during the six-month period is Erwin Wasey, Ruthrauff & Ryan. It lost an estimated \$8.5 million in business from Van Camp Sea Food, Wrigley and Staley and has had no reported gains.

Norman, Craig & Kummel was dropped by Kaiser Jeep Corp. and has not announced new accounts to recoup the loss of the \$5 million Kaiser billing.

B & B Loses Eastern ■ Benton & Bowles lost the lucrative Eastern Airlines business (about \$9 million) and has not landed any substantial new accounts during the first six months of

Nestle transfers \$9 million from McCann

The Nestle Co., White Plains, New York, last week announced it would move seven of its products—accounts worth an estimated \$9 million—from the McCann-Erickson agency, New York, and named Leo Burnett, Chicago, as new agency for five of the seven.

Burnett, which had already been signed to handle advertising for Nestle's Quik, gains Nestea iced tea mix, Choco-Bake, Nescafe, Chocolate bars and the Nestle semi-sweet

chocolate morsels.

The agency picks up the new accounts officially Oct. 1 and at that time will be placing approximately \$8 million annually for Nestle.

Other Nestle accounts leaving McCann-Erickson are Nestea, which will move to Warwick & Legler, New York, and hot cocoa mix which goes to VanSant, Dugdale & Co., Baltimore (see table for estimated broadcast billing on all Nestle products involved in the changes).

RATHER SWITCH THAN FIGHT? continued

this year.

Other agencies that appear to have stepped back are Young & Rubicam, which lost the \$11 million Bufferin and plucked the Eastern Airlines billing; Compton Advertising, which was dropped by Alberto-Culver (\$5.1 million) and Quaker Oats (\$3.5 million) and obtained the \$5 million Kaiser Jeep account.

It must be emphasized that some of these losses may be recouped by present advertisers increasing their budgets or assigning new products to existing agencies.

A sidelight to the account shift phenomenon during the first half of this year was that several small and medium-sized agencies acquired good-sized accounts. These include Modern Merchandising Bureau which obtained Bayuk cigars (\$3 million); Garfield Advertising, Chock Full O' Nuts coffee (\$2 million); Smith/Greenland, Rayette Inc. (\$1.2 million); Carl Ally, Salada Foods Inc. (\$3 million) and C. J. LaRoche & Co., Lestoil (\$4.2 million).

The top 10 account shifts in terms of estimated total advertising budgets were the \$12 million Alka-Seltzer business of Miles Laboratories; \$11 million in Nestle billing and another \$11 million for Bristol-Myers' Bufferin; a \$9 million shift for Eastern Airlines and the \$9 million H. J. Heinz account; \$8.5 million in Lever Brothers advertising; \$6.5 million for Quaker Oats, \$5.1 million in Alberto-Culver business, \$5 million for Kaiser Jeep and another \$5 million for Edward Dalton Co. (Metrecal and other products).

Top Shifts in 1964 ■ In radio-TV billings, these are the top 10 shifted thus far this year: Miles Labs (Alka-Seltzer), \$10 million; Bristol-Myers (Bufferin), \$9.8 million; Nestle, \$8.75 million; Lever Brothers, \$5 million; Eastern Airlines, \$4.5 million; Lestoil, Edward Dalton and P & G (Joy), \$4 million each; Alberto-Culver \$3.6 million; and Kaiser Jeep, \$3.5 million.

This year's surge of account shifts followed two years of relative stability in agency-advertiser associations. At this point last year, for example, 23 major accounts totaling \$80 million had changed agencies, and in 1962, the midyear totals were 27 big accounts representing, again, about \$80 million.

The reasons for account changes often are difficult to pinpoint. Observers feel, however, that the acceleration in shifts thus far this year can be attributed, at least in part, to the growing number of agency mergers and the resultant product conflicts; the strong competitiveness in certain product fields

that engender restlessness and promote change; the diversification by some companies that lead to product conflicts and the reassignment of competitive products manufactured by a specific company to different agencies as a matter of policy.

Perhaps the most dramatic—and traumatic—agency-client shift thus far

Tinker on expansion spree

Jack Tinker & Partners, which heretofore has been a small component of the Interpublic Group of Companies, is apparently on an expansion spree to handle the giant \$12 million Alka-Seltzer account. Tinker, which takes over the account from Wade Advertising, officially on Sept. 1, has engaged Robert Engelke, former vice president and media director of Ted Bates, to head a newly organized media department.

This development was disclosed last week in response to inquiries by BROADCASTING regarding Tinker's new role as a full-blown agency. A spokesman said that Tinker will handle all media functions of Alka-Seltzer with a staff headed by Mr. Engelke and added that "orders for space and time will emanate from Tinker." He added that media research and other services of a "similarly technical nature will be purchased by Jack Tinker and Partners from other Interpublic facilities."

this year involved the dropping of Wade Advertising, Chicago, as the agency for Miles Laboratories' Alka-Seltzer after a business relationship of 33 years. Alka-Seltzer's billing is estimated at more than \$12 million, of which \$10 million is in broadcast.

The company made an unusual move in choosing as its new agency Jack Tinker and Partners, a component of the Interpublic group of companies, effective Sept. 1. Tinker has not functioned as a conventional agency to date and has specialized in handling special projects for clients of other Interpublic subsidiaries. A Tinker spokesman said last week that it is in the process of setting up a media department for Alka-Seltzer (see story above).

Analgesic Switches ■ The first half of 1964 could be characterized as "time for a change" in the analgesic field. On

top of the Alka-Seltzer defection, Bristol-Myers' Bufferin was transferred from Young & Rubicam to Grey, effective Sept. 1. This will mark the end of a 16-year association between Y & R and Bufferin. The Bufferin switch typified some advertisers' tendency to have different brands competing in the same field at different agencies. A B-M official noted that Y & R retains Excedrin, a pain-relieving product.

Another king-sized account on the move involved seven Nestle products. The \$9 million worth of business leaves McCann-Erickson and has been split among Warwick & Legler, VanSant, Dugdale & Co., Baltimore, and Leo Burnett Co., Chicago, which obtains the lion's share of the billing. The move is effective Oct. 1.

Eastern Airlines, in an unusual move, appointed Young & Rubicam as its new agency in April, dropping Benton & Bowles after only five months of tenure. The rapid change in agencies for the \$9 million account took on an added element of surprise because, prior to the appointment of B & B in November 1963, Fletcher Richards, Calkins & Holden had been Eastern's agency for 28 years.

The termination of another long-term business association highlighted the departure of H. J. Heinz Co. from Maxon Advertising after 30 years. The \$9 million account was divided evenly among Doyle Dane Bernbach, New York; Ketchum MacLeod & Grove, Pittsburgh, and Grey, New York.

Other substantial accounts that had shifted agencies by mid-year were Lever Brothers' Pepsodent from Foote, Cone & Belding to Ogilvy, Benson & Mather and Sullivan, Stauffer, Colwell & Bayles (\$6 million); Alberto-Culver's Command shave cream and lotion from Compton Advertising to J. Walter Thompson Co. (\$5.1 million); Kaiser Jeep Corp. from Norman, Craig & Kummel to Compton (\$5 million); Edward Dalton dropped Kenyon & Eckhardt as agency for Metrecal and other products, estimated at \$5 million in billing, and named Ogilvy, Benson & Mather, New York.

Business briefly . . .

Park & Tilford/Norex Laboratories, New York, through Grey Advertising Inc., that city, has announced the first network buy for Amitone Antacid. A 52-week participation on CBS Radio's *Arthur Godfrey Show* will begin the largest Amitone campaign.

Universal Pictures, Hollywood, through Charles Schlaifer & Co., New York, has set a saturation spot campaign on the five ABC-TV owned stations for the

These national advertisers changed agencies in past 6 months

			BILLINGS (in millions)					BILLINGS (in millions)	
ACCOUNT	TO	FROM	TOTAL	RADIO-TV	ACCOUNT	TO	FROM	TOTAL	RADIO-TV
Alberto-Culver					Lestoil	LaRoche	F&S&R	\$4.2	\$4.0
Command shave cream, after shave lotion	JWT	Compton	\$2.1	\$1.0	Lever Bros.				
Rinse Away	JWT	Compton	3.0	2.6	Imperial margarine	OB&M	FC&B	3.0	2.0
Bayuk cigars	Modern Merchandising Bureau	Wermen & Schorr	3.0	1.6	*Pepsodent tooth-brushes	OB&M	FC&B	3.0	2.5
					*Pepsodent paste, Pepsodent Flouride Lifebuoy	SSC&B BBDO	FC&B SSC&B	2.5	1.5
Bristol-Myers Co.					Lucky Lager beer	BBDO	M-E	2.3	1.6
Bufferin	Grey	Y&R	11.0	9.8	Miles Labs				
Bulova Watch Co.					Alka-Seltzer	Jack Tinker	Wade	12.0	10.0
Accutron, Caravelle	SSC&B	DDB	2.0	0.1	Nestle Co.				
Chock Full O' Nuts Corp.	Garfield	Peerless	2.0	0.9	Quik, chocolate prods, Every-ready cocoa, bars, morsels, cookie mix, Nestle's choco-bake	Burnett Warwick & Legler	M-E M-E	8.0	6.0
Continental Air Lines	M-E	JWT	2.37	0.475	Nestea	Van Sant, Dugdale & Co.	M-E	2.5	2.45
Edward Dalton Co.					Hot cocoa mix			0.5	0.3
Metrecal, Bib juices, Nutrament liquid meal, Tanz suntan foam	OB&M	K&E	5.0	4.0	Prince Macaroni	K&E	Bauer, Tripp, Foley	1.0	0.5
Drewrys Ltd. U.S.A.	DDB	MacFarland-Aveyard	2.2	1.3	Procter & Gamble Joy	Grey	Burnett	4.5	4.0
					Quaker Oats Co.				
Eastern Air Lines	Y&R	B&B	9.0	4.5	Puss 'n Boots	PKL	Lynn Baker	3.0	1.2
Fairmont Foods Co.					Quaker Oats, Mother's Oats	DDB	Compton	3.5	1.1
Kitty Clover potato chips, Fairmont dairy products, Chesty Foods Inc. and Kas Potato Chip Co.	Tatham-Laird	Allen & Reynolds	1.4	0.98	Rayette Inc.				
General Time Corp.	MJ&A	Hicks & Greist	1.25	0.975	Young Set, Aqua Net hair spray, portable hair dryer, Aqua Gold shampoo	Smith/Greenland	Taplinger, Millstein	1.5	1.2
Westclox	Gilbert Adv.	Grant	1.0	0.4	Rival Packing	Grey	DDB	1.3	0.814
Guerlain					Salada Foods Inc.	Carl Ally	Hoag & Provandie	3.0	1.9
H. J. Heinz Co.					Staley Mfg. Co.	Maxon	EW&R	3.5	2.1
ketchups, chili sauce vinegars, sauces, beans, apple sauce, mustard, minute meals	DDB	Maxon	3.0	1.5	Standard Brands				
baby food, pickles, relish	KMG	Maxon	3.0	0.5	Tender Leaf tea	Ted Bates	JWT	2.5	1.75
International Latex Isodettes	Grey	Maxon	3.0	0.5	J. P. Stevens	M-E	FRC&H	1.7	0.57
Kaiser Jeep Corp.	DDB	K&E	1.5	1.4	Stokely-Van Camp frozen foods				
Kratter Corp.	Compton	NC&K	5.0	3.5	Storz Brewing Co.	Tatham-Laird	Bozell-Jacobs	1.0	0.3
Ruppert Knickerbocker Beer	Gumbinner-North	Turnbull	2.0	1.0	Van Camp Sea Food Co.	BBDO	L&N	0.8	0.3
Lehn & Fink					William Wrigley Jr. Co.	GB&B	EW&R	3.5	2.2
Noreen hair color rinse	Geyer, Morey	F&S&R	0.5	0.38		Kudner	EW&R	1.5	0.95
Stri-Dex	Ballard Manoff	F&S&R	0.5	0.48					

*Pepsodent figure includes total business from FC&B

motion picture version of *McHale's Navy*.

Bell Brand Foods, Santa Fe Springs, Calif., through Honig-Cooper & Harrington, Los Angeles, has begun a saturation spot TV schedule on 18-20 Southern California stations.

CBS Radio reports new and renewal business, representing \$3 million, signed in June, making that period the best sales month for the network in the first six months of the year. The network, whose sales were up about 50% last year over 1962, noted that the first half of 1964 has shown an increase over the comparable period in 1963. The June business came from: **Chevrolet** (Campbell-Ewald), **Aunt Jane's Foods** (Zimmer, Keller & Calvert), **General Mills' Total** (Dancer-Fitzgerald-Sample), **Campbell Soups** (Needham, Louis

& Brorby), **Tussy Cosmetics** (Kudner), **International Miners & Chemical Corp.'s Accent** (NL&B), **Ocean Spray Cranberries** (McCann-Erickson), **Shulton Inc.** (Wesley Associates), **Devoe & Reynolds Co.** (Erwin Wasey, Ruthrauff & Ryan) and **G. & C. Merriam Co.** (Kenyon & Eckhardt).

NBC-TV said 11 advertisers had placed orders representing \$4 million in daytime business with the network during the week ending June 26. The advertisers are **Andrew Jergens Co.** (Cunningham & Walsh); **The Borden Co.** (Fuller & Smith & Ross); **Bristol-Myers** (Ogilvy, Benson & Mather); **General Electric Lamp Division** (BBDO); **Hartz Mountain Products Corp.** (MacManus, John & Adams); **Miles Labs** (Wade Advertising); **Ralston Purina** (Guild, Bascom & Bonfigli); **Minnesota Min-**

ing & Manufacturing (MacManus, John & Adams); **Scott Paper Co.** (J. Walter Thompson); **E. R. Squibb Co.** (Benton & Bowles), and **Vick Chemical Co. Division** (Morse International).

P. Lorillard Co., New York, has signed for sponsorship in *The Price is Right* and *The Tennessee Ernie Ford Show* in late September on ABC-TV. The daytime TV order was placed through Lennen & Newell, New York.

Investor-Owner Electric Light and Power Co.s, through N. W. Ayer & Son, New York, will sponsor three one-hour variety specials on ABC-TV next season.

Chevrolet Motor Division of General Motors, Detroit, through Campbell-Ewald, that city, has renewed its sponsorship of five-minute CBS Radio weekend newscasts for the 11th year.

Alch commercials best in West

**Spots for California Packing and Manischewitz place 1-2;
Folger Coffee commercials take top animated TV awards**

The radio commercials produced by Alan Alch Inc. for California Packing Corp. won top honors in the annual advertising craft competition of the Advertising Association of the West. Winners in radio, TV and print media classes are to be announced today (Monday) at the opening luncheon of the 61st AAW annual convention, being held July 5-9 in Sun Valley, Idaho.

The Calpak radio spot which won first prize in the national regional category was one of a humorous commercial series advertising Del Monte tomato sauce, in this case as a garnish for pizzas. The same commercial also was awarded the perpetual trophy donated by the Vancouver (B.C.) Ad and Sales Bureau.

The Alch firm also produced the second national/regional radio award winning commercial, for Manischewitz Wines. Mr. Alch wrote both of these prize-winning commercials, as well as supervising their production. He also wrote the copy for a Del Monte television commercial which received an hon-

orable mention in the TV competition. Spots for Folger Coffee Co. of San Francisco took top honors in the 60 and 20-second animated television commercial category. Playhouse Productions, Los Angeles, and Pintoff Productions, New York, produced the Folger spots.

The TV sweepstakes award for the best commercial regardless of length or type was won by Chevrolet's, "The Pinnacle," produced by Alexander Film Co., Colorado Springs.

The radio awards:

Regional/National

First: California Packing Corp., San Francisco; Roland Saysette, adv. mgr.; McCann-Erickson, San Francisco; Alan Alch, copywriter; Alan Alch Inc., Los Angeles, producer. Caption: Pizza test.

Second: Manischewitz Wines, New York; North Wyner, adv. mgr.; Eiseman Music Co., Hollywood; Alan Alch, copy & jingle; Alan Alch Inc., Los Angeles, producer. Caption: Train.

Third: Hoffman Candy Co., Los Angeles; Dick Hoffman, adv. mgr.; Anderson-McConnell, Hollywood; Spottmakers, Hollywood, copy-production. Caption: Hidden microphone.

Honorable mentions: Japan Air Lines, San Francisco; Dan Nakatsu, adv. mgr.; Botsford,

Constantine & Gardner, San Francisco; Nelson Shreve, copywriter; Electronic Creative Productions, Sausalito, producer. Caption: Haiku.

Lawry's Foods Inc., Los Angeles; Gordon Hearne, adv. mgr.; Doyle Dane Bernbach, L. A.; Maryellen Flynn, copywriter; David Nagata (DDB), producer. Caption: Daisy.

Mirisch Pictures-UA, Hollywood; Jeff Livingston, adv. mgr.; Alan Barzman, copywriter; Klein/Barzman, Los Angeles, producer. Caption: Irma la Douce.

Local

First: The Calso Water Co., Menlo Park, Calif.; John Gertridge, adv. mgr.; McCann-Erickson, San Francisco; Coyle & Sharpe, copy & production. Caption: Quintonic Chant.

Second: Bandini Fertilizer, Los Angeles; Byron Reynolds Jr., adv. mgr.; Davis, Johnson, Mogul & Colombatto, Los Angeles; Bill Olofson, copywriter; Mark McIntyre, producer. Caption: All Hail to Thee.

Third: Southern California Rambler Dealers, Los Angeles; Anderson-McConnell, Hollywood; Chuck Biore Creative Services, North Hollywood; copy & production. Caption: Rambler Shift Command.

Honorable mentions: Glendale Federal Savings & Loan Association, Glendale, Calif.; Ramond D. Edwards, adv. mgr.; Davis, Johnson, Mogul & Colombatto, Los Angeles; Alan Alch Inc., Los Angeles, copy & production. Caption: You need both.

Golden Grain Macaroni Co., San Leandro, Calif.; Paul de Domenico, adv. mgr.; McCann-Erickson, San Francisco; Lloyd Fabri, copywriter; Alan Alch, Inc., Los Angeles, producer. Caption: Another Moment at the Opera.

Santa Maria Savings & Loan, Santa Maria, Calif.; Lorne Carlson, adv. mgr.; R. M. Klosterman, Inc., Los Angeles; Janet Carlson, copywriter; Les Isaacs, producer. Caption: David.

Perpetual Trophy

California Packing Corp., San Francisco; Roland Saysette, adv. mgr.; McCann-Erickson Inc., San Francisco; Alan Alch Inc., Los Angeles, copy & production. Caption: Pizza test.

The TV awards:

Animated—60-second

First: Folger Coffee Co., San Francisco; Ben Howe, adv. mgr.; Campbell-Ewald, San Francisco; Robert C. Pritikin, copywriter; Jack Keeler, visual treatment; Playhouse Productions, Los Angeles, producer. Caption: Tin trio.

Second: Foremost Dairies Inc., San Francisco; Tom Drohan, adv. mgr.; Guild, Bascom & Bonfigli, San Francisco; Maxwell Arnold Jr., copywriter; Gordon Bellamy, visual treatment; Film Fair, Hollywood, producer. Caption: All kinds of people.

Honorable mention: California Packing Corp., San Francisco; Roland Saysette, adv. mgr.; McCann-Erickson, San Francisco; Alan Alch, copywriter; Randy Grochoske, visual treatment; John Urie & Associates, Los Angeles, producer. Caption: Glasses.

Animated—20 second

First: Folger Coffee Co., San Francisco; Ben Howe, adv. mgr.; Campbell-Ewald, San Francisco; Robert C. Pritikin, copywriter; Jack Keeler, visual treatment; Pintoff Productions, New York, producer. Caption: Revolutionary.

Second: Bank of America, San Francisco; Charles R. Stuart, adv. mgr.; Johnson & Lewis Inc., San Francisco; Dan Lewis, copywriter; Projects Unlimited, Los Angeles, producer. Caption: Billfold.

Honorable mention: Foundation for Commercial Banks, Philadelphia; Roger H. Woods, Jr., adv. mgr.; Guild, Bascom & Bonfigli, San Francisco; Alex Anderson/Gordon Bellamy, copy & visual treatment; Filmation, Hollywood, producer. Caption: Buffaloes.

Animated—ID's

First: Skippy Peanut Butter, New York; Al Brown, adv. mgr.; Guild, Bascom & Bonfigli, San



TVB holds seminar for agency network

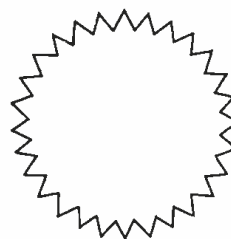
Television Bureau of Advertising held a seminar on June 25 for executives of 20 advertising agencies attending the annual meeting of the Trans-American Advertising Network in New York. Trans-American is made up of 21 agencies in the United States and four overseas, each billing annually in the \$2.5 million to \$15 million range. The TVB seminar was scheduled in coopera-

tion with Friend-Reiss Advertising Inc., New York, host for meeting.

TVB executives, including George Huntington, executive vice president (shown in picture addressing a group of the Trans-American delegates), discussed growth trends and current status of TV advertising on all levels, department store use of the medium and research projects that show the value of TV for supermarket chains.

more awards

for WHIO-TV-AM-FM NEWS



Ohio
ASSOCIATED PRESS
BROADCASTERS

IN RECOGNITION OF AN OUTSTANDING PERFORMANCE IN THE FIELD OF VOICE AND / OR VISUAL JOURNALISM
PRESENT THIS AWARD TO

WHIO-TV **1st**
WHIO **1st**
WHIO-TV **1st**
WHIO **1st**

"THE BEST REGULARLY SCHEDULED NEWS PROGRAM" for the "11 O'clock News with Phil Donohue and Don Wayne" seen each weekday night on Channel 7.

"THE BEST RADIO SPOT NEWS REPORT" went to Andy Cassels for his interview with a man who was in a bar on west Third street when the wall collapsed after being weakened by an urban renewal project.

"THE BEST EDITORIAL FOR TELEVISION" presented by Paul Price, discussed the "State Administration Affecting The Dayton Area," which concerned the construction of Route 35 through Dayton.

"THE BEST EDITORIAL FOR RADIO" presented by Paul Price, discussed "The Reason We Have Bootleg Joints," which concerned the lack of prosecution in the courts of known and habitual offenders arrested for bootlegging.

There were 10 categories for judging in the awards, WHIO-TV & AM taking four of the 10. There are 15 commercial TV stations in Ohio and 100 radio stations. The awards were judged by the Michigan Associated Press Broadcasters.

Earlier this year the first, second and third awards in the Ohio Press Photographers Association annual competition — television film division — were won by Chuck Upthegrove, Al Brown and Andy Cassels. The superiority of the WHIO-TV-AM news department is so pronounced they win awards in bunches, despite stiff competition from some of the larger cities in the state.



WHIO-TV-AM-FM

CHANNEL 7

1290 K.

99.1 Mgs.



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.

Francisco; Bud Luckey, copy & visual treatment; Pantomime Pictures, Hollywood, producer. Caption: All gone.

Second: Western Air Lines, Los Angeles; Bert D. Lynn, adv. mgr.; BBDO, Los Angeles; Allen R. McGinnis, copywriter; Playhouse Pictures, Hollywood, producer. Caption: Camera.

Honorable mention: Calo Pet Food Co., Oakland, Calif.; A. S. Pande, adv. mgr.; Foote, Cone & Belding, San Francisco; Raymond R. Menzel, copywriter; John Geyer/Robert S. Sallin, visual treatment; Cascade Pictures, Hollywood, producer. Caption: Cat-Dog.

Live Action—60-second

First: Kellogg Co., Battle Creek, Mich.; Leo Burnett Co., Chicago; Bill Stratton, copywriter; Len Shuster/Gene Kolkey, visual treatment; Gerald Schnitzer Productions, Hollywood, producer. Caption: Proper Grip.

Second: Bank of America, San Francisco; Charles R. Stuart, adv. mgr.; Johnson & Lewis, San Francisco; Eugene Thompson, copywriter; FilmFair, Los Angeles, producer. Caption: Shopper.

Honorable mention: General Brewing/Lucky Lager, San Francisco; Larry Bernardini, adv. mgr.; BBDO, San Francisco; Fred Manley, copywriter; Gene Thompson, visual treatment; N. Lee Lacy & Associates, Hollywood, producer. Caption: Fishing.

Live Action—20-second

First: Laura Scudder's, Anaheim, Calif.; Arthur A. Kattan, adv. mgr.; Doyle Dane Bernbach, Los Angeles; Edmund Bigelow, copywriter; Jack Sheridan, visual treatment; John Urie & Associates, Hollywood, producer. Caption: House.

Second: Sicks' Rainier Brewing Co., Seattle; David T. Little, adv. mgr.; Doyle Dane Bernbach, Los Angeles; Maryellen Flynn, copywriter; Jack Sheridan, visual treatment; Screen Gems, Los Angeles, producer. Caption: Flip top can.

Honorable mentions (tie): Italian Swiss Colony, San Francisco; John Emmart, adv. mgr.; Honig-Cooper & Harrington, San Francisco; Bob Haumesser/Ron Berman, copywriter; Alberta Rudolph, visual treatment; Lou Lilly Productions, Hollywood, producer. Caption: Name the name.

Wells Fargo Bank, San Francisco; Frank Lougee, adv. mgr.; McCann-Erickson, San Francisco; Mike Robbins, copywriter; Randy Grochowski, visual treatment; MPO-TV of California, Los Angeles, producer. Caption: Swimming pool.

Live Action—10s

First: Weyerhaeuser Co., Tacoma, Wash.; B. L. Orell, VP, public affairs; Cole & Weber, Tacoma; Larry Field, copywriter; Jim Schulz, visual treatment; Commercial Productions Inc., Seattle, producer. Caption: Match.

Second: Rootes Motors Ltd., Los Angeles; Ian Garrad, adv. mgr.; Cappel, Pera & Reid Inc., Orinda, Calif.; Richard Hovis, copy & visual treatment; Signet Productions, Hollywood, producer.

Flying A on airwaves

Radio is the only medium being used by Tidewater Oil Co., Los Angeles, in a six-week "win a fling" western campaign offering 216 vacations for two at a choice of five vacation spots: Disneyland-Hollywood, Palm Springs, San Francisco, Las Vegas and Banff-Lake Louise. Thousands of radio commercials are announcing the contest, backed up with banners, signs and other promotional material at the service stations.

ducer. Caption: Beach.

Honorable mention: Dole Corp., San Jose, Calif.; Frank G. Scott, adv. mgr.; Foote, Cone & Belding, San Francisco; Lawrence T. Barnett Jr., copywriter; Bernard J. Guild/Stewart R. Garner, FilmFair, Hollywood, producer. Caption: Calorie Cut.

Local

First: The Best Fertilizer Co., Oakland, Calif.; Jack O'Connor, adv. mgr.; Campbell-Ewald, San Francisco; Earl Shorris, copywriter; Jerry Stolle, San Francisco, producer. Caption: Girl.

Second: Seattle First National Bank, Seattle; Gus Asplund, adv. mgr.; McCann-Erickson, New York; Norm Solari, copywriter; Bob Todd, visual treatment; FilmFair, Hollywood, producer. Caption: Full service.

Honorable mention: KNXT, Los Angeles; Robert Nelson, adv. mgr.; Adrian Joseph, copywriter; Pantomime Pictures, Los Angeles, producer. Caption: The big news.

Color

First: Olympia Brewing Co., Olympia, Wash.; Barney Renderer, adv. mgr.; Botsford, Constantine & Gardner, Seattle; Gary Munn, copywriter; Douglas Murray, visual treatment; FilmFair, Hollywood, producer. Caption: Water in contrast.

Second: U. S. Forest Service, New York; Mal Hardy, adv. mgr.; Foote, Cone & Belding, Los Angeles; Michael Lindsay, copywriter; Kenneth H. Siefried/Raymond C. Davis, visual treatment; PM Productions, Los Angeles, producer. Caption: Rod Serling.

Honorable mention: Star-Kist Foods, Terminal Island, Calif.; Tom Virgil, adv. mgr.; Leo Burnett, Hollywood; Tom Rogers/Phil Monroe, copy & visual treatment; DePatie-Freleng Enterprises, Burbank, Calif., producer. Caption: Little Augie.

Sweepstakes Award

Chevrolet Division, General Motors Corp., Detroit; Jack Izard, adv. mgr.; Campbell-Ewald, Detroit; Don Miller, copy & visual treatment; Alexander Film Co., Colorado Springs, producer. Caption: The pinnacle.

TV gets most of Mobil's budget

The Mobil Oil Co. started an extensive advertising campaign last week in network television and radio and in magazines for the second half of 1964. A budget of \$4.5 million has been appropriated for the remainder of this year. About \$3.25 million will be spent on network TV.

The advertising will stress the reliability of Mobil products and Mobil dealers. The theme was created by Ted Bates & Co., New York, Mobil's agency.

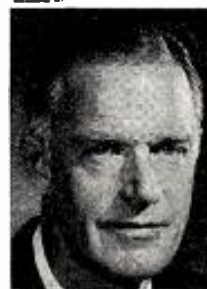
Though \$3.35 million has been allocated to TV for the second half of 1964, a company spokesman said the total amount of money to be spent by Mobil on TV this year will be "somewhat lower" than in 1963. The budget for radio will be increased, he said, but did not provide details.

The network TV lineup will include participation in CBS-TV coverage of

the national political conventions and elections and participations in various programs. In radio, a substantial portion of the budget is for CBS Radio's coverage of the conventions and elections.

Commercial scrutiny topic of agency meet

A meeting of leading agency, advertiser and television network executives has been set for this week, at the agencies' request, to consider procedural questions relating to network clearance of commercials.



Mr. Pinkham

to consider procedural questions relating to network clearance of commercials.

Agency sources acknowledged last week that they were concerned about the possibility of inconsistencies in the way the National Association of Broadcasters television code might be interpreted by different code members. But they flatly denied published reports that they were feuding with the code authority and its interpretations of the code.

They also stressed that their action did not represent support of a central clearing house to pass on commercials. The creation of such a central body has been suggested, but agency sources emphasized that the question is one for the code board and code members, particularly the networks, to decide for themselves.

One of the key questions to be raised at this week's meeting, authorities reported, will be determination of procedures to be followed if networks clear a given commercial but some of their affiliates refuse to carry it.

Other problems to be explored also were described as procedural—and also as hypothetical, rather than based on actual problems already encountered.

The meeting will be held Tuesday (July 7) at the American Association of Advertising Agencies headquarters in New York. It was arranged by the AAAA's broadcast operating committee, a group concerned with high-level radio-TV advertising problems. The committee is headed by Richard A. R. Pinkham of Ted Bates & Co.

A group of advertisers representing the Association of National Advertisers broadcast committee, which is headed by John W. Burgard of Brown & Williamson Tobacco Co., has been invited to participate along with the network and agency representatives.

Now is the time to buy! PROVEN PROGRAMMING

5 TIMES A WEEK, DAYTIME

Successful season after successful season . . . these "live" shows deliver important audiences in this important market. Day in, day out, for years . . . they have developed strong viewer loyalty — the best showcases for your products or services. All three are **exclusive** . . . the only ones of their type on Baltimore television! And you get the added plus of WMAR-TV "Measured Coverage" for Maximum Homes reached in a 43-county market. See any ARB or Nielsen Report: Maryland and surrounding areas in Pennsylvania, New Jersey, Delaware, Virginia, and West Virginia.

In Maryland Most People Watch
WMAR-TV 

CHANNEL 2, SUNPAPERS TELEVISION
TELEVISION PARK, BALTIMORE, MD. 21212
Represented Nationally by THE KATZ AGENCY, INC.

Coming next month:
Baltimore's new 1000 foot candelabra tower
(1319 feet above sea level).



"ROMPER ROOM"

9:00 to 9:30 A.M. — Monday through Friday

Miss Sally entertains her friends. This Baltimore-originated program is one of the most popular children's shows in the Channel 2 area.



"DIALING FOR DOLLARS"

9:40 to 10:00 A.M. — Monday through Friday

Baltimore's morning viewing habit has had tremendous popularity and loyal viewers for years. Stu Kerr is "Mr. Fortune", Sylvia Scott is hostess.



"THE WOMAN'S ANGLE"

1:00 to 1:30 P.M. — Monday through Friday

Sylvia Scott interviews guests Paul Hartman and Edward Everett Horton. Interviews, cooking, homemaking and decorating ideas are featured on this, the only 5-day-a-week women's service program in the Baltimore-Maryland area!

FCC backs off on commercials

Henry's four-month experiment into case-by-case study of commercial practices comes to a halt; Loevinger leads majority against 'nitpicking'

The FCC's campaign to police "excessive commercials" on a case-by-case basis appeared to have stalled last week, four months after it began.

The commission, on a 4-3 vote, rejected a staff recommendation that it inquire into the commercial practices of six radio stations in Mississippi, Louisiana and Arkansas. Instead the commission instructed the staff to ignore the stations' commercial practices in considering their renewal applications, which have been deferred since June 1.

The commission majority reportedly felt that the practice had become a "nitpicking" operation and that the existing reporting form was a poor instrument for attempting to assess a station's commercial practices.

The action was regarded by some

commissioners and staff members as heralding the end of the FCC practice of sending letters of inquiry to renewal applicants about their commercial practices. They felt that only stations showing "gross" overcommercialization would be in line for letters.

Since February the commission staff has been poring over renewal applications, picking out those showing the heaviest amount of commercials and checking their performance against their promises. Those showing the greatest percentage of commercialization have been ticketed for letters.

Letters to 14 ■ Thus far, 14 stations have received such inquiries. And it's understood that the staff has recommended that at least five Florida stations receive one-year rather than full-term renewals. They are WTVT(TV) and WFLA-TV, both

Tampa; WQAM Miami, WHOO Orlando, and WONN Lakeland. However, officials believe last week's decision indicates that disciplinary actions against any of the 14 is unlikely.

Last week's 4-3 vote, therefore, is seen as a rebuff to Chairman E. William Henry. It was largely at his insistence that the case-by-case approach to commercialization was adopted last February, at the time the commission bowed to congressional pressure and abandoned its rulemaking to limit the number of commercials stations might carry. The chairman said then that the commission would look at cases of "excessive commercials" and build a body of rulings that would constitute policy (BROADCASTING, Feb. 10).

Opposition to the practice was led by Commissioner Lee Loevinger, who was joined by Commissioners Rosel H. Hyde, Frederick W. Ford and Robert T. Bartley. Voting with the chairman were Commissioners Kenneth A. Cox and Robert E. Lee.

The stations under consideration for letters last week were WMOX Meridian, WHNY McComb, and WJQS and WRBC,

Three regional breweries cooperate on spots

Rising sales charts are the norm for three regional breweries since they began pooling their radio and television commercials at their advertising agency, Doherty, Clifford, Steers & Shenfield, New York.

DCS&S first interested the Jackson Brewing Co., New Orleans, in using

animated cartoon TV commercials in 1960 when sales of Jax beer in the Gulf States were declining. An agency spokesman said this decline was arrested in the first year the commercials ran, and that sales have been increasing ever since.

In 1961, the company allowed

DCS&S to offer the commercials, featuring the recorded voices of the comedy team of Mike Nichols and Elaine May, to the Narragansett Brewing Co. of Providence, R. I. Narragansett Beer claimed to be the largest selling beer in New England already, but the Nichols-May com-



The eagle (symbol of Weidmann beer) turns his most charming manner on the unattached female in the bar, buys her a beer, wheedles an invitation to her apartment—only to learn she is a taxidermist.



Executive Fred Narragansett secretly dials the information operator, asks what is the largest selling beer in New England, gets "Narragansett" answer, breaks down and confesses need for reassurance.



Hostess (May) keeps serving Jax beer to barbecue guests, chiding host (Nichols) to hurry up with steaks. Host, holding steaks with one hand to prevent grill marks, painfully admits he's using other hand to toast marshmallows.

both Jackson, all Mississippi; WYLD New Orleans, KTCS Fort Smith, Ark.

The four-member FCC majority reportedly felt the deviation between promise and performance of the stations was not serious enough to warrant action. The greatest apparent discrepancy was reported in the case of WMOX. According to the staff's calculations, the station exceeded its promise on the number of spots it would carry in 58% of the 14 22-minute time segments in its composite week. However, the commissioners felt there was doubt as to the accuracy of the staff's analysis.

The discrepancies the staff reported for the other stations were WRBG, 28.5%; WHNY, 27.1%; WJQS, 16%; WYLD, 17.8%; and KTCS, 25-47%, depending on the interpretation placed on the information supplied.

Present Form Inadequate ■ The commission majority also felt that the existing reporting form is an inadequate instrument for attempting to measure promise versus performance. They felt the question asking for a statement of the station's commercial policy is too "vague" and practically invites an imprecise response. In addition, the form requires information on commercial spots in terms of numbers, and many stations state their's in terms of time.

The commission's action, therefore, probably means a greater effort will be made to expedite action on completing the long-pending rulemaking to revise the program reporting forms for radio and television.

One commissioner said the staff would continue to study renewal applications and bring the statistical information that they develop to the commission. The order terminating the commercials limiting rulemaking said that the staff would bring cases of "excessive" commercialization to the commission for action. "But this doesn't mean that a penalty will be involved for some stations," the commission said. "We're interested in overcommercialization, not nitpicking."

The commission "exercise"—as one official put it—of examining the commercial practices of stations has been helpful—and revealing, according to one commissioner. He noted that although the staff examined the applications of several hundred stations since February, it has produced only a handful of cases it felt merited a closer look.

"Maybe the commercial practices of the stations aren't so bad, after all," he said. "There's been a lot of smoke and fire about the question of commercialization, but on the average, the industry appears to be doing a good job."

mercials gave sales charts a "shot in the arm."

The Geo. Wiedemann Brewing Co., Newport, Ky., joined the pool arrangement in 1962 and soon found that sales of Weidemann's beer in the Midwest were on the rise.

Bill Wall, now creative director at DCS&S, first promoted the use of the Nichols-May commercials. Although the breweries were hesitant at first to use comedy to sell beer, they now are enthusiastic converts. All of Jax and Weidemann's beer TV commercials and 50% of their radio spots are the Nichols-May recordings. Narragansett, which sponsors broadcasts of the Boston Red Sox baseball games, uses the comedy commercials about 50% of the time on both radio and TV. Each of the three breweries has radio-TV billings between \$1.5 and \$2 million a year.

An unusual aspect of the commercials is that they usually are not prepared beforehand. Mr. Nichols and Miss May simply begin talking and quickly develop characters in a situation. Then Forrest Long, copy supervisor and producer of the commer-

cials at DCS&S, confers with Hal Gerhardt, TV art director, and Bud Wexler, art director, on producing cartoons to match the dialogue.

Mr. Long edits the recordings to one-minute or 20-second lengths and provisions are made to substitute the names of the different beer brands on the sound tracks and in the cartoons.

Ideas for commercials may come from the beer companies or the agency, but only rarely are complete scripts given to Mr. Nichols and Miss May to work from. Each brewery is free to use or reject any of the commercials, though most of the commercials are used by all three.

