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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

CBS buys 80% of Yankees with option to acquire other 20%. p33

Radio's top 50 spend \$35 million in 1st quarter for spot. p36

Spot spending per TV family goes up 7.4%. p42

A federal judge's plea: let TV in courtrooms. p58

COMPLETE INDEX PAGE 7



Photo by Vivian Crozier

The final touch that makes the difference

She knows how to make a good impression. No matter how many impressions you make in other media, the strong reminder value of Spot Radio makes the best sales impression of all—the last one. Spot Radio is the final media touch that really sells.

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

NEW YORK • CHICAGO • ATLANTA • BOSTON
DALLAS • DETROIT • LOS ANGELES
PHILADELPHIA • SAN FRANCISCO • ST. LOUIS



This Election Year...History Will Be Made!

On the night of November 10, one week after the Presidential elections, some 20 stations across the nation will simultaneously premiere an unprecedented television series—"DECISION: The Conflicts of Harry S. Truman."

Additional stations in other markets will also program the series in the days and weeks that follow. Thus far, 40 stations, reaching 65% of all U.S. TV homes, have signed for this history-making series.

For the first time, viewers in these markets will experience an intimate glimpse into the innermost thoughts of a President (and a very uninhibited one at that!) as he actively participates in dramatic presentations of the most critical decisions made during his administration.

If "DECISION: The Conflicts of Harry S. Truman" is not already scheduled for telecasting in your market, don't you think it should be?

SCREEN  **GEMS**

1. Sacramento is now the nation's 25th television market in national spot sales... ahead of Providence, Atlanta and Denver.*

***Source: FCC Final TV Broadcast Financial Data—1963**

2.

Sacramento had the largest increase last year (26%) in total television time sales of any market in the country* and a 2 year increase of 54%.

3.

Sacramento's local advertisers spent 39% more in television last year than in 1962* and 68% more than in 1961.

4.

Sacramento had the largest increase in national spot sales (28%) in 1963 of any of the top 25 television markets*. The only market outside of the first 10 to show more than a million dollar increase.



JUST AROUND THE CORNER!

It's time, too, to get your clients set on the leading station in the Dallas-Fort Worth market . . . KRLD-TV.

METRO SHARE*:

64% more than Station B
105% more than Station C
193% more than Station D

THAT'S KRLD-TV — and at the lowest CPM.

In addition, with a Channel 4 schedule, your product has the added advantage of exposure on the perennially dominant television outlet in the Southwest.

Now is the time to place your Fall schedule. See your ADVERTISING TIME SALES representative.

°ARB
June/July '64

KRLD-TV

represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, President



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

BROADCASTING, August 17, 1964

Swap-back set

Barring unexpected, FCC decision ordering NBC to re-swap its Philadelphia broadcast properties with those of Westinghouse in Cleveland, will be implemented as ordered. NBC, it's learned, has notified WBC that it is prepared to comply with FCC mandate (BROADCASTING, Aug. 3) and Westinghouse obviously will grasp opportunity (BROADCASTING, Aug. 10). Philco, which lost its bid for channel 3 facility, hasn't indicated whether it will petition for reconsideration before Aug. 31 deadline. FCC ordered re-exchange by Sept. 28.

Switch from Philadelphia to Cleveland will cost NBC about \$2 million per year in net return. Philadelphia properties (WRCV-AM-TV) last year netted nearly \$4 million, as against about \$2 million for KYW-AM-FM-TV Cleveland. Based on going rules-of-thumb, these net returns would place value of Philadelphia properties at about \$40 million; Cleveland \$20 million.

Buying by the clock

Benton & Bowles has new spot TV buying procedure for some accounts, particularly General Foods, which agency feels will increase speed and efficiency of timebuying. Initial reaction of some station representatives, however, is that plan could place unwarranted burden on reps' sales force in attempting to comply. Plan limits complete buying process to 48 hours, from call for availabilities to confirmation, with these processes handled in cycles. Some reps see plan as possibly permitting timebuyers to better organize their day but conversely hampering rep salesmen.

One reason for reps' complaint: Procedure contains limitation on hours they can contact timebuyers; only period of 9-11 a.m. each day is set aside for buyer to receive rep's availabilities and "limited (sales) pitch," for rep to pick up orders or to return them for confirmation or in offering "alternative" availabilities. Agency says rigidity should reduce interruptions for time-buyer. Said one media executive: "I'll keep the phone out of the act and set a goal for our buyers." But counter these reps: "We are being asked to perform our function too fast." Result in their view: in long-run final buy may not be best obtainable.

Yielding on piggybacks

National Association of Broadcasters is encouraged by signs that advertisers and their agencies are preparing to live with new piggyback rules that

start Sept. 1. Despite some vigorous dissent to new policy, in last month or so some 20 piggybackers have asked code staff for advice in integrating multiple-product announcements.

Big advertisers leaning heavily on piggybacks—there are half-dozen or so—are still major concern. But one of them last week asked NAB code office in New York for help in integrating at least some of its products' commercials. NAB has fingers crossed that others will follow suit.

Stereo for sports

Claim to first stereo sports FM station is being made by WLS Chicago which in fall opens revamped WENR-FM there possibly as WLS-FM with antenna mated to new tower of WKBK (TV) Chicago going up atop Marina City on Chicago River. Outlets are ABC-owned. FM previously has been under separate WKBK umbrella. Talk and music also planned for FM, but emphasis will be all types sports in stereo.

Granik goes UHF

Latest aspirant for full quota of UHF stations is Ted Granik, veteran syndicator-producer whose present *All America Wants to Know* is on 1,150 radio stations and 150 TV stations for *Reader's Digest* and American Association of Retired Persons. Mr. Granik plans to apply for seven UHF's along eastern seaboard, associating himself with local groups. Applications will be filed after Labor Day.

Pay raises

Congressional approval of higher salaries for federal employees will substantially increase pay checks for FCC commissioners and senior staff officers. Raise was retroactive to July 1. Salaries for commissioners jump from \$20,000 to \$27,000, with chairman's going to \$28,500. Curtis B. Plummer, executive director, will get \$24,445, up from \$20,000; James B. Sheridan, chief of Broadcast Bureau, \$24,500, up from \$20,000; Harry Geller, general counsel, \$24,500, up from \$20,000; E. W. Allen, chief engineer, \$24,500, up from \$20,000; James A. Barr, chief of Safety & Special Radio Services Bureau, \$22,945, up from \$19,000; James D. Cunningham, chief hearing examiner, \$22,195, up from \$18,170; Thomas B. Fitzpatrick, chief of hearing division, \$18,170, up from

\$17,210; Ashbrook P. Bryant, chief of Office of Network Study, \$18,170, up from \$17,210; H. H. Goldin, chief of research and education, \$21,555, up from \$18,000; William B. Ray, chief of complaints & compliance, \$17,030, up from \$16,180; Ben F. Waple, secretary, \$15,150, up from \$14,515, and George O. Gillingham, chief of reports and information, \$16,620, up from \$15,865.

Network baseball hot

Although networks still have shown no frantic interest in clearing prime time for *The Monday Night Baseball Spectacular*, odds are it will show up regularly next year (see story page 34). Advertiser interest is high with networks reporting blue-chip accounts "wanting in." Beer and tobacco accounts, traditional heavy sports spenders, are in vanguard. Anheuser-Busch, now co-sponsor of White Sox and Cardinal games regionally, is reported avidly interested in going nationwide. Baseball committee doesn't anticipate any difficulty in lining up independents and network stations to carry games in 1965, if networks decline.

Advisory echelon

Among 300-odd members of National Citizens Committee on Civil Rights to be named soon by President Johnson to assist LeRoy Collins are number of broadcasters. They include: Brigadier General David Sarnoff, RCA; Frank Stanton, CBS; Leonard H. Goldenson, ABC; John S. Hayes, Post-Newsweek stations; Donald H. McGannon, Westinghouse; Edgar Stern Jr., Royal Street stations; Barry Bingham, WHAS-AM-TV Louisville; Louis Wolfson, Wometco stations; Murray Lincoln, Peoples Broadcasting Co.; Saul Haas, KIRO-AM-FM-TV Seattle; Edgar Kaiser, Kaiser stations.

Stereo for cars

Detroit is to give stereo FM major push this fall as top-seller Chevrolet announces 1965 models will include optional Delco radios featuring FM stereo. Delco has had units ready for over year, and reportedly there has been competition within General Motors car divisions as to which would introduce FM stereo. Chevrolet's agency, Campbell-Ewald, has had special FM study in works, and agency and GM officials have tested stereo in their cars.

WEEK IN BRIEF

CBS buys 80% of Yankees for \$11.2 million, has option for rest. It's latest, and most spectacular, move by broadcasting interests to get into the roots of a prime programming source: baseball. See . . .

HEDGING FUTURES WITH BASEBALL . . . 33

CBS reports best first half its ever had. Net income of \$23 million is up 19% over 1963's first six months. Sales were \$303.5 million. TV, radio, record, international divisions all show increases. See . . .

CBS HAS 'BEST' FIRST HALF . . . 35

Judge J. Skelley Wright pulled no punches. "Television is here to stay" and should be allowed to cover courts, he tells bar meeting. Good place to start, he says, is Supreme Court on decision days. See . . .

U. S. JUDGE FAVORS TV . . . 58

Television Advertising Representatives study shows TV spot advertisers in 1963 spent \$11.80 on each TV family. That's 81 cents more than they spent to get their message across in 1962. See . . .

\$11.80 PER TV FAMILY . . . 42

Metromedia takes radio music licensing problem with ASCAP to court again. Appealing contrary decision, Metromedia wants radio music licenses based on gross receipts of its stations. See . . .

METROMEDIA TO COURT AGAIN . . . 60

Commercials in new Shell Oil national spot TV campaign will be isolated. Some 35% of spots will be two minutes long, the rest one minute. "Modest" premium goes to 75 of 300 stations involved. See . . .

SHELL CAMPAIGN TO USE 120'S . . . 40

Radio Advertising Bureau gives mixed report on spot radio sales. Top 50 advertisers spent 5% more in first three months of 1964 than last year's first quarter, but total billings were up only 1%. See . . .

SPOT RADIO'S PACE QUICKENS . . . 36

More Senate bills introduced are aimed at stopping election predictions before all polls are closed. Ex-news secretary Salinger wants voluntary media moratorium, others call for outright ban. See . . .

