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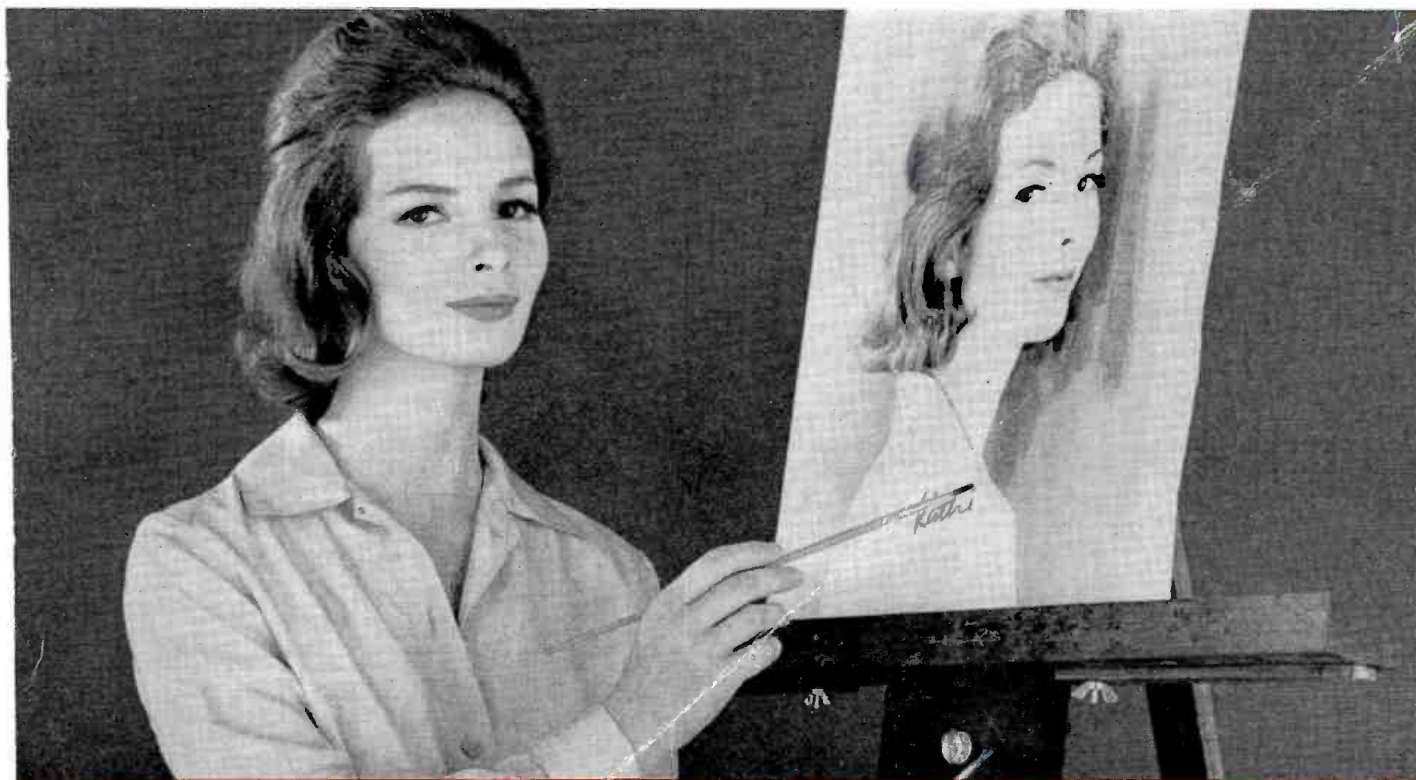


Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Translating CATV to pay TV is costly and difficult. p27
GOP convention: act one of unprecedented coverage. p32
Broadcasters urged to make editorials more aggressive. p58
FCC to use computer for new UHF allocation table. p.52

COMPLETE INDEX PAGE 7



Vivian Crozier

The final touch that makes the difference

A stroke of the brush and the picture is complete. Spot Radio is also the finishing touch - to your media picture. It reinforces your other advertising by constantly reminding people to buy your product. Spot Radio is the final touch that makes the sale!

RADIO DIVISION

EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

KOB	Albuquerque	WTAR	Norfolk-Newport News
WSB	Atlanta	KFAB	Omaha
WGR	Buffalo	KPOJ	Portland
WGN	Chicago	WRNL	Richmond
WLW	Cincinnati	WROC	Rochester
WDOK	Cleveland	KCRA	Sacramento
WFAA	Dallas-Ft. Worth	KALL	Salt Lake City
KBTR	Denver	WOAI	San Antonio
KDAL	Duluth-Superior	KFMB	San Diego
KPRC	Houston	KYA	San Francisco
WDAF	Kansas City	KMA	Shenandoah
KARK	Little Rock	WGTO	Tampa-Lakeland Orlando
WINZ	Miami	KVOO	Tulsa
KSTP	Minneapolis-St. Paul		Radio New York Worldwide
	Intermountain Network		

*West Coast only

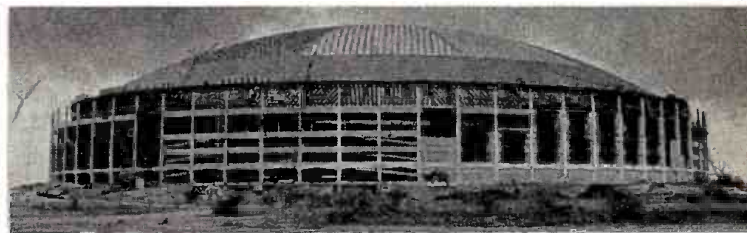


The Major Dramatic Series of the 1964-65 Season

"DECISION: The Conflicts of Harry S. Truman," is a series of 26 dramatic half-hours destined to make television history. Mr. Truman is the first President ever to participate in a series of television dramatizations, disclosing his innermost thoughts and conflicts at the time he made the most critical decisions of his administration. As "Decision" unfolds the critical issues of that chaotic era, many of the events and conflicts that confront the world today are brought into sharper focus. This story is told with characteristic uninhibited Truman commentary, revealing many newsworthy facts and opinions for the first time.

Among the first stations to license this series are the seven Metropolitan Broadcasting stations, WNEW-TV New York, WTTG Washington, D. C., KTTV Los Angeles, KMBC-TV Kansas City, KOVR Stockton, Cal., WTVP Decatur, Illinois, and WTVH Peoria. Others include WHDH-TV Boston, WMAR-TV Baltimore, WBKB Chicago, KPIX San Francisco, WOOD-TV Grand Rapids, WTMJ-TV Milwaukee, WTIC-TV Hartford, WDAU-TV Scranton, WTVJ Miami, WJXT Jacksonville, WLOS-TV Asheville, WTVT Tampa, WSYR-TV Syracuse, KTVI St. Louis, KING-TV Seattle, KGW-TV Portland.

SCREEN  GEMS

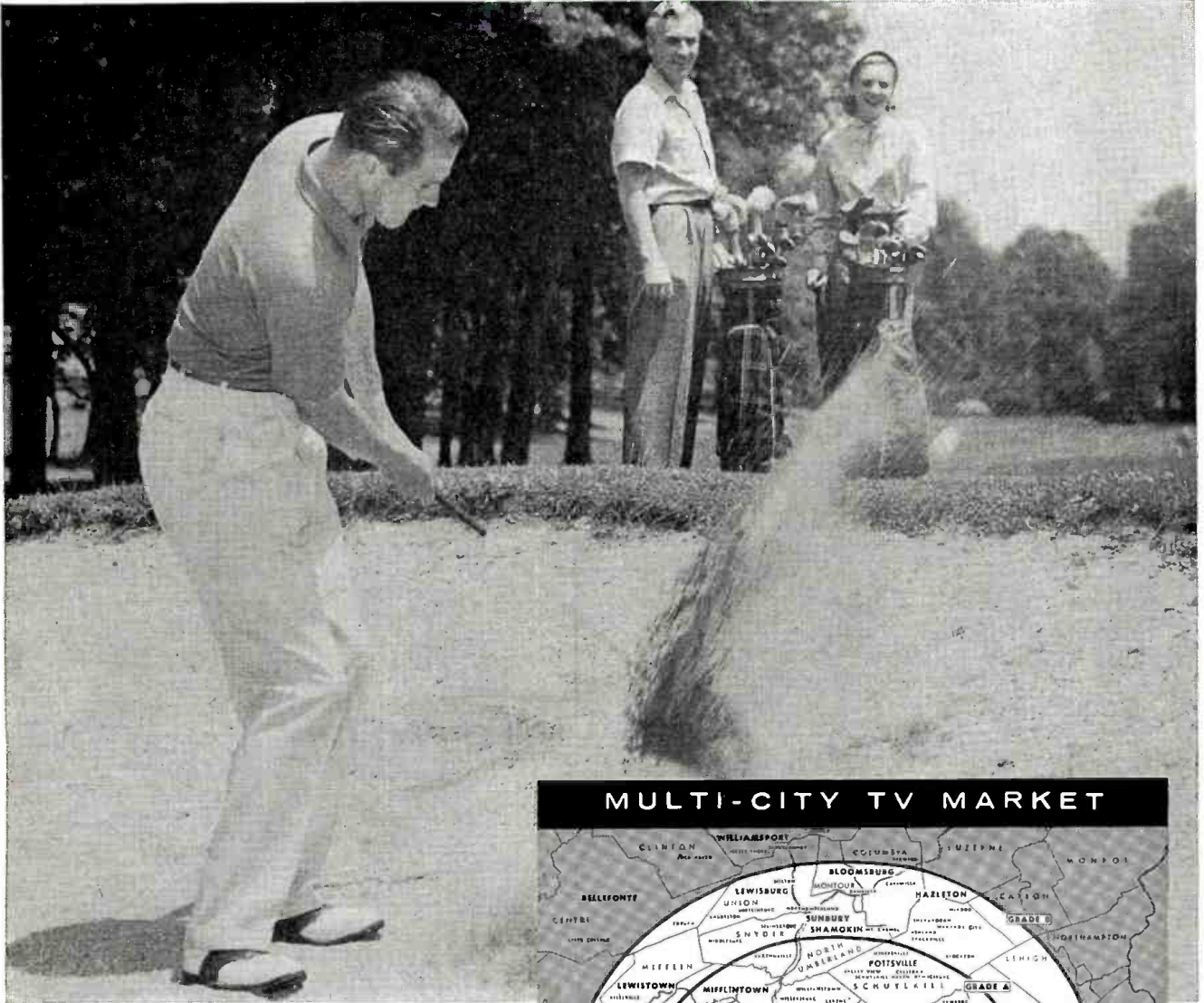


GRESS PORT: USTON

Rising now to completion for occupancy in 1965 is one of the wonders of both the sports and the construction worlds — the first air-conditioned domed stadium. The immense interior is automated for conversion from baseball to football to great conventions by push-button control, and each event will run on schedule — just as Houston stays on schedule in its date with destiny. And, in Houston, the people who build to that future with courage and imagination watch **KTRK TV**.

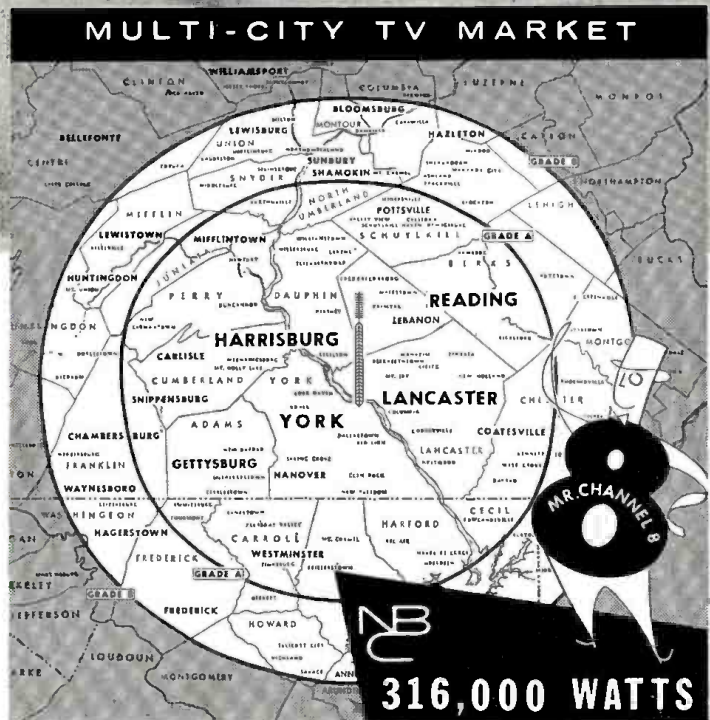
RELAX

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



WGAL-TV Channel 8 Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres.
Representative: The MEEKER Company, Inc.
New York Chicago Los Angeles San Francisco



On its own motion FCC last week decided to get its feet wet in non-broadcast television—both CATV and pay TV. It authorized, out of current funds, \$20,000 appropriation for six-month economic and legal study of these areas, including microwave relays. Study will not be connected with any program of regulation and is designed to provide foundation upon which FCC may build later.

It's expected FCC will retain Dr. Martin H. Seiden, 30-year-old economist of Washington, to head independent study unit to be established under Broadcast Bureau. Dr. Seiden participated in analysis of economics of television broadcasting for CBS-TV Affiliates Association in its rate negotiations with network (BROADCASTING, Feb. 24). He holds degrees from Columbia U. and City College of New York and has been practicing in Washington with Economic Associates Inc. Attorney for unit and secretary will be assigned from present staff.

NAB sweepstakes

Although no formal surveys have been made, preponderant broadcaster opinion favors broadcaster, rather than public figure, as successor to NAB President Collins (story page 44). There's still some sentiment for public figure (two governors, one member of Congress and junior cabinet member were mentioned). And there's been talk favoring FCC Commissioners Fred W. Ford and Robert E. Lee. Leading broadcaster in speculation: Clair R. McCollough, Steinman Stations, Lancaster, Pa.

Premiums for piggybacks

In new pricing move, CBS-owned TV stations have set policy of charging advertisers higher rate for commercials that TV code classifies as piggybacks. Though specifics are lacking on whether premium is same on all stations, WCBS-TV New York is charging 15% premium for one-minute commercial that is piggyback. WCBS-TV's policy is similar to price formula adopted earlier by Westinghouse Broadcasting Co. (BROADCASTING, June 1): Stations eliminate 10-second ID in all break positions where ID is adjacent to one-minute piggyback as well as in participating programs where one of announcements in 60-10-60 cluster is piggyback.

Piggyback issue continues to boil in advance of Sept. 1 effective date of new National Association of Broadcasters' code rules restricting use of

piggyback announcements. Advertisers who have relied on use of multiple product announcements in their TV spot campaigning are incensed over premium rates that some stations have begun to charge since NAB took stand. From them come such comments as, "Now we have to pay more to a station to carry the same type of commercial the station carried for less money several months ago. Our whole cost structure in spot now goes up—or, if we attempt to balance things, we'll have to use fewer stations."

Early in the game

Stories that Milwaukee Braves will move to Atlanta where they reportedly have been guaranteed a \$7.5 million, five-year contract for seven-state TV network appear slightly premature. Radio-TV people in Atlanta want major league ball club in city and will pay top dollar for rights, but so far no one has signed any checks.

One Atlanta broadcaster says there will be "real rat race" to get broadcast concession—if team moves. Only action to date has been study of geography and how "logical" network could be carved out.

Musicians want quotas

Campaign to pull teeth of Lea Act adopted in 1946, which prevents music unions from fixing quotas of musicians for broadcast stations, was approved in hitherto unpublicized resolution adopted at annual convention of American Federation of Musicians in Portland, Ore., last month. Representative Frank Thompson Jr. (D-N. J.), who addressed convention, reportedly will be urged to offer legislation to amend punitive section permitting musicians' locals to negotiate for station quotas. He said last week, however, that he had not been contacted.

Former Representative Clarence F. Lea (D-Calif.), author of bill, died June 20. Measure swept through Congress in wake of onerous demands of former AFM President James C. Petrillo and carried proviso against union featherbedding.

Soft spot in New York

National spot TV business is moving briskly, but some sentinels think they detect small cloud on horizon. For reasons not yet clear, New York is one market where business shows signs of lagging. This diagnosis is

supported by monitoring data from Broadcast Advertisers Reports. During BAR's June monitoring week, number of spot messages in New York was 12.5% below comparable week of 1963 (4,813 units vs. 5,499). Biggest drops were in ID's and 20's. Minutes just about held their own; they represented 76% of all units carried.

Even in its best periods, spot business is notoriously uneven, varying widely from market to market. But this is first time BAR officials can recall New York's unit count declining when business generally was good. Because New York is often regarded as bell-cow in spot business, observers will be watching to see whether signs of let-up appear later in other markets. If so, they think it may reflect election fever that then might continue until November balloting. They don't seem to anticipate general downturn, however. Rather, they tend to think that, at worst, summer business won't be running ahead of last year's levels.

Summit luncheon

Five-man executive committee of National Association of Broadcasters will have luncheon session with FCC members on Wednesday (July 15), day after joint board session in Chicago to consider interim operation with departure of President LeRoy Collins to become federal civil rights trouble-shooter. According to Joint Board Chairman Willard Schroeder, WOOD-AM-FM-TV Grand Rapids, luncheon was arranged with Chairman E. William Henry to establish relations and advise FCC of actions at Chicago session.

Roadblock?

New company being formed by Avco Corp. (Crosley) and Meredith Publishing Co. to own and operate community antenna systems (BROADCASTING, July 6) may have obstacle at FCC. Commission has notice of inquiry outstanding on whether broadcasters should be permitted to own CATV's (BROADCASTING, April 20). And although commission itself has not acted some staff members want it to take hard look. No freeze has been imposed but it's noted that FCC action on application for transfer of large CATV owner, H & B American Corp., to RKO General, important broadcast group owner, has been deferred pending conclusion of inquiry.

of course

Time-Life Broadcast

is covering

the conventions,*

again.

that's our business.

*for our audiences in

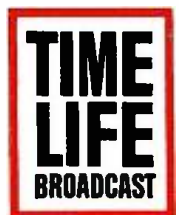
Grand Rapids
Indianapolis
Minneapolis
Denver
San Diego
Bakersfield

WOOD and WOOD-TV
WFBM and WFBM-TV
WTCN and WTCN-TV
KLZ and KLZ-TV
KOGO and KOGO-TV
KERO-TV

the San Francisco team

Jim Bennett
Norris Brock
Dick Cheverton
Carl Coleman
Ernie Crisp
Rollie Dalquist

Les Dodds
Bob Gamble
Pat Higgins
Bill Roberts
Edgar Smith
Max Wolf



WEEK IN BRIEF

Those who think CATV systems could be turned into pay-TV outlets with little more than the flip of a switch should reconsider. It would require a lot of money, time and effort, BROADCASTING study shows. See . . .

CATV INTO PAY TV? . . . 27

Smoke-filled rooms at GOP convention are likely to be brightly lit—by TV floodlights. Broadcasters have set up staggering amount of equipment to milk news out of Cow Palace quickly and completely. See . . .

GOP STAGE-CENTER . . . 32

NAB's joint board has to make a bundle of decisions, and new presidential choice may wait. Five-man interim committee to run show seems likely. Management study, federation-type reorganization may be considered. See . . .

SUCCESSION AT NAB . . . 44

Senate Commerce Committee gave Collins the nod for new federal job. First there was a lack of a quorum, a wrestling match, a series of accusations. Senator Strom Thurmond was the major gad-fly. See . . .

COLLINS CONFIRMATION . . . 44

FCC improvised new rule in fining WHAS-TV for not identifying sponsor of a political broadcast, Loevinger says. His dissent to \$1,000 fine maintains identification was legal, even if it shouldn't have been. See . . .

DISSENT TO FINE . . . 34

Plank to spank "increased" government manipulation of broadcasting asked of GOP platform committee by Dr. Frank Stanton. Specifics cited: equal time law, program reporting forms, commercial limitation attempts. See . . .

GOP HEARS STANTON . . . 33

An engagement became a marriage last week as Advertising Association of the West voted to make permanent its joint commission with Advertising Federation of America. Happy couple will move to Washington. See . . .

AD GROUPS SOLIDIFY . . . 36

TV actors won't strike this summer. They agree with producers on compromise hike in rerun payments. Actors asked for network rerun maximum of 280%, up from 140%; producers offered 145%. Compromise: 155%. See . . .

RERUNS TO COST MORE . . . 62

FCC turns to computer for help in forming workable "allocation philosophy." Philosophical Univac will re-examine the place of UHF outlets in suburban areas that receive big-city stations. See . . .

COMPUTER TO PICK UHF TABLE . . . 52

Conference told broadcast editorials should push new civil rights law, endorse political candidates. Speakers agreed editorials need to be more aggressive, suggested ways to be effective and provocative. See . . .

STRONGER EDITORIALS URGED . . . 58

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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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

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

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

**WTIC MEANS
GREATEST COVERAGE
TOP PERSONALITIES
ADULT ACCEPTANCE
DEDICATED SERVICE
IN RICH, RICH
SOUTHERN
NEW ENGLAND**



WTIC  **50,000 watts**

HARTFORD, CONNECTICUT
REPRESENTED BY THE HENRY I. CRISTAL COMPANY

Schroeder hits coercion idea

Says LBJ was 'gentlemanly' when proposing Collins be released from NAB post

Willard Schroeder, chairman of executive committee of National Association of Broadcasters, denied last Friday (July 10) that President Johnson had coerced broadcasters into paying LeRoy Collins substantial settlement when releasing him from contract as NAB president.

Mr. Schroeder made statement in telegram last Friday to Senator John J. Williams (R-Del.), who day before had said in Senate statement that he questioned propriety of Mr. Johnson's intercession with NAB executive committee on behalf of Mr. Collins, whom President appointed as director of community relations services, position created by Civil Rights Act (see page 44).

In his wire, Mr. Schroeder confirmed that NAB executive committee had met with President Johnson but that "conversations were limited to expressions of hope that NAB would enable Governor Collins to consider his civil rights assignment." Mr. Schroeder told Sena-

tor Williams: "I wish to emphatically report that at no time either during the meeting or before or since has there been coercion of any kind by President Johnson."

Adding detail to his account of meeting with President, Mr. Schroeder told BROADCASTING last Friday that President spoke in general terms about sacrifices men made when leaving private enterprise for public service and expressed hope NAB would find way to let Mr. Collins take new assignment. "It was done in a gentlemanly manner," Mr. Schroeder said. Members of NAB executive committee told President they would recommend severance that would be fair and acceptable to both Mr. Collins and association, said Mr. Schroeder.

As agreed later that same day (June 26) after meeting with President, executive committee settled with Mr. Collins for \$60,000 plus incidentals (BROADCASTING, June 29).

Mr. Schroeder reportedly sent his telegram to Senator Williams at suggestion of Mr. Collins who said he was unable himself to comment on senator's remarks since he had not been present at White House conference with NAB executive committee.

Hartman dies in N.Y.

Louis H. Hartman, 80, vice president and management supervisor at Grey Advertising, New York and formerly president of L. H. Hartman Co., New

York, died in that city on July 9. In 1920's he worked on programing and commercials for such radio favorites as *Lucky Strike Hour* and *Palmolive Show*.

7 licensees oppose FCC overlap rules

Seven broadcast licensees last Friday (July 10) asked FCC to abandon its newly adopted overlap rules. Joint petition said commission's "slide-rule" regulation "is unjustified by any showing that the mechanical approach would better serve the public interest than the past case-by-case approach."

Licensees also asked commission to stay Thursday (July 16) effective date of new rules.

Petition said service contours by which overlap cases are to be judged have no relation to actual broadcast service supplied to public. Licensees said if rules are not dropped FCC should revise prohibition against grade B overlap of TV stations to grade A, as under former rules. It also was suggested that 1 mv/m contour of AM and FM stations is "arbitrary and capricious" measurement.

Rules should not apply to package sales of station groups, licensees said, or to applications for major changes in overlapping stations. CBS has also asked for waiver for major change ap-

'Reorganize or dismantle' NAB: Hubbard cries 'et tu'

Veteran broadcaster Stanley E. Hubbard said last Friday (July 10) that National Association of Broadcasters ought to be "reorganized or dismantled." Mr. Hubbard has been NAB member since association was founded and has served as NAB director in past.

Mr. Hubbard issued his criticism in letter to Willard Schroeder, chairman of NAB joint board which meets Tuesday (July 14) to consider future operations (story page 44). Mr. Hubbard wrote:

"Events of the past years have convinced me more than ever that the biggest threat to the existence of commercial radio and television in the United States is the National Association of Broadcasters."

Time is ripe, Mr. Hubbard said, for NAB "either to be reorganized or dismantled."

Hits at Helffrich — Mr. Hubbard seemed particularly incensed at recent speech by Stockton Helffrich, manager, New York code office, who said too many advertisers stretch limits of credibility in their copy claims (BROADCASTING, June 29).

"What other trade association would countenance its officers and employees attacking customers upon whom we are dependent for our existence?" Mr. Hubbard asked. "We love our customers, and we don't intend to stand by while anyone unjustly attacks them."

Mr. Hubbard also took a poke at alleged extravagance of NAB of-

ficials:

"Every year the association operates more like a government subsidized bureau with no regard for money or from whom it comes. The association has been a high-handed, lush operation—high expense accounts (association paid), directors' meetings at expensive resorts such as Palm Springs, Florida, etc., all at the expense of the members, some of whom cannot afford such trips themselves. The directors also have taken it upon themselves to spend our money on grants which are in no way connected with our industry."

Hubbard stations are KSTP-AM-TV Minneapolis-St. Paul, KOB-AM-TV Albuquerque, N. M., and WGTO Cypress Gardens, Fla.

WEEK'S HEADLINERS

Jackie Cooper, serving as VP in charge of West Coast operations for Screen Gems, confirmed in position following expiration of CBS-TV option with him to produce fall network series. Mr. Cooper, one time child star in movies, was producer-star of *Hennessey* TV series. He succeeds **William Dozier**, who resigned to form Greenways Productions. **Selmer L. Chalif**, executive director of network, sponsor and agency liaison for Screen Gems, will also be administrative assistant to Mr. Cooper.



Mr. Cooper

Richard D. Harvey, advertising and sales promotion manager of Fanta Beverage Co., division of The Coca-Cola

Co., Atlanta, appointed broadcast creative manager in Coca-Cola's advertising department. **N. C. Harrison Jr.** named to succeed Mr. Harvey as advertising manager of Fanta. **Edgar G. Fritschel**, formerly in charge of Coca-Cola's radio-TV department, appointed to newly created post of media manager in advertising department. As broadcast creative manager, Mr. Harvey will supervise creation and development of radio-TV advertising for Coca-Cola, having full responsibility for company's broadcast material. He joined Coca-Cola in 1948, has served in post at Fanta since 1960. Mr. Harrison, with Coca-Cola advertising staff since 1948, will be responsible for all advertising, sales promotion and equipment development for products of Fanta Beverage Co., including TAB and Sprite. Mr. Fritschel has been with Coca-Cola since 1943. In newly created post he will be point of contact for representatives of radio-TV and other media.

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

plications, if there would be no increase in overlap (see page 50).

Joint petition was filed by American Broadcasting Stations Inc., Corinthian Television Corp., Great Western Broadcasting Corp., Gulf Television Corp., Indiana Broadcasting Corp., Midwest Television Inc. and WMT-TV Inc.

Dodd hearing gets new tentative date

Off-again, on-again plans for Senator Thomas J. Dodd's (D-Conn.) promised probe of alleged violence and sex abuses on TV are now aimed at "a date around July 30." Staff is trying to discover if date will be acceptable to principals.

Hearing by Senate Juvenile Delinquency Subcommittee, headed by Senator Dodd, will have witnesses for all three networks at same session, unlike plans senator has proposed for several months (BROADCASTING, June 15).

Last rescheduling of hearing had called for session June 30, but that was cancelled when parent Senate Judiciary Committee ordered housekeeping meeting of its own at same time.

Bar association selects media awards winners

American Bar Association today (Monday) is to announce winners of 10 annual Silver Gavel awards to media for works "contributing to public un-

derstanding of the American system of law and justice." Awards will be presented at ABA annual meeting in New York Aug. 13.

TV winners: CBS News for CBS Reports "The Crisis of Presidential Succession," University of Michigan TV Center for series of 20 educational film programs, *A Quest for Certainty*, and Plautus Productions for "Blacklist" program from CBS-TV's *The Defenders* series. Radio winner: KMPC Los Angeles for *Heritage* series. Certificates of merit: WLWT(TV) Cincinnati, KOMO Seattle, WTIC Hartford, Conn., and KDKA Pittsburgh.

FCC may seek volunteers on radio program form

FCC is scheduled to hold special meeting today (Monday) on proposed program reporting form for radio stations.

Discussion will be first on form since commission's oral proceedings June 30, in which representatives of broadcasting industry and public expressed views on proposal (BROADCASTING, July 6).

Commission reportedly hopes to enlist some radio stations as volunteers to complete form. This procedure would, it's believed, provide clearer picture of problems form would pose for licensees and commission.

Proposed reporting form for television is undergoing that kind of laboratory test, with two stations serving as volunteers.

TV goes to Congress for excise tax cut

TV manufacturers and broadcasters have teamed to present case to House Ways & Means Committee next week for excise tax relief for all-channel sets.

They intend to urge reduction of \$5-\$10 per set which allays fears that complete repeal of 10% impost would constitute windfall for set makers.

Scheduled to testify during one hour set aside for cooperative presentation (tentatively set for July 27) are Delbert Mills, RCA Home Instruments Division, for Electronic Industries Association; Vincent T. Wasilewski, executive vice president, National Association of Broadcasters; William G. Harley, president, National Association of Educational Broadcasters, and Mort Farr, representing National Appliance & Radio Dealers Association.

FCC approves sale of Pennsylvania AM-FM

FCC approval of 50% sale of WMGW-AM-FM Meadville, Pa., by William H. Rich to owner of other half of stations, Alastair B. Martin and family, was announced Friday (July 10). Price was \$150,000 and 10-year employment of Mr. Rich as consultant at annual salary of \$10,000. Regional Broadcasters Inc., licensee, also owns WPIC-AM-FM Sharon, Pa.; WGRD Grand Rapids and WTRU Muskegon, both Michigan, and WKNY Kingston, N. Y.

'Great War' previewed

BBC-TV Enterprises, program distributing arm of British Broadcasting Corp., on Friday (July 10) previewed, for first time in U. S., opening program of 26-episode *The Great War* which BBC-TV will sell in this country in 25 or 40-minute versions. Series, which concentrates on historical significance of World War I, has been on BBC-TV for past six weeks and also has been sold in major countries of Europe.

Second try for KTXN(TV)

KTXN(TV) (ch. 67) Austin, Tex., last Friday (July 10) asked FCC to allocate channel 30 to city. Station three weeks ago dropped request for channel 18.

Southwest Republic Corp., KTXN licensee, said if request for channel 30 is pushed along it can bring second station to Austin by fall.



TELEVISION TIMES

PUBLISHED MONTHLY BY WARNER BROS. TELEVISION DIVISION

July 1964



ADD "DAKOTAS." Jack Elam (left) as Deputy J. D. Smith and Larry Ward as Marshal Frank Ragan co-star in new Warner Bros. off-network series of western hours, THE DAKOTAS. Ten most recent sales of program all involve stations that purchased one or more of other WB western hours. New markets for THE DAKOTAS include: New York, Los Angeles, Washington, Indianapolis, Sacramento-Stockton, Columbus (O.), San Antonio, Lynchburg-Roanoke, Mobile-Pensacola, and Corpus Christi. Series also stars Chad Everett and Michael Greene as deputy marshals.



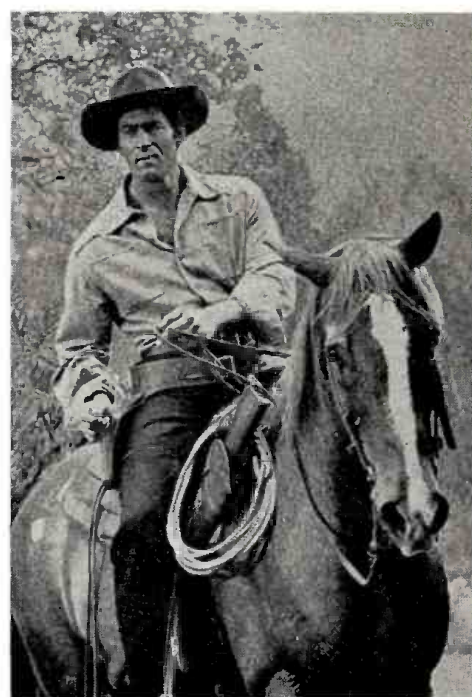
TENTH SALE TO WTVN-TV, COLUMBUS. Michael Kievman (left), WB-TV Midwestern Sales Manager, picks up order for THE DAKOTAS from Robert C. Wiegand, General Manager of WTVN-TV, Columbus, Ohio. Sale represents the tenth Warner Bros. property purchased by station, including all six western hours and half-hours.



"HAWAIIAN EYE" CATCHES WOMEN AT 5 TO 6 PM. (L to r) Anthony Eisley, Connie Stevens, Robert Conrad and Poncie Ponce team up on HAWAIIAN EYE to deliver top woman audiences in their 5 to 6 pm time period in such markets as Los Angeles (Mon-Wed-Fri), San Francisco (Fri), and Greensboro-Winston-Salem (Mon thru Fri). New sales: Washington, New Orleans, Mobile-Pensacola.



VOTE "BUGS" TICKET. With the season of nominations and elections at hand, many stations are voting for the new WB cartoons package, SERIES '64. Starring Bugs Bunny and many of his world-renowned co-horts—Daffy Duck, Elmer Fudd, Foghorn Leghorn, Road Runner, Yosemite Sam and others—the package includes 100 fully animated cartoons lavishly produced for theatrical distribution and never shown on network or local television before.



"CHEYENNE" ROPES 13 NEW MARKETS. In the month of June alone, 13 stations bought the 107-episode CHEYENNE series, starring Clint Walker. Big reason for sales surge on hour-long western: impressive rating results in such markets as Cincinnati (48% share), Sacramento-Stockton (40%), Orlando-Daytona (41%), Cedar Rapids-Waterloo (49%). New markets include: St. Petersburg, Des Moines, Columbus (Ga.), Terre Haute, Augusta (Ga.), Bristol-Johnson City, Fort Wayne and Boise.

NOW IN DISTRIBUTION: 77 SUNSET STRIP • ROOM FOR ONE MORE • THE DAKOTAS • THE GALLANT MEN • HAWAIIAN EYE
LAWMAN • CHEYENNE • MAVERICK • SUGARFOOT • BRONCO • SURFSIDE 6 • THE ROARING 20'S • BOURBON STREET BEAT
FEATURES: "WARNER BROS. ONE" • CARTOONS: "WARNER BROS.—SERIES '64"

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

WITH THE PEOPLE WHO REALLY KNOW

*look how
Minneapolis-
St. Paul
Ad Agency
personnel
score*



WCCO
RADIO

* 40 YEARS OF TOP ACCEPTANCE

Based on Charles Harriman Smith/Associates, Inc., estimates subject to qualifications which WCCO Radio will supply on request

Performs Greatest
Service to the
Twin Cities

85%

Most Believability
In Program and
Commercial Content

78%

First Choice
Station for
Advertising Mass
Consumer Product

90%

Programs Most
Favorably
Talked About

75%

Carries
The Best
Play-by-Play
Sports

90%

Best
Overall Job
Of News

73%

Best
Farm Service
Programs

98%



**WCCO
Radio**

1924 * 1964
GOOD NEIGHBOR TO
THE NORTHWEST

VOTE OF OVERWHELMING ACCEPTANCE: Want to know the advertising values and audience characteristics of radio stations in a market? Ask local advertising agency people who buy radio time. This was done in Minneapolis-St. Paul in a study by Charles Harriman Smith/Associates, Inc. The results add up to another vote of overwhelming acceptance for WCCO Radio, which makes a clean sweep of every point of station-by-station comparison. Get the full story from your WCCO Radio or CBS Radio Spot Sales representative.

**WCCO
Radio**

MINNEAPOLIS • ST. PAUL

Northwest's Only 50,000-Watt
1-A Clear Channel Station

REPRESENTED BY **CBS**  **RADIO
SPOT SALES**



YOU AND YOUR PRODUCT
ARE IN GOOD HANDS WITH

WVON
RADIO CHICAGO

Be secure in the knowledge that
your product is in good hands
when advertised on WVON Chicago.
Put your product in our hands and we'll
deliver it to the buyers' ears... 'cause we're
STILL YOUR NO. 1 NEGRO STATION.

WVON Radio 1450, Chicagoland

BERNARD HOWARD & CO., INC., Nat'l Representatives

KEEP YOUR SMILE AT RADIO 1450
24 HOURS EVERYDAY

With thanks - or apologies (?) to Allstate Insurance Co.

GO

from "On-the-spot"
to "On-the-screen"
with the new
EASTMAN 16 mm
sound film system

GO

See ad following page 53.

DATEBOOK

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

■ Indicates first or revised listing.

JULY

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

■ July 14—Special meeting of joint boards of the National Association of Broadcasters, to determine administration of association in the light of the resignation of President LeRoy Collins. O'Hare Inn, Chicago.

■ July 19-20—Annual convention of Idaho Broadcasters Association. Speakers will be FCC Commissioner Robert T. Bartley, Sheril Taylor, NAB vice president for radio; Charles Stone, NAB radio code manager, Allan Shepard, states attorney general, and Bill Eames, CBS News. Ponderosa inn, Burley.

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 20-24—International Alliance of Theatrical and Stage Employees' annual convention at Convention Hall, Louisville, Ky.

■ Oct. 25-26 — Meeting of Massachusetts Broadcasters Association, Hotel Somerset, Boston.

July 28-31—Third annual executive conference of the New York State Broadcasters Association. Otesaga hotel, Cooperstown, 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.; Eugene Cogan, vice president and media director of McCann-Erickson, Atlanta, and Bruce Merrill, president of Ameco Inc., Phoenix, and chairman of National Community Television Association. 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. 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. 21-22—Meeting of New Mexico Broadcasters Association, Kachina lodge, Taos.

■ Aug. 21-22—Meeting of Oklahoma Broadcasters Association, Lawton.

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. 25-28—Western Electronic Show and Convention, Los Angeles. Twenty technical morning sessions at Statler-Hilton; 1,200 exhibits at Sports Arena and Hollywood Park, where visitors can attend five special afternoon sessions via closed circuit TV.

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

Aug. 28-29—Meeting of Arkansas Broadcasters Association, Coachman's inn, Little Rock.

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, Akasaka Prince hotel, Tokyo.

Sept. 10-11—Michigan Association of Broadcasters annual fall meeting, Hidden Valley, Gaylord, Mich.

■ Sept. 13-15—Meeting of Louisiana Association of Broadcasters, Capitol House, Baton Rouge.

■ Sept. 18-19—Meeting of Maine Association

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.

Would you like to know in advance what a new TV show will do?

We'll not only give you total viewers but we'll break it down into the best prospects for your particular products.

We can do this because the Ayer Program Analysis staff has developed a procedure for depth estimates on what TV programs will do. And puts several thousand man-hours into it each season.

Not just homes or sets tuned in. But the number of men, women and children. Young adults, older adults.

What we have here—and what advertisers can have—is a better, surer way to buy television. A lot of the gamble goes out. A lot of assurance comes in.

The audience estimates we released last fall showed

a remarkable record of accuracy when the actual midwinter ratings were tallied.

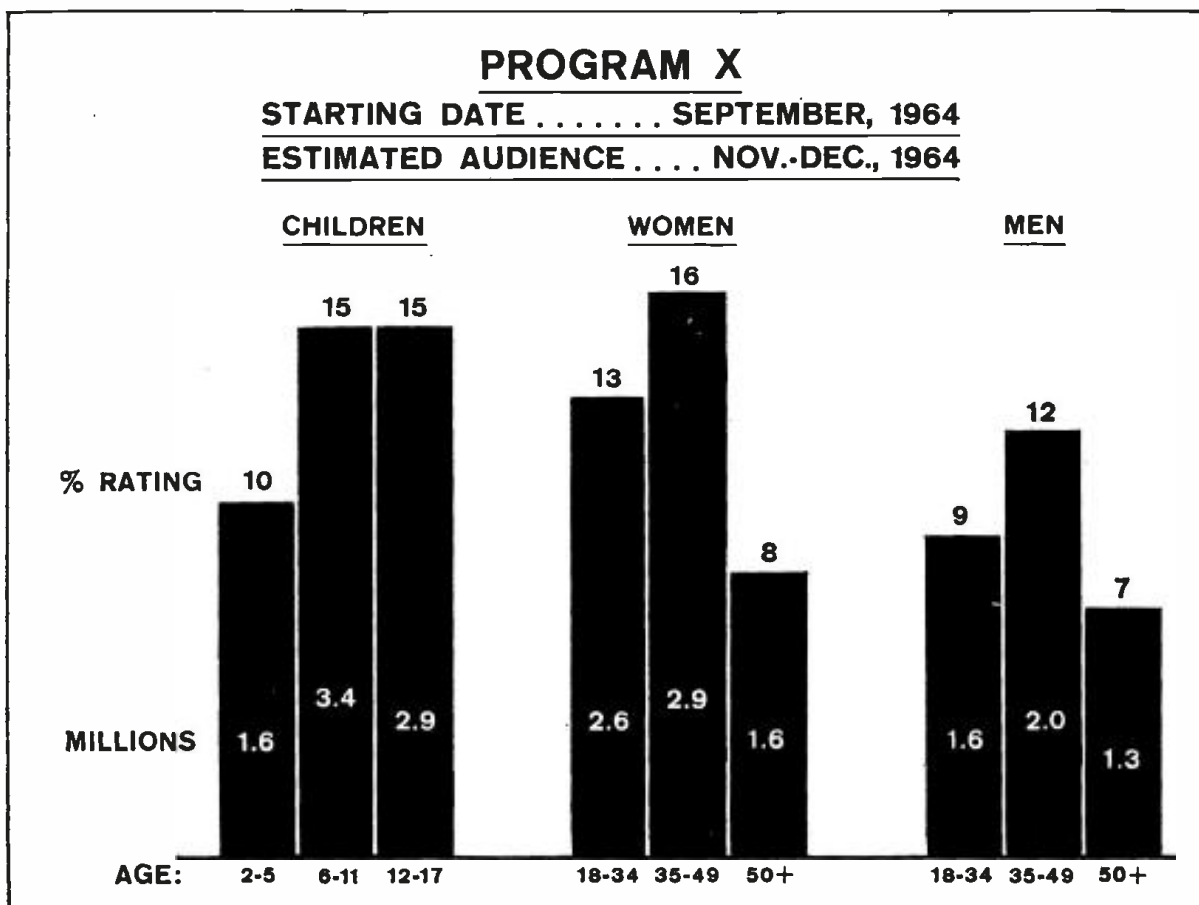
For 75% of all 88 evening shows, our forecasts of total viewers were within three percentage points, plus or minus.

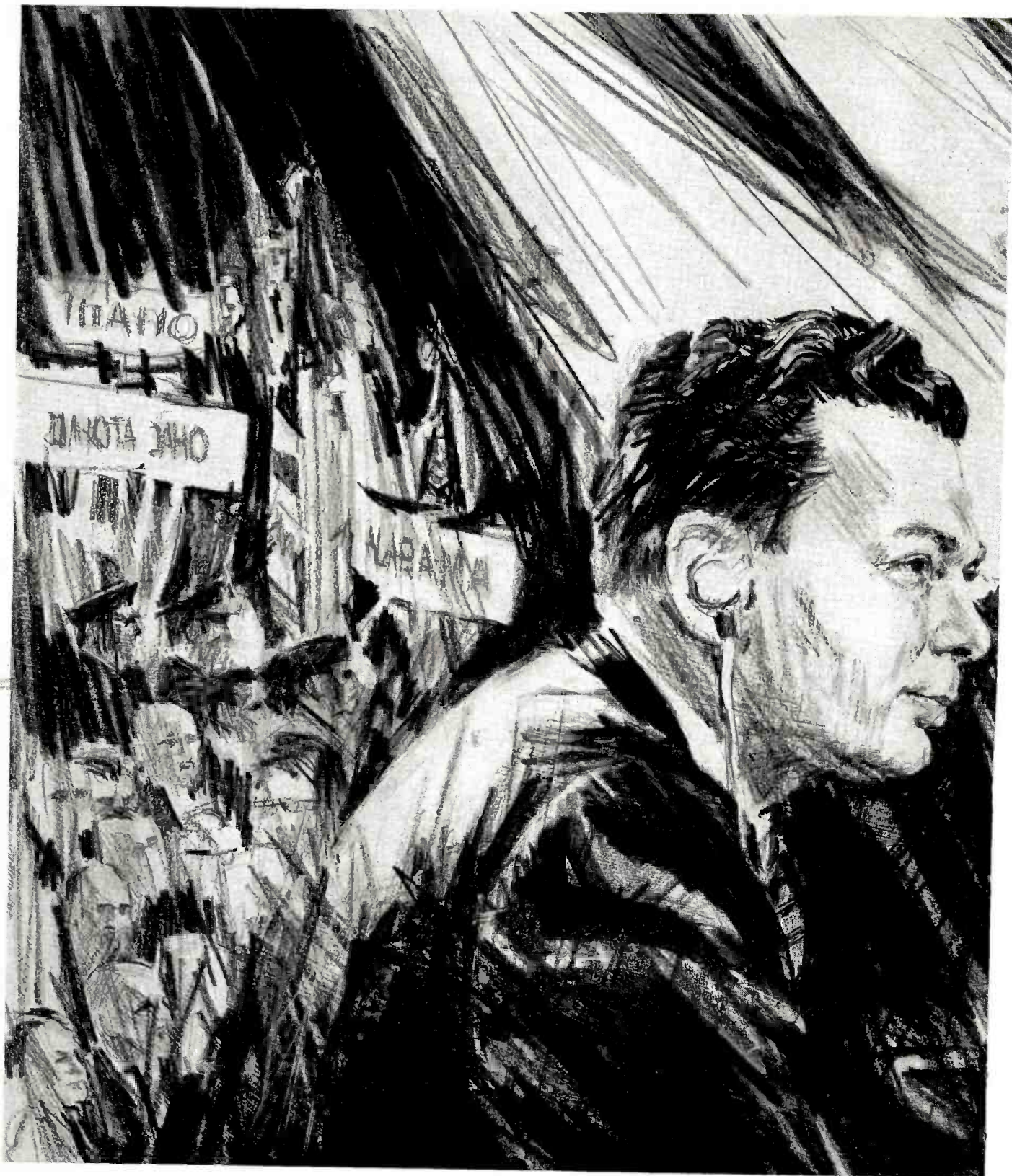
We picked—in advance of first performances—10 of the top 15 programs for men and women. 11 of the top 15 for men and 11 of the top 15 for children. Those are especially high percentages for show business.

We'll be glad to tell you more about how you can have this greater assurance of success in buying TV.