By pooling their efforts, the breweries are able to reduce production costs by as much as a third on commercials. More important, they are able to use commercials that in most cases have already proved successful in another market.

Mr. Long said that commercials successful in one market invariably have similar success in the other two and that all three breweries expect to continue their cooperation in commercial production indefinitely.

Doctors urge more research

Tell House hearing they aren't convinced smoking causes lung cancer

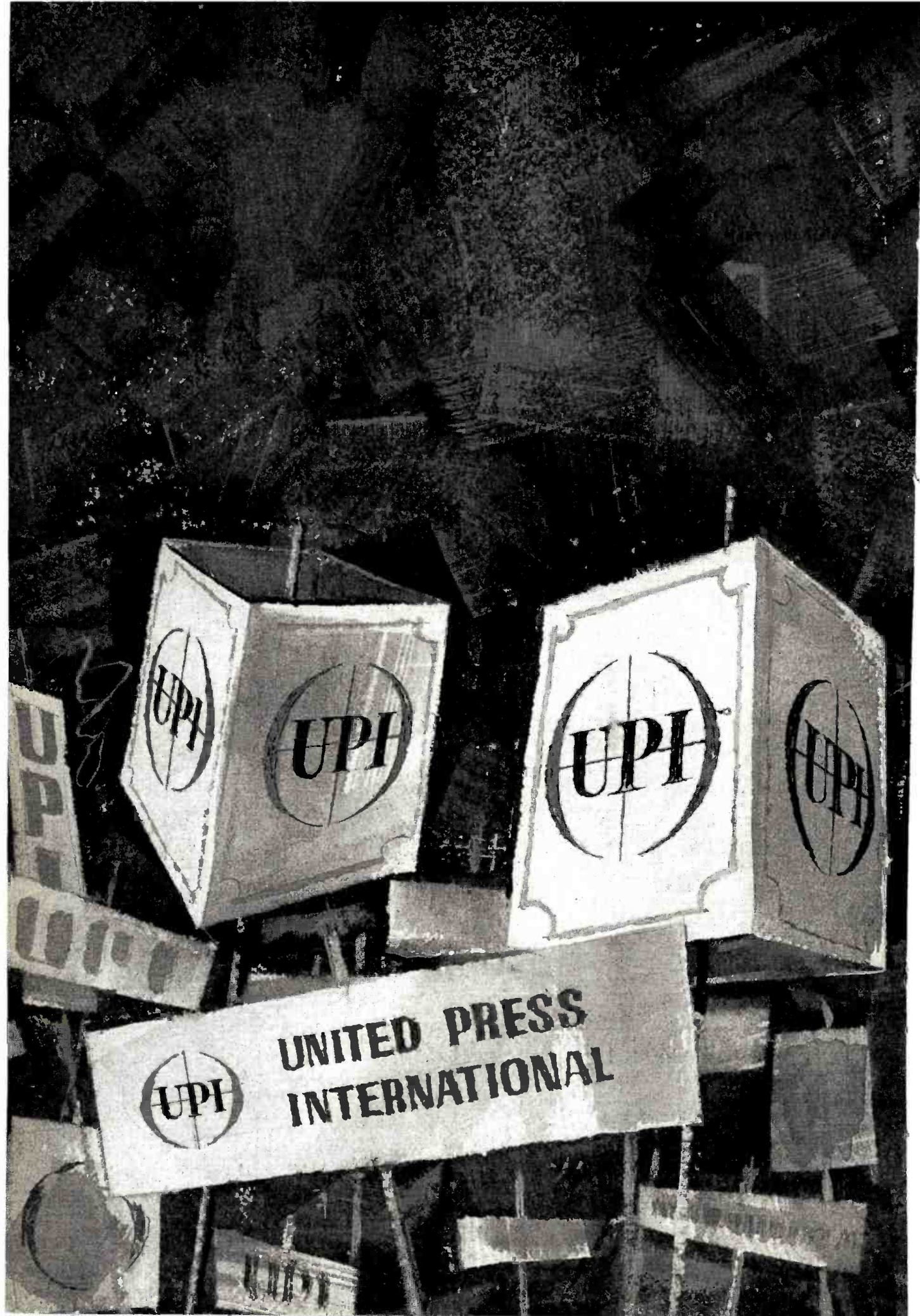
Congressmen raised more questions and witnesses urged more research as the House Commerce Committee entered its second week of hearings on smoking and health.

Monday's (June 29) session was addressed by a statistician-newsman, an expert on pulmonary disease, a cardiovascular specialist, a radiologist, a pathologist and two thoracic surgeons. Differing only in their emphasis, all of them stressed a need for further research, all of them disagreed with the procedures, evidence and conclusions of the surgeon general's report on cigarette smoking, and all of them indicated that discovery of a positive causal relationship awaits discovery of cancer's "trigger mechanism."

Committee members seemed most interested in the possibility that air pollution is a greater health threat than cigarette smoking, with Representative William L. Springer (R-Ill.) in particular, asking pointed questions along this line. The medical witnesses were inclined to discount either substance as a positive carcinogen, but invariably agreed that air pollution was potentially the more dangerous. Dr. Hiram Langston, a Chicago thoracic surgeon, observed that "carcinogenic substances do exist in the urban atmosphere in amounts far greater than the heaviest cigarette consumption might provide." He concluded, in complete accord with the testimony of his fellow witnesses, that "the continuing need for honest research in seeking the answer to this unsolved problem cannot be sidestepped merely because an apparent statistical association has spotlighted a convenient though probably innocent suspect."

Dr. Thomas H. Burford of St. Louis, the other thoracic surgeon, flatly stated "I do not believe that lung cancer is caused by cigarette smoking and I do not believe that smoking is responsible for any shortening of life." He said, in response to a question, "I think we are producing in this country a disease that's worse than cancer—cancer phobia."

On Heart Trouble ■ The group's lone cardiovascular specialist, Dr. Henry I. Russek of New York, listed heredity, a high-fat diet and emotional stress, in that order, as the prime causes of heart



**UNITED PRESS
INTERNATIONAL**





Everything for convention news for the air

From San Francisco, UPI will deliver the only complete spot news coverage for broadcast:

- News by Teletype
- Newspictures by Telephoto and Unifax
- Newsfilm direct from the scene
- Audio reports via leased line

More than 100 UPI news specialists—script writers, photographers, cameramen, editors, audio reporters, technicians—will be on hand at the GOP national convention to provide this full-dimensional reporting.

Cigarette consumption

The Agriculture Department reported last week that Americans have smoked 800 million fewer packs of cigarettes since the surgeon general's report in January than they did during the corresponding time a year ago. Sales dropped 6.5% below the first six months of 1963.

Sales were continuing an 8-year rise until the report, the department said, but because of it have dropped 2% in the last year.

Apparently, the department said, cigarette consumption dropped 15-20% after the report, has picked up again but not to the pre-report volume. The government agency said it "cannot be foreseen" whether sales will continue to gain.

trouble. He explained that "statistical findings linking the tobacco habit to coronary disease afford no proof of a causal relationship since excessive smoking, like overeating and failure to obtain adequate exercise, is often an undeniable manifestation of psychological stress."

Representative J. Arthur Younger (R-Calif.) noted what he considered a curious similarity in the formats of the prepared statements, and asked Dr. Russek for an explanation. The latter replied that he had been advised on form by an attorney for "one of the tobacco companies," but that the content was all his.

Alan S. Donnahoe, vice president and assistant publisher of the *Richmond Times Dispatch* and *News Leader* and a former lecturer on statistics at the University of Richmond, attacked the statistical validity of the surgeon general's report. He attributed the faults he found to "surveys that fail to meet the minimum standards of scientific sampling; to statistical data to which no error limits can be assigned; to findings that are contradictory to known fact."

The congressmen asked a series of questions probing the fact that the surgeon general's advisory committee was composed of men who hadn't expressed an opinion on the smoking controversy.

Anti-FTC Warning ■ Representative Horace C. Kornegay (D-N. C.) asked each witness if he believed the medical evidence was strong enough to justify proposed FTC advertising warnings (BROADCASTING, June 29) and each replied "no."

Commerce committee Chairman Oren

Harris (D-Ark.) on June 29 foresaw that "much time will be spent in the courts before implementation of FTC rules released (somewhat inadvertently and prematurely) during the course of the hearings." He stated that "if the contentions in the special report are valid, corrective action should be taken now."

One of the 11 bills on the subject being considered by the committee was introduced by Representative Walter Rogers (D-Tex.), who said last Wednesday that while cigarette packages should carry a "clear warning of smoking's potential dangers," the requirement ought to be established by Congress and not by a regulatory agency.

A joint resolution was introduced on June 30 by Representative William Munford Tuck (D-Va.) to prohibit the FTC "from promulgating or enforcing rules or regulations requiring the labeling of cigarettes with respect to their effect on human health until duly authorized by Congress."

D'Arcy gets Rust-Oleum

The Rust-Oleum Corp., Evanston, Ill., manufacturer of rust preventatives, announced last week appointment of D'Arcy Advertising, Chicago, to handle its advertising effective Sept. 1. The account, estimated at \$1 million with some budget allocated to TV and farm radio, was formerly at O'Grady-Anderson-Grey, Chicago. Robert P. Grey, president of O-A-G will join D'Arcy as supervisor on the account.

Shulton buys radio time

Shulton Inc., New York, has introduced a new technique in sound in a radio commercial campaign for its Man-Power deodorant for men. The campaign started on the four radio networks on July 3.

The commercials, as conceived and produced by Wesley Associates, New York, are designed to convey brand identification and product characteristics through abstract musical sounds, chords and novel blends of instruments.

Shulton said it's spending more than \$250,000 in the initial radio campaign.

Rep appointments . . .

■ KRGV-AM-TV Weslaco, Tex.: George P. Hollingbery Co., New York.

■ KOIN Portland, Ore.: Henry I. Christal Co., New York.

■ KROY Sacramento, KLYD Bakersfield, and KACY Ventura, all California; KQEN Roseburg and KYNG Coos Bay, both Oregon; William L. Simpson and Associates, Seattle.

ABC-TV adds 5 to list of convention sponsors

Five new advertisers have been added by ABC-TV to the one-third sponsorship already spoken for by Xerox Corp. for the network's coverage of the national political conventions: Brown & Williamson Tobacco (Post-Keyes-Gardner); Clairol (Foote, Cone & Belding); Firestone Tire & Rubber Co. (Sweeney & James); General Electric (Young & Rubicam), and Lever Brothers (Ogilvy, Benson & Mather). ABC-TV said the convention-election coverage was now nearly sold out.

The Xerox business was handled by Papert, Koenig & Lois and covers one-third of the coverage of both conventions and the election. Purex Corp. will present two special programs on ABC-TV on the conventions and the campaigns. A number of special pre and post convention and election programs is included in the new advertiser signings, ABC-TV indicated.

NBC-TV's convention and election night coverage is fully sold to Gulf (Young & Rubicam); CBS-TV's package is five-eighths sold to Institute of Life Insurance, American Tobacco and Socony Mobil.

Agency appointments . . .

■ Suburban Club Carbonated Beverages, Baltimore and Pepsi-Cola Bottling Co. of Baltimore to W. B. Doner & Co., that city. Agency also added Booth Bottling Co., Philadelphia and Pepsi Bottlers of Annapolis, Cumberland and Salisbury, all Maryland.

■ The Duquesne Light Co., Pittsburgh, names Erwin Wasey, Ruthrauff & Ryan, that city.

■ Akron Packing Co., West Richfield, Ohio, names Fred Bock Advertising Co., Akron, Ohio.

■ Tidy House Products Co., Omaha, manufacturer of household cleaning products, names Weightman Inc., Omaha. Weightman has opened an office in Omaha to service the Tidy House and other accounts in that city.

■ Spatini Co., Philadelphia, manufacturers of spaghetti sauce and gravy mixes, names Firestone-Rosen Inc., that city, replacing Weightman Inc. Spatini will make heavy use of TV in selected markets this fall.

■ Ralston Purina Co. has appointed Guild, Bascom & Bonfigli, Los Angeles, to handle advertising for Chicken of the Sea and White Star brands of tuna, products of the Van Camp Sea Food Co., a Ralston Purina subsidiary. GB&B home office in San Francisco is agency for Ralston Purina's Chex cereals.

critics acclaim KLZ-TV's **WATCH O'ER THE RAMPARTS**

the pulse-tingling one-hour documentary of
the cadets who make up America's Air Force
Academy!

"... slick, thorough-going report, possibly the most com-
prehensive yet beamed of the new Air Force Academy ..."
— *Variety*

"... captured our imagination completely ... without qual-
ification, the best local show we've seen in Denver ..."
— *Del Carnes, Denver Post*

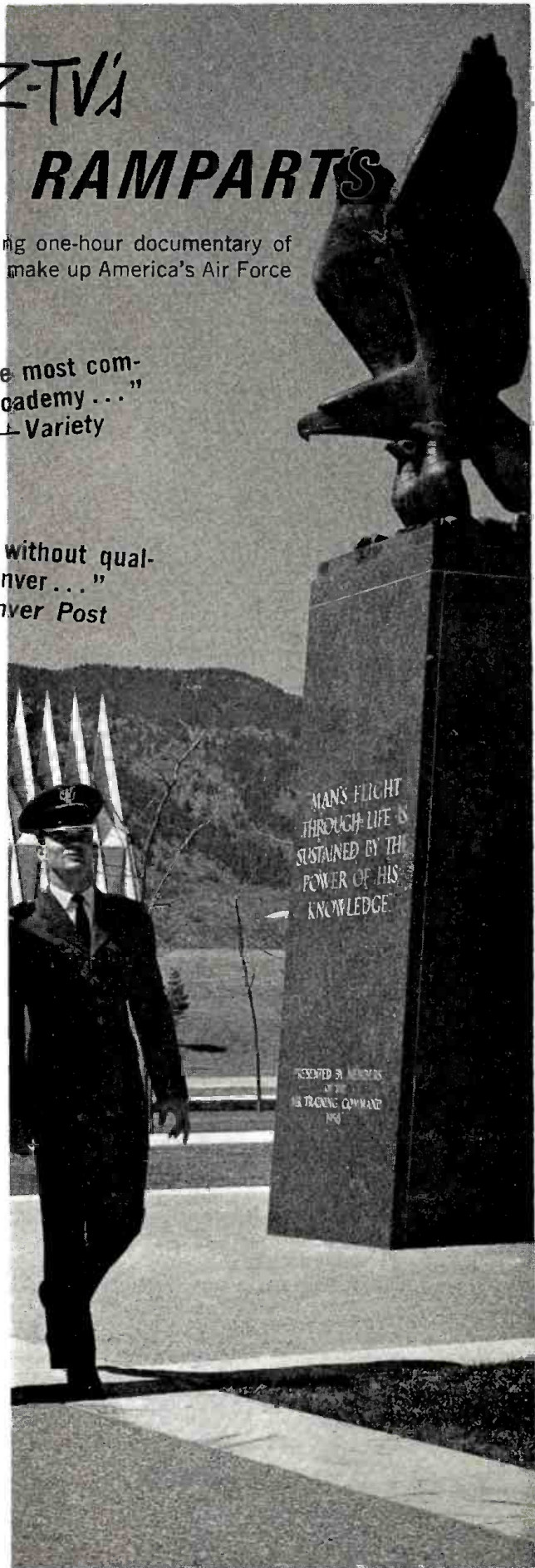
"... viewers should be delighted ... one of
the finest local documentaries ever
produced ..."
— *TV Scout, Rocky Mountain News*

"... most absorbing hour on TV we've seen!"
— *Anne Warriner, Cervi's Journal*

KLZ-TV — produced "Watch O'er The Ramparts"
— two years in the making — has been a smash-
ing success with audiences, critics and sponsors.
The built-in personal interest of every American
in the newest of America's service academies
insures highest audience response. Available for
sponsorship in your area. Wire or call Jack Tipton,
Manager, KLZ-TV, Denver, Colorado, for an audi-
tion print **today!**



CBS • DENVER
KLZ
TELEVISION
Represented Nationally
by the KATZ Agency



Commercials in production . . .

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

Mel Blanc Associates Inc., 1680 North Vine Street, Hollywood 28.

Durkee Famous Foods, Cleveland (sauce); radio campaign. Noel Blanc, production manager. Agency: Meldrum & Fewsmith, Cleveland. Don Yarnell, account executive.

Reddi-2-Whip, Cleveland; radio campaign. Noel Blanc, production manager. Agency: Meldrum & Fewsmith, Cleveland. George Hill, account executive.

Chrysler Corp., Detroit (Chrysler cars); indefinite number of 60s for radio campaign. Noel Blanc, production manager. Agency: Young & Rubicam, Detroit. Ed Ratcliffe, account executive.

Bobbie Brooks Inc., Cleveland (teen-age

fashions); indefinite number of 60s, 20s and 10s for radio campaign. Noel Blanc, production manager. Agency: Nelson Stern Advertising, Cleveland. Nelson Stern, account executive.

Mid-American Videotape Productions; a division of WGN Inc., 2501 West Bradley Place, Chicago 18.

Alberto-Culver, Chicago (Calm); five 60s for TV on tape. Dale Juhlin, director. Agency: BBDO, Chicago. Gene Miller, agency producer.

Kenron Inc., Chicago (storm doors, awnings); two 60s for TV on tape. Dale Juhlin, director. Agency: Rocklin-Irving Associates, Chicago. Bob Spencer, agency producer.

Nelson Bros., Chicago (furniture); ten 60s, 20s and 10s for TV on tape. Dale Juhlin, director. Agency: Stern, Walters & Simmons, Chicago. Charles Tempkin, agency producer.

Archway Cookies Inc., Hinsdale, Ill. (cookies); four 60s for TV on tape. Dale Juhlin, director. Agency: Ed Marineau Inc., Battle Creek, Mich. Ted Matered, agency producer.

Shield Radio & TV Productions, 919 North Ernst Court, Chicago 11.

Quaker Oats Co., Chicago (Ken-L-Ration dog food); one 60 for TV, music track on film. James C. Dolan, production manager. Agency: J. Walter Thompson, Chicago. Bill Ross, agency producer.

Pillsbury Co., Minneapolis (cake decorator);

one 30 for TV, music track on tape. James C. Dolan, production manager. Agency: Leo Burnett, Chicago. Rudy Purz, account executive. John Clark, agency producer.

Bosch Brewing Co., Houghton, Mich. (beer); two for radio, jingle-dramas. James C. Dolan, production manager. Agency: Clinton E. Frank, Chicago. Jack Lawrence, agency producer.

'H-B' gets year-round buys

Nine advertisers have bought into NBC-TV's *Huntley-Brinkley Reports* (Monday-Friday, 7-7:30 p.m.) on a 52-week basis, making the news program more than 90% sold. Advertisers are the Block Drug Co. (Grey Advertising), Aluminum Co. of America (Fuller & Smith & Ross), American Chicle Co. (Ted Bates & Co.), American Dairy Association (Compton Advertising), American Home Products Corp. (Ted Bates), General Cigar Co. (Young & Rubicam), John Hancock Mutual Life Insurance Co. (McCann-Erickson), Standard Brands Inc. (J. Walter Thompson Co.) and J. B. Williams Co. (Parkson Advertising).

THE MEDIA

Meredith, Avco join in CATV

Broadcast group owners
form company to operate
community TV systems

Avco Corp. and the Meredith Publishing Co., both owners of subsidiary group broadcasting operations, last week announced joint formation of a company to establish, acquire and operate community antenna television systems.

It represents the opening move by Avco—parent of Crosley Broadcasting—into the fast-developing community antenna field. Meredith Publishing, which owns Meredith Broadcasting, had already embarked on CATV acquisition in Florida, both in cooperation with Jerrold Electronics Corp., and with four systems of its own.

These Florida holdings are expected to be the nucleus of the new company, Meredith Avco Corp., which will be evenly held by Meredith and Avco. The new firm, expected to have headquarters in New York, will have a planned capitalization of \$10 million.

A joint statement issued by the two companies last week indicated that officers, directors and personnel of Meredith Avco would be named at a date in

the near future.

Avco's Crosley Broadcasting operates WLW and WLWT(TV) Cincinnati; WLWC(TV) Columbus; WLWD(TV) Dayton, all Ohio, and WLWI(TV) Indianapolis.

Meredith Publishing Co., Des Moines, Iowa, publishes *Better Homes and Gardens Magazine* and trade journals. Its broadcast subsidiary operates KCMO-AM-FM-TV Kansas City, Mo.; KPHO-AM-TV Phoenix, Ariz.; WOW-AM-FM-TV Omaha and WHEN-AM-TV Syracuse, N. Y.

The four CATV systems which have been held independently by Meredith are located in Eau Gallie, Melbourne, Ormond Beach and Merritt Island, all Florida.

A representative of Avco said the decision to join forces with Meredith was based on Meredith's experience in CATV and that joint capitalization of \$10 million would likely yield greater success than one of half that size.

The Avco spokesman said the company did not expect any objection from the FCC on the basis of the parent organizations' multiple station ownership status. He described the joint venture as "a perfectly legitimate procedure."

Avco said there is no intent to localize the CATV operation in Florida and that opportunities are being explored throughout the country. The present CATV holdings of Meredith represent "a very small part" of the \$10 million marked for the project, according to the Avco official. "There is no reason to expect the \$10 million will be spent in a hurry," he said.

GE's three outlets renewed

Four-year wait ends with
no FCC vote announced;
Henry writing disagreement

General Electric's four-year wait for the renewal of its three broadcast licenses came to an end last week. The FCC, in a terse announcement, said it had granted renewal of the licenses for WGY, WGFM(FM) and WRGB(TV), all Schenectady, N. Y.

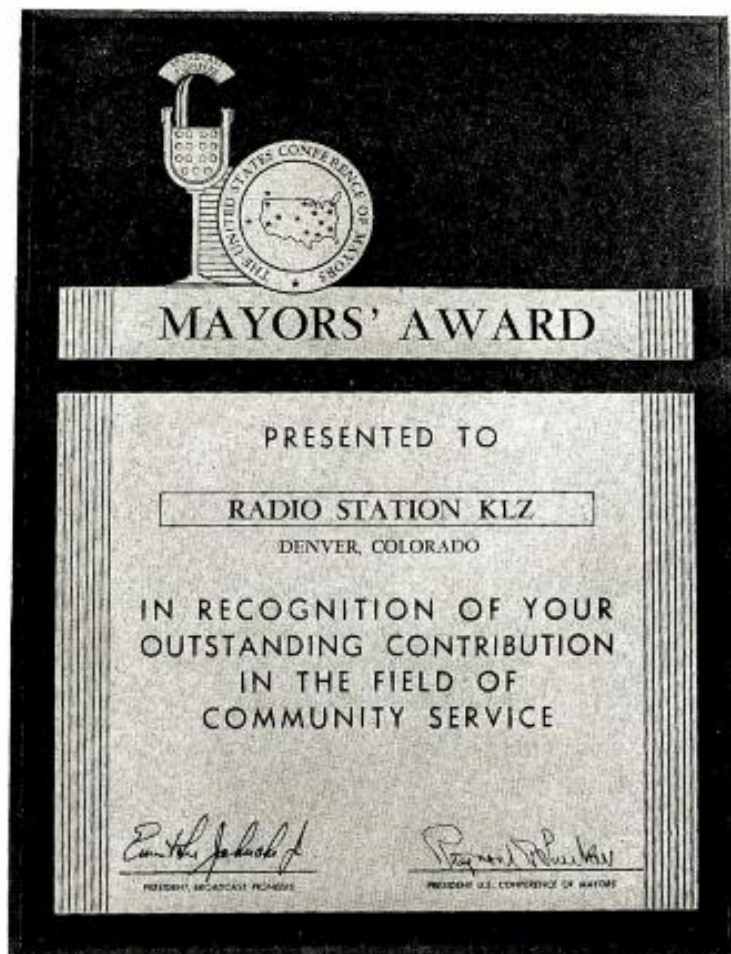
No vote was announced. But it was learned that Chairman E. William Henry dissented and that Commissioner Robert E. Lee may line up with him when the order granting the renewals is issued.

The order, which contains the commission's reasoning, was not published last week, reportedly to allow the chairman time to prepare a dissenting statement to issue with it.

The renewal applications had been deferred since 1960 as a result of GE's pleas of guilty and no contest to anti-trust charges growing out of a price-rigging case involving the sale of electrical equipment.

In 1962, the commission granted the renewal applications of 14 Westinghouse Broadcasting Co. stations that

ANOTHER **FIRST** IN A GREAT TRADITION



* For Excellence in Local Community Service Programming *

KLZ Radio has always strived to be a leader in the broadcasting industry, and is today one of the nation's most honored stations. Many important national awards have been won FIRST by KLZ Radio. We are pleased by the vote of confidence expressed in our programming when the U. S. CONFERENCE OF MAYORS - BROADCAST PIONEERS recently presented us with their FIRST Annual Radio Award... It is the same kind of confidence that listeners and advertisers place in KLZ every day... Put "excellence in programming" to work for you...

REPRESENTED
BY
KATZ

KLZ RADIO 560
CBS IN DENVER
DENVER'S **FIRST** STATION



Is there concentration of control or excessive competition?

For months it's been evident the FCC intends to take a hard look at its multiple-ownership rules. Individual commissioners have expressed concern that the rules, at least as implemented, permit a concentration of control. And the commission staff is known to be reviewing the rules, preparatory to recommending revisions.

It isn't known when this issue will come to a head. But a TV-radio management consultant, who has credentials as an economist and who is a former official of the National Association of Broadcasters, isn't waiting for rules change proposals to emerge. In a letter to his clients, he says concern over concentration of control is baseless and that, in fact, competition in the broadcasting industry is excessive.

The rules permit licensees to own a maximum of seven AMs, seven FMs and seven TVs, provided no more than five are VHF stations. And the consultant, Richard P. Doherty, asserts that "certain proponents" of the "concentration of control" theory "who would alter these rules 'are essentially searching for a mechanism to fragment the broadcasting industry into an essential structure of 'locally' owned single units.'"

Mr. Doherty said local ownership has not proven a guarantee of high-quality service and that "those who would fragment operation... to maximize numerical ownership should demonstrate that this is the way to improve public service."

Mr. Doherty, who is president of TV-Radio Management Corp., of Washington, D. C., has had 17 years experience teaching economics at Boston University and Harvard, and was vice president of the NAB from 1946 to 1954.

Major Arguments ■ Mr. Doherty

makes two main points:

1. Mass communications in the United States are so highly developed and widely diversified that group ownership of radio-TV stations could not result in concentration of control.

2. The economic and social evils that can flow from "bigness" in business are not found in the broadcasting industry.

Mr. Doherty sought to bolster his first point with the results of research he did on the coverage by all mass media—radio, TV, newspapers and magazines—in the nation's 15 largest markets. In his project, he translated circulation into terms of "impressions." For instance, newspaper weekly impressions equalled daily circulation multiplied by six. Television impressions were based on the most recent Nielsen Market Data Reports for each of the 15 cities, with average (per day) quarter hour circulation projected to a total weekly base.

The results, he said, showed that "so massive and diversified are mass communications, in any given market," that the top TV station accounts for about 20% or less of

total weekly impressions in 8 of the 15 markets; for between 20% and 25% of the impressions in 6 of the top 15 markets and 29% in only one of the 15 leading markets. In radio, he said, the No. 1 station accounts for less than 10% of all weekly impressions in 12 of the 15 markets.

Combines Don't Monopolize, Either ■ And if the audiences of the top TV and radio stations are combined, he said, "we account for less than one-third of all impressions in the vast majority of the nation's leading 15 markets."

So long as the FCC enforces its duopoly rules—prohibiting ownership of two stations of the same service in the same market, he said—"there is no hazard that concentration of broadcast control will result in monopoly influence by group owners over public opinion."

In discussing "bigness" in business Mr. Doherty said it should be guarded against only when it results in such economic and social evils as unfair restraint of trade, domination of markets to the detriment of the public, and collusion to fix prices.

None of these situations exist in broadcasting, he said, adding that radio and television constitute one of the country's "most freely competitive industries in regard to product, service and price." Price control, he noted, has never existed—indeed, the major problem has been the "other fellows" who cut rate card prices. And collusion between stations, even big ones, to control product (program or markets or audience) is a myth, he added.

He said that 90% of the American public has at least a three-station choice of the programs, including outside TV stations and CATV service.



Mr. Doherty

had been deferred because of the Westinghouse Electric Corp., WBC's parent corporation, involvement in the same antitrust case (BROADCASTING, March 5, 1962).

The renewal of the GE licenses followed the creation of a new GE subsidiary—General Electric Broadcasting Co.—that will operate the broadcast properties. Although no announcement was made, it was learned that the commission approved the assignment of the station licenses to the new company.

Subsidiary a Plus ■ The commission reportedly cited the creation of the subsidiary as one of the reasons for renewing the licenses. The commission had

suggested that changes be made in the GE corporate structure as a means of assuring "proper discharge of the responsibility of top management for operation of the broadcast station in the public interest" (BROADCASTING, Jan. 21, 1963).

Top GE management officials are in charge of the new subsidiary, including Fred J. Borch, president and chief executive officer of GE. He is a director and chairman of the board of the new company.

The commission also reportedly noted that none of the GE officials responsible for station operations were involved in the antitrust proceeding.

GE's record as a pioneer broadcaster—it's been operating WGY since 1922—was also said to have been counted a mitigating factor. The commission reportedly feels that the company's 42-year record has been generally commendable.

The commission is said to have noted that GE has been active in community affairs and that its stations have provided programming—including specials, documentaries and public service programs—"consistent with the public interest."

However, the order announcing the renewals will also reportedly deliver a warning about any future violations.

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Who's to succeed LeRoy Collins?

Broadcasters incline toward one of their kind
as new NAB president—but they also begin
to think about changing association's structure

The 44-man joint board of the National Association of Broadcasters has been called to meet July 14 in Chicago to weigh the future of the association following the impending resignation of President LeRoy Collins (BROADCASTING, June 29).

Mr. Collins is scheduled to become the federal director of community relations services, a new post created by the Civil Rights Act. The office is designed to conciliate civil rights controversies before they reach the federal courts.

Mr. Collins already has been busy helping to establish the skeleton of the new office in the Department of Commerce, although he is not expected officially to leave the NAB until Aug. 1. In the Civil Rights Bill the community relations services job is specified at \$20,000 per year. The pending pay raise bill is expected to boost this to between

\$23,000 and \$25,000.

The July 14 meeting, at O'Hare Inn was called by Williard Schroeder, WOOD-AM-FM-TV Grand Rapids, Mich., chairman of the NAB joint boards. There is some opposition to the date; it comes one day after the opening of the Republican National Convention.

Whatever the date, the combined TV and radio boards are confronted with three board problems:

- To arrange for interim administration of the NAB.
- To decide whether to continue the principle of a permanent president.
- To appoint a selection committee to find a new president.

It isn't certain that the boards will face all three of these problems at their meeting in Chicago. It has been suggested that the boards confine themselves to establishing a caretaker ad-

ministration, while giving unhurried consideration to the other matters confronting the association.

Broadcaster Leader ■ As the news that Mr. Collins was leaving his \$75,000-a-year NAB post spread throughout the industry last week, strong sentiment seemed to develop for the selection of a practical broadcaster to head the NAB.

Although the prevailing view was that the trade association should proceed deliberately, many broadcasters lost no time in suggesting that a broadcaster rather than a public figure or a politician should take over as NAB president.

Several influential broadcasters were quick to advance their notions as to the type of broadcast executive who should be sought. The predominant view was that the new president should

Busy Collins, speaks out in favor of broadcaster's fairness

Man in the news LeRoy Collins, scheduled to become first director of community relations service after the Civil Rights Bill is passed by the Congress and signed by the President (BROADCASTING, June 29), fulfilled a busy public schedule during the last week.

As president of the National Association of Broadcasters Mr. Collins on June 28 told the American Optometric Association meeting in New York that many times the government "attempts to extend its hand too far" and often "bumbles—no one can deny that." But, he added, "blind opposition to any and all government activity is a dead end street, and the idea that everything will come out all right if each of us pursues his own narrow special interest is no longer valid. . . . If we abdicate our responsibilities, things will come out badly for us and our nation."

Monday's schedule for the NAB president included an assignment as the opening speaker before the Cali-

fornia Broadcasters Association meeting in San Francisco where he pointed out that "some within the federal government unwisely—and I think without real forethought as to the consequences—continually advocate more and more control over radio and television. Some of our government guardians, in an excess of zeal," Mr. Collins continued, "seek to impose controls which would seriously handicap broadcasting. The projected expanded clarification of the so-called fairness doctrine, by the Congress and also by the FCC, is a case in point. No one argues that a broadcaster should not be fair.

"But fairness is a term that is not precise, and one that cannot be spelled out in exact specifications which will be applicable in the wide variety of circumstances a broadcaster actually faces," Mr. Collins said. "Thus in day-to-day broadcasting operations, the gravity of government concern over 'fairness' now has the practical effect of discouraging the

use of the broadcasting media for the expression of opinion. . . . Any broadcaster who would be deliberately unfair does not satisfy the character qualifications to be a licensee. But we should not have the government looking over our shoulders on a day-to-day basis telling us what we should and should not broadcast. If the broadcaster is to be a vital effective force for the advancement of his community then his programming must come in response to his own dedication and integrity and competence."

At a student-faculty symposium on conventions at the University of California, Berkeley, Mr. Collins, also on Monday (June 29), praised the virtue of television's comprehensive coverage of political events by saying that "the watchful eye of the television camera and a more sophisticated and better-educated American people will impel the parties to compete in the quality of the conventions as well as in the quality of

serve full time in Washington.

In the forefront of those mentioned as the ideal broadcaster-executive was Clair R. McCollough, president, Steinman Stations, who has been active in industry affairs for a quarter century. Mr. McCollough, who was 61 on July 1, served unofficially as acting head of the NAB (while chairman of the joint board) from the death of Harold E. Fellows on March 8, 1960, until Mr. Collins assumed the presidency on Jan. 4, 1961.

Other well-known broadcasters suggested as possessing the leadership qualifications for the NAB head were:

- Donald H. McGannon, 43, president of Westinghouse Broadcasting Co., who has handled numerous trouble-shooting assignments for the NAB, including the chairmanship of the Broadcast Rating Council and of the research committee.

- J. Leonard Reinsch, 54, president, Cox Broadcasting Corp., long on the national scene as presidential consultant-advisor on broadcast matters and, since 1956, as executive director of the Democratic national conventions. Mr. Reinsch was chairman of the U. S. Advisory Commission on Information until early this year (his successor will be Frank Stanton, president of CBS Inc.) and is active not only in broadcasting but in CATV affairs.

- Ward L. Quaal, 45, executive vice

their candidates." He expressed confidence that "the impact of television and radio coverage will force the conventions to present a more orderly and businesslike atmosphere to the viewing and voting public."

At a news conference the same day in San Francisco, Mr. Collins called the proposed Federal Trade Commission requirement that cigarette advertising include a warning that smoking is a health hazard that could result in death (BROADCASTING, June 29), a "dangerous innovation" in government regulation. He pointed out that while he had called on broadcasters to curb cigarette advertising designed to appeal to young people that recently the tobacco industry had proposed a code of advertising to accomplish that same purpose.

This is what the FTC action wants to achieve, the NAB president commented, noting that although he agrees with the intent, he sharply disagrees with a rule that broadcasters and other media be required to include in their cigarette advertising a warning that cigarettes may be harmful.



Lloyd Sigmon (left), KMPC Los Angeles, confers with LeRoy Collins, president of the National Association of Broadcasters, between sessions at the California Broadcasters Association convention last week (see page 50).

president-general manager of WGN Inc., and a member of the board of the parent Chicago Tribune Co. Mr. Quaal previously served as director of the Clear Channel Broadcasting Service, with headquarters in Washington, and as vice president of Crosley Broadcasting Corp. He is a familiar figure in Washington.

- John S. Hayes, 53, president of the Post-Newsweek Stations, and chairman of the executive committee and of the planning committee of the Washington Post Co. Mr. Hayes was the first head of the American Forces Network in the European Theater of Operations during World War II as a lieutenant-colonel, and was advisor on broadcast matters to Lyndon B. Johnson as vice presidential candidate in the 1960 campaign. He is the immediate past president of United Community Funds and Councils of America Inc. and is a member of the board of trustees, National Urban League. Mr. Hayes is also chairman of the NAB's committee on international broadcasting.

In some broadcaster quarters the possibility of appointing an outstanding constitutional lawyer—perhaps of the stature of Whitney North Seymour, former president of the American Bar Association—to head the association was advocated. The thought was that with a distinguished lawyer heading the association a good fight could be made toward retrieving for broadcasting its constitutional rights as a free instrumentality of mass communications.

It was generally conceded that if the course of selecting a practical broad-

caster is decided upon, the most difficult task would be to convince men of the caliber suggested to leave their present assignments, even if only for a tenure of one year or two. In practically all instances, financial sacrifices would be involved—even at a \$75,000 stipend—because of the dislocation involved in making the move to Washington.

It was believed that most of the broadcasters who might be considered for the NAB presidency would have ownership interests in broadcast properties or vestments in retirement plans associated with their private jobs. Whether these would constitute barriers to their acceptance of the NAB post was not entirely certain.

The NAB by-laws contain no prohibition against an NAB president or executive holding financial interests in broadcast properties. In 1946, however, the NAB board forced an NAB executive to withdraw from participation in an application for a radio facility. Since then that action has been construed to imply a general ban against NAB executive participation in broadcast ownership, although the board could now revoke or perhaps ignore the 1946 vote.

Staff Operated ■ In some circles it is thought that the NAB staff as now constituted would be capable of carrying on the normal functions of the association, with policy guidance provided by the association's executive committee (in addition to Mr. Schroeder, as joint chairman, the executive committee comprises the chairmen and vice chairmen of the TV and the radio boards).

This would put Vincent T. Wasilewski, NAB executive vice president, in the chief operating seat, until a new president is chosen.

In 1960, when Mr. Fellows died, a regency consisting of Mr. McCollough, G. Richard Shafro, Broadcasting Company of the South, and Merrill Lindsay, WSOY-AM-FM Decatur, Ill., ran the NAB. Everett E. Revercomb, the NAB's secretary-treasurer, administered the association's staff.

Among other suggestions voiced by broadcasters is the thought the association might follow the practice of other trade associations (notably the U. S. Chamber of Commerce, and, closer to home, the Electronic Industries Association) which elect a new president yearly from among its members, while a permanent staff operates the association under the direction of a permanent operating executive.

One broadcaster reflected a common view that while a search for a president is undertaken the interim period be used to consider larger questions. Among these is the very structure of the NAB itself. One veteran broadcaster thought this might be the opportune time for a management study of the NAB organi-

Wasilewski voices confidence in staff

Vincent T. Wasilewski, executive vice president of the National Association of Broadcasters, said last week that he felt the NAB staff could carry on during the interim period while the NAB boards, or a selection committee, looked for a new president.