PREDICTIONS WORRY SENATORS . . . 68

Equal-time law suspension debated in Senate, talk goes on. GOP is anxious for action, Democrats are slow and cautious. Both parties realize, however, that suspension will save them both money. See . . .

SEC. 315 DEBATED, NO ACTION . . . 62

Syncom III will be hanging over Pacific this week if plans pan out. First exercise: giving U. S. live TV coverage of Olympics in Japan. NBC to distribute U. S. pictures; Canada, Europe also in deal. See . . .

SYNCOM III GOES UP THIS WEEK . . . 79

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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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NEW YORK
RADIO

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REPRESENTED BY ROBERT E. EASTMAN & CO., INC.

What Yankees mean to CBS

**Network says it did not gain competitive advantage,
pay TV did not motivate decision to buy the team**

CBS's acquisition of New York Yankees gives it no inside advantage over other networks and was "in no way" motivated by pay-TV considerations, Chairman William S. Paley and President Frank Stanton said after sale contract was signed Friday (Aug. 14) afternoon (see page 33).

They were "enthusiastic" about plans for *Monday Night Baseball Spectacular* being developed by leading club owners but said "CBS has no present interest in carrying" that program. They said they were "fully aware" that if they become interested they must "bid for the rights just as any other network, and can derive no advantage by reason of our interest in the New York Yankees."

Their statement was reported in memo sent with sale announcement to officers and department heads of CBS and its divisions and subsidiaries by E. K. Meade Jr., CBS Inc. vice president, corporate information. They said: "In negotiating with either league or the commissioner for rights to broadcast games, CBS will not be in any better position than any other network organization. This applies to the All-Star Game, the World Series and the *Monday Night Baseball Spectacular*. We do not plan to carry on wCBS-TV [New York] the Yankees games now being carried by WPIX [New York]. WCBs radio will continue to broadcast the Yankees games during the coming year."

They also said CBS-TV would "of course" continue *Baseball Game of the Week* under its present contracts with ball clubs.

Pay TV, they said, "was in no way a motivating consideration in our decision to invest" in Yankees. CBS believed it could "lend constructive interest" to baseball and Yankees "at a time of increasing public interest in sports of all kinds," and this, they said, "is the sole purpose of our investment."

Statement was believed intended to reply to newspaper stories questioning impact of deal and speculating that CBS hoped to use Yankees ownership to (1) stave off pay TV or (2) get into pay TV.

Sale had little immediate effect on CBS stock prices, although CBS shares were among Friday's most active with

93,200 traded as opposed to 42,200 on Thursday. Stock closed Friday at 41-1/4, down 3/8 from 41-5/8 Thursday, before sale was disclosed.

Hill may look into CBS-Yankees sale

Comment from Capitol Hill Friday (Aug. 14) indicated Senate Antitrust and Monopoly Subcommittee would look into Yankee transaction. Senator John L. McClellan (D-Ark.), subcommittee member, said it "raises questions which should receive the prompt scrutiny of the Justice Department and the subcommittee."

Department of Justice had no comment.

Senator Philip A. Hart (D-Mich.), subcommittee chairman said some "antitrust implications" may be involved.

Representative Emanuel Celler (D-N. Y.), chairman of House Judiciary Committee and its antitrust panel, said deal indicates ball club should be subject to antitrust laws and that baseball "is big business."

Pending bill to give new antitrust exemptions to professional teams sports (baseball, football, basketball and hockey) which had been approved by Sen-

ate Judiciary Committee, should go back to panel because of Yankees deal, Senator James B. Pearson (R-Kan.) said.

Passage by Congress this year had not seemed likely before deal and to some congressmen it seemed news doomed it.

Representative Henry S. Reuss (D-Wis.), member of House Judiciary panel, said Yankees sale should require baseball to forfeit its antitrust exemption. It becomes interstate commerce.

Representative Oren Harris (D-Ark.), chairman of House Commerce Committee, said he didn't know whether deal warranted looking into by his committee, which has jurisdiction over interstate commerce and broadcasting.

Javits wants all polls to close at same time

Best way to prevent broadcast election predictions from possibly influencing voters before polls close in some states is to stagger polls' closing time during presidential elections, Senator Jacob K. Javits (R-N. Y.) told Senate Friday (Aug. 14).

In offering bill toward this end, S. 3118, Senator Javits said his plan would lengthen polling hours in most states and cut them in just two states.

Javits proposal was latest of several offered during week by senators concerned that network computers will be providing forecasts of election outcomes based on early eastern returns while voters in West are still voting (see page 68).

Senator's plan would close all polls

Crane to network after 5-station test run

ABC-TV this fall will begin late-night programing. Following test run of *Les Crane Show* on five ABC-owned television stations in early August (BROADCASTING, July 20), ABC-TV is to announce today (Monday) that program will be carried on full TV network, starting Nov. 9 (Monday-Friday, 11:15 p.m.-1 a.m. EST).

Mr. Crane, who had been conducting early morning (1-2:30 a.m.) *Telephone Talk-Back* show on WABC-TV New York since last fall, was given one-week experimental program with

format of studio conversations with well-known guests, supplemented by out-of-studio filmed and taped interviews and entertainment segments. ABC-TV spokesman said "fantastic audience acceptance" and laudatory reviews and mail response led to scheduling of Crane on network.

ABC-TV move will put it in competition with NBC-TV's *Tonight* show with Johnny Carson, which is on at same time. Other major late-night program is Steve Allen Show syndicated by Westinghouse Broadcasting Co.

during presidential elections at same moment: 11 p.m. Eastern Standard Time, 10 Central, 9 Mountain, 8 Pacific, 7 Yukon, 6 Alaska-Hawaii and 5 Bering. Result is voters would have longer voting hours in all but two states; Alaska would close two hours sooner than present and Nevada one hour sooner.

This, Senator Javits said, is in many states "actually a beneficial change." He would establish national standard that polls remain open at least 12 hours.

Senator's bill goes to root of prediction problem: availability of returns in some areas while voting goes on in others. Other measures would bar news media, particularly broadcast, from disseminating information.

ITA faces new labor problem

Britain's commercial TV stations are still having labor troubles. They are threatened with another shutdown next month because of dispute between Independent Television Authority and TV workers' union, Association of Broadcasting Staff.

Fresh trouble arose over ITA's decision to withdraw without consulting union, staff arrangement that permits buying homes with financial help from Authority and to increase interest rates on existing loans from 2½% to 4%.

At meeting of union in London last week members instructed their executive committee to set Sept. 5 as latest date for settlement. Failing that they will strike.

Pearson set for MBS convention coverage

Drew Pearson, columnist and syndicated TV-radio newsman, signed by Mutual Broadcasting System to appear as analyst and commentator on MBS coverage of Democratic National Convention. Columnist Walter Winchell, who appeared on MBS during Republican convention, will also assist at Democratic sessions.

Sylvania shows new tubes

Sylvania Electric Products, division of General Telephone, New York, has developed new line of receiving tubes for color TV sets permitting reduction in operating voltage from 400 to 270 volts. New tubes are expected to decrease number of tubes required in each color set chassis and allow less costly components. They're available in sample quantities now with production quantities expected by November.

Commerce committee meets, delays action

House Commerce Committee met briefly Friday (Aug. 14) to consider pending legislation on smoking, including advertising curbs, but adjourned to meet again Tuesday (Aug. 18) in executive session.

Panel will determine whether to hear remaining half-dozen or so witnesses wishing to testify on variety of bills. Many others already have been heard (BROADCASTING, July 6).

Closed-door meeting Friday heard outline of proposal by Representative Harold R. Kornegay (D-N.C.) that committee approve bill to require health warnings on cigarette packages, but it would avoid stiffer proposals seeking to require warnings in all cigarette advertising.

Bill proposing just warnings on labels but leaving advertising alone was proposed in June by Representative Walter Rogers (D-Tex.) (BROADCASTING, June 22).

Bell to be answer man at IRTS meet Oct. 7

Agency buyers and station salesmen who have questions on National Association of Broadcasters TV code definitions as to what constitutes piggyback commercial will have opportunity to get word straight from top man on Oct. 7. New code definitions go into effect Sept. 1.

Howard H. Bell, director of code authority, has been scheduled as speaker at Newsmaker luncheon of International Radio & Television Society in New York. His remarks will be followed by film demonstration of piggybacks and question-and-answer period. Also to speak that month: E. William Henry, FCC chairman, on Oct. 2. Sylvester L. (Pat) Weaver, president of Subscription TV on Oct. 14.

Fordham TV conference starting today

Fordham University will hold its fourth annual conference on educational and instructional television on its Lincoln Square campus in New York, starting today (Monday) and continuing through Friday (Aug. 21).

Among speakers will be John F. White, president, National Educational Television, on "Serving a Nation with Television"; Seymour N. Siegel, director of New York Municipal Broadcasting System, on "Serving a City with Television"; FCC Commissioner Robert E. Lee on "Current Opportunities in

Educational Television" and Rev. John M. Culkin, S. J., Fordham University, on "Using the 2500 Megacycle ETV Service."

Outlines emerge for NAB presidency

Selection committee of National Association of Broadcasters will meet Sept. 3 at O'Hare Inn, Chicago, for one-day organization meeting and to agree on specifications for new president of NAB.

Specifications were based on returns to questionnaire from all 44 board members responding to inquiry by Willard Schroeder, WOOD-AM-FM-TV Grand Rapids, Mich., joint chairman (BROADCASTING, Aug. 10).

Mr. Schroeder has sent synthesis of board recommendations to all other nine members of selection committee. Although reluctant to discuss what it adds up to, Mr. Schroeder acknowledged there seems to be consensus for paid, permanent president who has some background in broadcasting.

Besides Mr. Schroeder, other members of selection committee are:

Mike Shapiro, WFAA-AM-FM-TV Dallas, chairman, and John F. Dille, Jr., Communicana Stations, vice chairman, television board; Rex Howell, KREX Grand Junction, Colo., chairman, and Jack W. Lee, WPRO Providence, R. I., vice chairman, radio board, and F. Van Konyenburg, WCCO-AM-TV Minneapolis-St. Paul; Otto P. Brandt, KING stations; Carleton D. Brown, WTVL Waterville, Me.; Harold Essex, WSJS-AM-FM-TV Winston-Salem, N. C., and A. Louis Read, WDSU-AM-FM-TV New Orleans.