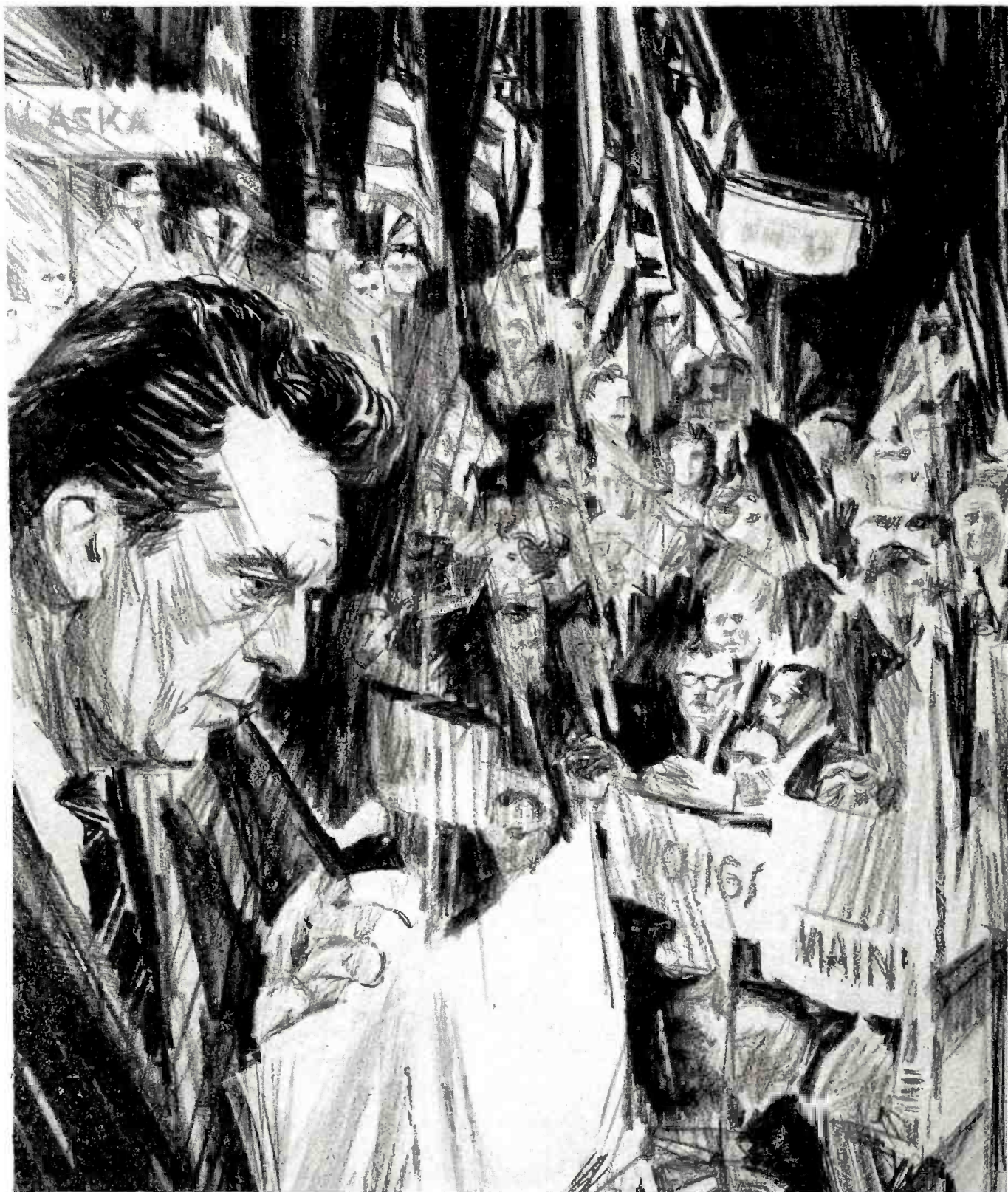
N. W. AYER & SON, INC.

AYER PROGRAM FORECASTS ARE MADE THIS WAY. This is one of our 95 program estimates for the coming season. (Name of show, which has never been on the air, on request.)





The San Francisco Giants



The undeniable stature of Chet Huntley and David Brinkley, and their unconventional approach to a Convention, make them the team to watch at San Francisco this week. Backed by all the experience and

skills of their NBC News colleagues, Chet and David are among the best reasons we know for following the REPUBLICAN CONVENTION on the NBC Television Network. **STARTING TODAY, JULY 13TH**

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

NBC



A TIME TO GO WILD

In San Francisco, Dave McElhatton rules morning radio with a lighthearted ham, a Friendly pianist called Clyde. McElmania is exhibited six days a week by hordes of highly educated, extremely prosperous, and very free-spending San Franciscans, Oaklanders, and others who stay glued, unbreakably, to *McElhatton in the Morning*. These adult, otherwise rational listeners simply can't break the McElhabit. Get your free copy of last year's completely useless, totally obsolete almanac, said Dave at 6:25 a.m. recently. Four hundred McElmaniacs, as far as 500 miles distant, responded within 24 hours. If he does that for free, think what he does for his paying advertisers. Then buy.

AND A TIME TO BE QUIET

Happiness is *An Evening with Al Douglas*. Charm is what he uses to disarm interesting guests (they tell Al what they wouldn't tell a diary) every weeknight. Curiosity is what keeps listeners coming back for: excerpts from idea-making books...magazines just off the press...fine music...a variety of entertainments from Al Douglas. Responsive is the listener. (Announcements on just five programs moved 900 Cream of Wheat "Growth Charts.") Happy is the advertiser.

Foreground programming molds opinions, delivers adult response. In San Francisco, the talk of the town is the buy of the town. **KCBS RADIO**

A CBS Owned Station represented by CBS Radio Spot Sales.

of Broadcasters, Poland Spring (tentative).

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

■Sept. 18—Deadline for reply comments on FCC rulemaking to govern grants in microwave services to systems supplying community antenna operators with facilities.

■Sept. 18—Comments are due on the FCC's inquiry into the ownership of community antenna television systems by TV licensees.

■Sept. 20-22—Meeting of Nebraska Broadcasters Association, Holiday Inn, Grand Island.

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

Sept. 23—Radio programing 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 Loevinger. Sheraton-Ritz hotel, Minneapolis.

Sept. 25—Radio programing 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.

■Sept. 27-Oct. 2—Ninety-sixth annual technical conference of Society of Motion Picture & Television Engineers, Commodore hotel, New York.

OCTOBER

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

■Oct. 4-6—Meeting of North Carolina Association of Broadcasters, Grove Park Inn, Asheville.

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

■Oct. 8-9—Meeting of Tennessee Association of Broadcasters, Mountain View hotel, Gatlinburg.

■Oct. 8-10—Meeting of Alabama Broadcasters Association, Tuscaloosa.

■Oct. 15-16—Meeting of Indiana Broadcasters Association, Marrott hotel, Indianapolis.

■Oct. 16—Reply comments are due on the FCC's inquiry into the ownership of community antenna television systems by TV licensees. Former deadline was Aug. 15.

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

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.

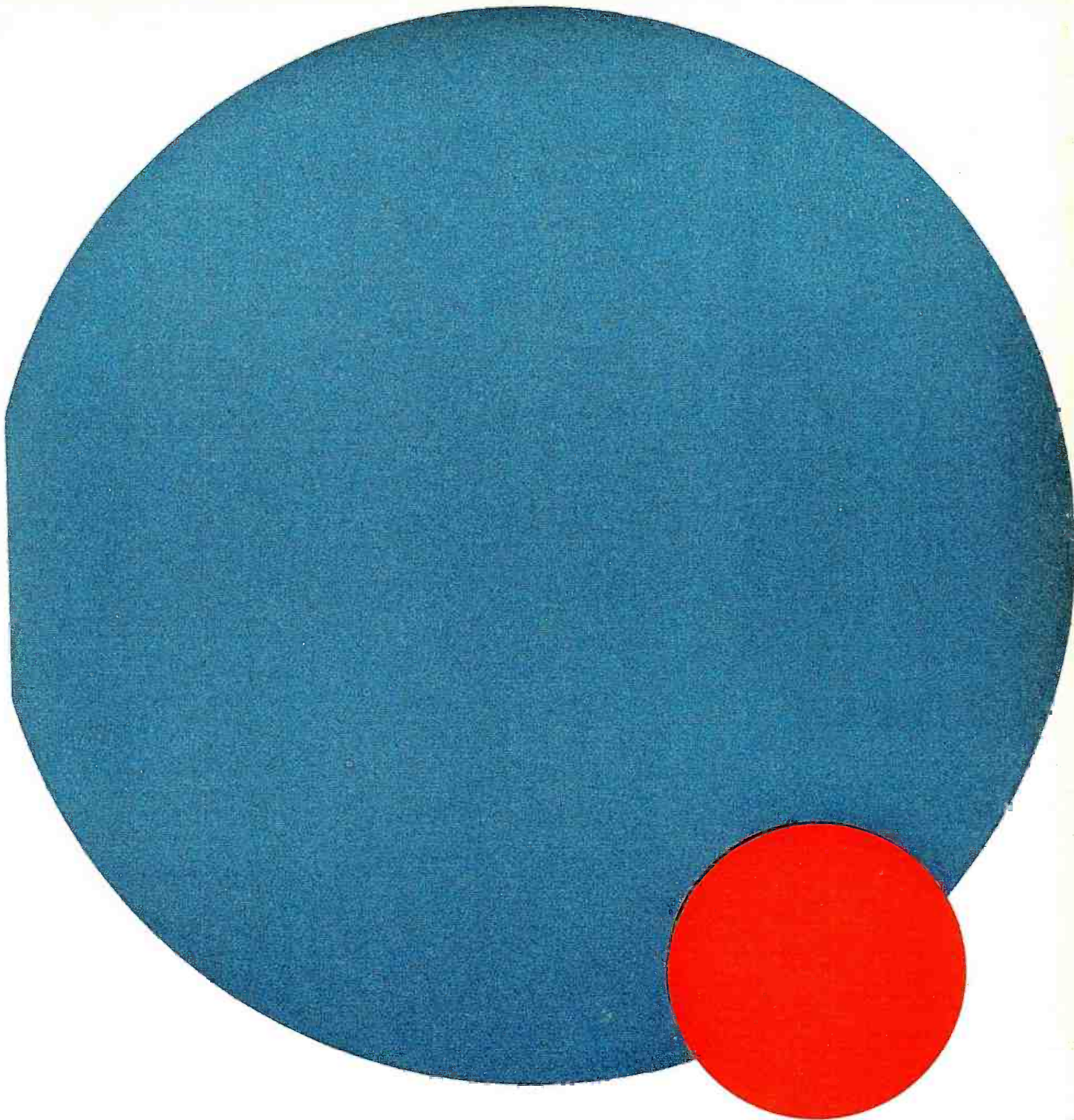
Oct. 21-23—Fourth annual general meeting of the Institute of Broadcasting Financial Management, Sheraton-Cadillac hotel, Detroit.

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

■ Indicates first or revised listing.



No extra charge for color spots!

It's true! WFGA-TV was built from the ground up for color, and we use it for everything possible...news, weather, station breaks, feature programs, even promos. So send us your color spots, whether they be slides,

films, tapes, or just the scripts. With over 6 years of color experience, this is a great place to test color commercials, too. See your PGW "Colonel" about WFGA-TV, the Southeast's most colorful station.



WFGA-TV/JACKSONVILLE



AN AFFILIATE OF WOMETCO ENTERPRISES, INC.



CONTINENTAL CLASSROOM

Just bought by Lin Mason, Program Director of WLBW-TV Miami, Florida. 160 Award-Winning half hours on *The Structure and Functions of American Government*.

CALL NBC FILMS

WTRF-TV STORY BOARD

7
FREE*

FACE VALUES! "I'm having a wonderful time at your party, Charlie; if you don't believe it, just look at my wife's face!"
wtrf-tv Wheeling

NOW HEAR THIS! "If you don't stop running that loud lawn mower," yelled the neighbor, "I'll go crazy." "It's too late," shouted the neighbor, "I stopped an hour ago!"
Wheeling wtrf-tv

SHOE BUSINESS! With so many sneakers and loafers getting a footing, no wonder the world is half shod!
wtrf-tv Wheeling

ONE LINERS! He was so timid, he wouldn't bend an IBM card! Too many dumb blondes are actually brilliant brunettes! She is so neat, she spreads newspaper under the cuckoo clock! He's so insignificant that his yawn isn't even catching!
Wheeling wtrf-tv

VASTELAND, ROTTERDAM! Requests for sets of WTRFfigies continue to pour in from all over the world. Hans Gout of Vasteland, Rotterdam says his set will stimulate the whole advertising community. Strangely, a "Vasteland" some years back did USA adworld.

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, New York.

■ Indicates first or revised listing.

OPEN MIKE®

Cooperative effort

EDITOR: Thank you for your excellent article in BROADCASTING, June 15 [on the study, commissioned by McHugh and Hoffman, of viewer attitudes and reaction to TV programing and commercials] . . . we appreciate the fine cooperation extended for exposing, as much as allowable, the work of our organization.

We would like 500 reprints of this article for our use and Social Research Inc., which conducted the study, would like 250.—*Peter S. Hoffman, vice president, McHugh and Hoffman Inc., Birmingham, Mich.*

An FTC cure that kills?

EDITOR: Let us hope that the exercise in expediency by the Federal Trade Commission concerning regulation of tobacco advertising is not tested in the courts. If it is—and if the decision favors the FTC—what can we expect in the future from this politically appointed body?

If manufacturers are required to state that cigarettes are a distinct health hazard and may lead to cancer, the door is open and the precedent set for controls over a limitless number of products and services.

Could not automobile manufacturers be required to paint on each car: "DANGER—this is an instrument of destruction. Over 45,000 people were killed because of automobiles last year. Your life can be endangered if you own and operate one, or if your neighbor owns or operates one."

Could not airplane companies be required to paint on each plane: "This airplane seats 126 people. Statistics show that of every one million take-offs, one plane crashed. Board at your own risk?"

We could go on and on, but the point is this—cigarette manufacturers are, in effect, being forced to testify against themselves by this FTC action.

A far better way to handle cigarettes

would be to treat them as whiskey and automobiles are treated: to forbid their sale to, and operation by, minors. . . . The nation already is well aware of the surgeon general's report stating that there is a correlation between lung cancer and cigarettes, though the report did not purport to be conclusive. The public will continue to be informed of additional developments in the surgeon general's findings, through the newspapers, radio, magazines and television, and should make its decision on whether to smoke or not smoke on the basis of individual judgment and preference—and not by means of a scare campaign imposed by a government agency.

The FTC's directive is a bad one, an unnecessary one, and should be done away with.—*Charles H. Crutchfield, president, Jefferson Standard Broadcasting Co., Charlotte, N. C.*

BBC goes underground

EDITOR: American radio and television have their critics, so we can all enjoy this comment from England:

"It is a very sad thing . . . no Independent Television Authority. It is on strike. All you can get on BBC is tennis, cricket and now it is a documentary about moles."

This is a direct quotation from a letter received by my secretary, Olive Johnson, from her mother in Liverpool.—*Ben Strouse, president, WWDC Inc., Washington.*

(Presumably Miss Johnson's mother once again has a choice of channels since the ITA strike is now settled [story this issue]).

CKWW, not CKLW

EDITOR: THE JULY 6 BROADCASTING, PAGE 76, STATES THAT AL SHAVER, SPORTSCASTER FROM WESTERN CANADA, WAS APPOINTED GENERAL MANAGER OF CKLW WINDSOR, ONT. THIS IS NOT CORRECT. PRESIDENT AND GENERAL MANAGER OF CKLW-AM-FM-TV IS S. C. RITCHIE. THERE HAS BEEN NO PERSONNEL CHANGE AT CKLW. HAVE RECEIVED NUMEROUS QUERIES RE THIS AND WOULD

In the market on the move . . .

the station on the move . . .

has the highest P.Q.*



EDITORIALS

SPORTS



NEWS

RADAR WEATHER



****PIONEER QUOTIENT: The measure of a television station's ability to develop new and better ways to serve the public.***

WTVT pioneered with television's *first* one-hour informational program on Nov. 5, 1956, and started a nation-wide trend. Again, on Sept. 2, 1963, WTVT pioneered with the nation's *first* hour-and-a-half informational program. Now, over 22 hours each week of news, editorials, weather and sports are originated by WTVT and the CBS Television Network. Just as Florida is in the space age vanguard, so has WTVT remained in the television vanguard.

Six cities — Tampa, St. Petersburg, Clearwater, Lakeland, Bradenton and Sarasota — in the Tampa Bay region constitute the heart of the 21-county area served by WTVT . . . an area with over 1 1/2 million population delivering a whopping \$2,314,468,000 in total retail sales (copr., 1964, Sales Management Survey of Buying Power; further reproduction not licensed).

THE WKY TELEVISION SYSTEM, INC.

WTVT, Tampa-St. Petersburg
WKY-TV & RADIO, Oklahoma City
KTVT, Fort Worth-Dallas



THE KATZ AGENCY, INC.

National Representatives

BROADCASTING, July 13, 1964

WTVT



TAMPA / ST. PETERSBURG

GO

from "On-the-spot" to "On-the-screen" with the new **EASTMAN** 16 mm sound film system

GO

See ad following page 53

WE DON'T TRADE QUALITY FOR QUICK "TOP" RATINGS

...We get
Adult respect
and responsiveness



**AM 610 KC
FM 97.3 MC
MIAMI
FLORIDA**

Represented
by
George P.
Hollingbery
Company

COX BROADCASTING CORP.
WSB ATLANTA; WHIO DAYTON; WSOB
CHARLOTTE; KTVU SAN FRANCISCO-OAKLAND

APPRECIATE SETTING THE RECORD STRAIGHT.—*George Sperry, CKLW-AM-FM-TV, Windsor, Ont.*

(Mr. Shaver is new general manager of CKWW Windsor, a new outlet that went on the air earlier this year. Similarity of call letters to CKLW contributed to the error).

A thing of beauty

EDITOR: Many thanks for that beautiful Week's Profile in BROADCASTING, June 29. I only hope I can live up to it! There is a slight error which in no way detracts from the story. I had a two-year breather between acquiring WVMC and the *Daily Republican-Register*. We purchased WVMC in October 1961 instead of August 1963 as the account related.—*John F. Hurlbut, president and general manager WVMC Mount Carmel, Ill.*

Who's got the baseball?

EDITOR: I am interested in obtaining a list of the key radio and TV stations broadcasting major league baseball games along with the names of sponsors.—*H. H. Puff, Pine Lane Farm, Fort Wayne, Ind.*

(Tear sheets of the Feb. 24 and March 30 issues of BROADCASTING, giving a full rundown of teams, sponsors, agencies, stations and estimated payments for rights have been forwarded.)

Advice from past

EDITOR: Benjamin Franklin once said: "They who give up essential liberty in order to obtain a little temporary safety deserve neither liberty nor safety."

Take heed, NAB board.—*Michael J. Johnson, senior, Telecommunications, University of Southern California, Los Angeles.*

A collector asks help

EDITOR: I have a hobby of collecting old professional microphones. I am seeking an RCA Type 44-A mike that was on the market in the early 1930's and was quite popular with movie makers and early broadcasters. If anyone could give me information where this unit might be purchased, I would be grateful.—*Forrest W. Dixon, Route 2, Box 320, Concord, N.C., 28025.*

Search for voices

EDITOR: Mine is the only yakkity-yak midnight till dawn show in Hawaii. We call ourselves the Night University of the air.

We are strong on history and for this reason I have a great need for recordings of voices out of the past. Do you know who has them?—*Sam Fisk, KGU Honolulu.*

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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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

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

*Reg. U. S. Patent Office
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BROADCASTING, July 13, 1964



Frank Marx knew what he wanted!

That's why he chose the Ampex VR-660 Videotape* Television Recorder for ABC's political convention coverage. You can't pull any punches on remote broadcasting equipment. You can't afford a "weak sister" on the team...every piece of gear has to take it...and come back for more. Ampex is proud that

*TM Ampex Corp.

AMPEX

the VR-660 made the team at ABC. It means that this recorder lived up to our promises and met Frank Marx's tough standards for quality, reliability and performance. There's a place for the standard-setting VR-660 on your broadcasting team, too. Ampex Corporation, 401 Broadway, Redwood City, Calif.

How spot radio can help itself

What is required to position spot radio competitively with other media seeking a significant share of a large advertiser's budget? I would suggest a unified selling effort on the part of stations and their representatives, using reliable and meaningful statistical data, tailoring their effort to an advertiser's specific objectives.

The unified selling effort would comprise enlightened associations of broadcasters in all markets, especially the top 50. These associations would, on a continuing basis, supply key information to reps and the Radio Advertising Bureau. With this key information, spot radio could be neatly packaged and analyzed at any market level grouping (top 10, top 50 and more) and at any penetration level within markets (65-70% household coverage with a frequency of six times in a four-week period). This would help the planner who must consider media values covering broad areas and make reasonable comparisons.

Facts Are Needed ■ About reliable and meaningful statistical data in at least each of the top 50 markets there should be "reach and frequency" estimates for the use of general types of schedules on various combinations of stations—but including all stations. There should also be demographic information on the audience of each station at different daily intervals to tell us very specifically who and how many listen in the morning, during the daytime, late afternoon and, yes, even at night.

Are they men or women? If women, are they housewives? What are their age groups? Are they low, middle or high income listeners? Did they attend high school or are they all Ph.D.'s? Are your listeners from smaller families or larger families? Do they live in the so-called large counties or small ones?

Does this type of information sound like too much for an agency or its client to expect? Well, this data is necessary and be assured that your competitors for big budgets—especially magazines, supplements, and network television—will supply almost all this data. Furthermore, newspapers are improving very significantly in the accumulation of such information.

Tailor-Made Pitch ■ Any major presentation must be tailored to a specific advertiser. General marketing information about an advertiser is usually available at the agency. Here you may find out the profile of the person we are trying to reach (sex, age, income, education, etc.): where we want to reach him,

geographically; when we want to reach him (any seasonal emphasis); how we approach the problem creatively; what media we are currently using and why. Our doors are always open to welcome you.

How would various stations in each market be factored into the kind of presentation I suggest? Based on reliable research findings, I believe each station could fall under any one or more of a variety of classifications. For example, "adult stations," "younger set stations," "long hair" or "prestige stations," etc. You might have a classification, the "general grocery list," so called because of its appeal to and influence among the 18-39-year-old housewife with an average income and a larger family.

Any station may qualify for a number of groups. When the agency selects the category and the level of household penetration (reach and frequency), a number of different station combinations may qualify. The salesman and rep would still sell and the agency would still buy specific stations.

Radio Salesmen ■ The role of the radio salesman must change. I believe that a radio man should first be an advertising man with a knowledge of marketing and understanding of an advertiser's objectives. He should know a good ad or commercial from a poor one. How can a radio man sell the concept of radio without these ingredients?

A radio salesman should also be a media man, aware of the strengths and weaknesses of his competition. By competition, I'm not talking about the station down the street but television, magazines, supplements, newspapers and billboards. How can you sell the concept of your medium intelligently unless you really know the enemy?

Obviously, a radio salesman should

be just that. He should know his facilities and competitive stations and sell his property enthusiastically and honestly.

We at McCann, Los Angeles, place a higher percentage of our total billings in spot radio than does the industry. We do so because we have that much confidence in the medium. Our rationale for the use of radio will vary with each different advertiser but we can probably generalize in two broad categories:

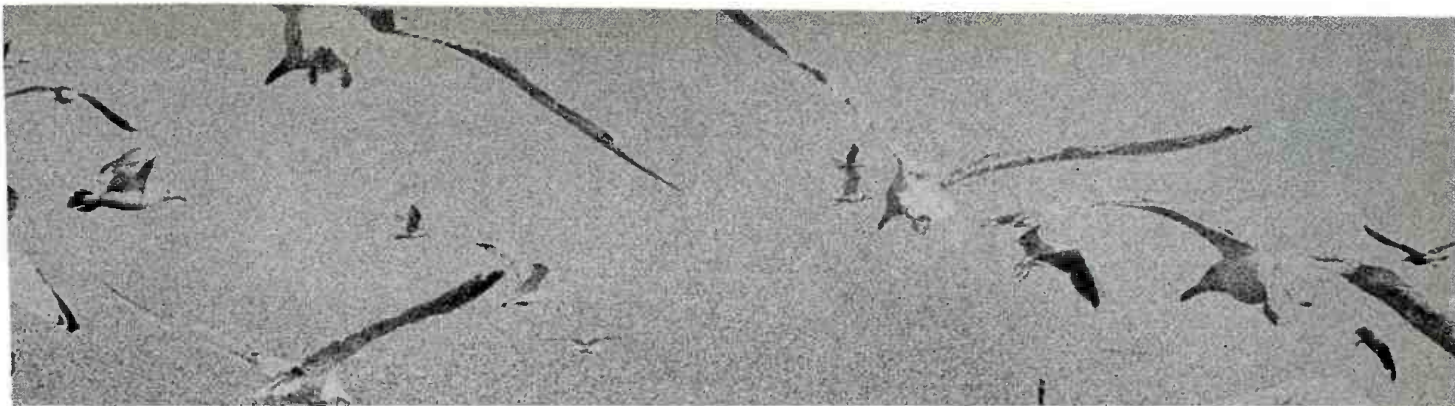
The large budget advertiser—where radio is used in a secondary role under the umbrella of other media. Here radio will help with an ordinary effort. In addition, where duplication of advertising exists between radio and other media, radio offers the opportunity of presenting our advertising in a different climate where people could react more favorably.

For the small budget advertiser, for whom radio is a primary vehicle, the medium offers him the opportunity of being more frequent with significant advertising messages for the dollars he has to invest than any other medium. By placing his entire budget in radio this advertiser can be more important and dominant than if he scattered his funds over a few media or even if he invested totally in any other medium.

To the great advantages of radio—flexibility in selecting days for advertising, flexibility in regulating the amount of advertising weight daily or weekly, frequent sales messages per dollar investment, exceptional cost efficiencies—add a unified industry selling effort using reliable, meaningful and statistical data tailored to a specific advertiser's problems. In this way radio will assuredly achieve its billion-dollar year and assume a primary role for the media planner's consideration.



Eugene J. McCarthy, director of media planning at McCann-Erickson, Los Angeles, and a member of the agency's plans board, earlier spent nine years with Young & Rubicam in New York and San Francisco. He has been selected to instruct in media at the proposed Institute of Advanced Advertising Studies at the University of Southern California. This Monday Memo was adapted from a talk Mr. McCarthy gave to the Southern California Broadcasters Association.



SUMMER ON THE SOUND

Through the long hot summer, cool sounds of WELI — the station that makes New Haven a better buy! The station that reaches the bulging beaches of Connecticut! Cool music, on-the-spot marine reporting from our own yacht, complete sports, the reliable Long Island Sound of New Haven! Big-buy WELI/960/5000 Watts/The Sound of New Haven.

NATIONAL: H-R REPRESENTATIVES; BOSTON: ECKELS & CO.

WELI





CG can get you ordered in Indiana. If you want greater sales on tap for your beer products, brew up a schedule with ATS.

IN TV: WSJV-TV (28), South Bend-Elkhart; WKJG-TV (33), Ft. Wayne

RADIO: WTRC-AM and FM, Elkhart; WKJG-AM, Ft. Wayne

NEWSPAPERS: The Elkhart Truth (Eve.); The Mishawaka Times (Morn.)



John F. Dille, Jr., President



CATV into pay TV? Not so easy

All those wire grids may seem ripe for conversion to pay systems, but hard look at probable costs turns up some formidable figures—and problems

What would it take to convert the community antenna television systems in this country to subscription television operation?

Nobody seems to have thought much about that question, although it has been widely assumed that the conversion is inevitable if the wired pay-TV system that is scheduled to begin programming in Los Angeles on Friday (July 17) turns out to be successful.

Last week BROADCASTING sought out opinion on the probable cost and technical problems that would be involved in a transformation of the 1,300 existing CATV's into wired pay-TV systems. The consensus: It would cost a lot—from 50% to 150% of the original investment, depending on the type of pay system to be installed. It would take time—from two months to six months, depending on the size of the CATV and the complexity of the conversion. And these estimates apply only to CATV systems that have been built with up-to-date equipment. Many systems would have to be completely rewired.

The STV Way ■ The Los Angeles pay system that has attracted all the attention is Subscription Television Inc. which has spent several million dollars setting up equipment to deliver its three-channel television service to the first mile-square area it is exploiting (BROADCASTING, June 29). Here's what it would take to modify a modern CATV, equipped already with high quality, multi-channel cables for STV-type TV:

■ Amplifiers on the main cable would have to be altered to carry the added load of pay channels in frequencies immediately below the conventional TV band, now occupied at the low end by channel 2. The addition of the lower-band pay channels would be necessary if the CATV operator wanted to retain his regular distribution of off-the-air commercial TV service to which his CATV customers are accustomed

■ A wholly new two-way circuit would have to be strung to accommodate the sophisticated monitoring sys-

tem that STV will use. STV has elaborate electronic gear that, in a three-and-a-half-minute interval, can interrogate every subscriber's set and record which, if any, channel it is tuned to. No existing CATV cable is believed to have the capacity to perform the STV-type of interrogation and response. CATV's with modern cables could, however, be adapted to carry simpler systems of interrogation and response.

■ The originating point ("head end," as it is called by wire system operators) of each CATV system would require extensive development. Head ends of CATV's—except those relatively few systems that feed rudimentary programming of their own into their systems—are equipped only to receive broadcast programs and move them down the cable.

■ Each CATV would have to have a studio, perhaps not as extensive as STV's Los Angeles operation (with \$2

million worth of film, tape and slide projection, monitoring and channel transmission gear), but at least the fundamentals of an originating center.

■ Each CATV subscriber who bought the pay TV service would have to be fitted out with a pay-TV program selector unit. The raw cost of the unit itself is running STV between \$48.95 and \$56.02, depending on the total number of units STV eventually buys from Lear Siegler Co., its supplier (and one of its principal owners), and extra expense would be incurred in installation. The program selector is the triggering device that enables the subscriber to tune whatever pay-TV program he wants; it is also the monitoring device that tells the interrogation and response center what, if anything, the subscriber is tuned to.

■ If an individual CATV, converting to an STV-type of pay operation,

STV reveals more of its program plans

With opening day less than two weeks away for Subscription Television's new pay TV program service in Los Angeles, STV last week announced a number of program acquisitions ranging from Ibsen's "Hedda Gabler" to lessons on bridge, and from lectures for serious-minded adults to vocational guidance for youthful viewers.

In addition to the classic Ibsen drama, STV's new theatrical programs include "A Country Scandal" by Chekhov, with Franchot Tone and Mai Zetterling; "The Consul," a musical drama by Gian Carlo Menotti; "Glad Tidings," starring Tallulah Bankhead, and "Show Girl," a two-hour intimate review starring Carol Channing.

The lecturers and their topics will be: Dr. Arthur Schlesinger Jr., adviser to the late President Kennedy, on "The World We Want and How to Get It"; Max Lerner, syndicated newspaper columnist, on "The Revolution of Values," and William Laurence, prominent science reporter, on "The Next 100 Years in Science." Alfred Sheinwold, foremost bridge expert whose column, "Sheinwold on Bridge," appears in over 200 metropolitan newspapers, will have an STV series of hour programs, *Bridge with Sheinwold*. The vocational guidance series, *How Do You Get to Be?*, will employ Walter O'Keefe as host and moderator of discussions of various careers by persons of established success.

wanted to install its own interrogation and response center and its own billing machinery, the costs would run into the millions. STV has spent \$1 million on its I&R gear in Los Angeles, and its computers that read the I&R records of tuning and convert them into billing reports are worth much more.

But the STV system is regarded as the Cadillac of wired pay TV. There are less sophisticated—and less costly—methods of converting CATV to pay TV. It was to appraise the range of costs, and problems, that might be involved that BROADCASTING talked with several experts last week.

As a basis for securing conversion cost estimates (since none has ever been publicized before), BROADCASTING set up, for illustrative purposes, a modern seven-channel CATV system running about 100 miles of trunk line serving 5,000 customers. The initial investment was figured as \$500,000.

Estimates on Costs ■ Using this simulated CATV system as a foundation, a number of CATV experts have estimated the costs that would be necessary to modify it for pay TV. Their consensus is that the financial investment to do this would run anywhere from 50% of the original cost to as much or more than the original investment.

Charles E. Clements of Waterville, Wash., a consulting engineer and specialist on CATV and a member of the board of the National Community Television Association, estimates that it would cost about \$100,000 to modify existing amplifiers, about \$40,000 to revise the head end, about \$300,000 for the selector units at the subscribers' TV sets, and about \$200,000 for a DC telephone line carrying 26 pairs to feed billing information to the business office. The billing center, Mr. Clements calculated, would cost about \$50,000, for one of modest proportions.

This adds up to \$690,000, almost \$200,000 above the original investment.

Ed Schafer, sales manager of Entron Inc., Silver Spring, Md., a CATV equipment manufacturer, estimates that a revision of the amplifiers would cost about \$100,000; of the head end, between \$30,000 to \$40,000; and for the selectors in the home, about \$300,000. This adds up to \$430,000-\$440,000—almost the original cost. He figures the pulse code for billing data can be transmitted on the cable, using subaudible tones.

Telemeter Study ■ A different basis was used for a cost study made in Montreal by Telemeter, which is the advocate of coin-box pay TV. Using a CATV system with a minimum of 25,000 subscribers of whom 50% were presumed to sign up for pay TV, the cost

per home for the additional equipment and modifications runs to almost \$100 per home—\$55 for the coin box, \$15 to make the CATV system compatible with the Telemeter pay-TV process, \$11-\$12 to modify the home tap-offs, and \$10 for other equipment and the cost of the central program originating studio.

The Telemeter system, it's believed by William C. Rubenstein, vice president of International Telemeter Co., and G. Brownstein, director of field engineering, is compatible with CATV. Aside from the additional equipment needed to establish subchannel circuits and a checking circuit to determine whether the correct amount of coins has been inserted in the coin box, no other channels are required. The customary number of free TV channels can be mixed with the three or four Telemeter program channels plus control circuits for each of the program channels, and the combination can be transmitted over the already-installed CATV cable (provided that it is of a quality high enough to carry the mixed circuits).

Milton Shapp, president of the Jerrold Corp., the principal manufacturer of CATV equipment and owner of majority or part interests in a number of CATV systems, emphasizes what others also say:

"There has never been a study made of just what has to be done to a CATV system to convert it to a pay TV opera-

Comstock says pay TV will have commercials

Pay TV in the future will probably carry commercials, Paul B. Comstock, vice president for government affairs of the National Association of Broadcasters, last week told the Los Angeles Chamber of Commerce's committee on state and local government.

"Conversion of free television to pay TV," he said, "is about as novel as the first toll gate that was placed across a Roman road in the Dark Ages.

"The proposition of pay television without commercials is probably only a figment of a brilliant imagination. The likelihood is that the converted medium would also carry commercials in some form."

Referring to the referendum on approval or disapproval of pay TV scheduled to go before the California voters, Mr. Comstock said: "If the people opt for pay television, then the broadcasters of this country will enter the field to serve them."

tion. Everything is just speculation."

Mr. Shapp also expressed doubt that there could be an affinity between pay TV and CATV for many years, even after (and if) pay TV became established. His argument is that the majority of CATV's are in small markets whereas the future of pay TV is in major markets.

Others, however, have predicted that should CATV's get into pay TV, it would be on a group scale. Scores, or even hundreds of CATV's might be linked to establish a sizable audience for the presentation of pay-TV programs. This would not only assemble a large enough audience to make it economically feasible for pay TV, it's said, but there could also be a savings in billings. Instead of each CATV having its own billing office, only one billing center could be established for all systems in the group.

Coin Box Easier ■ It's agreed by many engineers that the coin box in the home, similar to the system of pay TV used in Telemeter's operation in Etobicoke, a Toronto suburb, would make it cheaper to convert to pay TV. It's also generally agreed, however, that the problem of collecting would be expensive.

Martin Malarkey, a pioneer CATV operator, says: "As a former juke box entrepreneur, I can tell you that collecting from a coin box is a big, big headache." Mr. Malarkey was for a time associated with his family's music store business in Pottsville, Pa.

Aside from the work being done by STV on the West Coast only two organizations have done anything about the basics of a pay TV system in conjunction with CATV. These are Teleprompter and Teleglobe. The former owns a number of CATV systems; the latter is a pay TV system originally intended for over-the-air transmission.

Teleprompter more than five years ago demonstrated what it calls Key TV. In this, the black box is an "accept-reject" device that notifies a central office that a subscriber wants (or does not want) a particular program.

To adapt an existing CATV system for Key TV operation requires the addition of a low-voltage auxiliary control cable—which may be mounted on the same poles or in the same underground conduits as the coaxial trunk, and with the same hardware. The control cable terminates in a small relay box at each home. The coaxial cable passes through this box undisturbed and delivers broadcast channels as usual. When a Key TV program is available, one of the channels on the coaxial cable carries it into the house, but it is carrying a filter to prevent reception. Each customer desiring the Key TV program can remove the filter by pushing the "accept" button on the

BY POPULAR DEMAND

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

Felix THE CAT

THIS IS THE CAT.

Unlike any other cat in the history of entertainment.

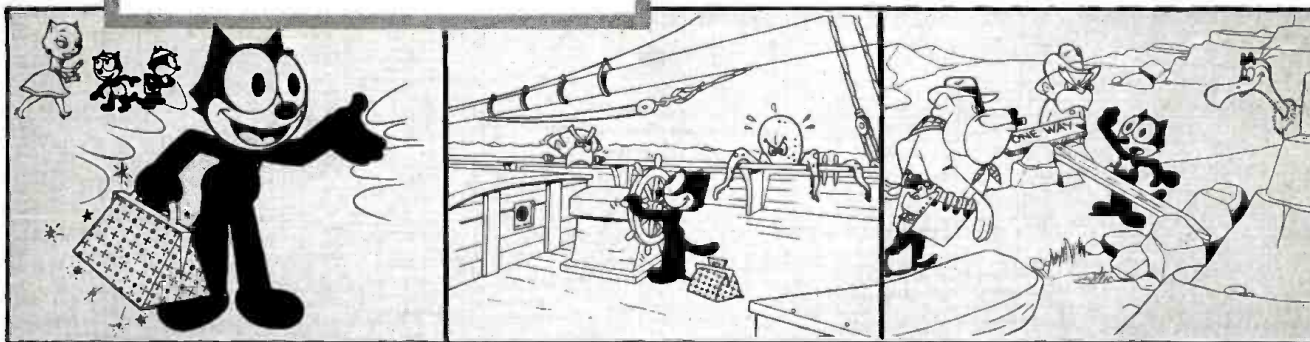
The world's most famous feline, starring in the one and only "Felix The Cat" cartoon series made for television.

**260 FOUR MINUTE
EPISODES
IN B/W OR COLOR**



© FTCP

© MCMLIX Felix The Cat Productions, Inc.



TRANS-LUX

TELEVISION CORPORATION

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

“SURE WE PAMPER OUR LISTENERS...

It's good business. We're loyal to them in what we program and they're loyal to us in listening. Sometimes this means we won't accept certain commercials... loud and repetitious... humorous/dramatized... liquor, cigarettes. Sometimes it means we won't play a musical selection that isn't in keeping with our rich, full and genuinely beautiful musical format. Pampering pays! According to Pulse and/or your own good judgment, KPOL provides advertisers with the largest audience of affluent adults of any Los Angeles radio station. Good business all around... for advertisers... listeners... KPOL.”



Unquote Hugh Murchison, KPOL President. Details? Call Hollywood 6-4123... or, outside L.A., call your local Raymer man.

KPOL

Distinguished Radio — Los Angeles

control box on top of the TV set.

Irving Kahn, president of Teleprompter, is reluctant to talk figures on the cost of converting an existing CATV system for pay-TV operation. He insists that the principal cost would be that of the additional cable, which he says would be relatively inexpensive, to carry the Key TV impulse back to the central office to register acceptance of the pay program.

In a brochure on Key TV issued by Teleprompter some years ago, the cost was referred to in these words: "The relative simplicity of Key TV makes possible a cost of substantially less than \$100 per installation." This would amount to \$500,000 for the 5,000-customer sample installation mentioned above.

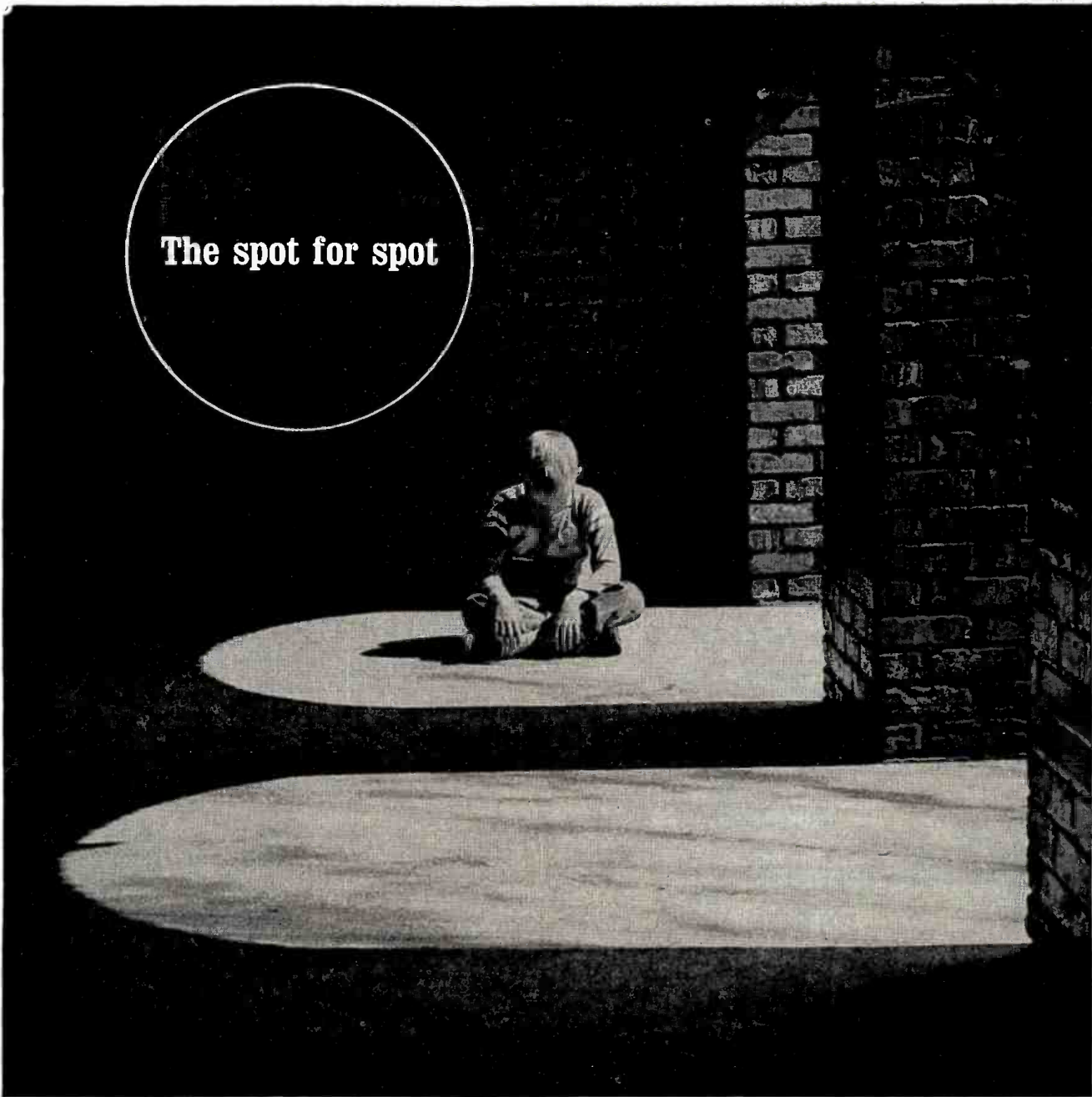
Telelobe Conversion Kit • Telelobe in recent weeks has been offering a conversion kit to CATV operators who may desire to enter the pay TV field. The conversion package, according to Ira Kamen, Telelobe executive vice president, includes amplifier by-pass units for each amplifier along the cable. This permits two-way transmissions for billing information. The subscriber units would be leased to CATV system by Telelobe. Mr. Kamen did not mention any required modification of the head end equipment. He estimates that for a system having 30 amplifiers, the conversion could be done for "several thousand dollars."

Computing the 30 amplifiers on the basis of one every 2,000 feet, this would entail a 12-mile trunk line.

Other Problems • Aside from the technical, there are two other significant problems. Many CATV systems are barred from making a per-program charge by the terms of the franchises they were granted by local governments. The same prohibition is contained in some contracts that CATV signed with telephone companies for the right to use telephone poles to string CATV cables. All of these agreements would require renegotiation if the CATV's wanted to convert to pay TV.

A good many CATV operators also feel that it would be bad psychology to try to convert their CATV customers into pay-TV subscribers. These operators think their future lies in an expansion of the systems as now constituted, with customers paying a regular service charge for broadcast signals they could not as cheaply or dependably get by using their own antennas.

There are some CATV operators, however, who think that pay TV may be something more tangible than pie in the sky. As one of them put it last week: "After all, we've conditioned the public to the principle of paying for television. The next step, charging for each program, shouldn't be too difficult."