"I believe we have an excellent staff," Mr. Wasilewski said, "which is fully qualified and capable of conducting the normal operations of NAB for the interim period. Governor [LeRoy] Collins has developed a good staff here and I'm sure he is as confident as I that it will be able to carry out its functions while awaiting the selection of a new president."

The 41-year-old Mr. Wasilewski was named executive vice president



of the NAB in 1961, after 12 years with the association as lawyer, general counsel (1953), manager for government affairs (1955) and vice president for government affairs (1960). He joined NAB in 1949, directly after being graduated with a doctorate in jurisprudence from the University of Illinois. He was graduated from the University of Illinois cum laude in 1948 with a bachelor's degree in political science.

A native of Athens, Ill., Mr. Wasilewski served with the U. S. Air Force in the China-Burma-India Theater during World War II. He lives in suburban Falls Church, Va., with his wife and six children (four girls, two boys).

zation, to be undertaken by an outside consulting firm.

But all speculation continued to return to the question of whether the next paid permanent president be an outsider or a broadcaster. This undoubtedly will become a vital decision for the joint board to make before the search is officially organized for a successor to Mr. Collins.

The board at its meeting June 26, agreed to provide Mr. Collins with a

reported \$60,000 settlement of his contract (which still has 18 months to run) and other incidentals. Responses from board members to wires that went out that day asking for ratification of the settlement were reportedly running heavily in favor of the agreement. It was understood that two directors felt the agreement was too liberal while one director felt it was inadequate. Three directors abstained until more information was available.

ment of candidates. A more important, problem, he declared, is the broadcasting of projected final vote totals at a time when people are still voting. The answer to this problem, he said, should not be censorship or penalties.

Don Bradley, campaign manager for Pierre Salinger, California Democratic candidate for U. S. senator, was upset about the lack of uniformity in disclaimers required for political commercials. In some cases, he said, they use up the full 10 seconds of an ID spot. He urged CBA to formulate a statewide disclaimer code to which all stations could adhere.

Mr. Bradley said that Mr. Salinger's California primary campaign cost \$512,000, of which 70% was for radio-TV, mostly TV. In 1950, he said, only 12% of campaign budgets went into broadcast.

Spots are the best broadcast buys for a political candidate according to James Dorais, partner in Whitaker & Baxter, political advertising specialists. Programs, he said, should be used only occasionally.

The political panelists agreed on one point. They voiced an appreciation for the rule that requires broadcasters to sell political time at the same rates they charge commercial clients.

A TV sales panel was moderated by Elton Rule, vice president and general manager of KABC-TV Los Angeles. Panel members were Frank King, national sales manager, KTVU(TV) Oakland-San Francisco; Mac Lean Chandler, account supervisor, Post-Keyes-Gardner, San Francisco; Ray Beindorf, sales manager, KNXT(TV) Los Angeles, and Clarice McCreary, TV media director, Honig-

Station identification is a snag

CBA told of rating flaw found by RAB-NAB study; political broadcasting panelists cover spectrum

A source rating error not previously thought of has been revealed in the first study conducted for the Radio Advertising Bureau—National Association of Broadcasters methodology study steering committee.

Miles David, administrative vice president of RAB, told the radio session of the California Broadcasters Association 1964 convention that preliminary inspection of the study shows many people don't know how to properly identify the station they listen to when they are interviewed by a rating service.

The CBA meeting was held Monday-Tuesday (June 29-30) at the Mark Hopkins hotel in San Francisco with CBA President, Robert D. Wood, vice president and general manager of KNXT (TV) Los Angeles presiding. A record registration of 117 executives attended the convention, which at its closing sessions elected Robert Wilson, KXTV(TV)

Sacramento, to succeed Mr. Wood as president of CBA (see page 74).

Section 315 of the Communications Act, the high cost of TV campaigning, disclaimers, station endorsements of candidates and TV debates between major candidates got a thorough going over during a panel on political broadcasting problems.

Eugene Wyman, California Democratic state chairman, was mainly concerned with station endorsement of candidates. Newspapers traditionally favor candidates, but radio and TV he contended, are different. They lack the tradition, and when they endorse a candidate, it comes as something of a shock to the listeners, Mr. Wyman noted. More important, he added, is the "tremendous influence" radio and TV have on the voting public.

No Censorship ■ Casper Weinberger, Republican state chairman, took the opposite stand, and favored endorse-

Cooper & Harrington, San Francisco.

Substantiation ■ If a claim made in a commercial cannot be supported it "has no business being made over broadcast facilities," Howard H. Bell, director of the National Association of Broadcasters code authority told the CBA. But he vowed allegiance to a "standard of reasonableness" that demands "only reasonable validation. All researchers may not agree that a certain claim can be made."

But, he said, "you would be amazed at the number of times a so-called clinical study is virtually nonexistent, and at the number of times that a claim can't be supported at all."

Mr. Bell also said it was time to "explore and probe to see if we can develop some new approaches to certain code standards, including time standards. For example, is there a way to set limits which will continue to preserve and benefit the public's interest while at the same time provide more flexibility to the broadcaster?"

Although he earlier pointed out that the code's piggyback amendment was not fashioned as a panacea for the clutter problem, Mr. Bell did broach the problem. "The code does not now deal with the matter of interruptions," he said, "which current evidence indicates is the chief cause of viewer irritation on television. It may well be that the TV code's future emphasis will be in this area of commercial practices."

Public servants ■ Broadcasters can become free only if they accept the professional obligations to serve society, W. Theodore Pierson, Washington communications attorney, told the California meeting.

This professionalism, Mr. Pierson said, comes from a belief in the "high calling" of communicating, training and experience to know "better than the people I serve" what should be communicated to them, a continual improvement of skills through experience, research and training, and an ultimate purpose "not to just make money, though that is awfully essential" but to contribute to "a free and open and progressive society of dignified and responsible people who will understand as much as man is given to understand."

In his talk, Mr. Pierson questioned whether broadcasters really want to be free.

"I have become increasingly disturbed by the fact that most of the external shackles upon your liberty to program as your judgment dictates were fashioned by the industry itself, willingly accepted by it, and to an alarming degree, continuously urged by it."

This acquiescence, Mr. Pierson observed, is based on the desire of the industry to improve relations with government.

Field Enterprises seeking UHF

Return to broadcasting places firm in competition with three opponents for remaining Chicago outlet

Field Enterprises Inc. last week took a first step that could return the Chicago company to broadcasting. Through its subsidiary, Field Communications Inc., it filed with the FCC an application for UHF channel 38 in Chicago.

Field faces a comparative hearing with three other applicants for what is the last free television allocation in Chicago. Field's competitors are Warner Bros. Pictures Inc., Kaiser Industries Corp.'s broadcasting division and Chicagoland TV Co.

Field Communications' executive head is Sterling C. (Red) Quinlan, who would manage the channel 38 station if his company got the grant. Mr. Quinlan is a former ABC vice president and general manager of the network's Chicago outlet WKBD-TV. The Field application proposes 38.8% live programming.

Field Communications estimated it would cost over \$1.8 million to construct the proposed station. The outlet would be on the air from noon to midnight during weekdays and from 2 p.m. to 11 p.m. on Saturdays and Sundays. Power is planned at 1 megawatt for the video and 500 kw for the aural signal.

Field's Return ■ The Field application confirmed the company's interest in returning to broadcasting 10 years after it sold out of radio. In the early 1950's Field sold its five radio stations—KJR Seattle, KOIN Portland, Ore., WSAI Cincinnati and WJJD and WFMF(FM), both Chicago.

Field is planning its return in a big way. At the time the company announced Mr. Quinlan as its broadcast executive. Mr. Quinlan said, in reference to the company's ability to invest "you can dream about any figure you want" (BROADCASTING, April 6).

Field is also studying FM, subscription TV and community antenna television. Mr. Quinlan has said its plans in TV may expand into a fourth network.

Field Enterprises is publisher of the *Chicago Sun-Times* and the *Chicago Daily News*, *World Book Encyclopedia* and *Childcraft*.

Filed First ■ Kaiser was the first to file for channel 38, doing so in early September 1962. The Chicago application was part of Kaiser's move into UHF with applications for channel 50 in Detroit, channel 41 in Burlington, N. J.-Philadelphia, channel 44 in San Francisco and channel 52 in Corona. Kaiser has received grants for Detroit

(WKBD), San Francisco (KFOG-TV) and Corona (KICB) (BROADCASTING, Jan. 7, 1963). There has been no action on the Burlington-Philadelphia application. Kaiser also owns KGMB-AM-TV Honolulu and KMAU-TV Wailuku, Hawaii.

Chicagoland TV filed a year later and Warner Bros. followed two months after that.

Chicagoland TV is owned equally by Frederick B. Livingston and Thomas L. Davis. Mr. Livingston is the majority owner of a Chicago advertising and public relations firm, Livingston and Associates. Mr. Davis is general manager of WAAF Chicago and part owner of WBOW Terre Haute and WHUT Anderson, both Indiana.

Warner Bros. is owned by Jack L. Warner (23.6%) and others and is also an applicant for channel 20 in Fort Worth.

Chicago UHF Status ■ Channel 38 is the last free UHF frequency assigned to Chicago. There is at present one operating UHF, WCIV-TV on channel 26, owned by Weigel Broadcasting Co., and two UHF's not yet on the air. They are WCAD-TV (ch. 32), which is owned by TV Chicago, a joint venture of the H. E. Balaban Corp. and Transcontinental Properties groups, and WSNS-TV (ch. 44), owned by Essaness TV Associates. There is also an educational UHF WXXW-TV [ch. 20]. WXXW's permittee is the Chicago Educational TV Association, licensee of WTTW-TV on channel 11.

Metromedia gets transit ads

Metromedia Inc. last week acquired Fielder, Sorensen & Davis, a transit advertising company which holds a franchise in San Francisco, Oakland, San Jose and Sacramento, all California.

Metromedia operates WNEW-AM-FM-TV New York; WTTG-TV Washington; WHK-AM-FM Cleveland; WIP-AM-FM Philadelphia; WTVH-TV Peoria and WTVF-TV Decatur, both Illinois; KLCB-AM-FM and KTTV-TV Los Angeles; KOVR-TV Stockton, Calif.; KMBC-AM-FM-TV Kansas City, Mo., and WCBM-AM-FM Baltimore. The company also owns the Foster & Kleiser outdoor advertising company.

Acquisition of Fielder, Sorensen & Davis is Metromedia's second move into the transit advertising field. It added the transit franchise in Los Angeles to its holdings last year.

'52

"Television's coverage of the election returns...resulted in a landslide victory for the Columbia Broadcasting System."

THE NEW YORK TIMES

'54

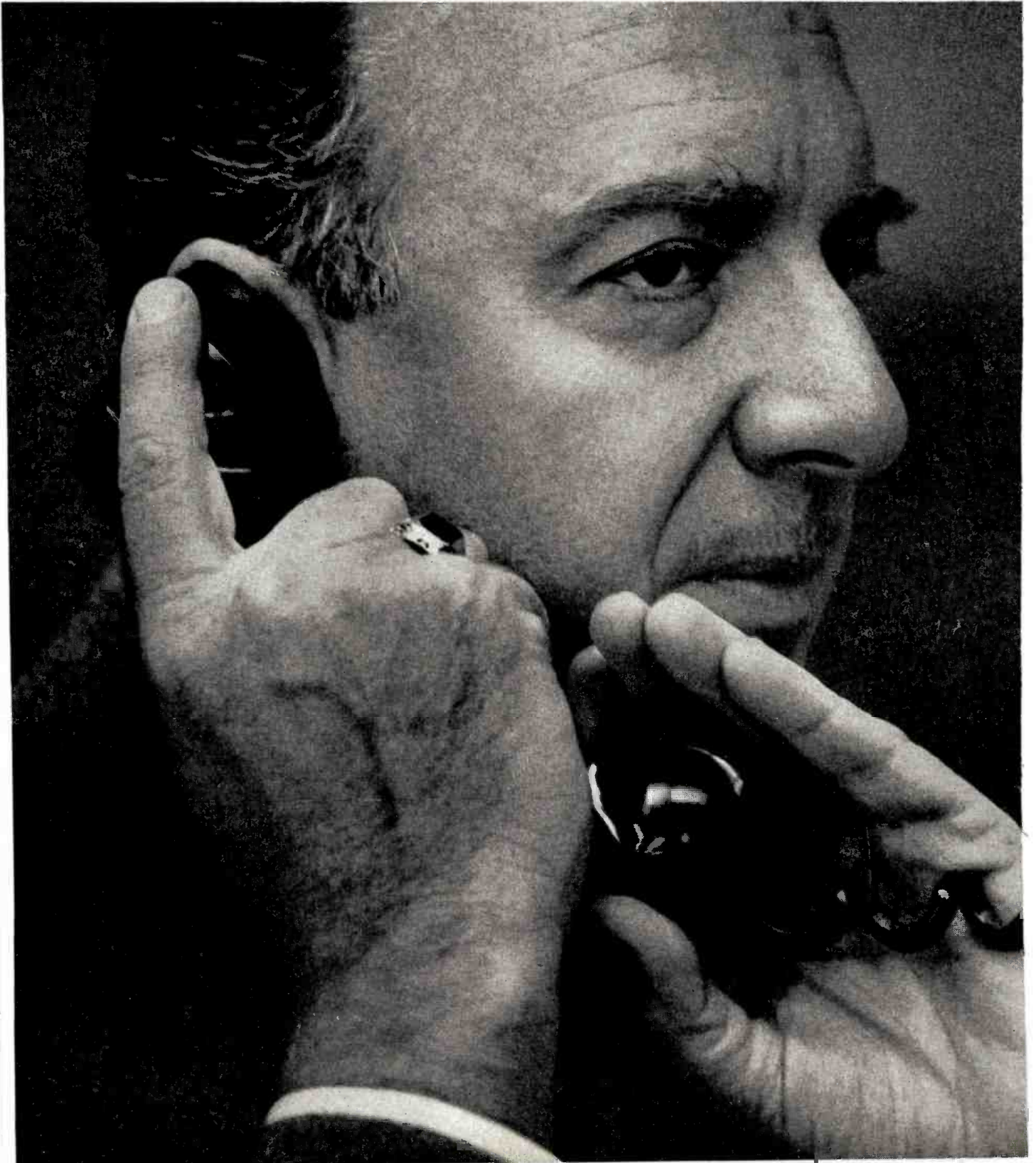
"CBS, which went into this election much more thoroughly than anyone else, did a superb job."

NEW YORK HERALD TRIBUNE

'56

"So again we string along with Walter Cronkite, the CBS-TV anchor man. Cronkite is a calm, un-panicky, reserved type."

NEW YORK JOURNAL-AMERICAN



'58

"On television it was once again the Columbia Broadcasting System that had the best organized... method of reporting."

THE NEW YORK TIMES

'60

"What is an anchor man?... as far as TV goes, one definition could consist of two words—Walter Cronkite."

WASHINGTON POST

'62

"When it comes to election coverage, Walter Cronkite is the winner and still champion..."

PITTSBURGH POST-GAZETTE

'64

Walter Cronkite extends his record run as the only television reporter to cover every convention and election since 1952. Joined by fellow CBS News Correspondents Eric Sevareid and Harry Reasoner, and backed by television's most experienced news-gathering organization, he's the man to watch at the Republican National Convention in San Francisco beginning next Monday. © CBS NEWS

AM freeze ends after two years

FCC adopts plan to thaw freeze, limit certain FM program duplication

The FCC by a 5-2 vote last week adopted its proposed plan for the future development of AM radio and its relation to FM. The action thawed a two year freeze on AM applications for new stations and major changes of facilities.

The commission also adopted the provision of the rulemaking that will limit to 50% the amount of time FM stations in cities of 100,000 or more population may duplicate the programming of commonly owned AM stations in the same community.

Chairman E. William Henry and Commissioners Kenneth A. Cox, Lee Loevinger, Robert E. Lee and Robert T. Bartley constituted the majority. Commissioners Frederick W. Ford and

Rosel H. Hyde dissented. Commissioner Bartley joined the dissenters on the duplication of programing provision.

The commission's order lifts the freeze as of July 13. The adoption of the new rule affecting AM radio becomes effective Aug. 13. The rule prohibiting FM duplication of AM is effective Aug. 13, 1965.

New applications meeting the new requirements are being accepted by the commission, but won't be acted on until the rules become effective.

Chairman Henry said at a Senate Independent Offices Appropriations Subcommittee hearing that the commission expects to process about 200 AM applications for new stations and major changes during the first year following the lifting of the freeze (BROADCASTING, June 29).

(The rulemaking was adopted essentially in the form reported in BROADCASTING, June 15.)

Efficient Spectrum ■ The rules will put future AM assignments on a go-no-go basis—that is, applications will have to meet rigid engineering standards before they will be accepted for processing. The object is a more efficient use of the AM spectrum.

TV sets swamp daily papers

TVB report claims number of sets passed circulation of papers for first time

There are more TV sets in the country than copies of daily newspapers.

The Television Bureau of Advertising last week reported figures for 1963 showing 60 million sets and circulation of daily newspapers at 58.9 million. The TV count had moved up to an estimated 61.9 million as of last January—no comparable figure for newspaper circulation was available.

TVB previously had cited A. C. Nielsen Co. figures showing TV viewing to have reached an average 6 hours per day for the first quarter of 1964 (BROADCASTING, June 29).

TV nosed ahead in 1963, the bureau said, noting that in 1962 newspaper circulation was still in the lead: 59.8 million newspapers vs. 58.2 million TV sets. It also said that in 1950, the first year of the bureau's newspaper-TV comparison, sets totaled 4 million as against 53.8 million circulation for newspapers. In the next 13 years the number of sets increased by 56 million, newspapers by 5.1 million.

TVB, which bases its figures on NBC research data for TV and on *Editor & Publisher* information for newspaper circulation, saw a leveling off in TV set gains (since 1960) as well as in newspapers. Newspaper circulation in 1963, in fact, was at the same level as in 1960.

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 79).

■ KPLC-AM-TV Lake Charles, La.: Sold by T. B. Lanford and L. M. Sepaugh to a group of St. Louis businessmen for \$2 million. Buyers include Pelham E. Mills Jr., general manager of stations; Henry Chesley, D'Arcy Advertising; Harry A. Collinger, financier; H. M. Stolar, attorney, and Stan Musial, retired baseball star and chairman of President's Committee on Physical Fitness. Sellers continue to own 13.8% each of WSLI and WJTV(TV) Jackson, Miss. Mr. Lanford owns KALB-AM-FM and 50% of KALB-TV Alexandria and KRMD-AM-FM Shreveport, both Louisiana. KPLC, founded in 1935, operates

Outstanding Values in Radio-TV Properties

Good daytime facility in eastern market. \$50,000 cash. Balance on long-term pay-out.

EAST

\$175,000

Daytime facility covering one of the country's top twelve markets. Excellent terms to qualified buyer. Station owns combination transmitter-studio site.

EAST

\$210,000

Fulltime facility in strong coastal growth area. One of the best California opportunities.

CALIFORNIA

\$250,000

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fulltime on 1470 kc with 5 kw day and 1 kw night. KPLC-TV, established in 1954, is on channel 7 and is affiliated with NBC and ABC.

■ **WTRX** Flint, Mich.: Sold by John Lord Booth to Robert E. Eastman Co. for \$345,000. Eastman is a station representative firm with headquarters in New York. Robert Eastman, president of the company, said the station would be operated as a wholly owned subsidiary and would be used as a training ground for salesmen. Mr. Booth is head of Booth Newspapers, which also own or control WJLB and WMZK(FM) Detroit, WSGW Saginaw, WIBM and WBBC(FM) Jackson, all Michigan; WTOD and WTRT(FM) Toledo, Ohio; WJVA South Bend and WIOU Kokomo, both Indiana. WTRX, founded in 1947, operates full time on 1330 kc with 5 kw day and 1 kw night.

■ **KTUC**, KFMM(FM) Tucson, Ariz.: Sold by C. Van Haaften, Ben L. Lash and Robert Lebsock to Cote Realty Co. for \$300,000. Buyer is owned by John J. and Joseph L. Cote and Chester E. Finn; they also have interests in WKLC St. Albans, W. Va., and WOHP Bellefontaine, Ohio. KTUC, established in 1926, is a 250 w daytimer on 1400 kc. KFMM, founded in 1954, operates on 99.5 mc with 7.2 kw.

Media notes . . .

New homestead ■ KIKK Pasadena, Tex., has begun construction on a new two-story studio-office building that will complete a \$250,000 expansion program started earlier this year.

Towering gift ■ KRDO Colorado Springs has given a 137-foot tower to Colorado College, that city. The tower replaces the school's present 96-foot tower for its station, KRCC(FM).

September target ■ WIHS-TV Boston, granted to Boston Catholic TV Center Inc., plans to go on air in early September. George P. Hollingbery Co., Chicago, will be national representative for the split commercial-educational station on ch. 38.

Change of plans ■ The Southwest Republic Corp., permittee of KXTN(TV) on channel 67 in Austin, Tex., has asked the FCC to dismiss its request for a reassignment of the station on channel 18. Southwest Republic gave no reason for the change of plans. The permittee at the same time has filed an application for a new transmitter site and taller tower. Southwest Republic requested the lower channel on the grounds that it would make KXTN commercially more viable and make a network affiliation more likely (BROADCASTING, June 15). Austin is presently

served by KTBC-TV, owned by President Johnson's family.

On the air ■ WKMI-FM Kalamazoo, Mich., began operation June 19 with a format of popular dance music, show tunes and classical music in stereo with news every two hours. Broadcast hours are 6 a.m. until midnight with 24-hour service planned for next year. Station is on 106.5 mc with 23.5 kw. WKMI-AM-FM is owned by Steere Broadcasting Corp., Kalamazoo.

Rowan cites Russian ad campaign as VOA success

U. S. Information Agency Director Carl T. Rowan told a Senate appropriations subcommittee last week that a large Russian radio store uses Voice of America programs to sell sets. He cited such reports as evidence VOA programs are "getting through" behind the Iron Curtain.

Mr. Rowan asked the subcommittee to restore \$5,839,000 of a House cut of \$8,590,000 in USIA's original request for \$174,890,000 to run the agency for the fiscal year starting last Wednesday (July 1).

He was questioned critically by chair-

man John L. McClellan (D-Ark.) and Senator Allen J. Ellender (D-La.) on what they described as the failure of this country to project a favorable image in friendly countries.

FCC moves to clarify importance of issues

How much weight does the FCC give to local residence as opposed to broadcast experiences in making a decision between mutually exclusive applications for a broadcast license? Or to integration of ownership and management as opposed to programing plans?

Anyone examining FCC decisions in comparative cases might have a difficult time answering these questions.

In an effort to clarify the situation, FCC Chairman E. William Henry has asked the commission staff to determine whether it would be possible to restate commission policy in a manner that would give broadcasters a better understanding of FCC policy.

The chairman, in an interview with *U. S. News and World Report*, published in the July 6 issue, disclosed that the commission was considering "a proposal looking toward a restatement of the criteria for granting licenses."

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National strike stops live shows on ITA

One-week walkout follows breakdown in contract negotiations; employees may stay out longer

A strike by more than 3,500 key production workers is keeping all regular live programs of the Independent Television Authority, Britain's commercial TV network, off the air. The nationwide strike, the first in the ITA's 10-year history, has also halted the showing of commercials.

Executives of the program companies were reported taking over the technicians' jobs and showing movies and other recorded programs to keep the stations on the air during the strike.

The walkout last Wednesday (July 1) by producers, directors and floor managers followed a breakdown in negotiations between the program companies of the ITA and the Association of Cinema and Television Technicians on pay, fringe benefits and hours. An estimated \$840,000 a day is being lost by the companies.

May Stretch ■ Shop stewards of the association's TV branch called the strike, and set it to last one week. But George Elvin, acting general secretary of the association, said it would go longer unless the companies gave assurances about the outcome of any fresh negotiations. He said the strike wouldn't be called off just to start talking again. Negotiations had been underway for six months.

Although the ITA may legally broadcast its own programs, it does not intend to do so. ITA says it has neither the technical facilities nor the staff to

cover the schedule, and it regards the strike as a matter between the companies and the union only.

ACTT is asking for raises which will increase pay by about 25% over the next five years and for a 35-hour week instead of the present 40 hours. The companies have offered a 13% increase over three years.

The BBC, which is publicly owned and nonprofit, has not been affected by the strike.

Murphy looking for year-round series

Jack Murphy, producer-director of the CBS-owned television stations' non-commercial *International Hour*, is looking forward to the time when enough countries will contribute programs to the series that it can be shown throughout the year.

The *International Hour*, now in its fourth year, will show one-hour programs from 11 countries, four more than the seven nations that participated in the series in 1961. Mr. Murphy said he anticipates that 16 or 17 countries will produce programs for the series in 1965 and hopes that the number will continue to increase.

The 1964 series, in addition to being telecast on the five CBS-owned television stations, for the first time also will be telecast on 10 educational TV stations in the northeastern part of the U. S. Mr. Murphy also envisions expansion in the viewing audience for the series by additional agreements with educational outlets.

The first program in the 1964 series was shown May 30, with telecasts on the five CBS-owned stations continuing through August. The programs then go on a rotating basis to the 10 educational stations and the participating countries.

Mr. Murphy was lavish in his praise

of rising TV production standards in the participating countries. He said that techniques and equipment used by these countries equal the best in U. S. television. Any problems that now exist, he said, center mostly on timing and communications.

He pointed to such improvements as contributing producers inserting their own English translations and that countries seem to be ready to standardize their line frequencies at 50 cycles and 625 lines. Although this differs from the 60 cycles and 525 lines in the U. S., at least the variety soon may be limited to two, Mr. Murphy said.

Four of the offerings in the 1964 series are of the "western" variety format, which Mr. Murphy indicated he thought emphasized that a growing "international audience exists." Contributing countries may produce any kind of program they wish, excepting drama, which Mr. Murphy said would be of little value because of language barriers.

Aside from the variety programs, most producers put together musical programs by which they attempt to convey the spirit and character of their countries. Typical is this year's U. S. contribution by CBS-owned KNXT(TV) Los Angeles, a program of famous movie scores as performed by the Hollywood Bowl Symphony Orchestra and many contributing artists.

Nations participating in this year's *International Hour*, in addition to the U. S., are Argentina, Australia, Canada, France, Italy, Japan, Mexico, Peru, West Germany and Yugoslavia.

The CBS-owned stations are WCBS-TV New York, WBBM-TV Chicago, KMOX-TV St. Louis, WCAU-TV Philadelphia and KNXT.

Kraft expands buys on national CBC-TV

Kraft Foods Ltd., Montreal, through Needham, Louis and Brorby of Canada Ltd., Toronto, has signed one of the largest advertising contracts in Canadian television. Kraft will be sole sponsor of 36 one-hour variety shows to be seen Monday 8-9 p.m. on CBC-TV. The *Show of the Week* includes 10 programs by Wayne and Shuster, Canadian comedians; eight shows of Canadian and American talent produced in Canada; 14 mystery and suspense dramas by Canadian playwrights, and four European variety shows.

Kraft will also co-sponsor the week-

Commercial ban bill tabled

Parliament has tabled a bill to cut off the income of offshore commercial radio stations. The bill bans buying time or placing commercials on unregistered radio or television stations. Penalty for a first offense could be up to \$280. Subsequent violations could carry a maximum fine of \$1,400.

Olympics TV verdict due soon

Whether there will be live telecasts of the Olympics from Tokyo to the U. S. in October may be known definitely later this week. A group representing the European Broadcasting Union meets July 6 in Washington with U. S. officials, including those of the Communications Satellite Corp. which is coordinating the project.

The decision further to explore the idea of a joint effort to cover the Tokyo Olympics live and to relay the telecasts via Syncom III, due to be launched next month to a stationary orbit over the Pacific, came at a meeting in Vienna on June 19-21 of the 14-country EBU. Also present were observers representing the Japan Broadcasting Corp. (NHK), NBC (which holds the TV rights for the U. S.), and others.

At that meeting, NBC agreed to

contribute up to \$200,000 toward the estimated \$500,000 needed to modify the U. S. Navy's Point Magu, Calif., receiving station so it may be able to receive from Syncom III. NHK also agreed to contribute up to \$100,000.

The EBU also agreed in principle to contribute, and this week's meeting is for the purpose of establishing the amount of the contribution and the terms. Also to be present at the meeting will be representatives of the Canadian Broadcasting Corp.

Tentative plans are to bring the TV signal from Magu across the U. S. to Buffalo, then to Toronto and eastward to Halifax, N. S. Jets would fly TV tapes across the Atlantic to Europe for showing in all EBU countries. The CBC would be able to tap off the line at Toronto. The USSR also has shown interest.

ly *Jack Benny Show* on Tuesday at 8 p.m., and carry half of the weekly one-hour comedy-adventure series *The Rogues*. On French-language CBC-TV it sponsors a weekly movie show. Kraft has been CBC's largest TV customer for the past two years and for the 1964-65 season claims to have signed up for its biggest package.

Fremantle enters TV production deals

Fremantle International is joining hands with television groups overseas to produce a 39 episode half-hour series in Australia and a group of five color specials in Italy.

Paul Talbot, president of Fremantle, which specializes in the distribution of both American and foreign-made programs in markets outside the U. S., reported last week that this venture into foreign co-production marks the first substantial investment by Fremantle in the production field. In Australia, Pacific Film Productions, the Australian Broadcasting Commission and Fremantle will co-produce 39 half-hour segments of *The Magic Boomerang*, a children's adven-



Mr. Talbot

ture series. In Italy, Fremantle and Radio Audizione Italiano (RAI) will co-produce five one-hour specials in color titled *The Egyptians*, which will be narrated by Omar Sharif.

"Though our investment is modest by U. S. standards," Mr. Talbot commented, "it is substantial in terms of the economy in these two countries. But we feel that since these shows are worth doing, it's only reasonable that a company like Fremantle, which earns revenue from selling overseas markets, should make some investments there."

In another area of new program acquisition, Mr. Talbot said, Fremantle has obtained the overseas rights to the 90-minute *Steve Allen Show*, to a series of 100 five-minute segments on championship boxing, titled *Knockouts* and two special sports events, *The World Series of Golf* and the Davis Cup tennis tournament.

Fremantle currently represents 40 producers in the U. S., Canada, Britain and Australia, serving as sales agents on some series on a worldwide basis and on others in specific international markets. The company has 23 employees in New York, Toronto, Montreal, and Sydney, where it maintains branch offices, and has agents in other parts of the world.

Mr. Talbot is particularly optimistic about global syndication of the hour *Romper Room* series. This is a live program with station and network groups obtaining the rights to telecast and receiving format and production material from Fremantle on a regular basis. In early 1963, it was carried only



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in Canada outside of the U. S. Today it is presented in Australia, Japan, Mexico, Britain and Venezuela on a network or multiple-station basis. Within the next few months it will be started in Norway, Finland, Brazil and the Philippines, according to Mr. Talbot.

It's investigation time for the CBC

Another investigation of the Canadian Broadcasting Corp. by a committee of the Canadian House of Commons has been started. The committee will specifically delve into the CBC's financial affairs and question its officials on what has been done about recommendations on management and organization made in last year's report of the Royal Commission on Government Organization.

There is also another investigation of the CBC underway by a committee of three, headed by R. M. Fowler, who was head of the 1957 Royal Commission on Broadcasting. CBC officials point out that since the CBC came into existence in 1932 it has been examined by three royal commissions and 16 parliamentary committees.

Abroad in brief . . .

Station sold ■ CFOR Orillia, Ont., has been sold, pending approval by the Board of Broadcast Governors, to Great Lakes Broadcasting Ltd., Toronto, owners of CFCO Chatham, Ont. New owner is affiliated with Maclean-Hunter Publishing Co., Toronto.

Account switched ■ Gallaher Limited, British cigarette manufacturer, has switched its Senior Service Tipped account from BBDO, London, to Service Advertising, an associate of Fuller &

Smith & Ross, that city. Service Advertising has handled Gallaher's Senior Service Plain brand since 1951.

Jolly good show ■ Arrangements have been completed for a co-production deal between Associated Television in England and MCA TV Ltd., England, for the production of *Court Martial*, a series of one-hour TV dramas. Dick Irving will be executive producer of the series, to be filmed in England, with production to start at the end of this summer.

Radio crystals ■ Standard Telephones and Cables Ltd., a British affiliate of International Telephone and Telegraph Corp., has established a new \$2.8 million factory for commercial production of artificial quartz crystals for use in electronic equipment. The factory, in Harlow, England, will produce crystals to be used to set frequencies of operation at radio stations.

CBC lit show ■ Ted White Productions, New York, has announced that the syndicated radio program, *Assignment: People*, is being carried on the Canadian Broadcasting Corp.'s 70-station network. The program is a literary show composed of brief interviews with authors and others in the literary field and has run for eight years without a break.

Muzak to Japan ■ Muzak, a division of Wrather Corp., and Mainichi Music System of Tokyo has contracted to supply Muzak background music to Japan. Mainichi Broadcasting System pioneered commercial radio in Japan, and now operates commercial radio and TV. A co-owner with Mainichi Broadcasting of the new music system is The Nichimen Co., an international trading and holding company in Japan. Muzak programming is heard in 15 other countries abroad.

Japanese developing two-tube color camera

The Japanese are working hard at perfecting a two-tube color camera in time for colorcasting of the Olympic games which take place in Tokyo in October. The work is being done by the research division of the Japanese Broadcasting Corp. (NHK).

In the two-tube camera, the incoming light is split into a separate-luminance signal and a color signal image. The separate-luminance signal is black and white; the color tube is also image orthicon. In front of the color tube is a triple primary color filter. As a result the incoming color signal is separated into an

optical image consisting of vertical stripes of the three primary colors, which in output becomes a sequential color signal.

The combination of the luminance and color signals into one signal is the equivalent of the color standards used by the United States. This makes them compatible, so that color transmissions can be received on color receivers in color or on monochrome receivers in black and white.

RCA is reported to be using a fourth, black and white tube in addition to the three color tubes in color cameras at present.

Bilingual study

The Canadian Royal Commission on Bilingualism and Biculturalism, with Davidson Dunton, former chief of the Canadian Broadcasting Corp., as co-chairman, will look into the efficiency and methods of mass media in furthering communications between Canadians. The research will cover television, radio, newspapers and the cooperative Canadian Press organization. The study will run to the fall of 1965 and will include studies of European countries where a nation has two or more official languages.

L&N opens in Paris

Lennen & Newell, New York, has opened a branch outlet in Paris, in association with Impact, a leading French advertising agency.

The new agency will be known as Lennen & Newell, Impact, S. A., with Jacques Sorbac, formerly with J. Walter Thompson and Havas in Paris, named as managing director. Adolph J. Toigo, president of L&N, will serve as chairman of the board of the new agency.

BBC, musicians get together

BBC and the musicians' union have reached agreement on the increased use of recorded music. The union, opposing the use of records where it feels musicians should be employed, has withdrawn its objection to the 47 extra hours a week of recorded music that BBC wants in order to extend the on-air time of two of its three radio networks. The agreement also provides for increased employment of musicians.

International film sales . . .

The World's Greatest Showman (MGM-TV): BBC for United Kingdom; Televisione Italiano for Italy; Radio Televisao Portuguesa for Portugal; Danmarks Radio for Denmark; Radio Globo and Radio Bandeirantes for Brazil.

Mr. Novak (MGM-TV): Anglia TV for Channel Islands and Tyne Tees.

The Thin Man (MGM-TV): Television Espanola for Spain and Canary Islands, and Cyprus Broadcasting Corp. for Cyprus.

National Velvet (MGM-TV): TVW Ltd. for Australia.

Many Happy Returns, The Islanders, Father of the Bride (MGM-TV): Teleorganizacion-Americana for Argentina and Uruguay.

Pete Smith Specialties (MGM-TV):

Kenya Broadcasting for Kenya.

Northwest Passage, Asphalt Jungle, Cain's Hundred (MGM-TV): Cia Latino Americana de Doblajes for Mexico.

The Thin Man, The Islanders, Father of the Bride (MGM-TV): Zuriguel Asociado for Venezuela.

The Lieutenant (MGM-TV): Inter-

lingual TV K.K. for Thailand.

The Travels of Jaimie McPheeters (MGM-TV): Globe and Bandeirantes for Brazil.

The Defenders, The Nurses, Perry Mason, Rawhide, Beverly Hillbillies, Phil Silvers Show (CBS Films): Channel 8, Curacao and Channel 12, Aruba, Netherlands, Antilles.

FINANCIAL REPORTS

Radio-TV profits swing upward

NAB study shows downward trend of 1963 seems to have been reversed

The profits registered by radio and television stations dipped a bit in 1963, but they seem to be booming in '64, according to the National Association of Broadcasters.

David L. Doughty, acting manager of the NAB's Department of Broadcast Management, released the statistics, which were drawn from reports offered by stations of all classes. The complete figures are generally available only to NAB members.

The typical radio station, Mr. Doughty reported, in 1963 earned 6.4% profit before federal taxes, 7.7% in 1962. Figures through this April indicate a projected 1964 revenue increase of 3.1%. The average radio outlet last year had a 4.9% jump in revenue but, a 6.4% increase in expenses, accounted for the drop in over-all profits. The ballooned expenses were blamed primarily on program and sales costs.

In comparison, the typical TV station had a 16.3% profit in 1963, 16.9% in '62. TV revenue is expected to climb by 4.9% this year. The TV stations upped their revenue by 3.6% last year, but expenses grew 4.6%. Labor costs were a major factor in the increase in expenses.

AB-PT sets limit on expense accounts

Because a stockholder charged that some officers and employees of American Broadcasting-Paramount Theaters Inc. (parent of the ABC network) had received excessive expense accounts for

which they were not required to account, the company has agreed to limit expense accounts in this category to not more than \$15,000 a year.

A hearing on the stipulation of settlement, already approved by a referee, will be held Aug. 31 in the county courthouse, New York City, before State Supreme Court Justice Owen McGovern.

The suit was brought by Cecilia R. Gissen, a stockholder. It charged that some officers, directors and employees received, in addition to their salaries, an expense allowance on which no accounting was required, that these allowances exceeded the actual expenditures by the recipients, that the recipients were reimbursed for expenses, and that certain employees were reimbursed for expenses which were not proper.

The AB-PT defendants denied all allegations of wrongdoing but entered into a settlement last September in order to avoid expense and inconvenience of litigation. A referee appointed by Justice McGovern held an inquiry into the fairness of the stipulation and last May concluded that the settlement was fair, reasonable and adequate. He recommended judicial approval.

Financial notes . . .

■ The board of directors of the Outlet Co., Providence, R. I., department store firm with broadcast holdings, has declared a 25-cent dividend per share. The dividend will be paid to all stockholders of record on July 23.