Chicago archdiocese may seek channel 38

Chicago's Roman Catholic archdiocese may soon enter TV field on its own to provide in-school programs and other educational and religious shows to its community, Rev. John Banahan, archdiocese radio-TV director, confirmed Friday (Aug. 14). He cited his office's already deep involvement with local TV stations, with some 250 half-hour shows slated for new TV season under his supervision.

Consideration is being given point-to-point 2500 mc system as church is undertaking to link schools in New York, closed-circuit system or possibly own commercial-educational UHF station like church has in WIHS-TV (ch. 38) Boston which goes on air in fall. If last route is taken, Chicago archdiocese would soon have to file competitive bid for channel 38, already sought by four others.

If you lived in San Francisco...



...you'd be sold on KRON-TV



The Embassy of the Ivory Coast Republic

His Excellency Konan Bédié,
Ambassador of the Ivory Coast,
and Mrs. Bédié, in the wooded area
of the Embassy ... another in the
WTOP-TV series on the Washington
diplomatic scene.

WTOP-TV

WASHINGTON, D.C.

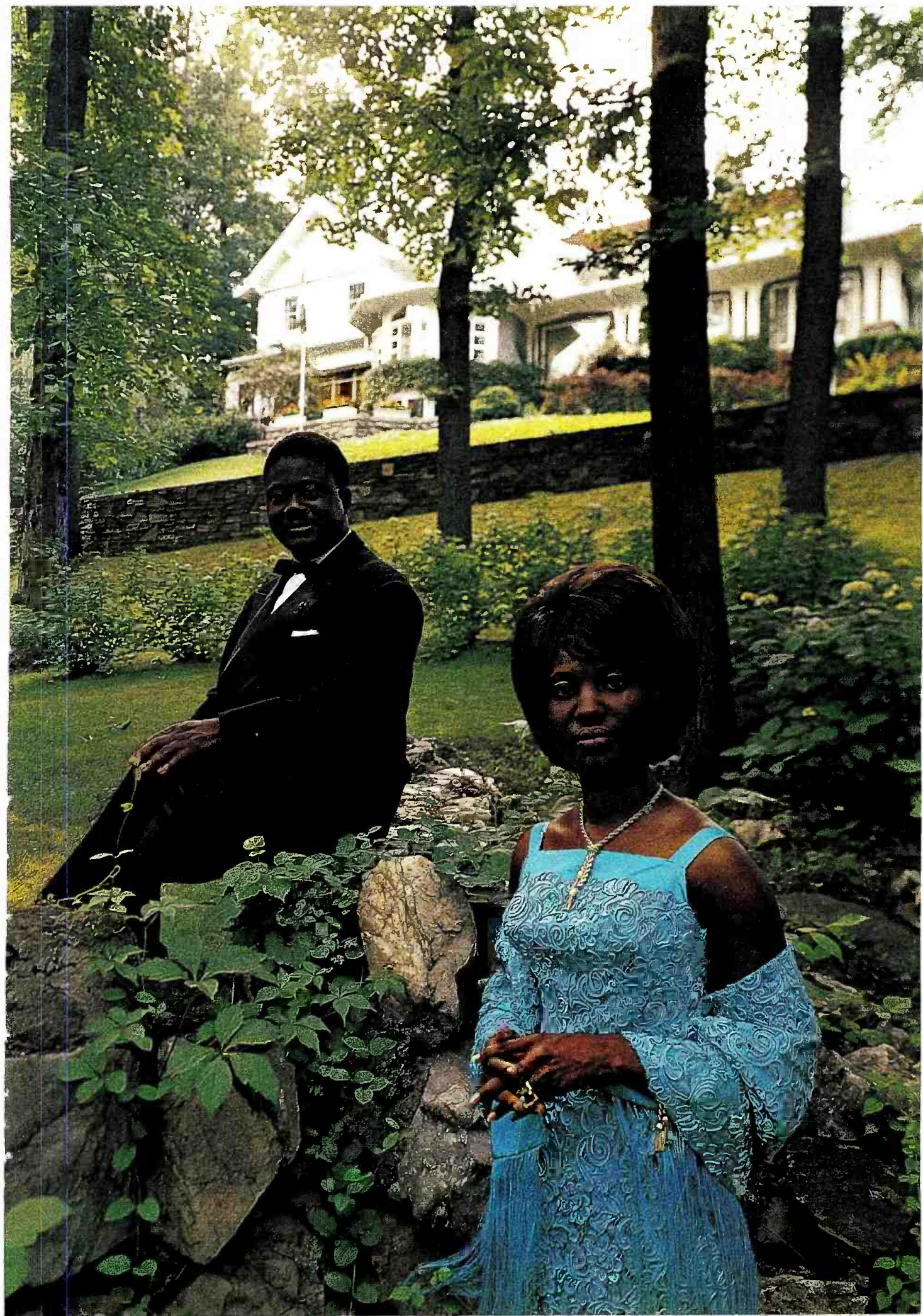


Represented by TvAR

**POST-NEWSWEEK
STATIONS**

A DIVISION OF
THE WASHINGTON POST COMPANY

Photograph by Fred Maroq



four candles for a 35-year-old



KABC RADIO is 35 years old
... and proud of it. But
we're even more proud of the
last four years. When we
introduced our all-conversation
format back in 1960, it was a
daring departure. But it was
a departure that the Los Angeles
market needed — and one that
the listeners wanted.
Now, after four successful years
of being all-conversation (the
only all talk station in the U.S.)
we pause (only momentarily) to point
out that KABC RADIO became a vital
broadcasting force in Los Angeles
for listeners and advertisers
because we dared to be daring.
We're going to stay that way.
Next year — five candles.

KABC RADIO 79

The Conversation Station of Los Angeles

Represented by the Katz Agency

●● AN ABC OWNED RADIO STATION ●●

DATEBOOK

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

■Indicates first or revised listing.

AUGUST

Aug. 17—Representative Walter Rogers (D-Tex.), chairman of House Communications Subcommittee, addresses Amarillo (Tex.) Advertising Club on challenge of government regulation.

■Aug. 17-21—Fordham University conference on educational television, 140 W. 62nd St., New York. Participants will include Professor Charles A. Siepmann, chairman of the Department of Communications in Education at New York University and former programming vice president of BBC; Commissioner Robert E. Lee of the FCC; John F. White, president of National Educational Television; Seymour N. Siegel, director of New York's Municipal Broadcasting System; Rev. John M. Culkin, S.J., consultant on TV for the National Catholic Education Association.

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

■Aug. 20—Tentative date for National Association of Broadcasters' executive vice president, Vincent T. Wasilewski, to testify before Democratic National Convention platform committee at 1:45 p.m. in Atlantic City. NAB will urge Democrats to adopt freedom of broadcasting plank.

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

Aug. 21—George A. Heinemann, manager of public affairs for NBC News, New York, speaks on "Children's Theater in Television" at the 20th anniversary of the Children's Theater Conference of the American Educational Theatre Association. University of Kansas, Lawrence.

Aug. 21-22—Meeting of New Mexico Broadcasters Association, Kachina Lodge, Taos. Keynote speaker will be Andrew Bahlay of the FCC's Denver office.

Aug. 21-22—Meeting of Oklahoma Broadcasters Association, Lawton. Speakers include Dick Osburn, KXOL Fort Worth; Alan Carter, U. S. Information Agency, and Charles N. Stone, director of radio code authority of National Association of Broadcasters.

Aug. 23-25—Wyoming CATV Association annual meeting at IXL Ranch, Dayton, Wyo. Utah, Idaho, Montana, Colorado, Nebraska and South Dakota systems invited to discuss formation of regional organization. Contact Don Tannehill, Clouds Peak Radio & TV Corp., Box 727, Sheridan, Wyo.

Aug. 23-29—Sales management seminar sponsored by the National Association of

RAB CONFERENCE SCHEDULE

Dates and places for the Radio Advertising Bureau's fall management conferences:

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

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

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

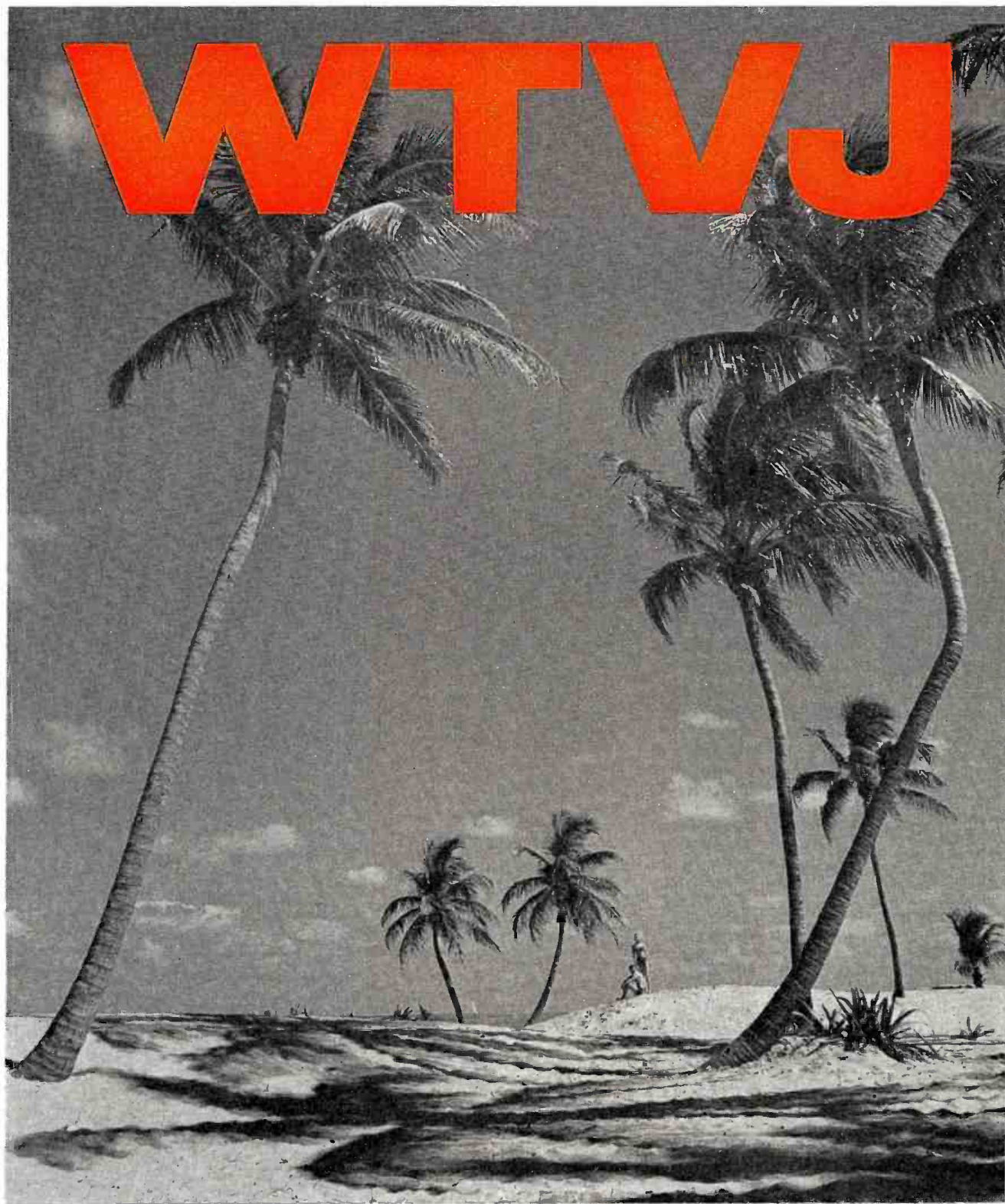
■ Oct. 1-2—Hyatt House, San Francisco.