The spot for spot

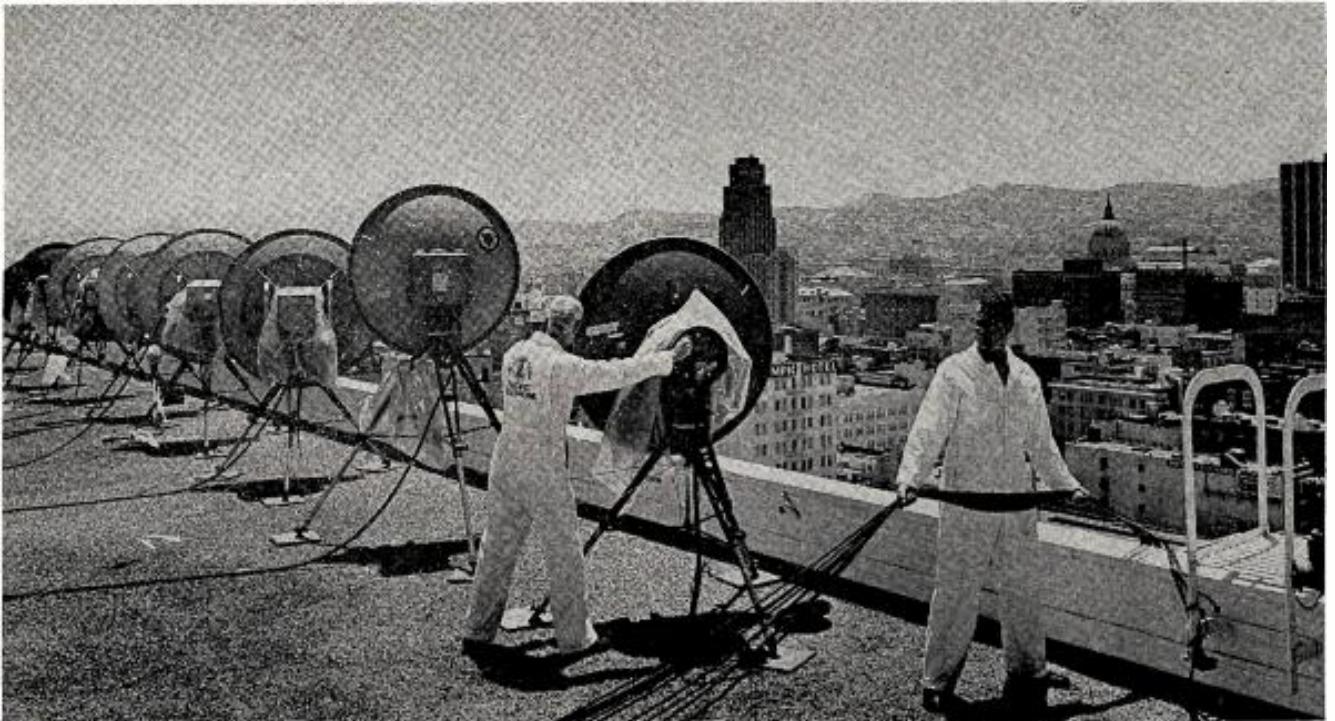
If community service is a criterion in your weighing of a station's influence on people, WSOC-TV will score highly. Outstanding among recent staff-produced documentaries was "Pick Up the Pieces". This program on rehabilitation of emotionally disturbed children at Alexander Children's Center in Charlotte earned high acclaim for WSOC-TV throughout the Carolinas.

Charlotte's WSOC-TV

NBC-ABC affiliate. Represented by H-R



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



This row of microwave antennas atop the new San Francisco Hilton hotel will receive television signals of the three major TV networks from the Cow Palace, eight miles

away. Planning for the technical facilities for the convention began over a year ago and the Pacific Telephone & Telegraph Co. has been installing gear since early spring.

GOP stage-center for radio-TV

Broadcasters ready tons of equipment, thousands of miles of wire, for first of quadrennial political spectacles

Whatever happens at the Republican National Convention in San Francisco this week, the public will know about it more quickly and in more detail than ever before.

The television and radio networks have laid plans for an unprecedented coverage effort as part of an overall political package that, before election night is over, may cost them \$10 million more than they get back from political-coverage sponsors. Estimates last week indicated that the networks will spend around \$25 million in coverage of the GOP and Democratic conventions, the campaigns and election results, while their sponsorships may yield around \$15 million.

In San Francisco, ABC, CBS, NBC and Mutual were staffing their conven-

tion broadcast sites with more than 1,750 personnel and setting up 180-200 tons of equipment, much of it new and some revolutionary. The wire services also were sending their largest staffs ever to cover a convention for their broadcasting and newspaper clients.

In 1960 there were about 1,700 radio-TV personnel in Chicago to cover the Republican convention. This week there will be more than 2,700 in San Francisco to cover the GOP.

The Radio-TV Gallery of the House of Representatives, which handle accreditation for the convention, said it had given credentials to 985 representatives of 290 stations and groups. In 1960 only 662 persons were accredited. The networks' more than 1,750 people represents a 75% increase compared to

their 1,000 in 1960.

Included in the approved list are 74 representatives of networks and stations in Australia, Austria, Canada, Finland, France, Great Britain, Hungary, Italy, Japan, Mexico, Russia, Sweden and West Germany.

An individual breakdown last week showed that ABC News and CBS News each will have more than 500 editorial, technical and supervisory personnel on hand to cover events for radio and television, while NBC News listed its total at 666, including 132 "peripheral types" such as 14 members of the British Broadcasting Corp. who will be reporting events back to their own country. Mutual said it would have about 100 on hand to handle the audio pool and regular MBS coverage.

Pacific Telephone & Telegraph Co. has had its work cut out for the convention. It installed:

- 100 video channels for the networks.
- 400 teletypewriter circuits.
- 300 radio circuits for networks and independents.
- 36,000 miles of wire and cable.

- 300 extra public phone booths.
- 50 special switchboards.
- 350 fulltime employees on convention activities.

Each TV network will be utilizing about 60 tons of equipment, including about 200,000 feet of wiring and camera cable; 50-60 TV cameras each; video tape machines; hundreds of microphones, telephones, chairs, desks, lamps and miscellaneous equipment.

The three television networks have come up with individual versions of compact, portable TV cameras, said to be capable of transmitting signals meeting studio standards. ABC has its Sylvania Newschief, which it also used to help cover the Winter Olympics earlier this year; CBS has the Minicam Mark II, marketed through North America Philips Co., and NBC is using "walking TV stations" developed by RCA.

Equipment and Techniques ▪ Other innovations are portable TV tape recorders; NBC's black beam sound—a system for transmitting sound that will give the network two additional audio channels from the convention floor, and ABC's laser beam communications system, the first operational use of laser beams to transmit audio and video signals. Also noted were improved internal communications: ABC will operate its own wire service that will keep information moving among the network's various command posts, and CBS has individual vest-pocket receivers for some 50 key executives and news personnel.

Anticipated convention starting times

will be July 13, 1 p.m. and 8 p.m.; July 14, 7 p.m.; July 15, 4:30 p.m.; July 16, 7:30 p.m., and, if necessary, July 17, probably 7 p.m., (all times EDT.)

United Press International will have more than 100 reporters, editors, photographers and technicians on the scene, and more than 60 newsmen will form the core of the Associated Press staff.

Portions Sold ▪ NBC has completely sold its coverage, with Gulf Oil picking up the complete convention-election package.

American Tobacco Co. and the Institute of Life Insurance each have bought a quarter of CBS time, and Socony Mobil has purchased an eighth. Three-eighths remained unsold as of late last week, although the network expected most of this time would be sold on a participating basis.

About 80% of ABC's Republican convention time has been purchased by six advertisers. Xerox has one-third, with the remainder split up among Brown & Williamson Tobacco, Clairol, Firestone Tire & Rubber, General Electric and Lever Bros.

The Curtis Publishing Co., on behalf of the *Saturday Evening Post*, will sponsor Mutual's coverage of the conventions, the election and next January's inaugural ceremonies.

Only skeleton news and executive staffs will be manning network headquarters in New York this week, causing most officials to keep their fingers crossed that no other major news stories will break anywhere else.

Stanton wants 'freedom' plank

Calls for GOP platform to condemn 'increased' government interference

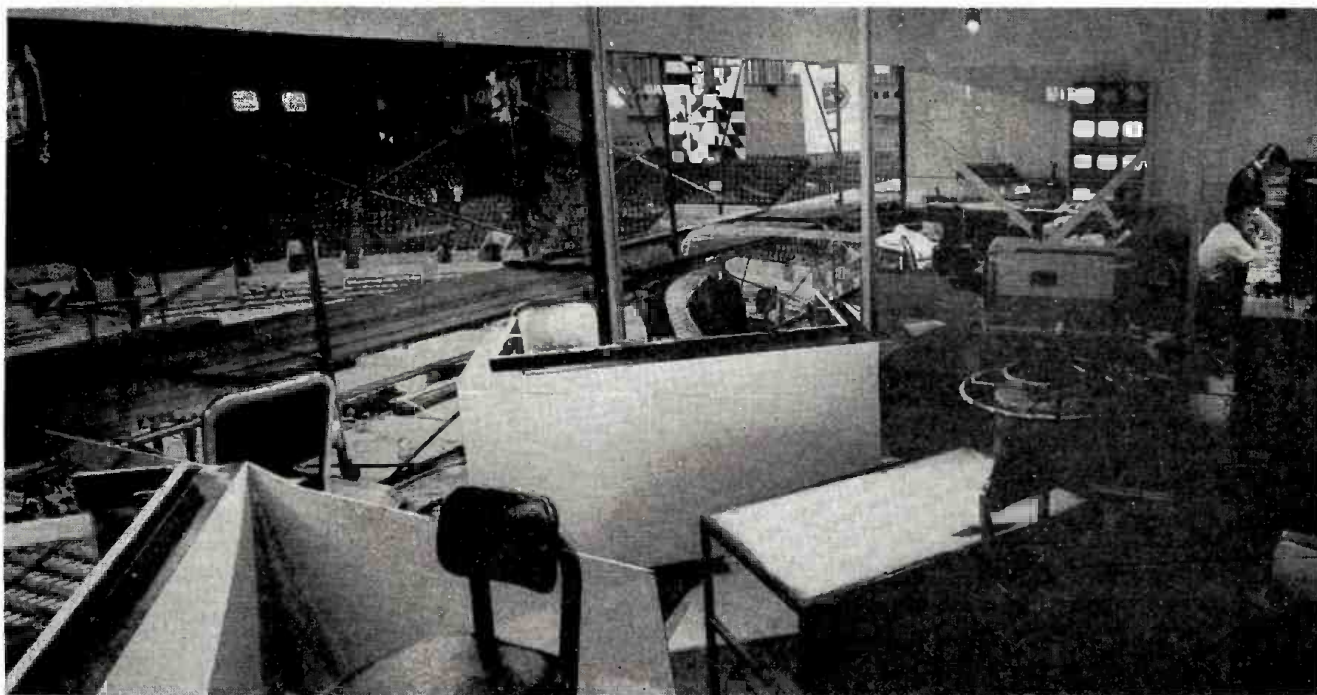
CBS Inc. President Dr. Frank Stanton called on the Republican party last week to condemn "the increased" government interference in radio and television programming.

He made the request in an appearance Friday before the GOP resolutions committee, in San Francisco. Dr. Stanton, who was invited to appear, was the only broadcast representative to testify before the platform-drafting committee.

Dr. Stanton recited a list of recommended platform proposals affecting the broadcasting industry, including a call for repeal of Section 315 of the Communications Act—the equal time provision.

Dr. Stanton said that although Congress, in the Communications Act, "restrained" the commission from controlling programming, broadcasters are concerned that the "spirit" of the act is being violated by pointed questions and raised-eyebrow comments from the FCC.

Reporting Forms ▪ He said a case in



The CBS News anchor booth overlooking the Cow Palace floor is a compact 20 feet by 37 feet. The installation contains a studio-control room-executive complex. The execu-

tive area will house CBS News President Fred Friendly and Bill Leonard, executive producer, in close proximity to anchor man Walter Cronkite, giving all a clear view.



While NBC-TV's Huntley-Brinkley duo holds forth on the air, this trio will be behind the scenes directing the network's coverage of this week's Republican convention (l to r): Julian

Goodman, vice president of news and public affairs; William R. McAndrew, executive vice president in charge of NBC News, and Reuven Frank, executive producer.

point is the proposed program reporting forms for radio and television which, he said, require broadcasters to report what they program as well as how they make programing decisions. "At best," he said, this is harassment; "at worst," it is an intrusion into what the public sees and hears that is outside the permissible limits for government interference in "a free people's affairs."

The Republican platform, Dr. Stanton said, "can both emphasize its devotion to our fundamental liberties and help to arrest an erosion of the basic freedom of broadcasting by specifically condemning the increased if disguised intrusion of government into radio and television programing.

Dr. Stanton also was critical of the FCC's investigation of "overcommercialization" of radio and television and of various proposals to "equalize" the competition of TV networks in specific markets by requiring them to share stations or programs. He discussed these matters in urging a reaffirmation of the importance of free competition to the continued growth and service of broadcasting.

At the same time Dr. Stanton restated CBS's opposition to government protection of broadcasting from potential competition of pay television using closed-circuit, wired systems. He said the best way for this competition for audience to be resolved is in "an open, competitive market governed . . . by service, and by entrepreneurial ingenuity."

Dr. Stanton urged repeal of Section 315 as a means of affording broadcasters an opportunity to inform the public on candidates and issues. He said the section, which entitles all candidates, "however frivolous or insignificant their parties," to equal time, "has put radio

and television in a strait-jacket."

Pending action on repeal of the section, he said the platform should endorse the proposal (HJR 247) to suspend the equal-time requirements in the 1964 presidential and vice presidential campaigns, as they were in 1960—"when we had the greatest percentage of eligible voters in history go to the polls."

Dr. Stanton also asked the committee to support access of radio and television to all congressional hearings and to the floors of the House and Senate. He said "it is senseless, in an age when it is possible, electronically, to admit all Americans to the Senate and House galleries and to public hearings, to admit only the handful that can attend in person."

Pool facilities

The pool cameras: how many and where they are in San Francisco.

Cow Palace: 9. Producer: Jim Kitchell, NBC. Directors: Tony Missouri, NBC and Bill Barron, CBS.

Remotes: San Francisco airport-4; Oakland airport-4; Others: 1 telecopter and 1 telemobile. Remote producer: Jim Darion, ABC. Directors: Jim Baker, ABC and Irv Drasnin, CBS.

Individual cameras: ABC-60; CBS-54; NBC-53.

Pool audio: MBS-several hundred pickup points. Producer: Les Learned, MBS.

Political show draws FCC fine

Decision against WHAS-TV draws sharp dissent from Loevinger, joined by Cox

The FCC last week imposed a \$1,000 fine on WHAS-TV Louisville, Ky., on a charge of violating its sponsorship identification rules in connection with a political broadcast last year. The action—taken on 4-3 vote—drew a strong dissent from Commissioner Lee Loevinger. He not only disputed the majority's conclusions but criticized its procedures as having denied the station due process of law.

He said the majority had adopted a new interpretation of the sponsorship identification rule as it applies to political broadcasts, and had applied it ex post facto. He also recommended a change in procedures in forfeiture cases to assure stations of a hearing in which the commission counsel would have the burden of proving a violation.

The majority favoring the fine was composed of Chairman E. William Henry and Commissioners Frederick W. Ford, Robert T. Bartley and Robert E. Lee. Commissioner Kenneth A. Cox, who more often than not disagrees with Commissioner Loevinger in controversial cases joined him in his dissent. Commissioner Rosel H. Hyde was the third member of the minority.

The case involved a documentary—*The Chandler Years in Review* which was produced in the WHAS-TV studios and aired by that station on April 29, 1963, at the height of the Democratic gubernatorial primary campaign between former Governor A. B. (Happy) Chandler and Edward T. Breathitt. The program was an unflattering portrayal of the former governor's service in Kentucky.

Committee Sponsor ■ The station identified the sponsor of the program as "The Committee for Good Government." But the commission majority said the committee was actually acting "in behalf" of Mr. Breathitt and that the station should have disclosed this in the broadcast. Mr. Breathitt went on to win the nomination and the election.

The majority cited a number of documents involved in the sale of time for the broadcast that the majority said demonstrated that the committee was representing Mr. Breathitt.

The majority also noted that the advertising agency that purchased the time—the Zimmer-McLaskey-Lewis agency,

of Louisville—also represented the Breathitt for Governor State Campaign Headquarters. The majority said that the committee was "one of several" used by Breathitt forces, acting through the Louisville agency, for sponsorship purposes.

Consequently, the majority said, "an announcement in terms of the 'Committee for Good Government' left the impression that the program was the work of a nonpartisan citizens' group not related to or connected with the Breathitt campaign or candidacy. Yet, as has been shown, whatever its previous history, the 'Committee for Good Government' was not in this instance a nonpartisan group wholly independent of the candidate, but rather served as a campaign instrument for Breathitt."

Commission Interpretation ■ The station held it had complied with the rules by identifying the committee as the sponsor. But the commission majority said this interpretation would "subvert" the purposes of the sponsorship identification requirement. It would mean, the commission majority said, that a candidate could organize a purportedly nonpartisan committee to support his campaign and that a station, knowing of this arrangement, could broadcast programs furnished by the committee without identifying the candidate as the true sponsor.

The majority decision also rejected WHAS-TV's request for an oral argument. The decision said that since "the facts and the law are clear, no useful purpose would be served."

Commissioner Loevinger, however, didn't agree. He said the evidence shows the committee was the sponsor within the meaning of the Communications Act and commission rules requiring sponsorship identification.

He said the rule "implied" in the commission's decision is that stations carrying paid political broadcasts must identify the candidate being supported as well as the name of the person paying the bill.

"This may well be a salutary rule and might well deserve promulgation for prospective application," he said. "However, this is not the [existing] rule." He said the terms "on behalf of" in the regulations relating to sponsorship identification must "be taken to mean 'acting as the legal agent for,' and not 'acting in support of the candidacy of.'"

No Connection ■ He said "it is indisputably clear from the record" that the committee was organized long before the gubernatorial primary campaign and had acted in other political affairs. He added that there is no evidence linking the committee to the Breathitt headquarters, "although it did support [Mr. Breathitt's] candidacy, which it had every right to do."

The commissioner said the law and the regulations require identification of the person who actually makes payment for a sponsored program. "Such evidence" as the commission has, Mr. Loevinger said, shows that the committee paid the bill out of its own funds.

He also said the order appears to violate the principles of due process of law in three respects:

1. The order denies oral argument even though evidence is lacking to support the charge made against the station.
2. The procedures adopted by the commission seem to be based on the assumption that the station must establish its innocence.
3. The majority implied a new rule—that stations carrying political broadcasts identify the candidate being supported—and applied it *ex post facto*.

He acknowledged that the station's constitutional rights weren't violated since the law authorizing fines without hearings enables stations to contest such punitive action in court.

Arthur H. Schroeder, attorney for WHAS-TV, last week said the station is considering a move to require the commission to go to court to collect the fine.

Hearing is Recommended ■ However, Commissioner Loevinger suggested that, regardless of the judicial remedy open to stations subject to fines, the commission should accord due process. It should, he said, refer such matters to hearing examiners for a full evidential hearing and a recommended order. In such a hearing, he said, the station should be considered innocent and the commission counsel should have the burden of proving a violation.

He also said that if the commission wants to notify licensees carrying political broadcasts that they must identify the candidate supported as well as the parties paying for the broadcast, it should do so either through a rulemaking proceeding or by issuing an interpretation of the regulations.

The commission also wrote letters to two other Kentucky stations that carried the program, WLKY-TV Louisville and WLTV-TV Bowling Green. The commission said each had violated the sponsorship identification rule but imposed no fine on the ground there were mitigating factors in each case.

The commission said that, following its broadcast of the program, WLKY, on complaint, broadcast an announcement "accurately identifying the true sponsor." The commission said that WLTV-TV had broadcast an announcement preceding the program alerting its viewers to "stay tuned for Breathitt political."

Commissioner Cox dissented to the WLTV-TV letter. Commissioner Loevinger abstained from voting on both.

Ground rules for TV debates

Political scientists offer ideas on how candidates should be presented

The importance of broadcast debates between presidential candidates and suggestions as to how, when and where these debates should be held are contained in a 14-point report being released today (Monday) by the American Political Science Association's Commission on Presidential Campaign Debates.

APSA's study, under a grant from NBC, notes that "the broadcasting industry has an obligation in the public interest to make its resources available and has expressed a willingness to do so. It is the responsibility of the parties and the candidates, along with others interested in improving the art of self-government, to assist by defining the public interest and by suggesting methods to serve it."

Among the 14 points, the APSA commission recommends that "Congress take appropriate action, particularly with respect to Section 315 of the Federal Communications Act, to remove obstacles to broadcast debates between presidential candidates."

The report notes that "When neither major party candidate is President, as was the case in 1960, the commission is convinced that television debates, properly conducted, are a desirable extension of traditional campaigning. . . . However, the matter is less certain when one of the major party candidates is President. Extraordinary situations may be created . . . (and) in some of these situations it may be contrary to our national interest for the President to engage in debates. The Cuban invasion and the missile crisis are recent examples."

Other recommendations include:

- Debates should take place weekly between Labor Day and election day on Saturday evening in prime TV time with Friday a second choice. They should last at least one hour, preferably more. Participation in the debates should be expanded. Vice-presidential and perhaps Senate and House candidates can be included.

- The encounters should consist of discussions and other presentations, as well as debates. The first meeting should provide the presidential and vice presidential candidates with an opportunity to present over-all views. Four

meetings should be devoted to the exploration in depth of key issues agreed upon by the candidates. The final encounter should be a summing-up of the campaign by the presidential and vice presidential candidates.

- Specific rules of debate and distribution of time should not be determined without reference to subject matter and other conditions.

- A board or committee which would establish rules for each meeting would also choose moderators and interviewers, subject to candidate veto.

- Minor party representatives should be limited to candidates who are on the ballot in at least 10 states.

- In addition to simultaneous radio-TV debates, repeat broadcasts on radio should be held later that evening or the next day.

- Use of visual aids—maps, charts, graphs—should be carefully considered.

- The encounters should be held in a studio and not before an audience. "Standardized make-up and other pre-camera preparation techniques" should be developed.

- Research should be organized to test the effects and the effectiveness of these meetings and their arrangements.



Elmer W. Lower (r), president of ABC News, gets a demonstration of a new laser beam transmitting system which ABC-TV will use in its coverage of the GOP convention. Frank Marx (l), president of ABC Engineers, supervised the demonstration of the transmitter, which has a capacity of 10 to 20 miles.

Salinger wants delay on election predictions

Legislation to restrict election result projections on radio-TV was given qualified support last week by former White House news secretary Pierre Salinger.

Mr. Salinger, Democratic nominee for the U.S. Senate seat now held by Clair Engle (D-Calif.), told a meeting of the Sacramento (Calif.) 20-30 Club that in the absence of a voluntary agreement by news-gathering media to refrain from predicting a winner until polls have closed throughout the country, "we should seek legislative action through the Congress to make such temporary reticence mandatory."

Earlier in the week, he told the American College Public Relations Association in Los Angeles that projections should be withheld voluntarily until the polls closed. He said that naming a computer-picked "winner" a few minutes after polls are closed in the East, with its earlier time, could have a "profound effect" on state and local election results in the West.

BROADCAST ADVERTISING

Ad groups solidify united front

AAW convention delegates told professionalism pays dividends; are reminded that creativity is still key to most successful advertising

The joint commission of the Advertising Federation of America and the Advertising Association of the West, established as a temporary group to guide cooperative efforts of both groups in presenting a united industry front for advertising, became a permanent body, following approval voted last week by the AAW at its annual convention at Sun Valley, Idaho. The AFA had earlier endorsed the plan of a permanent joint committee.

Dick Ryan, general manager of KLOK San Jose, Calif., is AAW chairman of the joint commission, with Donald MacDonald of the *Wall Street Journal* heading the AFA delegation. Each association has six representatives on the commission.

The convention voted to make the AAW association with the AFA in maintaining an office in Washington a permanent responsibility, with the AAW

member ad clubs individually contributing their share of the \$6,000 pledged by AAW. The meeting also saw the start of a plan to produce a film on careers in advertising for use by colleges and universities. A committee will be appointed to direct this project.

With an attendance of over 400, the Sun Valley convention was the biggest AAW meeting of recent years. The 1965 convention will be held June 27-July 2 in Honolulu.

Dividends in professionalism

When the consumer complains about too much advertising and finds too much of it too boring to remember and when the advertiser wonders if he's really getting his money's worth out of his advertising dollar in these days of rising costs, the advertising fraternity is faced

with a king-size dilemma. But there's an answer and that answer is to become professional, Melvin S. Hattwick, director of advertising, Continental Oil Co., told the Advertising Association of the West convention in Sun Valley, Idaho, last week.

Speaking on "New Dimensions for Advertising Management," Mr. Hattwick commented that while advertising men and women like the "professional image" and "want to be known as professionals in an approved profession," there's a three-fold set of prerequisites for achieving that desirable status.

First, there's the professional's attitude when he "commits himself to more than merely making money or promoting himself alone. He sees his job as a part of a bigger scheme of things, a part that serves an essential service in his economy or society. Advertising people see their work as part of a bigger scheme of things, a part that serves an essential purpose in their economy or society. This is good; in so thinking they approach professionalism."

Next, there's the professional's constant search for greater knowledge, which Mr. Hattwick called "the advertising man's very stock in trade. He

Why WALA-TV bought Volumes 1,2,3,4,5,7 and 8 of Seven Arts' "Films of the 50's"

H. Ray McGuire

Vice President & General Manager
WALA-TV-Mobile, Alabama



Says H. Ray McGuire:

"We have bought all Volumes of Seven Arts' 'Films of the 50's' simply because we believe the audience in our overall coverage area should have the opportunity of viewing the very finest feature films ever made available to television."

We began a new schedule of 'Films of the 50's' on 'The Early Show', Monday thru Friday at 4:00 P.M. starting February 3, 1964.

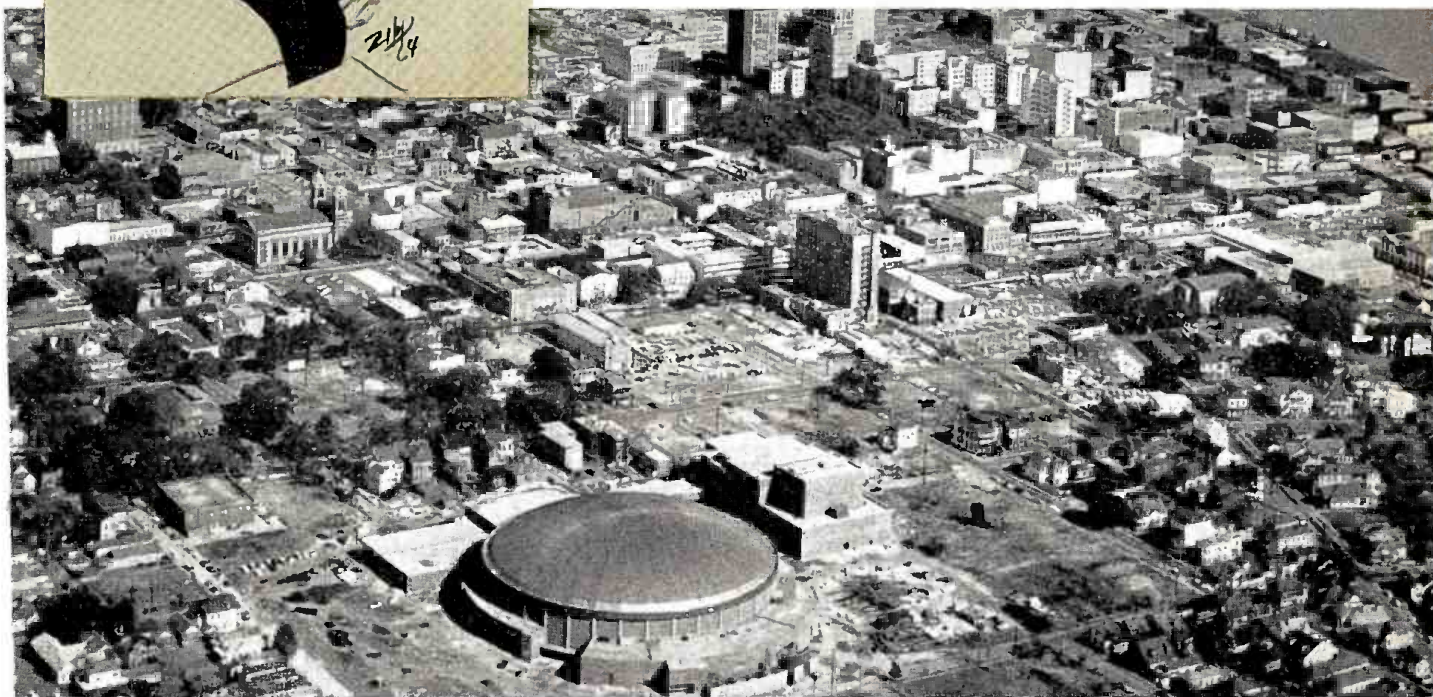
A comparison of ARB figures for Oct./Nov. 1963—when we were telecasting a syndicated show for early evening adult viewing (4:30-5:30)—with the March 1964 ratings which reflect the effects of the Seven Arts' films telecast in the same time slot—looks like this:

SEVEN ARTS FEATURES VS. SYNDICATED SERIES		
	AVG. ¼ HR. RATING	AVG. ¼ HR. SHARE-OF-AUDIENCE
SYNDICATED SERIES—OCT./NOV. 1963	2	8
SEVEN ARTS FEATURES—MARCH 1964	21	55

Further, these ratings were not only better than our prime time ratings, but additional comparisons show that we did better than the other two Mobile/Pensacola stations combined. These facts were not overlooked by our potential sponsors. Since the new March rating book came out

WE HAVE HAD A 200% INCREASE IN NEW BUSINESS, BOTH LOCAL AND NATIONAL.

Locally, we have won such new advertisers as Colonel Dixie Hamburgers and Springdale Plaza Shopping Center and among our new National Advertisers are Wrigley's Chewing Gum, Bufferin and M&M candies. That's pretty good proof that Seven Arts' 'Films of the 50's' are a wise buy."



**SEVEN ARTS
ASSOCIATED
CORP.**

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

must know a great deal about markets, media, motivation, communications, research, art, writing, printing, electronics, the science of influencing behavior, the effects of advertising, its place in our economic and social structure. He must know all he can about these, if he is to become a true professional."

Plan of Action ■ Mr. Hattwick suggested a simple approach to gaining that knowledge: Operation Understanding. In most ad club cities, there are also colleges or universities, which makes the professors close neighbors of the ad men. Invite them—the professors of economics, business, advertising, journalism and allied subjects—to an ad club luncheon this fall, to another in the winter and then, in the spring, ask them to present a meeting on advertising as they view it, he counseled.

Not only will Operation Understanding stimulate the advertising man to acquire some of the professor's knowledge, but the educators "will see that both they and you have a similar objective: better communication, good communication, honest communication, to help our society and economy to even greater abundance."

The third step to becoming a professional "requires your oath to uphold the ethical code of conduct of your industry," Mr. Hattwick stated. As chairman of the board of the Advertising Federation of America, he invited all advertising associations to join the AFA and the AAW in adopting and supporting the industry code.

Computers can't replace creativity

Advertising techniques have changed and advertising tools have multiplied and improved since he started writing ads in 1914, Julian Watkins, vice president and creative director, N. W. Ayer & Son, San Francisco, told the Advertising Association of the West last week. But there's one advertising truth that has not changed in the last 50 years: "Somebody still has to get out the ads." Essentially, he said, that's what creativity in advertising means—getting out the ads.

"We not only face mass markets today on a scale never dreamed of in my day," Mr. Watkins stated, "but mass competition and miniscule product differentials, which we must make stand out in a flooding sea of print and TV competition, that drowns out all but the sturdiest and most resourceful creative planning and thinking."

He said, "maybe computers will come up some day with a way to produce a perfect advertisement every time. And won't that be Dullsville? Who wants a



Mr. Donut's TV success

Mister Donut of America Inc., Boston, tested the effectiveness of its television commercials running in 13 key markets this summer by offering beachballs at 25 cents each, obtainable at the chain's 150 units in 25 states. The premium was featured at the end of the company's 60- and 20-second animated commercials. In two weeks, a spokesman for Mr. Donut reported last week, almost 72,000 beachballs were sold. The latest commercial spotlights a spaceman, who zooms in and out the all-glass front of the Mister Donut shop (photo). Allied Agency Inc., Boston, represents Mister Donut.

perfect anything?"

"Would all the facilities that advertising men have thought of since the business began," Mr. Watkins asked, "have developed, or even supported, Ogilvy's eye patch? Bernbach's Lemon headline? Burnett's Marlboro Man? Or N. W. Ayer's great Showdown at Riverside idea which sent Plymouth sailing a couple of years ago? I don't think they would. Research, for example, differed widely in each case. So did opinion. It was one man's judgment and courage that prevailed in the end."

Holton doesn't see new regulation wave

Businessmen who feel that the involvement of the federal government in consumer problems, as evidenced by the appointment of Mrs. Esther Peterson as special assistant to the President for consumer affairs, is "the harbinger of more regulation," can relax, in the opinion of Richard H. Holton, assistant secretary of commerce for economic affairs.

"My own view," he told the Advertising Association of the West convention Tuesday (July 7), "is that the President's consumer affairs program is not likely to lead to any great new

wave of federal regulation. We do hope that the 'truth-in-lending' and 'truth-in-packaging' bills can become law, but the idea of the consumer affairs program was not simply to push these bills through. . . ."

"I recognize that most businessmen are somewhat less than enthusiastic" about these measures, Mr. Holton continued, "but surely we should recognize that anything we can do to make competition more effective in all our markets will improve the functioning of our economy."

"As far as advertising is concerned, I would like to see us make better use of these consumer conferences (regional meetings, such as those held in St. Louis and Salt Lake City, to discuss consumer problems and possible solutions to them) to find out just what consumers would like to see in advertisements which they do not find at the present time," Mr. Holton stated.

Selling travel via radio, TV extolled

Television, in family viewing time, 6-10 p.m., is the best way to sell travel in the West, Harry Floyd, western sales manager, NBC-TV, told an Advertising Association of the West session on western travel advertising.

One of a panel made up of representatives of the various advertising media, Mr. Floyd urged the travel advertiser to use a run-of-program schedule for his commercials. "If we were to telecast only travel programs," he noted, "we'd have the same limited audience as the travel magazines or newspaper travel sections. But when you're on television, everyone is waiting for your pitch because the medium spans the spectrum of human interests. So you'll reach not only those with travel plans, but those without, and you'll get the big plus from the latter group, those without travel ideas, who are suddenly motivated to make travel plans when they see our touring family within or around their favorite TV show."

Speaking for radio, Edmund C. Bunker, president, Radio Advertising Bureau, called his medium "an exciting, economical way to sell travel . . . best suited to tell the world about the breathtaking beauty and marvelous climate you enjoy here all year long."

Mr. Bunker played a series of travel commercials, including the RAB award-winning spot produced for Qantas Airlines. "Listen to this almost poetic travelogue-in-sound and try to tell me that any cloud-filled TV or magazine spot could possibly contain half of the wonder and imagery of this one 60-second commercial," he declared.



LOOK WHO'S JOINING ANDY WILLIAMS AND ALFRED HITCHCOCK

They're Karen... Tom, Dick and Mary... and harassed Alan Harris, and they all live in a California apartment motel known as *Ninety Bristol Court*, television's first 90-minute comedy address.

Leading troublemaker in the Apartment "A" family is 16-year-old Karen. In Apartment "G" dwell Tom, Dick and Mary — an a-cute triangle with very funny lines. (Dick helps the newlyweds pay the rent.) Uncertain lord of his pad is Alan Harris (played by noted actor Jack Klugman), whose hilarious one-man-crusades in *Harris Against the World* make him a knight in gray-flannel armor.

Separately, the stars above represent three households in an uproar. Jointly, they add up to a king-sized portion of comedy on NBC-TV's Monday night line-up: *Ninety Bristol Court* (7:30), *The Andy Williams Show* (9:00), and *The Alfred Hitchcock Hour* (10:00).

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



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

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



Griffith in new Hess & Clark drive

Hess & Clark, Ashland, Ohio, producer of feed medication and animal health products, through Cooper, Strock and Scannell, Milwaukee, kicks off a major farm radio campaign this week on 105 stations using commercials featuring Andy Griffith, star of his own CBS-TV series.

The one-minute spots will run up to 52 weeks in some markets, 39

weeks in others and for shorter runs elsewhere depending on season and particular product involved. Total budget for radio is about \$400,000.

Checking over a specially tailored Griffith line in a commercial are (l to r) Fred E. Phillips, vice president; Cecil M. Hunt, account executive; Mr. Griffith; and E. E. Cooper, partner of Cooper, Strock & Scannell.

Business briefly . . .

Humble Oil and Refining Co., Houston, through McCann-Erickson, that city, will sponsor a report of *Who Goes There?*—A Primer on Communism, on NBC-TV Aug. 4, 10-11 p.m. EDT.

Helene Curtis Industries, Chicago, through McCann-Erickson, Chicago, has purchased sponsorship in eight NBC-TV programs next season: *90 Bristol Court*, *The Andy Williams Show*, *The Alfred Hitchcock Hour*, *Mr. Novak*, *That Was the Week That Was*, *The Virginian*, *Wednesday Night at the Movies* and *Saturday Night at the Movies*.

Northern Paper Mills, Green Bay, Wis., through Young & Rubicam, Chicago, is using a multimedia campaign, including spot television, to promote its new decorated paper towels, Gala.

General Foods, White Plains, N. Y., through Young & Rubicam, New York, last week announced national marketing plans for its new Jell-O salad gelatin. The new product will be promoted by heavy use of television and magazines.

The Gillette Safety Razor Co.'s Right

Guard Power spray deodorant has come out in a new family-size container. Gillette, through Maxon Inc., New York, plans a heavy concentration of network television during July, August and September to promote the new package.

3M Co., St. Paul, for its duplicating products, tape, chemical and Revere divisions, has signed for the second year to sponsor live coverage of the final two rounds of play in the Bing Crosby National Pro-Amateur golf tournament on NBC-TV Jan. 23-24. Agency: MacManus, John & Adams, New York.

Thomas buys 20th series

Thomas Organ Co., Sepulveda, Calif., has purchased two half-hour filmed series from National Telefilm Associates for use in more than 75 markets in a nationwide fall campaign for the Thomas line of organs for home use. The series, *How to Marry a Millionaire* and *Man Without a Gun*, are both products of 20th Century-Fox TV and each consists of 52 episodes, presumably to be utilized in five-a-week strips on local TV stations.

Timex buys documentary on spot TV basis

U. S. Time Corp. (Timex watches) New York, has signed Wolper Productions to produce an hour documentary, *The Race for the Moon*, for broadcast coast-to-coast in August. The TV special will report on the manned flight programs of the National Aeronautics and Space Administration and the controversy over the cost and feasibility of Project Apollo and provide the first public showing of films of moonships and their space hardware as well as Apollo astronauts in training.

William Dronick will produce and direct the program, with Bill Stout as narrator, repeating the functions the pair performed for *Krebiozen and Cancer*, which also was ordered from Wolper Productions by U. S. Time. Like that program, *The Race for the Moon* will be placed on individual TV stations across the country through the Timex agency, Warwick & Legler, New York. This procedure is followed for many documentaries because of a policy of the TV networks not to accept news-related programs made by outside organizations.

Agency appointments . . .

■ **Guard Chemical Co.** (Lik Nu paint restorer) and **Susco Corp.**, (No Jak tire sealant and candle flare), both Los Angeles, have appointed Asher/Gould Inc., that city, to handle advertising and promotion. Local TV spot campaign will be used. Morley Gould will supervise both accounts.

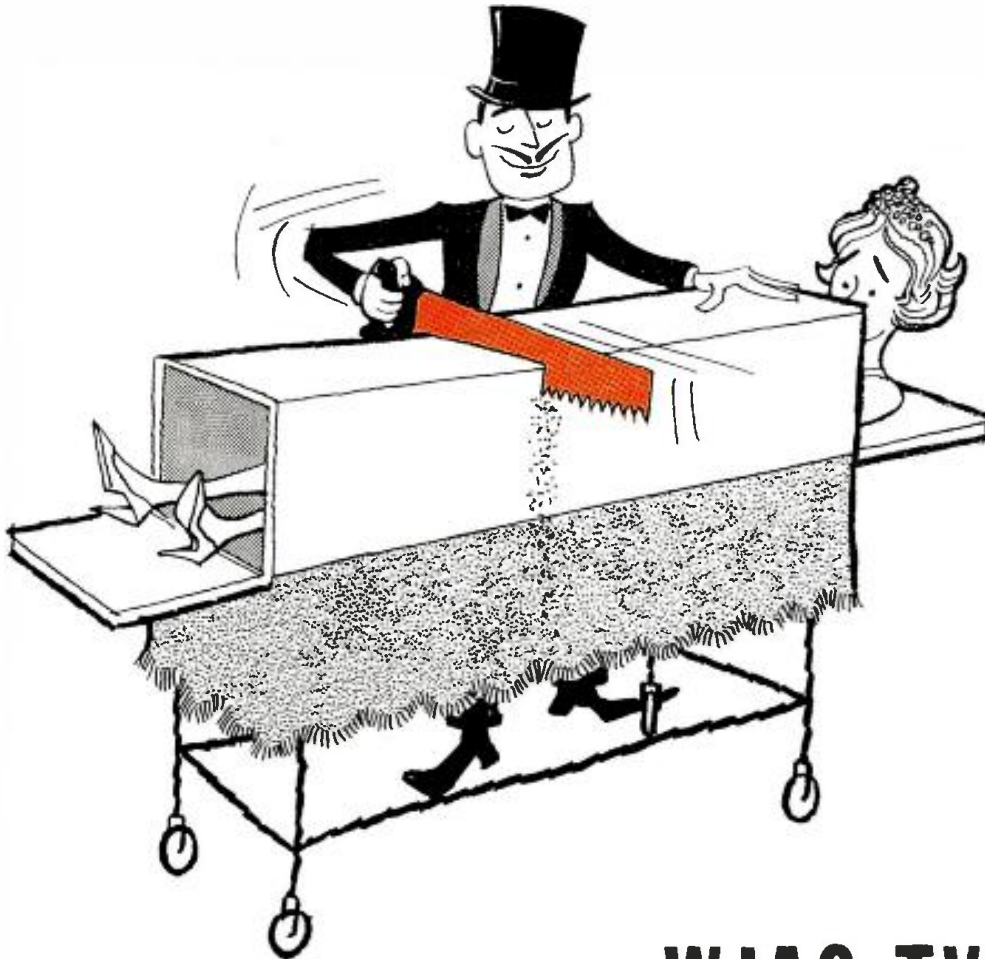
■ **College Inn Food Products Corp.**, Lockport, N. Y., moves from Campbell-Ewald Co., Chicago, to Grant Advertising, New York.

■ **Riccar America Co.**, Anaheim, Calif., appoints MacManus, John & Adams, Los Angeles. George Gensmer will serve as account executive. Owned by Riccar Sewing Machine Co. of Tokyo, and The Wilbur-Ellis Co., export-import firm, Riccar America sells through lease departments in department stores and through its own dealer-operated sewing centers and plans to establish continental network of sales centers in Canada and Latin America as well as the U. S.

■ **Carl Ally Inc.**, New York, named to handle The Stroh Brewery Co.'s Goebel beer advertising. Future advertising for the Detroit-based beer account will likely include radio and TV.

■ **The A & W Root Beer Co.** of Santa Monica, Calif., has appointed The McCarthy Co., Los Angeles, as agency for its advertising, which will total more than \$265,000 this year, about \$80,000

what's in the middle makes the big difference :



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

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



Represented Nationally by
Harrington, Richter & Parsons, Inc.

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

more than in 1963. Outdoor continues as the major medium for the soft drink company, receiving \$170,000 of this year's budget, but radio's share has risen from \$10,000 last year to \$65,000 this, with a switch from spot to five-minute comedy of Jonathan Winters and Mike Nichols and Elaine May on *Monitor*.

■ LOR Productions, producer of literary recreations in record album form; Leo's Quality Foods, packaged meats, and Telecredit, electronic check verifying service, named Hal Stebbins Inc., Los Angeles, as their advertising agency. LOR's initial production, "Journey to Bethany," a 20-side 6½ hour dramatization of the life of Christ, will receive an all-media campaign.

■ Tatham-Laird, New York, was selected last week by a U. S. Department of Commerce panel to handle 1964-65 advertising for the Virgin Islands. The \$450,000 account moves from Richard K. Manoff.

■ Southern California Savings & Loan Association, Los Angeles, has appointed Cole Fischer Rogow Inc., Beverly Hills, Calif., as its national agency. Broadcast advertising for the association has been limited in the past to radio.

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.

John LoBuono & Associates, 4565 DeTonty Avenue, St. Louis 10.

Monsanto Chemical Co., St. Louis (Niran 6-3); three 60's for radio, dramatic-musical. John LoBuono, production manager. Agency: Ridgway Advertising, St. Louis. R. L. Hanchett, account executive. Norman Dain, agency producer.

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

Gordon's Foods, Atlanta (Krunchee corn chips and Gordon's potato chips); two 60's for radio, jingles. Hub Atwood, production manager. Agency: Harris & Weinstein, Atlanta. Abe Weinstein, account executive.

Richardson & Holland, Bellevue, Wash. (syrups, flavorings); one 60 for radio, jingle. Ronnie Tutt, production manager. Agency: David Stern, Bellevue. David Stern, account executive.

Rothenberg & Schloss Cigar Co., Denver (Tar Gard); one 60 for radio, jingle. Joe D'Gerolamo, production manager. Placed direct.

Royal Dunloggin Dairy, Baltimore (dairy products); one 60 for radio, jingle. Ernie Bernhardt, production manager. Agency: S. A. Levyne Co., Baltimore. S. A. Levyne, account executive.

California Cannery & Growers, Sunnyvale, Calif. (Aunt Penny's sauces); one 60 for radio. Vincent Trauth, production manager. Agency: Botsford, Constantine & Gardner, San Francisco. Ed Walthers, account executive.

Lorillard to start campaign for cigar

Television will be used heavily in the metropolitan New York area introduction of P. Lorillard's new filter tip "bold size" (just under four inches) cigars called Erik, starting July 20 and extending to other major markets as soon as production permits. Grey Advertising, New York, is handling the campaign.

P. Lorillard features among other things an "economy price" (retailed at 25 cents for a pack of 10 cigars). Lorillard said Erik was its "entry in the booming conventional small cigar market, where production has been unable to keep up with demand in the first half of the year." TV and print advertising will feature the package design's Viking seafaring vessel and copy will point up the cigar product as the "bold-size filter



tipped cigar" and the "best idea from Scandinavia since blondes."

Lorillard also markets Madison, Between the Acts and Omega brands among little cigars. Its cigarette brands include Kent, Newport, Old Golds, Spring and York.

Also in advertising . . .

New office ■ Post-Keyes-Gardner, Chicago, has opened a new office in Honolulu at Suite 1606, Ala Moana building. The office primarily will be responsible for media placement and local services on newly acquired Primo beer account,

ABC Radio to make spots

The establishment of a "creative commercial workshop" by ABC Radio to help advertising agencies prepare radio commercials and to bring additional business to the industry was announced last week by Robert R. Pauley, president of the network.

ABC Radio's plan is to develop a staff of top talent to create and produce commercials. For a fee advertisers who ask for the service will receive complete ABC Radio-produced commercials.

a division of Jos. Schlitz Brewing Co. Creative work on Primo will continue to be handled by PKG's San Francisco office.

Metropolitan areas ■ The U. S. Department of Commerce has published a map showing standard metropolitan statistical areas of the U. S. and Puerto Rico. The color map is available at 50 cents a copy from the Superintendent of Documents, Government Printing Office, Washington, or any Commerce Department field office.

Appoints agency ■ KFMB-TV San Diego has appointed Champ Advertising Inc., that city, as its advertising agency.

Colorado pleased with its test radio campaign

This spring the State of Colorado decided to change an advertising policy of more than 20 years standing and see what radio could do. It was "highly pleased" with the results.

A six-week campaign was placed on KMPC Los Angeles, with 10 one-minute announcements per weekend, voiced live with "high country" music under, before and after. The Colorado spots ran from mid April through the end of May.

Rep appointments . . .

■ WPOP Hartford-New Britain, Conn.: Blair Radio, New York, effective Aug. 1.