■ Move of National General Corp., Los Angeles-based theater circuit operator and entertainment company, to acquire outstanding stock of Columbia Savings & Loan Association as a diversification investment, has been approved by NGC stockholders. For the year ended Feb. 29, the savings and loan institution reported net income of \$1,003,499 (\$1.12 per share), on a gross of \$6,708,460. For the 26 weeks ended March 24, National General had a net income of \$1,088,437 (30 cents a share), up 86% from the net of \$586,295 (17 cents a share), for the like period of last year.



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Summer rerun—FCC style

At hearing on radio program reporting forms
broadcasters make arguments similar to those
given at session on television program forms

The FCC was urged last week to trim and simplify its proposed program reporting form for AM and FM. The urging came in an all-day hearing Tuesday that, in many respects, was a playback of the proceeding the commission held on its proposed TV program reporting form (BROADCASTING, June 8).

The prospect of a court suit over the commission's authority to regulate programming was raised again. There were complaints, as in the TV proceeding, that the proposed form would stifle creativity and be burdensome on the broadcasters. And, as was the case earlier in the month, there were the detailed, item-by-item suggestions on how questions might be rephrased for greater clarity.

In all, 19 persons participated in the proceeding. Dozens more filed written comments. Not all were opposed to the form. Some, like ABC and NBC, felt it an improvement over the existing reporting form, but each suggested a number of revisions. Three church groups generally endorsed the proposal.

The proposed form, which like the TV document, is aimed at implementing the commission's 1960 statement on program policy, would require broadcasters to report on a survey and evaluation of community needs, on past programming (with emphasis on news and public-affairs programming) and on past and proposed commercial practices, in hours and minutes and in percentages of total time.

Two Forms ■ Actually, two forms are involved. One would be used with renewal applications, the other with applications for new stations, assignments and transfers, and major changes in existing facilities.

The question of whether the constitutional guarantee of freedom of speech prohibits the commission from regulating programming was raised by Douglas Anello, general counsel for the National Association of Broadcasters, who expressed some of the sharpest criticism of the proposed AM-FM form.

Mr. Anello said last week—as he had in the proceeding on the TV form—that the NAB would support in court any broadcaster whose license has been re-

voked or denied because of a programming issue. Last week, in a colloquy with FCC Chairman E. William Henry, he said a question of broadcaster fairness on a controversial issue might be the most clear-cut issue on which a test case might be brought. He said he had been "doing research" on the matter, and that the association might be in a position to challenge the commission on the fairness issue "soon."

W. Theodore Pierson, a Washington attorney, has already said several of his clients would seek judicial review if the commission adopts its proposed reporting form for TV, which is more detailed than the one for radio (BROADCASTING, June 1). Mr. Pierson didn't testify at the hearing Tuesday, but he submitted a brief statement in which he said the views he expressed con-

cerning the TV form applied to the one for radio.

Commission Pressures Charged ■ Mr. Anello urged the commission to eliminate the question on ascertaining community needs. He said it was too detailed and constituted commission direction of how to program. He said licensees should simply be required to submit a statement of the procedures used to familiarize themselves with their community and explain how their programs meet community needs.

The form as proposed, he said, "tends to create pressures to which licensees will surrender." The view that questions about specific types of programs would induce broadcasters to carry such programs, regardless of their personal judgments, was echoed by a number of speakers.

Several commissioners, however, challenged this view. Chairman Henry said "hundreds" of licenses don't carry program types listed in the present form. "They don't feel pressure to include those programs," he said. "They simply explain the reasons for not carrying them."

Commissioner Frederick W. Ford noted that the nature of radio programming has changed considerably over the last 20 years—yet the program form has remained the same. If questions are coercive, he asked, "how come programming has changed?"

Requests that the commission abandon efforts at regulating programming were made by two large group owners—Meredith Broadcasting Co. and Storer Broadcasting Co. Michael Bader, counsel for Meredith, said broadcasters' rights should be recognized and that they should be given "complete freedom from any government agency." Mr. Bader said the commission's authority should be limited to determining whether a broadcaster has made an effort to learn his community's needs. Any inquiry into programming beyond that, he said, is censorship and a violation of the broadcasters' right of free speech.

Define Public Interest ■ Warren Zwickey, counsel for Storer, urged the commission to adopt a "clarified definition" of public interest in programming



Max Paglin, until May 1, FCC general counsel, makes his first appearance before the commission as a private attorney in the radio program form hearing.

as "the public use of the frequency in a lawful manner." Once a broadcaster meets this standard of public interest, he said, the commission need not review his program material in detail.

Broadcasters themselves seemed more concerned with practical problems than with the legal questions posed by the proposed form. Grover C. Cobb, KVGW Great Bend, Kan., and a member of the NAB's radio board of directors, and Robert B. Jones Jr., WFBZ Baltimore, a member of the NAB's radio code review board, urged rejection of the detailed question on determining community needs.

Mr. Cobb, who said the form, in general, was "much improved" over the existing one, said stations should not be required to follow any set procedure in determining needs. He said his station had won prizes for local programming without ever requesting programming ideas from civic leaders. The commission's proposal that licensees be required to report on their contacts with community leaders would "strait-jacket" broadcasters.

Mr. Jones felt the proposed requirement would be undesirable in a large as well as a small market. He said his station has conducted a continuing survey of its audience since 1961 but could cite only four programming ideas that grew out of the contacts.

Contacts Necessary ■ He said he felt the contacts themselves were beneficial

and that stations are "insane" if they don't attempt to assess needs. But he expressed opposition to the "rigidity" of the commission's proposal. He said a narrative report on what had been done to determine needs should be sufficient for the commission.

A representative of the South Carolina Broadcaster Association said the form left the broadcaster "no latitude for judgment." Joseph Wilder, WBAW Barnwell, S. C., a one-station market, said he knows the character of his community—in a county of 17,500 people—and wants to be able to make "day-to-day" program decisions "without extra paperwork, without a formula or guidelines that may inhibit my performance as a licensee." He said he was "alarmed" by the amount of detailed information he felt the form would require.

Like many others who appeared, he also objected to a question asking applicants to describe how their programming differs from their competitors'. As originally drafted, the question required a characterization of the competitors' programming. This was revised before the form was put out for comments. Those participating yesterday, however, had the same objection to the revised question—it would result in subjective judgments of competitors' programming.

Paglin Testifies ■ The hearing provided the forum for the first appearance before the commission of Max

Paglin since he resigned as FCC general counsel on May 1 to enter private law practice. Mr. Paglin, appearing on behalf of several licensees, was critical of a question that drew objections from a number of other participants—that requiring the applicant to list problems of greatest public importance in his community and to describe the programs he broadcast on them.

Mr. Paglin said the question was "subjective" and would not elicit meaningful information, in that licensees would respond only in terms of the programs they had carried. He suggested the question be rewritten to request a list of programs carried to illuminate issues of public importance.

Concern about the form's emphasis on "local" programming was voiced by Charles W. Godwin, vice president of the Mutual Broadcasting System. He said such emphasis could be interpreted as "antinetwork bias" and could make it difficult for the network to line up affiliates.

He said licensees should not be discouraged from carrying news and discussion programs on national and international affairs. "The residents of any community may be very much concerned with questions of war and peace, of our foreign policy, of the civil rights debate in Congress, of who is to be our next President and similar issues relating to national or international affairs," Mr. Godwin said he urged the com-



The FCC heard the views of 19 broadcasters, communications attorneys and church groups representatives Tuesday in its AM-FM program reporting form hearing. Shown addressing the commission is Michael Bader, Washington

counsel who represented Meredith Broadcasting Co., a group owner, and a number of other licensees. Commissioners visible in the picture are (l-r) Rosel H. Hyde, Chairman E. William Henry and Frederick W. Ford.



A loser still thinks TV debates essential

Richard M. Nixon has endorsed the principle of television debates by candidates for President of the U. S., though he admits that his TV appearances in the 1960 campaign cost him the election.

The former Vice President, in an article in the June 27-July 4 issue of the *Saturday Evening Post*, calls for President Lyndon B. Johnson to debate his Republican opponent in the coming campaign. Mr. Johnson so far has not publicly stated whether he will participate in TV confrontations with his Republican opponent.

Mr. Nixon quotes a campaign aide as saying that the late President Kennedy started the 1960 campaign as the "less well-known candidate." By participating in the "Great Debates," the aide wrote in a confidential memo, Mr. Nixon gave Mr. Kennedy "the opportunity to remove that liability and to fight the campaign out on even terms."

In his article, Mr. Nixon states that the issue of TV debates this year is

"bigger than whether they help the Democratic or Republican nominee." The debates, were designed, he writes, to serve the public, not the candidate. He cites four major objectives to which the TV debates "contribute significantly: . . . a bigger vote, better informed voters, lower campaign costs, and, in the end a better President."

Mr. Nixon comments in the article on his poor physical appearance in the first TV debate. He says that he "always detested makeup," but after the first debate, "I changed my attitude." TV makeup's purpose, he comments, "is not to make a person look better than he really does but to correct for unnatural effects produced by the TV cameras."

Corrective measures were taken for the remainder of the TV appearances. But, Mr. Nixon states, "even if I hadn't been able to correct my televised appearance, I still think it wouldn't have made a crucial difference. It is the man himself and what he says that ultimately affect people."

mission to review the language in the form to eliminate any implication of antinetwork bias.

ABC's Comments ■ ABC said the proposed form was an improvement over the one now in use, but recommended a number of revisions. Joseph Kittner, Washington attorney representing the network, recommended a relaxation of the requirements for surveying and evaluating community needs and elimination of a detailed question on news, public affairs and other programs, exclusive of entertainment and sports. He said the latter question projects the

commission into an "evaluative" role which should be avoided.

NBC and CBS, which were not represented at the hearing, submitted written statements in which they also commented on questions dealing with news. NBC said it supports the proposed form "insofar as it places the emphasis, and the responsibility, on the licensee" to describe the manner in which he has determined and met community needs.

NBC objected to questions that may "imply" that some program types are more desirable than others. NBC referred to questions seeking information

on news and public affairs but specifically excluding data on entertainment and sports programs. The network said the implication is that the commission is more interested in the first two types.

CBS on News ■ CBS also raised questions about the proposed form's section on news broadcasts from a different point of view. It said it is "inappropriate" for the commission to single out news programs for special attention. Since news is "the most sensitive area of a station's programming," the network said, "government should take every precaution to reassure licensees of its neutrality."

CBS expressed concern that the proposed form might be used to influence programming. But, as in its comments on the proposed TV form, the network said it's relying on the commission's assurance, given in its 1960 statement on program policy, that it would not seek to exert such influence.

The three church groups expressing general support for the commission's proposal are the National Council of Churches, the United Churches of Christ and the United Presbyterian Church, U.S.A.

William Fore, executive director of the National Council of Churches' Broadcasting and Film Commission, said the council wants the "commission to avoid censorship but to require assiduous program planning." He said the question on determining community needs is "vital."

The Rev. Silas Franklin Mack, of the United Church of Christ, said the commission has and should use its authority to inquire fully into programming.

The Rev. Charles Brackbill Jr., associate executive director, Division of Radio and Television, of the United Presbyterian Church, also endorsed the idea of a survey but said he wasn't too concerned about its form.

Dozier-Fox enter co-production deal

William Dozier will move his Greenway Production offices onto 20th Century-Fox's Westwood, Calif., lot within the next two weeks in the first step of a long-term exclusive co-production and distribution deal for TV series and features.

The two firms agreed to the pact last week. Greenway's first work on the Fox lot will be pilot production on several co-production deals Greenway has concluded with the networks. Two feature properties are expected to be ready for filming by early next year.

Pilot scripts on five Greenway series aimed for the 1965-66 season are near completion.

Pepper expects to double gross in '64

Pepper Sound Studios, Memphis, anticipates gross revenues of \$4 million this year, doubling its 1963 income of approximately \$2 million, William B. Tanner, president, reported last week.

He said this income does not include that of Mars Broadcasting or of revenue accruing from barter transactions. Mr. Tanner estimated Pepper will generate more than \$3 million from barter deals this year, with approximately \$300,000 to \$400,000 of this translated into cash.

Mr. Tanner reported that in less than three years since Pepper organized itself as a producer of radio commercials and programing on a national basis, it has become a leader in the field. He estimated that one-half of the company's revenue accrues from the production of "image-concept" commercials for local, regional and national advertisers and the remainder from its programing services, sales and promotional aids and production materials.

Mr. Tanner pointed out that more than 1,600 radio stations have used the custom commercials made by Pepper and more than 1,000 outlets have bought Pepper's program service.

Film sales . . .

Cartoon library (NTA): WCIX-TV South Miami, Fla.

Big Six feature films (NTA): WMT-TV Cedar Rapids, Iowa and KSD-TV St. Louis.

Storybook Magic (NTA): KPIX-TV San Francisco.

The Exciting Years (TAC): Sold to Southern Indiana Gas and Electric Company by WTVW(TV) Evansville, Ind.

Odyssey of a Treasure (Wynn Nathan Associates): WITI-TV Milwaukee; WHCT-TV Rochester, N. Y.; WRGB(TV) Schenectady, N. Y.; KMTV(TV) Omaha, and WWL-TV New Orleans.

Leave It to Beaver (MCA-TV): KJEO(TV) Fresno, Calif.; KNTV(TV) San Jose, Calif.; KOLO-TV Reno; WLWC(TV) Columbus, Ohio; KOAM-TV Pittsburg, Kan.; WSPD-TV Toledo, Ohio; KLAS-TV Las Vegas; KTAL-TV Texarkana, Tex.-Shreveport, La.; WSFA-TV Montgomery, Ala.; WTAZ-TV Norfolk, Va.; WLBW-TV Miami, and WFLA-TV Tampa, Fla. Now in 91 markets.

Tales of Wells Fargo (MCA-TV); KORK-TV Las Vegas; WLWC(TV) Columbus, Ohio, and KNDO(TV) Yakima,

Wash. Now in 34 markets.

Bachelor Father (MCA-TV): KGMB-TV Honolulu; WSLS-TV Roanoke, Va.; KOA-TV Denver; KOAA-TV Pueblo, Colo., and WCKT(TV) Miami. Now in 63 markets.

Arrest & Trial (MCA-TV): KTVT(TV) Fort Worth-Dallas; WTTV(TV) Bloomington-Indianapolis, and WTTG(TV) Washington.

Mack & Myer For Hire (Trans-Lux): WFMJ-TV Youngstown, Ohio.

The Mighty Hercules (Trans-Lux): WRCV-TV Philadelphia.

Top Draw Feature Films (Trans-Lux): WHYN-TV Springfield, Mass.

Cavalcade of the 60's Group I (Allied Artists TV): Wow-TV Omaha.

Cavalcade of the 60's Groups I and II (Allied Artists): KAKE-TV Wichita, Kan.; KSHO-TV Las Vegas, and wow-TV Omaha.

Bomba, the Jungle Boy (Allied Artists TV): WTOP-TV Washington and WTPA(TV) Harrisburg - York - Lebanon, Pa.

Science Fiction (Allied Artists): WTVY(TV) Dothan, Ala.

Exploitable (3) (Allied Artists): KAKE-TV Wichita, Kan. and KSHO-TV Las Vegas.

Exploitable (14) (Allied Artists): WHTN-TV Huntington, W. Va. and WTVY(TV) Dothan, Ala.

Bob Hope Features (Allied Artists): KAKE-TV Wichita, Kan.; wow-TV Omaha and WTVY(TV) Dothan, Ala.

Bowery Boys and Dial AA for Action (Allied Artists): WTPA(TV) Harrisburg-York-Lebanon, Pa.

The Human Jungle (UA-TV): WAGA-TV Atlanta; KARD-TV Wichita, Kan.; WHIO-TV Dayton, Ohio; KVII(TV) Amarillo, Tex., and KMID-TV Midland, Tex.

War Group (Teledynamics): WBKB(TV) Chicago; KSHO-TV Las Vegas; WTTG(TV) Washington, and WSPA-TV Spartanburg, S. C.

Horror-Monster Group (Teledynamics): WOR-TV New York; WSPA-TV Spartanburg, S. C.; WHTN-TV Huntington, W. Va.; KSHO-TV Las Vegas; WBAP-TV Fort Worth-Dallas, and WTTG(TV) Washington.

Dynamic first run group (Teledynamics): WBKB(TV) Chicago; WABC-TV New York; KSHO-TV Las Vegas, and WTTG(TV) Washington.

Science Fiction (Teledynamics): WBKB(TV) Chicago; WBAP-TV Fort Worth-Dallas, and WTTG(TV) Washington.

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Who will be first in 1964 race?

Three TV networks hard at work preparing their computers to predict winner on election night

Competition among the three television networks to be first in announcing the winner of November's presidential election has been intensified by their decision to set up a pooled Network Election Service (BROADCASTING, June 15), spokesmen for ABC, CBS and NBC made clear last week.

Because NES has eliminated the actual vote-gathering contest among the networks, it was noted, the competition will center more than ever on their use of computers to determine the winner as quickly as possible. Although production quality and other elements will figure in the competition, each TV network recognizes that the public will tend to judge according to "who calls it first."

CBS is using International Business Machine computers; NBC, RCA machines, and ABC, Burroughs equipment. But network spokesmen emphasized that the extensive and careful preparation of material that will be fed into the computers really is the key to how successful they will be in November.

CBS gets its Vote Profile Analysis by selecting key precincts in each state that together will give it a picture of the state's behavior in miniature.

Broadly, CBS selects its key precincts

on the basis of income, ethnic, religious and racial groups, and geographic characteristics—urban, rural, suburban or town. The selected precincts should together show similar percentages of each group as the state as a whole. This, as one spokesman said, is more easily said than done.

In addition to the difficulty of compiling accurate information identifying the composition of the state and the precincts that would mirror that composition, attention also must be paid to whether acceptable precincts report their vote counts early or whether there have been sudden changes in the precinct's makeup, such as new housing developments or hot local issues that might transcend the presidential election in importance.

Early Calls ■ CBS does not feel it needs the vote tally from each key precinct in a state to report how that state has voted—provided that the "spread" of the precincts that have reported is good. In the California primary June 2, CBS declared Barry Goldwater the winner on the basis of returns from only 18 of the 42 in its pre-selected sample (BROADCASTING, June 8). The network felt it was able to do so because it considered the 18 pre-

cincts an effective representation of its 42-precinct miniature. Although Senator Goldwater's victory margin eventually was a bit less than the 53% of the vote that CBS said it would be, the network feels its early declaration was justified.

NBC goes a step further than CBS in trying to determine who won. It feeds actual statewide vote tallies into its computers in addition to the votes from its key precincts to arrive at its Electronic Vote Analysis.

Some of the NBC key precincts are chosen in a manner similar to those by CBS by compiling a miniaturized version of the state by means of a few precincts, correctly weighted in terms of geography, social-economic factors and past voting histories. NBC also chooses some precincts at random, particularly in "flat" states, those that do not have widely varying characteristics (a state may be largely rural, or Protestant, or have a population with a comparatively even distribution of wealth).

By knowing how early statewide vote returns compare with those in previous years, NBC feels it can accurately declare the results of the election on this basis as well as on the returns from its key precincts. The network says it withholds declarations of election contest winners until projections from its key precincts tally with those from the statewide returns. A network spokesman said this double check may have kept it from being first every time, but has never misled it into a wrong declaration of who won.

ABC's approach is somewhat different. Its key precincts are a combination of cross-section precincts that are themselves a composite of the state in regard to geography, income groups, etc., and "barometric" precincts—precincts whose percentage of vote in

FCC prepares political questionnaires for stations

Broadcasters last week were advised by the FCC that they will be asked to answer a political broadcast questionnaire on their activities during the 1964 primary and general election campaigns.

The questionnaire has been expanded to include, besides the information required in the 1960 and 1962 editions, a station's over-all schedule of rates, the distribution of time during all phases of the campaigns, free-time offers (whether accepted or not), and the station's editorializing for candidates for specific offices. The commission is expected to vote on the staff-designed

questionnaire this week.

The questionnaire is sent out in connection with Congressional suspension of the equal time requirements, Section 315, of the Communications Act for the presidential and vice presidential campaigns. Suspension of Section 315 by Congress is expected soon (BROADCASTING, May 18). The FCC will report to Congress on May 1, 1965, on the effect of the suspension of Section 315 on the presidential and vice presidential campaigns and "the role of broadcast stations and networks in other political campaigns during 1964."

The commission's notice of its in-

tention to send out questionnaires said with the exception of free-time offers to either candidates or their supporters "the information that will be sought will be obtainable from the records which licensees normally keep." The commission urged broadcasters to review the previous questionnaires.

Stations will also be asked to inform the network with which they are affiliated of the network political programs carried, whether sustaining or commercial. The commission said the networks will report clearances on a program-by-program basis.

Too few convictions

A Chicago criminal court judge suggested last week that television programs whose courtroom themes generally find the defendant "not guilty" may be having an adverse effect on real life juries. Judge Nathan M. Cohen told the Chicago chapter of Sigma Delta Chi Tuesday that "there is talk in the criminal courts that we are not getting as many guilty verdicts because of these programs, which seem to convey the idea that the defendant is never guilty."

each election swings back and forth between the Republican and Democratic parties identically to the shifts in the nation as a whole.

ABC also feeds statewide vote returns into its computers, along with returns from the key precincts. However, the computer is programmed in such a way that more emphasis is placed on information that is gained from the key precincts until a substantial percentage of the statewide vote is available.

Because of the early call of the California primary by CBS before all the polls had closed, some controversy has arisen as to whether CBS had acted irresponsibly and whether some controls should be effected so that no reports of voting returns could be made until all the polls in the country have closed to insure that voters are not influenced by knowing what has happened in other states.

Policy on 'Controls' ■ The networks unanimously oppose any attempts to limit their ability to report what already has happened. They maintain they are not predicting what will happen, but only declaring a projection of the count of votes already cast—a projection as valid as random, cross-section and barometric precinct sampling can make it and as quick as the computers can interpret it.

Unofficially, the three TV networks do not believe influence on western voters of reports of returns in the East and Midwest will be an issue in coverage this year. They point to the fact that only two of the elections since 1900 needed the electoral votes of states in Mountain and Pacific Coast time zones to determine the winner. The rest were determined by electoral votes in the East and Midwest. In effect, western voters usually do not affect the outcome of a presidential election.

However, should this not prove true this November, the issue may arise. Both NBC and ABC say their com-

puters will give them enough information to project, on the basis of returns from the East and Midwest, what will happen in the western states, even though they have received no returns from those states. They both maintain they will have to exercise editorial judgment at the time on whether to declare a presidential winner on the basis of what the East and Midwest have done and how they feel the West will do.

However, CBS says flatly it will only declare the presidential winner on a state-by-state basis and that one candidate will be declared to have won the election nationally only after he has actually rolled up sufficient electoral votes. The network said that because each state is different, computers cannot predict how one state will vote strictly on the vote of another state that may have similar characteristics.

The TV networks feel that should it come about that vote return reports must be controlled, they should be controlled at the source and suggest the possibility of having all polls close at the same time.

In future elections, the networks believe the pool arrangement on the actual vote returns will be continued and may even be expanded to include all election races. Spokesmen made no mention, however, of abandoning their individual efforts to be the first to tell the nation who won.

Radio-TV covering the World's Fair

The New York World's Fair is proving to be a showcase for new television technology as well as the basis for a wide variety of radio and television originations.

The Communications Demonstration Center and School of Tomorrow exhibits at the Hall of Education pavilion opened to the public a complete array of the latest developments in audio and video equipment.

Visual Electronics Corp., New York, the systems coordinator for the communications center, enlisted the support of more than 20 companies to equip the exhibit with modern audio-visual facilities. The newest designs in TV and film cameras, projectors, microphones, consoles, amplifiers and lighting equipment are included in the displays.

WNYC-TV New York uses the center for its daily *Dialogues in Depth* program that features discussions with leading figures in public and private life.

Another center of interest for broad-

The man with the sharp pencil figures Collins broadcast equipment the best buy and he's right



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• New York • International, Dallas



'The story of' a television success

WOLPER IN SALES BECAUSE HIS FIRM IS MAKING TOO MANY SHOWS



Mr. Wolper

Last month, when David Wolper announced the formation of Wolper Television Sales to syndicate Wolper Productions' special programs and series to TV stations across the country, the move was viewed with some speculation and even skepticism by some observers.

Why, it was asked, should a highly successful program organization which had carved for itself a solid place in the documentary field, supposedly sewed up by the networks, want to get into the highly competitive business of film syndication? Was young Dave Wolper, still four years on the sunny side of 40, getting too big for his britches that he should want to add sales to production? Wasn't he smart enough to let well enough alone?

The questioners forgot one thing: that Mr. Wolper got his start in the sales end of television. He was selling films to stations in the late 1940's when television itself was still a novelty. He personally sold the first full-length motion picture ever broadcast by a TV station ("The Adventures of Martin Eden"), part of a group of features rounded up for television by Flamingo

Films, a TV distribution firm organized by Mr. Wolper and some other young pioneers before 1950.

Among the Flamingo properties was the *Superman* series of short films, which has been a TV staple ever since, including eight years of Kellogg's sponsorship. It is perhaps more than coincidence that the new Wolper sales organization is handling *Superman* and other Flamingo material, including 70 half-hour *Grand Ole Opry* programs and a collection of feature films, as well as the Wolper-produced shows. Negotiations are in progress for syndication of other outside programs, he said.

Mr. Wolper said he returned to syndication because his production organization, which now numbers some 200 producers, directors, researchers, editors and others engaged in the process of turning old newsfilm into new programs, is now capable of turning out more product than other syndication firms are willing to handle, and enough to keep a sales force of its own busy. Also, he commented, a Wolper sales force can concentrate on selling Wolper product, which is not always true of other sales

casting is the heliport at the fair. The World's Fair Helicopter Sightseeing News Bureau, operated by New York Airways, has provided helicopter service for such programs as ABC-TV's *Wide World of Sports* for aerial views of the fair.

Radio and television stations from various parts of the country are using the helicopter service as the basis for reporting the activities of the fair back to hometown audiences.

Fair officials said that many stations also use direct-line telephone calls and studio interviews of local people visiting the fair. Stations and their advertisers also are using free trips to the fair as an advertising and promotional vehicle.

CBS Radio plans to broadcast dance band music twice a week from the World's Fair to help concessionaires who have reported business distress. The broadcasts will originate at the Danceland in the Louisiana pavilion and the Tiparillo bandstand where Guy Lombardo is playing. The concessionaires have agreed to pay line costs for the pickup.

Among network radio and television

programs that are or will originate from the fair for one or more programs are CBS-TV's *Candid Camera*, ABC Radio *Flair* reports, big band shows with Sammy Kaye and Guy Lombardo on CBS Radio and 30-minute segments every Friday of NBC-TV's *Today*.

Rural electric co-op to press fairness

The National Rural Electric Cooperative Association plans to follow through in its efforts to secure, under the FCC's fairness doctrine, equal time on radio stations that aired *Life Line*, *Manion Forum* and *Dan Smoot Reports* programs opposed to President Johnson's antipoverty program.

The NRECA sent out over 700 letters asking for free equal time in reply to the three programs (BROADCASTING, June 29). The association said last week that 76 stations have accepted its 13-minute taped reply to the *Life Line* program, 84 to the *Manion Forum* and 13 to the *Dan Smoot Reports*. A

number of stations responded that they did not carry the program mentioned by NRECA or that it was the station's belief that they presented a balanced view of the "war on poverty" through their other programing such as news.

A spokesman for the NRECA said that in certain cases they are following up with a second letter and if the situation warrants the association may take its case to the FCC.

A number of stations which were asked to provide time for reply to the *Manion Forum* said they would if paid. However, the NRECA said it will not pay for equal time. The association also refused to accept *Life Line's* offer to provide NRECA with two 5-minute segments for replies within another *Life Line* program.

The NRECA spokesman pointed out that the association is not pressing for equal time on stations that present a balanced picture of the antipoverty program.

Richard G. Evans Sr., president of WYZZ(FM) Wilkes-Barre, Pa., refused the NRECA free time to reply to *Manion Forum* on the ground that the

organizations.

In addition to such off-network material as *D-Day*, *Making of the President*, 1960 and the three Hollywood specials, Wolper Television Sales is going to handle a number of documentary series made expressly for first-run syndication. First of these is *Men in Crisis*, 32 half-hour stories of the historic clashes of opposing forces: "Chamberlain vs. Hitler," "Salk vs. Polio," "Stalin vs. Trotsky," "Kefauver vs. Crime" and so on.

Drama Is There ■ "In making our documentary specials," Mr. Wolper said, "we found that whenever we had a head-to-head conflict, a strong protagonist and antagonist, it played well, like a dramatic script. Kennedy versus Nixon in the TV debates was a high point in *The Making of the President, 1960*; Ike versus Rommel, in *D-Day*. So the next step was naturally a series of such confrontations and *Men in Crisis* is it. Apparently the broadcasters agree with us, for in the first month our salesmen placed it in 22 markets, including an order from Metromedia for all of its TV stations."

Wolper Television Sales has four sales offices, including the headquarters office in New York at 555 Madison Avenue, from which Ira Gottlieb, vice president in charge of sales, directs the national operation. Julian Ludwig, vice president, West Coast sales, operates out of Wolper Productions' main offices at 8720 Sunset Boulevard, Hollywood.

Ken Rowsell, southern sales manager, is stationed in Atlanta and Jack Garrison, midwest sales manager, operates out of St. Louis.

The entry into TV syndication is only one of a series of diversification moves now underway at Wolper Productions. A new industrial and governmental division is producing an industrial film for Timex and government films for the United States Information Agency and the National Aeronautics and Space Administration. A commercial division is working with Young & Rubicam on some specialized, documentary-style commercials. The company is also getting into the live TV program field with *Stop the Camera*, a panel game show produced by Nat Liggerman that uses newsreel footage for the contestants to identify. And Wolper is going to make an international series for pay TV.

As owner of Paramount News and its 15-million foot newsfilm library, Mr. Wolper also sells footage to producers, foreign TV stations and others in need of this material. Theaters may go back to using newsreels, he thinks, especially if they can get them in color. Paramount News is pretty much an autonomous operation, with its staff working from its own offices in New York.

Newsfilm is the backbone of the documentary program business and Wolper Productions has agreements with Pathe and United Press International, as well as some foreign newsreel companies, to

obtain footage needed to augment the Paramount library.

Big-Screen Features ■ In addition to its TV documentaries, the Wolper organization is preparing two feature-length documentaries for showing in theaters, "Adolph Hitler and the Third Reich" and "Four Days in November," the latter in cooperation with UPI. The sale of these feature pictures to theaters will be handled by United Artists, which has handled the syndication of Wolper's *The Story of . . .* TV series and is also involved in *Hollywood and the Stars*, a half-hour Wolper series which has been on NBC-TV this past season.

NBC's willingness to take this series about Hollywood and its stars, while refusing to even consider letting him make a public affairs documentary, is wryly amusing to David Wolper. This policy, which is shared by CBS, is extremely short-sighted, he believes, and is bound to change eventually. Moreover, he asserts, it is pointless, as any documentary he produced for a network would be subject to the same editing and revision as one produced by the network's own news department.

Most of all, Mr. Wolper decries this policy as working against the best interests of both broadcasters and viewers. If ABC had stood firm with the other networks and had not agreed to broadcast *The Making of the President, 1960*, he said, the public would never have seen the program which won four Emmys for Wolper and ABC-TV.

association's interpretation of the fairness doctrine "would tend to contravene the constitutional right of open discussion and 'free speech.'"

The reply taped by the NRECA features R. Sargent Shriver, director of the President's antipoverty program, in an interview by a member of the association public relations staff.

Mowers vs. plows on farm programs

Farm radio programs in the Northeast today are more for the man who pushes a lawn mower than for the man who pushes a plow.

This is one of the findings by two farm directors of eastern radio stations and presented to the National Association of Television & Radio Farm Directors, meeting in Cherry Hill, N. J.

The two broadcasters are Frank Atwood, WTIC Hartford, Conn., and Don Tuttle, WGY Schenectady, N. Y. They

wrote to all farm broadcasters in the northeast area for air checks of their programs, and put them together into a montage to indicate the kind of products being sold on farm programs. This indicated that farm programs now not only sell the usual farm products—equipment, feed, seed and fertilizer—but also, and in greater number, the normal complement of straight consumer goods—automobiles, beer, cigarettes, furniture, insurance, banking, etc.

Mr. Atwood estimated that 70% of his commercials are "nonfarm" products. Not only are farmers regular consumers, Mr. Atwood said, but a considerable number of his audience are now exurbanites who live in rural areas but commute to work in the city.

From 1955 to 1961, Mr. Atwood reported, the farm audience of WTIC, covering about 2.5 million people, declined from 9% to 4%. Mr. Atwood's own program (*Frank Atwood Show*), runs heavily on farm information from 5:30 a.m. to 6 a.m., and then switches to a more "urbanized" format until it ends at 6:45 a.m.

The Atwood-Tuttle presentation, entitled "Farm Radio in the Urban East,

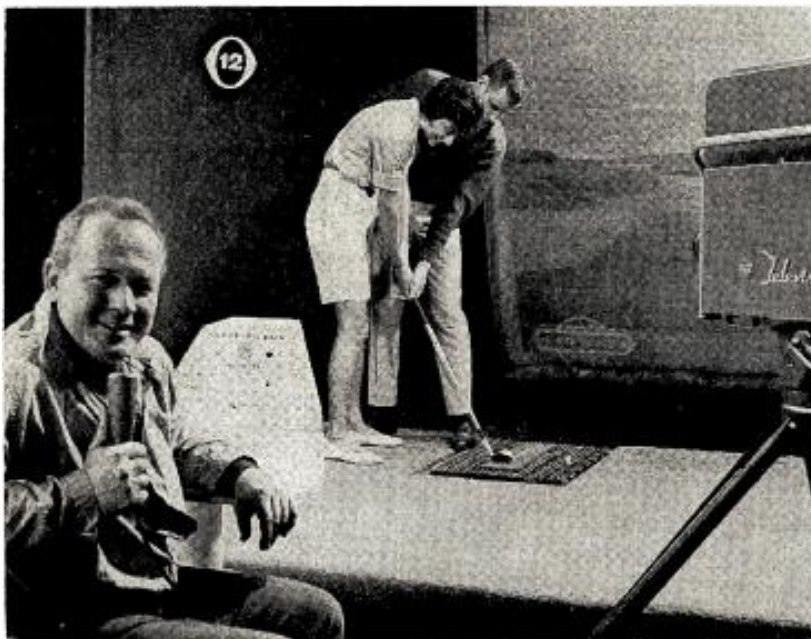
or from Baltimore to Boston," was compiled with the help of John Schmulback, sales manager of WGY.

SAG sets July 9 strike in TV filming

With a Screen Actors Guild strike against the Association of Motion Picture and Television Producers set for Thursday (July 9), SAG is set to meet in a separate bargaining session this morning (Monday) with TV producers who are not affiliated with AMPTP.

Directors of the guild unanimously approved the strike date after the SAG-AMPTP contract expired June 30. July 9 was set with the guild saying it was giving sufficient time for negotiators to make a final effort to avoid a work stoppage.

SAG said it had made "substantial modifications" in its original demands, including those in the rerun and foreign shooting areas. Officially, no one has talked about what has gone on in the



WISN-TV brings 'golf course' into studio

What is claimed to be television's first use of the new Golf-O-Tron system for playing golf indoors in small space has been introduced by WISN-TV Milwaukee on a new local sports program, *Inside Golf*.

Here Dick Johnson (l), WISN-TV sports director, describes the instruction John Smeeton, golf pro, is giving the program's student-hostess, Nancy Cudahy.

The Golf-O-Tron projects the background from any of a number

of top U. S. courses onto the rear screen, which serves as the net catching the studio player's drive. A computer system measures both force and angle of drive and advances the picture slides and visual marker registry.

The result is the player can actually simulate his stroke-by-stroke advance around the particular course chosen. The system also includes a studio green with putts up to 25 feet. Cost is around \$6,000.

bargaining sessions, but it is understood that AMPTP rejected a plan to give the actors a cut on foreign sale of TV films and offered SAG only a token increase in present rerun fees.

The SAG-AMPTP impasse has brought other labor-management negotiations in Hollywood to a virtual standstill. Progress in some minor areas was reported in a negotiation session between the Screen Extras Guild and producers last week. However, producers talks with SAG and the Directors Guild of America are waiting outcome of the SAG situation.

Program notes . . .

Laurels ■ The Czech International Television Festival awarded *The Jackie Gleason Show: The American Scene Magazine* top prize and named Leonard Bernstein recipient of a Diploma of Honor for the "What is a Melody?"

program from his *Young People's Concerts* series. Both shows are seen on CBS-TV and are distributed overseas by CBS Films.

Hayworth on TV ■ CBS-TV has signed Rita Hayworth for her first television appearance in a performance on the *Rawhide* series next season (Fridays, 7:30-8:30 p.m. EDT). Miss Hayworth's appearance will be in a "star vehicle" the network is creating for the series that will feature top stars in important guest roles. Salary for a performer appearing in a "star vehicle" would range from \$25,000 to \$40,000 compared to a range of \$3,000 to \$6,500 paid conventional guest star talent.

Blake back ■ Blake Edwards, who created the *Peter Gunn* and *Mr. Lucky* series for TV several years ago, has committed his newly formed Patricia Productions to provide ABC-TV with pilot programs for three new series next year.

Seven Arts may get 20th-Century films

Seven Arts Associated last week confirmed a report that it is close to acquiring 30 post-1948 features from 20th Century-Fox. The package is expected to cost the syndication company in the neighborhood of \$5 million.

A Seven Arts representative said essentials of the deal had been agreed upon, but that it remained to be signed. The 30-film group comprises the same 20th Century pictures that were originally shown on NBC-TV in the past season.

Among the titles are "Diary of Anne Frank," "Love is a Many Splendored Thing," and "Seven Year Itch."

The Seven Arts spokesman said acquisition of the films, 80% which are in color, represents a continuing emphasis by the syndicator on color pictures. Approximately 50% of the films now in the Seven Arts library are in color.

Official sues Wolper over new TV series

Official Films Inc. has filed a suit in the U. S. District Court in New York against Wolper Productions Inc. for \$600,000 damages, claiming that Wolper has breached its 1960 contract with Official on the *Biography* half-hour TV series.

The suit contends that the pact Wolper made with Official to produce *Biography* contained a clause prohibiting Wolper from producing and distributing one-half hour series depicting biographies of famous persons of the past 50 years. Official claims that Wolper's current series, *Men in Crisis*, is a violation of that clause.

In addition to the \$600,000, Official is seeking an injunction restraining Wolper from making any further sales on its *Men in Crisis* series and is asking that Wolper pay over "his profits and the losses sustained by Official."

Weekend programs hit in WNDT(TV) budget cut

New York area educational station WNDT(TV) will not resume Saturday and Sunday operations in the fall because of a \$654,000 reduction in its operating budget.

Samuel B. Gould, president of the station, said the station normally drops weekend programming during the summer months but originally had planned to resume telecasting on Saturday and Sunday in the fall.