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

■ Oct. 12-13—Hotel Moraine, Chicago.

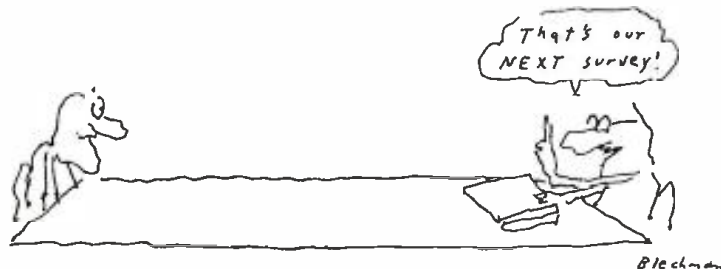
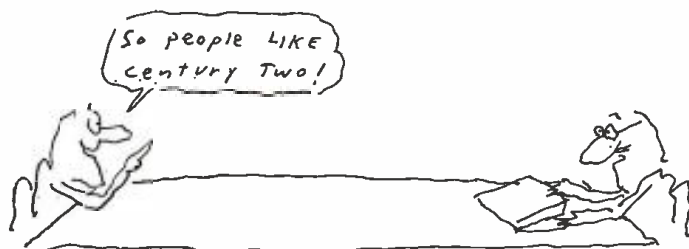
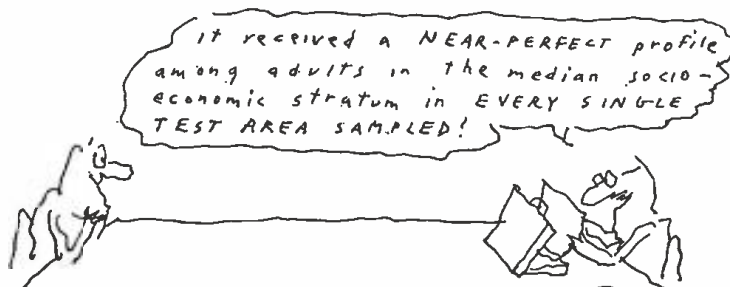
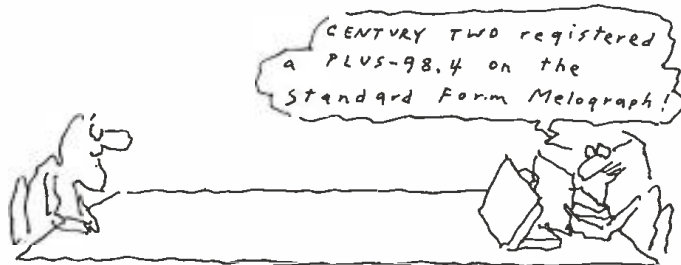
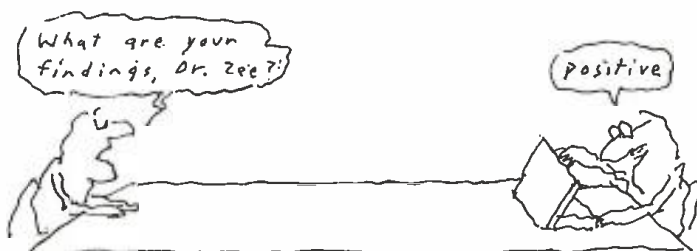
■ Oct. 15-16 — Northland Inn, Detroit.

Only the sunshine covers South Florida better than



WTVJ / South Florida's largest daily circulation / Represented by Peters, Griffin, Woodward, Inc. / A Wometco Enterprises, Inc. station / CBS affiliate





CENTURY II-46, features from 20th Century-Fox Television, Inc.



Broadcasters in cooperation with the Radio Advertising Bureau and the Television Bureau of Advertising. Harvard University, Cambridge, Mass.

■ Aug. 26-27—New York State CATV Association meets at Sheraton Inn, Binghamton.

Aug. 27-29—Western Association of Broadcasters and British Columbia Association of Broadcasters annual meeting, Jasper Park Lodge, Jasper, Alberta.

Aug. 27-30—Fall meeting of West Virginia Broadcasters Association. Speakers include FCC Commissioner Rosel H. Hyde; Ed Bunker, president of Radio Advertising Bureau; Pete Cash, president of Television Bureau of Advertising; Vic Diehm, president, WAZL Hazleton, Pa. The Greenbrier, White Sulphur Springs.

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

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.

SEPTEMBER

Sept. 1-4—Board of Broadcast Governors public hearings, Nova Scotian hotel, Halifax, N.S.

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. Alaska Prince hotel, Tokyo.

Sept. 10—Panel on "Is 'Fairness' Fair?" sponsored by the communication committee of Federal Bar Association. Participants include FCC Commissioner Kenneth A. Cox; W. Theodore Pierson of law firm of Pierson, Ball & Dowd; Ben Strouse, president of WWDC-AM-FM Washington, and Lewis Cohen (moderator), of the law firm of Cohen

NAB FALL CONFERENCE SCHEDULE

Dates and places for the fall conference of the National Association of Broadcasters:

- Oct. 12-13—Hotel Utah, Salt Lake City.
- Oct. 15-16—Statler-Hilton hotel, Los Angeles.
- Oct. 19-20—Hotel Skirvin, Oklahoma City.
- Oct. 22-23—Fort Des Moines hotel, Des Moines, Iowa.
- Oct. 26-27—Jung hotel, New Orleans.
- Nov. 9-10—Statler hotel, Detroit.
- Nov. 12-13—Hotel Ten Eyck, Albany, N. Y.
- Nov. 16-17—John Marshall hotel, Richmond, Va.

SET SAIL FOR SACRAMENTO'S 21-COUNTY RADIO MARKET

with BEELINE RADIO KFBK...
the way to reach more than a million people who live and spend their leisure time in this area.

Folsom Lake, located just 27 miles from Sacramento, attracts many of the 45,000 boat owners in this vast market. And Folsom Lake State Park was visited by almost 3 million last year alone.

As a service KFBK presents 5-minute broadcasts each weekend providing listeners with information about the Park. Just one more way KFBK serves this ever-growing 21-county market . . . one more reason why it is the station where your advertising messages can be heard. And KFBK is only one of four Beeline stations that deliver California's rich inland valley and Western Nevada.



McCLATCHY BROADCASTING COMPANY

PAUL H. RAYMER CO. • NATIONAL REPRESENTATIVE

KOH • Reno

KFBK • Sacramento

KBEE • Modesto

KMJ • Fresno

Sources: California State Division of Beaches & Parks . . . California State Division of Small Craft Harbors NCS 1961

Have a little fun
at our expense...



Tell us why you don't give a hoot about our 40th anniversary and win \$10000

It's our 40th anniversary . . . and we can just hear you saying "Big deal."

All right. Have a little fun at our expense. Use the coupon below (or don't use it: it's a free country) to tell us why you just can't seem to get all excited about our anniversary.

Or, if you prefer, express yourself in some other way. Write a limerick. Draw a comic card. Anything.

Whatever you do, don't be bashful. Let us have it. Both barrels. After all, *we* wouldn't care about *your* anniversary, either.

If it will help you any, we are 1260 (CBS) on the radio dial, channel six (NBC) on television. We are Time-Life Broadcast stations. And we have more experience, more staff, more equipment, more facilities, more coverage, more audience, more you-name-it than any other broadcaster in Indiana.

Get your entry in by September 15th. And if we think it's the most devilishly clever one we receive, we'll send you a hundred clams.

Oh yes, one other thing. If nobody enters, we'll give the hundred to our promotion manager. As severance pay.

K. C. STRANGE, *Promotion Manager*, THE WFBM STATIONS, 1330 N. MERIDIAN ST., INDIANAPOLIS, IND. Yes, I know you are the best broadcast buy in the Mid-Indiana Market, but I still don't give a hoot about your 40th Anniversary, and here's why:

the WFBM
STATIONS
INDIANAPOLIS • RADIO • TELEVISION • FM • MUZAK



(NAME)
(FIRM)
(ADDRESS)

**FCC HITS
4 STATIONS
WITH
CITATIONS**

**FCC CRACKS
DOWN ON
FREQUENCY
VIOLATORS!
PURCHASES
NEW
EQUIPMENT
FOR TESTS!**

**TWO MIDWEST
STATIONS
CITED BY FCC
FACE LOSS OF
LICENSE!**

BE CITATION PROOF

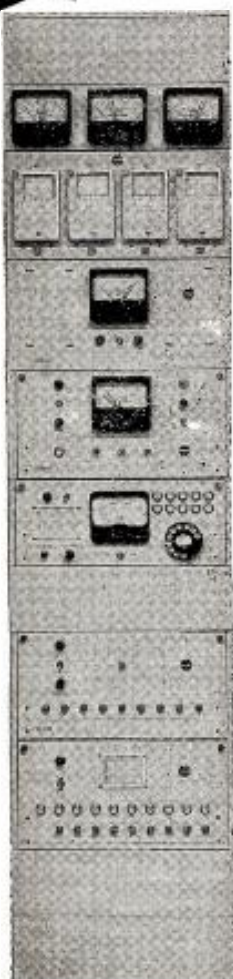
with

RUST'S NEW AUTOLOG and ALARM SYSTEM

NOW!! The only economical and sure-fire way to remove the threat of citations. AUTOLOG! Maintains a constant record of AM, FM or TV broadcast transmitters. Should the transmitter deviate beyond the required or desired limits, AUTOLOG will alert station personnel. The alarm remains on, until the deviation has been corrected and the alarm reset.