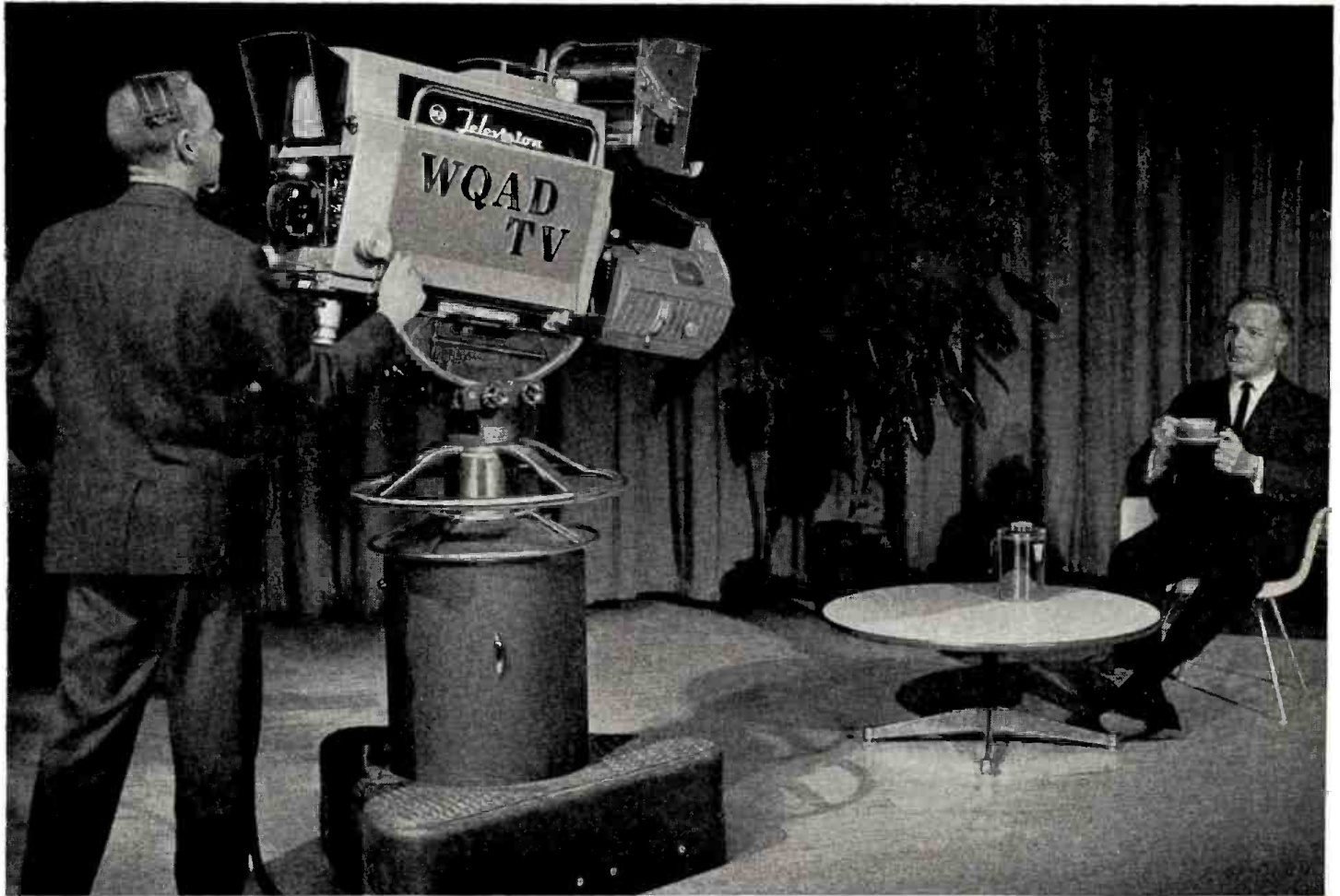
■ WBRY Waterbury, Conn.: Prestige Representation Organization, New York.

■ KELA Centralia-Chehalis, Wash.: William L. Simpson and Associates Seattle.

■ WKOX-FM Framingham, Mass.: Kettell-Carter Inc., Boston, as regional representative.

When success marks TV progress

"It's the TK-60's" says WQAD-TV, Moline, Illinois



WQAD commercial announcer John Drilling and production cameraman Ray Keller rehearse a commercial for a local Maxwell House Coffee advertiser in Moline.

"The TK-60 cameras are terrific," according to Frank Schreiber, WQAD-TV President. "We are putting them to use doing a lot of commercials. Our production men like them, too—they help to get the effects they want without a lot of fussing around. Coupled with RCA TV tape recorders, they make an unbeatable combination for local programs and commercials." Isn't this a cue to successful production you can use?

RCA Broadcast and Television Equipment, Bldg. 15-5, Camden, N.J.



THE MOST TRUSTED NAME IN TELEVISION

The problem of succession at NAB

BOARD'S JOB NOW: TO PLAN A FUTURE, THINK ABOUT A PRESIDENT

When the joint board of the National Association of Broadcasters meets in Chicago tomorrow (July 14) in the wake of the resignation of LeRoy Collins as president of the organization (BROADCASTING, June 29), it faces two main problems—one immediate, the other perhaps of longer range.

The immediate problem is to arrange for interim operation of the NAB. The

other is to find a successor to Mr. Collins, who has been nominated to be director of community relations services under the Civil Rights Act (see story below) and who already has become active in his new role.

The consensus among key board members last week was that the five-man executive committee should operate as an interim regency supervising the

30-man executive staff of the NAB administered by Vincent B. Wasilewski. NAB executive vice president, until permanent arrangements are made.

The NAB executive committee consists of Willard Schroeder, WOOD-AM-FM-TV Grand Rapids, Mich., as joint chairman; Mike Shapiro, WFAA-AM-FM-TV Dallas, chairman, and John F. Dille, Communicana Stations, vice chairman,

Collins confirmation: sidetracked by a sideshow

LeRoy Collins's nomination as director of community relations services cleared the Senate Commerce Committee last week—but only after a 48-hour delay caused by Senator J. Strom Thurmond (D-S. C.).

Senator Thurmond, a militant segregationist, opposed the Collins appointment and questioned the NAB president sharply about his views on civil rights and the terms of his severance from his NAB contract. Later another senator, John J. Williams (R-Del.), in a statement on the Senate floor, questioned the propriety of President Johnson's intervention with the NAB's executive committee to obtain Mr. Collins's release from his contract.

The Collins confirmation proceedings were further enlivened by a wrestling match between Senators Thurmond and Ralph Yarborough (D-Tex.).

Meanwhile Mr. Collins started to work on his new job, though he technically was still on the NAB payroll and yet to be confirmed for his new post by the Senate. Mr. Collins, in the company of Secretary of Commerce Luther Hodges and Buford Ellington, former governor of Tennessee, set off on a tour to consult with governors on the question of conforming to the new Civil Rights Act that created Mr. Collins's job.

The Dissenter ■ At the Senate Commerce Committee's hearing on the Col-

lins nomination last Tuesday (July 7) most members obviously favored approval and questioned Mr. Collins sparingly. Senator Thurmond, however, grilled him for two hours.

Asked by Senator Thurmond about details of his NAB contract settlement, Mr. Collins confirmed that he would receive \$60,000, a 1964 Cadillac, a color television set and other incidentals (CLOSED CIRCUIT, July 6). He said "it was agreed that I would be allowed to keep as my own some incidentals that NAB has bought and paid for but I have used in connection with my work."

The incidentals, he said, include a radio and a set of reference books he uses to prepare speeches, and he added that he hoped to get an oil painting that BROADCASTING reported would be added to the store of things he would take with him from the NAB. Mr. Collins said the painting which BROADCASTING reported had cost about \$550, "wasn't mentioned specifically" in his settlement, but "it is something I like very much, and I think my board will be happy for me to take it."

Householder ■ Mr. Collins said he wasn't sure how the \$60,000 would be paid, whether in salary or as "partial payment on the balance due" on the mortgage on his Georgetown home. He said that as NAB president he "was obligated to buy a house here in Washington—it was located close downtown—that I could use in part for office work and in part for entertaining and other services, and I haven't paid for that house fully."

(He did not amplify his reference to the "obligation" that he buy a house. So far as is known no such obligation was a part of his contract with the association.)

Mr. Collins said he had severed all ties with the NAB but still has "a little



(L): Senator J. Strom Thurmond (D-S.C.) questions LeRoy Collins at four-hour Senate Commerce Committee hearing on nomination of NAB presi-

dent as director of community relations services while (c-r) Senator Norris Cotton (R-N.H.) and Warren Magnuson (D-Wash.) listen in.

of the TV board; Rex G. Howell, KREX-AM-FM-TV Grand Junction, KREY-TV Montrose and KGLN Glenwood Springs, all Colorado, chairman, and Jack Lee, WPRO-AM-FM-TV Providence, R. I., vice chairman, of the radio board.

A number of subsidiary but vital decisions also confront the board. One of these, which has strong support in some quarters is a management study of the NAB structure. There is feeling that the time might be appropriate for a complete analysis of the NAB to be undertaken by an outside consultant.

Over the years ideas on how the NAB should be organized have been proposed, but none has been seriously considered. Among these are:

- Federation-type organization that

would include not only broadcasters but also other organizations having a relationship to broadcasting, such as TV and radio set manufacturers.

- Minimum-type NAB which would, with a small, high-powered staff, deal only in government relations and public relations.

- Elimination of proliferating special interest groups outside the NAB.

The idea of a management study was raised only last April by Ben Strouse, WWDC-AM-FM Washington, who until last month was chairman of the radio board.

"I have been concerned for some years," Mr. Strouse wrote to Mr. Collins April 24, "about the ever growing number of organizations in our industry.

In addition to belonging to NAB, a state association, and [the Radio Advertising Bureau] or the [Television Bureau of Advertising] a station is asked to join many other organizations. . . I do feel that something has to be done to eliminate the multiplicity of groups."

What Mr. Strouse proposed was the hiring of an outside management firm "to come up with recommendations for the most efficient plan to ascertain the best way of servicing the industry at the lowest possible cost."

Not Sold ■ Mr. Collins answered Mr. Strouse two weeks later. He didn't cotton to the idea. "I personally have never been impressed with the idea of NAB being a federation of associations," he wrote. "This to me would

vacation time coming to me, and the NAB will pay me through this month." He added that he would "contribute some efforts" to turn over "a fairly clean desk to my successor."

Forty-five minutes of the questioning was taken up by Senator Thurmond's reading of 11 editorials from southern newspapers criticizing a speech made by Mr. Collins in Columbia, S. C., last winter (BROADCASTING, Dec. 9, 1963). Mr. Collins said he was "shocked" that the senator chose to read only the editorials that had been critical. He said they had been based on an erroneous AP story that was later corrected. In the Columbia speech Mr. Collins called for the South to adopt a progressive attitude toward civil rights.

The Staller ■ After the questioning at the hearing last Tuesday (July 7) Senator Thurmond blocked a vote by noting the absence of a quorum. The next day, the senator succeeded again in delaying the vote when he stood outside the committee's meeting room while eight members assembled, one shy of a quorum. On Thursday he stood his ground again outside the meeting room when Senator Yarborough started in.

Mr. Yarborough jokingly tugged at Mr. Thurmond's arm and said: "Come on, Strom, help us make a quorum." The two began to wrestle in a match that became less playful the longer it went on. After about 10 minutes Senator Warren G. Magnuson (D-Wash.), chairman of the committee emerged from the room and said: "Let's break this up." Mr. Yarborough entered, and Mr. Thurmond followed when he learned that enough members had already reported to constitute a quorum. The committee then approved Mr. Collins's nomination by a vote of 16 to 1.

According to Senate rules, a dissenting vote in committee delays the reference to the Senate by 24 hours. Senator Thurmond's tactics cost Mr. Collins his confirmation last week. The Senate was to recess last Friday morning

until July 20 after which the nomination will presumably come up. It is subject to debate.

Another Questioner ■ On the Senate floor last Thursday Senator Williams, not a member of the Commerce Committee, spoke of the "personal intervention of President Johnson" in getting Mr. Collins released from NAB.

Senator Williams cited a BROADCASTING June 29 story which said the President "called members of executive committee of NAB board to his office to request Mr. Collins's release. Committee members met with the President for about 20 minutes. . . . It was in response to President Johnson's assurance that Mr. Collins's services were needed that NAB executive committee-men voted to release their president and give him severance to offset salary

sacrifice he will make in taking government job."

The senator said he questioned "the propriety of . . . calling together representatives of an industry whose future is so dependent upon decisions of regulatory bodies and confronting them with a demand that they underwrite or compensate this official of their organization for his loss in income as a result of taking a government job."

Senator Williams added: "I cannot but feel that [the President] has overlooked the significance of this new precedent wherein he personally is encouraging private industry to supplement the salary of a public official. . . .

"Certainly no company or group of companies would dare reject the recommendation of the President."

He said he would vote for Mr. Collins.



(L to r): Senators Spessard Holland (D-Fla.) and George Smathers (D-Fla.) sit and listen as ex-Florida Governor LeRoy Collins answers questions of

Senator J. Strom Thurmond (D-S.C.) at last week's Senate Commerce Committee hearing on the NAB president's nomination to new federal position.

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result in the NAB being an organization on paper without much involvement in the day-to-day problems of broadcasting.

He did agree, he said, that some groups now outside NAB should be brought within the organization. These he categorized as consisting of "employees of NAB members," identifying them as program directors, news directors, engineers or controllers. There are not competitive situations in those groups, as between radio and TV, he noted.

But, he added, this approach would recognize the continued need for a separate RAB and a separate TVB. "A separate TIO [Television Information Office] would be questionable under this philosophy . . .," he said. Such groups as the Association on Broadcasting Standards, the clear channel group and AMST [Association of Maximum Service Telecasters] would be independent of the NAB structure."

Mr. Collins said: "My philosophy . . . would be summed up thusly: Where there is a competitive need for a division of functions, let there be separate organizations; where there is a group within our industry pursuing legislative or regulatory courses of action at odds with another part of the industry, let them organize separately; but where this is not the case—where the need is for an organization or function to promote internal unilateral development, let it be under NAB."

In discussing his opposition to the idea of an outside management survey, Mr. Collins remarked:

"Efficiency in the organizational structure of an association is not necessarily the principal factor in its administrative setup."

Yearly Member Presidents ■ Another element that might come under a study of the NAB is the status of the president, it was pointed out. There have been suggestions that the NAB, instead of having a permanent paid president, might follow the example of other national trade associations, like the U. S. Chamber of Commerce, the National Association of Manufacturers and the Electronic Industries Association. These associations are run by an executive director, with a member of the industry elected as president for a term of one year.

This subject has come up from time to time; the last time just before the selection of Mr. Collins to head the association, but it was always decided to continue under the aegis of a paid, permanent president.

Other elements that might be taken up in the proposed study include some suggestions made by Mr. Collins over the past few years:

Reduction in the number of members of both the TV and the radio boards, elimination of the radio vice presidency

(since there is now no longer a vice president for TV) and expanded government and public relations staffs and activities.

Other suggestions received by board members from broadcasters:

■ Before any new president is selected, the board should write up a "job description" which should list exactly what his responsibilities and obligations are, as well as the limits to his activities. If Mr. Collins had known exactly how far he could go, it's thought, some of the problems that arose from his plain speaking might have been avoided.

■ Board members should be kept advised by the selection committee of the names of the various candidates and the status of negotiations. This apparently was not done during the search for a new president after Harold Fellows died in 1961, and it caused some criticism.

Names Make News ■ Meanwhile, speculation continued in regard to a possible successor to Mr. Collins, with opinion still heavily weighted in favor of a broadcast executive.

However, there was some sentiment in favor of an outstanding public figure, and new names heard in this area were those of Governor George Romney, of Michigan, and Eugene M. Zuckert, Secretary of the Air Force and former member of the Atomic Energy Commission.

Among the broadcasters whose names have been proposed, Clair R. McCollough, president of the Steinman stations and active in NAB affairs for more than a quarter of a century, was most prominently mentioned. There was the notion among some broadcasters that if a strong movement developed to draft him, he might be persuaded to consider acceptance, although his ties with the Steinman operations in Pennsylvania, Delaware, Arizona and New Mexico would be difficult to break. He appears to have the unanimous support of the NAB staff.

One board member said he had been told that Mr. McCollough is available.

Donald H. McGannon, chairman and president of Westinghouse Broadcasting Co., has confided to friends who have talked with him that he would not be available for the NAB assignment. A lawyer, as well as a broadcaster, and the father of 12, Mr. McGannon feels that his future is tied into Westinghouse.

John S. Hayes, president of the Post-Newsweek stations and chairman of the executive committee of the Washington Post Co., likewise does not regard himself as available under any foreseeable set of circumstances. The broadcast advisor to Lyndon B. Johnson during the 1960 vice presidential campaign, Mr. Hayes maintains close contact with the administration. In his case, it is felt

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WCUB Manitowac, Wis.
KBEE Modesto, Calif.
WCMY Ottawa, Ill.
WCMP Pine City, Minn.
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that he would not leave his present post unless called to accept an assignment in the federal establishment.

J. Leonard Reinsch, president of Cox Broadcasting Corp., who is at present also executive director of the Democratic National Convention, is committed to his company under contract and option agreements. The company recently went public and is currently in an expansion program including extensive CATV operations. Mr. Reinsch is devoting virtually full time to preparations for the convention in Atlantic City next month and probably will figure in the campaign to the extent of his available time.

Ward L. Quaal, executive vice president-general manager of WGN Inc., likewise is committed to the Chicago Tribune Co. under a long-term contract. He is also a member of the parent company board and at 45 is the youngest executive and board member of that far-flung empire which includes vast newspaper holdings in addition to the *Chicago Tribune* and *Chicago American* and *New York Daily News*, and WGN-AM-FM-TV Chicago, WPIX(TV) New York and KDAL-AM-FM-TV Duluth, Minn.

Full House in Chicago ■ All members of the combined boards have indicated they will be present at the meeting tomorrow at O'Hare Inn, except David C. Adams, senior executive vice

president of NBC, and Robert F. Hurleigh, president of the Mutual Broadcasting System. Mr. Hurleigh advised the NAB staff that Charles W. Godwin, vice president (stations), would represent him at the meeting. Mr. Godwin, of course, would have no vote. The TV board is composed of 15 members; the radio board of 29.

Also scheduled to be present at the meeting are these NAB executives: Messrs. Collins and Wasilewski; Douglas A. Anello, general counsel; John M. Couric, vice president for public relations, and Everett E. Revercomb, secretary-treasurer.

Changing hands

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

■ WCOV-AM-TV Montgomery, Ala.: Sold by Oscar P. Covington and associates to J. Douglas Gay Jr., H. Guthrie Bell, Earl L. Boyles and others for approximately \$1,225,000. Buyers own WLEX-TV (ch. 18) Lexington, Ky., which until contract was dropped last month was slated to be sold to Crosley Broadcasting Corp. Wcov, founded in 1939, is on 1170 kc with 10 kw day and 1 kw night and is affiliated with CBS. Wcov-

tv (ch. 20), established in 1953, is affiliated with CBS and ABC. Broker: Chapman Co.

■ WFME(FM) Newark, N. J.: Sold by Communications Industries Stations to Richard Eaton for \$450,000. CIS, owned by Lazar Emanuel and others, retains WYTV(TV) Youngstown, Ohio; WKST-AM-FM New Castle, Pa.; WACE Chicopee, Mass.; WEOK Poughkeepsie, N. Y., and WJRZ Newark. For Mr. Eaton's broadcast holdings, see WJMY-TV Allen Park, Mich., under approved sales. WFME is on 94.7 mc with 13.5 kw. Broker: Edwin Tornberg & Co.

■ WDMF Buford, Ga.: Sold by Robert E. Thomas to Mr. and Mrs. Robert P. Joseph, E. Weaks McKinney-Smith and George T. Bailey for \$32,000. All buyers but Mrs. Joseph are associated with WDXR Paducah, Ky. WDMF is a 1 kw daytimer on 1460 kc. Broker: Chapman Co.

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 76).*

■ KTW-AM-FM Seattle: Sold by First Presbyterian Church of Seattle to David M. Segal for \$250,000. Mr. Segal is majority owner of WQVM Greenville, Miss. KTW, founded in 1920, is on 1250 kc with 5 kw day and 1 kw night. KTW-FM is on 102.5 mc with 16.5 kw.

■ KODY North Platte, Neb.: Sold by James Stuart and family to H. P. Lau Co., a grocery firm, and others for \$250,000. Founded in 1930, KODY is on 1240 kc with 1 kw day and 250 w night and is an NBC affiliate.

■ WKPA, WYDD(FM) New Kensington, Pa.: Sold by C. Russell Cooper and others to Nelson L. Goldberg and associates for \$225,000. Mr. Goldberg was general and commercial manager of the stations prior to their sale. WKPA is a 1 kw daytimer on 1150 kc; WYDD is on 100.7 mc with 20 kw.

■ WJMY-TV Allen Park (Detroit), Mich.: Sold by Robert P. Spanos and associates to Richard Eaton for \$115,000. The channel 20 outlet, established in 1962, is now off the air. Mr. Eaton controls WOOK-AM-TV, WFAN(FM) Washington; WSID-AM-FM, WTLF-TV Baltimore; WINX Rockville, Md.; WJMO, WCUY-FM Cleveland; WANT Richmond and WACH-TV Newport News, both Virginia; WMUR-TV Manchester, N. H.; WFAB South Miami, Fla., and WBNX New York.

■ WHVF Wausau, Wis.: Sold by Hilding V. and L. Rosalind Foreen and others to Post Publishing Co., owned largely by Minahan family, for \$65,344. Post has interests in WEAU-TV Eau Claire and WAXX Chippewa Falls, both

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Wisconsin, and KTVO-TV Kirksville, Mo.; Post owns *Appleton* (Wis.) *Post-Crescent*. WHVH is on 1230 kc and has 1 kw day, 250 w night and is affiliated with Keystone network.

COMMUNITY ANTENNA TV

▪ The Titusville (Pa.) Cable Co., headed by Arthur D. Carlson, sold to a new firm whose president is veteran CATV owner Robert J. Tarlton. The system has more than 1,500 subscribers. Price undisclosed.

FCC approves Kaiser for UHF in New Jersey

Kaiser Industries Corp. last week gained a new member in its growing family of UHF television stations. The FCC approved Kaiser's application for channel 41 in Burlington, N. J.

The Burlington application is the fourth to be granted since Kaiser entered UHF in September 1962. Kaiser has received grants for channel 50 (WKBD) in Detroit, channel 44 (KFOG-TV) San Francisco and channel 52 (KICB) in Corona, Calif. The corporation also has applied for channel 38 in Chicago where it faces three competitors (BROADCASTING, July 6). The Chicago application has been the only contested bid.

The commission conditioned the channel 41 grant that Kaiser accept a substitute channel if dictated by the result of the UHF allocations proceeding now before the FCC (see page 52). Kaiser was also instructed to construct facilities "as may be appropriate for any channel which may be finally assigned."

The channel 41 grant, the commission said, will be subject to review after disposition of pending criminal anti-trust suits against Kaiser Aluminum & Chemical Sales Inc. and Kaiser Steel Corp.

The grant was approved 4-2, with Commissioners Robert T. Bartley and Kenneth A. Cox dissenting. Chairman E. William Henry and Commissioners Rosel H. Hyde, Lee Loevinger and Robert E. Lee approved the grant and Commissioner Frederick W. Ford did not participate.

In addition to its UHF properties, Kaiser owns KHVH-AM-TV Honolulu and KHJK(TV) Hilo, both Hawaii.

FCC delays comments on CATV ownership rule

The deadline for comments on the FCC's inquiry into the ownership of community antenna television systems by TV station licensees was extended

NAB bid denied

The Zoning Commission of the District of Columbia has denied a request by the National Association of Broadcasters for a change in zoning classification for its 13,900 square feet, two-lot property at 1771-1775 N St., N. W., Washington (BROADCASTING, June 29).

There was no explanation for the denial. The classification now in existence permits the NAB to build an office building 5½ times the land area, and also restricts leasing offices to trade associations, labor unions and professionals (doctors, dentists, engineers). If the zoning change had been approved, the association would have been permitted to build an office building 6½ times the land area, with no restrictions on tenants.

NAB has not yet decided whether to appeal.

last week until Sept. 18. Comments would have been due this Wednesday (July 15).

The commission said it postponed

the deadline on its own accord so comments on the CATV's ownership proceeding would coincide with reply comments, also due Sept. 18, on the proposed rules to govern grants to microwave systems servicing CATV's. The commission said "... it appears that some of the matters which the National Association of Broadcasters wishes to present..." in the microwave rule-making relate to the ownership question.

At the time the commission delayed the microwave rulemaking reply comments it removed the 15-day nonduplication of programming clause from grants to microwave operations servicing CATV's in the grade B service areas of TV stations (BROADCASTING, July 6). TV stations will continue to be protected within the grade A contour.

The commission said that in view of the drawn-out nature of the CATV proceedings it is "appropriate" to drop the nonduplication condition from grants in the grade B contour.

Commissioners Robert T. Bartley and Lee Loevinger said they would have deleted the requirement for the grade A contour as well. Commissioner Frederick W. Ford would have protected TV's only within their principal city contours.

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FCC clarifies overlap rules

**Exclusion of before-June-9
cases from new rule could
affect NBC-RKO exchange**

The FCC last week resolved the possible complication its newly adopted overlap rules could have created in deciding the pending license renewal of NBC's WRCV-AM-TV Philadelphia and the proposed trade of the stations for RKO General's WNAC-AM-TV Boston.

The commission announced that applications on which there has been an initial decision before June 9 will not come under the new overlap regulations. There were seven applications in this category, besides the NBC case.

An initial decision, recommending an NBC renewal and the trade with RKO, was issued last fall by Chief Hearing Examiner James D. Cunningham.

Some commission officials believe that it was an oversight not to have included these exempted cases within the context of the overlap rules.

The new overlap rules, which require minimum mileage separations of commonly owned AM, FM and TV stations, becomes effective July 16 (BROADCASTING, June 8).

Should the commission approve the exchange of NBC's Philadelphia properties for RKO's Boston stations, RKO will overlap with its WOR-AM-TV New York.

Philco Broadcasting Co., which has challenged WRCV-TV's license renewal and the exchange with RKO through its application for a new station on Philadelphia's channel 3, did not make the overlap situation an issue.

NBC, under a court decision, must cease operation of its Philadelphia stations by Sept. 30 (BROADCASTING, June 29). The network was charged with pressuring Westinghouse Broadcasting Co. into trading its Philadelphia stations for NBC's Cleveland outlets in 1956.

The other applications exempted last week from the new overlap rules are: Northern Indiana Broadcasters Inc., for a new station on 950 kc, 1 kw, in Mishawaka, Ind.; Central Broadcasting Co., applying for 1270 kc, 5 kw, in Belmont, N. C.; Kent-Ravenna Broadcasting Co., a new station on 1520 kc, 1 kw daytime in Kent, Ohio; The Prattville Broadcasting Co., 1330 kc, 1 kw daytime in Prattville, Ala.; Al-Or Broadcasting Co., 1530 kc, 1 kw daytime in

Planning for future

At least one Alaskan broadcaster may be thinking like the parson who admonished his congregation to bring umbrellas when they came to pray for rain.

An undisclosed number of shares in the Communications Satellite Corp. were purchased last week by Northern Television Inc. for its Alaskan stations (KTVA-TV and KNIK-FM Anchorage, and KTVF-TV Fairbanks).

Northern President A. G. Hiebert explained that the amount was modest due to quake-damage expense, but that the stations made the purchase "to show our good faith and confidence in this tremendous technical breakthrough . . ." and its many implications for "enriching the lives of our Alaskan TV viewers."

He said "it does not take much imagination to assume that Alaska [which now receives network TV programming three to four weeks later than the continental U. S.] with its tremendous strategic position and already established highly sophisticated communications system, would be fairly high on the priority list as COMSAT emerges into commercial service."

Mebane, N. C., and Des Moines County Broadcasting Co., 1150 kc, 5 kw daytime in Burlington, Ohio.

CBS last week asked the commission to reconsider its ban on applications for major changes in stations in an overlap situation. CBS said that under the language of the rules even applications that would not increase overlap would be barred. The network urged that the commission allow applications for major changes if there would be no resulting increase in overlap.

Stay of WBOY-TV sale denied

The U. S. Court of Appeals in Washington last week denied a request for a stay of the sale of WBOY-TV Clarksburg, W. Va., to the owner of a local community antenna television system.

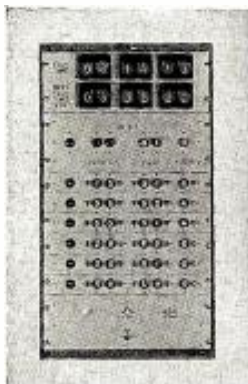
The sale is opposed by CATV subscribers in Clarksburg and nearby Fairmont and the *Clarksburg Telegram and Exponent*. When the FCC refused to revoke the sale by Rust Craft Broadcasting Corp. to a subsidiary of Fortnightly Corp., which operates the CATV's in the area, the opposition asked the court for a stay and review. The review is still pending.

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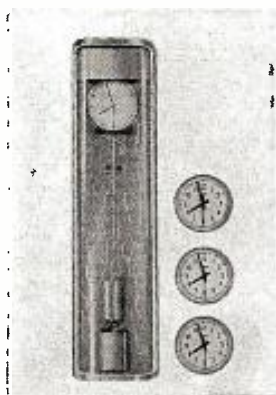
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EQUIPMENT & ENGINEERING

Computer to pick new UHF allocation table

Commission seeking to find out what's practical in re-examination of philosophy and objections

The FCC's approach to the task of designing a new table of assignments for UHF television—a project begun last October—is undergoing a change.

There were these developments last week:

The commission announced it will defer adoption of a complete table until it can "re-examine its allocation philosophy and objectives in the light of current knowledge and objectives." The commission's computer will be used in this re-examination.

To speed the inauguration of new UHF service, pending this re-examination, the commission decided to make assignments where applicants or prospective applicants are prepared to proceed with construction and operation of new stations. The commission initiated this practice last week by adopting

UHF assignments for 10 markets.

The FCC is re-examining its allocations policy because of its concern about putting channels in overshadowed markets. Commission staff members say channels in such markets—suburban areas within the reach of stations in large cities—often go unused.

As a result, the staff feels it might be wiser to transfer these channels into the large city, where they would be more apt to be used, or moved out beyond the signal of the city stations.

'What's Practicable?' ■ Commission allocations policy calls for providing multiple service to large cities and at least one to as many communities "as practicable." As one staff member put it, "we want to find out what's practicable."

Officials stress that the commission

UHF assignments changed in 10 markets

The FCC last week adopted UHF assignments for 10 markets in an effort to clarify the status of the assignments in the affected communities pending completion of the UHF table now being constructed.

The action affects:

Boston — channel 25 transferred from Barnstable for commercial use. Present channel 44 in Boston is reserved for educational use. Boston already has UHF channels 38, 56.

Charlottesville, Va. — channel 25 transferred from Emporia, Va..

Charlottesville already has UHF channels 45 (educational), 64.

Concord, N. C. — channel 59 transferred from Kannapolis, N. C., and reserved for educational use.

Fort Myers, Fla. — channel 25 substituted for channel 16 and reserved for educational use.

Huntsville, Ala. — educational reservation shifted from channel 44 to

channel 25. Huntsville already has UHF channels 19, 31.

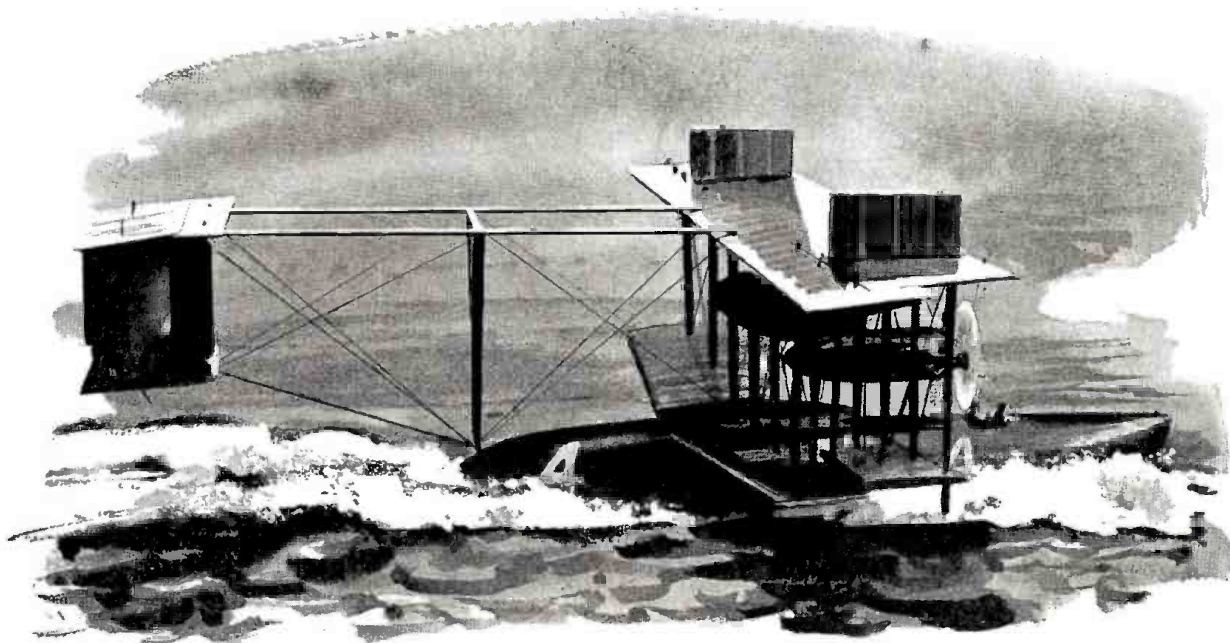
Linville, N. C. — assigned channel 18 as an educational reservation.

Melbourne, Fla. — assigned channel 43 as a replacement for channel 37, which will not be available for television before Jan. 1, 1974, to protect radio astronomy observations.

Tampa-St. Petersburg, Fla. — channel 16 transferred from Fort Myers and reserved for educational use. Market already has UHF channel 38.

Tucson, Ariz. — assigned channels 40 and 61.

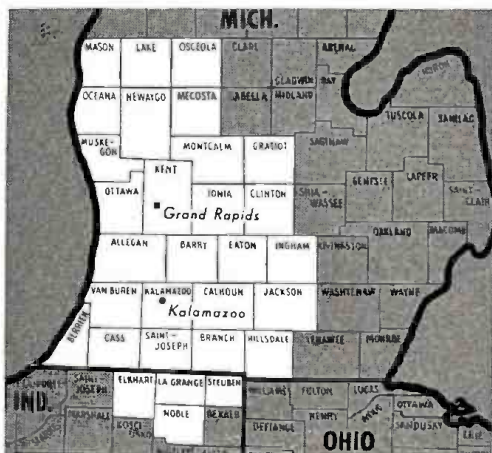
Yakima, Wash. — channel 35 transferred from Omak-Okanogan, Wash. Channel 32 will be assigned to Omak-Okanogan as an educational reservation. This will require replacing channels 49 and 65 (educational) in Ellensburg with channels 51 and 63 (educational).



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WWTW CADILLAC-TRAVERSE CITY
WWUP-TV SAULT STE. MARIE
KOLN-TV LINCOLN, NEBRASKA
KGIN-TV GRAND ISLAND, NEB.

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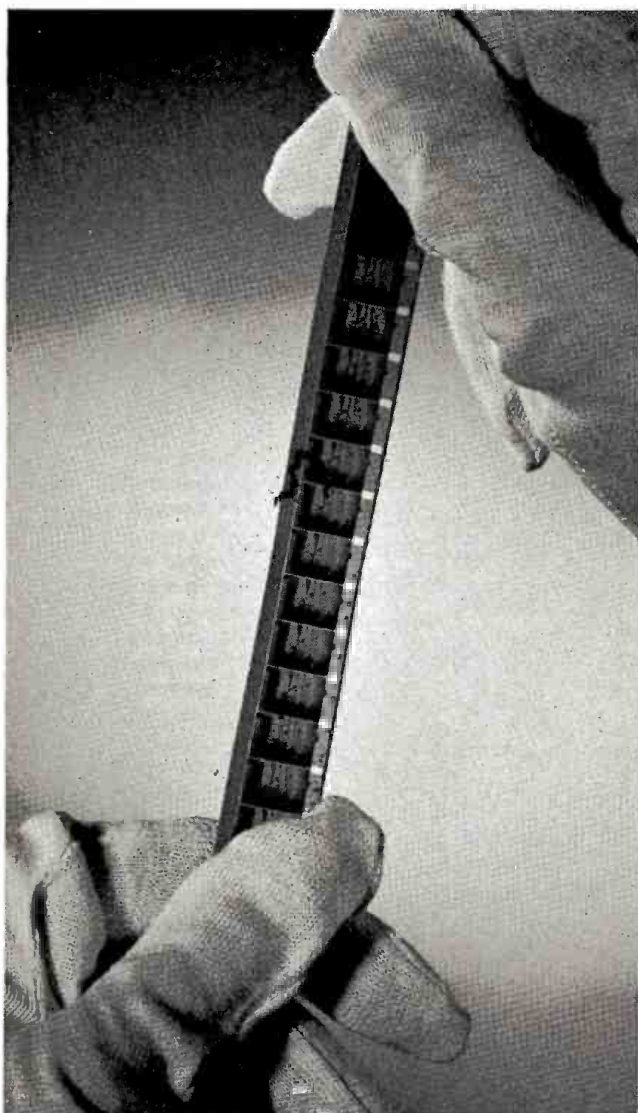
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This new prestriped film is designed for studio and outdoor use, making it ideal for news, sports, documentation. Created specifically for rapid, high-temperature Eastman Viscomat processing, it can also be processed by any commercial laboratory.



2. SHOOT with the KODAK Reflex Special Camera...

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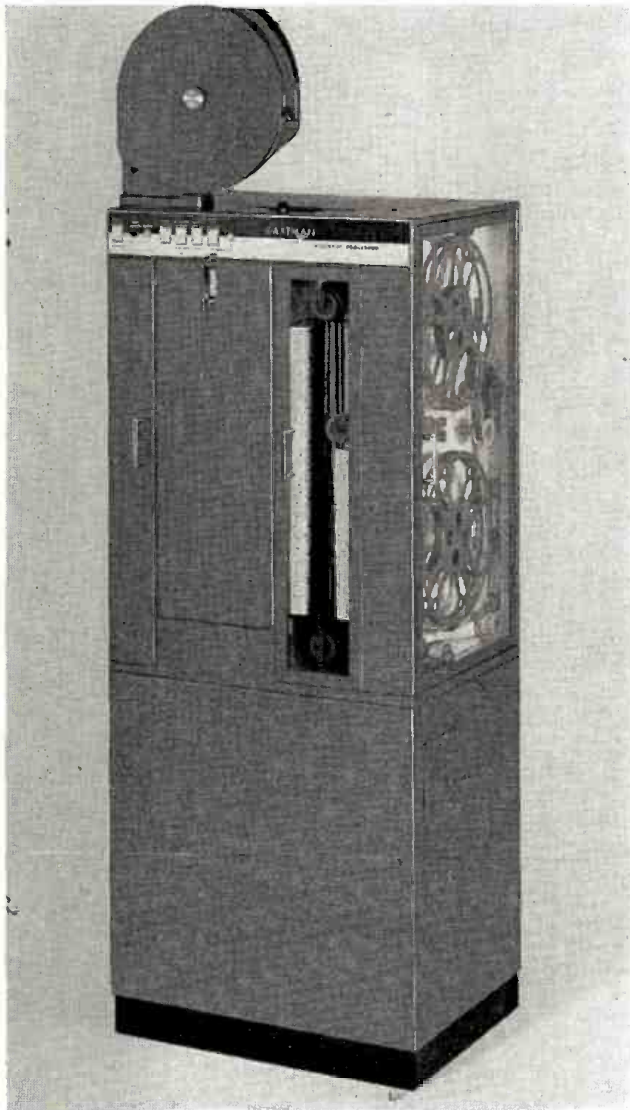
For further information, write or phone for special descriptive Brochure SI-4...

Motion Picture Products Sales Department •

“On-the-spot” to “On-the-screen” 16 mm sound film system!

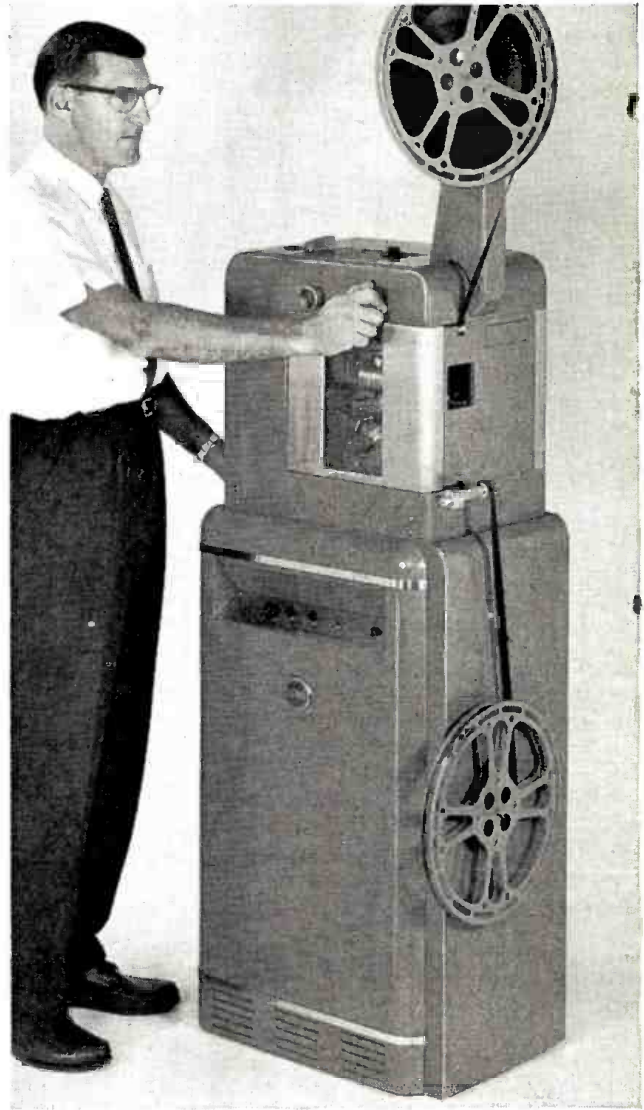
3. PROCESS with the EASTMAN VISCOMAT Processor . . .

Processes film in minutes. In addition to negative prestripped film, TV recording, sound recording and positive print film may also be processed. Compact; easily, quickly installed. Completely automatic—no chemicals to mix or replenish.



4. PLAYBACK with the EASTMAN 16mm Television Projector, Model 275 . . .

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EASTMAN KODAK COMPANY Rochester, N.Y. 14650

is not giving up on the idea of local service. One possibility being studied is the use of low power UHF stations to serve small communities. The stations envisaged, which would be comparable to class A FM outlets, theoretically could be placed within 60 miles of one another on the same channel.

The commission's computer—a Univac III—will make the re-examination possible. The Univac division of Sperry Rand will program the computer, with data provided by the staff, at a cost of \$12,000.

The staff plans to run a number of different sets of criteria through the machine—from 25 to 100, according to one official—in a search for the most feasible plan. The computer can turn out a table in three hours, once it's been programed. Three months would be required to do the same table manually.

Human Factor ■ The staff will not rely entirely on the computer for the table's design. Staffers will use it to make assignments to large cities, where the need is apparent, but will rely on their own judgment to make assignments to smaller markets.

The staff expects to begin running tests on the computer by mid-September. Officials believe that a table can be selected and a final order written and issued by the end of the year.

The commission initiated its current effort to design an optimum allocations

plan last October when it proposed a table providing for some 2,000 assignments, about 400 more than are in the present table. It contains some 600 channels for educational television (BROADCASTING, Oct. 28, 1963). Also under consideration is a table proposed by the National Association of Educational Broadcasters, which was prepared with a computer (BROADCASTING, Nov. 11, 1963).

The FCC's decision to make UHF assignments on a case-by-case basis is an effort to introduce some stability into the UHF field pending completion of the table—and to prod into action UHF permittees who have been slow to construct their stations.

Overall Plan Protected ■ The commission said that by limiting assignments to those few places where the prospect of early services was good, it would not prejudice the effort to develop an overall plan. It added that assignments will be subject to change to accommodate the ultimate plan adopted. But it promised to make "every effort" to avoid changing assignments where stations were in operation or construction was well advanced.

The commission warned, however, that "assignments which are not applied for or channels on which permittees have failed to construct will enjoy no such stability. They may be changed or deleted to accommodate the overall assignment plan which will be adopted

in this proceeding."

In a related development involving UHF, the staff has recommended denying the petition of the Midwest Program for Airborne Television Instruction, Inc., that its operation be authorized on a regular basis and that six UHF channels be provided (BROADCASTING, Oct. 28, 1963).

However, sentiment among the commissioners has not yet crystallized. And there were indications last week that MPATI might be granted an oral hearing before a decision is made.

MPATI now operates experimentally, transmitting from planes to educational institutions in six midwest states.

Dissents on new AM rules

Ford, Hyde say FCC has lost flexibility in making assignments

The FCC's adoption of a go-no-go system of assignments in AM radio was criticized by two commissioners in dissents to the commission's order adopting the allocations rules change.

Commissioners Rosel H. Hyde and Frederick W. Ford, in separate statements released last week, said the new procedures strip the flexibility the commission needs to make assignments. Commissioner Hyde expressed particular concern over the "restriction" placed on possible improvement in operating assignments of daytime stations.

Commissioner Ford said that with 4,000 AM stations on the air, it's increasingly difficult to engineer a proposal that will not cause interference. Consequently, he said, "informed judgment on a case-by-case basis is more important than ever."

The commission order, which lifts the two-year-old freeze on AM applications as of today (July 13), was adopted by a 5-2 vote. It sets stiff engineering standards for applications for new AM stations. Proposals that would result in virtually any interference would, with some exceptions, be rejected automatically by the commission (BROADCASTING, June 15).

Trouble Forecast ■ Commissioner Ford predicted that the "arbitrary" standards would lead to a succession of waivers of the rules or to hearings on waivers and that ultimately the rules "may be more honored in the breach than in the observance thereof."

As an alternative, he suggested that the commission authorize power at intermediate steps between presently rec-

Sales, output of sets up despite soft May

Sales and production of television and radio sets continued to climb in the first five months of 1964, the Electronic Industries Association reported last week, although there was some slackening of the pace in May.

In May, TV sales of monochrome receivers slipped by more than 110,000 and radio sales by 28,000 over the figures for the previous month. Production of TV monochrome sets also fell behind by more than 30,000.

Production of color TV sets continued to mount; in May over 97,000 polychrome receivers were made, up

almost 5,000 from April but almost 10,000 below the year's high of 106,400 in March.