The decision to eliminate weekend

telecasting, according to Mr. Gould, was made at a recent meeting of the board of trustees because the budget for 1964-65 amounts to \$2.3 million. The station had hoped to operate with approximately \$2.8 million but, Mr. Gould said, there have been cutbacks in contributions and in grants from foundations.

A program series that received critical acclaim, *The City*, devoted to an examination of life and problems within specific neighborhoods in New York, will not return to WNDT in the fall because "it is too expensive for us," a spokesman said. Fifteen episodes in the series during 1963-64 cost \$50,000.

Most of the programs that have been carried on the station for the past two years will continue. The regular fall schedule will start on Oct. 5.

WOR-TV, WBKB(TV) buy CBS Films series

CBS Films reported last week it has sold 156 episodes of *Marshall Dillon* and 111 segments of *Whirlybirds* to WOR-TV New York and the *Dillon* series only to WBKB(TV) Chicago. The purchase price by WOR-TV was estimated at \$500,000 and by WBKB at \$200,000.

James T. Victory, vice president domestic sales, CBS Films, noted that 35 stations have bought *Dillon* since it was placed into U. S. syndication two months ago. He said that more than \$1.7 million in sales have been made on the series during that time.

AB-PT, Warners film Burton's 'Hamlet'

A stage production of "Hamlet," now on Broadway, has been filmed for presentation in over 1,000 movie theaters with American Broadcasting-Paramount Theaters and Warner Bros. Pictures underwriting the venture. AB-PT's investment is estimated at \$350,000.

The Broadway "Hamlet," starring Richard Burton, was filmed during a regular performance last week by a special high-speed process, "Theatrofilm," which permits filming under normal theater lighting. Theatrofilm is the registered trade mark of Electronovision Productions.

Warner Bros. Pictures will pay the cost of prints, advertising, promotion and distribution.

The cinema presentations in the U. S. and Canada—four showings in each theater—according to contract must be

made within the same two-day period, necessitating at least 1,000 separate prints of the film. The dates have not been set.

A representative of Warner Bros. said the company expected to spend around \$350,000 for prints and another \$350,000 on advertising and promotion. He declined to predict distribution expenses.

Backers of the production hope for a minimum theater audience of five million with ticket prices averaging \$2 each.

Overseas news programs offered by radio firm

Overseas Communications Co., Darien, Conn., a new radio production firm, is offering stations two five-minute feature news programs each weekend. The firm reports its service has already been sold in 24 markets.

The news programs, featuring former CBS newsman Robert Pfeiffer, are short-waved each Thursday from foreign cities to New York, where they are recorded by RCA and then forwarded to member stations. According to Overseas Communications, the programs represent "in-depth analysis of the top story of the week as seen from abroad."

News wire complaints

Opposition to the Agriculture Department's market news wire service continued last week as a number of representatives of news media testified against it before a Senate appropriations subcommittee. Funds for the service already have been approved by the House (BROADCASTING, May 25).

The arguments advanced by publishers last week charged that the department's service unfairly competes with privately owned firms. One publisher testified that his company lost at least \$75,000 to the service last year.

WNEW-TV buys 225 films

The purchase of the largest feature film package in the history of WNEW-TV New York, consisting of 225 pre-1948 Paramount pictures was announced last week by Jack Lynn, vice president of programming for the station. The price paid to MCA-TV for the films was said to be about \$1.5 million.

Included in the package are "For Whom the Bell Tolls," "State of the Union," "The Lost Weekend," "Two Years Before the Mast," "The Lives of a Bengal Lancer," "Beau Geste" and "Wake Island."

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Presunrise action may fall victim to recess

Commission says lack of engineering information holds up any chance of making a decision

The likelihood of early FCC action on a rule permitting presunrise operation by daytime broadcasters appeared slight last week, despite what has been a concerted commission effort to adopt a rule before the August recess. The project was begun with a proposed rule-making issued in November 1962.

The commission staff, which has been working under considerable pressure for weeks to complete a draft rule, presented its recommendation to the commission last week, but got a cold reception. The FCC felt it lacked the necessary engineering data on which it could make a decision.

Basically, the staff proposed a plan it said aimed at preserving existing presunrise operations of day and fulltime stations as far as possible and, in special cases, permitting resumption of presunrise operations that had been banned because of interference with fulltime stations. Some 2,000 daytimers would be affected by the proposal.

But the staff had presented only a preliminary version of its proposed rule; the report and order that ordinarily accompanies a rule and contains the rationale for it had not been completed in time for the June 29 meeting.

As a result, the commission asked the staff for more information. It asked what effect the rule would have on U. S. obligations under the North American Regional Broadcast Agreement. The commission also requested data on the service needs of the stations involved, and on the interference that would result if the proposed rule were adopted.

Time-Consuming ■ Some officials expressed doubt the staff would be able to provide the commission with the data before the recess.

As presented by the staff, the rule was designed to eliminate as an issue the matter of complaints by fulltimers about presunrise operations of daytimers. Daytimers now are permitted to broadcast before dawn until a full-time station complains about interference.

The staff's recommendation would have provided a cut-off date, after which presunrise operations would have been "grandfathered in;" the commission would not have entertained further complaints about such operations. But at the same time, the cutoff date would have been a deadline for new presunrise operations by daytimers.

As for existing situations, the proposed rule provided for procedures for resolving disputes. Initially, stations would be expected to reach agreement between themselves, as is currently the practice under an interim procedure adopted by the commission in March. The negotiations could involve an agreement by the daytimer to reduce power to a point where interference ceases.

Commission Action ■ A dispute that couldn't be settled in this manner would, under the staff's recommendation, be referred to the commission, which would settle it on the basis of written filings submitted by the stations. The commission could decide whether a presunrise operation should be allowed to continue or be resumed, and if so, on what basis.

The staff proposal provided for a set of priorities on which the commission would make its decisions. Daytimers that are the only stations in their communities would be given particular consideration.

Since the commission is prohibited from modifying a station's license without a hearing, the proposed rule provided for imposing settlements on stations at the time their license comes up for renewal. The staff reportedly is anxious to avoid the burdens on the commission that would result from a series of hearings on complaints about presunrise operations.

AMST opposes drop-in

The Association of Maximum Service Telecasters and a local UHF permittee last week urged the FCC to deny a requested short-spaced channel 10

drop-in in Jacksonville, Fla.

The drop-in request was made by New Horizons Telecasting Corp. after the commission declined to reconsider its denial of drop-ins to the Florida city and six other two-VHF markets (BROADCASTING, May 25). New Horizon's proposal would place the channel 58.5 miles short of the required co-channel spacing from WALB-TV Albany, Ga.

AMST said the New Horizon petition for the channel is merely a second plea for reconsideration of the drop-in decision, and as such is a violation of the FCC's practice not to entertain further pleadings following a denial of reconsideration in a proceeding. Rust Craft Broadcasting Corp. permittee to WJKS-TV (ch. 36) in Jacksonville, backed AMST's argument. Rust Craft also told the commission that New Horizons erred in arguing that the short-spaced channel 10 could serve Jacksonville more efficiently than could a UHF station.

American Airlines to have TV, movies

American Airlines last week announced plans to bring live television, among other in-flight entertainment, to passengers on 45 of its jets by the end of September.

Using equipment made by Sony Corp., the airline will offer live TV, when in range of a station; movies on closed circuit; pictures of the takeoff and landing from a camera in the nose of the plane or stereophonic music. The technical gear is expected to cost more than \$1 million.

American's announcement last Wednesday (July 1) came less than a week after Ampex Corp. announced availability of a similar system, Travelvision. Heart of the Ampex system is a 96-pound Videotape playback unit providing TV pictures, movies prerecorded on tape and two music programs for passenger selection.

United Air Lines is examining passenger television systems and Pan American Airways is also reported considering such installations.

The sudden interest in in-flight entertainment was generated by the passenger response Trans World Airlines has had with motion pictures on its international flights since 1961 and cross-country flights since 1963. TWA, American and United are in direct domestic competition and Pan American competes on

several international routes with TWA.

American's Sony installation, in the airline's 707 and 720 Astrojets, includes a series of 9-inch sets—one for each two passengers in first class, and one for each nine passengers in the tourist section.

In first class the sets will be between the backs of the two seats ahead and the sets in tourist section will be attached to overhead service consoles. There will be individually controlled headsets that can be plugged into jacks for either picture sound or stereo music. The headsets are similar to ones used by TWA.

Except for live television from ground stations, all pictures and music will originate in the plane. Just which ground station will be seen by the passengers will be controlled by the stewardess from controls in the forward cabin.

The Sony system provides for a camera with a telescopic lens housed in the jet's nose.

Emerson shows transistorized set

Emerson Radio & Phonograph Corp. and Texas Instruments Inc., have introduced an 11-inch transistorized TV receiver to be retailed for under \$150.

It is reported to be the first commercially practical TV set of its kind. Texas Instruments will make the transistors for the new sets which Emerson says will be available by September.

The receiver, already in production at Emerson's Jersey City, N. J., plant, was demonstrated at a distributors convention in New York last week.

Benjamin Abrams, Emerson president, has predicted TV set sales for 1964 will climb to 9.5 million units with color sets accounting for 1.5 million.

At the convention Emerson added its voice to the red-hot color set pricing war with introduction of a 21-inch color model at a suggested retail price of \$369.95. Also in its line of 1965 home entertainment equipment is a black-and-white portable for \$99.95.

Montgomery Ward plans

Montgomery Ward & Co., Chicago, plans to acquire an interest in a new electronics manufacturing firm which ultimately would produce most of the Ward line of TV sets, radios and other home entertainment products. Ward is to buy into the company formed from the assets of Trav-Ler Industries, Chicago, which is being acquired by Hoffman Electronics Corp., for \$7.5 million.

Tiny sets steal the spotlight

Chicago Music Show provides introduction for radio-TV receivers

The great diversity of tiny personal television sets and pocket size AM-FM radios now available to the consumer was clearly seen last week at the 63rd annual Music Show in Chicago sponsored by the National Association of Music Merchants. The trend to solid state in TV as well as radio was evident, especially in the small portables.

Some 13,000 U. S. retail buyers attended the show. About 350 companies, including many of the radio-TV majors, exhibited some 6,000 product lines.

Dealer reaction to the new all-channel TV law appeared mixed with some indifference and confusion over pricing. In most cases all-channel sets are running about \$10-\$20 over the previous VHF-only models. In many instances dealers were said to have stocked up on VHF-only sets to avoid the all-channel selling problem as long as possible. Generally set sales seem to be continuing at a good pace.

Standard Radio, which has featured what it claims is the smallest of the transistor AM pocket radio lines for several years, came up with a similar entry for the portable TV field with its new 3-inch set, an all-channel model which works on regular AC current or DC using an enclosed packet of nine regular "C" cell flashlight batteries. Standard also introduced its less-than-cigarette pack sized AM-FM pocket radio. Both items still await pricing from Japan.

A similar flashlight battery all-channel tiny TV portable was shown by Sony Corp. but the picture size is slightly bigger, 4-inches. Price is \$199.95. Sony still has inventory of its well-known tiny VHF portable featuring a 5-1/2 inch picture tube (now \$189.95) and for which a UHF adaptor is available. Sony also introduced a new solid-state 9-inch model.

More Small Sets ■ General Electric, Magnavox, Curtis Mathes and Westinghouse were among American firms introducing personal TV sets under their own labels although manufactured for them in Japan. GE's new 9-inch solid state portable sells for \$159.95. Westinghouse showed its new 12-inch starting at \$119.95. Magnavox's 12-inch set starts at \$99.95 while the 11-inch set of Curtis Mathes is \$89.95 VHF-only

from inventory, and \$109.95 all-channel.

The range of pocket-size and small AM-FM transistor portables this year has become quite large, including entries by both U. S. and foreign manufacturers. Prices start as low as \$25 but most low-end models are pegged at \$39. Step-up luxury models often include additional wave bands, especially among imports.

Color TV ■ Nearly all big firms displayed their 21-inch color TV lines at Chicago last week but conversation centered frequently on other color innovations. Sharp Electronics of Japan displayed its new 16-inch rectangular color tube set which is similar to the new Toshiba-made 16-inch rectangular color set being test marketed in the Chicago area by Sears Roebuck & Co. Both are priced at \$349.

A new patent-pending optical system which produces a startling illusion of natural "looking through a window" depth to color TV pictures was shown to a select few at the invitation of Jim Holt, former WBZ Boston disk jockey who developed the technique and who now heads his own recording, production and development firms in Hollywood. Called Teledepth, the system incorporates a simple concave mirror and enlarging lens combination which is being offered for licensing.

Mitsubishi demonstrated its new 6-inch color set which employs the triple picture tube and mirror technique originally used by RCA some 15 years ago to demonstrate color TV. The set is selling for \$300 in Japan now but it won't be ready for the U. S. market until early next year.

Technical topics . . .

Camera cam ■ Houston Fearless Corp., Los Angeles is producing a new head for TV cameras which utilizes the cam principle. The Cam Head can hold the heaviest or the lightest of cameras at any tilt angle.

New transistors ■ RCA Electronic Components and Devices is marketing four new silicon planar transistors, specifically designed for audio amplifier applications in home entertainment equipment. The transistors feature small-signal beta level ranges and are suitable for most radio, television, phonograph, tape recorder and other consumer-type audio equipment design requirements.

Pilot returns ■ Pilot Radio Corp. has re-entered TV set marketing with introduction of 21-inch color TV models in some of its home entertainment consoles. Pilot discontinued TV marketing in 1952 when it turned to emphasis on high fidelity equipment.

Flattering letter used in ad campaign

Unsolicited testimonials may be a thing of the past but WCCC Hartford, Conn., employed a flattering letter from a listener in a blind advertisement in the local paper and offered a prize to anyone who guessed which station had received the letter whether or not the guess was correct. Of 564 replies, 140 correctly named WCCC.

The station received an unsigned letter and conducted an on-air search for its author. In the Sunday *Hartford Courant*, WCCC ran the signed letter complete except that call letters were deleted. Instructions under the letter listed all the Hartford radio stations and asked that the readers clip a coupon, fill in their names and addresses and mark with an "X" the station which they thought had received the letter, then mail the coupon to a box at the *Courant*.

With 24.8% of the total, WCCC placed second in the voting, just nine votes short of the first place choice and 40 votes ahead of the third place station. The station then mailed out 564 ball-point pens with a letter of thanks from the station manager, Bill Savitt.

The following Sunday the station ran a follow-up ad in the *Courant* saying that it had received the letter and gave the percentage breakdown of the replies.

Some stock answers

Kukla, Fran and Ollie have invaded the domain of Wall Street, at the request of the New York Stock Exchange, to enlighten people on the basics of investing. The trio covers such topics as the correct vs. the wrong way to invest, how

to read the financial pages, proxies and annual reports and the language of investing. Thirteen five-minute tapes and films, in both color and black-and-white, are free to television stations. Distribution will be handled by Sterling Movies.

A coonskin kick at NBC Enterprises

NBC-TV will begin a promotion campaign this summer for its new *Daniel Boone* series, which starts Sept. 24 (Thursdays, 7:30-8:30 p.m. EDT).

NBC Enterprises has signed licenses with manufacturers to market Daniel Boone tee shirts, pajamas, sweat shirts, toy forts, and soldiers, hats, dollars, Indian teepees, frontier jackets and trousers, bubble gum, action skill games, lunch kits and toy replicas of frontier wagons, canoes and the Kentucky long rifle. A Daniel Boone Trailblazers fan club also is being established.

Merchandise will be shown to retail and supermarket buyers in New York July 16.

Broadcasters hand out scholarships

School is out for the summer and broadcasters are taking part in the annual activity of handing out scholarships. In Boston, proceeds of Broadcasting Executives Club's break-up party have been turned over to a fund which provides a one-year scholarship for a graduate student in broadcasting at Boston University or Emerson College.

Fifteen members of the Nebraska Association of Broadcasters are providing six freshman broadcast scholarships with a total value of more than \$1,500

at the University of Nebraska School of Journalism. The scholarships will be available to qualified 1965 Nebraska high school graduates. And in New York, WABC has awarded its first annual \$1,000 scholarship to the writer of the best Schoolscape newscast during the past school year. The contest, run for high school students, will begin again in the fall with selected students writing, producing and announcing newscasts on the station every weekday night.

Networks receive 6 School Bell awards

Six National School Bell awards were presented to ABC, CBS and NBC last Wednesday (July 1) at the 102d annual National Education Association convention in Seattle.

Each network received an award for documentary interpretation of education: *The Saga of Western Man: 1964*, ABC-TV; *CBS Reports*, "The Catholics and the Schools," CBS-TV, and *An Experiment in Excellence*, NBC-TV.

The ABC program, the fourth in a series on Western civilization, focused on the most serious problems faced by the U. S. The CBS News show covered the federal aid issue and used film visits to Catholic schools to dramatize their place and problems in education. NBC News's program dealt with the public schools of Pittsburgh and explained teaching innovations there.

CBS News received two other School Bell awards, including the only one for a radio program. *CBS Morning News with Mike Wallace* was selected for its "continuous coverage of education through a news program on television." The CBS News symposium, *Our Teachers—Educated or Miseducated?* dealt with a controversy aroused by the book, *The Education of American Teachers*.

NBC-TV received another School Bell award for its *Mr. Novak* series, as a dramatic interpretation of education presented by a national TV network which "presents teaching as a serious business and richly rewarding."

The network presentations were among 15 awards made in publishing and broadcasting fields. The Associated Press received an award for coverage of education by its specialist, G. K. Hodenfield.

Newsfilm award to WRCV-TV

WRCV-TV Philadelphia has been named Newsfilm Station of the Year in the National Press Photographers Association's Pictures of the Year competition. More than 40 stations entered

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the competition sponsored jointly by the World Book Encyclopedia, the University of Oklahoma School of Journalism and the NPPA.

Drumbeats . . .

For the kids ■ The merchandising and licensing division of CBS Films will handle character merchandising for *Linus the Lionhearted*, new CBS-TV series. The division will market toys,

games, clothing and juvenile publications featuring Linus, a timid lion, and other characters in the series.

Golden presentation ■ Eldon Campbell, vice president and general manager of WFBM-AM-FM-TV Indianapolis and operator of the Muzak franchise, that city, has been awarded the 1963 Golden Ear award for outstanding contributions to business and civic communities. The annual award is made to the person as-

sociated with Muzak who makes outstanding contributions to public service.

Tour winners ■ WJW Cleveland received 2,338 entries in its first two-week "Know Your U.S.A. and Win a Free Vacation" contest. The grand prize winner received a trip for two to Las Vegas and California. The station is sponsoring four more contests with prizes of trips to the World's Fair, Yellowstone Park, New England and Florida.

FATES & FORTUNES

BROADCAST ADVERTISING

Lawrence R. Nelson, senior VP and chairman of executive committee at Campbell-Ewald Co., Detroit, elected vice chairman of agency's board of directors. **Thomas R. Chick**, supervisor of United Motors Service division of General Motors account, appointed VP. **Courtley R. Parker**, account supervisor, also named VP.

Walter A. Compton, M.D., elected president and chief executive officer of Miles Laboratories, Elkhart, Ind., succeeding **Edward H. Beardsley**, who reaches mandatory retirement age of 65 next month. Appointment becomes effective July 31. Dr. Compton, 53, has been executive VP of Miles since 1961. Mr. Beardsley joined Miles in 1930 and became president in 1961. He will remain on board of directors.



Dr. Compton

Sanford A. Haver joins Dancer-Fitzgerald-Sample, New York, as VP and copy supervisor. He was VP and creative director at Mogul, Williams & Saylor, that city.

Joseph P. Bannon, manager, elected VP-distributor sales of RCA Sales Corp. **Jack K. Sauter**, manager of sales planning and development-television, elected VP for consumer products merchandising. Other RCA sales appointments include **Philip E. Cunningham**, eastern field sales representative, to manager, national accounts sales; **Daniel J. Gentile**, western field representative, to succeed Mr. Sauter, and **G. Lee Smith**, southern field representative, named manager, sales planning and development, radio-Victrola.

Frank Stanton, VP of Benton & Bowles, New York, appointed manager of information management. **Dr. Benjamin Lipstein**, B&B VP, appointed to new post of senior associate director of information management and director of information systems.

William G. Walters, who is among 55

advertising executives enrolled at Harvard Business School for Advertising Federation of America's sixth annual seminar in marketing management and advertising, is TV VP-sales manager of Peters, Griffin, Woodward Inc., New York. He was incorrectly identified as being with Television Bureau of Advertising in June 29 issue of BROADCASTING.

William J. Catrow elected VP of Ketchum, MacLeod & Grove, Pittsburgh.

John Knox Thorsen named to represent WICC Fairfield, Conn., in newly opened sales office at 400 North Michigan Avenue, Chicago. Mr. Thorsen in past was with WPAT Paterson, N. J.-New York, as midwestern sales representative in Chicago, and FM Group Sales, that city.

John C. Smith joins Street & Finney, New York, as account executive on Colgate-Palmolive Co. He was formerly at Young & Rubicam, that city.

George W. Doyme, president of Doyme Advertising, Nashville, elected president of National Advertising Agency Network. He succeeds **Myron J. Craver**, VP of Carr-Liggett Advertising, Cleveland.

Arthur J. Lamb, formerly executive VP of Lewis, Dobrow & Lamb, Washington, has formed his own advertising and PR agency, Arthur J. Lamb Inc., 145 19th Street N.W., that city.

David Davies, VP-client services at

A. C. Nielsen Co., Evanston, Ill., has resigned to join Armour & Co., Chicago, as director of marketing and sales research for its grocery products division, effective July 13.

Robert E. Anderson, VP-general manager of BBDO, Detroit, elected president of Aircraft Club of Detroit. **Edwin K. Wheeler**, executive VP-general manager of *Detroit News*, elected first VP, and **Thomas B. Adams**, president of Campbell-Ewald Co., elected second VP. **Robert G. McKown**, VP of D. P. Brother & Co., was re-elected club treasurer.

George Rapp appointed manager of national sales for WRC-TV Washington.

Richard Lord appointed VP in charge of creative services at Warwick & Legler, New York.

Russell S. Jones elected VP of McCann-Erickson, Los Angeles.

Karl H. Mayers named manager of special project division at Edward Petry & Co., New York. Mr. Mayers joined firm in June 1962 as assistant manager of Petry marketing department.

Edward F. McLaughlin named general sales manager of KGO San Francisco, replacing **Ken Leslie**, who resigned.

Donald Raumaker named account supervisor at John W. Shaw Advertising, Chicago.

Roland Kay and **Robert Huth** to join

SUMMER SALE—GATES TV TRANSMITTERS
2 IN STOCK—SPECIAL CLOSE-OUT PRICE

BT-1AH 500 watt TV transmitter. Replaced by new model in Gates line but in brand new condition—never used. Was \$16,000. Now offering transmitter tuned and tested to any single VHF Channel 7-13 for only \$9,950.
(As is—\$7,250.)

BT-100AH 100 watt TV transmitter. New but discontinued model. Excellent standby transmitter. Was \$7,900. Will test to any single Channel 7-13, supply new operating tubes and crystal and sell for \$3,950.
(As is—\$2,500.)

GENE EDWARDS, GATES RADIO COMPANY, QUINCY, ILL., 217-222-8202

San Francisco sales staff of H-R Television Inc. July 15.

Robert P. Murray Jr. joins ABC-TV Spot Sales, New York, as account executive. He was formerly TV account executive at Crosley Broadcasting Corp., that city.

Ray Vitale named national sales coordinator and merchandising director at WCBS New York. **Robert Qudeen**, account executive at Gash-Ferolie Co., New York food brokerage firm, succeeds Mr. Vitale.

William E. Steers, president of Doherty, Clifford, Steers & Shenfield, New York, elected to one-year term as board chairman of National Better Business Bureau, that city. **Earl N. Felio**, of Colgate-Palmolive Co., was elected NBBB treasurer, and **William G. Weisbrod**, of E. I. duPont de Nemours & Co., was re-elected secretary.



Mr. Steers

J. Peter Hronek named account executive at KSTT Davenport, Iowa.

John W. Connor appointed to newly created post of creative director, supervising both copy and art departments of Doremus & Co., New York.

Sheldon L. Kaplan joins Glenn Advertising, Dallas, as supervisor of broadcasting and account executive.

Carl P. Lanci named account executive KRW Cleveland.

Samuel Bader named account executive at Smith/Greenland, New York.

George H. Reese Jr. joins Compton Advertising, New York, as senior account executive.

Robert Munz appointed art director-coordinator of A. R. Gloster Agency, Detroit.

Robert Urquhart and **Peter Thompson** join creative staff of W. B. Doner & Co., Detroit.

Edward McCabe, of Young & Rubicam, and **Robert Wilvers**, of Benton & Bowles, join Carl Ally Inc., New York, as copy group head and art director, respectively.

J. Courtney McGroarty Jr., formerly with WPAT-AM-FM Paterson, N. J., joins WCBS-AM-FM New York as account executive.

Joe Monroe, formerly with WFAA-AM-FM Dallas, joins KIII(TV) Corpus Christi, Tex., as account executive.

Gary T. Sharp joins Jack T. Sharp Advertising, Cleveland, as media buyer.

Robert McCarthy, AM Radio Sales Co., Chicago, elected president of Chicago chapter of Station Representatives Association. Other new officers for 1964-65: **John Boden**, John Blair & Co., vice president; **Gale Blocki**, Avery-Knodel, treasurer, and **John Shaver**, H-R Representatives, treasurer.

Mercedes Bates, for past 4½ years senior editor in charge of food department of *McCall's* magazine, joins General Mills, Minneapolis, effective Aug. 1, as director of Betty Crocker Kitchens. She replaces **Helen Hallbert**, who retired Jan. 1.

Gwynn Meden, administrative director of The Zakin Co., New York, joins Sudler & Hennessey, that city, as PR director. She succeeds **Marie White**, who has resigned.

William G. Taylor joins copy department of N. W. Ayer & Co., Philadelphia. Also joining Ayer in PR department are **Ralph S. Thomas** and **Douglas G. Meldrum**. Mr. Thomas has been with Babcock & Wilcox Co., that city, for past two years; Mr. Meldrum was account executive at Ellington & Co., also Philadelphia.

Milton J. Margolis, VP and communications group head at Kenyon & Eckhardt, elected president of New York chapter of Sales Promotion Executives Association.

Arnold Starr joins AM Radio Sales, station representation firm, New York. Mr. Starr had been VP and general manager of *Radio-TV Daily* since July 1963 and before that was account executive at NBC Spot Sales, New York.

Mary Ann Brelje, estimator and me-

dia generalist at Gardner Advertising, St. Louis, to senior media generalist.

Roger H. Keyser and **Herbert H. Clark** elected VP's of Ted Bates & Co., New York. Both men are acting group heads in art department.

THE MEDIA

James R. Kerr, president and chief operating officer of Avco Corp., New York, elected to additional post of board chairman of Crosley Broadcasting Corp., Cincinnati, wholly owned subsidiary of Avco. **John T. Murphy** is president and chief operating officer of Crosley Broadcasting. Mr. Kerr succeeds as board chairman **James D. Shouse**, who has retired (BROADCASTING, June 15).

Bernard E. Neary, VP and general manager of WGBS Miami, elected president of Florida Association of Broadcasters. Other new FAB officers: **Bill Ryan**, WNOG Naples, treasurer; **Arnold F. Schoen Jr.**, WDBO-TV Orlando, VP-TV; **J. McCarthy Miller**, WCOA Pensacola, VP-radio, and **Kenneth F. Small**, WRUF Gainesville, executive secretary (re-elected). Mr. Neary succeeds **Eugene B. Dodson**, WTVT(TV) Tampa-St. Petersburg.

Robert Wilson, vice president and general manager, KXTV(TV) Sacramento, elected president of California Broadcasters Association to serve until June 30, 1965, end of the first July 1-June 30 fiscal year adopted for CBA last week at annual convention in San Francisco (see story page 50). He succeeds **Robert D. Wood**, vice president and general manager, KNXT(TV) Los Angeles. **Leslie Norrins**, KEYT(TV) Santa Barbara, is new VP for television; **Jules Dundes**, KCBS San Francisco, new VP for radio. **Louis Simon**, KPIX(TV) San Francisco, is secretary-treasurer.

Jonas Termin, promotion manager of WHYI Carlisle, Pa., named station manager of WFBG-FM Altoona, Pa. He succeeds **Norman A. Boland**, who has moved to sales post at WFBG-TV.

William T. Arrington, station manager of WMRB Greenville, elected acting secretary-treasurer of South Carolina Broadcasters Association, replacing **J. Ludley Saumenig**, who resigned.

Orville Cox appointed general manager of WTIK Durham, N. C.

PROGRAMING

Albert A. Altmark appointed assistant to president of Charles Michelson Inc., New York production-distribution firm.

Ted Kavanau, formerly producer-di-

Meagher to H-L

John F.

Meagher, former vice president for radio of the National Association of Broadcasters, has joined Hamilton-Landis & Associates. A

25-year broadcasting veteran, Mr. Meagher served in his NAB post for 10 years prior to his resignation last December. Before that he was general manager of KYSM-AM-FM Mankato, Minn., and served two terms as president of the Minnesota Broadcasters Association. Mr. Meagher will work out of the Washington office of the brokerage firm.



Mr. Meagher

rector-writer for public affairs department WBZ-TV Boston, joins WBBM-TV Chicago as director of documentary department. **Paul C. Snyder Jr.** joins staff as writer-producer and **Richard L. Asch** is named researcher.

Jerry Kunkel appointed operations manager of WIBC Indianapolis.

Jack R. Rader joins production department of KSTT Davenport, Iowa.

Guy Biondi named to succeed **Albert Floersheimer** as VP for advertising and publicity at Walter Reade-Sterling, New York. He was formerly eastern representative in New York for Mirisch Co., motion picture firm.



Mr. Pearson

John E. Pearson, formerly VP in charge of sales for Walter Reade - Sterling and earlier with Independent Television Corp. as head of international sales, joins Fremantle International Inc., New York, as coordinator of global sales. He will be responsible for coordinating sales efforts of Fremantle's offices in Canada, Great Britain, Italy and Australia and will supervise company representatives in other areas.

Kirby Ayers, formerly of WCBS New York, named director of program operations at WPAT Paterson, N. J.

Kazon Zoller named production manager of KABC-TV Los Angeles. He replaces **Steve Mills**, who was named executive producer.

Richard J. Collins, formerly producer on Bing Crosby Productions' *Breaking Point* series for ABC-TV, signed by Universal TV as producer on *Bob Hope-Chrysler Theatre* NBC-TV series.

Charlotte Tochtermann appointed to newly created post of internal assistant to president of Morton J. Wagner Cos., Los Angeles.

Squire D. Rushnell named assistant program manager of WBZ Boston.

Russ Mayberry joins Eue-Screen Gems, Hollywood, as sales manager for commercial and industrial film division. He was formerly associate production manager at Leo Burnett, that city.

NEWS

Ben Kubasik named manager of information and special services at CBS News, New York. He joined CBS-TV's press information department in November 1962.

Robert Cohen joins news staff of WHIC-TV Pittsburgh.

Tom Woods named chief cameraman-reporter of Broadcast News, syndicated news service with headquarters in Sacramento, Calif.

Wendell Smith, for past year on news staff of WBBM-TV Chicago, joins news department of WGN-AM-TV there.

Harry Hart, formerly news director of WALK Patchogue, N. Y., joins news staff of WHLI Hempstead, N. Y.

James F. Ruddle appointed newscaster-reporter at WTVT(TV) Tampa-St. Petersburg, Fla.

George Sells, formerly with news staff of WNMP Chicago, joins WSM Nashville as announcer-newsman.

FANFARE

Alfred M. Gertler promoted to senior VP and editorial director at Harshe-Rotman & Druck, Chicago. **Robert I. Salins** also named senior VP. Both have been with firm more than dozen years.

Charles H. Kitchell named president of SCI division of Communications Affiliates Inc., New York. He succeeds **James C. Wickersham**, who was named executive VP of parent CAI (BROADCASTING, June 29). Mr. Kitchell was formerly VP and marketing account service director of SCI division.

James C. Katz joins Blowitz, Thomas and Canton, Hollywood. He was formerly head of syndicate publicity at United Artists, New York.

Harry N. Handley, presentations specialist at Cape Kennedy for National Aeronautics and Space Administration and earlier sales development manager for WTVJ(TV) Miami, named promotion director of WLS Chicago. He succeeds **Charles Stroud**, resigned.

Monte Cook appointed promotion director of KVOO Tulsa, Okla. He succeeds **Ed Wheeler**, who has joined Whitney Advertising Agency, that city.

Harold A. Bergen, for past seven years with Burson-Marsteller Associates as VP in Chicago office, moves to Chi-

cago office of Harshe-Rotman & Druck, national PR organization, as VP.

Donald G. Hammond appointed manager of on-air promotion for CBS-TV network advertising and sales promotion department. In his new capacity he will report to Alex Kennedy, director of audience promotion.

Dennis Guiver, assistant program director of KUTV(TV) Salt Lake City, appointed promotion and PR manager.

EQUIPMENT & ENGINEERING

Johney Jackson named chief engineer of KBIB Monette, Ark.

Frederick R. Kappel, chairman of board of American Telephone and Telegraph Co., to receive American Institute of Consulting Engineers' award of merit. Annual award will be presented Oct. 20 at New York Hilton during institute's annual dinner.

Hubert R. Zeller Jr. appointed international sales manager-special products for Raytheon Co., Lexington, Mass. Mr. Zeller joined Raytheon in 1953, will direct export sales of amateur radio equipment, commercial single sideband equipment, television kits, and privately branded products.

ALLIED FIELDS

Professor Elmer G. Sulzer has resigned as chairman of department of radio and TV and as director of radio-TV communications at Indiana University, Bloomington, to teach as regular member of faculty.

Neal English, assistant director for audio-visual activities at American National Red Cross, Washington, promoted to national director of public information. He succeeds **Roy E. Johnson**, who retired.

Representative Fred B. Rooney (D-Pa.), new member of House Commerce Committee (BROADCASTING, May 25), has been added to its Communica-

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tions Subcommittee. Representative Rooney becomes fourth Democrat on panel, which includes three Republicans.

B. Eugene Koskey, supervisor of radio and TV at Northern Illinois University, DeKalb, named coordinator of technical studies of Sabah Radio for Malaya VII Peace Corps training program. This fall, Mr. Koskey, along with number of other radio technicians, will go to Sabah (formerly North Borneo, and now a state in Federation of Malaysia) where they will work for Sabah Radio under U. S. Peace Corps program.

Lee E. Franks, station relations associate with National Educational Television, New York, appointed executive director of TV for State of Georgia, with headquarters in Atlanta.

INTERNATIONAL

Henrik Hahr, VP-foreign relations and operations for Swedish Broadcasting Corp., Stockholm, appointed executive director of European Broadcasting Union and its administrative office in Geneva.

Michael Chetham-Strode and **Peter Shaylor** appointed account executives at Project Atlanta Ltd., sales company of Radio Atlanta, one of Britain's two offshore commercial radio stations. Mr.

Horne to Saudi Arabia

C. Phyll Horne, engineering assistant to FCC Commissioner Rosel H. Hyde, has been chosen to aid government of Saudi Arabia as consultant for two weeks in July. He will serve on committee to advise government on selection of bidder on radio equipment. Mr. Horne is scheduled to depart for Jidda, Saudi Arabia, July 12. He was selected for assignment after Saudi government asked State Department to recommend expert in radio equipment.

Chetham-Strode was previously with Rediffusion Ltd. for five years as sales manager and earlier with Associated Television Ltd. as sales executive. Mr. Shaylor was with Service Advertising Co. Ltd. where he was in charge of TV planning and buying.

Talbot S. Duckmanton named general manager designate of Australian Broadcasting Commission, Sydney. He will succeed **Sir Charles Moses**, who retires next year.

Mike Busuttilli joins international media division of Foote, Cone & Belding Ltd., London. He was with Young & Rubicam Ltd., that city. **Gordon Wills** joins Foote, Cone & Belding Ltd., as executive in its marketing and research division.

William C. Bain, research director of Stovin-Byles Ltd., Toronto station representation firm, named research manager of CTV Television Network Ltd., that city.

Brian Dogwell appointed acting media director of BBDO Ltd., London. He joined agency in 1960, became assistant media manager in 1963.

Bill Perry appointed head of outside broadcasts at Southern Television Ltd., British commercial TV firm, London.

Donald Atkins elected chairman of Mather & Crowther Ltd., London. Mr. Atkins has been managing director of company since 1962. He joined M&C as art director in 1946, was appointed to board as account director in 1949. **Stanhope Shelton** appointed vice-chairman of Mather & Crowther. He has been director since 1947. **Guy Mountfort** appointed managing director, succeeding Mr. Atkins. Mr. Mountfort joined M&C in 1948, became member of board in 1949 as director of merchandising.

William Collingwood appointed secretary of Independent Television Au-

thority, effective Aug. 1. Mr. Collingwood has been ITA regional officer for southwest England and channel islands since 1962.

Jock Morrison named manager of Vancouver, B. C., office of Cockfield, Brown & Co. Ltd., Montreal.

John Cuff elected board chairman of new London agency, Kingsley, Manton and Palmer Ltd. Mr. Cuff was formerly chairman of Benton and Bowles Ltd., London, resigning in 1963 after 15 years with agency. He was appointed managing director of B&B in 1950. Previously Mr. Cuff was founder-director of Foote, Cone and Belding Ltd., London, and also worked with Mather & Crowther Ltd., that city.

Al Shaver, sportscaster from western Canada, appointed general manager of CKLW Windsor, Ont.

Jim Tapp appointed general manager of CKGM Montreal.

Robert Carbert, farm commentator at CKNX Wingham, Ont., and CJOH-TV Ottawa, to farm commentator of Canadian Broadcasting Corp.'s Toronto national program headquarters.

DEATHS



Mr. Walker

Larry Walker, 65, retired executive VP of Carolina Broadcasting Co. (WSOC-AM-FM-TV Charlotte, N. C.) and 34-year veteran of broadcasting, died June 29 in Blowing Rock, N. C., following sudden illness. Mr.

Walker began his career with CBS in 1928, moved to Charlotte in 1930 and joined Jefferson Standard Broadcasting Co. in 1942, subsequently becoming VP and director of company (WBT and WBT-TV Charlotte). He left WBT in 1953 to become executive VP of Wsoc Broadcasting Co. and was elected president of that organization in 1957 when he put wsoc-TV on air. When wsoc stations were sold to Cox Broadcasting interests in 1959, Mr. Walker headed new Carolina Broadcasting Co. as executive VP and general manager. He retired in 1962.

E. Ross Gamble, 81, who retired in 1960 as VP, director and treasurer of Leo Burnett Co., Chicago, died June 29 in St. Louis. At one time he had been with Erwin, Wasey & Co., and H. W. Kastor & Sons.

Walter E. Butler, chairman of Butler & Gardner Ltd., London subsidiary of Gardner Advertising Inc., died in Hassocks, Sussex, June 29. Mr. Butler had own agency from 1928 until 1961 when it became affiliated with Gardner.