In addition, AUTOLOG frees your personnel for other important functions . . . lets them concentrate where it will do the most good . . . delivering profit-making commercials and tightening-up production. The accurate records provide realistic data for maintenance. AUTOLOG is easy to install and designed to grow with your station without fear of obsolescence.

For a brochure describing AUTOLOG and other RUST equipment, please write to:
Sales Department



RUST
corporation of america

Eastern Division
195 Mass. Avenue
Cambridge, Mass.

Western Division
2921 South 104th St.
Omaha, Nebraska

RUST-GEL FM STEREO TRANSMITTERS • AUTOLOG • RUST REMOTE CONTROL

& Berfield. 8 p.m., Statler-Hilton hotel Washington.

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

Sept. 11-12—Mid-Atlantic and West Virginia CATV associations meet at Greenbrier hotel, W. Va.

Sept. 13-15—Atlantic Association of Broadcasters annual sales and engineering meeting, Sydney, N. S.

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

Sept. 14—Public hearing on applications for community antenna television franchises before Public Utilities Commission, State Office Building, Hartford, Conn.

Sept. 15—Annual meeting of shareholders of Rollins Broadcasting Inc., Bank of Delaware Building, Wilmington, Del.

Sept. 18—Deadline for comments in FCC inquiry into community antenna television ownership by broadcast licensees and related questions.

Sept. 18-19—Meeting of Maine Association of Broadcasters, Poland Spring (tentative).

Sept. 18-20—Board of trustees meeting of National Academy of Television Arts & Sciences, Beverly Hills, Calif.

Sept. 18-20—Southwest area conference of American Women in Radio & Television, Tropicana hotel, San Antonio, Tex.

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

Sept. 18—FCC deadline for filing reply comments on its proposed rules to govern grant of authorizations in business radio service and domestic public point-to-point microwave radio service for microwave facilities to relay TV programs to community antenna television systems.

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

Sept. 21-22—Nevada Broadcasters Association second annual meeting, Harvey's Wagon Wheel, Lake Tahoe.

Sept. 21-22—Pacific Northwest Community Association fall meeting, Benson hotel, Portland, Ore.

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

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

Sept. 23-24—Convention of the CBS Radio Affiliates Association, New York Hilton hotel.

Sept. 24-28—Fall meeting of the Minnesota Broadcasters Association. Speaker will be FCC Commissioner Lee Loevinger, Sheraton-Ritz hotel, Minneapolis.

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

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

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

Sept. 25—North Central (CATV) Association meeting, Holiday Inn, Rochester, Minn.

Sept. 25-27—Southern area conference of American Women in Radio & Television, Outrigger hotel, St. Petersburg, Fla.; AWRT West-Central area conference, Muehlebach hotel, Kansas City, Mo., and AWRT New England chapter conference, Woodstock, Vt.

Sept. 27-Oct. 2—Ninety-sixth annual tech-

■Indicates first or revised listing.



“Ho, Hum – Another **FIRST** for WDAY-TV!”

YES, (yawn) look at page 30 in the June 8 issue of “Television Age”—their tabulation showing the top 20 TV stations, based on ARB for March, 1964.

WDAY-TV, Fargo, N.D. is the No. 1 station in Metro share-of-audience for late newscasts, in markets with three or more VHF stations.

Our share was 78.0% (yawn). The next

station on the list got 62.0%!

No, we actually *aren't* fatigued with being “first,” again — or we wouldn't be mentioning it here! But it does happen often! If *you're* not aware of what a really great station this is (or how important the Fargo-Moorhead and Red River Valley market is) — ask your Colonel at PGW!

WDAY-TV

AFFILIATED WITH NBC • CHANNEL 6

FARGO, N. D.



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

EVER HAD A TRIMAXIUM* MARTINI?



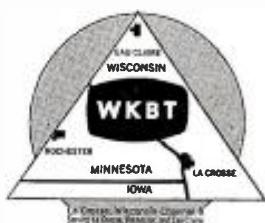
probably not!

We use it here to dramatize the NEW WKBTV television market. Like any good mixologist, we use only the finest ingredients. In this case 191,200 TV homes in the Wisconsin, Minnesota, Iowa tri-state area. As far as proof—How about \$933,787,000 retail sales. Yes, our trimaxium martini packs a punch.

Your favorite bartender won't be familiar with the trimaxium martini, but if you want a real jolt, just ask Avery-Knodel to tell you more about the new WKBTV market.

*Trimaxium is our word for this dynamic market. It was invented by us, and its use without permission is not permitted (except by our friends). All figures from the SM Survey of Buying Power.

Represented by Avery-Knodel—Nationally
Harry Hyett Company—Minneapolis



CBS ■ ABC ■ NBC

nical conference of Society of Motion Picture & Television Engineers, Commodore hotel, New York.

Sept. 29-30—Meeting of radio code board of National Association of Broadcasters, Gramercy Inn, Washington.

■Sept. 30-Oct. 1—Third annual National Association of Educational Broadcasters music personnel conference. Among speakers will be Carl T. Rowan, director of U. S. Information Agency. University of Minnesota, Minneapolis.

OCTOBER

Oct. 2-4—New York State conference of American Women in Radio & Television, Top of the World, Lake George; AWRT East-Central area conference, Statler-Hilton hotel, Detroit.

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. 6—Tenth annual conference of The Advertising Research Foundation will encompass a general session in the morning and two concurrent sessions in the afternoon, one devoted to predicting advertising results, and the other to measuring the audiences of business publications. Hotel Commodore, New York.

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

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

Oct. 9-11—Midwestern area conference of

American Women in Radio & Television, Marriott motor hotel, Philadelphia.

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

Oct. 16—Deadline for reply comments in FCC inquiry into CATV ownership by broadcast licensees and related questions.

Oct. 16-18—Board of directors meeting of American Women in Radio & Television, Hilton hotel, New York.

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 McCormick Place, Chicago. Additional information may be obtained from R. J. Napolitan, NEC, 228 North LaSalle Street, Chicago.

Oct. 21-22—Central regional meeting of American Association of Advertising Agencies in Chicago at Hotel Continental. Charles S. Winston Jr., executive vice president and general manager of Foote, Cone & Belding, that city, chairman of meeting.

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—Fall meeting of Missouri Broadcasters Association, Ramada Inn, Jefferson City.

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

■Indicates first or revised listing.

OPEN MIKE®

'Steel' support

EDITOR: Just a word to thank you for the treatment given our survey on business news broadcasts (BROADCASTING, Aug. 3). . . I think publishing material like this is the reason why BROADCASTING is relied on so heavily by the readers you service, including me.—Mrs. Eileen Cortes, assistant editor, Steel magazine, Cleveland.

Job isn't being done

EDITOR: The steady deterioration of a free radio system should be evident to even a moron. The spokesmen for broadcasting have failed utterly in grappling with the essential problem: that there is no difference between a free press and a free radio and that one cannot remain free with regulation of the other. I mean any and all regulation outside of traffic control.

Control of any form of communication is control of all communications ultimately.

The National Association of Broadcasters and other industry organizations seem to run all around the basic problem, and I can't understand the temporizing, the compromising, the tackling of the problem on the edges such

as overcommercialization, etc., all of which indicate either cowardice or stupidity or greed. Take your pick.—Frank Mullen, Los Angeles.

(Mr. Mullen was at one time executive vice president of NBC.)

Vote from Viet Nam

EDITOR: I think I can say without fear of contradiction that the copies of BROADCASTING you sent to Viet Nam were better read than any other magazine. It was a great kick for these guys over here, many of whom were in commercial broadcasting before coming in service, to find out what is going on in the business.

I know that I can speak for them when I say a very sincere "thank you" for your thoughtfulness. You can count on a loyal following from the crew at "the voice of entertainment and information, AFRS, Saigon."—Lieutenant Sturges Dorrance, MAC V (AFRS) APO 143, San Francisco.

The unending crawl

EDITOR: Being in the industrial advertising business, I am a bit inclined to tolerance of commercials, even though so many of them turn my stomach and

HOOT MON! (What a braw opportunity!)

A FULL YEAR'S CAMPAIGN WITH ONLY ONE ADVERTISEMENT!

Where? Where?

In the 1965 BROADCASTING YEARBOOK — the most complete and most authoritative source of facts about the radio-TV business published anywhere.

- The 34th annual edition of this famous broadcast encyclopedia—off the press, *20,000 copies strong*, in mid-December—will contain 600 pages, index-tabbed for instant reference.
So wide is its range of information that the 1965 BROADCASTING YEARBOOK will actually combine *51 different and distinct directories* within a single volume . . . 51 directories covering every possible background fact needed by people who work in the broadcasting business.
- They find this invaluable source book so essential that it stays right on top of their desks, ready for frequent consulting, day after day. It leads an active, useful life *for a full 12 months* until the next edition replaces it.
- Your advertisement, strategically placed in the pages of the 1965 BROADCASTING YEARBOOK, keeps on making multiple impressions all year long—and makes them at the very times the people who buy are receptive to your story.
- *ONE advertisement in BROADCASTING YEARBOOK thus gives you the impact of a full year's campaign*—a veritable bargain to gladden any business man, Scot or not.
- Regular rates prevail. Final deadline is October 1. But the canny time to reserve the best position in the directory section of your choice is *right now*. Call your nearest BROADCASTING office collect, or use this post-paid reservation card today.

LATER MAY BE TOO LATE!
ASSURE YOUR SPACE
RESERVATION IN YOUR
DESIRED SECTION OF
THE 1965 BROADCASTING
YEARBOOK WITH THIS
EASY ORDER CARD: ▶▶▶

1965 BROADCASTING YEARBOOK

1735 DeSales Street, N.W., Washington 6, D. C.

Please reserve the following space for our advertising in the 1965 BROADCASTING YEARBOOK:

() page () 2/3 page () 1/2 page () 1/3 page () 1/6 page () 1"-2"-3"

This is to appear in the _____ directory section.