In May, the first full month of production under the all-channel bill, passed by Congress in 1962, almost 4,000 VHF receivers were made (out of 483,219 total). These were produced under the waiver approved by the FCC permitting some VHF sets to be manufactured for hospitals, educational TV systems and for export. The law requires that all sets for domestic sale be all-channel.

Cumulative totals from EIA:

Period	SALES			
	TV	Monochrome (With UHF)	Radio	(With FM)
Jan.-May 1964	2,829,949	—	3,151,201*	—
Jan.-May 1963	2,414,998	—	3,123,747	—
Period	PRODUCTION			
	TV	Monochrome (With UHF)	Radio	(With FM)
Jan.-May 1964	3,181,671**	(1,037,367)	7,168,354***	(657,877)
Jan.-May 1963	2,794,971	(325,839)	6,931,372	(486,089)

*Excludes auto radio sales.

**In addition there were 475,620 color TV sets made in this period.

***Includes 3,417,048 auto radios in the 1964 period, compared to 3,082,520 in the same 1963 period.

ognized levels of 1 kw, 5 kw, 10 kw and 50 kw. Where an application for a 5 kw station would not be acceptable, he said, the commission might consider one providing for 4 kw. This would restore some flexibility to commission processes, he said, "without any increase in objectionable interference."

Commissioner Ford also objected to including in the proceeding the restriction on FM duplication of AM stations. The new rules prohibit more than 50% of such duplication in cities of more than 100,000. He said this matter should have been considered in a separate proceeding. He also expressed doubt that the rule will achieve its aim of creating greater program diversity.

This aspect of the commission's order was criticized also by Commissioner Robert T. Bartley, who concurred in the remainder of the commission's decision. He said the proceeding did not produce data to support a finding that "such an across-the-board prohibition against duplication" would serve the public interest.

Technical topics . . .

New tape cartridge ■ Amerline Corp., Chicago, has announced a new adjustable tape cartridge designed to meet technical standards of the National Association of Broadcasters. Polyurethane pressure pads can be adjusted without taking the cartridge apart.

Night to day ■ EMI Electronics, Middlesex, England, announced the development of a four-stage image intensifier which, according to the manufacturer, is capable of multiplying available light a million times. The tube can be used for night vision by attaching it to a TV camera. The electronic tube is distributed by Whittaker Corp., Gencom Division, New York and North Hollywood.

Reel new ■ Eastman Kodak Co., Rochester, N. Y., has announced a new five-inch thread-easy reel that can be threaded in a single motion by drawing the tape through a slotted flange. The new reel will replace the standards now used on five-inch Eastman sound recording tapes and will also be available in a box without tape for use in editing or as an extra take-up reel.

A chance for defense if spectrum threat arises

The FCC has assured broadcasters that they will be represented in the event the work of the industry-government committee on land mobile radio services involves matters of concern to radio-TV.

The assurance was given last week in

a public notice announcing the appointment of 26 representatives of land mobile users to an executive group of the advisory committee.

Some broadcast representatives—notably the National Association of Broadcasters and the Association of Maximum Service Telecasters — expressed a desire to participate in the executive committee.

The committee was created to deal with problems resulting from the shortage of spectrum space for land mobile users, and some broadcasters are uneasy over the prospect the committee might turn its attention to broadcast

spectrum space.

The commission's notice, however, said that no broadcast representatives were named to the executive committee because the work of that group is not expected to become involved in matters of concern to broadcasters.

The notice said the commission hopes broadcasters will participate in the work of subcommittees and added, "Assurance is given that if the committee's work should touch on broadcast interests, an appropriate representative or representatives of broadcasters will be immediately added to the executive committee at that time."

Here's a remote possibility

In fact, all kinds of possibilities. It's Collins compact, completely transistorized, portable, three-channel 808A-1 remote turntable-console. And it offers you all sorts of possibilities for remote broadcasts. Use it for promotion-type shows. Or in a small announce booth. Or in conjunction with sound systems. Or for standby studio facilities at the transmitter site. Or in schools where an economical but complete facility is needed. The possibilities are limited only by your requirements.

Collins 808A-1 is especially designed for broadcast use. The unit offers complete facilities to feed program material into a telephone line to the broadcast station. Look into the remote possibilities Collins 808A-1 turntable-console can open up for you. Contact your Collins sales engineer for details today.

COLLINS RADIO COMPANY
Broadcast Communication Division, Dallas



More aggressive editorials urged

National Broadcast Editorial Conference told to support Civil Rights act, endorse candidates

Most aggressive on-the-air editorializing, including massive support for the new civil rights law and the endorsement of candidates in political campaigns, was urged last week at the second annual National Broadcast Editorial Conference.

The approximately 100 broadcasters at the 2½-day meeting also heard warnings against pitfalls in editorial radio-TV practice, advice on the constitutional rights of editorialists, reports on past editorial campaigns and suggestions for sharpening their editorial skills.

FCC Chairman E. William Henry, President Frank Stanton of CBS Inc., President R. Peter Straus of WMCA New York, General Counsel Douglas Anello of the National Association of Broadcasters, and broadcasting and advertising consultant John E. McMillin were among the chief speakers.

The conference, sponsored by the Columbia University Graduate School of Journalism in cooperation with the Radio-TV News Directors Association and the NAB, was held Monday through Wednesday morning at Arden House, near Harriman, N. Y. Ralph Renick of WTVJ(TV) Miami, Fla., was conference chairman.

Dr. Stanton proposed that broadcasters "use their 5,000 voices, heard on 156 million radio sets and 61 million television sets, in one mighty, continuing editorial crusade" in support of the new civil rights law.

Every Man's Voice ■ "All day and all night we as broadcasters are in touch, one way or another, with virtually every man, woman and child in this land," he said. "The broadcast editorial has direct access to 56 million television homes—almost 93% of all the homes in the country. Forty-five million automobiles have radio sets. No one can do as much as we to stimulate progress in voluntary compliance to the new law, in allaying passions, and in quieting misgivings."

Dr. Stanton said broadcasters are at a phase of history in this century similar to that of the daily newspapers

when slavery was a commanding issue, "but with advantages of reach, attention and influence that the dailies never had. Fundamental American principles, he said, require broadcasters to "take a stand in this hour of a great cause" and "use our editorial strength boldly, imaginatively and with insight and wisdom."

Dr. Stanton called upon broadcasters to participate more fully in stimulating public opinion through stronger, more skillful and more eloquent editorials on urgent matters. He said CBS-owned radio and TV stations had carried 2,675 editorials in the past 10 years and that although some of these were "powerful and persuasive," he did not think it reassuring that only about one in ten provoked a rebuttal.

In a question-answer session Dr. Stanton said he was confident the time is coming when stations will endorse political candidates—and indicated that CBS-owned stations might in 1966.

He suggested it would be best for

broadcasters to give political endorsements at the local level first, probably in an off-year election, and work gradually up to endorsement of candidates for major state and national offices.

Do It This Year ■ Mr. Straus called upon broadcasters to endorse political candidates this year "on the national as well as the state and local levels." WMCA, he said, intends to do so.

He recalled that WMCA "became the first radio station to endorse a candidate for the Presidency" by its editorial support of John F. Kennedy in 1960. Out of 387 letters received by the station, he said, 30 objected—not because WMCA had taken a stand but because in their opinion WMCA had endorsed the wrong man.

Actually, Mr. Straus contended, the right to make political endorsements is based in the right to editorialize.

"The right to comment on issues necessarily includes the right to suggest solutions to those issues," he said, and "in a democratic society the ultimate solution is the ballot box."

Mr. Straus continued: "There are enough FCC safeguards now against a station's misusing its editorial power. Opposite points of view have the positive opportunity to be heard."

"This is the only kind of government control that broadcasters should tolerate over the content of their editorials; and, hopefully, the industry will become so responsible and fair, and the public will so come to expect replies to editorials, that even this control will wither away as a government function."

"With the 'fairness doctrine' in effect now, there should be no government control over what we say or how we say it. Libel and slander laws, the general rules of taste, pride in our research, accuracy and judgment, and the interests of our audiences—these are the only limitations we should accept."

"We should fight any city official who tells us to hush-hush crime and violence, any congressman who exerts pressure to stop us from making political endorsements, any prude who says we may not discuss sex, religion or politics, or any FCC commissioner who suggests that some civic issues are too controversial for the airwaves."

Not FCC's Fault ■ FCC Chairman Henry declared that it isn't the commission's fairness doctrine that is to blame for bland broadcast editorials and commentaries that lack a point of view—it's the broadcaster who is more concerned with his ratings than with winning a Peabody Award.

The chairman defended the doctrine against charges it is "hampering" the growth "of electronic journalism." He spoke on Tuesday, a day after the com-



WMCA's Straus
Endorses candidates

mission's fairness doctrine primer was issued (BROADCASTING, July 6).

Chairman Henry said broadcasters often claim the doctrine is so ambiguous as to instill in them the fear the commission will disagree with their judgments on fairness and proceed against them. The result, he said these broadcasters assert, is that they avoid controversy in news programs and sensitive issues in public affairs programs and, in general, hew to a "middle of the road point of view."

But, the chairman said, the doctrine is clear. Basically, he said, it "holds that if a broadcast licensee undertakes to present programing dealing with controversial issues of public importance, he must make reasonable efforts to present conflicting points of view on such issues."

No Arbitrary Judgment ■ Furthermore, he said, although no definition of fairness fits all situations, the FCC "doesn't require the broadcaster to make an arbitrary and subjective judgment about the treatment of controversial issues, at the risk that seven men in Washington may, in an equally arbitrary and subjective manner, disagree."

He said the commission has enunciated only the most general principles—"that the basic right to be protected is the public's right to hear both sides of a controversy, that a broadcaster has an obligation to respect that right, that he must make an affirmative effort to discharge this obligation over and above making his facilities available to contrasting points of view on demand. . . ."

The commission, he added, has committed the application of these principles to the judgment of the licensee.



FCC's Henry
Don't blame us

Number of TV's editorializing grows slowly

Between 30 and 40% of television stations currently offer editorials, but the number is not growing fast. About half (53%) of the stations editorializing say they do so on political issues, but only 6% carry this to the point of taking sides for or against candidates.

These figures were taken from a report issued last week by the Television Information Office, and were based on surveys conducted by the TIO and by the National Association of Broadcasters. The report, dealing with the history and current status of editorializing on TV, was prepared by John E. McMillin, consultant, under a grant from TIO. It is to be published shortly in the *Television Quarterly* of the Academy of Television Arts and Sciences.

The report, distributed to TIO sponsors (members), said that TIO's survey, conducted in 1963, showed that the real movement into TV station editorializing started in 1958,

reached a peak in 1961 and 1962 and "has now slowed to a trickle."

NAB's survey, also in 1963, was said to have 189 TV stations that editorialize, while TIO's survey brought 169 affirmative responses. TIO's 169 came from 114 different communities in 40 states. In both surveys about half of the editorializing stations were found to be scheduling editorials at least once a week.

The TIO study indicated that 87% of total time devoted to TV editorials deals with local subjects, although 26% of the stations said they sometimes editorialize on international matters and 41% sometimes dealt with national affairs. Usually the editorials are two to three minutes long, most often are delivered by the station manager.

Preparation of the average editorial takes 5.3 hours, TIO found, and the research and script writing usually are handled by special editorial personnel or by news staff.

And since the commission's 1949 report on editorializing, which embodies the fairness doctrine, the FCC has often upheld the broadcasters' judgment against the complaints of those whose ideas of fairness differed, the chairman said.

He agreed that the existence of the fairness requirement imposes "some burden" on broadcasters who present programs on controversial issues. But, he said, "the burdens are strictly secondary, and can neither deter nor prevent the success of a creative broadcaster who is seriously committed to provocative programing."

"The real difficulty," he said, "lies with broadcasters who aren't seriously committed to the journalistic function or to the exposure of controversy."

"Programing that represents a slight profit or even a loss does not interest them greatly. They carry it as part of a minimal public service effort, but they limit their commitment to the least that will pass muster with their community, with the FCC and with their own conscience. . . ."

"Their pole star is not the Peabody award," he said, "but that idol of the airlines, the latest Nielsen."

Such broadcasters, he said, follow this rule: "Controversy may sell newspapers, but in this business it's the funny page that counts. Mr. Average Viewer will not consider buying your brand or Brand X when an editorial has just made him apoplectic."

Discouraging Effect ■ "The basic problem with the fairness doctrine is

that it has the effect of discouraging the use of broadcasting for the expression of opinion," Mr. Anello, NAB general counsel, argued in his speech. He said if a broadcaster "can be forced to give time for the expression of a contrary point of view, isn't this comparable to the levy of damages for saying what you think? Both are equally inhibiting to free and open discussion."

Fairness, Mr. Anello said, "should re-



CBS Inc.'s Stanton
Be crusaders

main always a moral obligation—never a legal one.” He explained that “fairness and balance can come only from a sense of responsibility and this cannot be legislated. It must spring from the will and dedication of each broadcaster, generated by the built-in incentive for service that is the hallmark of the profession of broadcasting. Those who fail to measure up endanger not only their own freedom, but the freedom of all broadcasting.”

Broadcasters were urged to endorse local and national political candidates by Marcus Cohn, Washington communications attorney.

As editorializing by broadcasters continues and grows, Mr. Cohn observed, the advocacy of individual candidates will become a natural outgrowth of this movement.

But, he added, broadcasters must be careful not to endorse candidates simply for the sake of taking sides. They must, he emphasized, feel strongly about a candidate. They must have, he said, “a deep, abiding conviction of the righteousness of the candidate and” of their own convictions.

Answering fears that broadcasters may suffer if the candidate they endorse doesn't win the election, and that the FCC may even be used to harass them, Mr. Cohn noted that no broadcaster has ever lost his license on this account and that if a broadcaster has the proper justification for his endorsement the government cannot do anything to harm the station.

Statistics ■ Dr. Harold Niven of the NAB presented a compilation of statistics on broadcast editorializing. A survey this year of 270 stations known to air editorials showed, he said, that of the 207 radio stations, 145 editorialize daily, 62 weekly; of the 63 TV outlets, 49 daily and 14 weekly.

An academic analysis of the psychology behind the presentation of effective editorials was made by Dr. Carl H. Weaver, a professor of speech at the University of Maryland. He urged broadcasters to “fit the message to the audience,” saying that only by understanding listeners and viewers can editorials be properly persuasive.

In the keynote address Jacques Barzun, dean of faculties and provost of Columbia University, warned against editorial appeals to indignation and anger. These, he said, are dangerous emotions to arouse, and editorial appeals should be aimed instead at the audience's reason, public-spiritedness and concern for the public interest.

He also said that, based on a recent visit in Britain, he felt that public affairs and editorial type programs there were more compact, better thought out and shorter—and consequently more effective—than those in the U. S.

Mr. McMillin said the real problem

Anti-Barry editorials

WTFM(FM) Lake Success, N.Y., last week initiated a series of editorials urging Republican convention delegates not to vote for Senator Barry Goldwater as GOP nominee for president.

The station said it was beginning its policy of editorial stands in accordance with the position taken by the FCC and other “responsible broadcasters.”

in broadcast editorializing “is simply one of sheer, horrible, wholly unnecessary dullness.” Although there have been many good and even great editorials, he said, too many suffer from being patterned after newspaper editorials, from not being carefully thought out, from not being cast in the “person-to-person” style required in broadcasting, from lack of a dramatic approach or a clear-cut sense of purpose.

“All that is needed by any of you,” Mr. McMillin said, “is to devote a little more time, a little more attention, to the really hard part of the writing job—the thinking that goes behind what you say. Given that—and I see no reason why any broadcaster cannot give it that—there could be almost no limit to your editorializing effectiveness, or the community, state and even national importance you can achieve.”

With Chairman Renick on the conference committee were Byron Cowan, WSAC Fort Knox, Ky.; Roger Turner, WMCA New York; John Corporon, WDSU-TV New Orleans; Dale Clark, WAGA-TV Atlanta; Dick Cheverton, WOOD-TV Grand Rapids, Mich.; Robert Lambe, WTAR Norfolk, Va.; William Wood, Columbia University, Dick Mendenhall, formerly of WSB Atlanta, and Dr. Niven.

Program notes . . .

Plane facts ■ Daystar Productions' new documentary division is developing a half-hour film, *A Plane Is Born*, for the Federal Aviation Agency, first of a series planned for government agencies. The new division is also putting finishing touches on the pilot film for a series of historical documentary programs covering the period from the end of World War II to the present.

Traveling entertainment ■ Trans-Lux Corp. announced last week it is negotiating with domestic and international airlines, railroads and long-haul buses to provide feature motion pictures, short subjects, special interest programs and closed-circuit TV to passengers in tran-

sit. Trans-Lux would install and maintain projection equipment for the carriers and provide custom programming.

Defense report ■ The Department of Defense has released *Partners in Freedom*—Secretary of Defense McNamara's 1964 film report, a 30-minute color documentary. Prints may be obtained from army audio-visual communications centers or from Office of Public Affairs, Department of Defense, Washington.

Golf televised ■ A special network of about 100 U. S. TV stations will carry portions of the Canadian Open golf tournament Aug. 1, 5-6 p.m. and Aug. 2, 3:30-5:30 p.m. EDT. Television Productions of America and Beacon Sports Productions are producing the telecasts.

Fractured news ■ In its first live-action project in television, King Features Syndicate, New York, plans to produce a pilot of a half-hour situation comedy, titled *Hello Dere*, starring Marty Allen and Steve Rossi as newscasters at a Los Angeles TV station. The series is aimed for the 1965-66 season.

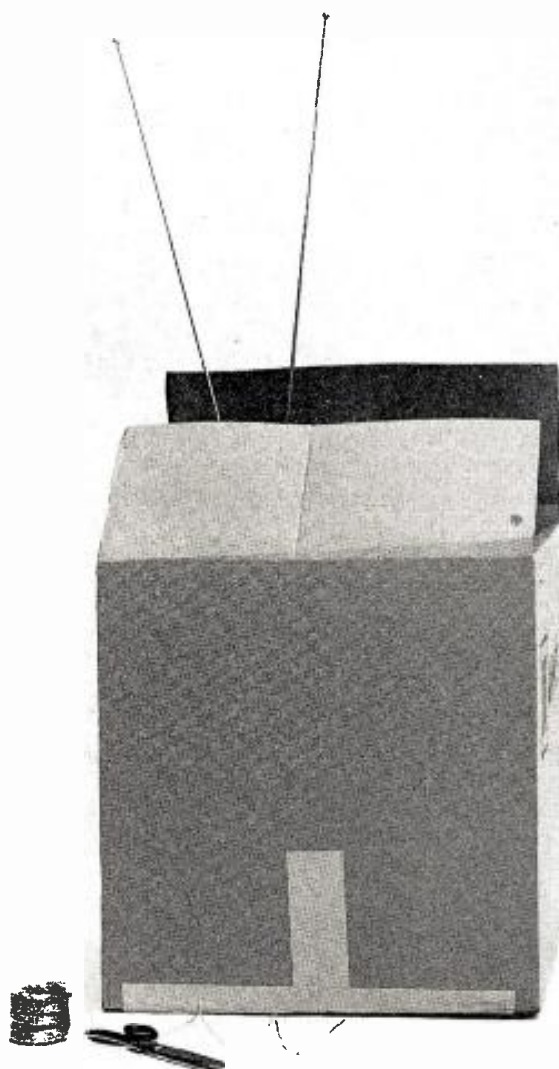
Documentaries syndicated ■ Triangle Program Sales is syndicating four documentaries on community problems that were produced and telecast by Triangle Stations. The half-hour programs are: *Air Pollution*, *Jets*, *And I Went Back* and a fourth to be announced.

Terrifying experience ■ Gadabout Gad-dis Productions has acquired U. S. distribution rights to *The Terrific Adventures of the Terrible Ten*, children's program produced in Australia and already in distribution in that country plus Germany, England, Holland and Canada. First U. S. sale has been made to WGN-TV Chicago, which has purchased 200 of the 7½ minute episodes.

Tennis anyone? ■ Producer Sheldon Leonard has signed a contract with NBC-TV to develop a comedy-adventure series for the 1965-66 season. The series will treat lightly the adventures of an intelligence agent who roams the world posing as a tennis player.

'Chute special ■ Triangle Stations has obtained the world-wide TV rights to the seventh World Parachuting Championships to be held Aug. 2-17 in Leutkirch-Unterziel, West Germany, and will film a one-hour color special on the event. It will be carried on six Triangle stations and will be syndicated in other markets via Triangle Program Sales.

Extended coverage ■ United Press International Audio last week extended its service to the West Coast with addition of four radio clients: KLAC, KGFI and KPOL Los Angeles and KCBQ San Diego. UPI Audio, which began operations six years ago, now serves 75 radio and TV stations in the U. S. and Canada.



Know Anyone Who Stores His TV in the Summer ?

It just doesn't happen. Sure, summer audiences are unusual. With new programs and different schedules, it's only natural for viewers to develop distinct summer viewing habits. But, the audience is still there. They still watch. They still buy.

And if you want proof, take a look at the successful television advertisers who regularly combat summer slumps in product sales

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Summer is short, so plan now

to profit in the months ahead by calling your ARB representative. Buying or selling, do it with confidence this summer . . . do it with ARB telephone coincidental surveys.



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Those TV reruns to cost more

Screen actors and TV film producers agree to new contract calling for increased residual payments to actors for repeats

There is not going to be an actors' strike against television this summer. At 9:45 p.m. Wednesday (July 8), at the end of over eight hours of discussion, the negotiating committees of the Screen Actors Guild and the Association of Motion Picture and Television Producers agreed on the terms of a new collective bargaining contract. A strike call which was to have gone into effect at midnight Thursday, just over a day later, was canceled. Terms of the new contract are subject to approval of the boards and members of both the union and the employers' association, but there was no indication that this would present any difficulty. The SAG board voted its approval Thursday afternoon and the others were expected to follow.

A major part of the new agreement is an increase in rerun payments for TV network programs. For the second network run (first rerun) the rate will

be 50% of the applicable minimum scale, up from the current 35%. The third-run residual will be 40% instead of the present 30%. The fees for the fourth, fifth and sixth runs remain at their present 25%. (This means that if a program has five reruns, each actor will receive 155% of the original minimum fee for his performance in residual payments. The current rerun maximum is 140%. SAG, in its original proposals for the new contract, had asked for 280%. The producer's counter offer had been for 145%.)

The agreement also calls for an increase in the residual payments for the first syndicated showing of a filmed TV program, from the present 35% to 40% of the applicable minimum scale. The second syndicated rerun fee remains at 30% and the third, fourth and fifth rerun fees at 25%.

Actors will now for the first time

share in the proceeds from the sale of U. S. TV filmed programs for foreign exhibition with the agreement providing for payments of up to 25% of the applicable minimum rate. For a half-hour program, the performer will receive 15% of that minimum for the first foreign release, an additional 5% when the foreign gross has exceeded \$6,000 and another 5% when it passes \$8,000. For an hour program, the actor would get 15% for the first foreign showing, 5% more when the gross is more than \$12,000 and an additional 5% when the gross is over \$16,000.

'Legible' Credits • A provision of the new contract that will be of special interest to Howard Bell, code director of the National Association of Broadcasters, and the advertiser-agency executives and groups which have been trying to reduce the amount of "clutter" on television, is the agreement of the guild and producers that at the end of each TV program, a cast of characters shall be broadcast in "legible type," showing the name of the actor and the part he portrayed.

To avoid a repetition of "crisis negotiations" of the kind that kept the negotiating committees of SAG and AMPTP in bargaining sessions that ran almost around the clock for days preceding the agreement, provisions were made for the establishment of a permanent producer-union committee to work on a continuing basis on problems that may arise under the new contract, so that friction between performer and employer may be minimized. The parties also agreed to jointly employ a research organization to make a thorough economic study of the production, distribution and marketing of filmed programs for television, so that there will be more agreed-on facts, fewer conflicting opinions, at future bargaining sessions.

The new contract is a three-year agreement, retroactive to July 1, except for a clause improving overtime conditions which becomes effective July 20, but it may be extended through a fourth year by mutual consent. Such an extension would come only after both groups have studied the accomplishments of their joint committee and analyzed the findings of the economic study of the TV film industry.

Film sales . . .

Decision: The Conflicts of Harry S. Truman (Screen Gems): WTJV(TV) Miami; WFGA-TV Jacksonville, Fla.; WLOS-TV Asheville, N. C.; KTVI(TV) St. Louis; WSYR-TV Syracuse, N. Y.; KGW-

Democrats have Rev. McIntire up in arms

Reaction to the Democratic National Committee's mailing of a reprint from the *Nation* on "Radio Right: Hate Clubs of the Air," to almost 1,300 radio and TV stations last month (BROADCASTING, June 29) has been explosive.

The Rev. Dr. Carl McIntire, Collingswood, N. J., voice of the *Twentieth Century Reformation Hour*, since then has been blasting the Democrats, Samuel C. Brightman, deputy chairman for public affairs, who signed the covering letter, the *Nation*, and the author of the article. He also invited Mr. Brightman to debate the validity of the *Nation* article with him on the air.

Mr. Brightman has sent a second letter to the 500-odd stations carrying the McIntire broadcasts asking for a tape, and notifying the stations that he is entitled to time to answer the charges.

The legal department of the National Association of Broadcasters has been inundated by queries from broadcasters on what to do. Douglas

A. Anello, general counsel of NAB, was planning to monitor the McIntire tapes late last week so he can advise members who asked for advice.

In his original letter, Mr. Brightman called attention to the FCC's fairness doctrine and stated: "In view of the coming political campaign I thought you should be aware both of the content of these programs and the claims for time to which these attacks can make you liable."

In his second letter, dated July 2, Mr. Brightman claimed that Dr. McIntire "has attacked me personally as well as the Democratic National Committee." He asked for the "text of the McIntire charges and an offer of your facilities for an adequate response." Otherwise, he said, the matter will be brought to the attention of the FCC.

At week's end, no official complaints had been received by the FCC from the Democratic National Committee or Mr. Brightman.

TV Portland, Ore.; KING-TV Seattle; WTVT(TV) Tampa-St. Petersburg, Fla. and WBAY-TV Green Bay, Wis.

Volume 9 (Seven Arts): WOOD-TV Grand Rapids, Mich.; KRDO-TV Colorado Springs-Pueblo, Colo.; KEYT(TV) Santa Barbara, Calif., and KVOO-TV Tulsa, Okla.

Volumes 4 and 5 (Seven Arts): WNDU-TV South Bend, Ind. and KREM-TV Spokane, Wash.

Volume 7 (Seven Arts): WMAL-TV Washington and KREM-TV Spokane, Wash.

Volume 8 (Seven Arts): KREM-TV Spokane, Wash.

Volumes 1, 2 and 3 (Seven Arts): WWTv(TV) Cadillac-Traverse City, Mich.

Volume 3 (Seven Arts): KREM-TV Spokane, Wash.

Amos 'n' Andy, Call Mr. 'D', Navy Log and Whirlybirds (CBS Films): WCIX-TV South Miami, Fla.

Honeymooners and Phil Silvers (CBS Films): WBEN-TV Buffalo.

Wanted Dead or Alive (CBS Films): WALB-TV Albany, Ga.; KENS-TV San Antonio, Tex. and WCIA(TV) Champaign, Ill.

True (CBS Films): KXLF-TV Butte, Mont.; KSBW-TV Salinas, Calif., and WMAL-TV Washington.

The Greatest Show on Earth (Desilu Sales): WPIX(TV) New York.

Special Features (Seven Arts): KCPX-TV Salt Lake City; KPHO-TV Phoenix; WPRO-TV Providence, R. I., and KREM-TV Spokane, Wash.

A Christmas Carol (Seven Arts): WAFB-TV Baton Rouge; KLFY-TV Lafayette, La.; KEYT(TV) Santa Barbara, Calif., and WALA-TV Mobile, Ala.

Boston Symphony Orchestra (Seven Arts): KNTV(TV) San Jose, Calif.

Manhattan Sound takes over Movietone studios

Manhattan Sound Corp. has entered into an agreement with 20th Century-Fox Film Corp. to operate the latter's Movietone sound studios on West 54th Street in New York, beginning Nov. 1.

By operating the Movietone studios in conjunction with its original studios on Fifth Avenue, the company hopes to expand its radio, television and motion picture services. Recording, dubbing, mixing, transfer, including 50 to 60 cycle, 16 mm and 35 mm optical and all sizes of magnetic tape are among services producers can take advantage of, the companies said.

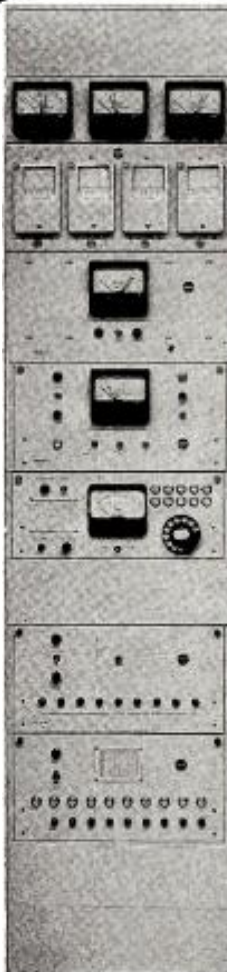
BROADCASTING, July 13, 1964

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FREQUENCY
VIOLATORS!
PURCHASES
NEW
EQUIPMENT
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Drama starts on ABC Radio

Daily series to be
offered for local sale
by more than 70 affiliates

ABC Radio's new drama program offerings which subscribing affiliates can offer for local sale make their appearance today (July 13).

The new fare, titled *Theater 5*, is for Monday-Friday scheduling. As of last week, a total of 15 programs already had been prepared in advance. The shows have no set story format, are repertory but have no stock company. All scripts are original, and each show runs 25 minutes.

As reported earlier, ABC Radio has 78 affiliated stations indicating they intend to carry the dramatic series (BROADCASTING, May 11). Stations will pay for each dramatic program on the basis of their highest one-minute rate.

At a luncheon in New York last week for staff people, agency executives and



Among the guests of Robert Pauley (r), ABC Radio president, at a luncheon presentation in New York announcing the network's drama program plans were William Hoffmann (l),

director of radio at BBDO, New York, and Thomas J. McDermott, vice president, radio-TV, N. W. Ayer & Son, New York. Both agency men are veteran radio advertising executives.

newsmen, selected portions of several shows were played, and various details discussed. Robert R. Pauley, ABC Radio president, said three "pilot" broadcasts were sent to affiliates for sampling and as a result he expected "many additional affiliates" would subscribe to the service.

Executive producer, Ed Byron, of *Theater 5* said each program will be a complete and independent story and that subject matter for the series will vary. He said themes will "run the gamut of dramatic suspense with only one factor remaining constant: we will demand modern, up-to-date radio fare from our authors."

No Ghost Revival ■ ABC Radio's formal announcement at one point labeled the new project as an "experiment." But, Mr. Pauley said, "while our competition has been trying to revive drama via 1940 radio techniques and programs, ABC is taking a progressive step to introduce 1964 radio drama and techniques. We are innovating with radio, not reviving a ghost."

The staff includes Jack Wilson, story editor; Warren Sommerville and Ted Bell, directors, and Ed Blaney, sound effects chief. ABC said they were all "veterans of radio drama." An original theme titled "Fifth Dimension" composed for the series by Alexander Vlas Datzenko will supply background music for each of the programs.

First program in the series is "Hit and Run" by Robert Cenedella, novelist and radio-TV writer. This story involves a vicious but influential hoodlum who

scoffs at the law once too often.

Stations will determine the time the program will be placed on schedules, though all will run the series on the Monday-Friday basis. The programs are fed live by the network to the subscribing stations.

Mr. Pauley noted that in giving consideration to the project, developed over a two-year period, ABC discarded any notion to revive old radio drama because programs, ideas and habits in radio have changed. "Old radio drama," he said, "didn't fit today's pace."

Portions of other plays at the inaugural luncheon session: "House of Cards," a suspense thriller; "Jump Jump," which deals with crowd psychology over a suicide attempt; "Homecoming," an escapist drama, and "Your Time is Up," a psychological play.

STV tries to keep pay TV off ballot

Subscription Television Inc., which plans to inaugurate its pay-TV closed-circuit program service in a section of West Los Angeles on Friday (July 17), has gone to court in an attempt to get the proposition to outlaw pay TV in California stricken from the November election ballot. A petition filed July 3 with the California Supreme Court in Los Angeles on behalf of STV and two subscribers asks for a writ of mandate against Frank Jordan, secretary of state, and Benjamin S. Hite, registrar of vot-

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to "On-the-screen"
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EASTMAN 16 mm
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the third man

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THE THIRD MAN WAS NEVER LAST



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SEATTLE Fri. 7-7:30 P	KING Sta A Sta B Sta C Sta D	THIRD MAN Ripcord Bowling Adventures in Paradise Pacific Theatre	18 15 10 6 1
ST. LOUIS Fri. 9:30-10 P	KTVI Sta A Sta B Sta C	THIRD MAN Jack Paar Eyewitness Movie	12 19 11 7
WASHINGTON, D.C. Sat. 7-7:30 P	WTOP Sta A Sta B Sta C	THIRD MAN Saturday Night Report Highway Patrol Trails West	13 9 9 6
DALLAS Fri. 9:30-10 P	WFAA Sta A Sta B Sta C	THIRD MAN Jack Paar Rebel Eyewitness	23 18 13 10
GREENSBORO — WINSTON-SALEM Thur. 7-7:30 P	WFMY Sta A	THIRD MAN Broken Arrow	24 22
HARRISBURG — LANCASTER Sat. 7-7:30 P	WGAL Sta A Sta B	THIRD MAN Matty's Funnies Checkmate	17 10 3
ATLANTA Fri. 7-7:30 P	WAGA Sta A Sta B	THIRD MAN Dragnet CBS News	23 15 4
BIRMINGHAM Wed. 10:30-11 P	WBRC Sta A	THIRD MAN Hitchcock	11 9
CHAMPAIGN Sun. 11:30-12 P	WCIA Sta A Sta B	THIRD MAN Open End Sunday Nite Movie	10 1 2
CLEVELAND Fri. 10:30-11 P	WEWS Sta A Sta B	THIRD MAN Jack Paar Eyewitness	30 26 7
COLUMBIA, S.C. Mon. 9-9:30 P	WIS Sta A Sta B	THIRD MAN Danny Thomas Stoney Burke	26 15 12
NEW YORK CITY Fri. 10:30-11 P	WABC Sta A Sta B Sta C Sta D	THIRD MAN Jack Paar Mr. Lucky Eyewitness Steve Allen	14 20 8 6 3
ORLANDO Wed. 8:30-9 P	WBDO Sta A Sta B	THIRD MAN Virginian Going My Way	20 20 16
PORTLAND, ORE. Sat. 7-7:30 P	KOIN Sta A Sta B	THIRD MAN Fight of the Week Adventures in Paradise	18 17 16
SAN DIEGO Sat. 7-7:30 P	KFMB Sta A Sta B	THIRD MAN Fight of the Week Charlie	24 16 9

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ers in Los Angeles county, who are preparing to place the measure on the ballot. The petition says that the initiative would be an unnecessary restraint of commerce and would violate constitutional guarantees of freedom of communication.

This view was challenged Wednesday (July 8) in a brief filed with the court on behalf of the Citizens' Committee for Free TV, which cited recent state supreme court decisions holding that the courts should not "interfere with the exercise of the electorate's franchise" to test constitutionality of an initiative prior to an election.

ABC O&O's step up program production

Plans for intensifying the program development activities of the ABC-owned TV stations were announced last week in New York by Theodore F. Shaker, president.

He disclosed that the comedy team of Rowan and Martin have been signed as the stars of a 90-minute pilot program to be carried on all five of the ABC-TV stations, and Les Crane, who currently is appearing on WABC-TV New York, will be spotlighted in a 90-minute discussion-entertainment show for two weeks, starting July 27, on WABC-TV, WBKB(TV) Chicago and KABC-TV Los Angeles.

Both of these presentations will be evaluated as a future O&O project, possibly for syndication or for sale to the network, Mr. Shaker stated. He indi-

cated there is a growing shortage of acceptable syndicated and feature film programs and said although these productions would be made primarily for the ABC-TV stations, they could find acceptance via syndication.

Mr. Shaker noted that the ABC-TV stations started to become active in program development more than a year ago with the production of specials oriented toward the community they serve. Several weeks ago, he pointed out, announcement was made of a project under which each of the ABC-TV stations would be scheduling a weekly, local half-hour program in prime time next fall. These programs may be exchanged among other ABC-owned stations if they had pertinence to other markets.

One significant result of the program development operation is *Shindig*, a musical program that has been carried on KABC-TV Los Angeles as a joint effort of Circle Seven and Selmur Productions, Mr. Shaker reported. *Shindig* will be carried on ABC-TV in the fall.

AB-PT purchases Flying A Productions

The purchase by American Broadcasting-Paramount Theaters Inc. of the stock and film properties of Flying A Productions Inc. was announced last week by AB-PT. The purchase price was not disclosed.

The transaction includes four half-hour TV series and their merchandising rights. The series, which have been carried on TV from eight to ten years,

include *Range Rider*, *Buffalo Bill Jr.*, *Annie Oakley* and *Adventures of Champion*. Two of the series, *Annie Oakley* and *Buffalo Bill Jr.*, will be carried on ABC-TV during daytime hours, starting in the fall.

WNEW, N.Y. Giants renew for 3 years

WNEW New York has signed a new three-year contract to broadcast the New York Giants National Football League games this season and to originate the games for about 100 stations on the Ivy Broadcasting Co. network.

Broadcasts for this season will cover five pre-season exhibition games as well as the 14 regular-season games. Former New York Giants star Kyle Rote has been added to the broadcasting team of Marty Glickman, Al de Rogatis and Joe Hasel for the coming year.

The same sponsors as last year on WNEW have renewed their contracts for the 1964 season. They are the Great Atlantic & Pacific Tea Co., New York, through Gardner Advertising, New York; Ballantine beer, Newark, N. J., through William Esty, New York; Howard Clothes, New York, through Mogul, Williams & Saylor, New York, and L&M cigarettes, New York, through J. Walter Thompson, New York. Schick Electric Shavers, Lancaster, Pa., through Norman, Craig & Kummel, New York, and Schrafft's, New York, through McCann-Marshall, New York, will sponsor pre and post-game programs on WNEW.

FINANCIAL REPORTS

RCA has record first half

It's 13th consecutive quarter in which profits rose; first half profits up over \$8 million above 1963

RCA earnings for the second quarter and for the first half of the year were at record highs, increasing 32% and 28% over the respective periods of a year ago.

RCA Board Chairman David Sarnoff and President Elmer W. Engstrom also reported last week that the second quarter of 1964 was the 13th consecutive quarter in which profits were higher than in the comparable period of the preceding year.

RCA's operating profits after taxes for the first half of the year were \$37.6 million compared to last year's record total of \$29.4 million. Similar comparison for the second quarter: \$16

million in 1964 against \$12.1 million in 1963. Sales for the first six months were at \$899.1 million, or about 2% over the 1963 total.

General Sarnoff and Mr. Engstrom also noted that NBC, an RCA subsidiary, increased profits by about 20% in the first half year over the same period of 1963, and a new record in sales and profits in home instruments was "led" by a 25% rise in factory sales of RCA color TV sets.

They also cited two special sources of nonrecurring net income during the first six months which are additional to net profits from operations: (1) a refund of federal excess profits taxes of

about \$6.8 million after deductions of applicable expenses and taxes, and (2) a net capital gain of \$4.6 million, again after deductions, from the sale of 141,747 shares of common stock of the Whirlpool Corp.—both these items adding 22 cents to per share earnings.

Six months ended June 30:		
	1964	1963
Earned per share	\$0.91	\$0.53
Products & services sold	899,100,000	877,300,000
Cost of operations	828,600,000	816,400,000
Profit before federal taxes on income	70,500,000	60,900,000
Federal taxes on income	32,900,000	31,500,000
Net profit for six months (after taxes)	37,600,000	29,400,000
Special (nonrecurring items):		
Recovery of federal excess profits taxes, net gain on sale of 141,747 shares of Whirlpool Corp. stock, net	6,800,000	
	4,600,000	
Net profit for six months and special items	49,000,000	29,400,000

BROADCASTING, July 13, 1964

PKL has increase in billings, profits

Papert, Koenig, Lois Inc., New York advertising agency, last week reported more than \$13.1 million in billings for the six months ended May 31, and income from commissions and service fees amounting to \$1.9 million. Stockholders were told in an interim report that both gross billings and income were up considerably compared to that period a year ago: nearly \$4 million and about \$530,000 respectively. Net income, after federal taxes, amounted to \$235,624 compared to \$170,928 in the comparable period a year ago.

Six months ended May 31:

	1964	1963
Earned per share	\$0.457	\$0.333
Gross billings from which commissions and service fees are derived	13,105,582	9,371,504
Commission and service fee income	1,969,394	1,432,608
Total operating expenses	1,512,386	1,081,817
Net operating income	457,008	350,791
Other income:	4,119	568
Net income before federal income tax	461,127	351,359
Federal income tax	225,503	180,431
Net income	235,624	170,928
Number of shares outstanding	515,610	511,910

Seven Arts to sell Grand Bahama stock

Seven Arts Productions Ltd. last week reported that it plans to divest itself of its interests in the Grand Bahama Development Co. Ltd., redeem the company's outstanding convertible debentures and nominate seven new members to its board.

Seven Arts' plans were outlined in a letter to shareholders from Eliot Hyman, president, in advance of the company's annual meeting in Toronto on July 23. As part of the changes, Louis Chesler, board chairman of Seven Arts, would dispose of all of his interests in the company and would purchase most of Seven Arts' interest in Grand Bahama Development.

The Seven Arts management was criticized last year by minority shareholders for acquiring a 20% interest in the development company. They alleged that Seven Arts failed to make full disclosure of its \$4,950,000 purchase of Grand Bahama shares in 1961.

Seven Arts plans to dispose of its 495,000 ordinary shares of Grand Bahama to Mr. Chesler for \$6,548,220, of which \$4.5 million would be in cash with the balance due Sept. 30. Another 5,000 special shares of stock would be sold to the Grand Bahama Port Authority for \$50,000, thus ending Seven

INTERNATIONAL FILM TV-FILM AND DOCUMENTARY MARKET

12-21 OCTOBER 1964

A WORLD-RESOUNDING
SUCCESS

MIFED - the International Film, TVfilm and Documentary Market - will hold its Tenth Cine-Meeting this Autumn. MIFED meets twice a year in Milan: in APRIL at the time of the Milan Fair, the world's largest annual trade show, and again in OCTOBER.

Interested persons are cordially invited to attend the next Cine-Meeting. It will be held from 12 to 21 October 1964 and has already attracted a widespread response.

Sponsored and concurrent with the next Cine-Meeting, the Second International Salon of Technical Aids for the Cine and TV Industries (SINT), and the First Exhibition and Congress of World Television Progress (EXCOT 1964) will also be held from 12 to 21 October next.



Information from: MIFED Largo Domodossola 1 Milano (Italy)
Telegrams: MIFED - Milano

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SHIRT SLEEVE SEMINAR

Lubbock, Texas September 26 and 27, 1964

12 hour Brainstorm with such names as McLendon, Maples and McAlister.

Free Tickets to the Texas-Texas Tech Football Game

REGISTRATION
LIMITED TO 100

Name Station

Address City & State

Enclose check for \$100. (full registration fee) and you will receive hotel reservation, plus tickets to the Texas-Texas Tech game, by return mail. (Reservations received after deadline—checks returned immediately)

Mail to THE BRAIN, Box 20496, Dallas, Texas

Two broadcast lawyers to be Comsat directors

Two lawyers, both with broadcast backgrounds, have been nominated to be among the six public directors of the Communications Satellite Corp. A stockholders meeting is tentatively scheduled for Sept. 17.

Leonard H. Marks and Bruce G. Sundlun are the two attorneys. Both are presently directors of the corporation, appointed by President Kennedy when Comsat was officially created in 1962. Mr. Marks is a partner in the Washington communications law firm of Cohn & Marks. Before that he was associate general counsel of the FCC.

Mr. Sundlun, a Providence, R. I., and Washington attorney (Amram, Hahn & Sundlun), is secretary and a director of the Outlet Co., Providence department store which owns

WJAR-AM-TV Providence and WDBO-AM-TV Orlando, Fla.

Other nominees for the six directorships open for public stockholders, all of whom also are presently members of the board, are: Joseph V. Charyk, president of Comsat; David M. Kennedy, chairman, Continental Illinois National Bank & Trust Co., Chicago; George Killion, president, American President Lines, San Francisco; Leo D. Welch, chairman and chief executive officer of Comsat.

The bill creating Comsat calls for a 15-man board, of which six represent public stockholders, six the common carrier stockholders, and three to be appointed by the President. Comsat stock was put on the market last month and was immediately sold out.

Arts' holdings in that company.

The company presently has \$11,950,000 in debentures outstanding, \$7,645,000 of which are owned by Mr. Chesler and Chesler Operations Inc. These debentures partially would be redeemed by the sale of the Grand Bahama stock.

Financing by Allen & Co. and other lenders of an amount up to \$4.5 million has been agreed upon to redeem the company's remaining debentures.

The seven new members proposed for the board of directors are Charles Allen Jr., senior partner of Allen & Co.; Armand Deutsch, investment specialist; Alan Hirschfield, associate of Allen & Co.; Clint Murchison Jr., partner of Murchison Bros.; Max Rayne, chairman of the board of London Merchants Securities Ltd., London; Roger Stevens, theatrical and real estate investor, and Norman K. Winston, real estate investor.

Salaries of top officials of the com-

pany were disclosed in the report. Eliot Hyman, president and director, \$84,253; Ray Stark, executive vice president and director, \$125,000; Louis Chesler, chairman, \$75,000; Samuel H. Haims, treasurer and director, \$56,900.

Messrs. Haims, Hyman and Stark were among the five holdover directors renominated for the board.

The report also included Seven Arts' complete financial statement, showing earnings for the year ending Jan. 31, 1964, after taxes, of \$3.1 million or \$1.81 a share, compared to \$1.7 million and \$1.08 a share the previous year. Gross income was \$41.2 million, compared with \$19.4 million in the 1963 statement.

Rust Craft sales up slightly

Rust Craft Greeting Cards Inc., which has broadcast holdings, has reported an increase in sales for the year

ended in May over the corresponding 12 months the year before. Earnings were down, but Rust Craft said that this was because of expansions and that earnings would improve in the coming year. Company also issued a notice of a dividend of 10 cents a share.

Twelve months ended in May:

	1964	1963
Net operating earnings per share	\$ 0.86	\$ 0.94
Net sales	34,353,000	33,215,700
Net operating earnings after income taxes*	623,200	682,900

*Excludes special nonrecurring items in 1963 amounting to a profit of \$972,000 after taxes.

RKO General has \$3.3 million net

RKO General and subsidiaries brought in over \$3.3 million net income to its parent, General Tire & Rubber Co., for the first six months of the year, it has been reported. This is less than the \$3.4 million attributed to RKO General for the same period in 1963.