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ON THE TV NETWORKS THIS SUMMER

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: (C), color; sust., sustaining; part., participating; alt., alternate sponsor; co-op, cooperative local sponsorships; cont., continued. All times Eastern. Published first issue in each quarter.

SUNDAY MORNING

10 a.m.-Noon

ABC-TV No network service.
CBS-TV 10-10:30 *Lamp Unto My Feet*, sust.; 10:30-11 *Look Up and Live*, sust.; 11-11:30 *Camera Three*, sust.; 11:30-12 No network service.
NBC-TV No network service.

SUNDAY AFTERNOON-EVENING

Noon-1 p.m.

ABC-TV No network service.
CBS-TV 12-12:30 No network service; 12:30-1 *Face the Nation*, sust.
NBC-TV No network service.

1-2 p.m.

ABC-TV 1-1:30 *Discovery '64*, part.; 1:30-2 *Issues and Answers*, Nationwide Insurance.
CBS-TV 1-1:45 No network service; 1:45-4:45 *Baseball Game of the Week*, part.
NBC-TV 1-1:30 No network service; 1:30-2 Religious programs & Public Affairs, part.

2-5 p.m.

ABC-TV No network service.
CBS-TV *Baseball Game of the Week*, cont.
NBC-TV 2-4:30 *Baseball*, part.; 4:30-5:30 *Sunday*, part.

5-6 p.m.

ABC-TV No network service.
CBS-TV 5-5:30 *CBS Sports Spectacular*, U.S. Rubber, Lorillard, Gillette; 5:30-6 *Amateur Hour*, J. B. Williams.
NBC-TV 5-5:30 *Sunday*, cont. (C); 5:30-6 *GE College Bowl* (C), General Electric.

6-7 p.m.

ABC-TV No network service.
CBS-TV 6-6:30 *Twentieth Century*, Prudential; *Mr. Ed*, part.
NBC-TV 6-6:30 *Meet the Press* (C), co-op., part.; 6:30-7 No network service.

7-8 p.m.

ABC-TV 7-7:30 No network service; 7:30-8:30 *Empire*, part.
CBS-TV 7-7:30 *Lassie*, Campbell Soup; 7:30-8 *My Favorite Martian*, Kellogg, Toni.
NBC-TV 7-7:30 *Bill Dana Show*, S. C. Johnson, Vicks; 7:30-8:30, *Walt Disney's Wonderful World of Color* (C), RCA, Eastman Kodak.

8-9 p.m.

ABC-TV *Empire*, cont.; 8:30-10 *Arrest and Trial*, part.
CBS-TV *Ed Sullivan*, Pillsbury, P. Lorillard, Whitehall, Lever.
NBC-TV *Walt Disney*, cont.; 8:30-9 *Grindl*, P&G.

9-10 p.m.

ABC-TV *Arrest and Trial*, cont.
CBS-TV 9-9:30 *Celebrity Game*, Alberto-Culver, U.S. Rubber, P&G; 9:30-10 *Brenner*, part.
NBC-TV *Bonanza* (C), Chevrolet.

BROADCASTING, July 6, 1964

10-11 p.m.

ABC-TV No network service.
CBS-TV 10-10:30 *Candid Camera*, Bristol-Myers, Lever; 10:30-11 *What's My Line*, J. B. Williams, Kellogg, P&G.
NBC-TV *duPont Show of the Week*, duPont, and *NBC News Specials*.

11-11:15 p.m.

ABC-TV No network service.
CBS-TV *CBS News with Harry Reasoner*, Whitehall, Carter.
NBC-TV No network service.

MONDAY-FRIDAY

7-10 a.m.

ABC-TV No network service.
CBS-TV 7-8 No network service; 8-9 *Captain Kangaroo*, part.; 9-10 No network service.
NBC-TV 7-9 *Today*, part.; 9-10 No network service.

10-11 a.m.

ABC-TV 10-10:30 No network service; 10:30-11 *Price Is Right*, part.
CBS-TV 10-10:30 *CBS News with Mike Wallace*, part.; 10:30-11 *I Love Lucy*, part.
NBC-TV 10-10:25 *Make Room for Daddy*, part.; 10:25-10:30 *NBC News Morning Report*, Gen. Mills, Bristol-Myers; 10:30-11 *Word for Word* (C), part.

11 a.m.-Noon

ABC-TV 11-11:30 *Get the Message*, part.; 11:30-12 *Missing Links*, part.
CBS-TV 11-11:30 *The McCoys*, part.; 11:30-12 *Pete & Gladys*, part.
NBC-TV 11-11:30 *Concentration*, part.; 11:30-12 *Jeopardy*, part.

Noon-1 p.m.

ABC-TV 12-12:30 *Father Knows Best*, part.; 12:30-1 *Tennessee Ernie Ford*, part.
CBS-TV 12-12:25 *Love of Life*, part.; 12:25-12:30 *News*, part.; 12:30-12:45 *Search for Tomorrow*, P&G; 12:45-1 *Guiding Light*, P&G.
NBC-TV 12-12:30 *Say When* (C), part.; 12:30-12:55 *Truth or Consequences* (C), part.; 12:55-1 *News*, Gen. Mills.

1-2 p.m.

ABC-TV No network service.
CBS-TV 1-1:30 *Summer Semester*, sust.; 1:30-2 *As the World Turns*, P&G, part.
NBC-TV 1-1:30 No network service; 1:30-1:55 *Let's Make a Deal* (C), part.; 1:55-2 *News*, S. C. Johnson.

2-3 p.m.

ABC-TV 2-2:30 No network service; 2:30-2:55 *Day in Court*, part.; 2:55-3 *Lisa Howard News*, Purex.
CBS-TV 2-2:30 *Password*, part.; 2:30-3 *Art Linkletter's House Party*, part.
NBC-TV 2-2:30 *Loretta Young*, part.; 2:30-3 *The Doctors*, Colgate-Palmolive, part.

3-4 p.m.

ABC-TV 3-3:30 *General Hospital*, part.; 3:30-4 *Queen For a Day*, part.
CBS-TV 3-3:25 *To Tell the Truth*, part.; 3:25-3:30 *CBS News with Douglas Edwards*, American Home, Gen. Mills; 3:30-4 *Edge of Night*, P&G, part.
NBC-TV 3-3:30 *Another World*, 3:30-4 *You Don't Say* (C), part.

4-5 p.m.

ABC-TV *Trailmaster*, part.
CBS-TV 4-4:30 *The Secret Storm*, part.;

4:30-5 No network service.
NBC-TV 4-4:25 *Match Game*, part.; 4:25-4:30 *News*, Gen. Mills; 4:30-5 No network service.

5-6 p.m.

ABC-TV No network service.
CBS-TV 5-5:10 *News*, sust.; 5:10-6 No network service.
NBC-TV No network service.

6-7:30 p.m.

ABC-TV 6-6:15 *Ron Cochran with the News*, part.; 6:15-7:30 No network service.
CBS-TV 6-6:30 No network service; 6:30-7 *CBS News with Walter Cronkite*, part.; 7-7:30 No network service.
NBC-TV 6-6:30 No network service; 6:30-7 *Huntley-Brinkley Report*, part.; 7-7:30 No network service.

11 p.m.-1 a.m.

ABC-TV 11-11:10 *Bob Young with the News*, part.
CBS-TV No network service.
NBC-TV 11-11:15 No network service; 11:15 p.m.-1 a.m. *Tonight* (C), part.

MONDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 *The Outer Limits*, part.; 8:30-10 *Wagon Train* (C), part.
CBS-TV 7:30-8 *To Tell the Truth*, Whitehall, R. J. Reynolds; 8-8:30 *I've Got a Secret*, Gen. Foods, Toni; 8:30-9 *Vacation Playhouse*, Gen. Foods, Lever.
NBC-TV 7:30-9:30 *Monday Night at the Movies*, part.

9-10 p.m.

ABC-TV *Wagon Train*, cont., part.
CBS-TV 9-9:30 *Danny Thomas Show*, Gen. Foods; 9:30-10 *Andy Griffith Show*, Gen. Foods.
NBC-TV 9-9:30 *Monday Night at the Movies*, cont.; 9:30-10 *Hollywood and the Stars*, Timex, Purex.

10-11 p.m.

ABC-TV *Breaking Point*, Brown & Williamson, Alberto-Culver, Armour, Colgate, part.
CBS-TV *East Side/West Side*, Philip Morris, Gen. Foods, part.
NBC-TV *Sing Along with Mitch* (C), part.

TUESDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 *Combat*, Am. Tobacco, Miles, Armour, part.; 8:30-9 *McHale's Navy*, R. J. Reynolds, Chevrolet, part.
CBS-TV 7:30-8 *Marshall Dillon*, co-op.; 8-9 *High Adventures with Lowell Thomas*, part.
NBC-TV 7:30-8:30 *Mr. Novak*, part.; 8:30-9 *You Don't Say*, Colgate.

9-10 p.m.

ABC-TV *The Greatest Show on Earth* (C), Am. Tobacco, Alberto-Culver, Kaiser, part.
CBS-TV 9-9:30 *Petticoat Junction*, P&G; 9:30-10 *The Jack Benny Show*, Gen. Foods, State Farm Mutual.
NBC-TV *Richard Boone Show*, Reynolds Metals, Volkswagen, Lorillard, Pharmacrast, craft.

10-11 p.m.

ABC-TV *The Fugitive*, Mead Johnson, Proctor & Gamble, Brown & Williamson, Beecham 3M, part.
CBS-TV *Special Programs*, part.
NBC-TV *Bell Telephone Hour*, Bell (C), alternating with *Andy Williams Show*, S&H Green Stamps, news specials.

TV specials in July, August and September

ABC-TV

July 3: 7:30-8:30 p.m.
U.S. Olympic Competition, Mobil Oil, Lorillard, WTS, Lever Bros., Florida Citrus, Goodyear, Texize, Chesebrough-Pond's.
 July 4: 9:30-11 p.m.
U.S. Olympic Competition, see July 3.
 July 7: 11:15-11:30 p.m.
Convention Warm-up
 July 8: 11:15-11:30 p.m.
Convention Warm-up
 July 10: 10:45-11 p.m.
Convention Warm-up
 July 11: 7:30-8 p.m.
Republican Women in Politics, Purex.
 July 11: 8-8:30 p.m.
San Francisco: The Convention City.
 July 12: 5-6 p.m.
U.S. Olympic Competition, see July 3.
 July 12: 7:30-8:30 p.m.
Convention Warm-up, Xerox, Brown & Williamson.
 July 13: 1-3:30 p.m. and 7:30 p.m.-12 a.m.
Republican Convention, Xerox, Brown & Williamson.
 July 14: 7:30 p.m.-12 a.m.
Republican Convention, Xerox, Brown & Williamson.
 July 15: 4:30 p.m.-3 a.m.
Republican Convention, Xerox, Brown & Williamson.
 July 16: 7:30 p.m.-12 a.m.
Republican Convention, Xerox, Brown & Williamson.
 July 19: 5-6 p.m.
Eisenhower Reviews the GOP Convention, Xerox.
 July 25: 9:30-10:30 p.m.
U.S.-Russian Track Meet.
 July 26: 7:30-8:30 p.m.
U.S.-Russian Track Meet.
 Aug. 7: 9 p.m.—conclusion.
College All-Star Football, Pabst, Gillette, Goodyear, Goodrich, R. J. Reynolds.
 Aug. 8: 4-5 p.m.
U.S. Olympic Competition, WTS, Goodyear, Lorillard, Florida Citrus, Mobil Oil, Lever Bros., Texize.
 Aug. 18: 11:15-11:30 p.m.
Convention Preview.
 Aug. 19: 11:15-11:30 p.m.
Convention Preview.
 Aug. 21: 10:45-11 p.m.
Convention Preview.
 Aug. 22: 4-5 p.m.
American Golf Classic, R. J. Reynolds, P. Ballantine, Chesebrough-Pond's.
 Aug. 22: 7:30-8 p.m.
Democratic Women in Politics, Purex.
 Aug. 22: 8-8:30 p.m.
Atlantic City: The Convention City.
 Aug. 23: 4:30-6 p.m.
American Golf Classic, see Aug. 22.
 Aug. 23: 7:30-8:30 p.m.
Convention Preview, Xerox, Brown & Williamson.
 Aug. 24: 2-5 p.m. and 7:30 p.m.-12 a.m.
Democratic Convention, Xerox, Brown & Williamson.
 Aug. 25: 7:30 p.m.-12 a.m.
Democratic Convention, Xerox, Brown & Williamson.

Aug. 26: 7:30 p.m.-12 a.m.
Democratic Convention, Xerox, Brown & Williamson.
 Aug. 27: 7:30 p.m.-12 a.m.
Democratic Convention, Xerox, Brown & Williamson.
 Aug. 29: 7:30-8:30 p.m.
U.S. Olympic Competition, see July 3.
 Aug. 30: 4-5 p.m.
U.S. Olympic Competition, see July 3.
 Aug. 30: 5-6 p.m.
Humphrey, Ervin, Schlesinger Review Democratic Convention, Xerox.
 Sept. 3: 9-10:30 p.m.
U.S. Olympic Competition, see July 3.
 Sept. 4: 7:30-8:30 p.m.
U.S. Olympic Competition, see July 3.
 Sept. 6: 10-11 p.m.
U.S. Olympic Competition, see July 3.
 Sept. 11: 10-10:45 p.m.
President Johnson—United Community Fund.
 Sept. 12: 9:30-10:30 p.m.
U.S. Olympic Competition, see July 3.
 Sept. 13: 7:30-9 p.m. and 10-10:30 p.m.
U.S. Olympic Competition, see July 3.
 Sept. 13: 9-10 p.m.
ABC's Wide World of Entertainment, Chemstrand, Quaker State Oil.
 Sept. 19: 4-5 p.m.
U.S. Olympic Competition, see July 3.
 Sept. 25: 4-5 p.m.
Davis Cup Championship, Hartford Ins., Georgia-Pacific.
 Sept. 26: 4-5 p.m.
Davis Cup Championship, Hartford Ins., Georgia-Pacific.
 Sept. 27: 5-6 p.m.
Davis Cup Championship, Hartford Ins., Georgia-Pacific.

CBS-TV

July 7: 10-11 p.m.
Donald O'Connor Show, part.
 July 13: various times during week
Republican National Convention, part.
 July 21: 10-11 p.m.
Esther Williams at Cypress Gardens, part.
 July 28: 10-11 p.m.
The Texaco Star Parade, Texaco.
 Aug. 4: 10-11 p.m.
Hollywood: The Fabulous Era, part.
 Aug. 11: 10-11 p.m.
Just Polly and Me, part.
 Aug. 18: 10-11 p.m.
Keefe Brasselle's Variety Gardens, part.
 Aug. 24: various times during week.
Democratic National Convention, part.
 Sept. 1: 10-11 p.m.
The Man Who Bought Paradise, part.
 Sept. 8: 10-11 p.m.
Hollywood: The Great Stars, part.
 Sept. 15: 10-11 p.m.
The Frances Langford Show, part.

NBC-TV

July 2: 7:30-8:30 p.m.
U.S. Route 1, Humble Oil.
 July 7: 10-11 p.m.

The Chosen Child, Humble Oil.
 July 8: 9-10 p.m.
Preconvention Activity in San Francisco, Walt Disney, Warner Lambert, Union Carbide, Carter Products, Abbott Labs, General Foods.
 July 12: 6:30-7:30 p.m.
Convention Preview, Gulf.
 July 13: 7:30-11 p.m.
Presidential Convention Coverage, Gulf.
 July 14: 7:30-11 p.m.
Presidential Convention Coverage, Gulf.
 July 15: 7:30-11 p.m.
Presidential Convention Coverage, Gulf.
 July 16: 7:30-11 p.m.
Presidential Convention Coverage, Gulf.
 July 21: 10-11 p.m.
Special, Humble Oil.
 July 30: 7:30-8:30 p.m.
Choosing a Candidate, Standard Brands, Abbott, part.
 July 30: 10-11 p.m.
Special, Humble Oil.
 Aug. 4: 10-11 p.m.
Who Goes There, Humble Oil.
 Aug. 14: 8:30-9:30 p.m.
International Beauty Spectacular, Pharmcraft, Clairol, Maybelline.
 Aug. 14: 10-11 p.m.
Death of Stalin, Humble Oil.
 Aug. 18: 10-11 p.m.
Rise of Khrushchev, Humble Oil.
 Aug. 19: 9-10 p.m.
Advance program on Democratic Convention, Colgate, Pepsi-Cola, Warner Lambert, Goodrich, Lehn & Fink, Pharmcraft.
 Aug. 23: 6:30-7:30 p.m.
Convention Preview, Gulf.
 Aug. 24: 7:30-11 p.m.
Presidential Convention Coverage, Gulf.
 Aug. 25: 7:30-11 p.m.
Presidential Convention Coverage, Gulf.
 Aug. 26: 7:30-11 p.m.
Presidential Convention Coverage, Gulf.
 Aug. 27: 7:30-11 p.m.
Presidential Convention Coverage, Gulf.
 Sept. 1: 10-11 p.m.
Special, Humble Oil.
 Sept. 9: 9-10 p.m.
Special, Humble Oil.
 Sept. 12: 7:30-8:30 p.m.
Campaign and the Candidates, Benrus, Sherwin-Williams, Abbott Labs.
 Sept. 15: 10-11 p.m.
River Ganges, Humble Oil.
 Sept. 17: 7:30-8:30 p.m.
Campaign and the Candidates, Benrus, Sherwin-Williams, Abbott Labs, Hartford Inc.
 Sept. 18: 10-11 p.m.
Smalltown, U.S.A., Savings & Loan Foundation.
 Sept. 22: 10-11 p.m.
Campaign and the Candidates, see Sept. 17.
 Sept. 28: 10-11 p.m.
Pre-Olympic Special, Lorillard, Texaco, Schlitz.
 Sept. 29: 10-11 p.m.
Campaign and the Candidates, see Sept. 17.

WEDNESDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8 *The Adventures of Ozzie & Harriet*, American Gas, Nalley's, part.; 8-8:30 *The Patty Duke Show*, Gen. Mills, Breck, Sterling Drug; 8:30-9 *Farmer's Daughter*, Bristol-Myers, L&M.
 CBS-TV 7:30-8:30 *CBS News* programs, part.; 8:30-9 *Suspense*, part.
 NBC-TV *The Virginian* (C), part.

9-10 p.m.

ABC-TV *Ben Casey*, Alberto-Culver, P&G, Brown & Williamson, Noxzema, Bristol-Myers, part.
 CBS-TV 9-9:30 *Beverly Hillsbillies*, Kellogg, R. J. Reynolds; 9:30-10 *Dick Van Dyke Show*, P&G, Lorillard.
 NBC-TV *Espionage*, part.

10-11 p.m.

ABC-TV 77 *Sunset Strip*, part.
 CBS-TV *On Broadway Tonight*, American Motors, Armstrong, Ralston Purina.
 NBC-TV *Eleventh Hour*, part.

78 (TV SHOWSHEETS)

THURSDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8 *The Flintstones* (C), Best Foods, Welch, part.; 8-8:30 *The Donna Reed Show*, Nabisco, Campbell; 8:30-9 *My Three Sons*, Hunt Foods, Quaker Oats.
 CBS-TV 7:30-8 *Password*, R. J. Reynolds, Bristol-Myers; 8-9 *Rawhide*, part.
 NBC-TV 7:30-8:30 *Temple Houston*, part.; 8:30-9:30 *Dr. Kildare*, part.

9-10 p.m.

ABC-TV 9-9:30 *Ensign O'Toole*, part.; 9:30-10:30 *The Jimmy Dean Show*, American Tobacco, part.
 CBS-TV *Perry Mason*, part.
 NBC-TV 9-9:30 *Dr. Kildare*, cont.; 9:30-10 *Hazel* (C), Ford.

10-11 p.m.

ABC-TV 10-10:30 *Jimmy Dean*, cont.; 10:30-11 *ABC News Report*, sust.
 CBS-TV *The Nurses*, part.
 NBC-TV *Kraft Suspense Theater* (C), Kraft.

FRIDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 *Destry*, R. J. Reynolds, part.; 8:30-9:30 *Burke's Law*, L&M, Lever, Breck, P&G, part.
 CBS-TV 7:30-8:30 *The Great Adventure*, part.; 8:30-9:30 *Route 66*, Chevrolet, Philip Morris, P&G.
 NBC-TV 7:30-8:30 *International Showtime*, part.; 8:30-9:30 *Bob Hope's Chrysler Theater* (C), Chrysler.

9-10 p.m.

ABC-TV 9-9:30 *Burke's Law*, cont.; 9:30-10 *The Price Is Right*, Block, L&M, Chevrolet, part.
 CBS-TV 9-9:30 *Route 66*, cont.; 9:30-10 *Twilight Zone*, American Tobacco, P&G.
 NBC-TV 9-9:30 *Bob Hope*, cont.; 9:30-10 *That Was the Week That Was*, part.

10-11 p.m.

ABC-TV 10-10:45 *The Fight of the Week*,

Gillette, Gen. Cigar: 10:45-11 *Make That Spare, Brown & Williamson, Millers.*
 CBS-TV *Alfred Hitchcock Hour*, part.
 NBC-TV Jack Paar (C), part.

SATURDAY

8-10 a.m.

ABC-TV No network service.
 CBS-TV 8-9 *Captain Kangaroo*, part.: 9-9:30 *The Alvin Show*, part.: 9:30-10 *Tennessee Tuxedo*, part.
 NBC-TV 8-9:30 No network service; 9:30-10 *Ruff 'n' Reddy* (C), part.

10-11 a.m.

ABC-TV 10-10:30 No network service; 10:30-11 *Magic Land of Allakazam*, part.
 CBS-TV 10-10:30 *Quick Draw McGraw*, part.; 10:30-11 *Mighty Mouse*, part.
 NBC-TV 10-10:30 *Hector Heathcote* (C), part.; 10:30-11 *Fireball XL-5*, part.

11 a.m.-Noon

ABC-TV 11-11:30 *The New Casper Cartoon Show*, Mattel, Sweets, part.; 11:30-12 *Beany & Cecil*, Mattel, Gen. Mills, Goodrich, part.
 CBS-TV 11-11:30 *Rin Tin Tin*, part.; 11:30-12 *Roy Rogers*, part.
 NBC-TV 11-11:30 *Dennis the Menace*, part.; 11:30-12 *Fury*, part.

Noon-1 p.m.

ABC-TV 12-12:30 *Bugs Bunny*, Gen. Foods, Deluxe Reading, part.; 12:30-1:30 *American Bandstand*, part.
 CBS-TV 12-12:30 *Sky King*, Nabisco; 12:30-1 *CBS Saturday News*, Westinghouse.
 NBC-TV 12-12:30 *Bullwinkle* (c), part.; 12:30-1 *Mr. Wizard*, part.

1-2 p.m.

ABC-TV 1:30-2 No network service.
 CBS-TV 1-4:45 *Baseball Game of the Week*, part.
 NBC-TV 1-5:30 *Baseball*, part.

2-5 p.m.

ABC-TV No network service.
 CBS-TV 2-4:45 *Baseball Game of the Week*, cont.
 NBC-TV *Baseball*, cont. (NCAA Football, Texaco, Gen. Cigar, Gillette, Chrysler starts 9/12).

5-7:30 p.m.

ABC-TV 5-6:30 *ABC's Wide World of Sports*, Bristol-Myers, Gillette, Kaiser, P. Lorillard, part.; 6:30-7:30 No network service.
 CBS-TV No network service.
 NBC-TV 5-5:30 *Baseball*, cont.; 5:30-6 NBC

Sports Special, part.; 6-6:15 *Saturday News Report*, sust.; 6:15-7:30 No network service.

7:30-9 p.m.

ABC-TV 7:30-8:30 *Hootenanny*, part.; 8:30-9:30 *The Lawrence Welk Show*, J. B. Williams, Whitehall, part.
 CBS-TV 7:30-8:30 *Lucy-Desi Comedy Hour*, Colgate, Drackett, Philip Morris, Ralston; 8:30-9:30 *The Defenders*, Brown & Williamson, Bristol-Myers, Lever, Allstate, part.
 NBC-TV 7:30-8:30 *The Lieutenant*, part.; (7:30-8 *Flipper* (c); Mattel, part.; 8-8:30; *Mr. Magoo* (c), Libby, part. starts 9/19); 8:30-9 *The Joey Bishop Show* (c), P. Lorillard, Pharmacrast; (Kentucky Jones, Timex, part. starts 9/19).

9-10 p.m.

ABC-TV 9-9:30 *The Lawrence Welk Show*, cont.; 9:30-10:30 *Hollywood Palace*, part.
 CBS-TV 9-9:30 *The Defenders*, cont.; 9:30-10 *Summer Playhouse*, Gen. Foods.
 NBC-TV 9-11 *Saturday Night at the Movies*, part.

10-11 p.m.

ABC-TV 10-10:30 *Hollywood Palace*, cont.; 10:30-11 No network service.
 CBS-TV *Cunsmoke*, Whitehall, P&G, Am. Tobacco, J&J.
 NBC-TV *Movies*, cont.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, June 25 through June 30, 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

ACTION BY FCC

San Diego—San Diego Telecasters Inc. Granted CP for new TV on UHF channel 39 (520-626 mc); ERP 21.9 kw vis., 11.8 kw aur. Ant. height above average terrain 1877 feet, above ground 143 feet. P.O. address 2850 Fifth Avenue, San Diego. Estimated construction cost \$132,000; first year operating cost \$84,000; revenue \$84,000. Studio location San Diego; trans. location 13 miles east on San Miguel Mountain. Geographic coordinates 32° 41' 39" north latitude, 116° 65' 03" west longitude. Type trans. RCA TTU-1B, type ant. RCA TFU-24DM. Legal counsel Saul R. Levine, Los Angeles; consulting engineer, E. A. Towne, San Francisco. Principals: Lawrence Shushan and Leon Kahn (each 50%). Messrs. Shushan and Kahn are both owners of KPRI-FM San Diego; former is also part-owner of record company and latter is also doctor. Action June 25.

APPLICATION

Alamosa, Colo.—Garvey Communications Systems Inc. VHF channel 3 (60-66 mc); ERP 67.5 kw vis., 13.5 kw aur. Ant. height above average terrain 2511 feet, above ground 183 feet. P.O. address c/o James D. Russell, Box 1078, Colorado Springs, Colo. Estimated construction cost \$165,750; first year operating cost \$45,000; revenue not given. Studio and trans. locations both 15 miles north of Tres Piedras, N. M. Geographic coordinates 36° 51' 40" north latitude, 106° 01' 10" west longitude. Type trans. RCA TT-6BL, type ant. CO-EL CO-32LD. Legal counsel Hogan & Hartson; consulting engineer David Steel & Associates, both Washington. Garvey is licensee KKTU-TV Colorado Springs, KFMH(FM) Colorado

Springs and KGHF Pueblo, all Colorado. Ann. June 26.

Instructional fixed TV station

ACTION BY BROADCAST BUREAU

*Parma, Ohio—Board of Education Parma City School District. Granted CP for new instructional fixed TV on channel A-1, ERP 10 w. Ant. height above ground 290 feet. P.O. address c/o Paul W. Briggs, Superintendent of Schools, 6728 Ridge Road, Parma. Estimated construction cost \$85,990; first year operating cost \$23,450. Studio and trans. locations both Parma. Geographic coordinates 41° 22' 16" north latitude, 81° 42' 51" west longitude. Type trans. Adler Ett-10-R, type ant. Adler ETA-8-4HO. Legal counsel Smith & Pepper, Washington. Facilities will serve 22 schools in the Parma City School District. Principal: board of directors. Action June 29.

Existing AM station

CALL LETTERS ASSIGNED

■ WBME Belfast, Me.—Mid-Coast Maine Broadcasters Inc.

New FM stations

APPLICATIONS

Red Wing, Minn.—Hiawatha Valley Public

Service Broadcasters Inc. 105.5 mc, channel 288A, 2.25 kw. Ant. height above average terrain 340 feet. P.O. address c/o George L. Brooks, Box 102, Red Wing. Estimated construction cost \$1,550; first year operating cost \$6,000; revenue \$10,000. Principals: George L. Brooks and D. Eldon Lum (each 50%). Hiawatha Valley is licensee of KCUE Red Wing. Ann. June 25.

Easley, S. C.—Pickens County Broadcasting Inc. 103.9 mc, channel 280A, 2.3 kw. Ant. height above average terrain 335 feet. P.O. address c/o Cleatus O. Brazzell, Box 667, Easley. Estimated construction cost \$13,100; first year operating cost \$8,000; revenue \$8,000. Principals: Frances M. (72%) and Cleatus O. Brazzell (3%) with Henry O. (20%) and Betty R. McDonald Jr. (5%). Pickens County is licensee of WELP Easley. Ann. June 25.

Memphis—East Memphis Broadcasting Co. 102.7 mc, channel 274, 73 kw. Ant. height above average terrain 274 feet. P.O. address c/o Harold Seligman, L&C Tower, Nashville, Tenn. Estimated construction cost \$40,000; first year operating cost \$40,000; revenue \$40,000. Principal: Reeves Hughes Jr. Ann. June 25.

Waynesboro, Va.—Waynesboro Broadcasting Corp. 92.7 mc, channel 224A, 860 w. Ant. height above average terrain minus 53 feet. P.O. address c/o N. Wilbur Kidd, Box 849, Waynesboro. Estimated construction cost

EDWIN TORNBURG & COMPANY, INC.

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New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
 West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
 Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

\$10,443; first year operating cost \$15,000; revenue \$17,500. Principal: N. Wilbur Kidd. Applicant is licensee of WAYB Waynesboro. Ann. June 26.

Existing FM stations

CALL LETTERS ASSIGNED

- WOOF-FM Dothan, Ala.—WOOF Trust.
- KOCI-FM Denver — Armstrong FM Broadcasting Corp.
- WTAS(FM) Crete, Ill.—South Cook Broadcasting Inc.
- WTCO-FM Campbellsville, Ky.—Taylor County Broadcasting Inc.
- WKY-FM Erlanger, Ky.—Ken Thomas Inc.
- WWHO(FM) Jackson, Miss.—Dr. Marvin H. Osborne.
- KECL(FM) Albuquerque, N. M.—FM Background Music Inc.
- WPGF-FM Burgaw, N. C. — Pender Broadcasting Inc.
- WWMO(FM) Reidsville, N. C.—Reidsville Broadcasting Inc. Changed from WREV-FM.
- WMRF-FM Lewistown, Pa.—Lewistown Broadcasting Co.
- WJPA-FM Washington, Pa.—Washington Broadcasting Co.
- WKBK-FM Milan, Tenn.—West Tennessee Broadcasting Co.
- KYLE-FM Temple, Tex.—Fidelity Communications Inc.
- KSOP-FM Salt Lake City — Seagull Broadcasting Co.
- WKEY-FM Covington, Va.—Earl M. Key.

Ownership changes

ACTIONS BY FCC

KTUC, KFMM(FM) Tucson, Ariz.—Granted assignment of license and SCA from Tucson Broadcasting Co., owned by C. Van Haften (32%), Ben L. Slack (30%), Robert Lebeck (29%), John L. Hogg (4.5%) and Jack Williams (4.5%) to Tucson Broadcasting Co., owned by Cote Realty Co. which is owned by Cote family and others. Consideration \$300,000. Mr. John J. Cote has 8.3% interest in WKLC St. Albans, V. Va. and WOHP Bellefontaine, Ohio. Mr. Joseph L. Cote III is Greensburg, Pa. businessman. Action June 26.

KCON Conway, Ark.—Granted transfer of control of licensee corporation, Conway Broadcasting Co., owned by James E. Clayton, deceased, (62%), Charles B. Edwards (32.5%) and others to Madge W. Clayton (5% before, 62.5% after), executrix of estate of James E. Clayton. No financial consideration. Action June 24.

KGMS Sacramento, Calif.—Granted assignment of license from KGMS Inc., wholly owned subsidiary of Capitol Broadcasting Co. to Capitol Broadcasting, owned by A. J. Krisik (51.1%), Theodore J. Wolf (29%), A. Judson Sturtevant Jr. (10%) and Herbert W. Dustin (9.9%). No financial consideration. Action June 24.

KJAY Sacramento, Calif.—Granted assignment of license from Radio Sacramento Inc., owned by Fred Volken (10%), Ort J. Loftus (5%) and United California Bank (85% as executor of estate of Joseph E. Gamble, deceased) to Bobelrick Inc., owned by Robert W. and Eleanor Dumm (60% jointly), John R. Dumm (25%) and Janet D. Jenkins (15%). Consideration \$350,000. Applicants have 75% interest in Janrick Investments Inc., Sacramento. Action June 24.

KPIK Colorado Springs, KDAV Lubbock, Tex. and KPEP San Angelo, Tex.—Granted assignment of license from David P. Pinkston and Leroy Elmore (each 50%), d/b as Western Broadcasting Co., to David P. Pinkston (100%). Consideration \$350,000. Also see KZIP Amarillo, Tex. Action June 24.

KIPA Hilo, Hawaii—Granted transfer of control of licensee corporation, Big Island Broadcasting Ltd., from John P. and Gordon Pollock (each 29.3%) to William O. Paine and George C. Mansfield (each 29.3% after). Consideration \$15,425. Mr. Mansfield has 20% interest in Survey and Marketing Services, San Francisco and Mr. Paine is general manager of KGU Honolulu and secretary-treasurer of Radio Honolulu Ltd., licensee of KONA-TV, same city. Action June 24.

KYME Boise, Idaho—Granted assignment of license from Keith E. and Ellen D. Patterson d/b as Radio KYME to KYME Broadcasters Inc., owned by Maurice W. Brainard (55%), Kenneth J. Stuart (40%) and Trevelyn E. White (5%). Consideration \$31,000. Mr. Stuart was manager of KYME. Ann. June 29.

WEDC Chicago—Granted transfer of con-

trol of licensee corporation, Emil Denmark Inc., from Emil Denmark (68.6%), deceased, to Arthur T. Swick, Harold W. Buckendahl, Martin J. Denmark Sr. and John Leccasi, executors of estate. No financial consideration. Action June 24.

WMSK Morganfield, Ky.—Granted transfer of control of licensee corporation, Union County Broadcasting Inc., from J. B. Crawley, W. B. Kelly and R. L. Turner (each 33 1/3%) to J. B. Crawley and W. B. Kelly (each 50%). Consideration transfer of stock in WLCK Scottsville. Also see WLCK below. Action June 26.

WLCK Scottsville, Ky.—Granted transfer of control of licensee corporation, State Line Broadcasting Inc., owned by J. B. Crawley, R. L. Turner, W. B. Kelley (each 26%) and others, to R. L. Turner (77.4% after sale). Consideration \$7,000 to both Mr. Kelley and Mr. Crawley plus shares of stock of WMSK Morganfield, Ky. Action June 26.

WCND Shelbyville, Ky.—Granted assignment of CP from J. B. Crawley, R. L. Turner

ETV applications

Following applications for educational television have been announced by Department of Health, Education and Welfare. Applications were erroneously reported as grants last week:

■ Little Rock, Ark.—Arkansas Educational TV Commission; \$293,569 to activate channel 2; total project cost \$587,138.

■ Chapel Hill, N. C.—University of North Carolina; \$209,127 to activate channel 2 in Columbia, N. C.; total project cost \$555,243.

■ New York City—Board of Education of city of New York; \$405,213 to activate channel 25; total project cost \$810,428.

and W. B. Kelly (each 33 1/3%), d/b as Shelby Broadcasting Co. to J. B. Crawley and W. B. Kelly (each 50%), d/b as company of same name. Consideration \$2,498. Action June 26.

WRBS(FM) Baltimore—Granted assignment of license from John B. Reynolds (100%) to Peter, Paul and John Radio Fellowship Inc., a non-profit non-stockholder organization. John O. Bisset president. Consideration \$8,000. Organization officers: John O. Bisset, Peter Bisset and Ruth C. Larsen. Action June 24.

WFDF Flint, Mich.—Granted acquisition of control of licensee corporation, WFDF Flint Corp., by Howard Mack (45% before, 100% after) through purchase of stock from Daniel Cowin (50% before, none after) and Richard P. Doherty Television & Radio Management Corp. (5% before, none after). Consideration \$330,000. Mr. Mack has interest in Mack Drug Co., Southwest Realty and Development Inc., Mack Foundation Inc. and Western Counties Telephone Co. Action June 24.

KMIS Portageville, Mo.—Granted assignment of license from J. Shelby McCallum, Smith J. Dunn and Jewel P. White (each 33 1/3%), d/b as New Madrid County Broadcasting Co., to Smith J. Dunn (66 2/3%) and J. Shelby McCallum (33 1/3%), d/b as company of same name. Consideration \$15,000. Action June 24.

WBLK-FM Depew, N. Y.—Granted acquisition of positive control of licensee corporation, WBLK Broadcasting Co., by Rita Lorenz (26% before sale, 66.89% after) and Bessie M. Kritzer (25% before sale, 33.11% after) through sales of stock by Martin H. Sher (49% before, none after) to licensee corporation. Consideration \$98. Action June 24.

WEOL-AM-FM Elyria, Ohio—Granted acquisition of positive control of licensee corporation, Elyria-Lorain Broadcasting Co., by Lorain County Printing & Publishing Co. (46.9% before, 60% after) through purchase of stock from Loren M. Berry Foundation. Consideration \$101,000. Action June 25.

KZIP Amarillo, Tex.—Granted assignment of license from David P. Pinkston, Ray Winkler and Leroy Elmore (each 33 1/3%), d/b as Panhandle Broadcasting Co., to David P. Pinkston (66 2/3%) and Ray Winkler (33 1/3%), d/b as company of same name. Consideration; Mr. Pinkston is paying \$350,000 for Mr. Elmore's interest in both Panhandle and Western Broadcasting Companies. Action June 23.

APPLICATIONS

KGFL Los Angeles—Seeks assignment of license from Benjamin S. McGlashan to Tracy Broadcasting Co., owned by Richard

B. Stevens (100%). Consideration \$1,500,000. Mr. Stevens is licensee of WFEC Harrisburg, Pa. Ann. June 29.

WOBS Jacksonville, Fla.—Seeks acquisition of negative control of licensee corporation, Mel-Lin Inc., by Lawrence R. Picus and Simpson R. Walker Jr. (each 47.5% before, 50% after) through purchase of stock from William W. Massey (5% before, none after). Consideration \$5,488. Messrs. Picus and Walker each have 25.14% interest in Ston-Lin Inc., licensee of WAMV-AM-FM East St. Louis, Ill. Ann. June 25.

KOKA Shreveport, La.—Seeks transfer of control of licensee corporation, McLendon Shreveport Broadcasting Co., from John M. McLendon (97.6%), Anne P. McLendon (1.2%) and Joseph C. LeSage Jr. (1.2%) to Stuart J. Hepburn (55%), Dean McClain (4%), Stephen D. Bonjour (8%), Bernard I. Ochs (8%) and Century Life Insurance Co. (25%). Consideration \$250,000. Mr. Hepburn has 10% interest in KNOK Broadcasting Inc., licensee of KNOK Fort Worth, Tex. Ann. June 25.