Name: _____

Advertiser: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Regular contract rates apply. Otherwise, one time rates: page \$680; 2/3 \$510; 1/2 \$400; 1/3 \$280; 1/6 \$155; inch \$50; 2 inches \$90; 3 inches \$125.

51 SEPARATE DIRECTORIES IN A SINGLE VOLUME!

No wonder **BROADCASTING YEARBOOK** is the most reached-for reference work in the whole business of television and radio.



Arranged according to five major index-tabbed groups, here's the treasury of individual directories you'll find in the giant 1965 **BROADCASTING YEARBOOK**—the one-book library of TV and radio:

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| 4. TV Allocations | 23. TV Applications Pending | 37. Station Applications |
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| 6. AM & FM Radio Directory | 25. Newspaper Ownership of TV | 39. Major Awards, Citations |
| 7. AM Station Call Letters | 26. Group TV Ownership | 40. RCA Executives |
| 8. AM Radio by Frequencies | 27. FM Commercial Call Letters | 41. Special FCC Services |
| 9. Equipment Directory | 28. FM Educational Call Letters | 42. Radio-TV News Services |
| 10. Broadcast Product Guide | 29. FM Frequencies, Channels | 43. Foreign Language Programs |
| 11. NAB Television Code | 30. Caribbean, Mexican Stations | 44. Country & Western Stations |
| 12. NAB Radio Code | 31. Canadian AM by Frequency | 45. Negro* Programming |
| 13. Program Producers, Distributors | 32. Canadian FM by Frequency | 46. Associations, Societies |
| 14. Talent Agents, Managers | 33. College Radio Stations | 47. Government Agencies |
| 15. Radio & TV Representatives | | 48. Radio-TV Attorneys |
| 16. Network Executives | | 49. Consulting Engineers |
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First Class
Permit No. 1208-R
Washington, D. C.



**MAIL YOUR SPACE
RESERVATION CARD
TODAY FOR BEST
POSITION IN THE
1965 BROADCASTING
YEARBOOK**

insult my intelligence. But I cannot, for the life of me, see why sponsors are willing to permit the waste of precious time in meaningless credits that contribute nothing to the entertainment value of their programs and that do nothing to sell their products.

Nobody gives a damn about knowing who the third assistant hair stylist is—except, perhaps, his mother. Yet gutless agencies, networks and sponsors supinely connive at perpetuating this carryover from the dead days of the movies. If all these people listed in the credits deserve recognition, give them Emmys or pay them more money. But keep their nonentical names off my television screen. — *Clarence W. Metcalf, 33 Chestnut St., Sharon, Mass.*

More readers for us

EDITOR: Thanks so much for permission to use [Is Young Adult a Market Myth?] from the May 25 BROADCASTING and the radio-TV audience survey from the 1964 YEARBOOK.

Our publication, *Reaching People With Information*, goes to county and state extension workers and other agricultural leaders in and around Minnesota. Most of these people do radio or TV regularly and this material will be of real help to them.—*Raymond S. Wolf, Agricultural Extension Service, University of Minnesota, St. Paul.*

The other side

EDITOR: There is a strange attitude showing in the opinions of those operators of CBS affiliates who are yelling about the "liberal" attitude of the network commentators at the Republican convention.

While it is probably true that most of the commentators are of "moderately liberal persuasion," it should be noted that these men are highly qualified newsmen. . . . They know that there are no easy solutions to the complex problems of our time, and that moderate approaches plus deep thought are necessary to deal with them.

The same cannot be said, however, for the ultra-sensationalists of the radical right who prey on the fears and lack of information of much of the public through their broadcasts over some 1,300 stations across the country. These commentators, plying their wares under the guise of religion in many cases, and operating through tax-exempt foundations in many others, are far more dangerous to the minds of the public than any kind of slanting that might have been suspected of the convention broadcasters.

If it were not for the network commentators, there would be virtually no



REFERENCES: Sales Management Survey of Buying Power, June 1964; NCS, 1961.

from gavel

to gavel...



And now, UPI goes to the Democratic National Convention.

UPI news specialists—script writers, photographers, cameramen, editors, audio reporters, technicians—will be on hand at Atlantic City to provide the only complete spot news coverage for broadcast:

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

It means gavel-to-gavel coverage of the sights and sounds in Convention Hall. It's full-dimensional reporting. UPI—and only UPI—offers it.

**United
Press
International**



LARAMIE

124 epic hours (60 in color) just bought by Russ Jamison, Program Director of KMED-TV, Medford, Oregon.



CALL NBC FILMS

WRCB-TV
CHATTANOOGA

dominant in the
dynamo
of dixie

A Rust Craft Station



BROADCASTING distributes more PAID circulation annually than the combined total of all other publications in its field.

rebuttals available to the listeners of the distortions, half-truths developed out of context, and outright lies of the programs I mention. And it would be my bet that the stations griping about the convention coverage carry one or more of these programs such as: *Life-line*, *20th-Century Reformation Hour*, *Manion Forum*, *Dan Smoot*, *Howard Kershner*, etc., regularly.

It is not enough for a station to disclaim itself relative to these broadcasts. The owners, and certainly the better newsmen, know that these programs are loaded, and it should be their responsibility to present their own rebuttals wherever they realize truth is absent or distorted. It is sheer hypocrisy for a station manager to promote his operation as serving the public interest and adhering to the NAB code on the one hand, and to allow these broadcasts to go on unchallenged on the other.—*Paul J. Dugas, instructor of speech and broadcasting, Kansas State University Manhattan, Kan.*

Assault on the tower

EDITOR: I wish to take issue with your editorial relative to overcommercialization by radio stations (BROADCASTING, Aug. 3).

... I think you are begging the question when you suggest that no one in the broadcast field can really define the meaning of overcommercialization. I believe there is not a single, honest broadcaster in the country who does not know when his station is exceeding a sensible and a reasonable limit in this regard, and most of us know the limit of tolerance on the part of the public, too. Let us be honest and admit that the noise of the public's complaint is drowned out by the jingle of dollars which fall into the broadcaster's till.

What you fail to see is that unless we do bring some kind of self-control in this regard, we invite governmental regulation which you so earnestly fear. If you will climb down out of your ivory tower and ... listen to a few radio stations, I believe you will find the answer. ...

... Broadcasters should remember that it's not the length or the frequency of the commercial messages which really get results. It is rather their acceptability and believability on the part of the public. ... As a broadcaster, I sincerely believe that standards and limits can be adopted. The real problem is in getting enough stations to adopt the [NAB] code so that it does become effective. That's why it might be better for the commission to adopt the code and therefore force each broadcaster to eat out of the same commercial spoon. ... —*A. Lincoln Faulk, president, WCKB Dunn, N. C.*

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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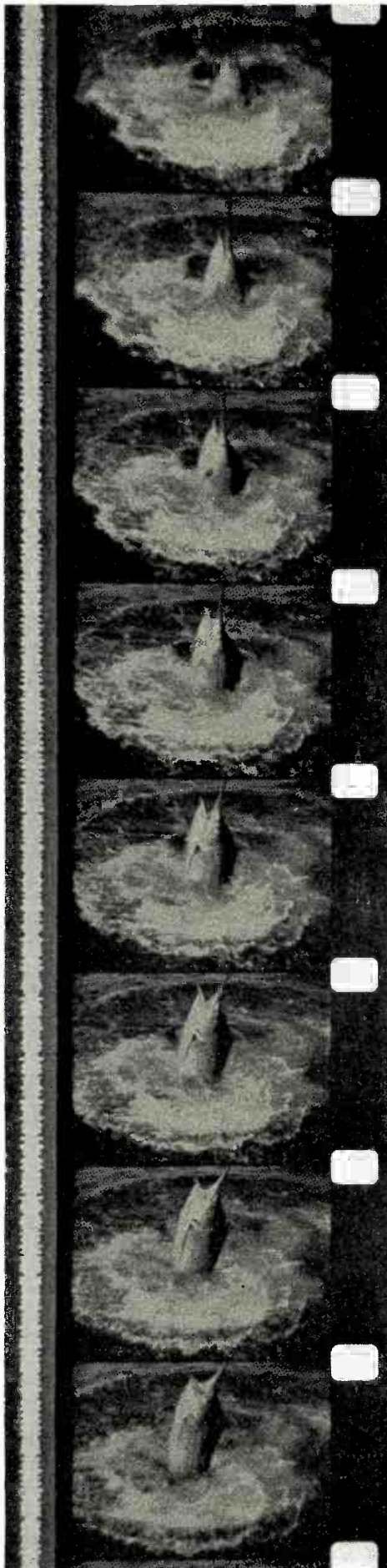
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*Reg. U. S. Patent Office
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The Case of the 383-pound Marlin

(in full color with sound-in-field)

What happens when a 125-pound woman ties into a 383-pound marlin?

When the woman is Pat Conway, who knows a thing or two about game fishing, and the black marlin is one of the fighting monsters who inhabit Pinas Bay off the coast of Panama, the result is an epic, exhausting struggle that ends in the woman's favor.

Pat's battle with the marlin is filmed in full color, with authentic sound recorded aboard the boat as the battle goes on, in a typical episode of "Outdoor Sportsman."

This remarkable half-hour sports show, produced by Pat's husband Jim Conway, is now in its 10th year in some western markets . . . and it's now available for syndication throughout the United States.

Jim Conway and his party range the hemisphere in search of the best and most exciting hunting and fishing, in full color and with actual sound-in-field. Your audience . . . your sponsors . . . will take to "Outdoor Sportsman" like pheasants to a cornfield. But don't run it oftener than once a week . . . no use spoiling them!

Outdoor Sportsman

Write or phone: Peter M. Robeck & Co., Inc.

230 Park Ave.
New York, N. Y.
MU 9-2687

6269 Selma
Los Angeles, Calif.
HO 6-1445

Public service aimed at kids can pay off

Some of the most intelligently produced and sensitively written commercials on TV today are not actually commercials in the everyday sense of the word. But they deliver more impact, are better "stoppers" and are more honest than anything going.

These are the spots that sell sympathy for the untold number of good causes that ask us to take a breather from the unreal world of television and spend 60 seconds watching and (I would hope) contributing to the less fortunate.