General Tire reported that the half-year figures on consolidated net sales and net earnings represent new first-half records for the company. Net sales were up 7.9%; earnings, up 16.5%, compared to the comparable 1963 period, it was reported.

Six months ended May 31:

	1964	1963
Earned per share	\$0.98	\$0.84
Net sales	513,705,000	476,186,707
Net income of RKO General Inc. and its consolidated subsidiaries for six months ended March 31	3,384,956	3,425,624
Cost of goods sold, depreciation, selling, general and administrative expenses, interest and other charges	484,986,956	451,907,678
Provision for federal income taxes	15,200,000	13,200,000
Estimated income	16,903,000	14,504,653

Wometco holds strong pace

Wometco Enterprises Inc., a diversified Miami-based firm with broadcast holdings, has announced that its record earnings continued through the second 12 weeks of this year. Net income after taxes for the first two periods combined, ending June 13, was \$1,416,208, 25% of which was paid in dividends.

Twelve weeks ended June 13:

	1964	1963
Earned per share*	\$ 0.40	\$ 0.30
Gross income	7,342,313	4,914,917
Net income	705,304	518,812

*Based on 1,776,505 shares outstanding.



Drums to beat for the TV code

NAB sends subscribers kit to increase public understanding of TV's efforts at self regulation

The code authority of the National Association of Broadcasters has set in motion a campaign that it thinks will contribute mightily to the viewing public's understanding of the differences between television stations that do and do not belong to the code.

The heart of the campaign is the TV code information kits, in preparation since April, that the NAB last week sent to some 400 TV-code subscribers. The kits bulge with differing materials—including five TV spots—aimed at enlightening viewers, who, the code authority believes, are abysmally ignorant of code accomplishments. Designed by Howard H. Bell, code authority director, and his assistant, Jonah Gitlitz, the kits are the first such mailed out by the NAB. Previous promotional material had been issued on a piecemeal basis.

The spot announcements are two of 20 seconds, two of 10 seconds and one of 3 seconds. An indication of the

painstaking work that went into the kits is the fact the three shorter spots each feature the stations' channel numbers.

What Else ■ The films take up only a small part of the kits. Also included are suggested IDs, 14 different ads in a total of 21 sizes beating the drum for the code, a lapel insignia, a suggested editorial, designs for billboards and bumper strips, perforated sheets of gum-backed good practice seals and other "zeal for the seal" material. The seal has been modified, and the kits ask stations to destroy old copies. It now highlights "television code" and has reduced "seal of good practice" to small letters at the bottom.

The kits are part of a program Mr. Bell hopes will teach the public "that somebody other than the FCC—the industry itself—is concerned about television where problems exist that affect the public's interest." The campaign,



On television stations subscribing to the NAB's code of good practices, you don't see objectionable material frowned on by the code. The above opening slide is followed by others showing examples of programing and ads not used on the subscribing stations.

which was allotted \$100,000 by the NAB last January, is still being developed. The cost of compiling the kits was not revealed.

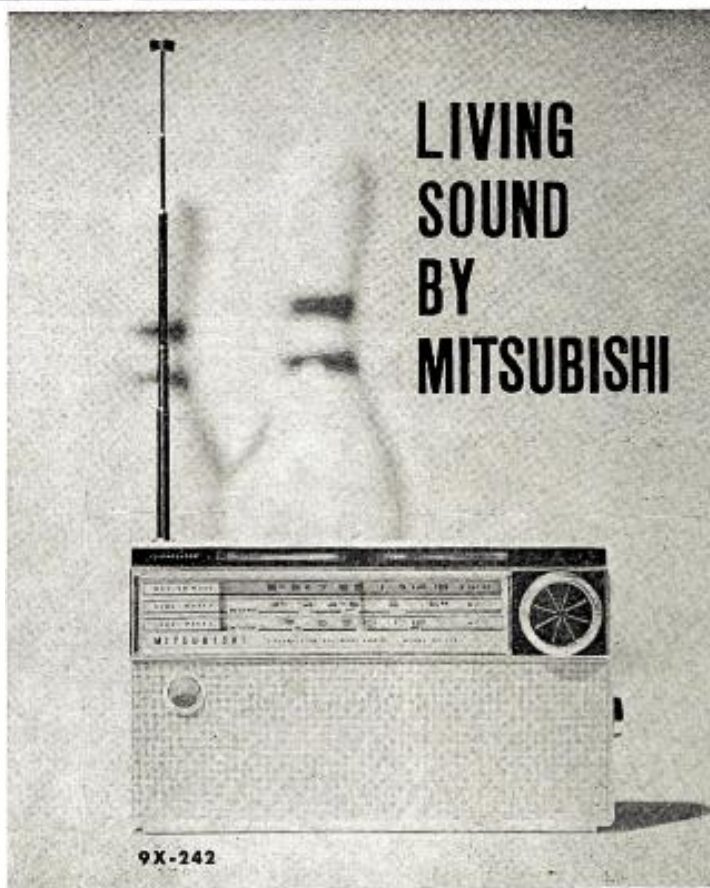
The code authority is now working on a radio code kit, similar in some ways to the TV version, which it hopes to have out in September.

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

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



MITSUBISHI ELECTRIC CORPORATION
Head Office: Mitsubishi Bldg., Marunouchi, Tokyo. Cable Address: MELCO TOKYO



Canada tightens TV commercial limits

After Oct. 1 Canadian TV stations will have to limit their advertising time to 12 minutes per hour, instead of the 16 minutes now permitted. The Board of Broadcast Governors has announced that it decided at its June meeting to amend the TV regulations to this effect and at the same time to limit the number of commercials to 16 instead of 20 per hour.

Most Canadian TV stations are not using the full 16 minutes for advertising per hour at present, but some have exceeded the 12 minutes and this is understood to have prompted the BBG to amend the regulations. There have been some complaints from public groups about too many commercials.

British TV strike ends after 6 days

The strike in Great Britain that blacked out all TV programming by the Independent Television Authority came to an end last Monday (July 6). Program company executives and union leaders agreed to resume negotiations over pay, fringe benefits and hours.

The six-day strike resulted in the walkout of more than 3,500 producers, directors and floor managers, all members of the Association of Cinema and

Television Technicians (BROADCASTING, July 6).

The union is asking for raises which will increase pay by approximately 25% over the next five years and for a 35-hour week as opposed to the present 40 hours.

CBC's Ouimet lists 25 ad prohibitions

The publicly-owned Canadian Broadcasting Corporation has banned 25 products and services, CBC President Al Ouimet has told the Canadian Broadcasting Parliamentary Committee on Public Accounts.

The CBC is again being investigated as to its expenditures and income. Mr. Ouimet said that CBC will not sell time for sleeping tablets, bathrom tissues, corn removers, preparations to hold dentures or products such as toilet-bowl cleaners and bathroom deodorizers. Also banned are all types of men's and women's underwear, foundation garments, funeral parlors, cemeteries and health studios. Mail-order advertisements are accepted only if the sponsor is well-established and has a high reputation. No help wanted advertisements are broadcast, nor are commercials for adult-type cosmetics for children, or professional services by doctors, dentists and lawyers.

CBC advertising income declined in the past three years since the advent of a second TV network, CTV Television

Profits grow

Most Canadian radio and television stations had a profit in 1963, according to the annual report of the Board of Broadcast Governors, as presented to the Canadian government for the fiscal year ending March 31, 1963. The report showed that while radio stations dropped revenue in 1961, they recouped their losses during the past two years, with most showing an operating profit increase of 47% last year over 1961.

In television 42 stations reported an aggregate profit of \$4,249,000, as against \$652,000 in 1962. Seven stations reported losses for 1963. The nine second stations in as many cities, which began operations since 1960, participated in the general improvement in the industry, the report states. Total broadcast revenue in the past year for television stations increased from \$19,928,000 to \$22,990,000. An aggregate loss of \$4,900,000 in 1961 was converted into an aggregate profit of \$1,400,000 last year for 12 stations which began operations since January 1, 1960.

Network, Mr. Ouimet said. Revenue dropped from \$38,563,940 in 1960 to \$31,402,592 last year.

FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Munroe

Keith Munroe, who joined Chicago office of Campbell-Ewald Co. earlier this year, has been appointed VP and general manager of agency's Chicago division. He succeeds **Ivan Hill**, who has resigned and is retiring from advertising field (BROADCASTING, June 29). Mr. Munroe earlier was president of Alexander Film Co., Colorado Springs, Colo.

Charles E. Palmer, joins Clairol Inc., New York, as advertising manager. Mr. Palmer had been with Lever Bros., that city, for 12 years and was most recently merchandising manager.

Albert Schneider appointed sales manager of WKJO Fort Wayne, Ind., replacing **Silverton Aston**, who has re-

signed to become general manager of corporation which will operate community antenna TV systems in Logansport and Lafayette, Ind.

Andrew C. Boyd Jr., formerly Erwin Wasey, Ruthrauff & Ryan senior VP, joins MacManus, John & Adams, Los Angeles, as VP and creative director.



Mr. Simpson

John B. Simpson, formerly VP and national director of broadcasting for Foote, Cone & Belding, New York, elected VP and director of creative services for Walker Saussy Inc., New Orleans.

Gus K. Bowman Jr., executive VP of Byer & Bowman Advertising, Columbus, Ohio, elected president, succeeding **Gus K. Bowman Sr.**, who becomes board chairman. **Ed Wilkin Jr.** elected execu-

tive VP, and **George T. Dyer** becomes senior VP. Former board chairman, **Herbert Byer**, becomes chairman of executive committee. **Joel Burghalter** is vice chairman of board.

Ralph Whiting, VP and director of client services at Young & Rubicam, Chicago, named chairman of agency's newly established executive committee in that city. Other members of committee include **Richard H. Simpson**, **Richard C. Anderson** and **M. David Keil**, all VP's.



Mr. Whiting

Robert Buckalew elected VP of Geyer Morey Ballard, New York. He serves agency on client contact staff.

Anson Isaacson, chairman of executive committee and chief operating officer of A. C. Gilbert Co. (toymaker).

Willoughby named to new post of AAW chairman

Howard Willoughby, director of Lane Publishing Co. (*Sunset* magazine), Menlo Park, Calif., elected chairman of Advertising Association of the West for 1964-65. Post is new one, established by revision of association's bylaws, adopted at last week's (July 6-8) annual convention in Sun Valley, Idaho (see story page 36). Previously, top AAW officer elected from membership was president. Immediate past president is **Walter Terry**, VP of Johnson & Lewis, San Francisco. Title of president has been given to **Charles W. Collier**, manager of AAW headquarters office in San Francisco and head of AAW salaried staff. His title had been ex-

ecutive VP.

Other new AAW officers are: vice chairman: **Al Ross**, Nelson Roberts & Associates, Denver; second vice chairman: **Rosalie McElroy**, KVOA-TV Tucson, Ariz.; secretary: **R. K. Foley**, Pacific Power & Light Co., Portland, Ore.; treasurer: **Oliver H. Crawford**, *TV Guide*, Los Angeles; VP for legislative affairs: **Frederick Baker**, Frederick E. Baker Advertising, Seattle, Wash.; VP for education: **Robert Zacher**, Arizona State University, Temple; VP for advertising ethics: **George Ganz**, KTVC(TV) Boise, Idaho; VP for club activities: **Jean Replogle**, Jean Replogle & Associates, Los Angeles.

New Haven, Conn., assumes added duties as president and chief executive officer. In latter posts, Mr. Isaacson succeeds **A. C. Gilbert Jr.**, who died June 28. **Jack Wrather**, president of Wrather Corp., which owns 51% of Gilbert company, was named chairman of New Haven firm.



Mr. Williams

Robert L. Williams, sales manager of WAPI-AM-FM Birmingham, Ala., promoted to general sales manager of WAPI-TV. He succeeds **Thomas Percer**, who resigned two weeks ago to join WHNT-TV Huntsville, Ala., as

VP and director of sales. **Jack Warren**, with WAPI sales staff for past four years, succeeds Mr. Williams as radio sales manager, and **Ralph Stanley** appointed WAPI-TV local sales manager. Mr. Stanley joined WAPI-TV in 1954.

Charles Fleischmann, formerly director of advertising and sales promotion for The Nestle Co., White Plains, N. Y., appointed general manager of Crosse & Blackwell, Nestle's coffee marketing division.

Richard Garbett, account executive, and **Dr. Theodore F. Dunn**, associate research director, of Kenyon & Eckhardt, New York, elected VP's.

Jerry Mathai, account executive at Robinson & Haynes, Los Angeles, appointed VP of agency.

Richard K. Pearson and **Thomas Flaherty**, of Pittsburgh office, and **Glen E. Wilber**, of Houston, elected VP's of Erwin Wasey, Ruthrauff & Ryan.

Bruce J. Bloom, formerly in promotion work at WCAU-TV Philadelphia and

WROC-TV Rochester, N. Y., named director of advertising and sales promotion for WBBM-TV Chicago. He succeeds **Leonard Broom**, who has been named assistant director of advertising for CBS-TV, New York.

Dan Lindquist, broadcast production manager of Guild, Bascom & Bonfigli, Los Angeles, named executive broadcast producer. He joined agency in 1957.

Noyes Scott appointed manager of sales department of KNBC Los Angeles.

Bill Hooper, for past 10 years in field of TV film syndication, joins Radio Advertising Bureau, New York, as regional director in member development department.

Jerry Marcus appointed local sales manager of KTLA(TV) Los Angeles. Formerly assistant general sales manager, Mr. Marcus has been with KTLA for past five years.



Mr. McDaniels

John M. McDaniels, account executive with WGN-TV Chicago since January 1963, appointed midwestern sales manager of station. Earlier Mr. McDaniels was account executive with WNDU-TV South Bend, Ind.

John Schoeffler elected VP and account executive at Kudner Agency, New York.

Milton Levy elected VP in charge of broadcast operations for Silton, Callaway & Hoffman, Boston.

Lawrence Gibson, VP-marketing at Audits & Surveys Co., New York, elected to firm's board of directors.

E. Delony Sledge, VP of The Coca-

GO

from "On-the-spot"
to "On-the-screen"
with the new
EASTMAN 16 mm
sound film system

GO

See ad following page 55

SPOTMASTER Tape Cartridge Winder



The new Model TP-1A is a rugged, dependable and field tested unit. It is easy to operate and fills a need in every station using cartridge equipment. Will handle all reel sizes. High speed winding at 22 1/2" per second. Worn tape in old cartridges is easy to replace. New or old cartridges may be wound to any length. Tape Timer with minute and second calibration optional and extra. Installed on winder or available as accessory. TP-1A is \$94.50, with Tape Timer \$119.50.

Write or wire for complete details.

Spotmaster

BROADCAST ELECTRONICS, INC.
8800 Brookville Road
Silver Spring, Maryland

Cola Co., Atlanta, named director of advertising and sales promotion, in move consolidating company's advertising and sales promotion activities. **Fred W. Dickson**, VP, will serve as manager of advertising and sales promotion.

Richard Pedicini named radio-TV supervisor for Bloomfield Hills, Mich., office of MacManus, John & Adams.

Marilyn Canton named media director of Hoag & Provandie, Boston.

Thomas W. Lentz named manager of advertising and sales promotion operations of RCA Sales Corp., Indianapolis.

Otto A. Fohl, formerly of Ted Bates & Co., joins Chesebrough-Pond's Inc., New York, as division marketing research manager.

James W. Grau appointed manager of advertising and promotion for WNBC-AM-TV New York. He was formerly with WNEW, that city.

Madeleine Morrissey elected VP and copy chief of Grant Advertising, New York. She joined agency in 1960.

James Frankenberry, senior account executive at Cunningham & Walsh, New York, elected VP. He joined agency in May 1963.

Lon E. Nelles elected VP in charge of San Francisco office of Harrington, Righter & Parsons. Mr. Nelles moves from firm's Chicago branch where he was account executive.

Robert L. Simmons, account executive in Television Advertising Representatives' Chicago office, moves to firm's Los Angeles branch as manager.

George Mousaian, sales service coordinator of WLWD(TV) Dayton, Ohio, promoted to account executive. He is succeeded by **Mike Siddall**.

Norman K. Carrier, formerly with MacFarland Aveyard & Co. and Young & Rubicam, both Chicago, joins Leo Burnett Co. there as account executive. **Kenneth E. Lane**, also of MacFarland Aveyard, joins Burnett's media department on special assignment.

Industry veterans cited

Among 30 winners of the 1964 Medal of Freedom, awarded last week by President Johnson, are **Edward R. Murrow**, **Frederick R. Kappel** and **Walt Disney**.

Mr. Murrow, 56, is former CBS radio-TV reporter-commentator and for two years head of U. S. Information Agency. He resigned from USIA post last year to recover from cancer operation.

Mr. Kappel, 62, is board chairman of American Telephone & Telegraph Corp., New York.

Mr. Disney, 62, is pioneer in animated cartoon field and long-time TV-motion picture producer.

The medal, created in 1945 for civilian accomplishments in war and broadened in 1952 and again in 1963 to recognize individuals who have contributed significantly to the quality of American life, is the highest civil honor a President can bestow.

James Curran appointed account executive at WJZ-TV Baltimore.

J. Whittle Williams named account executive at Chuck Shields Advertising, Atlanta.

Danny Sheelds appointed account executive at WITH Baltimore.

M. E. (Mike) Weide appointed sales development manager of KIRO Seattle.

William J. Garvin Jr., previously of WTAP-TV Parkersburg, W. Va., named account executive at WSAZ-TV Huntington, W. Va.

Ken Stratton, formerly with Chicago office of CBS Spot Sales, joins sales department of WIND Chicago.

Kenneth Pletz joins sales staff of WJBK Detroit.

Thom Rhodes appointed media direc-

tor for The Martin R. Klitten Co., Los Angeles.

Mary Harris, of TV programing department of McCann-Erickson, New York, appointed casting director for TV commercials.

Bob Aledort, formerly of Erwin Wasey, Ruthrauff & Ryan, New York, joins Doyle Dane Bernbach, that city, as research supervisor.

James Spiliotis named research manager of WOR-AM-TV New York. He succeeds **Mrs. Lee O'Brien**, who becomes special research consultant for stations.

Brian D. Roberts, for six years with Young & Rubicam in agency's London, New York and Chicago offices, joins Needham, Louis & Brorby, Chicago, as vice president and executive art director.



Mr. Roberts

Eugene F. Shaw, account executive at WJZ-TV Baltimore, joins Television Advertising Representatives, Chicago, in same capacity. **Robert A. Stuart** joins TVAR's New York staff as account executive. He was formerly with The Katz Agency in Chicago and New York in same capacity.

Hugh E. Johnston, general sales manager of WYTV(TV) Youngstown, Ohio, joins WLWK-TV Green Bay, Wis., in same capacity.



Mr. Segal

Harold H. Segal, managing director of Knight Quality Stations of New England, has established his own sales representation and management consultant business, Harold H. Segal & Co., with offices at 451 Statler Office Bldg., Boston. Telephone: LI 2-0980. Mr. Segal previously was with WILD Boston.

Denton L. DeBaun, senior financial and management executive, elected assistant treasurer of Peters, Griffin, Woodward, New York.

Charles Bunn, formerly sales manager of KMA Shenandoah, Iowa, named general sales manager of KSTP St. Paul.

James Hardy and **George Sikorski** join media-PR and marketing-research departments, respectively, of Firestone-Rosen Inc., Philadelphia.

Walter Boyd promoted to managing editor of *Chicago Perspective*, monthly magazine published by WFMT(FM) Chicago. He succeeds **Paul Carroll**, resigned. **Lois Baum**, formerly music di-

*More than a decade of Constructive Service
to Broadcasters and the Broadcasting Industry*

HOWARD E. STARK

Brokers—Consultants

50 EAST 58TH STREET

NEW YORK, N. Y.

ELDORADO 5-0405

rector at KPFK(FM) Los Angeles, joins WFMT as editorial assistant on *Perspective*.

R. E. Lawson named assistant advertising manager of Chemetron Corp., Chicago, succeeding **C. W. Pilkey**, who resigned.

David W. Grace joins Advertising Time Sales as member of Dallas sales staff. He was formerly at KNUZ and KQUE(FM) Houston.

Robert Nelson, formerly with Erwin Wasey, Ruthrauff & Ryan, Chicago, joins Bronner & Haas Inc. there as copywriter.

Baron (Mickey) Trenner Jr., formerly with Eastern Motion Pictures Ltd. and MPO Videofronics, joins Filmex Inc., New York, as staff director.

THE MEDIA

Richard H. Harris, since 1961 general manager of WDGY Minneapolis, joins Westinghouse Broadcasting Co. as general manager of WBZ Boston.



Mr. Harris

Floyd J. Keese appointed general manager of WMBO-AM-FM Auburn, N. Y., succeeding his father, **Frederick L. Keese**, who has retired. Floyd Keese has served as WMBO station manager for five years.

Rush Evans, program manager of WIBW-AM-FM-TV Topeka, Kan., named manager of The Garvey Communications Systems, responsible for supervision of KKTU(TV) and KFMH(FM), both Colorado Springs, and KGHF Pueblo, Colo. He replaces **James Russell**, who will continue as VP of company, and will devote his time to development of new properties for Garvey organization.

Hal Levin elected VP and general manager of WINQ Tampa, Fla.

Arno Walker appointed acting manager of WCTW-AM-FM New Castle, Ind. He has been on WCTW staff since September 1963.

Dan L. Dunlap, formerly sales representative with WJBC Bloomington, Ill., appointed manager of WGLC Mendota, Ill., new 250 w daytimer on 1090 kc which has target date of Aug. 1.

Robert R. Michael appointed station manager of KUCB Tucson, Ariz.

Tim D. Tindall, formerly program director of WKYW Louisville, Ky., named coordinator of special projects at Chicago headquarters of Polaris Broadcasting, division of Polaris Corp., whose stations besides WKYW include WTVW(TV) Evansville, Ind.; KTHI-TV Fargo-Grand

Forks and KCND-TV Pembina, both North Dakota, and KXOA-AM-FM Sacramento and KPLS Santa Rosa, both California.

Sheldon Siegel resigns as station manager-program director of KAET(TV) (educational ch. 8) Phoenix, effective Sept. 1, to become station manager of Lehigh Valley Educational Television Corp., which plans to activate new ETV channel in Allentown, Pa., early next year.

Howard J. Haman appointed general manager of KPAT-AM-FM Berkeley, Calif. **William J. Calvert**, VP of KPAT Inc., will join **Dickens J. Wright**, president of company, in New York to develop new broadcasting interests.

Frederick Menzies named station manager of WHEN-TV Syracuse, N. Y. He had been commercial manager of station.

Sandy Meek, general manager of WHTC Holland, Mich., for past 14 years, retired June 30.

Richard Florence named assistant station manager of WCRF-FM Cleveland.

William T. Rice Sr., manager of WPTX Lexington Park, Md., elected president of Lexington Park Chamber of Commerce.

PROGRAMING



Mr. Dillon

John P. Dillon appointed managing director of Jefferson Productions, commercial production and program syndication division of Jefferson Standard Broadcasting Co., Charlotte, N. C. Mr. Dillon was formerly sales manager of Jefferson Productions. His replacement has not been named.

Ronald Beckman, formerly with General Artists Corp., named West Coast director of television business affairs department of Filmways. He will make headquarters at General Service Studios, Hollywood, where Filmways maintains production offices for its four TV series.

Larry Fischer, formerly of WTCN-AM-TV Minneapolis, appointed program director of WLOL, that city.

Cy Howard, author, has been signed by Warner Bros. to adapt two TV half-hour comedy series from his own stories, *The Tax Man* and *The Breadwinner*.

Sol Lesser, veteran motion picture producer who is currently president of Hollywood Museum, is planning to go into television production, while continuing his nonsalaried post at museum. With him in TV operation will be **Saul**



NEW!
Cartridge Mount*
for broadcast
Cartridge
Machines!

NORTRONICS HEAD MOUNT REDUCES MOUNTING AND ALIGNMENT PROBLEMS!

This new Nortronics Cartridge Mount, eliminates the need for rear-mount heads! Designed for cartridge tape handlers using endless loop tape cartridges of the Fidelipac and Viking type, it permits fast, easy installation and alignment of up to three heads on one assembly! "Micrometer" adjustments permit setting of head height, azimuth and face perpendicularity—special lock screw on each head bracket "freezes" the adjustments. Heads are fastened to the bracket with a quick-release screw clamp for fast installation.

Cartridge-Mount Kits, with all necessary hardware, are available for the conversion of existing cartridge players using rear-mount heads.

CARTRIDGE MOUNTS COMPATIBLE WITH ALL NORTRONICS TAPE HEADS!

Typically, two Premium series half-track stereo heads—one used for record, the other for playback—and any Nortronics erase head may be mounted on a single assembly. Premium series heads feature fine laminated, precision-lapped, low loss core structures; deposited quartz gaps; and hyperbolic, all-metal faces. Cartridge Mounts, as well as the entire line of broadcast quality replacement heads, are available through your Nortronics Distributor.

For complete information about Nortronics Cartridge Mounts, write for our Form #7177.

*PATENT PENDING

Nortronics 

8173 Tenth Ave. N., Minneapolis, Minn. 55427

Furness heads Emmy reorganization committee

The board of trustees of the National Academy of Television Arts and Sciences has elected TV and radio performer **Betty Furness** chairman of its 1964-65 National Awards Committee, which will have the task of reorganizing the academy's much-criticized Emmy awards structure (BROADCASTING, May 18, et seq.).

Also elected to the awards committee were **Seymour Berns**, TV producer and senior VP of the academy; **Evelyn F. Burkey**, executive director of the Writers Guild of America, East; **Sheldon Cooper**, program manager of WGN-TV Chicago; **John Gunter**, of Gardner Advertising, St. Louis; **Danny B. Landres**, film edi-

tor; **Sheldon Leonard**, co-partner with Danny Thomas of T&L Productions; **Hubbell Robinson**, TV producer, and **James Silman**, program manager at WTOP-TV Washington.

The new committee already has sent a questionnaire to its 6,000 members in nine chapter cities to get membership recommendations on the future structure of the Emmy awards. Meetings will be held in Hollywood with members there beginning July 20, and in New York beginning July 27.

Another meeting in New York will review all the information and formulate recommendations to the board of trustees in mid-September.

Bass and Paul David, producer-director and writer, respectively, of *The Searching Eye*, documentary film being shown at Eastman Kodak pavilion at New York World's Fair.

Jack Reilly, public relations director of KYW-TV Cleveland, promoted to assistant program manager, replacing **Bil Osterhaus**, who was transferred to KPIX (TV) San Francisco in same capacity. Stations are owned by Westinghouse Broadcasting Co.

Jack Petrik appointed manager of programming department of KETV (TV) Omaha. He joined station in 1957 as chief engineer.



Mr. Petrik

Francis D. (Pete) Lyon, motion picture director, appointed executive producer of STV Programs, programming subsidiary of Subscription Television Inc., which begins pay-TV operation July 17 in Los Angeles.

Jerry Gregoris, for 10 years executive producer of public affairs for WGN-AM-TV Chicago, joins WBKB (TV) there as executive producer.

Paul Cunningham, with NBC-TV's *Today* show since 1952 as reporter, promoted to associate producer.

Leo Lefcourt named director of music administration at CBS-TV, Hollywood. Mr. Lefcourt had been assistant director of business affairs and director of program contracts.

Jack Voglin named assistant director for *The Addams Family* and **Ed Housas** appointed art director of this half-hour comedy series which Filmways is producing for ABC-TV, beginning this fall. **Ralph Levy** is producer-director.

Keath G. Allen, **Gene Daniels** and **Woody Woodall** join Pepper Sound Studios, Memphis. Mr. Allen will function as copy writer; Messrs. Daniels and Woodall will serve as sale representatives in northeast and southeast, respectively.

Pierce Allman, program and production executive at WFAA-AM-FM Dallas, resigns to enter partnership in clothing business.

George Schlatter, TV producer, signed by NBC-TV to produce network's first "Sneak Preview Special" next season. Program, starring Steve Lawrence, will be telecast Nov. 27, 10-11 p.m., NYT.

Ray Galton and **Alan Simpson**, creators and writers of British comedy, *Steptoe and Son*, signed to long-term contract with Screen Gems to create and develop new TV comedy series for 1965-66 season.

Steven Siporin, formerly of WABC New York, joins directorial staff of KDKA-TV Pittsburgh.

NEWS

Bill Blanchard appointed news director of KMHT Marshall, Tex.

Russell Barber appointed public affairs administrator of WCBS-TV New York and assistant to Ned Cramer, station's public affairs director.

Bernard Eismann, formerly with New York bureau of CBS News, joins ABC News, that city, as on-air radio correspondent for *Flair Reports*.

Kyle A. Hill joins news staff of WSAZ-AM-TV Huntington, W. Va.

Paul Taylor, formerly of WHYY-TV

Wilmington, Del., joins news staff of WPEN Philadelphia, succeeding **Ed Needham**, who resigned last month.

Robert Ginther and **Jeffrey Schiffman** join news department of KING-AM-FM-TV Seattle.

George Barbour joins KDKA-AM-FM Pittsburgh as special reporter in public affairs department.



Mr. Creshkoff



Mr. Williams

Palmer Williams appointed to newly created post of director of broadcast operations for CBS News, New York. For past five years, Mr. Williams has been director of operations for *CBS Reports* series and has been with network news division since 1951. **Lawrence Creshkoff**, since 1960 executive editor of Television Information Office, New York, joins CBS Inc. as editorial director of corporate information staff.

ALLIED FIELDS

Andrew G. Haley, senior partner in Washington law firm of Haley, Bader & Potts, given G. Edward Pendray award by American Institute of Aeronautics and Astronautics for "outstanding contribution to the literature of flight sciences." Mr. Haley is counsel of AIAA. Award cites his "pioneering contribution to the analysis of governmental and international legal questions arising from the rapid development of space travel and space exploration, as exemplified by his book *Space Law and Government* published in 1963."

John H. Conlin, legal assistant to FCC Commissioner Frederick W. Ford, has transferred to commission's litigation division. His replacement in Commissioner Ford's office has not yet been named.

Saul Rubin has resigned as director of development and executive producer of radio and television for University of Judaism, Los Angeles, effective Aug. 1. In his five years with institution, he created and produced five broadcast series, including TV programs, *Insight* and *Ethics*. His future plans have not been announced.

Dr. Lawrence T. Frymire, chief of FCC's educational broadcasting office, named educational TV coordinator for State of California, effective Aug. 1. Dr. Frymire, who will have served with FCC for two years, is former associate professor of communications at Michi-

gan State University and manager of school's radio stations WKAR-AM-FM East Lansing.

Robert L. Davy appointed assistant professor of communications at Washington State University, succeeding **John Brower**, who resigned earlier this year.

EQUIPMENT & ENGINEERING



Mr. Shafer

Edward Shafer elected VP-marketing for Entron Inc., Silver Spring, Md., manufacturer of community, master and educational TV equipment. He joined company in 1962.

James Johnson named supervisor of engineering scheduling at ABC-TV, Hollywood, with **Bill Prosser**, formerly in network's videotape recording department, as his assistant.

J. Earl Thomas Jr. appointed corporate new products manager and technical adviser to president of General Instrument Corp., Boston.

David Wolfenden joins Automatic Tape Control, Bloomington, Ill., as sales engineering specialist for broadcast automation.

Bill Newman, formerly TV producer for Armed Forces Television in Hollywood, named operations manager of KCET(TV) Los Angeles, ETV station which is preparing to start regular programming in fall.

Lawrence Sibilia appointed chief engineer of KETV(TV) Omaha. He joined station in May 1957 as assistant chief engineer.



Mr. Sibilia

Rolland Looper, formerly VP-general manager of WHOW Clinton, Ill., joins Collins Radio Co. as broadcast representative in Iowa, Illinois, Kansas and Missouri. He succeeds **Gene Randolph**, who has resigned.

Cliff Wayne appointed general operations manager of KRSD-TV Rapid City and KDSJ-TV Lead, both South Dakota.

INTERNATIONAL

Bruce Ledger elected VP of Screen Gems (Canada) Ltd., Toronto. He has been with firm for nine years and was elected treasurer in March 1963.

R. F. Hammond, managing director of Associated Newspapers Ltd., and **R. M. Shields**, advertising manager

of the company, appointed to board of Southern Television Ltd. Associated Newspapers hold almost 40% of stock of commercial television company.

Ray Arsenault, formerly of CFTO-TV Toronto, elected vice president of Breithaupt, Milson & Benson Ltd., Toronto advertising agency.

Reg Baker joins CBS Television Network Sales of Canada Ltd., Toronto, as general manager. Mr. Baker, formerly senior account executive with McKim Advertising Ltd., that city, succeeds **William Cooke**, who resigned to rejoin Canadian Broadcasting Corp. in executive sales capacity.

Jack Schoone, of CKCR Kitchener, Ont., elected VP and general manager of that station and CHQ Hamilton, Ont.



Mr. Gilson

Frederick L. Gilson appointed to newly created post of sales manager of CBS Ltd., London, effective Aug. 15. He will be in charge of all sales efforts in United Kingdom and Ireland, reporting to **Robert Mayo**, managing director of CBS Ltd. Mr. Gilson, for past two years assistant international sales manager for CBS Films Inc., joined company in 1958.

Lewis W. Shollenberger, former newsman with CBS and ABC, appointed executive director of Radio Liberty. Under reorganization, Mr. Shollenberger will be in charge of all aspects of Radio Liberty's operations, with headquarters in Munich, Germany.

Michael Zilka appointed media group head in media department of Mather and Crowther Ltd., London. Mr. Zilka was formerly media manager of Robert Sharp and Partners Ltd., that city.

FANFARE

Jack W. Isaac elected VP and manager of station relations for Promotional Services Inc., New York. He will serve as executive assistant to **Sidney Halpern**, PSI president.

Frank Della Corte, public relations administrator for Fairchild Camera & Instrument Corp., Syosset, N. Y., promoted to corporate PR manager. He joined company in 1958.

Fran McFall, formerly with McFadden, Strauss, Eddy, Irwin & Goodwin, Los Angeles, joins publicity staff of ABC-TV in Hollywood as unit publicist.

Ross DeLue, formerly senior VP of Mayer & O'Brien, Chicago public relations firm, elected VP and director of new public relations division established by Post-Keyes-Gardner there to serve agency's clients.

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DEATHS



Mr. Abe

Shinnosuke Abe, 80, president and board chairman of Japan Broadcasting Corp. (Nippon Hoso Kyo-kai), Tokyo, died July 9 in that city of heart ailment. Mr. Abe, formerly with *Mainichi News*, one of largest newspapers in Tokyo, became chairman of NHK in 1956 and president in October 1960.

George W. Smith, 55, international president of National Association of Broadcast Employees and Technicians since 1956, died July 2 in Chicago. Mr. Smith had held number of union posts since becoming member in 1942 when he joined NBC's Blue Network. Union presidency will be assumed by international VP, Eugene Klumpp of Buffalo.

Ford, Stanton approved

Senate last week confirmed presidential nominations of **Frank Stanton**, **Frederick W. Ford** and **Mrs. Norman Chandler**. Dr. Stanton, CBS Inc. president, and Mrs. Chandler, wife of president of Los Angeles Times Co., will serve on U. S. Information Advisory Committee. Commissioner Ford begins second seven-year term on FCC (BROADCASTING, June 22).

Robert L. Welch, 53, writer-producer for Jack Benny, Fred Allen and Kate Smith shows and originator of *Henry Aldrich* radio series, died July 3 of burns suffered month earlier when lighter fluid accidentally spilled on his clothing caught fire.

Zach Toms, 63, board chairman-chief executive officer of Liggett & Myers Tobacco Co., Richmond, Va., died July 9 there. Mr. Toms joined leaf firm in 1922, was elected president in 1961 and chairman this year.

Richard H. Johnson, 54, general sales manager of WSVA-AM-FM-TV Harrisonburg, Va., died June 28 at Rockingham Memorial hospital following lengthy illness. Mr. Johnson had been with wsva stations since 1941, originally as program director and since 1956 as general sales manager.



Mr. Johnson

Jesse B. Mehler, 78, former member of CBS Radio sales staff in New York, died July 3 in Stamford, Conn. He joined CBS in 1928, retired in 1954.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, July 1 through July 8, 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. CH—critical hours.

New TV stations

ACTIONS BY FCC

Santa Rosa, Calif.—Santa Rosa Enterprises. Granted CP for new TV on UHF channel 50 (686-692 mc); ERP 5.11 kw vis., 2.76 kw aur. Ant. height above average terrain minus 123.5 feet, above ground 199 feet. P.O. address Box 2325, Santa Rosa. Estimated construction cost \$140,562; first year operating

cost \$150,000; revenue \$160,000. Studio and trans. locations both Santa Rosa. Geographic coordinates 38° 27' 22" north latitude, 122° 44' 06" west longitude. Type trans. RCA TTU-1B, type ant. RCA TFU-6B. Legal counsel Lester W. Spillane, consulting engineer A. E. Towne Associates Inc., both San Francisco. Principals: Hugh B. and Nellie W. Coddington (22%) and others. Applicant is in real estate business. Action July 7.

***Hershey, Pa.**—South Central Educational Broadcasting Council. Granted CP for new TV on UHF channel 65 (776-782 mc); ERP 240 kw vis., 126 kw aur. Ant. height above average terrain 767 feet, above ground 192 feet. P.O. address c/o Fred E. Bryan, Community Center Building, Corner Chocolate and Cocoa Avenues, Hershey. Estimated construction cost \$796,909; first year operating cost \$225,000. Studio location Hershey, trans. location near Harrisburg, Pa., on Blue Mountain. Geographic coordinates 40° 20' 45" north latitude, 76° 52' 06" west longitude. Type trans. RCA TTU-25B, type ant. RCA TFU-46B. Legal counsel Dow, Lohnes and Albertson; consulting engineer George C. Davis, both Washington. Principals: members of council. Action June 30.

APPLICATIONS

Chicago — Field Communications Corp.

UHF channel 38 (614-620 mc); ERP 1000 kw vis., 500 kw aur. Ant. height above average terrain 929 feet, above ground 969 feet. P.O. address c/o Sterling C. Quinlan, 401 North Wabash Avenue, Chicago. Estimated construction cost \$1,883,733; first year operating cost \$850,000; revenue \$750,000. Studio and trans. locations both Chicago. Geographic coordinates 41° 53' 16" north latitude, 87° 37' 45" west longitude. Type trans. RCA TTU-50B, type ant. RCA TFU-30J. Legal counsel Dow, Lohnes & Albertson; consulting engineer George C. Davis, both Washington. Principal: Field Enterprises Inc. (100%), owned by Marshall Field Jr. (12.07%); Marshall Field Jr., Howard A. Seitz, George B. Young, and Edward I. Farley (as trustees 64.42%); George B. Young (as trustee 8.63%); Bailey K. Howard (1.73%), and others. Field Enterprises is publisher of *Chicago Sun-Times* and *Chicago Daily News* newspapers, and also publishes *World Book* and *Child-Craft* encyclopedias. Ann. July 2.

Missoula, Mont.—Western Broadcasting Co. VHF channel 8, (180-186 mc); ERP 162 kw vis., 34 kw aur. Ant. height above average terrain 2908 feet, above ground 253 feet. P.O. address c/o Dale G. Moore, Box 1405, Missoula. Estimated construction cost \$297,000; first year operating cost \$180,000; revenue \$200,000. Studio and trans. locations both Missoula. Geographic coordinates 47° 02' 19.1" north latitude, 113° 59' 6.4" west longitude. Type trans. RCA TT 11 AH, type ant. RCA TW 18 AP. Legal counsel Koteen & Burt; consulting engineer Silliman, Moffet and Kowalski, both Washington. Principals: Dale G. Moore (99.996%), Shirley Mae Moore (.002%) and Avonne M. Vaughan (.002%). Mr. Moore has 78.95% interest in KCAP Helena and 99.26% interest in KGVO Missoula, both Montana. Ann. June 30.

New AM stations

ACTION BY FCC

Clinton, Mo.—Golden Valley Broadcasting Co. Granted CP for new AM on 1350 kc, 1 kw, DA; conditions include precluding pre-emptive operation with daytime facilities pending final decision in Doc. 14419. P.O. address c/o Clarence W. Dickgrafe, Box 386, Clinton. Estimated construction cost \$15,806; first year operating cost \$27,300; revenue \$36,000. Principals: Clarence W. Dickgrafe and Floyd H. Pinkston (each 50%). Messrs. Dickgrafe and Pinkston each have 2.5% interest in Clinton Eye Publishing Inc., publisher of *Clinton Eye*, a semi-weekly newspaper and 50% interest in *Herald Tidings*, a weekly newspaper serving Montrose and Ulrich, both Missouri. Action July 1.

APPLICATIONS

Torrington, Conn. — Litchfield County Broadcasting Co. 990 kc, 1 kw, D. P.O. ad-

BROADCASTING, July 13, 1964

EDWIN TORNBURG & COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

dress c/o Dr. Jack J. Blinkoff, 5 Water Street, Torrington. Estimated construction cost \$17,972; first year operating cost \$30,000; revenue \$36,000. Principals: Dr. Jack J. Blinkoff (72.5%), Milton L. Cramer (25%) and Peter N. Landucci (2.5%). Mr. Cramer is attorney and Mr. Landucci is teacher at Regional High School, Falls Village, Conn. Ann. July 7.

Inverness, Fla.—Citrus Broadcasting Co. 1560 kc, 1 kw, unl. P.O. address c/o Herman W. Goldner, 7527 Fourth Avenue North, St. Petersburg, Fla. Estimated construction cost \$43,250; first year operating cost \$55,000; revenue \$60,000. Principals: Herman W. Goldner (33.33%), Chester Levine (16.66%), Alfred Warner (33.33%) and Herman Kobrin (16.66%). Mr. Goldner is attorney, Mr. Levine has interest in building supply companies, Mr. Warner owns Warner Construction Inc. and American Investment & Management Corp. and Mr. Kobrin has interest in building supply companies. Ann. July 7.

Franklin, La.—Parish Broadcasting Co. 1110 kc, 1 kw, D. P.O. address c/o James A. Gatewood, RD #3, Franklin. Estimated construction cost \$13,630; first year operating cost \$21,381; revenue \$26,000. Principal: James A. Gatewood. Mr. Gatewood is farmer. Ann. July 2.

St. Ignace, Mich.—Lake Broadcasters Inc. 940 kc, 1 kw, D. P.O. address c/o Robert W. LeCount, 209 Truckey Street, St. Ignace. Estimated construction cost \$19,892; first year operating cost \$25,000; revenue \$29,000. Principals: Robert W. LeCount, DeMaris L. Deatrick and Wilson D. Britton (each 33.33%). Mr. LeCount is employed by WCBY Cheboygan, Wis. and DeMaris L. Deatrick is member of board of same station. Ann. July 7.

New FM stations

ACTIONS BY FCC

Longmont, Colo.—Radio Longmont Inc. Granted CP for new FM on 104.3 mc, channel 282, 28 kw. Ant. height above average terrain 88 feet. P.O. address Box 799, Longmont. Estimated construction cost \$10,990; first year operating cost \$9,500; revenue \$10,800. Applicant is licensee of KLMO Longmont. Action July 1.

St. Augustine, Fla.—Ponce de Leon Broadcasting Co. Granted CP for new FM on 97.7 mc, channel 249, 295 w. Ant. height above average terrain 178 feet. P.O. address c/o John E. Bernhard Jr., WFOY St. Augustine. Estimated construction cost \$8,075; first year operating cost \$5,000; revenue \$10,000. Applicant is licensee of WFOY St. Augustine. Action July 1.

Clinton, Mo.—Clinton Broadcasting Inc. Granted CP for new FM on 95.3 mc, channel 237, 3 kw. Ant. height above average terrain 200 feet. P.O. address Box 386, Clinton. Estimated construction cost \$15,497; first year operating cost \$21,000; revenue \$25,000. Principals: Clarence W. Dickgrafe, Floyd H. Pinkston and Harry F. Finks Jr. (each 33.33%). Mr. Finks is banker; other two principals are part owners of local publishing firms (weekly and semi-weekly newspapers) and 50% owners of application for new AM in Clinton. Action July 1.

Oklahoma City—BBC Inc. Granted CP for new FM on 104.1 mc, channel 281, 59.4 kw. Ant. height above average terrain 430 feet. P.O. address c/o Loyd Benefield, 2700 Liberty Bank Building, Oklahoma City. Estimated construction cost \$43,369; first year operating cost \$47,300; revenue \$36,000. Principals: Loyd Benefield, Jean I. Everest and Leonard Savage (each 33.33%). Principals each have 7% plus interest in KOCO-TV Oklahoma City. Action July 1.

Erie, Pa.—Jet Broadcasting Inc. Granted CP for new FM on 103.7 mc, channel 279, ERP 17.3 kw, unl. Ant. height above average terrain 7 feet. P.O. address Myron Jones, 1635 Ash Street, Erie. Estimated construction cost \$21,772; first year operating cost \$15,500; revenue \$18,000. Applicant is licensee of WJET Erie, Pa. Myron Jones is president of Jet Broadcasting. Action July 1.

Superior, Wis.—Twin Ports Christian Broadcasting Corp. Granted CP for new FM on 105.1 mc, channel 286, ERP 100 kw. Ant. height above average terrain 366 feet. P.O. address 1120 East McCuen Street, Duluth 8, Minn. Estimated construction cost \$32,000; first year operating cost \$60,000; revenue \$60,000. Applicant is non-profit corporation controlled by Don and Margaret Swanson, Gordon and Barbara Jean Roberts and Roger Elm (each 20%); licensee of WWJC Superior. Action July 1.

APPLICATIONS

Brunswick, Ga.—Golden Isles Broadcasting, July 13, 1964

ing Corp. 100.7 mc, channel 264, 26.4 kw. Ant. height above average terrain 170 feet. P.O. address c/o Charles J. Thornquest, Box 10, Brunswick. Estimated construction cost \$26,700; first year operating cost and revenue not given. Principals: Charles J. Thornquest (39%), John B. Greene (8.33%), Roy G. Fitzgerald (2%), Jefferson H. Heeter (10%), Robert E. Boswell (6.66%), Isaac M. Aiken (.66%) and Central Assurance Co. (33.33%). Golden Isles is licensee of WGIG Brunswick. Mr. Thornquest has 25% interest, through debentures, of KLEM LoMars, Iowa. Ann. July 7.

Gainesville, Ga.—Hall County Broadcasting Co. 97.1 mc, channel 246, 100 kw. Ant. height above average terrain 376 feet. P.O. address c/o Ernest H. Reynolds Jr., Station WLBA, Gainesville. Estimated construction cost \$36,202; first year operating cost \$15,000; revenue \$15,000. Principal: Ernest H. Reynolds Jr. Mr. Reynolds is licensee of WLBA. Ann. July 2.