WELV Ellenville, N. Y.—Seeks assignment of CP from Harry G. Borwick, David Levinson, Seymour D. Lubin, Henry L. Schipp, Joseph K. Schwartz and Philip Slutsky d/b as Catskills Broadcasting Co. to Catskills Broadcasting Corp., owned by Catskills Broadcasting Co., Ellenville Broadcasting Co. which is owned by Jerome Z. Elkin, Charles W. Letter, Samuel Elkin and Henry W. Weiss and Ulster County Broadcasting Co. which is owned by Saul Dresner, Alfred Dresner, Samuel Dresner and Rose Dresner. No financial consideration. Ann. June 26.

WEBO Owego, N. Y.—Seeks assignment of license from Owego Radio Inc., owned by Amo L. Davis (38%) and Sarah D. Davis (68%) to Owego Community Service Broadcasting Inc., owned by Community Service Broadcasting Corp. of Amsterdam, N. Y. which is owned by Philip J. Spalletta (17.5%), J. Lansing Finlay (2%) Rex R. Maltbie (2%), Alphonse DIMEZZA (1.5%) and others. Consideration \$49,060 and assumption of \$24,440 liabilities. Owego Community Service is licensee of WCSS Amsterdam, N. Y. Ann. June 26.

WUTV(TV) Charlotte, N. C.—Seeks assignment of license from Century Advertising Inc., owned by Dwight L. Phillips (16.8%), Dr. Cecil J. Hawes (16.8%), Leonard Wilson Coppola (16.8%), Larco Investment Inc. (9.5%), Chadbourne, Parke, White, and Wolfe (7%), Frank P. Larson (9.4%), W. Franklin Brown (9.4%), Robert E. Redding (9.4%) and others to Mecklenburg Television Broadcasters Inc., owned by Cy N. Bahakel (100%). Consideration \$175,000. Mr. Bahakel has extensive broadcasting interests. Ann. June 26.

WNCG and WKTM(FM) North Charleston, S. C.—Seeks transfer of control of licensee corporation, KTM Broadcasting Corp., from Richard F. Kamradt (79.8%) to Ansley D. Cohen Jr., William J. Bargman Jr. and Alice M. Swanson (each 33 1/3% of Mr. Kamradt's interest). Consideration \$65,000. Ann. June 25.

KASE Austin, Tex.—Seeks assignment of license from Rogers Broadcasting Co., owned by W. D. Rogers Jr. (80%), John R. Kreiger (10%) and Billy M. Gambin (10%) to Southwest Republic Corp., owned by John W. Stayton (17.2%), John R. Kingsberry (11.42%), Ralph E. Lane Jr. (11.42%), E. G. Kingsberry (20%), Bryant M. Collins (11.42%), Victor L. Brooks (11.42%) Texas Longhorn Broadcasting Corp. (11.42%) and Marion B. Findlay (5.71%). Consideration \$275,000. Applicant is permittee of KTXN-TV Austin and applicant for KHFT-FM also Austin. Ann. June 29.

KVIC Victoria, Tex.—Seeks assignment of license from KVIC Broadcasting Inc., owned by J. G. Long (61.73%), Paul H. Kimberlin (24.69%), Cathryn L. Clark (9.26%), J. F. Long (1.54%), Hannah Long (1.54%) and Mary Adams Long (1.24%) to Pioneer Broadcasters of Texas Inc., owned by Pioneer Broadcasting Co. which is owned by Wendell Mayes (75%), Dorothy Mayes (15%), Wendell Mayes Jr. (5%) and Jane Ellen Jamar (5%). Consideration \$210,000. Pioneer Broadcasting Co. is licensee of KNOW Austin, Tex. Ann. June 25.

KISM Shakopee, Wis.—Seeks assignment of license from Progress Valley Broadcasters Co., owned by George J. McCarthy (50%), Robert J. Chevalier (25%) and Robert D. Zellmer (25%) to Progress Valley Broadcasters Inc., owned by George J. McCarthy (52%), Robert J. Chevalier (12%), Robert D. Zellmer (12%) and Alfred R. Sundberg (24%). Corporation will be formed as result of Shakopee Broadcasting Co. withdrawing application for AM in Shakopee.

Continued on page 86

PROFESSIONAL CARDS

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Service Directory

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RADIO—Help Wanted

Management

Ohio daytimer wants station manager with first ticket fully experienced in full operation including sales, news, copy, announcing, programing, technical. Box F-208, BROADCASTING.

Manager, strong on sales, midwest small market, staff of 5. Complete story, references, first letter. Write Box F-271, BROADCASTING.

Manager, engineer, announcer wanted. FM-Station in SE Pennsylvania. Great opportunity. Good pay, very pleasant conditions. Write Box F-386, BROADCASTING.

Manager needed for daytime country music station in southeast. Man with management experience preferred but will consider all qualified applicants. Salary plus commission. Send complete resume first letter. Replies confidential. Box G-38, BROADCASTING.

Station manager being sought for radio station in medium sized midwest market, good salary and incentive plan plus excellent company profit sharing plan. Send resume to Box G-61, BROADCASTING.

Sales

Salesman with management potential. Must have successful Top 40 track record. One of country's best pop music stations located in first ten markets. On East Coast. Send resume, references and late picture. Box F-28, BROADCASTING.

Sales manager for midwest medium market fulltime. Net affiliated, must have successful top 40 track record. Top opportunity for aggressive worker with ideas. Send resume and late picture to Box G-60, BROADCASTING.

Cedar Rapids Iowa station seeking sales manager. This 150,000 populated metro area station is excellent opportunity. Company is multiple owner thus presents great room for promotions. Send resume to Box G-62, BROADCASTING.

Southern California Experienced, aggressive radio salesman. Ready for management or managing now. Salary plus. Unusual opportunity. Multiple group. Box G-66, BROADCASTING.

Somewhere there is an announcer who can sell and wants to make more money. We'll train you in sales in a market of 10,500. Station well equipped with staff that knows what it is doing. Personal interview necessary. Contact Harold Douglas, KMMO, Marshall, Mo.

Salesman wanted: Salesman with some radio experience wanted to replace a man who in one year moved up to a market 5 times the size. Guarantee commission . . . active account list . . . Join a young organization heading for the top. Contact T. N. Ehlike, WCNT Radio, Centralia, Illinois.

Boston AM-FM and Providence FM . . . fine music stations. Aggressive salesmen with sales management potential expanding operation. Send references and complete background. WCRB, Boston 54, Mass.

Where are the salesmen who are looking for opportunity? If you are, one of our clients needs you. Write: Broadcast Employment Service, 4825 10th Ave. South, Minneapolis, Minnesota 55417.

Sales help—male or female desiring to make money through sales of radio time on an established radio station located in one of Illinois top three markets. Call Bob Froemling—815-968-5821 Collect.

Announcers

Fastgrowing regional station in Illinois, not Chicago, wants to add to its staff a young announcer who also write news. Fine opportunity to get ahead in a highly successful radio-newspaper group which needs alert, resourceful young men. Prosperous, progressive community, best working conditions, liberal salary, bonus, extra benefits. Send full details, audition to: Box F-270, BROADCASTING.

Lively one for medium metro swinger, sharp production, happy sound, midwest vacation land. Box F-292, BROADCASTING.

Need mature announcer by August 15th. Midwest FM. Programed like AM. First class ticker preferred but not mandatory. Medium market. Send resume, photo, audition tape, salary requirements. Box F-329, BROADCASTING.

Outstanding personality wanted for afternoon traffic slot on successful midwest middle-of-the-road-music station. No top 40 Hotshots. Excellent salary plus fringe benefits, including major medical and life insurance. Send tape and full particulars to Box F-339, BROADCASTING.

Announcer; all types programs except play-by-play. Opportunity for news and commercial writing. Good job for versatile man. Box F-350, BROADCASTING.

Announcer, experienced, with play-by-play ability. News writing helpful. \$115. Well established eastern station in small market. Box F-361, BROADCASTING.

Experienced announcer with first phone (no maintenance) for 10,000 watt NBC affiliate in Kansas. Big band sound. Send audition tape, photo and resume. Box F-379, BROADCASTING.

Top flight central Illinois medium size market AM needs top 40 1st phone announcer. Schedule can be arranged for college student. Prefer married man, minimum two years announcing experience. Start at \$100.00 with regular increases. Job can lead to sales position. #1 station in market. Paid vacations, health and life insurance included. No drifters please. Will consider only top calibre men. If you're looking for a future in this business, this is for you. Write immediately to Box F-394, BROADCASTING.

Immediate opportunity for mature, stable morning man with fast growing AM-FM metro station serving 150,000 listeners from a delightful recreational and industrial oriented city. Near Chicago. Salary open. Company and Union benefits. First ticket helpful. Should know news. Rush tape, resume and references to Box G-12, BROADCASTING.

Experienced announcer for country music personality station south. Send complete background information to Box G-39, BROADCASTING.

Wanted: Southeasterner. Dependable, good announce, better in sales. Line is forming at our door but we're particular. Salary, commission, permanent position. Good small market. Middle of road respected small station in Piedmont Carolinas. Box G-49, BROADCASTING.

East coast net affiliate in top 50 market in search of an experienced adult, polished, professional swinger who is good enough to be added to our air staff. The man we seek sounds like a happy man, has top 40 production experience, digs Basie and Sinatra, prepares before he goes on the air, believes in radio, takes direction, and can work with an excellent sales staff. Send tape, pix, full resume and salary requirement to Box G-53, BROADCASTING.

Announcers—(Cont'd)

Virginia station in beautiful Shenandoah Valley wants outstanding morning personality and afternoon announcer. Mature 30-50 years old, educated, personable, professional announcers who will be the best in the Valley. Must have personality and showmanship, easy listening and smooth pop music. No rock, no C & W. Must do good interviews and remotes. Must have educated voice with ability to read and ad lib fluently. Want men who are worth more than \$125-150 per week but can start at that figure. Play by play sports, sales, copywriting and local news gathering factors for extra pay. Station located within 100 miles of Washington, D. C. 16 years of success under owner-management. Send complete resume, photograph and tape. Box G-57, BROADCASTING.

Progressive midwest AM-FM wants good all around program-production man excellent opportunity with expanding operation. Immed opening. Send air check and resume to Box G-63, BROADCASTING.

Wanted: By Minnesota resort city . . . quality announcer-copywriter for position opening September 1st. Send full details and audition tape in first letter to: Al Leighton, KDLM, Detroit Lakes, Minnesota. Third class license a must!

Need announcer with third phone contact Ed Williams, KNEL, Brady, Texas, send tape, photo and resume.

First phone announcer, experienced top forty. Bright, swinger for morning shift. Rush tape, resume, WBRD, Bradenton, Florida.

Wisconsin regional going 5000 watts on 800 kc—ABC affiliate. Want bright imaginative announcer. First phone—no maintenance—new broadcasting plant—fringe benefits. Tape, resume, WDUX, Waupaca, Wisconsin.

Announcer. Live, swinging personality, top 40 operation. WHSL, Wilmington, N. C.

At once! Experienced morning "personality." Fast, but not frantic! A swinger, but not wild! A good production man. Send audition tape of deejay work, ad lib, news, etc. No collect phone calls please! Paul Farket, WLAS, Jacksonville, N. C.

Wanted: Swinging, bright, intelligent, happy sounding Negro deejays for new swinging jazz oriented FM station. Also needed first class engineers. Send resume, tape, references, photo, and minimum acceptable starting salary to Jack Garrison, Ass't Mgr. WRAP, Norfolk, Virginia.

Immediate opening for experienced announcer preferable with first phone or sales background—middle of the road music and strong local news programming—salary open—Call or write WRTL RADIO, Rantoul, Illinois. 217-893-1460.

Opening soon for 1st phone southern Ohio AM-FM good permanent position for competent man. Some announcing. WSRW, Hillsboro, Ohio.

Opportunity to join 3 station group. Rush tape, resume to WSMI, Litchfield, Ill.

Get into bigtime and big money! Consultant's highly-effective, amazing formula will guide you. Is your future worth \$1.00? Send today for revealing manuscript, "You and Top Forty!" Fisher, 678 Medford, Patchogue, New York. 11772

We'll need 50 announcers to fill the openings of the next few months. Will you want a better job in that time? Write: Broadcast Employment Service, 4825 Tenth Ave. South, Minneapolis, Minnesota 55417.

Technical

Immediate opening 1st class engineer-announcer. WHZN, Hazleton, Pa. Send resume and audition tape or call 455-5048.

Quality Colorado kilowatt needs chief. Experienced maintenance, some announcing. Good community. Good climate. Good salary to right man. Must have excellent work references. Box G-3, BROADCASTING.

Engineer for 5 kw, Orlando, Florida. Must be experienced and have good character references. Box G-20, BROADCASTING.

Good pay for right man. Need engineer capable of installing and maintaining CATV system in small southeastern market, also help at radio station, Box G-37, BROADCASTING.

Broadcast engineer wanted for vacation relief. Must have 1st license and be strong on production. Write or call WTAC, P. O. Box 600, Flint, Michigan. Phone OW 4-4146. Attention Gene Milner, or Bob Garner.

We have openings for combo-men and engineers in all radio-television capacities, beginner to chief. Write: Broadcast Employment Service, 4825 Tenth Ave. South, Minneapolis, Minnesota 55417.

Production—Programming, Others

Chicago station expanding news department. Need strong, authoritative voices with sense of news savvy. Rush tapes to Box F-354, BROADCASTING.

Program director. South Texas station desires experienced dedicated man. No novices please. Excellent working conditions, fine area in which to live. Send full details and recent photo. Box G-22 BROADCASTING.

Girl Friday must write good copy, know book logs, traffic, some bookkeeping, on the air personality. Beautiful Shenandoah Valley of Virginia. Box G-58, BROADCASTING.

Program director, experienced and capable of taking full charge, do early morning show, interviews, must know good music and how to program same knowledge to train announcing staff. \$150.00 to qualified man. Contact General Manager KATE Radio, Albert Lea, Minnesota.

Experienced AM production manager familiar with sound effects libraries, cartridge and tape recording. Must be qualified copywriter. Excellent salary plus fringe benefits, including major medical and life insurance. Send full particulars to J. Maxim Ryder, WQUA, Moline, Illinois.

Program director for top 40 format. Good voice, willing to work; who can bring promotion ideas to Illinois' 2nd city. Phone Collect Manager—815-988-5821.

New York City FM needs highly skilled secretary—Girl Friday immediately Telephone PLaza 2-0870.

RADIO—Situations Wanted

Management

Broadcast executive. 5 years television management and sales. 11 years as commercial manager and manager. Both VHF and UHF experience. Excellent, above average history of billing and profit increases. Advertiser and agency contacts. Outstanding references. I am thoroughly grounded in all facets of management and sales—both radio and television. Family man, 40 years of age. Box F-332, BROADCASTING.

25% increase in local billings in less than three years at last station where I was station and sales manager. Eighteen years success in administration, local/national sales, programming, promotion in competitive situations. References from all past employers. Seeking station and/or sales management with responsible operation of any size. Box G-1, BROADCASTING.

Ambitious young college graduate with 3 years AM/FM station management experience seeks medium market situation. Proven sales, programming, public relations record. Excellent references. Now with small top moneymaker. Box G-5, BROADCASTING.

Situations Wanted—Management

General or sales manager or radio-TV director. Exceptional personal sales ability. Excellent administrator. Capable leader. Extremely creative. Successful, big league track record. Industry known references. College, 3 children, thirty-nine years old. Have been cited for combat performance in World War II. Korea and on Madison Ave., Box G-23, BROADCASTING.

Young . . . energetic . . . ambitious. Management . . . sales . . . programming . . . announcing experience. Employed southeast. Happily married. Box G-29, BROADCASTING.

Working manager for small station, small market operation. Combination duties as manager, salesman, announcer, copy, production. 20 years experience good stations. Modest salary with net profit participation. Need staff only 5 for profitable operation. Perfect for absentee owners. Box G-40, BROADCASTING.

Manager—Rocky Mountain states—age 34—10 years experience all phases—family—first phone — excellent references. Box G-44, BROADCASTING.

Proven management team—small or medium market! All around general manager—hard worker—Wife top notch sales manager seeks relocation in a permanent position! Excellent references. Box G-52, BROADCASTING.

Professional broadcaster, 30, married, 2 children. 10 years experience in management-sales-announcing. Seeking permanent position under contract only. Available on 2 week notice. Excellent references. Prefer mid-south or southern states. Call Michael Connelly, 501-735-7745.

Mature sales executive, currently specializing in the field of country and western programming now available on fulltime or consulting basis. 20 years experience in broadcast field at management or ownership levels with special emphasis on sales and sales promotion. Produced 300% increase in station income in 2½ years on present operation. Highly successful in promotion of large country music spectacles—If you need help call 315-635-3278.

Sales

Financially distressed properties put back in the black by experienced broadcast sales consultants. No investment in manpower. Commissions predicated on collections. Specific gross dollar additions guaranteed. Write Box F-353, BROADCASTING.

Salesmanager-salesman: mature, creative, tough, excellent record and reputation, needs percentage opportunity with sound operation. Box G-10, BROADCASTING.

Tops in sales, promotion, creative, working general manager that shows results desires permanent management or sales management opportunity in small or medium market. 14 years in radio. All around experience. Can take over any situation and do the job required. Family. Top references. Box G-35, BROADCASTING.

Announcers

C&W dj family man, third phone, w/endorsement, will sell, prefer California or southwest. Box F-176, BROADCASTING.

Stop here! Modern, bright, seasoned air performer-program-production man with strong number one ratings in metro markets ready to tackle new challenge! Single, reliable, experienced over ten years, good references, ambition unlimited. Will deliver highly professional air work, programming and production. Prefer east . . . particularly New York state . . . but will consider others. For particulars write Box F-309, BROADCASTING.

Combo man. Married. Children. Copy, news. Strictly permanent. Box F-338, BROADCASTING.

Top announcer-salesman for modern c/w slot. Musician. PA's, promotions. Twenty years experience. Box F-357, BROADCASTING.

Relocate immediately in small market, announcer-dj. Experienced, dependable, B.S. degree in Broadcasting, production ability, hard worker plus, ready to go now. Box F-367, BROADCASTING.

Announcers—(Cont'd)

Announcer. Now employed, experienced, excellent on production, seeks challenge, employer knows of this ad. Box F-373, BROADCASTING.

Announcer. . . Experienced in all phases of small market radio. Excellent production, hard worker, ready for advancement. Box F-374, BROADCASTING.

Young energetic announcer 1st phone—staff, news, and rock, straight or gimmick, good board work, prefer northeast. Box F-387, BROADCASTING.

Country jock needs fresh hoss. Strong on all phases news. \$110 minimum. Box G-2, BROADCASTING.

DJ desires position with small station. One year experience with 3rd class license caters to teens with R&R and jive talk. Box G-6, BROADCASTING.

DJ-announcer, bright happy sound, experienced tight board. Also experienced reading news copy. Goor authoritative sound. Married, not a floater. Box G-8, BROADCASTING.

Announcer/engineer with experience in top thirty market desires position in southern California. First phone, maintenance if desired. Bright, happy sound. Box G-9, BROADCASTING.

Talent & 1st ticket, major market rock jock. 25. Zany personality. Creative showmanship. Prefer northeast, north. Box G-11, BROADCASTING.

A solid organization need qualified personnel? 12 years experience in all phases, including first phone, offered for your consideration. May I send you the facts? Prefer west coast. Box G-13, BROADCASTING.

Man of many voices. Strong sales—production. Currently 7th year top 10 market. \$14,000 minimum. Box G-14, BROADCASTING.

Announcer, first phone, 3 years, married, any format, some experience in writing and sales. Permanent position wanted preferably in the South or West. Box G-16, BROADCASTING.

Announcer 9 years wants to relocate and roost in Rocky Mountain medium or major market. Family man, 24, reaches audience. Excellent references. Box G-17, BROADCASTING.

This is ridiculous—50 kw, top ratings, major market, 4 yrs. College, 1st phone, excellent production, swings, young stable—dissatisfied. Box F-18, BROADCASTING.

Experienced announcer seeking job that will be a move up in career. Two year veteran, draft free, presently employed. Holds third phone with endorsement. Box G-21, BROADCASTING.

Announcer. Experienced all phases. Family. Desire permanency Michigan-Indiana area. Box G-24, BROADCASTING.

6 years announcing experience. Good voice, married man. Currently employed. Box G-31, BROADCASTING.

Available now, young progressive announcer with news background for mid-west market. Married, family, college, 4 years experience. Box G-32, BROADCASTING.

Hey! Look me over, major experience, ticket, vet, family man. Box G-59, BROADCASTING.

Experienced top 40 announcer on the way up. Also good news delivery and production techniques. Box G-65, BROADCASTING.

DJ-announcer, newsman, recent school grad, looking for start. Will travel, Box G-67, BROADCASTING.

Rock and roll dj draft exempt twenty two years old. Announcing school graduate with third-class license. Studying for first phone. Can operate own board, supply tight production. All I need is that first break. Box G-68, BROADCASTING.

Negro dj announcer, newscaster. Light experience, dependable. Will settle anywhere. 3rd phone with broadcast endorsement. Box G-70, BROADCASTING.

Announcers—(Cont'd)

Experienced dj-announcer, newscaster, will travel anywhere. Not a floater. 3rd phone with broadcast endorsement. Box G-71, BROADCASTING.

DJ-announcer, beginner, bright personality. Experience tight board. Authoritative newscaster. Wants to settle. Not a floater or proma donna. Box G-73, BROADCASTING.

Classical music announcer. First phone. 7 years broadcasting. Anywhere immediately. Ronald Pesha, 800 Garfield, Loveland, Colorado. 667-6661.

Want announcer work in western Penna. 3rd phone endorsement. Some college radio experience. Gerald Smith, 43 Cedricton St., Pittsburgh 10, Pa.

First break needed! 22, single, recommended, part time, wanting full, third license, tape. Write Dennis James, 706 Biddle, Logansport, Indiana.

Announcer, third phone element 9. Radio school graduate. Phone 622-2100, Pottsville, Pa.

News sports-D. J. experience Age 24 single have 3rd license. Available Now. Call Jerry, Cleveland Ohio-442-3509.

Experienced, married announcer want position with future. Call 301-939-2018.

Negro radio personality . . . 15 years in radio . . . "all nite man" for five years. Outstanding references. Resume and tapes available. Box 8111, Topeka, Kansas.

Announcing school graduate — 3rd phone with endorsement-available immediately-operates own board-dj-newscaster-commercials-sportscasts-radio/TV. College background. Ambitious-dependable. Will relocate. Don Lee, 105 Oak Tree Place, Leonia, N. J.

1st phone. No maintenance. 29, single—dependable. 4 years announcing 3 years professional actor Seeking security; Live pleasant locale anywhere. Jim Whelon, 91-06 Elmhurst Ave., Jackson Heights, New York 212-HA 4-1176.

Technical

Chief engineer, consulting type, available immediately. Reference exchange. Box F-324, BROADCASTING.

Transmitter engineer, 1st phone with thirteen years experience in electronics. Box F-334, BROADCASTING.

First phone, 35, radio comm. maintenance. experience. Desires position, Calif., Nevada. Box G-4, BROADCASTING.

Engineer—4 year's experience. Have done Chief and some air work in major market. Seeking permanent-secure job. References. Send complete offer first letter. Box G-15, BROADCASTING.

Technical—Engineer—Rocky Mountain states —8 years experience—prefer heavy maintenance—good voice—production know-how—family—excellent references. Box G-45, BROADCASTING.

Broadcast technician 1st phone, available immediately, will relocate. Tech and accounting background. Box G-75, BROADCASTING.

First phone, finest references, seeks hard work, long hours, good pay. Wire only; Ed Post, YMCA, Washington.

My specialty: rebuilding deteriorated facilities at minimum cost. AM-FM-TV experience, light announcing, but no deejaying. Ron Pesha, 800 Garfield, Loveland, Colorado. 667-6661.

Production—Programing, Others

Sports director ready to move up. Seven years experience in sports writing and announcing. Strong play-by-play. Creative programing. I have an excellent sales record too. I'm ready to make money for you. Box F-359, BROADCASTING.

Weatherman—Meteorologist, member American Meteorological Society, now employed radio-television. References furnished. Box G-7, BROADCASTING.

Production—Programing, Others

Continued

Heavyweight top rated major market 50 kw jocks wishes to expand talent into programing position. 1st phone, married, young, four years college, excellent production, swinging personality, ambitious. Box G-19, BROADCASTING.

News-sportscaster. Five years experience. Quality play-by-play. Family. Desire permanency in Michigan-Indiana area. Box G-25, BROADCASTING.

Creative two-man production team. Quality variety, documentary, children's programs. Box G-27, BROADCASTING.

Experienced copywriter-announcer. Quality copy. Good commercial and news voice. Straight staff work. Box G-33, BROADCASTING.

News, music, announcing, sales. I do them all good. Willing to relocate immediately . . . I am looking for security in a location that will be a challenge to me. Box G-41, BROADCASTING.

Newsman presently employed, available August 1st. Prefer medium to large upper midwest market with opportunity for TV experience. Six years experience all phases radio news, interviews. Married. Family. Dependable. Box G-42, BROADCASTING.

Sportscaster/director. Nine years experience basketball, football, baseball. Strong on news, interviews. Family, college journalism graduate. \$600 monthly. Box G-50, BROADCASTING.

Program director seeks immediate change. 15 years dj, newscaster-writer, programmer. Experience covers 50 kilowatt operation, network staff. East coast. Box G-54, BROADCASTING.

News specialist. Seven years in radio news —four as editor with top station in million market. Masters degree. Box G-69, BROADCASTING.

312-392-8927 direct line to programing, personality and news specialist. Work in any or all capacities. Available now for any market. Box G-72, BROADCASTING.

Experienced White House and Washington correspondent will cover Wash. for you. Box G-74, BROADCASTING.

I'm not looking for rosey pictures or promises that can't be kept. I expect hard work and cooperation in this competitive business. Would like Program Directors job in medium market. Prefer station that's new or rebuilding, not afraid of new ideas, and promotion! Would like to relocate in Midwest but will go where opportunity is best. Top 40 or middle of road-top 40 P. D. experience, strong production, some play-by-play, news, TV weather, and live commercials. Contact: Larry Ryan, 515-753-3219, Marshalltown, Iowa.

Girl . . . responsible . . . trustworthy . . . radio/TV . . . sales . . . clerical—dj . . . please telephone, 401-421-7349, Write, Apt. 6, 134 Benefit St., Providence 3, R. I.

TELEVISION—Help Wanted

Sales

Experienced local salesman for top station in market. Write KAKE-TV, Wichita, Kansas.

Technical

Engineer capable of handling all new RCA studio equipment. Also transmitter engineer with TT25CL experience. Send resume, photograph, salary, KIII-TV P. O. Box 6159, Corpus Christi, Texas.

Studio technician with 1st class license for studio and microwave maintenance and routine switching. Send application to Max E. Pierce, Technical Director, KSOO-TV, Inc., 205 North Phillips Avenue, Sioux Falls, South Dakota.

Two station N.C. market in top 50 needs hard working local salesman. Prefer stable man willing to grow with expanding market. Salary plus commission. Mail resume and photo to Bernie Whitaker, Sales manager, WRAL-TV, Box 9583, Raleigh, North Carolina.

Production—Programing, Others

TV commercial continuity writer in top hundred station located in midwest. Include full details with wage required in original application. Box F-191, BROADCASTING.

Newsman for combined radio-television operation in midwest. Group station building quality, aggressive news department. Send resume, photo, audio tape, and salary requirements to: Box F-245, BROADCASTING.

Do you know all phases of TV operations? Think your ready for production manager job in highly competitive mid-Atlantic 3 station market? Don't waste our time or yours if you can't deliver! Send complete resume with pic, references, availability, soonest to Box F-393, BROADCASTING.

Wanted: Television newsman with nose for news, and eye for future. Two years news experience minimum. No TV experience required. Box G-30, BROADCASTING.

Copy and continuity director. We have salesmen who can sell, now we need someone who can write creative ideas and knows how to make TV copy sing. Send resume, photograph, salary, KIII-TV, P. O. Box 6159, Corpus Christi, Texas.

TELEVISION—Situations Wanted

Management

General manager—sales manager, 39, in broadcasting since age 14. Radio 17 years, television 8 years. Past decade in nation's 24th market. Nationally known and connected. Successful producer of ratings, prestige and profits. Box D-107, BROADCASTING.

Technical

Chief engineer—16 years experience all phases of television engineering management. Presently chief southern metropolitan market. Prefer midwest or northwest. Box F-377, BROADCASTING.

Well qualified chief engineer, experienced in television and radio engineering, production and administration desires challenging position. Box F-390, BROADCASTING.

Supervisory position wanted by experienced engineer currently in Detroit area. Box G-36, BROADCASTING.

Production—Programing, Others

Program manager. 11 years major market experience with 5½ years in management. Full knowledge all phases of programing and production. Excellent administrative and organizational ability. Best references. College graduate. Married with family. Box G-26, BROADCASTING.

Become No. 1. Heavy remote news, sports events producer-director. Managerial, programing experience. Independent and net. Box G-28, BROADCASTING.

News director—Experienced professional well qualified in all facets of broadcast journalism. Capable record for developing outstanding news operations. Box G-34, BROADCASTING.

Research and sales promotion manager. Young, able, and experienced. Presently with network owned station. Box G-43, BROADCASTING.

Director—Three years experience all phases commercial and studio production—desires position with advancement opportunity, Box G-48, BROADCASTING.

NBC cameraman with directing experience desires producer-director position with medium-market commercial or educational TV station. MA in radio-TV. Salary \$6,500 minimum. Box G-64, BROADCASTING.

WANTED TO BUY

Equipment

Turn unwanted broadcast equipment into cash! Send list, description, price. Broadcast Equipment, Box 3141, Bristol, Tennessee.

Wanted to buy—1 kw FM transmitter, four bay FM antenna and Marti remote equipment. Send description and asking price to Box G-47, BROADCASTING.

FOR SALE

Equipment

Television/radio transmitters, cameras, microwave, tubes, audio, monitors. Electrofind, 440 Columbus Ave., N.Y.C.

1500 feet 3 3/4" UHF transmission line MI #19089 available Sept. Contact Morris Barton, KSLA-TV, Shreveport, La.

Complete Schafer 1200-C Automation, consists of master control, one MU-1, four PB-2's, one AT-2500 audio clock with two PB-2 units, two S-200 spotters, one M4 memory record unit, three M6 memory playback units. Very good condition. M. N. Barwick, 767—41st Street—Miami Beach, Fla.

Hellax cable, latest type Andrews H8, less than 2 years service. Perfect condition. On spool ready to ship, cost \$2,300.00, will sell for \$1,000.00 cash F.O.B. San Antonio. Ed Shook, Chief Engineer, KEEZ, San Antonio, Texas. 512-CA 6-7001.

Commercial Crystals and new or replacement crystals for RCA, Gates, W. E. Bliley and J-K holders; regrounding, repair etc. BC-604 crystals; also service on AM monitors and H-P 335B FM Monitors. Nationwide unsolicited testimonials praise our products and fast service. Eldson Electronic Company, Box 96, Temple, Texas.

Thermometer, remote electrical: used by over 1000 stations, enables announcers to read the correct outside temperatures from mike position. Installed in less than an hour. Send for brochure, Electro-Temp Co., Box 6111, San Diego 6, Calif.

For sale: 3 Gates 601 cartridge playbacks, and one Gates record amplifier just taken out of service. Like new. Excellent condition. Less than one year old. Complete Motorola base station and one mobil unit tuned to 153.35 mc. in fair condition. Contact KBEC, Waxahachie, Texas.

Remote controls: Gates RDC-10, \$500. Rust 108-OC, \$600. Now in service, excellent condition. KFMU-FM Los Angeles, Calif. 90036.

200 foot Stainless broadcast antenna tower complete with guy cables, tower lights and photo electric control, Box F-395, BROADCASTING.

Two RCA automatic turntables, remote controls and Gates transistor pre-amp. Plays 120 selections in sequence. One side only. \$520.00 takes all. WARN, Ft. Pierce, Fla.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 1000 Super dooper hooper scooper one liners exclusive in your market. Free sample. Lyn Publications, 2221. Steiner St., San Francisco.

Religious Sponsor list. Names and addresses of over 900 religious time buyers. Individuals, organizations and agencies interested in radio time. This mailing list compiled from national advertising in religious periodicals. \$600 buys this list, exclusive in your market. \$250 buys this list on a non-exclusive basis. Box F-37, BROADCASTING.

JOCKEY JOKER!—A collection of six gag-files now in one edition. Contains over 500 One Liners, Gags, sound effect bits, station breaks, ad libs, etc. . . \$7.50. Show-Biz Comedy Service—(Dept. J), 65 Parkway Court, Brooklyn, N. Y. 11235.

MISCELLANEOUS—(Cont'd)

Hollywood highlights—50 weekly 15 second voice reports, with personalized call letter identification. Write Box F-80, BROADCASTING.

Wanted present address of F. Richard Coughlin or his wife Elizabeth, formerly had Bunny Show on television station channel 9. Box G-55, BROADCASTING.

Radio stations! Your idle time can turn to profit time, a guaranteed money-maker offered by reliable organization to selected stations. Write for details to Box F-330, BROADCASTING.

Earwitness reports—four 3 1/2 minute shows, with actualities from top newsmakers and voice reports from key news centers. Profitably aired—with personalized call letter identification—by stations from coast to coast. Exclusive market guarantee. Write Box F-386, BROADCASTING.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write Dept. 4-K, Grantham Schools, 1505 N. Western Ave., Hollywood, Calif. 90027.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

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Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing, programing, console operation Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

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Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting July 15 & September 23. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

REI down among the swaying palms beside the cool green surf in Sarasota, Florida. FCC first phone in (5) weeks guaranteed. Tuition \$255.- private rooms \$10 per week. job placement free. Classes begin Aug. 4, Sept. 8, Oct. 13, Nov. 17. For reservations write or call Radio Engineering Institute, 1336 Main St., Sarasota, Florida.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

America's pioneer, 1st in announcing since 1934. National Academy of Broadcasting, 814 H St. NW, Washington 1, D. C.

Pittsburgh, FCC first class "success-proven" accelerated course now in Pittsburgh. Day or evening. Free placement. For brochure, write American Electronics School, 415 Smithfield St., Pittsburgh 22, Pa. Phone 281-5422.

INSTRUCTIONS—(Cont'd)

FCC license in six weeks. Not a Q and A course. Get your license and a working knowledge of electronics. This is space City's Texas-sized opportunity. Houston Institute of Electronics, 904 M and M Bldg., Houston, Texas.

Intensive thirteen week course in announcing, control board operation, production, news and copy writing. All new and most modern equipment, facilities. Graduates enter first jobs with confidence. F. L. Hughes, Director, Broadcasting Institute of America, Inc., P.O.B. 53321, New Orleans 50, Louisiana.

First class license in six weeks. Private instruction at classroom rates. Master teacher with 12 years teaching FCC license courses. Write Bob Johnson, 1201 Ninth Street, Manhattan Beach, California.

RADIO—Help Wanted

Announcers

Top notch MORNING MAN needed for top notch 50 kw. Send tapes (not returnable) to:

Manning Slater
KRAK
Sacramento 14, California

Production—Programing, Others

1—Program Director 1—Announcer

A long established Florida NBC good music station is expanding. We have immediate openings for a Program Director and an Announcer. Program Director choice will be a man drawing top salary. Will expect him to carry out all duties of Programing and office management. We want an experienced capable person to supervise Production format and copy. The announcer opening has great possibilities for a young man looking for that step upward. Accent on announcing capability and music knowledge. You'll have the opportunity to move to bigger responsibility in our organization. Third class ticket required. If you have a first phone you'll get extra salary. All details, including tapes, should be sent to:

Box F-397, BROADCASTING

Situations Wanted

Production—Programing, Others

SPORTS DIRECTOR DESIRES POSITION DOING MAJOR COLLEGE OR PROFESSIONAL PLAY BY PLAY

17 years experience. Past six years Big 10 and Southeastern Conference football and basketball. Three years pro baseball. Adult, mature, exciting play-by-play style. Accurate, thorough, knowledgeable. Presently doing one 15 minute radio and two 5 minute TV sports shows daily. Background includes experience as Program Director, News Director, and TV Newscaster. Top references & recommendations present and past. Contact Bill Sorrell, Sports Director, WVLC, Lexington, Kentucky.

TELEVISION—Help Wanted

Production—Programing, Others

IMMEDIATE NEED for

Male or Female Traffic Manager (Experienced), copywriter (Experienced) for Illinois' 2nd market. Send resume or Contact: W. L. Snyder, WQAD TV, Moline, Ill. Salary Open

TELEVISION—Help Wanted

Technical—(Cont'd)

Television/Field Broadcast Engineers

Video and RCA Television Tape installation and maintenance experience required. Considerable travel involved. Openings in East and West. Send resume to: Mr. D. K. Thorne, RCA Service Company, Cherry Hill, Camden 8, New Jersey.

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Outstanding Manager

Available soon. 17 years executive experience at four outstanding TV-radio stations in top 50 markets. Able administrator. Creative sales and programming. Seek challenging position. Building new station? I can take complete charge. Best references from present and past owners. Box G-51, BROADCASTING.

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Comments from the White House to the Dog House. The lighter side of the news in three minute highly salable packages. Demo tape with ten programs—\$30.
A/D/S AUDIO, Circle Center, Fairfax, Va.

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For sale—3-V RCA color film channel. Latest model, purchased new about one year ago. Still in service, excellent shape. Can be inspected. How much will you offer? Write to:

Box F-344, BROADCASTING.

WANTED TO BUY—Stations

Want to Buy VHF OR UHF TV

Wish to purchase Television Station or CP. Write in strict confidence giving full details to:

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RESPONSIBLE ORGANIZATION WISHES TO PURCHASE

Highly Profitable Radio Station
Replies held in strict confidence. Send full facts and figures to:

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FOR SALE—Stations

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HIGH POWER STATION

Terms to suit qualified purchaser.

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TWO STATION SOUTHERN MARKET

Fulltime AM with steady annual cash flow in excess of \$25,000. Full firm cash price of \$125,000.00. Includes real estate.

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STATIONS FOR SALE

1. SOUTHWEST. Metro. \$100,000. \$20,000 down.
2. ROCKY MOUNTAIN. High powered full time. \$175,000. 29% down.

Continued from page 80

pee thus resulting in grant to Progress Valley. Mr. Sundberg was 33½% owner of Shakopee and has been assigned partnership interest of Mr. James J. Delmont. Progress Valley has agreed to pay Shakopee Broadcasting \$5,000 for out of pocket expenses of their application plus interest in Progress Valley Inc. Ann. June 29.