The list of organizations is long, and sometimes these commercials fall into a depressing look-alike category where we really can't remember one from the next. Some ask us to send our dollars and some would remind us to be on the watch for the local collector. All are justified. The needs are great.

But why in the name of simple logic are many of these appeals scheduled in ridiculous time slots, aimed at the wrong audiences?

Concept and Slot ■ We know there are two basic areas to consider in successful TV campaigning. One deals with the concept of the commercial itself and the other is the period, or audience, for which the spot has been designed and scheduled. Surely it is difficult for the networks and stations to preplan and program these public-service spots as a good media buyer would. It is unkind to look the proverbial gift horse in the mouth and chastise broadcasters for not allocating the juiciest time slots. But there is one area, close to my heart, that is being handled badly.

This is the scheduling of sympathy spots in children's programming. Our principal specialty at Helitzer, Waring & Wayne is the children's market. We spend more time studying early morning and afternoon television than most people. I am shocked to find that some very well-meaning people in traffic are dropping loads of heartbreaking public service spots right in the impressionable laps of our youngsters.

I am not of the school that would constantly shelter children from the ills of the less fortunate. As parents we have all walked down the street with our children and, especially in large cities, have seen a pitiful variety of blind folks, retarded, and a sad et cetera. We face these inevitable meetings and offer gentle and truthful answers to the pointed questions from upturned faces. "What's wrong with him?" ... "Was he in an accident?" ... "How does he eat?" ... or sometimes—no

question at all, just a quick, silent backward glance from a child, and our sigh of relief when junior has not asked a question in too loud a voice.

Dramatic Impact ■ What happens when these unfortunate circumstances are shown dramatically to children on television is quite another story and it is a problem we can do something about. What makes the situation all the more annoying to me is this paradox: On the street—in real life—the child encounters the afflicted adult. But on television he sees the afflicted child. A pitiful, beautiful child selected for his appeal to the sympathy of adult viewers.

Now let's take a positive and constructive look at what we can do to help these worthy causes and spare our children these sad sights:

I am faced with the daily task of talking to children via the TV spots we create for a wide variety of advertisers in the toy, game, doll, and candy fields. We specialize in these areas. We've broken ground in looking into new avenues of communication with children. There's a lot they can absorb in a TV minute—a lot they can remember and act upon.

Last year with the high fashion dress-up doll "Tressy" (her hair grows) we decided on a purely adult appeal to reach children. These Tressy spots have all the sophistication and fastpacing of a woman's shampoo or hair spray spot.

Another commercial just completed for Transogram promotes a western target game for boys in an adult setting reminiscent of "High Noon." It's grown-up stuff. The catchy jingle in lullaby tempo is now reserved only for the very, very young. Boys and girls from 6 up can be spoken to directly and without resorting to any less childish

premises than we see everyday on the detergent commercials for mom.

Common Ground ■ What does this have to do with today's topic? Plenty. If we must accept the fact that public service spot scheduling is always going to remain in the fringe or children's time periods, let's designate spots for children. Take a campaign for a charity that asks us to send in money for mailing food packages overseas. Children love to have pen pals overseas if not next door. Getting something through the mail, with his own name on it is, to a child, a treasured experience. Children will collect pennies and dimes from their friends, and, surely from their friend's parents. And could the grocer refuse a small cash contribution?

We know a couple in Buffalo whose seven-year-old has been collecting for CARE for a year. He gets letters of thanks from overseas. He has a better appreciation of the standards he lives by here. There are lots of these youngsters. Children will respond to doing a good deed. After all, isn't the good deed the keystone of scouting itself?

Certainly there is a limit to the type of announcement you can gear to children for charity. Some of the multisyllabic diseases might prove taboo. But commercials for the various children's federations, camping societies, clothing, and food causes could be directed to children.

They'll part with their pennies, their old clothes, and their new clothes, too, if we make up our minds to reach them and talk to them—straight.

So let's think about how those inevitable public service spots can be better geared for audiences they reach—especially when they end up between cartoons.



Russ Alben, associate creative director, Helitzer, Waring & Wayne Inc., New York, joined the agency as copy chief when it was formed three years ago. Before that he created the Timex "torture test" TV commercial at Peck Advertising. He was producer-writer, production manager at WAER(FM), Syracuse University station; associate producer for "Video Village" (CBS), and producer, "PM West," late-night show at one time produced by Westinghouse Broadcasting.



Everything that concerns Detroit concerns WKNR News

Detroit labor leader Walter Reuther is interviewed by WKNR newsman George Hunter during contract talks with the automobile companies.

This is a picture of the president of the United Auto Workers visiting in hundreds of thousands of Detroit homes at the same moment. Reuther is not "quoted" on WKNR's contact news; Reuther speaks on WKNR news. This is news of the people . . . the people who buy products. You can reach these people quickly and efficiently by contacting your KeeNeR salesman or your Paul Raymer man.



CLASS OF SERVICE
This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION TELEGRAM

W. P. MARSHALL, PRESIDENT

\$F-1201 (4-60)

SYMBOLS
DL = Day Letter
NL = Night Letter
LT = International Letter Telegram

The filing time shown in the date line on domestic telegrams is LOCAL TIME at point of origin. Time of receipt is LOCAL TIME at point of destination.

PST JUL 20 64

ROBERT F. HURLEIGH PRESIDENT MUTUAL BROADCASTING SYSTEM
135 WEST 50TH STREET NEW YORK CITY

CONGRATULATIONS ON MUTUAL'S FABULOUS COVERAGE
OF CONVENTION AT SAN FRANCISCO. RECEIVED
WONDERFUL COMMENTS ON ALL THE MUTUAL STAFF.
MUCH PRAISE FROM LISTENERS ON THE UNBIASED
REPORTING OF THE CONVENTION. KINDEST REGARDS.

VICTOR C. DIEHM
CHAIRMAN,
MUTUAL AFFILIATES ADVISORY COMMITTEE.

Mutual Affiliates Advisory Committee Representing the 486 Stations of the Mutual Broadcasting System

Sam Anderson.....	KFFA-Helena, Ark.	Richman Lewin.....	KTRE-Lufkin, Texas
Lionel F. Baxter		Mowry Lowe.....	WLKW-Providence, R.I.
Storer Broadcasting Co.....	WHN-New York, N.Y.	Ralph J. McElroy.....	KWWL-Waterloo, Iowa
Roger Beane.....	WSSV-Petersburg, Va.	Keith Munger.....	KCOK-Tulare, Calif.
Ed Breen.....	KVFD-Ft. Dodge, Iowa	Walter J. Patterson.....	WKNR-Detroit and
Frank Carman.....	KLUB-Salt Lake City, Utah	Knorr Broadcasting Corp.....	WKHM-Jackson,
Victor C. Diehm.....	WAZL-Hazleton, Pa.		Lansing, Mich.
Mig Figi.....	WAUX-Milwaukee, Wisc.	Carter Peterson.....	WBYG-Savannah, Ga.
Sherwood Gordon.....	KSDO-San Diego, Calif.	Wayne Phelps.....	KALG-Alamogordo, N.M.
Lewis Heilbroner.....	WJQS-Jackson, Miss.	Henry Rau.....	WOL-Washington, D.C.
E. Z. Jones.....	WBBB-Burlington, N.C.	Jess Swicegood.....	WDIG-Dothan, Ala.
Francis Kadow.....	WOMT-Manitowoc, Wisc.	Mike Tackley.....	WICY-Malone, N.Y.
Mike Layman.....	WSFC-Somerset, Ky.	Gene Trace.....	WBBW-Youngstown, Ohio
William A. Lee.....	WCFL-Chicago, Ill.	Durward Tucker.....	WRR-Dallas, Texas

Hedging futures with baseball

Whether it's to be free TV, pay TV or both,
baseball figures to be big in the picture,
and CBS gets in the game by buying Yankees

CBS last week bought control of the New York Yankees—in the most spectacular confirmation to date of a trend toward cross-ownerships of baseball teams and broadcasting companies or pay-television enterprises.

With the CBS purchase, the Yankees became the fourth American League team to be identified with broadcast-associated ownership. A fifth American team is connected with a pay-TV venture. In the National League two teams are associated with broadcast interests and two with subscription television.

The Yankees deal gives CBS, alone among the networks, the position of an insider in organized baseball's negotiations for broadcast rights or pay-TV exposure. As a baseball team owner, CBS holds title to a programing feature that has become a staple on commercial radio and television and is destined, in the view of some, to become a core ingredient of pay-TV service.

The Yankees Deal ■ CBS's acquisition of 80% interest in the American League champions for \$11.2 million and option to buy the remaining 20% was announced Friday by William S. Paley, CBS Inc. chairman, and Daniel R. Topping Sr. and Del Webb, co-owners of the Yankees.

Messrs. Topping and Webb will be president and vice president, respectively, of a new CBS subsidiary, New York Yankees Inc., and will own the remaining stock. CBS's option to buy their 20% is under a five-year agreement, and the price would be \$2.8 million, bringing the sales price for the club's total assets to \$14 million.

The \$14 million total price would represent less than two weeks of CBS-TV nighttime programing expense, based on estimates by CBS-TV officials earlier this year that their program costs come to "more than a million dollars a night every night of the year" (BROADCASTING, May 11).

Nov. 2 was set as the effective date of the sale, which CBS authorities said had already been approved by more than the required three-fourths of the

other club owners in the league.

The Package ■ Informed sources said that with the purchase CBS acquired, among other things, the Yankees' American League franchise and lease to Yankee Stadium, the contracts of about 190 players including farm team members, and the club's broadcast-rights contract with P. Ballantine & Sons beer company, said to represent about \$1.2 million a year.

The broadcast contract, which is extendable by Ballantine through 1966, is subject to rights held by WPIX(TV) New York for TV coverage in the club's home territory. WPIX is an independent station. CBS owns WCBS-TV New York.

CBS also acquires a contract with itself, since the Yankees are among the clubs in the agreement for the CBS-TV *Game of the Week*.

Yankee Stadium, once owned by Messrs. Topping and Webb but sold by them in 1953 as part of a \$6.1 million deal with Arnold Johnson Corp., is not part of the CBS acquisitions. The stadium lease runs to 1981 and includes

options for three 15-year renewals.