Hammond, La.—Tangi Broadcasting Inc. 107.1 mc, channel 296A, 3 kw. Ant. height above average terrain 189 feet. P.O. address c/o Warren Verlander, 301 North Chestnut Street, Hammond. Estimated construction cost \$18,585; first year operating cost \$27,000; revenue \$33,488. Principals: Warren H. Verlander (51%) and Wallace A. Verlander (49%). Ann. July 7.

La Place, La.—222 Corp. 92.3 mc, channel 222, 100 kw. Ant. height above average terrain 426.5 feet. P.O. address c/o Sidney J. Levett, Drawer B, Garyville, La. Estimated construction cost \$51,312; first year operating cost \$48,000; revenue \$50,000. Principals: Sidney J. Levett III, Loren M. Levett, Lester J. Millet Jr., Judy B. Millet, Michael R. Monica and Nancy B. Monica (each 16.66%). Mr. Levett is engineer employed by E. I. du Pont, Mr. Millet is tax assessor and Mr. Monica owns Monica Amusement Co. Ann. July 7.

Lewiston, Me.—Lewiston-Auburn Broadcasting Co. 107.5 mc, channel 298, 27.7 kw. Ant. height above average terrain 373 feet. P.O. address c/o F. Parker Hoy, Box 929, Lewiston. Estimated construction cost \$25,863; first year operating cost \$8,000; revenue \$10,000. Principals: F. Parker Hoy (55.3%), Frank S. Hoy (18.4%), Gladys Hoy (13.8%), Romeo E. Sansoucy (2.4%), Harold W. Dutch (2.4%), G. Emilio Ouellette (2.4%), Caroline M. Hoy (2.4%) and Herbert O. Wiles (2.4%). Lewiston-Auburn is licensee of WLAM Lewiston. Ann. July 2.

New Ulm, Minn.—KNUJ Inc. 107.5 mc, channel 298, 27.7 kw. Ant. height above average terrain 382 feet. P.O. address c/o George E. Korenchen, 510 1/2 Third North Street, New Ulm. Estimated construction cost \$40,405; first year operating cost \$18,000; revenue \$20,000. Principals: Walter K. Mickelson Sr. (as trustee 67.68%), George and Marie A. Korenchen (9.39%), Harold and Janet Mildenberg (3.90%), Einer B. Nelson (3.90%) and others. KNUJ Inc. is licensee of KNUJ New Ulm. Ann. July 6.

*Columbia, Mo.—Stephens College. 90.5 mc, channel 213, 10 kw. Ant. height above average terrain 45 feet. P.O. address c/o Neal Balanoff, Stephens College, Columbia. Estimated construction cost \$26,804; first year operating cost \$500. Principal: board of trustees. Ann. July 1.

Tamaqua, Pa.—Sky View Broadcasting Service. 105.5 mc, channel 288A, 1.296 kw. Ant. height above average terrain 0.75 feet. P.O. address c/o James W. Reichard, RD #2, York, Pa. Estimated construction cost \$5,275; first year operating cost \$10,000; revenue \$12,000. Principal: James W. Reichard. Mr. Reichard is engineer with United Broadcasting Co. Ann. June 30.

Oneida, Tenn.—Scott Broadcasting Co. 105.5 mc, channel 288A, 3 kw. Ant. height above average terrain 283 feet. P.O. address c/o R. H. Troxel, Scott Broadcasting Co., Oneida. Estimated construction cost \$16,125; first year operating cost \$11,800; revenue \$13,500. Principal: R. H. Troxel. Mr. Troxel is Oneida businessman and farmer. Ann. June 29.

Salt Lake City—Radio Station KWHO. 93.3 mc, channel 227, 36.5 kw. Ant. height above average terrain minus 93 feet. P.O. address c/o Reese C. Henderson, 510-512 East Second South, Salt Lake City. Estimated construction cost \$18,093; first year operating cost \$8,807; revenue \$12,700. Principal: Reese C. Henderson (100%). Mr. Henderson owns KWHO Salt Lake City. Ann. July 7.

Ownership changes

ACTIONS BY FCC

WJAM Marion, Ala.—Granted transfer of control of licensee corporation, Radio Mari-



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with the new
EASTMAN 16 mm
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on Inc., from J. Dige Bishop, Wyatt R. Kitchens, C. Jim Murphy and Elizabeth Neely (100% together) to John and Clara O'Neal (each 25%), and James H. Dennis (50%). Consideration \$30,000 and assumption of \$23,000 mortgage. John and Clara O'Neal have 65% and 1% interest, respectively, and Mr. Dennis 33% interest in WKLF Clanton, Ala. Action July 2.

KTVU(TV) San Francisco-Oakland—Granted assignment of license from San Francisco-Oakland Television Inc., owned by Miami Valley Broadcasting Corp. to Miami Valley Broadcasting Corp., owned by Cox Broadcasting Corp., which is owned by Atlanta Newspapers Inc. (33.96%), Dayton Newspapers Inc. (14.5%), Springfield Newspapers Inc. (15.36%), Jayren Corp. (4.15%), Ernest L. Adams (1.25%) and others. No financial consideration. Action July 2.

KLST(FM) Colorado Springs—Granted transfer of control of licensee, Little London Broadcasting Co., from Ransom J. (50%) and Norman J. (45%) English to Donald G. Bennett (50%) and more than 15 others; Hugh E. Crawford (5%) retains interest. Consideration \$1,500. Mr. Bennett is manager of KLST(FM). Action June 30.

WGLC Mendota, Ill.—Granted assignment of CP from Mendota Broadcasting Co., owned by Janet C. Becker (100%) to Vancro Broadcasting Co., owned by Jeanne V. Morgan (100%). Consideration \$300. Miss Morgan has interest in WGLM(FM) Richmond, Ind. Action July 1.

KPLC-AM-TV Lake Charles, La.—Granted assignment of license from T. B. Lanford (66%), Louis M. Sepaugh Sr. (16%) and Louis M. Sepaugh Jr. (16%) d/b as Calcasieu Broadcasting Co. to Calcasieu Television Inc. owned by Henry W. Chesley Jr. (19.8%), Mary Ann Stein (7.2%), Harry A. Collinger, Preston Estep, Leo A. Fisher, Sidney Salomon Jr., Gordon Scherck, H. M. Stolar, Leif J. Sverdrup, John Wilson, Daniel Morris Crown trust, Sara Beth Crown trust, Susan Crown trust, Janet S. Crown trust, and Stanley Musial & Biggies Steak House Inc., (each 4.7%) and others. Consideration \$2,000,000. Mr. Lanford has interests in KALB-AM-FM-TV Alexandria, La., WSLI and WJTV(TV) Jackson, Miss. and KRMD-AM-FM Shreveport, La. Mr. Sepaugh has interest in WSLI and WJTV. Mr. Chesley is president of D'Arcy Advertising Co. Mr. Musial is ex-baseball player and director of 220 Television Inc. (KPLR-TV) channel 11, St. Louis. Ann. April 27.

KPLC Lake Charles, La.—Seeks assignment of license from Calcasieu Television Inc. to Calcasieu Radio Inc. Consideration \$200,000. Owners of Calcasieu Television Inc. (see above) also own Calcasieu Radio in same percentages. Action June 30.

WJMY-TV Allen Park, Mich.—Granted assignment of CP from Triangle Broadcasting Co., owned by Robert P. Spanos (20%), Donald J. Postma and Albert Vanden Bosch (each 15%), Roy O. Makela (12.5%), Frank Larner, Henry Voethers and Thomas Nesbitt (each 6.25%), Henry Faber (5.6%), George Mannes and Elmer T. DeFrell (each 3.75%), Harvey Dykstra (3.15%) and Robert G. Vander Hooning (2.5%), to United Broadcasting Inc. Consideration \$115,000. United Broadcasting owns 100% of its voting stock, which is voted by Richard Eaton, president, Mr. Eaton has interest in WANT Richmond, Va., WBNX New York, WJMO and WCUY(FM) Cleveland Heights, Ohio, WFAB South Miami, Fla., WOK-AM-TV and WFAN(FM) Washington, WJNX Rockville, Md., WMUR-TV Manchester, N.H. and WSID-AM-FM and WTLF-TV Baltimore and WACH-TV Newport News, Va. Action July 8.

WCMP Pine City, Minn.—Granted assignment of license from Pine County Broadcasting Co., owned by John C. Hunter (58.33%), Richard K. Power (30%) and Robert Schuller (11.66%) to WCMP Broadcasting Co., owned by Robert Schuller (100%). Consideration \$53,900 to Mr. Hunter and \$27,720 to Mr. Power. Action June 30.

KODY North Platte, Neb.—Granted assignment of license from KODY Inc., owned by Stuart Investment Co., owned by James Stuart and family, to KODY Radio Inc., owned by H. P. Lau Co. (92%), Joe diNatale (4%) and James H. Ellis (4%). Consideration \$250,000. H. P. Lau is Lincoln, Neb. grocery firm. Mr. diNatale is announcer and manager of KODY and Mr. Ellis is 61% owner of Ellis Holyoke & Co., investments. Action July 2.

WBJA-TV Binghamton, N. Y.—Granted assignment of license from WBJA-TV Inc., owned by Alfred E. Anscombe (53.13%), Small Business Investment Co. of New York Inc. (26.04%) and James E. Greeley (20.83%) to Empire Television and Radio Inc., owned by same individuals with following percentages: Alfred E. Anscombe (53.1%),

SBIC of N. Y. Inc. (36.4%) and James E. Greeley (10.5%). Notes totalling \$245,000 will be negotiated to replace debts of \$156,000 incurred by WBJA-TV and WEPA-TV and to provide \$89,000 of new finance. Empire TV and Radio Inc. will be holding company for WBJA-TV and WEPA-TV Erie, Pa. (see approval for WEPA-TV below). Action July 1.

***WREG(TV) New York**—Granted assignment of CP from University of State of New York, State Education Dept. to Board of Education of City of New York. No financial consideration. Board of Education of City of New York is licensee of *WNYE-FM New York. Action June 30.

WEPA-TV Erie, Pa.—Granted assignment of license from WEPA-TV Inc., owned by Alfred E. Anscombe (53.13%), Small Business Investment Co. of New York Inc. (26.04%) and James E. Greeley (20.83%) to Empire Television and Radio Inc. (see approval for WBJA-TV above). Action July 1.

WKPA and WYDD(FM) New Kensington, Pa.—Granted assignment of license from Allegheny-Kiski Broadcasting Co., owned by C. Russell Cooper (50.1%), William R. Hanky (11.21%), Donald L. Hankey (11.21%), Pauline Zeloye (11.21%), David Cooper (5.9%), James R. Cooper (5.9%) and John E. Cooper (4.2%) to Gateway Broadcasting Enterprises Inc., owned by Nelson L. Goldberg (25%), Burstein Co. pension trust (20%), Jerry D. Silverman (10%), Irwin S. Turner (10%) and others. Consideration \$225,000. Mr. Goldberg is general manager of assignee. Messrs. Turner and Silverman are physicians. Action July 2.

KTFY Brownfield, Tex.—Granted assignment of license from Mike A. and Elma R. Barrett, partners d/b as Terry County Broadcasting Co., to Brownfield Radio Inc., owned by Dossie M. Wiggins and Frank Junell (each 40%) and George N. Atkinson Jr. (20%). Consideration \$175,000. Mr. Junell has interest in KNIT Abilene. KEYG Big Spring, KEYE Perryton, KSTB Breckenridge and KILE Galveston, all Texas; D. M. Wiggins has interest in KEYE, KSTB, KEYG and KILE; Mr. Atkinson has interest in KILE. Action July 1.

KORA Bryan, Tex.—Granted acquisition of positive control of licensee corporation, Bryan Broadcasting Inc., by Mike Mistovich (72% after sale) through sale of stock by Carl J. Niederbauer (23% before). Consideration \$8,050. Action July 1.

KSWA Graham, Tex.—Granted assignment of license from Burney B. Jones and Neil J. Gilligan d/b as Jones & Gilligan to KSWA Inc., owned by J. D. Roberts (45%), Lon H. Williams (45%) and Carl Fischbein (10%). Consideration \$77,500. Mr. Roberts is Okmulgee, Okla. businessman, Mr. Williams is employed at KTRN Wichita Falls, Kan. and Mr. Fischbein is partner of public accountant firm of Sartain, Fischbein, Eberhardt & Brown. Action July 7.

KJBC Midland, Tex.—Granted assignment of license from Ronald L. Pope, executor of estate of Jack Cecil, deceased, to Hugh McBeath. Consideration \$140,000. Mr. McBeath has had previous broadcasting interests but has no holdings or interests pending application. Action July 7.

KTW-AM-FM Seattle—Granted assignment of license from First Presbyterian Church of Seattle to David M. Segal. Consideration \$250,000. Mr. Segal owns WGVM Greenville, Miss. Action July 2.

WHVF Wausau, Wis.—Granted assignment of license from Lakeland Broadcasting Corp., owned by Hilding V. (50%) and L. Rosalind Foreen (35%), Frank E. Bachhuber (5%) and Harold Ladin (10%), to Radio Wausau Inc. owned by Post Publishing Co. (100%). Consideration \$59,700 and assumption of \$6,300 mortgage. Post Publishing controls WEAU-TV Eau Claire and WAXX Chippewa Falls, both Wisconsin and KTVO(TV) Kirksville, Mo. Action July 8.

APPLICATIONS

KCLB Carlsbad, Calif.—Seeks assignment of CP from Patrick F. Michaels to Carlsbad Broadcasters, owned by Gordon and Irene B. Bambrick (each 50%). Consideration \$1,500. Gordon and Irene B. Bambrick are employed at KBCO San Francisco. Ann. July 1.

WDMF Buford, Ga.—Seeks assignment of license from Lanier Broadcasting Co., owned by Robert E. Thomas (100%) to Buford Broadcasting Inc., owned by Robert P. Joseph (60%), Jacqueline A. Joseph (15%), E. Weeks McKinney-Smith (12.5%) and Dr. George Talley Bailey (12.5%). Consideration \$22,000. Mr. Joseph is station representative for WDXR Paducah, Ky. Ann. July 6.

WEZJ Williamsburg, Ky.—Seeks transfer of control of licensee corporation, Whitney

County Broadcasting Inc. owned by Leon and Keith Buck (each 50% before) to Keith and Peggy Buck (100% jointly after). Consideration \$30,000. Ann. July 7.

WTCN Minneapolis—Seeks assignment of license from TLB Inc. to parent corporation Time-Life Broadcast Inc., owned by Roy E. Larsen (4.98%), Henry R. Luce (4.48%), Henry Luce III (1.93%), Carson & Co. (1.98%), French & Co. (1.72%), Shaw & Co. (3.81%) and others. No financial consideration. Ann. July 2.

KBON Omaha, Neb.—Seeks assignment of license from Goldenrod Broadcasters Inc., owned by Joseph Gratz and Maurice M. Fleischi (each 50%) to Blaustein Industries Inc., owned by Morton K. Blaustein, Barbara B. Hirschhorn and Elizabeth B. Roswell (each 33%). Consideration \$255,000. Ann. June 30.

KBUB Sparks, Nev.—Seeks assignment of license from Silver Circle Broadcasting Inc., owned by Edward J. Jansen (60%), Keith Jack Rudd (25%) and Edith V. Jansen (15%) to S. J. Torre. Consideration \$150,000. Mr. Torre has business interests in Reno and Sparks, both Nevada. Ann. July 2.

KDLK Del Rio, Tex.—Seeks transfer of control of licensee corporation, Queen City Broadcasting Co., owned by Jack R. Crosby (80%), Scott Stiles (10%) and Julius Sadowsky (10%) to KUBO Broadcasting Corp., owned by Jack R. Crosby (40%), Scott Stiles (12%), Julius Sadowsky Jr. (3%) and Texas Capitol Corp. (45%). Consideration \$30,000 and assumption of \$61,000 liabilities. See applications for KTEO San Angelo, and KUBO San Antonio, both Texas. Ann. July 6.

KTEO San Angelo, Tex.—Seeks assignment of license from Burkhardt Broadcasting Corp., owned by Petty Durwood Johnson (100%) to Western Radio Corp., owned by KUBO Broadcasting Corp. which is owned by Jack R. Crosby (40%), Scott Stiles (12%), Julius Sadowsky Jr. (3%) and Texas Capitol Corp. (45%). Consideration \$100,000. Messrs. Crosby, Stiles and Sadowsky have 55% interest in Queen City Broadcasting Co., licensee of KDLK Del Rio, Tex. Ann. July 6.

KUBO San Antonio, Tex.—Seeks assignment of license from Radio KIWV Inc., owned by Robert N. Pinkerton (68%) and Edgar B. Pool (33%) to KUBO Broadcasting Corp. Consideration \$236,800. See applications for KTEO and KDLK. Ann. July 6.

WXRA Woodbridge, Va.—Seeks assignment of license and SCA from WBVA Inc., owned by Potomac Broadcasting Corp. to Potomac Broadcasting Corp., owned by Carl L. Lindberg (100%). No financial consideration. Mr. Lindberg has 90.63% interest in WOKO Inc., licensee of WOKO Albany, N. Y. Ann. July 7.

Hearing cases

DESIGNATED FOR HEARING

Continental Broadcasting Inc., Norfolk, Va. and Suffolk Broadcasting Corp., Suffolk, Va.—Designated for consolidated hearing FM applications on channel 225 (92.9 mc), with ERP 50 kw;—Continental with ant. height 213 feet, and Suffolk ant. height 145 feet. Action July 1.

Lakeland FM Broadcasting Inc. and Sentinel Broadcasting Co., Lakeland, Fla.—Designated for consolidated hearing FM applications on channel 231 (94.1 mc)—Lakeland with ERP 27.1 kw; ant. height 386 feet, and Sentinel with ERP 31.9 kw; ant. height 359 feet. Action July 1.

Nelson Broadcasting Co. and Big River Broadcasting Corp., Kingston, N. Y. and Ubiquitous Frequency Modulation Inc., Hyde Park, N. Y.—Designated for consolidated hearing FM applications on channel 249 (97.7 mc)—Nelson with ERP 2,042 kw; ant. height 352 feet; Ubiquitous with ERP 3 kw; ant. height 157 feet; and Big River with ERP 3 kw; ant. height 32 feet. Action July 1.

OTHER ACTIONS

■ By memorandum opinion and order, commission denied objection and petition by Wisconsin Aviation Trades Association and Willard C. Pire, Paul R. Giles, Darrell W. Gibson, and Richard L. Hense, for reconsideration of March 19 grant of application of WKBH Television Inc., for extension of time to complete construction of facilities authorized July 25, 1962 to change trans. site of WKBT(TV) (ch. 8) La Crosse, Wis., to site about 15½ miles north of city, increase ant. height to 1,540 feet and increase vis. ERP to 316 kw. Chairman Henry issued concurring statement. Action July 8.

■ Commission granted request by Suburban Broadcasters for waiver of Sec. 1.569 of

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rules concerning action on applications on channels adjacent to Class I-A clear channels, and placed in line for processing in normal course its application for new AM on 800 kc, 1 kw, DA, D, in Burien, Wash. Action July 8.

■ By memorandum opinion and order on applications of Naugatuck Valley Service Inc., to change facilities of WOWW Naugatuck, Conn., from 860 kc, 250 w, DA, D, to 1380 kc, w-N, 5 kw-LS, DA-2, and applications for new AM in Wallingford, Conn., of Quinnipiac Valley Service, Inc., on 860 kc, 1 kw, D and Radio Wallingford Inc., on 1380 kc, 5 kw, DA-2, unl., commission held in abeyance joint petition for approval of agreement whereby Radio Wallingford's application would be dismissed, pending compliance by latter to Sec. 1.525(b) of publication rules, in order to afford other persons opportunity to apply for same facilities. Action July 8.

■ By decision, commission (1) granted application of Seven Locks Broadcasting Co. for new AM on 950 kc, 1 kw, DA, D, in Potomac-Cabin John, Md., subject to no pre-sunrise operation with daytime facilities pending decision in Docket 14419, and (2) denied application of Tenth District Broadcasting Co. for same facilities in McLean, Va. Action July 8.

■ By memorandum opinion and order, commission dismissed petition by Topanga Malibu Broadcasting Co. for reconsideration of May 12 action which authorized Eleven Ten Broadcasting Corp. to continue operation of KRLA, Pasadena, Calif., until July 1. Action July 2.

■ By memorandum opinion and order, on petition for reconsideration by Blackhawk Broadcasting Co. (WSDR), Sterling, Ill., commission (1) set aside March 25 designation order and granted without hearing application to increase nighttime power of WSDR from 100 w to 250 w, continued operation on 1240 kc with 500 w, D, and (2) denied opposing petitions by WIBU Poyette, Wis., WSEC Chicago, and WTAX Springfield, Ill. Chairman Henry and Commissioners Hyde and Cox dissented. Action July 1.

■ By memorandum opinion and order in proceeding on application of Northern Indiana Broadcasters Inc., for new AM in Mishawaka, Ind., commission denied those portions of motion by Clarence C. Moore (WCMR-AM-FM), Elkhart, Ind., to enlarge issues which bear on qualification of William N. Udell (president and 93.6 percent owner of Northern) to be licensee. Commissioner Ford absent; Commissioner Cox not participating. Action July 1.

■ By order, commission (1) re-granted application of Kosciusko Broadcasting Corp. (owned by Northern Indiana Broadcasters Inc.) to change operation of WKAM Goshen, Ind., on 1460 kc from 1 kw, D, to unl. time with 500 w-N, 1 kw-LS, DA-N, and (2) vacated May 13 order which set aside previous Jan. 14 grant to WKAM pending dispositive action on motion to enlarge issues in Northern Indiana proceeding above-mentioned. Commissioner Ford absent; Commissioner Cox not participating.

■ By memorandum opinion and order, commission (1) waived Sec. 1.542 of rules and granted request by Community Radio of Saratoga Springs New York Inc. for extension of temporary authority through Sept. 18 to operate WKAJ (900 kc, 250 w, D), Saratoga Springs, N. Y., in accordance with terms of former license of WSPN; (2) dismissed petition by Kenneth H. Freebern for reconsideration of original grant of temporary authorization to Community Radio, and (3) denied petition by A. M. Broadcasters of Saratoga Springs Inc. (competing applicant for construction permit), opposing Community Radio's request for extension of temporary authorization. Action July 1.

■ By report and order in proceeding concerning AM assignment standards and relationship between AM's and FM's, commission did these major things: (1) lifted, effective July 13, current "freeze" on AM applications for new or changed facilities; (2) adopted new AM assignment rules which make substantial changes in present ones, to become effective August 13, and (3) adopted rule requiring FM's jointly owned with AM in large cities to reduce duplication of programs one year after August 13. Pending applications for AM facilities under existing rules will be processed, and new AM applications meeting revised rules will be accepted for filing, with action to be taken after new rules become effective. Action July 1.

Routine roundup

ACTIONS BY REVIEW BOARD

■ Granted petition by Billy Walker to extend time to July 16 to file replies to Broadcast Bureau's petition to reopen record, enlarge issues and remand proceeding on application and that of Prattville Broadcasting Co. for new AM's in Prattville, Ala. Action July 8.

■ Granted petition by Central Broadcast-

ETV fund grants

Following grants for educational television have been announced by Department of Health, Education and Welfare:

■ Hershey, Pa.—South Central Educational Broadcasting Council; \$200,000 to activate channel 65; total project cost \$419,552.

■ Ogden City, Utah—Board of Education; \$56,297 to acquire two television tape recorders for KOET(TV), channel 9; total project cost \$75,067.

■ St. Louis—St. Louis Educational Television Commission; \$100,092 to improve transmissions of KETC-TV, channel 9; total project cost \$133,457.

■ Seattle—University of Washington; \$307,407 to acquire trans., tower, ant., and other equipment for KCTS-TV, channel 9; total project cost \$418,401.

■ Dade County, Fla.—Board of Public Instruction; \$71,606 for new equipment to improve service of WTHS (TV), channel 2 and WSEC-TV, channel 17, Miami; total project cost \$95,475.

ing Co. (WCGC), Belmont, N. C., to extend time to Aug. 10 to file exceptions to initial decision in proceeding on AM application. Action July 6.

■ Granted petition by Tuscarawas Broadcasting Co. for additional extension of time to July 16 to file replies to Dover Broadcasting Inc., motion to enlarge issues in proceeding on applications for new FM's in New Philadelphia and Dover-New Philadelphia, Ohio, respectively. Action July 6.

■ By memorandum opinion and order in Boston TV channel 44 proceeding in Dockets 15323-5, (1) granted in part motion by WGBH Educational Foundation to extent of deleting issue no. 7 relating to main studio location and enlarging issues concerning programming service proposed in each of applications; (2) granted motion by United Artists Broadcasting Inc., to permit inquiry into existing financial qualifications of Integrated Communication System Inc., of Massachusetts, but denied request for other additional issues; and (3) denied United Artists and WGBH appeals from examiner's rulings. Board Member Berkemeyer dissented and issued statement. Action July 2.

■ Members Nelson, Slone and Pincock adopted decision granting application of WKYR Inc., to change location of WKYR from Keyser, W. Va., to Cumberland, Md., and increase operating hours from daytime to unl. with 1 kw-N, DA-2, continued operation on 1270 kc, 5 kw, D. Oct. 11, 1963 initial decision looked toward action. Action June 30.

■ Members Nelson, Pincock and Slone adopted decision denying application of Trans America Broadcasting Corp., for change of operation of KTYM Inglewood, Calif., on 1460 kc from 5 kw, DA, D, to 500 w-N, 5 kw-LS, DA-2. Jan. 16 initial decision looked toward action. Action June 29.

■ Granted petition by D and E Broadcasting Co. to extend time to July 23 to file replies to Great State Broadcasters Inc., exceptions to initial decision in proceeding on applications for new AM's in San Antonio, Tex. Action July 1.

■ Granted petition by Finley Broadcasting Co. to extend time to July 6 to file replies in opposition to Bay Shore Broadcasting Co.'s motion to accept additional evidence in proceeding on latter's application for new AM in Hayward, Calif., in Docket 14644. Action July 1.

■ Members Berkemeyer, Nelson and Pincock adopted decision granting application of Paul W. Stoneburner, tr/as Salem County Radio for new daytime AM on 1510 kc, 250 w, in Salem, N. J.; conditioned to no pre-sunrise operation with daytime facilities

pending final decision in Docket 14419; and denying application of Radio Haddonfield Inc., for same facilities in Haddonfield, N. J. Nov. 8, 1963, initial decision looked toward this action. Action June 30.

ACTIONS ON MOTIONS

By Commission

■ Commission extended time to Sept. 18 to file comments and to Oct. 16 for replies in proceeding concerning acquisition of community antenna television systems by TV broadcast licensees. Time was extended on commission's own motion to coincide with reply filing date in proceedings concerning rules to govern grants of microwave facilities to serve CATV systems in Dockets 14895 and 15233, since it appears that some of matters which National Association of Broadcasters wishes to present in latter proceedings are also relevant in Docket 15415. Action July 6.

By Chairman E. William Henry

■ In Miami TV channel 10 proceeding in Dockets 14775 et al., granted motions by L. B. Wilson Inc., Civic Television Inc., South Florida Television Corp. and Miami Television Corp. to correct transcript of June 5 oral argument. Action July 6.

By Hearing Examiner James D. Cunningham

■ Pursuant to July 6 prehearing conference in proceeding on application of WSIV Inc., for new FM in Pekin, Ill., scheduled further prehearing conference for Sept. 16, further procedural date, and continued July 28 hearing to Sept. 30. Action July 6.

■ Granted petition by Capital Cities Broadcasting Corp. to extent of dismissing, but with prejudice, application to change studio location of WPAT from Paterson to Jersey City, N. J., and ant.-trans. location to site approximately 7.8 miles southeast of present location, and terminated proceeding. Action July 1.

By Hearing Examiner Isadore A. Honig

■ In proceeding on applications of Eaton County Broadcasting Co. (WCER), Charlotte, and Flat River Broadcasting Co. (WPFB), Greenville, both Michigan in Dockets 15348-9, granted Eaton County's petition for leave to amend application by adding corrective data to reflect actual spacing between WCER towers as constructed. Action July 2.

By Hearing Examiner H. Gifford Irion

■ Reopened record to accept oral argument heard on July 1 and reclosed record in proceeding on applications of KWEN Broadcasting Co. and Woodland Broadcasting Co. for new AM's in Port Arthur and Vidor, respectively, both Texas. Action July 1.

By Hearing Examiner David I. Kraushaar

■ Upon request of Triangle Publications Inc., scheduled further prehearing conference for July 8 in proceeding on application for new VHF-TV translator in Johnstown, Pa. Action July 6.

■ On own motion, dismissed with prejudice for failure to prosecute application of Lee Roy McCourry, tr/as New Horizon Studios for new TV on channel 26 in Eugene, Ore. Action July 6.

By Hearing Examiner Jay A. Kyle

■ Pursuant to July 2 hearing in proceeding on application of Salem Broadcasting Co. for new AM in Salem, Ohio, ordered proposed findings shall be filed by Aug. 7 and replies by Aug. 14; by separate memorandum opinion and order, granted Salem's petition and supplements for leave to amend engineering portion of application. Action July 2.

■ Pursuant to July 2 prehearing conference in proceeding on AM application of Progress Broadcasting Corp. (WHOM), New York, scheduled further prehearing conference for Sept. 11, and other procedural dates, and commencement of hearing for Jan. 12, 1965. Action July 2.

By Hearing Examiner Sol Schildhouse

■ Issued order following July 6 prehearing conference in proceeding on AM application of Radio Station KGVJ Inc. (KGVJ), Greenville, Tex. and directed hearing to be held as scheduled on July 29 and Broadcast Bureau to notify applicant by July 22 if it desires production of witnesses for cross-examination. Action July 6.

■ Formalized by memorandum ruling made at July 2 oral argument denying mo-

tion by Broadcast Bureau to quash notice of intention to take depositions on July 7, in Holland, Mich., by Ottawa Broadcasting Corp. (WJBL), Holland, and also denying Bureau's request for more time to prepare interrogatories, in proceeding on Ottawa's AM application. Action July 2.

■ Scheduled oral argument for July 2 on request of Broadcast Bureau to quash notice by Ottawa Broadcasting Corp. (WJBL), Holland, Mich., that intends to take depositions on July 7 in proceeding on AM application. Action July 1.

By Office of Opinions and Review

■ In proceeding on AM applications of WNOW Inc. (WNOW), York, Pa., and Radio Associates Inc. (WEER), Warrenton, Va., in Dockets 14402-3, granted Radio Associates' petition to extend time to July 10 to file briefs. Action July 2.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of July 7

KOKR Oxnard, Calif.—Granted CP to change hours of operation on 910 kc from 1 kw, DA, D, to unl. with 1 kw-N, 5 kw-LS, DA-2; install new trans.; change ant.-trans. location to 1.1 miles east of Santicoy, Calif.; and delete remote control operation; conditions.

WPRY Perry, Fla.—Granted change in operation from specified hours to unl. with 1 kw-LS, 250 w-N, continued operation on 1400 kc, and installation of new trans.; conditions.

WFBS Spring Lake, N. C.—Granted increased daytime power on 1450 kc, from 500 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; remote control permitted; conditions.

KRML-FM Carmel, Calif.—Granted mod. of CP to make changes in ant. system, and increase ant. height to 295 feet.

WCWC-FM Ripon, Wis.—Granted mod. of CP to move ant.-trans. location to 2.05 miles south-southwest of Center Ripon, Wis.; change type ant. and type trans.; ERP 3 kw (both horizontal and vertical); ant. height 300 feet (horizontal), and 295 feet (vertical); delete remote control operation; condition.

■ Following were granted extensions of completion dates: K06DR Carbon County, Spring Glen, Price and Rural Emery County, Utah, to Dec. 7; K77BI, K79AZ, K83AY, Television Improvement Inc., Cherokee, Okla., to Jan. 7, 1965.

KDRO Sedalia, Mo.—Granted increased daytime power on 1490 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; conditions.

K83AL Windom, Minn.—Granted license for UHF-TV translation.

KANO Anoka, Minn.—Granted CP to make changes in ant. system.

Actions of July 6

KCRL(TV) Reno—Granted license for TV and specify studio location.

KNOE-TV Monroe, La.—Granted license covering changes for TV.

WKY-TV Oklahoma City—Granted CP to change ERP to 97.7 kw vis., and 19.5 kw aur.; change ant. and trans. location to 1.38 miles east of Oklahoma City; type trans. and type ant. (main trans. and ant.; special ant.); increase ant. height to 1540 feet, and make changes in ant. system; conditions.

KBOC(FM) Ogden, Utah—Granted mod. of CP to change type trans.

Actions of July 2

National Broadcasting Inc., New York—Granted extension of authority, pursuant to Sec. 325(b) of act and Sec. 1.545 of rules, to transmit or deliver TV programs to stations under control of Canadian Broadcasting Corp. or to any licensed TV in Canada, whether or not such programs are network programs and whether or not they pass through NBC's regular chain facilities; without prejudice to such action as commission may deem warranted as result of final determinations (1) with respect to conclusions and recommendations set forth in report of network study staff; (2) with respect to related studies and inquiries now being considered or conducted by commission; and (3) with respect to pending anti-trust matters relating to National Broadcasting Inc. and Radio Corporation of America.

KWJJ Portland, Ore.—Granted mod. of CP to change ant.-trans. and studio location, and make changes in ant. (decrease height) and in ground systems; conditions.

■ Following were granted extensions of completion dates: KDPS-TV Des Moines,

Iowa, to Jan. 2, 1965; WCCA-TV Columbia, S. C., to Jan. 2, 1965, and change name to Mississippi Telecasting Inc.; KTW-FM Seattle, to Dec. 31.

*WCVF-TV Richmond, Va.—Granted mod. of CP to change ERP to 617 kw vis., and 214 kw aur.; change type trans., and make other equipment changes; condition.

WJZ-TV Baltimore—Granted mod. of CP to make changes in vis. ant. system (electrical beam tilt), and make other equipment changes (main trans. and ant.); ERP 288 kw visual, and 158 kw aur.; ant. height 990 feet vis., and 880 feet aur.

WHVL Hendersonville, N. C.—Granted mod. of CP to change ant.-trans. and studio location, and type trans.; conditions.

KELQ-FM Sioux Falls, S. D.—Remote control permitted.

Actions of July 1

KDOT Scottsdale, Ariz.—Granted change in remote control authority.

KINY-TV Juneau, Alaska—Granted CP to change ERP to 0.227 kw vis., and 0.114 aur.; type trans. and type ant.; ant. height to minus 1080 feet, and make changes in ant. system (relocation of tower); conditions.

KBEY(FM) Kansas City, Mo.—Granted license covering changes in ant.-trans. location, antenna height and ant. system; delete remote control operation.

Westinghouse Broadcasting Inc., San Francisco—Granted CP and license for new low power auxiliary station.

WMAL-TV Washington—Granted mod. of license to reduce aural ERP to 63.1 kw (main trans. and ant.).

KGHM Brookfield, Mo.—Remote control permitted; conditions.

*KOET(TV) Ogden, Utah—Granted license for noncommercial educational TV; ERP 21.4 kw vis. and 10.7 kw aur.; and modification of license to change main studio location.

WFEC Harrisburg, Pa.—Granted license covering use of old main trans. at main trans. site for use as alternate main night and auxiliary purposes only day.

WHFB Benton Harbor-St. Joseph, Mich.—Granted license covering use of main daytime trans. as auxiliary during CH and to use CH main trans. as auxiliary daytime.

WCKY Cincinnati—Granted license to redesignate auxiliary trans. as alternate main.

WREX-TV Rockford, Ill.—Granted CP to reduce aur. ERP to 39.8 kw and change type aur. trans.

WCER Charlotte, Mich.—Granted CP to make changes in directional ant. system (spacing).

■ Remote control permitted for following: WGIG Brunswick, Ga.; KRCW(FM) Santa Barbara, Calif.

WGH Newport News, Va.—Granted license covering change of daytime trans. location and installation of new daytime trans. with remote control permitted while using non-DA (two site operation).

WAAB Worcester, Mass.—Granted license covering changes in ant.-trans. site, ground system, and installation of new trans.

WIST Charlotte, N. C.—Granted license covering use of old main trans. at main trans. site for use as auxiliary daytime and alternate main nighttime, with remote con-

trol permitted.

WIL St. Louis—Granted license covering use of former main trans. as alternate main trans. at present location to be operated with DA-2 and remote control permitted.

WHOT Campbell, Ohio—Granted license covering use of auxiliary daytime trans.

WDUX Waupaca, Wis.—Granted license covering increase in ant. height.

*WKNO-TV Memphis—Granted mod. of CP to reduce aur. ERP to 14.8 kw.

KPRC-TV Houston—Granted mod. of CP to reduce aur. ERP to 10 kw, and change type trans. (main trans. and ant., and alternate driver).

■ Granted licenses for following AMs:

WBUG Ridgeland, S. C.; WCSJ Morris, Ill.; WDGL Douglasville, Ga., and specify type trans.

■ Granted licenses covering an increase in daytime power and installation of new trans. for following: WEBQ Harrisburg, Ill.; WIRO Ironton, Ohio, and specify type trans.; WHFB Benton Harbor-St. Joseph, Mich.; specify 2 main trans. (*and specify type trans.)

■ Granted licenses covering use of old main trans. as auxiliary trans. at main trans. site for following: WBIG Greensboro, N. C., while using DA-N; WCBL Carbondale, Pa.; WACE Chicopee, Mass., and Anderson, S. C.

■ Granted licenses covering installation of auxiliary trans. for following: WATW Ashland, Wis.; WBLF Bellefonte, Pa.; WCEF Parkersburg, W. Va., and WAAB Worcester, Mass.

K12BL Holyoke, Colo.—Granted CP to make changes in ant. system for VHF-TV translator.

K06DP Poole Plant, Calif.—Granted mod. of CP to make changes in ant. system for VHF-TV translator.

WIBF(FM) Jenkintown, Pa.—Granted license covering changes in ant. system, ant. height and ERP, and installation of new ant.

WEMP-FM Milwaukee—Granted license covering changes for FM.

■ Granted renewal of licenses for following VHF-TV translators: K10DO Chromo TV Association, Chromo rural area, Colo.; K07CA Franklin and Carleton Currier, Currier Ranch, Collbran, Colo.; K02BV, K07DB, K13DE, Eagle Valley TV Corp., Colorado River Valley, Sheephorn and State Bridge area, Avon, Engle, Edwards, Gypsum and Wolcott, Colo.; K03AW, K06BU, K09DC, K11DI Glenwood T. V. Committee, Glenwood Springs, Colo.; K10EA, Hinsdale County Chamber of Commerce Inc., Lake City, Colo.; K12AM, TV Committee, Wray, Colo.; K13FB, Potosi TV Club, Medical Springs, Ore.; K04BV, Kenneth O. Ray, Tierral-debmar and Sandlake, Ore.; K03BB, K13DQ, Glenwood Television Association, Glenwood, Wash.; K07CS, K10CP, K12CL, Quinault T. V. Inc., Quinault, Wash.; K07BK, K11BC, K13AY, Caribou County TV Association, Grace, Bancroft and Soda Springs, Idaho.

■ By order, commission (1) reconsidered June 3 action which granted application of Oklahoma Press Publishing Co. to increase daytime power of KBIX Muskogee, Okla., on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w, conditions, and which denied opposing petition by Horace C. Boren (KMUS), Muskogee; (2) directed general counsel to move Court of

Continued on page 88

SUBSCRIPTION APPLICATION

BROADCASTING *The Businessweekly of Television and Radio*
1735 DeSales Street, N.W., Washington, D. C., 20036

Please start my subscription immediately for—

- ☐ 52 weekly issues \$8.50 ☐ 104 weekly issues \$14.00
☐ 52 issues & 1964 Yearbook \$13.50
☐ 1964 Yearbook \$5.00 (so long as supply lasts)

- ☐ Payment attached
☐ Please bill

name

title/position*

address ☐ Business
☐ Home

city

state

zip code

company name

*Occupation Required

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—\$2.00 minimum • HELP WANTED 25¢ per word—\$2.00 minimum.
 - DISPLAY ads \$20.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS & EMPLOYMENT AGENCIES advertising require display space.
 - All other classifications, 30¢ per word—\$4.00 minimum.
 - No charge for blind box number. Send replies to **Broadcasting, 1735 DeSales St., N.W., Washington, D. C. 20036.**
- APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO—Help Wanted

Management

Manager, engineer, announcer wanted. FM-Station in SE Pennsylvania. Great opportunity. Good pay, very pleasant conditions. Write Box F-366, 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.

Vice pres. of radio position open in group operation as result of separating radio and TV responsibility. Stations in same general area. Must be strong on sales. Excellent opportunity. Box G-99, BROADCASTING.

General manager—Thoroughly experienced in local community broadcasting. Exclusive station in midwest city of 23,000. Fine staff and excellent acceptance. Must have imagination, understand administrative detail, handle employees with maturity and be a first line salesman. Growing chain offers excellent financial opportunity. Must pass rigid examination of references. Box G-111, BROADCASTING.

Top hundred market c&w station now nudging number 2 place seeks selling sales manager. If you love radio selling and want to move up contact Bob Pool, KAOH, Duluth, Minn.

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.

Wanted experienced salesman that wants to make money. Sales record and picture in 1st letter. Box G-79, BROADCASTING.

Salesman midwest. Pulse rated number one. Aggressive news department. Chance for advancement. Box G-97, BROADCASTING.

Radio sales manager midwest. Group operation. Salary plus incentive. Excellent opportunity. Box G-98, BROADCASTING.

Salesman for top-rated FM station in major midwest market. Reasonable draw, 20% commission to right man who can be productive. Box G-118, BROADCASTING.

Pittsburgh area station has opening for experienced aggressive salesman. Commission plus bonus. Box G-127, BROADCASTING.

A medium market Virginia station seeks an announcer-salesman. The opportunity is unlimited. You can expect to earn over \$7,000 the 1st year plus many company benefits. If you like living in a small city, enjoy selling and doing some air work, send tape and resume to, Box G-141, BROADCASTING.

Sales—(Cont'd)

Travel South Carolina or North Carolina. One salesman wanted to call on radio stations in South Carolina, another salesman for North Carolina. New dignified idea. High earning potential. Write your resume to, Box G-150, BROADCASTING. Strictly confidential. Upon approval of resume will come to your city for personal interview.

Expanding present sales force. Need two experienced salesmen. 1 as sales manager, can make up to \$12,000 and more per year. Salesman can make \$8,000 and more. Somewhere there are good men ready to move up. Top flight small market station, top equipment and doing excellent business. Sales manager must be capable of sales planning and managing 4 man sales staff. We are a fulltime Mutual station soon to add FM. Send complete story, sales record, recent snapshot, references 1st letter. Personal interview required. Apply W. Earl Dougherty, KXEO, Mexico, Missouri.

Salesmen to sell in independent radio network TV and new publication. Earn minimum of \$185 weekly plus daily draw and hotel furnished. Suite 801, 705 Olive Street, St. Louis 1, Missouri. Phone Chestnut 1-6656 or BRidge 1-0864, Contact Earl Harper.

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 Froemming—815-968-5821 Collect.

Sales engineers . . . Choice US territories . . . Complete broadcast line of AM and FM transmitters and associated equipment. Commission basis only. Contact Bernard Wise, CCA Electronics, Corp., 542 Industrial Drive, Yeadon, Penna.

Announcers

Announcer with 1st ticket. Michigan daytime station. Salary open-dependent on experience and ability. Opportunity for advancement. Send resume, photo, tape. Box F-263, 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 ticket preferred but not mandatory. Medium market. Send resume, photo, audition tape, salary requirements. Box F-329, 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.

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. 18 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.

Community minded station in western Pennsylvania has opening for experienced mature announcer. Box G-128, BROADCASTING.

We are looking for a good announcer. Our operation is in a mid-Atlantic state, in a fast growing region. If you can do a good job on the air, you will earn over \$6,000 to start, more if you are capable of doing play-by-play. Send tape and complete resume to, Box G-142, BROADCASTING.

Immediate opening top 40 personality major station-east. Unusual opportunity. Rush tape and resume to, Box G-157, BROADCASTING.

Announcer wanted for major market good music station. Must be a real heavyweight, a professional with a smooth delivery and knowledge of musical balance. The opportunity will remain open until filled by a man with right qualifications. Send replies to, Box G-163, BROADCASTING.

Southern Arizona medium market. Good music format. First ticket must have mature voice, attitude. Write, produce copy. Various assignments, limited staff. Experienced, hard workers send tape, resume, promo-donnas don't bother. Larry Reid, KCEE RADIO, Tuscon, Arizona.

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!

Looking for clean, good music station where you can settle down, out of the mad race? We need civic-minded, clean-morals announcer who can also prepare one morning local newscast. Contact B. D. Thornton, KMAM, Butler, Missouri.

Staff man with good sense of adult music programming, authoritative news and commercial delivery. Prefer applicants from upper midwest. Third class with endorsement is necessary. Send tape and background to Chuck Williams, KWNO, Winona, Minnesota.

Announcer wanted by Sept. 1st. 2 years experience, operate board. Middle road programming, good pay, insurance, paid vacations, top equipment, heavy commercial fulltime Mutual station. Must be responsible. Furnish references, floaters do not apply. Tell all 1st letter and recent snapshot. Interview required. W. Earl Dougherty, KXEO, Mexico, Missouri.

Leading 5 kilowatt independent has immediate opening for newsmen-staff announcer. Send tape and resume to WASA, Havre de Grace, Md.

Announcers—(Cont'd)

Immediate opening for young man with Third phone. Experience not necessary if you have good voice and potential. Prefer southerner. Send picture, resume, tape. Preston Young, WHLF AM-FM, South Boston, Virginia.

Experienced announcer—opportunity to sell if desired. Send resume, photo, tape. WKIK, Leonardtown, Maryland.

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 Parket, WLAS, Jacksonville, N. C.

Need versatile announcer, experienced in news and sports, at fine small market station. Write WLBB, Carrollton, Georgia.

Announcer capable running tight board with pop format. 3rd ticket. WNJH, Hammonton, New Jersey.

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.

Opening in late summer for announcer with some experience in gathering and writing news as well as staff duties. Send details of experience, 7 1/2 ips tape, late photo and salary required to WVSC, Somerset, Pa.

Wanted immediately: Announcer-engineer 1st phone for 5 kw daytime station. Emphasis on announcing. Phone Mr. Oyster, MO 4-8555 daytimes, 684-8293 evenings, La Peer, Michigan.

Chances are, the best job in this column will go to an announcer trained in "Interpretive Announcing" . . . the atollally recognized, copyrighted voice training method, available now in lecture series on tape. \$14.95 complete with commercial script. Broadcast Guild of America, Inc., 975 North 35th St., Milwaukee 8, Wisconsin.

Technical

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.

Immediate opening 1st class engineer-announcer. WHZN, Hazleton, Pa. Send resume and audition tape or call 455-5048.

Chief engineer first opening in 16 years. WJL 1 KW Niagara Falls, 150,000. FM soon 50 kw in Buffalo. Maintenance first—other talents helpful. Permanency, owner operated. Tom Talbot, General Manager.