KTWO-AM-TV Casper, Wyo.—Seeks assignment of license and CP from Harri-scope Inc. and Television Properties d/b as Rocky Mountain Tele Stations, owned by Burt I. Harris (16½%), Irving B. Harris (50%) and Donald P. Nathanson (33½%) to Harri-scope Inc., owned by Irving B. Harris (50% before, 37.24% after), Donald P. Nathanson (33.33% before, 27.58% after), Burt I. Harris (16.87% before, 12.41% after) and others. Consideration \$400,000. Harri-scope Inc. is applicant for acquisition of KBAK-TV Bakersfield, Calif. Ann. June 26.

KVWO-AM-FM Cheyenne, Wyo.—Seeks acquisition of positive control of licensee corporation Cheyenne Broadcasting Inc., by Leo R. Morris (40% before, 60% after) through purchase of stock from John W. Black (30% before, none after). Remaining stockholders of Cheyenne Broadcasting will be Douglas Nelson (none before, 10% after) and Richard L. Haag (5% before, 30% after). Consideration \$3,600. Ann. June 25.

Hearing cases

OTHER ACTIONS

■ By memorandum opinion and order, commission stayed further proceedings on competing applications of Contemporary Radio Inc., and Hubbard Broadcasting Inc., for FM channel 233 in Minneapolis, pending disposition of FM rule making proposals affecting Minneapolis and St. Paul in Docket 15513. Action June 29.

■ By order, commission authorized Eleven Ten Broadcasting Corp. to continue operation of KRLA Pasadena, Calif., until Aug. 1, 1964, pending final determination by commission of five proposals for interim operation on 1110 kc. Action June 24.

Routine roundup

ACTIONS BY REVIEW BOARD

■ Granted petition by Broadcast Bureau to extend time to July 2 to file replies to Midwest Television Inc., motion to enlarge issues in the Springfield, Ill., TV channel 26 proceeding. Action June 30.

■ Granted petition by Abacoa Radio Corp. (WRAI), Rio Piedras, P. R., to extend time to July 16 to file exceptions to the initial decision in proceeding on AM application and of Mid-Ocean Broadcasting Corp., San Juan. Action June 30.

■ In proceeding on applications of WEZY Inc., and WKKO Radio Inc., for new FMs in Cocoa, Fla., granted WEZY's petition to dismiss as moot petition to delete issue 1. Action June 29.

■ Scheduled oral argument for July 17 in matter of assignment of call letters KISM to Progress Valley Broadcasters Co.'s new AM at Shakopee, Minn. Action June 29.

■ Granted joint petition by Lakewood Broadcasting Service Inc., (KLAK) Lakewood, and Evergreen Enterprises Inc., (KLOV) Loveland, both Colorado, to extent of extending time to July 6 to file replies to brief in support of exceptions by Denver Area Broadcasters (KDAB), Arvada, Colo., in proceeding on KDAB's AM application. Action June 29.

■ By memorandum opinion and order, denied petition by Central Coast Television (KCOY-TV), Santa Maria, Calif., to enlarge issues in proceeding on applications of Lompoc Valley Cable TV Inc., for operational fixed stations in Business Radio Service. Action June 26.

ACTIONS ON MOTIONS

By Chief Hearing Examiner
James D. Cunningham

■ Granted petition by Spartan Radiocasting Co. to extent of dismissing, but with prejudice, application for new TV translator station to serve Asheville, N. C., and

terminated proceeding. Action June 29.

■ Designated Examiner Forest L. McClenning to preside at hearing in proceeding on AM application of Western Slope Broadcasting Inc. (KREX), Grand Junction, Colo.; scheduled prehearing conference for July 30 and hearing for Sept. 17. Action June 29.

■ Designated Examiner Elizabeth C. Smith to preside at hearing in proceeding on AM application of Conant Broadcasting Inc. (WHIL), Medford, Mass.; scheduled prehearing conference for July 30 and hearing for Sept. 16. Action June 29.

By Hearing Examiner Basil P. Cooper

■ In Buffalo, N. Y., TV channel 29 proceeding, granted petition by Ultravision Broadcasting Co. to continue June 29 hearing to 2 p.m., June 30. Action June 29.

■ Pursuant to agreements reached at June 25 further prehearing conference in proceeding on applications of WEZY Inc. and WKKO Radio Inc. for new FMs in Cocoa, Fla., continued July 20 evidentiary hearing to Sept. 14. Action June 25.

By Hearing Examiner Millard F. French

■ In proceeding on applications of Saul M. Miller and A-C Broadcasters for new AMs in Kutztown and Annville-Cleona, respectively, both Pennsylvania, in Dockets 14425, 14440, granted, with certain exceptions, petition of Miller to correct transcript. Action June 29.

By Hearing Examiner Walter W. Guenther

■ Continued June 30 prehearing conference and July 23 hearing in proceeding on competing applications of Contemporary Radio Inc., and Hubbard Broadcasting Inc. for FM channel 233 in Minneapolis pending disposition of FM rule making proposals affecting Minneapolis and St. Paul in Docket 15513. Action June 29.

By Hearing Examiner Jay A. Kyle

■ Granted request by Salem Broadcasting Co. to schedule hearing for July 2 in proceeding on application for new AM in Salem, Ohio. Action June 28.

■ Pursuant to June 26 hearing in proceeding on applications of KTVI Television Co., Peoples Broadcasting Corp., and Central Broadcasting Co. to make changes in facilities of respective TVs KTVI and KVTW, Sioux City, and WHO-TV, Des Moines, both Iowa, directed applicants to tender rebuttal exhibits by Sept. 8 and ordered resumption of hearing on Sept. 21. Action June 26.

By Hearing Examiner Forest L. McClenning

■ Granted petition by Sundial Broadcasting Corp. (KIBE), Palo Alto, Calif., to extend time from June 26 to July 15 to file proposed findings in proceeding on AM application. Action June 25.

By Hearing Examiner
Chester F. Naumowicz Jr.

■ In proceeding on applications of Northwestern Indiana Radio Inc., Valley Broadcasting and Livingston County Broadcasting Co. for new AMs in Valparaiso, Ind., and Kankakee and Pontiac, Ill., respectively, granted request by Valley Broadcasting to continue certain procedural dates and commencement of hearing from July 6 to July 20. Action June 24.

■ In proceeding on applications for new AMs of Charles County Broadcasting Inc., La Plata, Md., and Dorien Broadcasters Inc., Waldorf, Md., and Dorien for renewal of license of WSMD(FM) Waldorf, in Dockets 14748, et al., granted applicants' joint petition to continue certain procedural dates and hearing to Sept. 21. Action June 24.

By Hearing Examiner Herbert Sharfman

■ In proceeding on applications of Great Northern Broadcasting System and Midwestern Broadcasting Co. for new FMs in Traverse City, Mich., in Dockets 15299, 15300, on joint oral request, ordered that pending final action on Midwestern's petition for rulemaking to add channel 278 to Traverse City and consequent possible avoidance of comparative hearing, rescheduled July 13 hearing for Sept. 14, and extended for period of 60 days other dates mentioned in statement and order released March 10, in addition to period allowed in order released April 16. Action June 24.

By Hearing Examiner Elizabeth C. Smith

■ Pursuant to agreement of parties at June 26 further prehearing conference in proceeding on applications of South Jersey Television Cable Co. for new microwave facilities in Business Radio Service to supply eight channels of TV service to CATV

systems in Wildwood, City of North Wildwood and borough of Wildwood Crest, N. J., continued July 20 hearing to Sept. 14. Action June 26.

■ Granted petition by Grayson Enterprises Inc., to dismiss without prejudice application to increase power, change trans. site, and make other changes in facilities of KWAB-TV Big Spring, Tex.; and terminated proceeding. Action June 26.

■ In proceeding on applications of Tidewater Broadcasting Inc., and Edwin R. Fischer for new AMs in Smithfield and Newport News, respectively, both Virginia, in Doc. 13243, 13248, granted Tidewater's petition for leave to amend application to show changes in stock subscriptions. Action June 24.

By Office of Opinions and Review

■ In proceeding on applications of Chronicle Publishing Co. (KRON-TV), and American Broadcasting-Paramount Theaters Inc. (KGO-TV), San Francisco, in Doc. 12865-6, granted American Broadcasting's petition to extend time to June 29 to respond to application for review. Action June 25.

■ Granted petition by Superior Broadcasting Corp. for leave to file reply comments, and authorized all parties to file reply comments, should they so desire, within five days of release date of order, to comments on questions certified to commission by Review Board concerning request by United Artists Inc., to enlarge issues in proceeding on applications for new UHF-TVs on channel 65 in Cleveland. Action June 25.

BROADCAST ACTIONS by Broadcast Bureau Actions of June 29

■ Granted licenses covering an increase in daytime power and installation of new trans. for following: KWKC Abilene, Tex.; KEXO Grand Junction, Colo.; KIKO Miami, Ariz.; KEBE Jacksonville, Tex.; and specify type trans.; KFKA Greeley, Colo.; KFTW Fredericktown, Mo., and specify type trans.; KLTZ Glasgow, Mont.; KORA Bryan, Tex., specify type trans., and change studio location and remote control point; KBZZ La Junta, Colo., and specify type trans., and KQEN Roseburg, Ore., and specify type trans.

■ Granted licenses covering an increase in power and installation of new trans. for following: KCVR Lodi, Calif., install DA-D, and specify type trans.; KETX Livingston, Tex., and specify type trans.; KLME Laramie, Wyo., and specify main studio location and KQXL Golden Valley, Minn.

■ Granted licenses covering installation of an auxiliary trans. for following: KMEN San Bernardino, Calif. and KRDO, Colorado Springs.

■ Granted licenses covering use of old main trans. as auxiliary trans. at main trans. site for following: KEVA Evanston, Wyo.; KGEE Bakersfield, Calif.; remote control permitted; KFKA Greeley, Colo., with DA-N; KFXM San Bernardino, Calif.; remote control permitted while using DA-2; KFTW Fredericktown, Mo., and KAGH Crossett, Ark.

■ KLOK San Jose, Calif.—Granted license covering increase in nighttime power, and

changes in DA-N; redescribe main studio and trans. location.

■ KGLO Mason City, Iowa—Granted license covering changes in nighttime directional ant. pattern; redescribe main studio location and remote control point.

■ KIKK Pasadena, Tex.—Granted license covering changes in ant. and ground systems, change in ant.-trans. location; specify type trans., main studio location and remote control point.

■ WBBQ Augusta, Ga.—Granted license covering change in main studio and ant.-trans. locations, remote control point, and changes in ground system.

■ KSCJ Sioux City, Iowa—Granted license covering installation of auxiliary ant. system, to be used with auxiliary trans. in case of emergency only, at main trans. site.

■ Granted licenses for following: KJDY John Day, Ore.; KCAM Glennallen, Alaska; KRYT Colorado Springs, and specify type trans.; KICS Hastings, Neb., and specify type trans., and redescribe main studio and trans. location, and KOAD Lemoore, Calif., and specify type trans.

■ Granted licenses covering increase in daytime power for following: KFLW Klamath Falls, Ore., and KRUS Ruston, La. KQAQ Austin, Minn.—Granted license covering change in hours of operation from D to unil., and change from DA-D to DA-2.

■ KSAL Salina, Kan.—Remote control permitted, while using DA-N; conditions (main trans.).

Actions of June 26

■ Granted licenses for following AM's: KBIB Monette, Ark.; KREN Renton, Wash.; without prejudice to such action as commission deems appropriate in light of petition for reconsideration of assignment of call letters KREN, filed by KREM Broadcasting Co., on March 2.

■ Granted licenses covering increase in daytime power and installation of new trans. for following: KOWL Bijou, Calif. and KAAA Kingman, Ariz.

■ Granted licenses covering use of old main trans. as auxiliary trans. at main trans. site for following: KOWL Bijou, Calif.; remote control permitted; KSMa Santa Maria, Calif.; remote control permitted.

■ Granted licenses covering installation of auxiliary trans. for following: KSIR Wichita, Kans.; KBHM Branson, Mo., and KAWA Waco-Marlin, Tex.

■ Following were granted extensions of completion dates as shown: KFIV Modesto, Calif., to Sept. 10; KWJJ Portland, Ore., to Sept. 1; WROB West Point, Miss., to Aug. 31; WAAP Peoria, Ill., to Dec. 18; KCAL Redlands, Calif., to Aug. 31; WAPF McComb, Miss., to Aug. 18; WPRT Prestonsburg, Ky., to Dec. 10; WBZZ Selma, N. C., to Dec. 9; WCMR Elkhart, Ind., to Nov. 16; WBYS Canton, Ill., to Dec. 10; WHK Cleveland, to Aug. 15; WCND Shelbyville, Ky., to Dec. 24, and WDIF(FM) Buffalo, N. Y., to Sept. 30.

■ KSOK Arkansas City, Kan.—Granted license covering use of main nighttime trans. as auxiliary daytime trans.

■ KLEO Wichita, Kan.—Granted license covering installation of auxiliary daytime and alternate main nighttime trans.

■ KXOX Sweetwater, Tex.—Granted license covering use of old main trans. as auxiliary

SUBSCRIPTION APPLICATION

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Please start my subscription immediately for—

- ☐ 52 weekly issues \$8.50 ☐ 104 weekly issues \$14.00
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- ☐ Payment attached
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city _____ state _____ zip code _____
company name _____

Occupation Required

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, June 30

	Lic.	CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
Am	3,912	75	78	328
FM	1,145	40	204	267
TV	522 ¹	61	82	152

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, June 30

	VHF	UHF	TV
Commercial	512 ²	156	668
Noncommercial	57	50	107

COMMERCIAL STATION BOXSCORE

Compiled by FCC, May 31

	AM	FM	TV
Licensed (all on air)	3,895	1,136	520 ¹
CP's on air (new stations)	77	36	63
CP's not on air (new stations)	79	188	80
Total authorized stations	4,051	1,360	663
Applications for new stations (not in hearing)	202	216	71
Applications for new stations (in hearing)	88	37	66
Total applications for new stations	290	253	137
Applications for major changes (not in hearing)	193	52	41
Applications for major changes (in hearing)	41	4	11
Total applications for major changes	234	56	52
Licenses deleted	0	1	0
CP's deleted	0	0	0

¹ Does not include seven licensed stations off air.

² Includes three noncommercial stations operating on commercial channels.

daytime and main nighttime trans. at main trans. site.

KXOX Sweetwater, Tex.—Granted license covering use of main trans. as an auxiliary nighttime and main daytime trans.

KOFO Ottawa, Kan.—Granted license covering change in ant.-trans. and studio location, and increase in ant. height.

KVKM Monahans, Tex.—Granted license covering changes in DA system; condition.

KWBG Boone, Iowa.—Granted license covering increase in height of north tower.

WDOL Athens, Ga.—Granted license covering increase in antenna height.

KYND Tempe, Ariz.—Granted license covering increase in power and installation of new trans.; specify type trans.

Actions of June 25

Hoopa Valley Chamber of Commerce, Hoopa, Calif.—Granted CP for new VHF-TV translators, on channel 7, to rebroadcast programs of KIEM-TV (ch. 3) Eureka, Calif.

WHYY Inc., Milton, Del.—Granted CP for UHF-TV translator, on channel 73, to rebroadcast programs of WHYY-TV (ch. 12) Wilmington, Del.

KGUD Santa Barbara, Calif.—Granted mod. of license to change studio location; remote control permitted; conditions.

American Broadcasting-Paramount Theaters Inc., New York—Granted CP and license to add low power units for low power station; conditions.

National Broadcasting Inc., Los Angeles and Washington—Granted CP and license to add 1 Comrex 207, 0.10 watt for low power station and CP and license for new low power station; conditions.

Metromedia Inc., New York—Granted CP to add 3 Comrex A207 with C207 amplifier, 0.65 watt, for low power station, and show use with WNEW-AM-FM-TV.

*KCTS-TV channel 9, University of Washington, Seattle—Granted CP to change trans. location; type trans.; ant. height 830 feet. 275 kw; aur. to 138 kw; ant. height 830 feet. WKJF(FM) Pittsburgh—Granted CP to install dual polarization ant. system.

WINA Charlottesville, Va.—Granted CP to change ant.-trans. location; remote control permitted.

K7IAS, K7AG Newport and Otter Rock, Ore.—Granted CPs to change trans. location and make changes in ant. system.

■ Granted licenses covering changes in following VHF-TV translators: K05AL Clayton Community T.V., Clayton and rural area west of Clayton, Idaho; and K07EK Sheep Mountain Television Club, Terry, Custer Creek, Rock Springs and Cohagen, Mont.

■ Granted licenses for following VHF-TV translators: K04AM Pilgrim Creek TV Association, Pilgrim Creek Community, Broadus, Mont. and K08EM, K10EU, K12EK, Breckenridge Volunteer Fire Dept., Breckenridge and Blue River Valley, Colo.

KMFM San Antonio, Tex.—Granted license for FM.

KBEA Mission, Kan.—Granted license covering change in hours of operation, changes in DA system (DA-D to DA-2), and ground system.

KOFO-FM Ottawa, Kan.—Granted license covering changes in ant.-trans. and studio location, ant.-system, ERP and ant. height.

K83AZ Pepeekeo, Hawaii—Granted license for UHF-TV translator.

KIRO-AM-FM-TV Seattle—Granted mod. of licenses to change name to KIRO Inc.

■ Following were granted extensions of completion dates as shown: WBAL-FM Baltimore, to Jan. 15, 1965; WASK-FM Lafayette, Ind., to Oct. 8; KSDO-FM San Diego, to Dec. 15; WVSC-FM Somerset, Pa., to Dec. 25; KBOX-FM Dallas, to Dec. 1; KRCS(FM) San Bernardino, Calif., to Nov. 24; WVCA-FM Gloucester, Mass., to Oct. 30; WRVM-FM Rochester, N. Y., to Oct. 31; WBRN-FM Big Rapids, Mich., to Nov. 15; KLGs(FM) Los Gatos, Calif., to Dec. 8; WJBK, Detroit, to Dec. 24; WMOE Mobile, Ala., to Aug. 1; WISN Milwaukee, to Dec. 23; KBLA Burbank, Calif., to Dec. 19; WTEL Philadelphia, to Dec. 14; WGBS Miami, to Dec. 10, and WBRJ Marietta, Ohio, to Sept. 22.

Actions of June 24

WJMK(FM) Plainfield, Ind.—Granted mod. of CP to change type trans. and type ant.

WTOC-FM Savannah, Ga.—Granted mod. of CP to change type trans.; make changes in ant. system; ERP 80 kw (horizontal) and 17.5 kw (vertical); and change ant. height to 270 feet (both horizontal and vertical).

WAGR-FM Lumberton, N. C.—Granted change in remote control authority.

*WTTW(FM) Chicago—Granted CP to reduce aur. ERP to 27.5 kw, and change type

aur. trans.; ant. height 590 feet.

WHEC-TV Rochester, N. Y.—Granted CP to reduce aur. ERP to 39.8 kw, and change type aur. trans. (main trans. and ant. and auxiliary ant.).

*KTEH(TV) San Jose, Calif.—Granted mod. of CP to change ERP to 22.9 kw vis., and 12.3 kw aur.; and make changes in ant. system.

WWAY(TV) Wilmington, N. C.—Granted mod. of CP to change trans. location to 3.82 miles south of Mill Creek, east of state route 87, N. C.; change ERP to 100 kw vis., and 50 kw aur.; change type trans. and type ant., and ant. height to 1180 feet, and make changes in ant. system; also granted extension of completion date to Dec. 24.

WBAP-TV Fort Worth—Granted mod. of CP to reduce aur. ERP to 20 kw, and modify type trans.; ant. height 1680 feet (main trans. and ant.); condition.

KFNB(FM) Oklahoma City—Granted CP to install new trans. and new ant.; increase ERP to 100 kw; and change ant.-trans. location.

WBZ-TV Boston—Granted CP to change aur. ERP to 5.62 kw, and type trans. (main trans. and ant.).

KTBS-TV Shreveport, La.—Granted CP to install auxiliary ant. system at main trans. and ant. location.

KFMV(FM) Eugene, Ore.—Granted CP to increase ant. height to 880 feet, and make changes in ant. system.

WMSP(FM) Harrisburg, Pa.—Granted CP to decrease ERP to 1.70 kw; increase ant. height to 50 feet, and make changes in ant. system (increase height).

WIKY-FM Evansville, Ind.—Granted CP to increase ERP to 50 kw, and install new trans.; condition.

KFMU(FM) Los Angeles—Granted CP to make changes in ant. system (main trans.).

WZUM Carnegie, Pa.—Granted license for AM.

K70CW, K72BV, K81AM, K83AW Borie and Lagrange, Wyo.—Granted licenses for UHF-TV translators.

KTIV(TV) Sioux City, Iowa — Granted mod. of license to reduce aur. ERP to 20 kw (main trans. and ant.).

KNGL Paradise, Calif.—Granted mod. of license to change studio location; remote control permitted.

WSMA-AM-FM Smyrna, Ga. — Waived section 73.30(a) of rules, and granted mod. of license to extent of permitting relocation of main studio 1½ miles north-northeast of corporate limits of Smyrna.

WJCO Jackson, Mich.—Remote control permitted; conditions.

KNEZ Lompoc, Calif.—Remote control permitted; conditions.

KNEL Brady, Tex.—Granted authority to operate with sign-off at 7 p.m. for period ending Sept. 30.

WBLK-FM Depew, N. Y.—Granted extension of completion date to Dec. 1.

■ Granted licenses for following VHF-TV translators: K07GF Topeka Broadcasting Association Inc., Topeka, Kan.; W05AF Skyway Broadcasting Co., Cherokee, N. C.; K04DL Beacon T.V. Inc., Duck Creek Area, Douglas Island, Mansfield Peninsula, Old Auke Village, Alaska, and W07AH Barbourville Area Television Corp., Barbourville, Ky.

Action of June 23

WAGR Lumberton, N. C.—Granted change in remote control authority.

Action of June 18

KDMI(FM) Des Moines, Iowa—Remote control permitted.

Rulemakings

PETITIONS FOR RULEMAKING FILED

■ KIFG Iowa Falls, Iowa—Iowa Falls Broadcasting Corp. Requests amendment of rules to make following change in FM table of assignments: Iowa Falls: add channel 221A. Received June 18.

■ Gaffney, S. C.—Gaffney Broadcasting Inc. Requests amendment of rules to allocate FM channel 291 to Gaffney, delete channel 294 from Gainesville, Ga. and substitute channel 292A for 291 in Toccoa, Ga. Received June 18.

■ WRMF Titusville, Fla.—WRMF Inc. Requests institution of rulemaking proceedings for allocation of channel 252A to Titusville. Received June 18.

■ Santee, Calif.—David R. Feldman and Associates. Requests amendment of rules to add channel 257A to La Jolla, Calif. Received June 22.

■ Terre Haute, Ind.—Floyd Huey. Requests amendment of rules to amend FM table of assignments to include West Terre Haute. Received June 22.

"NEW talent is the life blood of television," Hunt Stromberg Jr. said last week. "We've got to be dedicated to the task of discovering bright young people, before and behind the cameras, developing them, getting them started right."

The postwar decline of the motion picture business, Mr. Stromberg firmly believes, was not the direct result of television, although that helped grease the skids, but primarily because the people at the top failed to develop anyone to replace them. "The same producers made the same pictures with the same stars playing the same parts year after year after year. In front of the cameras were the Clark Gables, the Gloria Swansons, the Jimmy Stewarts, the Joan Crawford; behind them were the Cecil DeMilles, the Sam Goldwyns and the Hunt Stromberg Seniors. They were running things and they liked it that way. And when the public stopped queueing up at the ticket window it was too late.

"We aren't going to make that same mistake at CBS, and that goes for executives as well as performers. I don't want anyone working for me who doesn't want my job and who would be incapable of handling it if he got it. And I'm not alone in this line of thought at CBS. When Mr. Paley can take a young man like Jim Aubrey and make him president of the TV network, he's thinking about the future welfare of the network, not worrying about his own glory."

Bright Young Man ■ Mr. Stromberg, who some six weeks ago celebrated his 41st birthday, might well be taken as a model of the "bright young people" he talks about. A former boss of his used almost those exact words when asked for an opinion of his former subordinate. "He's an extremely bright, imaginative young executive," is the actual quote. "He's a truly dedicated guy who does nothing but work." He paused, then added, "That can be helpful."

Son of the man who was MGM's top producer for more than 20 years, Hunt Jr. grew up in the world of motion pictures, left it largely because "I didn't want to go through life as 'junior.'" He started in TV as a freelance writer for such early programs as *Pepsi-Cola Playhouse* and *Fireside Theater*. In 1953, when American Broadcasting Co. was merged into Paramount Theaters, he went to work for ABC-TV in Hollywood as a general creative idea man. The following year he was made program director of KABC-TV Los Angeles, where "I had a great deal of freedom and a great deal of success."

Vampira and Chucko ■ Among Mr. Stromberg's contributions to KABC-TV's programming was the creation of Vampira, "a glamorous witch-type girl," to act as hostess of late night horror movie

The play is not the only thing

broadcasts, an idea that was very successful then and has been widely imitated since. At the birthday party of the young son of a friend, Hunt met "Chucko, the Clown," and for more than a decade now Chucko has been host of cartoon shows on KABC-TV. Mr. Stromberg also started a pioneer teenage dance show on TV, *Al Jarvis' Hi Jinks*, a forerunner of today's *American Bandstand*.

Early in 1956 Mr. Stromberg was made program manager of ABC-TV's western regional network ("Regional TV networks were important before video tape recording came in and took the headaches out of time changes"). Then Robert M. Weitman, ABC-TV program vice president, moved to CBS-TV. At his invitation, Mr. Stromberg

went along as a program development executive in Hollywood. "I was glad of the chance to join CBS, top of the heap in television, sort of like the Yankees in baseball, but I'd found some very bright young creative people at ABC that I hated to leave behind. I'm happy to say quite a few of them are now with CBS."

One of his first assignments at CBS-TV was to find a western series for Randolph Scott. He called a writer friend, Herb Meadow, who said he was working with Sam Rolfe on a modern detective series. "I got them to reset it in the old West. Then it turned out that Scott wasn't available, so we got Richard Boone and that's how *Have Gun, Will Travel* began."

Patience Pays Off ■ A couple of years later Mr. Stromberg was made West Coast director of program development, "the same job, only now it was formalized." Programs that came to CBS-TV under his aegis include *Rawhide*, *Twilight Zone*, *Dennis the Menace* and *Pete and Gladys*. He put a young dramatic actress into a comedy part in *Pete and Gladys*, liked what she did and in the fall she'll star in her own series, *The Cara Williams Show*. "She's a perfect example of what I mean by bright young talent," Mr. Stromberg says. "And I took Phil Sharp, a bright young director, and made him the producer. People like them are the guarantee of a future for television."

In 1961, Mr. Stromberg became vice president for program development, Hollywood: CBS-TV's number two program man on the West Coast. On March 9, 1964, he got the number one job, vice president, programs, Hollywood.

A "divorced bachelor," Hunt Stromberg Jr. lives in the Hollywood Hills above the Sunset Strip in a house he says he's about to move out of "because the stuff I bought from the Hearst collection is taking up so much space I can hardly get in or out." His father was a close friend of William Randolph Hearst and as a boy young Hunt had spent many weekends with his parents at the fabulous Hearst mansion, San Simeon. "I'd always wanted to own some of the pieces in the Hearst collection," he says, "and last year when a warehouse sale was held I had the chance."

Collecting antiques is his chief hobby. "My mother's family had a fine art collection and I must have inherited the urge to collect beautiful things." On vacation he may be found researching Egyptian relics in the museum in Cairo or at some other site equally remote from Hollywood's Television City.

He's an avid reader of modern novels, history and, especially, books about antiques. And he thoroughly enjoys tournament bridge. "Cara Williams and I are partners and we think we're brilliant at the game."

WEEK'S PROFILE



Hunt Stromberg Jr.—V.P. programs, Hollywood, CBS-TV; b. Los Angeles, May 16, 1923; U. of Calif. at Los Angeles, 1940-42; Army Signal Corps. 1942-44; theatrical producer (*The Red Mill*, *Laura*), 1945-48; m. Marilyn Ellwell, 1947; div. 1950; member of Darryl F. Zanuck's executive force at 20th Century-Fox, 1949-51; free lance TV writer (*Pepsi-Cola Playhouse*, *Fireside Theater*), 1951-53; ABC-TV as creative program man; program director KABC-TV Los Angeles, 1954; program manager, ABC-TV western regional network, 1956; program development executive, CBS-TV, 1956; director of program development, 1959; V.P. of program development, 1961; V.P. programs, Hollywood, 1964.

EDITORIALS

After Collins

CONSIDERABLY more than the selection of a new president confronts the National Association of Broadcasters in the wake of the departure Aug. 1 of LeRoy Collins to become the federal trouble shooter on civil rights.

There could evolve from the sudden development a new philosophy of trade association activity, both as to personnel and organization.

There should be no great haste. No emergency exists. The newly elected executive committee—barely a week in office—proved itself worthy by skillfully handling the sensitive negotiations with Mr. Collins, a sensitive man. The NAB's permanent, nonpolitical staff, under the direction of the joint board chairman, Willard Schroeder, should have no difficulty operating as caretaker perhaps until after the November elections when cool heads, freed of political distractions, can act.

If this procedure is followed, the joint boards, 44 strong, will have ample time to study various plans of reorganization—those advocating a "federation" of trade groups in broadcasting as well as a straight-line organization.

It should be evident that broadcasters do not need a public figure or a politician as their spokesman. The stature and importance of the broadcasting institution imparts to the broadcast leader who may head its trade organization acceptance at all essential government and professional levels. To a considerable degree, it is the job that will make the man.

Mr. Collins leaves the NAB for a post for which he is eminently qualified. He takes a tough assignment without precedents to guide him. We wish him well.

As to Mr. Collins's three-and-one-half-year tenure at the NAB, there are those who say he was good for broadcasters as their hair shirt and their conscience. We have never felt that he really believed in commercial broadcasting or in most broadcasters. Certainly we didn't see eye-to-eye with him.

All that is past. There should be no recriminations. The NAB board made it possible for Mr. Collins to answer the call for public service by providing him with a generous severance. It should have done nothing less.

The new board holds its first special meeting in another week or so. It will consider procedures for interim operation and for the future. Ultimately there should be a referendum vote. Whether the board develops its own plan or commissions a management survey, the end objective should be the building of a new NAB to meet current needs and future goals.

Quick, Henry, the slide rule

FCC Chairman E. William Henry has picked up a persistent, although discredited, argument to support his belief that his agency ought to control the programming of U. S. broadcasting stations.

In an interview in the July 6 issue of *U. S. News & World Report* Mr. Henry is quoted as saying that commercial broadcasting takes up "a tremendous hunk of the available frequencies." It is to justify the continued allocation of that "tremendous hunk" to broadcasters while other services are clamoring for more spectrum space, said Mr. Henry, that the FCC must make sure that broadcasting serves the public. And, in his words, "there is no way to gauge the degree to which the public is being served unless you take a broad, comprehensive look at programing."

So much for Mr. Henry, and now the facts. The "tremendous hunk" of space that broadcasting occupies—all

of broadcasting including AM, FM and TV—constitutes slightly more than 1% of the 40,000 megacycles of radio spectrum that are currently in use. Since broadcasting serves the total public, it can hardly be accused of hogging frequencies that might otherwise be put to such elevating social purposes as the dispatch of taxicabs.

What Mr. Henry failed to mention was that the single biggest user of the spectrum is the U. S. government which reserves some 50% of all the 40,000 megacycles for its own mysterious purposes. What's going on in those 20,000 megacycles, Mr. Henry, while you're taking that broad, comprehensive look at the programing on the 513 megacycles that broadcasters use?

The real test

MORE and more it becomes evident that those who are most fearful about the effects of advertising hard liquor on the air are not those whose interests should be supreme—the people themselves.

Most broadcasters still reject liquor advertising, or say they would if it were offered, and most distillers still refrain from offering it. Both groups act out of fear: fear that Congress, responding to some real or imagined public clamor, would legislate not only against liquor advertising but against beer and wine accounts as well.

There is some justification for this fear, as history has shown. The dry lobby is incredibly powerful. And yet there is not the slightest evidence that it speaks for the public. In the few cases where hard-liquor advertising has been broadcast there has been no public protest of any consequence.

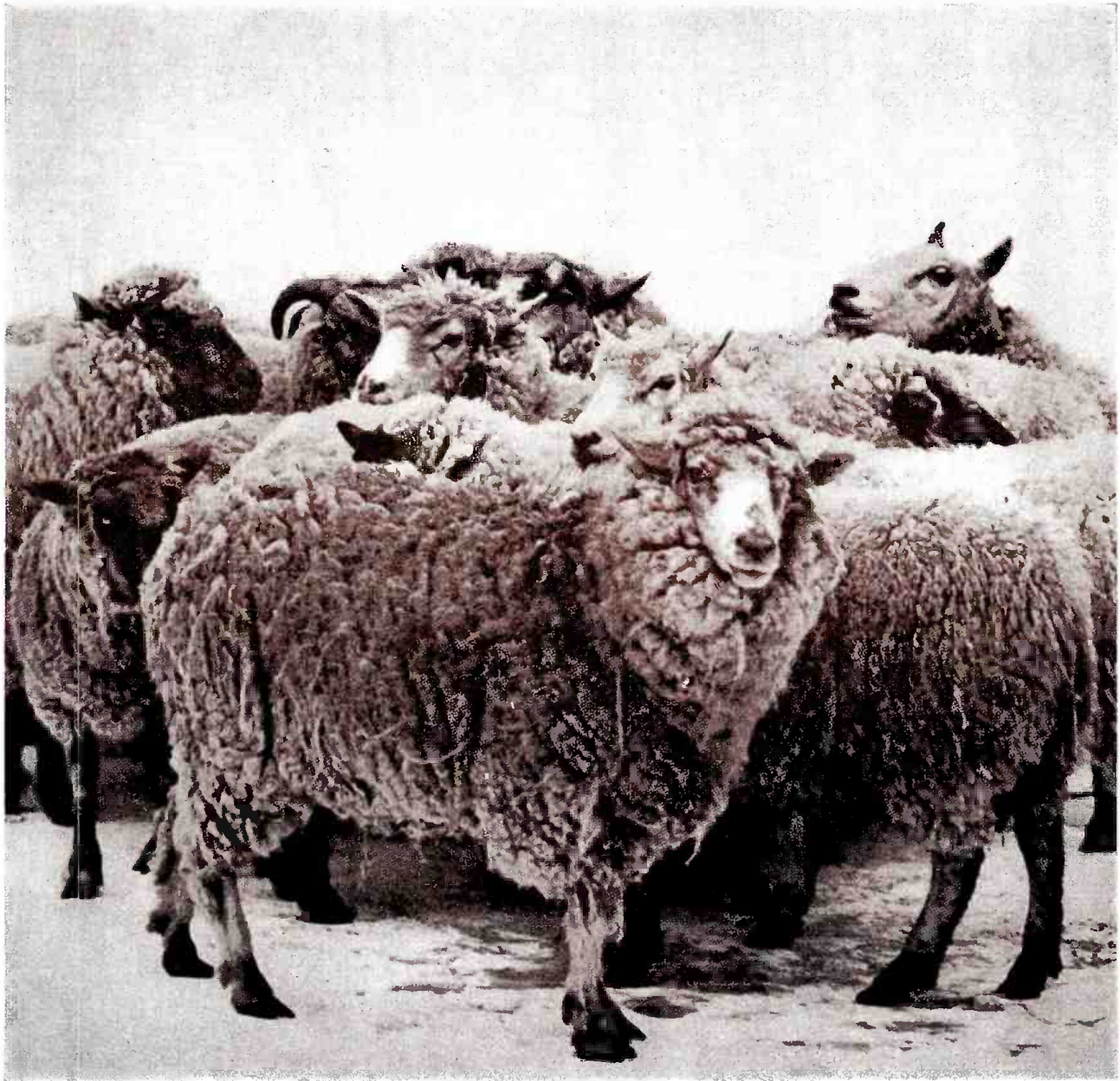
Now comes further evidence, in a survey by the Schwerin Research Corp. in New York, that although liquor advertising may produce apoplexy among professional dries, it causes little excitement among people (*BROADCASTING*, June 29). The survey was conducted after WQXR, the *New York Times* station, announced earlier this year that it would accept hard-liquor commercials after 10:30 at night. Schwerin summarizes it this way:

"While the results of our survey do not constitute a mandate to flood TV and radio with booze advertising, they do point to a fairly permissive and tolerant consensus in favor of allowing radio the same privileges enjoyed by . . . print." The people are clearly on the right track.



Drawn for *BROADCASTING* by Sid Hix

"Now if you'd been stood up in a civil ceremony . . . perhaps you could assert your rights by appealing to Roy Collins."



You can buy Houston with the rest of them

(or sell it with us)

Every other television station covering the Houston market has packages to sell you this fall. These are bargains. But, before you put your money down, consider: will you go just where everyone else is going? Prime time on weekdays and week-ends, afternoon movies on Sundays? All very nice, of course. But there's more to Houston television than three types of avails.

If you sell with KPRC-TV you pay no more, often less, than on other Houston stations. You can include all the usual time slots. *And then go on, if you like, to some decidedly unusual ones.*

The Tonight Show, for instance. Or Today. There you'll find an audience that you might think had vanished. Unspoiled, uncrowded. Clean and shining. Fairly bubbling over with buying enthusiasm.

Talk to your Edward Petry man. He'll arrange everything. Or, mail the coupon. It will help get you in the right mood. And out of the rut.

KPRC-TV

CHANNEL 2, HOUSTON TELEVISION
P. O. BOX 2222, HOUSTON 77002

Please send me free KPRC-TV sales-planning kit and money saving guide, "Houston on \$500 a Day."

Name

Address

City Zone

State

My Edward Petry Man is



They'll all be on Group W Radio

(With Jim Snyder, Sid Davis, Jerry Landay, Peter Clapper and Anne Corrick of the Washington News Bureau, as well as newsmen from each of the Group W stations.)

ERWIN CANHAM, veteran political observer, Editor-in-Chief, *Christian Science Monitor*, will analyze the trends where they occur. ALLAN NEVINS, Pulitzer-Prize winning historian ("*A Study in Power*") will draw parallels from conventions past. GORE VIDAL, playwright-politician ("*The Best Man*") will report on politics and persuasion. MARC CONNELLY, humorist, Pulitzer-Prize winner, playwright ("*Green Pastures*") will give a layman's observations on the lighter side of the conventions.

As the balloting continues, the Group W stations will give listeners and television viewers both sides of the convention story—the national and the regional. In Pitts-

burgh, for instance, they'll keep the Pennsylvania delegation well covered, and analyze Governor Scranton's possible influence on the convention. In every Group W city, these stations will bring the national and local significance of the convention home to their communities.

To the Group, every national event has local significance as well, because of the nature of the Group broadcaster to be involved in local communities. For only the Group has the creative, financial, and managerial resources to program with the authority of a network, and the flexibility and viewpoint of a local station. The Group today emerges as a vital third force in broadcasting.



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