Production—Programing, Others

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.

Midwest radio-television station groups has opening for experienced news director and newsmen, also combination news and sports. Excellent opportunity to break into television. Send complete resume, pictures, salary requirement and availability. Box G-108, BROADCASTING.

Radio newsmen for western Pennsylvania station. Need not do air work. Must be able to gather and write news and editorials. Box G-129, BROADCASTING.

Are you a real pro in the broadcast newsroom? Are you enthusiastic about the future of broadcast news? Can you teach? If you can answer "yes" to these questions and you have at least five years experience plus a bachelor's degree, a Big Ten university wants you on its faculty. Tell us about yourself, your news philosophy and your ideas for developing news courses which will produce top people for the broadcast news industry. Pay starts at \$10,000 a year. Box G-139, BROADCASTING.

Production—Programing, Others

Continued

Experienced and persuasive copywriter for network station in beautiful Texas resort city. Box G-151, BROADCASTING.

Authoritative deep-voiced hard hitting local newsmen who knows news. Major top 40 station-east. Send tape and news copy you have written to, Box G-158, BROADCASTING.

I need a top notch local newsmen with a first phone who can also pull a short but good air show. I'll pay for the right man. Ken Lipps, Manager, KGMO, Cape Girardeau, Missouri.

Sales promotion manager for Group W radio station. Should have additional skills in audience promotion and out or studio exploitation. Skills in producing print pieces required. Basic photographic knowledge desirable. Works closely with program and sales manager, the former on contests and exploitation, the latter on sales promotion activity, but reports to General manager. Interested and qualified men please write (not call), enclosing resume of experience and work samples, to Carl Vandagriff, General Manager, radio WOWO, 128 W. Washington Blvd., Fort Wayne, Indiana.

Program director for top 40 format. Good voice, willing to work; who can bring promotion ideas to Illinois' 2nd city. Phone Collect Manager—815-968-5821.

RADIO—Situations Wanted

Management

General manager—radio and newspaper background. Top sales and program leadership. Northeast preferred. Box F-250, 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, programing, 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.

Idea packed advertising & sales promotion manager with major market experience seeks challenging opportunity with a future. Box G-100, BROADCASTING.

Successful in constructing and managing small market station. Best of references, good sales record, good community standing. Looking for midwest situation. Box G-104, BROADCASTING.

Station manager-sales manager available, 10 yrs. experience employed past 7 years same Ohio market, run profitable ship, married, children, available for interview. Box G-121, BROADCASTING.

New management challenge with ownership possibility needed immediately! Prefer medium market midwest/northwest. Announcer to manager same station. Helped build to present 65% share audience 8-station survey. Billing highest all years despite additional station. Hardworking, honest, personable. 34, family. Outstanding references. Box G-125, BROADCASTING.

Louisiana man desires working managers job, small station in south. Box G-134, BROADCASTING.

Attention Las Vegas or west coast . . . Want to manage your station or General manager chain of stations. 32, married, good health. Highest qualifications, know the radio business and am now manager of one of better stations midwest. Three years here and gross has tripled. Available soon. Good reasons for wanting a change. Want salary plus incentive plan. All inquiries answered promptly. Box G-146, BROADCASTING.

Manager-administrator available now. Prefer Ohio-Indiana-Wisconsin. Experienced small market to network. Bob Brown, 920 Vermillion, Hastings, Minnesota. 612-437-3098.

Management—(Cont'd)

Proven record, manager . . . administrator. Age 34, college, large family, 13 years experience. 8 management. Desires medium-large market. Would consider sales manager large market. Excellent references will prove my abilities and readiness to advance. Box G-149, BROADCASTING.

Managers . . . for your file . . . should you file . . . should you need a news director in the future. Former McLendon . . . for full particulars write, Box G-155, BROADCASTING.

General manager Arkansas—Ozarks preferred. Successful record as G. M. on West Coast. Heavy on sales. News and announcing background. Can handle myself and your people. Married, family, middle thirties, present income mid-four figure. Will accept less for right deal with the "Home Folks." Box G-160, BROADCASTING.

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.

Do you need a right hand man? Emphasis on sales—plus promotions. Everything but play-by-play! 1st phone too. Management ability. Prefers to stay in Tenn. Miss. Ala. or Geo. Box G-116, BROADCASTING.

Top sales manager-station manager available, now employed. Prefer West. Qualifications to sell and manage, first change 10 years. Available for interview, Box G-122, BROADCASTING.

Announcers

Combo man. Married. Children. Copy, news. Strictly permanent. Box F-338, BROADCASTING.

Top personality in major market. 10 years experience in modern radio. Age 27. Character of operation more important than market size. Production, organizational, and writing abilities. Desire good dj or program director position. Married, college. Box F-356, BROADCASTING.

Attention Los Angeles stations. Fourteen years experience. Currently news director in major market. Exceptionally fine voice. Strong play by play background. Have successful rock background. Prefer good music operation. Box F-382, 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.

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.

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.

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.

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.

Announcer/dj. Experienced, bright sound, personable. Will settle. Not a prima donna or floater. Box G-77, BROADCASTING.

Are bubble—gum—chewing kid announcers terrorizing your airwaves? Relieve the suffering of your listeners and please your sponsors by hiring dependable 25 year old adult with 3 years experience in good music, top-40 and television. Mainly interested in airwork. Box G-85, BROADCASTING.

Announcer—six years experience—prefer northeast coastal states married—employed. Box G-86, BROADCASTING.

Small market dj-announcer available immediately. Dedicated, dependable and experienced. B.S. degree in broadcasting. Will relocate now. Call 415-357-7425 or write Box G-87, BROADCASTING.

Announcers—(Cont'd)

Well trained, some college, third phone wants beginning position. Hard, willing worker, good character. Box G-91, BROADCASTING.

Top forty personality; play-by-play sports announcer. Box G-94, BROADCASTING.

Florida only! Experienced announcer. Out of radio. Personal audition only. Box G-95, BROADCASTING.

Attention top 25 markets! Mature air personality. Sales, programming, and production background. Four years experience. Exciting, believable sound. Top ratings at #1 station 350,000 market. Box G-96, BROADCASTING.

Sportscaster, sharp, experienced radio/TV top references. Permanent. Family. Employed. Box G-102, BROADCASTING.

Announcing school graduate, good imagination, third phone. Prefer New England vicinity, tape resume. Box G-105, BROADCASTING.

New York . . . newsman-announcer authoritative mature voice, veteran, married, dependable. Box G-112, BROADCASTING.

DJ . . . production, music, news . . . now program director . . . currently employed . . . looking for next step up . . . 5 years. Box G-113, BROADCASTING.

Attention: West-Southwest experienced 1st phone announcer, reliable, steady, sober. Box G-115, BROADCASTING.

Two experienced men available, single, no ties. One can also do traffic/copywriting. Prefer eastern market. Box G-120, BROADCASTING.

Top market now — married — worker — 6th year wants personality air shift. Top production—interested programming, then sales—let's talk. Box G-126, BROADCASTING.

DJ wants to swing with top 40. One year middle of road experience. Single. Box G-133, BROADCASTING.

Announcer, disc jockey, newscaster. Bright announcer, happy sound, authoritative newscaster—personable. Not a prima donna. Want to settle. Experienced. Box G-135, BROADCASTING.

First phone, AM announcer, 3 years. Desire position with FM station. Midwest. No maintenance. \$100.00. Box G-137, BROADCASTING.

Newscaster—Authoritative, personable, will settle down, not a prima donna or floater. Experienced. Box G-140, BROADCASTING.

Bright personality, experience, family man, dependable. Will settle, not a floater or prima donna. Box G-143, BROADCASTING.

Announcer-dj experienced tight board personable family man authoritative newscaster sales experience. Not a floater. Box G-145, BROADCASTING.

Experienced newsman-announcer with 12 years background desires to make connection with metropolitan station. Box G-165, BROADCASTING.

All combo-18, married, no maintenance, little experience, college student, desire mountain area c/w or top 40, good pay. Write: Robert Briggs, Hatfield, Arkansas, 71945.

Live, swinging top forty deejay with first phone looking for Kentuckiana market. Moving from #1 rated WAKY. Dave Knight, 2129 Cherokee Pkwy. Louisville, Kentucky, 447-2779.

Announcer, married, third phone element 9. Broadcasting school graduate. Prefer southeast Louisiana or southwest Mississippi. Earl Lopresto, 1619½ South Salcedo Street, New Orleans, Louisiana, 70125.

I have developed a new concept in adult appeal programming! Entire show is sold out in half blocks. Top ratings in this five station market. Currently on the air live all seven days. Will do likewise for your evening time slot. Complete audition package including documentary proof of sales and listener response plus an actual evenings music list. Six years experience. PD experience. 24, married, family. Jack Du Long, 202 South 39th Street, Billings, Montana. 252-5243.

Announcers—(Cont'd)

Classical music announcer, First phone. 7 years broadcasting. Anywhere immediately. Ronald Pesho, 800 Garfield, Loveland, Colorado. 667-6661.

Announcer, third phone element 9. Radio school graduate. Phone 622-2100, Pottsville, Pa.

Experienced, married announcer want position with future. Call 301-939-2018.

Deejay wants position in C & W station. Prefer Tennessee, but consider any locality. Age 27, married, 2 children. 8 years experience. Write Clyde D. Varney, Rt. 1, Box 141 B, Clintwood, Va.

Announcer experienced. Good, mature, resonant voice. Sales, writing, first class license, if required. 227 Maple Street, Ashland, Ohio. Phone 4-8262.

Purple Aardvark . . . Let me do comedy for you . . . Character voices . . . contests, guitar playing (hops) . . . college, broadcast school, family, experience, available immediately any where . . . call or air mail . . . Jim Organ, 902 Meridian St., Nashville, Tenn. Third phone.

I don't talk at em. I speak with them. Don't scream commercials. Convince and persuade. Run tight board not fast show. Voice professional, friendly non-pontificating. Won't change. Experience Long Island one year. Call 516-AT 9-1092.

Mature announcer, good air technician with excellent diverse background, available immediately at reasonable pay. If sincere, call collect, 313-272-3541, evenings.

Technical

Chief engineer AM-FM available immediately. Light announcing if desired. Box G-84, BROADCASTING.

First phone. Training in electronics and communications experience in Army. Single, age 27, military complete. Box G-144, 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 Pesho, 800 Garfield, Loveland, Colorado. 667-6661.

Attention: Busy station owners. \$200 buys sharp, young first phone. Clean cut, personable, friendly. Can sell, type, run tight board. Finest references—3 years last job. Limited technical, but will double your present sales within 6 months. This nice guy with pleasant voice available immediately. Eddie Post, YMCA, Washington, D. C.

First phone announcer, veteran, married, 1 child. Prefer California or west coast. Chief at last place of employment. Left for personal reasons. No tapes. Personal interview required. Johnny Jackson, Area Code 314-OL 4-3314 or Route 1, Caldwell, Missouri. \$125 Minimum.

First class license, chief engineer seven months at IKW, age 23, married. Locate any place in U. S. Dial 1-501-ST 7-5122. Write Box 342, Gravette, Ark.

Young man wishes start in technical aspect of broadcasting. First class operators' license. Prefer Washington D. C. area. Call 529-6847 after 4 P.M.

Production—Programing, Others

Sports director ready to move up. Seven years experience in sports writing and announcing. Strong play-by-play. Creative programming. 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.

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.

Production—Programing, Others

Continued

Newsman—announcer/salesman wants news position. College, broadcasting school, age 28, top references. Box G-80, BROADCASTING.

Operations manager/top sportscaster/announcer. Best references. Experienced. Family. Permanent. Box G-103, BROADCASTING.

News director—Extremely well qualified administrator for news department that needs executive with knowledge, experience, and talent. Well versed in editorials, documentaries, talk programs, news programming, and public relations. Box G-109, BROADCASTING.

News director wants job where hard work is rewarded. Box G-114, BROADCASTING.

News-sportscaster. Five years experience. Family. Desire permanency Michigan-Indiana area. Box G-119, BROADCASTING.

P.D. of proven ability desires challenging position—Currently earning \$10,500. Box G-130, BROADCASTING.

Versatile air-salesman . . . currently pd station near N. Y. C. seeking challenging position with swinging pop music operation. Box G-132, BROADCASTING.

News director. If your operation is interested in the gathering, and airing of local news, please contact me. Box G-147, BROADCASTING.

Copywriter/announcer. Station and agency experience. Quality copy. Good commercial and news voice. Box G-148, BROADCASTING.

Newsman, six years experience all phases, family man seeks permanent position in northeast or mid-Atlantic. Box G-161, BROADCASTING.

Newsman: professional delivery, good know how and excellent experience in all phases. Young family man one child, bright air personality. Prefer mid-Atlantic or New England area. Minimum \$90 week. Box G-166, BROADCASTING.

Program director? I'd like to try. 17 years radio experience. Conscientious. Sober. Bob Carpenter, 3232 S. 77th St., Milwaukee 19, Wisconsin.

Three years top 40. Assistant program and news director experience. Hooper rated top jock in two major markets. Highest references. Want Alabama, California, Florida, or Texas major market. Call or write Chuck Baker, 1202 Stewart, Killeen, Texas. MEX-cury 4-5695.

TELEVISION—Help Wanted

Sales

Experienced local salesman for top station in market. Write KAKE-TV, Wichita, Kansas.

Announcers

Top announcer needed. Possibility of some live, some directing, but main emphasis is on ability to interpret copy well. TV experience helpful but not required. If you think your voice and delivery is top caliber, send audio tape, resume and photo to R. H. Anderson, KVOS-TV, Bellingham, Wash.

Technical

Southeastern ETV station has job with a future. Seeking experienced engineer for chief engineer position. Previous chief experience not essential. Must be strong on supervision of personnel along with thorough technical knowledge of television and radio facilities. Send full resume, recent photo, salary required to, Box G-168, BROADCASTING.

Chief engineer experienced video, microwave, transmitter, construction, transistor design, immediate opening KAVE-TV, Carlsbad, New Mexico.

Technical—(Cont'd)

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.

NBC affiliate has immediate opening for TV technician experienced in studio maintenance and operation. Must be ambitious, dependable and have 1st phone license. Replies held in confidence. Send qualifications references to Chief Engineer, KTAL-TV, Shreveport, La.

Studio and transmitter/engineer, experienced and 1st radio telephone necessary excellent opportunity and working conditions with growing station. Send resume to Robert Kissinger, WBGU-TV, Bowling Green State University, Bowling Green, Ohio.

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.

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.

Announcer-assistant director. On-camera experience. Some directing experience desirable. Midwest VHF. Resume and salary requirements first reply. Box G-89, BROADCASTING.

Midwest radio-television station group has opening for experienced news director and newsmen, also combination news and sports. Excellent opportunity to break into Television. Send complete resume, pictures, salary requirement and availability to, Box G-107, BROADCASTING.

Are you a real pro in the broadcast newsroom? Are you enthusiastic about the future of broadcast news? Can you teach? If you can answer "yes" to these questions and you have at least five years experience plus a bachelor's degree, a Big Ten University want you on its faculty. Tell us about yourself, your news philosophy and your ideas for developing news courses which will produce top people for the broadcast news industry. Pay starts at \$10,000 a year. Box G-138, BROADCASTING.

Texas VHF station looking for continuity writer. Box G-152, BROADCASTING.

Southwestern VHF needs excellent copywriter with experience in radio or television. Box G-153, BROADCASTING.

Texas VHF needs reliable, experienced traffic manager. Box G-154, BROADCASTING.

Staff artist for TV station in Texas coastal City. Must combine precision with imagination; be adept at illustration, hand-lettering, set design. Box G-156, BROADCASTING.

Wanted TV newfilm editor, specialty news shows—must know single magnetic and double chain editing. Top New York, market. Box G-159, BROADCASTING.

Television traffic director. Immediate opening. Experience necessary as you must be able to take full charge of TV traffic department in this major market CBS affiliate. Salary open. Send detailed resume to Ralph Cunningham, KCMO-TV, 125 E. 31st St. Kansas City, Missouri.

Announcer-director. Modern television production center seeking versatile man with proven professional abilities in both announcing and directing. Send complete resume, tape, picture. WSAV-TV Savannah, Georgia.

TELEVISION—Situations Wanted Management

Experienced management, sales, production. Large ad agency background. Top reference, family man, college degree. Presently in radio management, prefer television and permanency in southeast. \$14,000 plus. Complete resume. Write, Box G-124, BROADCASTING.

General manager, west coast operation. Interested in change. Trouble shooting specialist. Thrive on hard work. 13 years sound television background in sales, programing, production, promotion. Prefer west coast, would consider other markets for top dollar. Excellent references. Box G-162, BROADCASTING.

Sales

Top TV sales southwest market, desires position leading to management. Box G-93, 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.

Desire position as TV broadcast engineer; have technical school, 1st class phone, five years microwave experience; prefer northwestern or midwestern states. Box G-88, BROADCASTING.

First phone. Employed 3 yrs TV transmitter. 20 electronics. Prefer Texas. N. M. Oklahoma. All inquiries answered. Box G-123, BROADCASTING.

Engineer presently in aerospace industry. Background in AM, FM, TV (UHF-VHF). Includes 3 TV station installations. Prefer Chief, Asst. Chief, or Engr. supr. Instant resume. Box G-136, BROADCASTING or phone 714-827-1275.

Production—Programing, Others

Become No. 1. Heavy remote news, sports events producer-director. Managerial, programing experience. Independent and net. Box G-28, BROADCASTING.

Director—Three years experience all phases commercial and studio production—desires position with advancement opportunity. Box G-48, BROADCASTING.

Top reporter, airman and writer seeks news directorship. Married. 13 years experience wire service, newspaper and TV. Salary open. Box G-83, BROADCASTING.

Young man, age 28, seeks suitable position in communications field willing to relocate. Ten years experience in audio visual production services and radio TV broadcast operations. Resume on request. Box G-92, BROADCASTING.

News director—Highly qualified with eleven years of broad Journalism experience. Now heading aggressive news operations for network radio affiliate. Opportunity sought to assume responsibility for television operation or radio-TV combination. Box G-110, BROADCASTING.

College graduate as of August 30. B.S. degree in radio-TV. Experience—camera, floor director audio, director, master control (direct and audio), news announcing, writing, and editing. Married—draft status exempt. Box G-117, BROADCASTING.

News reader-writer—Now employed New York metro radio. Newspaper radio background. Trained in TV. Interested TV news work as reader or writer. Box G-131, BROADCASTING.

Want responsible, professional news coverage? Experienced TV newsmen just out of Army, available immediately. Age 25, family man, 3 years radio and TV news experience. Can write and use cameras. Will go anywhere. Sid Oviatt, 404 Elm, Antigo, Wisconsin. Phone Market 3-2932.

WANTED TO BUY

Equipment

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.

Wanted—Used console or used Gates dynamote remote amplifier . . . state price and condition . . . reply to, Box G-90, BROADCASTING.

Devry 16 mm sound projector model 11000 CD or equivalent in good operating condition. Contact E. M. Tink, V. P. Eng. KWWL-TV, Waterloo, Iowa.

FOR SALE

Equipment

Television/radio transmitters, cameras, microwave, tubes, audio, monitors. Electrofind, 440 Columbus Ave., N.Y.C.

Parabolic antennas, six foot dia., new, solid surface with hardware, dipole, etc. \$100.00 each. S-W Electric Cable Company, Willow & Twenty-Fourth Streets, Oakland California. 832-3527.

1500 feet 3 1/4" 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.

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.

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.

We are a clearing house for all used broadcast equipment. Write us your needs. List your equipment for quick sales with Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

Western Electric 405-A1 5 kw transmitter, with spare water pump, excellent condition. Phasing and coupling units for two tower array. Presently on air—available around September 1. Call 602-254-4161, Ext. 62 or write, Box 711, Phoenix, Arizona.

New camera cable—28 conductor cable—three 50 ohm coaxials, twenty-one 22AWG, and four 18 AWG for microwave or TV camera interconnections. Lengths in 200, 300, or 400 feet available for immediate delivery—\$.42 per foot. Box G-101, BROADCASTING.

KTBS-TV has new 1800 ft. tower. This is your opportunity to buy our old one. Trusscon 40 lb. per sq. inch wind loading. Write for details. KTBS, Inc., Shreveport, La.

TV antenna system—RCA 12 layer batwing and filterplexer for channel 10. Can operate as bi-directional antenna with mass power gain or 25 and circularity better than 10 db. Cost over \$50,000. Make offer. Hammett & Edison, Box 68, International Airport, San Francisco 28, California 415-342-5208.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deefay 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.

3M Company polyester 7" recording tapes. 1200' \$1.59; 1800' \$2.39. Postpaid. Towers, Lafayette Hill, Penna. 19444.

Free! Top star interviews! Record from your telephone! Write for number, Box 85068, Hollywood 27, California.

MISCELLANEOUS—(Cont'd)

Convention Specials—10 daily 3½ minute features tailored for local sponsorship—plus off-floor actualities and commercials. Box F-76, 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 3½ 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.

New small market UHF will need free film, features, featurettes, religious, travel, patriotic, packages, swap outs or what have you. Box G-167, BROADCASTING.

Need new jingles, station breaks etc. Immediately. No junk please. WGRY, Gary, Indiana . . . Telephone code 219-884-9409.

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.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing, programing, console operation Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting July 15 & September 23. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

REI down among the swaying palms beside the cool green surf in Sarasota, Florida. FCC first phone in (5) weeks guaranteed. Tuition \$295.- private rooms \$10 per week, job placement free. Classes begin 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.

INSTRUCTIONS—(Cont'd)

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.

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.

Help Wanted—Sales

FM BROADCAST PRODUCT MANAGER

A leading midwest broadcast and communications equipment manufacturer has an outstanding opportunity for a man familiar with FM broadcast transmitters and associated equipment. Currently employed in the FM field either in broadcasting or manufacturing. Age 28-40. B. E. Degree or comparable experience required. Opportunities for advancement in a growing company. Complete employee benefits and equal opportunity employer. Send complete details and picture to,

Box G-81, BROADCASTING

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

PROGRAM DIRECTOR

#1 Top 40 Network Station needs swinging P.D. Midwest market of 400,000 awaits you. Salary open. Send resume, tape and samples of promotions.

Box G-106, BROADCASTING

WICC WANTS EXPERIENCED RADIO NEWSMAN AT ONCE

Will work with top rated five-man news team for service and information-minded 600 Kcs. radio station serving suburban Southern Connecticut—Northern Long Island region. Must be first rate journalist with mature voice of first rate staff announcer. Regular air work, editing, rewrite, outside assignments, interviews and documentary experience is required. Should now be employed. Excellent working conditions and station paid benefits. Salary open. Complete presentation and tapes first time to: Tony Brunton, NEWS DIRECTOR, WICC (Bridgeport) 2190 Post Road, Fairfield, Connecticut.

Sales—Continued

Broadcast Field Sales Representatives

RCA has several openings in regional sales for men who can prepare detailed AM-FM-TV broadcast equipment proposals, present them to station management and secure orders.

If you have an EE degree, or equivalent, with experience in design, installation or operation of TV broadcast equipment, this is an exceptional opportunity for you.

Salary, bonus arrangements and related benefits are above average for men who show ability in both engineering and sales.

Please send resume to:

Mr. S. A. Rogers, Dept. BR-5
RCA Professional Employment
Broadcast and Communication Product Division
Bldg. 10-1
Camden 2, New Jersey

An Equal Opportunity Employer



The Most Trusted Name
in Electronics

MIAMI BECKONS

Southern Florida's top-rated station wants experienced man-at-mike to take over established, successful, top-rated, night time open phone interview program. Essential qualification: Broad background in news reporting. Salary open. Send tapes, recent photo, resume and salary expectation to Jack Sandler, Vice President and General Manager, WQAM, McAllister Hotel, Miami, Florida.

Situations Wanted

Production—Programing, Others

**Top-calibro
Sportscaster-newsmen**
10 Years reporting, writing, play-by-play. Now staff network station, Los Angeles . . . regional feed assignments. Looking for top sports spot. MAJOR market . . . anywhere.
Box G-82, BROADCASTING

TELEVISION—Help Wanted

Technical

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.

An Equal Opportunity Employer

Production—Programing, Others

#1 KIDS SHOW IN TOP 50 MARKET LOOKING FOR NEW HOST

Excellent base salary
Lots of talent money

Many personal appearance opportunities

We want a man who likes working with kids and who likes making money. If you can assume a responsible role of leadership in our community, send resume and plx today to,

Box G-78, BROADCASTING

MISCELLANEOUS

BRIGHTEN YOUR SOUND!

Customized station id's—exclusive in your market—voice over music; music 'repeats' call letters—send call letters, location, frequency, other station info—and check: \$25.00 for first series—more in production now! Your listeners and sponsors will love 'em! Satisfaction guaranteed. Also for more info on complete package of id's, promos, news intros, contests and programs—customized for your station exclusively—write:
SERENDIPITY SOUND PRODUCTIONS
Box G-78, BROADCASTING

COVERAGE MAPS

Custom service for Coverage Maps, Sales Brochures, Rate Cards, Personality Sheets, Market Information, Complete Station Brochures. Arm your local and national reps. with the story of your station told by top Agency-quality Collateral Sales Material. All work prepared under the supervision of major-market radio executive and sales people.

STAN NOYLES/SALES AIDS
416 Spruce Drive—Naperville, Illinois

WILL PURCHASE

radio mortgages.

Send full information to;
Box G-164, BROADCASTING

EMPLOYMENT SERVICE

OPPORTUNITIES

ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U. S. MARKETS
MIDWEST SATURATION
WRITE FOR APPLICATION NOW
**BROADCAST
EMPLOYMENT SERVICE**
4825 10th Ave. So.
Minneapolis, Minn. 55417

STATIONS FOR SALE

1. SOUTHEAST. Major market. \$225,000. Terms.
2. NORTHWEST. Major market. \$30,000, \$10,000 down.
3. SOUTHWEST. Major market. \$20,000 down.
4. SOUTHEAST. Exclusive. \$30,000 down.

JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, California

To reach everyone in BROADCASTING and its allied fields.

You Can't Top A
CLASSIFIED AD
in

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

EMPLOYMENT SERVICE

Continued

COME WHERE THE FUTURE IS!

Texas needs all types
BROADCAST PERSONNEL NOW!
For free listing and/or information, write
Texas Association of Broadcasters, 1004
International Life Building, Austin 2,
Texas.

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:

Box D-291, BROADCASTING

RESPONSIBLE ORGANIZATION WISHES TO PURCHASE

Highly Profitable Radio Station
Replies held in strict confidence. Send full facts and figures to:

Box F-318, BROADCASTING

FOR SALE—Stations

N. Y.	single	daytime	\$125M	terms
Me.	single	fulltime	100M	28M
Fla.	metro	power	200M	50M
M. W.	major	daytime	160M	50M
South	metro	TV	1 1/4MM	SOLD

buying and selling, check with

✓ **CHAPMAN COMPANY INC**
2045 PEACHTREE RD., ATLANTA, GA. 30309

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.

Box G-56, BROADCASTING

To buy or sell Radio and/or TV properties contact:

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 56, TEXAS

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, July 8

	Lic.	ON AIR	CP's	NOT ON AIR	TOTAL APPLICATIONS
				CP's	for new stations
AM	3,915		74	77	331
FM	1,145		42	208	271
TV	523 ¹		60	84	152

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, July 8

	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.

Continued from page 81

Appeals for remand of *Horace C. Boren v. FCC*, Case No. 18,722, now pending in court; and (3) further ordered that June 3 grant be vacated effective upon entry of remand order by court, pending further consideration of application. Action July 1.

■ By memorandum opinion and order, commission granted in part application of WHAS Inc., to relocate trans. of WHAS-TV (ch. 11), Louisville, Ky., from present site in downtown Louisville to location about 3.6 miles north of New Albany, Ind., increase ant. height from 490 feet to 1,290 feet, and reduce vis. ERP from 316 kw to 132 kw, but attached conditions including requirement that WHAS-TV directionalize signal to protect protesting WLEX-TV (ch. 18) Lexington, Ky., pending hearing on issues to determine impact upon WLEX-TV which would result from operation of WHAS-TV without directionalization and whether directionalization condition should be removed. Action July 1.

■ Granted licenses covering changes for following VHF-TV translators: K03BB, K13-DQ, Glenwood Television Association, Glenwood, Wash., and K04BV, Kenneth O. Ray, Tierral-Deb-Mar and Sandlake, Ore.

Actions of June 30

■ Granted renewal of licenses for following: KCHQ (FM) and SCA Coachella, Calif.; KCHV Coachella, Calif.; KXKW Lafayette, La.; WAGC Centre, Ala.; WDSR Lake City, Fla.; WGOE Richmond, Va.; WMLS Sylacauga, Ala.; WNAG Grenada, Miss.; WRVM Rochester, N. Y.

Actions of June 29

■ Culbertson Jaycees TV, Froid, Banville, Culbertson, and Brockton, all Montana—Granted CP for new VHF-TV translator on channel 10, to rebroadcast programs of KDX-TV (ch. 2) Dickinson, N. D.

■ Granted CPs for following new UHF-TV translators: OK TV Translator System of Seling Inc., on channel 78, Seling, Taloga, and Vici, Okla., to rebroadcast programs of WKY-TV (ch. 4) Oklahoma City; B & W Translator System, on channels 76, 79 and 81, Perryton and Spearman, Tex., to rebroadcast programs of KVIT-TV (ch. 7), KFDA-TV (ch. 10), and KGNC-TV (ch. 4), all Amarillo, Tex.

Actions of June 25

WFIG-AM-FM Sumter, S. C.—Remote con-

trol permitted for AM's (while using non-directional ant.) and FM's.

Actions of June 24

WNAB Bridgeport, Conn.—Granted change in remote control authority (auxiliary trans.).

Fines

■ Commission notified Tele-Broadcasters of California Inc., that it has incurred apparent liability of \$4,000 for repeated and willful violation of Sec. 73.30(a) of rules by KALI San Gabriel, Calif., for failure to originate majority of programs locally (depending on Los Angeles locations). This is first assessment for this type of violation. Licensee has 30 days to contest or pay forfeiture. Commissioner Bartley abstained from voting. Action July 1.

■ By memorandum opinion and order, commission ordered WHAS Inc., license of WHAS-TV Louisville, Ky., to forfeit \$1,000 for violating Sec. 317 of Communications Act and commission's covering rules by not identifying sponsor of political broadcast during Kentucky 1963 gubernatorial campaign. Commission identified program "The Chandler Years in Review" as sponsored by "The Committee for Good Government", although in circumstances announcement should also have identified, as sponsor, Edward T. Breathitt, opponent of A. B. Chandler for Democratic nomination for governor. Action July 1.

Rulemakings

PROPOSED

■ Commission invited comments on proposed rulemaking, based mainly on various petitions, to amend FM table of channel assignments as follows (numerals are channel numbers): assign 221A or 298 to Hialeah, Fla.; add 265A to Olean, N. Y.; add 278 to Traverse City, Mich., and substitute 244A for 278 in Cadillac; assign 221A to Ionia, Mich., delete that channel from St. Johns and substitute 285A for 221A at Grand Haven; assign 288A to Jamestown and 269A to Monticello, Ky.; exchange Beaumont Tex., 229 with Port Arthur 231; assign 237A to Holly Springs, Miss.; substitute 240A for 228A at Santa Rosa, N. M.; assign 244A to Franklin, N. C.; assign 237A to Fairfield, Calif., and delete it from Lodi; add either 257A or 292A to Brownwood,

Tex.; assign 221A to Kewanee, Ill.; Delete 232A from Fort Dodge, Iowa, and add 286 and 286A to that city, and substitute 224A for 286 in Carroll; add 244A to Celina, Ohio, and exchange Connellsville, Pa., 280A with Uniontown, Pa., 252A, and delete 280A from New Martinsville, W. Va. Action July 1.

Processing line

■ Notice is hereby given, pursuant to Sec. 1.571(c) of commission rules, that on Aug. 13, 1964, standard broadcast applications listed will be considered as ready and available for processing. Pursuant to Sec. 1.227(b)(1) and Sec. 1.591(c) of commission's rules, application, in order to be considered with any application appearing on list or with any other application on file by close of business on Aug. 12, 1964, which involves conflict necessitating hearing with application on list, must comply with interim criteria governing acceptance of standard broadcast applications set forth in former not to Sec. 1.571 of commission rules and be substantially complete and tendered for filing at offices of commission in Washington, by whichever date is earlier: (a) close of business on Aug. 12, 1964, or (b) earlier effective cut-off date which listed application or any other conflicting application may have by virtue of conflicts necessitating hearing with applications appearing on previous lists. Attention of any party in interest desiring to file pleadings concerning any pending standard broadcast application pursuant to Sec. 309(d)(1) of Communication Act of 1934, as amended, is directed to Sec. 1.580(i) of commission rules for provisions governing time of filing and other requirements relating to such pleadings.

■ Burien, Wash.—John W. Mowbray tr/as Surburban Broadcasters, 800 kc, 1 kw, DA-D.

■ KRED Eureka, Calif.—California Oregon Radio Co., from 1480 kc, 5 kw, DA-N, unl. to 1480 kc, 1 kw, 5 kw-LS, unl.

■ WPRT Prestonsburg, Ky.—Stephens Industries Inc., from 960 kc, 1 kw, D, and 960 kc, 5 kw, DA-D to 960 kc, 5 kw, D.

■ KSTP St. Paul—Hubbard Broadcasting Inc., from 1500 kc, 50 kw, DA-2, unl. to 1500 kc, 50 kw, DA-N, unl.

■ WDEA Ellsworth, Me.—Coastal Broadcasting Inc., from 1370 kc, 5 kw, D, to 1370 kc, 1 kw, 5 kw-LS, DA-N, unl.

■ KOTE Fergus Falls, Minn.—Northland Broadcasting Corp., from 1250 kc, 500 w, 1 kw-LS, DA-N, unl. to 1250 kc, 1 kw, DA-N, unl.

■ Elelee, Hawaii—American Islands Broadcasting Corp., 720 kc, 5 kw, unl.

■ KEYL Long Prairie, Minn.—Communications Associates Inc., from 1400 kc, 250 w, unl. to 1400 kc, 250 w, 1 kw-LS, unl.

■ WXVW Jeffersonville, Ind.—Electrocast Inc., from 1450 kc, 250 w, unl. to 1450 kc, 250 w, unl. to 1450 kc, 250 w, 1 kw-LS, unl.

■ Plymouth, N. H.—Pemigewasset Broadcasters Inc., 1300 kc, 1 kw, D.

■ KDRS Paragould, Ark.—KDRS Inc., from 1490 kc, 250 w, unl. to 1490 kc, 250 w, 1 kw-LS, unl.

■ KINO Winslow, Ariz.—Willard Shoecraft, from 1230 kc, 250 w, unl. to 1230 kc, 250 w, 1 kw-LS, unl.

■ KBLL Helena, Mont.—Capitol City Television Inc., from 1240 kc, 250 w, unl. to 1240 kc, 250 w, 1 kw-LS, unl.

■ WKLA Ludington, Mich.—Raymond A. Plank, from 1450 kc, 250 w, unl. to 1450 kc, 250 w, 1 kw-LS, unl.

■ KBRV Soda Springs, Idaho—J. C. Walentine, from 540 kc, 500 w, D, to 1450 kc, 250 w, 1 kw-LS, unl.

■ KTOH Lihue, Hawaii—Garden Island Publishing Ltd., from 1490 kc, 250 w, unl. to 1490 kc, 250 w, 1 kw-LS, unl.

■ KBIM Roswell, N. M.—Taylor Broadcasting Co., from 910 kc, 5 kw, D, to 910 kc, 500 w, 5 kw-LS, DA-N, unl.

■ Saratoga Springs, N. Y.—AM Broadcasters of Saratoga Springs Inc., 900 kc, 250 w, D.

■ WMRC Milford, Mass.—Milford Radio Corp., from 1490 kc, 250 w, unl. to 1490 kc, 250 w, 1 kw-LS, unl.

Applications deleted from public service notice of December 13, 1963:

■ Plymouth, N. H.—Pemigewasset Broadcasters Inc., 1240 kc, 250 w, unl.

■ KOTE Fergus Falls, Minn.—Northland Broadcasting Corp., from 1250 kc, 500 w, 1 kw-LS, DA-N, unl. to 1250 kc, 1 kw, 5 kw-LS, DA-2, unl.

■ KBIM Roswell, N. M.—Taylor Broadcasting Co., from 910 kc, 5 kw, D, to 910 kc, 500 w, 5 kw-LS, DA-N, unl.

If you were to go in the marketplace and start hunting for a crackerjack time or space salesman, you'd probably give your eyeteeth plus a stock option to get someone like Walter Bartlett. But its doubtful that he would take the job.

For at 36, Walter Bartlett is now vice president in charge of television for the Crosley Broadcasting Corp.'s five stations, WLWC(TV) Columbus, WLW and WLWT(TV) Cincinnati, WLWD(TV) Dayton, all Ohio, and WLWI(TV) Indianapolis.

Until March, Mr. Bartlett had been general manager of WLWC and before that had spent 12 years selling time and space for Crosley and Scripps-Howard. A testimonial to his selling ability is reflected in the words of his successor at WLWC, Richard E. Reed, who calls his boss "an excellent salesman. I wish I had him in my sales department right now."

No one pretends that Walter Bartlett can sell a refrigerator to an Eskimo, probably because he hasn't tried. But the new vice president can sell himself to clients and his staff.

Mr. Reed, who has worked with and known Mr. Bartlett for the past dozen years, calls him "one of the most astute young executives I've ever met. He has the ability to establish something and follow through on it."

Walter Bartlett is an idea man, and more. He doesn't just sit in a swivel chair, watch the world parade past his window and wonder how to attract viewers and sponsors. He goes out and gets both.

Participant ■ Mr. Bartlett becomes a participating member of the public to find out what it wants and how to provide it. Through civic activities he learns what the community needs and then sets out to program it, making it a saleable item.

In 1963, WLWC produced 65 local specials—news, documentaries and sports—and they were all sold out. And that same year Walter Bartlett was appointed to the Ohio Educational Television Network Commission. In 1961 he was picked as the Outstanding Young Man of the Year by the Columbus Junior Chamber of Commerce.

In the Crosley organization, programming and sales work together. For Walter Bartlett it was the perfect combination.

As sales manager of WLWC in 1958 and as general manager in 1960 he moved toward expanded local live programs in sports, documentaries, entertainment and news. While he was there, the station increased its local live programming by more than 400%.

He brought Ohio State basketball games, film repeats of Buckeye football games, high school basketball tournaments and harness racing to Columbus viewers. In addition he developed a

This Bartlett a man of action, not words

weekly series of half-hour programs on sports.

Live Programming ■ Under his aegis, WLWC began a 90-minute Monday-Fri-

WEEK'S PROFILE



Walter Eugene Bartlett—VP in charge of TV for Crosley Broadcasting Corp., licensee of WLW and WLWT(TV) Cincinnati, WLWD(TV) Dayton and WLWC(TV) Columbus, all Ohio, and WLWI(TV) Indianapolis: b. Feb. 23, 1928, Marion, Ohio; Denison U., Granville, Ohio; Union College, Schenectady, N. Y., and Bowling Green U., Bowling Green, Ohio (BS in business administration, 1949); 1949-50, national sales rep., Scripps-Howard 'Columbus (Ohio) Citizen'; 1950-52, U. S. Army; 1952-53, 'Columbus Citizen'; 1953-55, account executive, WLWC(TV); 1955-58, gen. sales mgr., Scripps-Howard 'Indianapolis Times'; 1958-60, sales mgr., WLWC(TV); 1960-61, gen. mgr., WLWC; 1961-64, VP-gen. mgr., WLWC; 1964, VP in charge of TV, Crosley Broadcasting Corp.; 1961, "Outstanding Young Man of the Year" of Columbus Junior Chamber of Commerce; membership—1st VP Ohio Assn. of Broadcasters; Ohio Educational Television Network Commission; m. Marilyn Wright, 1958; children—suzanne Marie, 3, and John Patrick, 1; hobbies—golf and swimming.

day live morning variety show and in the evening a half-hour daily country and western variety show, *Jamboree*.

He started a weekly news series, *Viewpoint*, which brought names in the news to Columbus for questions at the grass-roots level, and he created *Probe*, a series of local documentary specials. *Probe* was judged "best in the nation of its type" by the Institute for Education by Radio and Television in 1962.

Just before leaving WLWC in March, Mr. Bartlett initiated another series of specials based on area trips.

A nearby community sets up a WLWC day and the station would take it from there. WLWC takes entertainers, news and sports personnel, personalities and station management to the city.

After a meeting with city fathers the station's personnel entertain at a luncheon of 300-400 people, where questionnaires on programming are passed out. Later in the day entertainers and personalities make the rounds of hospitals, civic groups and schools.

The day's proceedings are filmed and later shown on WLWC.

More Color ■ Also during his tenure as general manager, WLWC embarked on a color expansion program of more than \$1 million to increase local live color shows.

But programming wasn't always the key to Walter Bartlett's future.

Upon graduation from Bowling Green University, Bowling Green, Ohio, in 1949, he joined Scripps-Howard's *Columbus Citizen* as national sales representative. In 1953 he moved over to WLWC as account executive and stayed for two years.

But he went back to Scripps-Howard in 1955, when he was offered the general sales manager's job of the *Indianapolis Times*.

Unwilling to lose a good man, Crosley again sought out Mr. Bartlett in 1958 and he returned to Columbus and WLWC as sales manager.

A man who always wears a big grin, Mr. Bartlett doesn't know what "stop" means. He has "a great capacity for work," Mr. Reed notes, and "more than that, he is highly respected by all the people he comes in contact with."

There is an attitude about Walter Bartlett that here is a man who has the ability to establish something and follow through on it. As general manager of WLWC he maintained his contacts and would go out with a salesman and the sales manager to sew up a client.

Even in programming, Mr. Bartlett retains the drive of a salesman. He has, Mr. Reed says, "the innate ability to get everyone excited over a project and get the most out of them."

One associate calls Mr. Bartlett "a working fool," but appends it with, "its doubtful if he's anyone's fool."

Fairness, guts and leadership

If anything is apt to get a politician upset, it is the prospect—however remote—of having his district whittled down or possibly even snatched out from under him. Thus WMCA New York's long legal and editorial fight for legislative reapportionment, which the U. S. Supreme Court has upheld (BROADCASTING, June 22), was an act of considerable political courage.

More than that, however, it stands as a first-rate example inviting other broadcasters to shake off any timidity about taking a stand on public issues.

The opportunity for broadcasters to exert leadership in their communities was never greater than it is now, and many—though still a minority—are exerting it through forceful, meaningful editorials. It is regrettable that more stations do not yet editorialize, but it is encouraging that, among those who do, there is evident a strong desire to do it better—as demonstrated last week in the second annual National Broadcast Editorial Conference, whose proceedings are reported on page 58.

The fact is that there is a need for both more and better editorializing, and the need is growing. As people rely increasingly on radio and television for news, and as newspapers decline in number and influence, broadcasters are faced not only with the opportunity for leadership but with a responsibility to provide it. Editorializing, a key instrument of leadership, is thus becoming more than a broadcast right; it is moving more and more in the direction of being a broadcast obligation.

WMCA's experience in the reapportionment case is therefore especially timely. It both symbolizes and adds to an already substantial body of evidence that, we hope, will help convince broadcasting's reluctant leaders that responsible leadership need not be afraid of controversy.

THE single biggest deterrent to the expansion of editorializing by broadcasters has been created by the federal government.

For years the FCC prohibited all editorializing. In 1949 it was persuaded to modify that inflexible and indefensible restriction, but it did so in a way that makes editorializing infinitely more difficult for broadcasting than for any other journalism medium. Since 1949 the FCC has permitted, and some of its members have encouraged, the broadcast of opinion—but it also has required that in the presentation of opinion broadcasters must be "fair."

Fairness, as the FCC and many venturesome licensees have found out, is not susceptible to easy interpretation. Over the years the FCC has accumulated a mass of rulings that serve only to prove that any time a broadcaster dares to air one side or another of a controversial issue he risks harassment from an FCC that can be prodded into querulous life by anyone who disagrees with what has been broadcast.

A sampling of the FCC's rulings has now been compiled in 20 pages of single-spaced typescript that the commission is distributing as a guide to the intricacies of its fairness doctrine. The commission's guide may be helpful to lawyers, who occupy a regrettably significant role in the function of broadcast editorializing, but it is apt only to bewilder and discourage the average licensee. The broadcaster who reads in the new fairness primer of the manifold troubles his fellows have encountered is apt to wonder what he could possibly gain from editorializing that would justify the expense of defending himself against the FCC pressures that his editorializing is likely to provoke.

In present circumstances editorializing is more apt to be undertaken by the larger stations that have money to spend on legal representation before the FCC than by smaller stations to which a lawyer's bill, however modest, can make a significant difference in the monthly P&L. This condition automatically restricts the number of stations that undertake to editorialize and the diversity of opinion that is likely to be broadcast. If diversity of expression is, as the FCC often says, a desirable goal in our society, the commission is defeating its own asserted purposes by culturing the wild growth that is its fairness doctrine.

It falls the lot of those broadcasters who can afford to editorialize to do so industriously and with all the professionalism they can muster. The fairness doctrine will be defeated only if broadcasters continue to expand and improve their presentation of controversy—and stand prepared to defend themselves against the inevitable challenges to their performance.

Politics: loss leader

THE surest thing in San Francisco this week, a safer bet than Goldwater and Scranton combined, is that TV and radio newsmen will show and tell the public what goes on from start to finish, up, down, sideways and back again—and will lose money in the process.

Just how much money they will lose is and will probably remain a mystery because the Republican convention is only one part of a political coverage package that also includes the Democratic convention, the campaign and the election returns. Figures for the entire package are still uncertain, but current estimates are that the radio and TV networks alone will spend around \$25 million on political coverage and get back, at most, maybe \$15 million of that.

Another sure thing this week is that millions of Americans will follow the doings in San Francisco by radio and TV, and among these viewers and listeners will be many who frequently complain that broadcasting is too commercial, too much taken up with "frivolous" programming. This, then, seems a good time to remind the critics that it is only because of the commercials and the mass-audience programming that broadcasters can afford to bring the full nomination and election process to the entire U. S. electorate—at an out-of-pocket loss of \$10 million if necessary.



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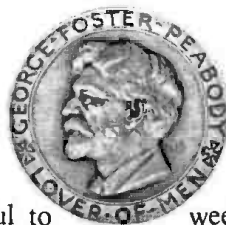


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"Treetop House" wins another Peabody Award for WGN-TV



WGN Television is both proud and grateful to have won its third Peabody Award. It was the tireless effort of Mrs. Anita Klever, performer, teacher and co-producer, under the guidance of the National College of Education, Evanston, Illinois, that made this honor possible.

Telecast live and in color each

weekday morning to pre-school children throughout Chicagoland, "Treetop House" provides an exciting and satisfying visit into a land of enchantment where children learn by doing.

Award Winner "Treetop House" is another example of WGN-TV's dedicated service to Chicago.

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