The Connections ■ In addition to the CBS-Yankees cross-ownership, here's how other baseball-broadcast associations now line up:

In the American League:

■ **Detroit Tigers:** John E. Fetzer, president, is also president and majority owner of WKZO-AM-TV Kalamazoo, WWTV-FM-TV Cadillac, WJEF and WJFM (FM) Grand Rapids and WWUP-TV Sault Ste. Marie, all Michigan; KOLN-TV Lincoln and KGIN-TV Grand Island, both Nebraska. All Fetzer television stations are affiliated with CBS-TV.

■ **Los Angeles Angels:** Gene Autry, owner of the Angels, controls KOOL-AM-FM-TV Phoenix and KOLD-AM-TV Tucson, both Arizona, and both affiliated with CBS-TV. Mr. Autry has 51.5% and Robert Reynolds (president of the Angels) has 13.8% of Golden West Broadcasters which owns KMPC and KTLA(TV) Los Angeles, KSFO San Francisco, KEX-AM-FM Portland, Ore., and KVI Seattle.

■ Until last Thursday, the day before the CBS-Yankees deal was announced, the network had a close tie to the Baltimore Orioles through J. A. W. Iglehart, chairman of the Orioles board and longtime CBS board member. Mr. Iglehart, on Thursday resigned from the CBS board to avoid a conflict of baseball interests. Lee MacPhail, president of the Orioles, is the father of William MacPhail, vice president in charge of sports for CBS-TV.

■ **Cleveland Indians:** Bob Hope, stockholder, is 42.5% owner of KOA-AM-FM-TV Denver and KOAA(TV) Pueblo, Colo. The stations are NBC affiliates.

In the National League:

■ **Pittsburgh Pirates:** Bing Crosby, stockholder, is chairman of the broadcast division of Chris Craft Industries which owns KCOP(TV) Los Angeles, KPTV(TV) Portland, Ore., and has purchased, subject to FCC approval, WTCN-TV Minneapolis.

■ **Houston Colts:** Judge Roy Hofheinz, president, owns 16% of KTRK-TV (an ABC-TV affiliate) and 25% of



William S. Paley

Monday baseball package close to realization

John E. Fetzer's three-year dream of a major league baseball television package appears to be drawing close to reality with formal announcement in Chicago last week that a Monday-night package plan will be offered in 30 days to the networks and to advertisers (BROADCASTING, Aug. 10, Feb. 24).

Although subject to bid and negotiation, the package price will probably run in the order of \$10 million. This would be split equally among all 20 major league clubs.

A veteran broadcaster and president-owner of the American League's Detroit Tigers, Mr. Fetzer said all 20 clubs, the two major leagues and the combined executive council of baseball (he is a member of the council too) have approved the plan. He said the clubs also have fully authorized the special committee of which he is chairman to proceed with negotiations.

26-Week Run ■ Tentatively titled *The Monday Night Baseball Spectacular*, the package plan calls for a minimum of two hours of major league baseball each Monday evening for 26 weeks starting with the 1965 baseball season next April.

The two major leagues are to plan their 1965 schedules to include Monday-night games suitable for the TV package and there will be no local television blackout of the package program in any market. Monday night heretofore traditionally has been an open night used for makeup of rained-out games etc.

Two TV games are to be played each Monday evening to provide for a two-way network split. One eastern game would be played to feed an eastern daylight network starting at 8 p.m. (7 p.m. central time) and one western game would be played to feed a Pacific Coast and mountain time hookup starting at 7 p.m., the same local time in both areas (Pacific Coast daylight saving time is the same as mountain standard time, most mountain state areas keeping standard time through the summer).

In the East there would be an alternate game played as well each Monday evening to provide a backstop program source in the event the TV game could not be played because of rain. No backup game is believed needed for the western feed because very few games are called off because of rain. Houston's new indoor stadium also probably would be a frequent origination point for the western hookup.

Other Rights Unchanged ■ Apart from the delegation of special TV rights on Monday night to the committee for composition of the 26-week package, each major league club retains full autonomy over its radio and television rights in all other respects.

A spokesman for the Los Angeles Dodgers confirmed late Thursday, for example, that the Monday-night national TV package would pose no basic conflict with the club's contract for exclusive subscription TV exposure there. A similar pay-TV agree-



Mr. Fetzer

ment is held by the San Francisco Giants.

A basic total of 18 commercial-minute exposures are to be provided in each Monday-night program. Should a game run into overtime, the same general provisions as to commercial additions, extra time charges etc. contained in most football or similar sports packages, would prevail. These details also are subject to negotiation depending on who acquires the package, network or advertisers.

Long Negotiations ■ The special major league television committee headed by Mr. Fetzer was formed earlier this year and is an amalgamation of two separate committees

KTHT, both Houston, and 9% of KRYS Corpus Christi, Tex.

Following are the baseball clubs associated with subscription television ventures:

In the American League:

■ Chicago White Sox: John Allyn, co-owner, is president of Home Theaters Inc., which holds a franchise for Telemeter wired pay-TV systems in Houston and Dallas. Home Theaters has announced its intention to begin pay operations next year.

In the National League:

■ Los Angeles Dodgers: The club owns 2% of Subscription Television Inc. which is already in business with a wired pay-TV system, featuring all the Dodgers' home games as a central programming attraction.

■ San Francisco Giants: The club owns 1.5% of STV which began operation last week in San Francisco, with

the Giants' home games as a main attraction.

Free TV Special ■ The CBS-Yankees deal was announced in the same week that all 20 major league teams had agreed to package a *Monday Night Baseball Spectacular* for presentation on national commercial television beginning next year (see above). The league owners met last Monday and Tuesday (Aug. 10-11) to work out the television program. At the time most of them were unaware of the CBS-Yankees negotiations that were then going on.

The CBS-Yankees deal was not expected to affect the plan for the baseball spectacular. CBS-TV had been considered the least likely prospect for placement of the Monday-night baseball games since its Monday schedule next season promises to be too strong to be readily scrapped.

The proposed Monday-night spectacles, if they come off, will be additions to the extensive local and regional broadcast exposure that baseball already gets.

In 1964, baseball has attracted about \$84 million in sponsor billings, and radio-TV stations and networks are spending an estimated \$18,775,000 in rights to games (BROADCASTING, Feb. 24).

The rights price was up \$575,000 over 1963, although billing was approximately the same as the previous year.

Out of the Hat ■ CBS officials have made clear for some time that they were looking for diversification opportunities, and intermittent reports have mentioned a publishing house as a likely target, but news of the Yankees deal broke as a total surprise.

Mr. Paley said that "we contemplate no change in the club's management,

CBS has best first six months

Net income rises 19%
on 11% sales increase;
\$23 million net income

which previously were exploring the package concept and which were made up of representatives from each of the two major leagues. The package idea has been under consideration actively for the past two or three years, Mr. Fetzer said, and the committee members have been meeting on an average of once a month.

Others serving on the joint committee with Mr. Fetzer are Robert O. Reynolds, president of Golden West Broadcasters and the Los Angeles Angels (American League), and two National League representatives, Walter O'Malley, president of the Los Angeles Dodgers, and Judge Roy Hofheinz, president of the Houston Colts, who has Texas broadcast interests.

Mr. Fetzer said the plan has been thoroughly studied from every possible angle, including extensive "dry runs" of scheduling, so as to work out a package which would both benefit and protect all interests involved. Part of the study also concerned impact on minor league teams, for example.

Contacted after the CBS purchase of 80% of the Yankees was announced, Mr. Fetzer said he did not believe it would make any difference in the package plan.

Legal details have been complex, Mr. Fetzer admitted, but they all have been worked out, he said, so that the clubs could assign the necessary rights to the committee for the Monday-night plan. The final full

legal authority was achieved covering all 20 clubs by the time of the major league meetings in Chicago last week, he explained. These sessions confirmed the project by "formalizing the language," he indicated.

Presentation Soon ■ Mr. Fetzer said that within the next several weeks the formal presentation of the Monday-night package will be prepared and these specifications will be given out then to "all interested parties." At that time they would be given a minimum of 30 days to offer bids. Mr. Fetzer plans to use both his offices at the Tigers stadium in Detroit and at WKZO-TV Kalamazoo, Mich.

What if the three major networks fail to show any interest in the package?

Mr. Fetzer said that for more than a year he has heard rumors that the networks are "cool" to such an idea, but he observed that this is always "a good posture for them to start negotiations from." However, he indicated, there are two alternative considerations.

One is to go to the networks with the package already purchased by advertisers. "We've had lots of inquiries from advertisers," he said. The other alternative is to make up a special sports network for the package itself.

But if after all the years of dreaming and planning he should finally strike out, Mr. Fetzer says, "well, at least I haven't been afraid to be wrong."

which is first-rate in every respect and which we hold in highest regard." He said the acquisition represented "another step in our response to the growing public interest in sports," which led CBS-TV last year to "broadcast more hours of sports than any other network."

In a rundown of CBS-TV's sports programming, Mr. Paley said:

"The National Football League games on Sunday afternoons averaged more than 14 million viewers each Sunday last season. In addition to the NFL games, which we will again carry this season, some of our other highly successful sports broadcasts include: *The Baseball Game of the Week*, featuring the top Saturday and Sunday major league games throughout the season; college football—the Cotton Bowl; horse racing—the Kentucky Derby, the Preakness and the Belmont; golf—the Mast-

ers tournament, the PGA championship and the CBS golf classic, an elimination in which 32 pros compete. Many other amateur and professional sports are covered on the *CBS Sports Spectacular*, television's first and most successful sports special series."

Messrs. Topping and Webb said the Yankees had received "many attractive and very substantial offers to become associated with other groups" over the years, but that "if we made any move, we wanted it to be with an organization no less the champion in its field than the Yankees are in baseball."

The Yankees have won 28 pennants and 20 World Series since 1921, and in the last 10 years have won eight pennants and four series, but at the time of the sale they were having rougher going than this record would indicate. Late last week they were in third place, 3½ games out of first.

CBS Inc.'s first-half earnings report, called the "best in the company's history" by CBS Board Chairman William S. Paley and President Frank Stanton, saw net income rise 19% over the comparable six-month period in 1963 and sales increase 11%.

The new record level: \$303.5 million in sales and more than \$23 million in net income.

In their mid-year report to stockholders released last week, Messrs. Paley and Stanton also announced that the CBS Inc. board meeting in August declared a cash dividend of 25 cents a share on common stock. This is payable on Sept. 11, 1964, to stockholders of record Aug. 28, 1964.

The CBS report emphasized a rise in broadcast revenues, noting:

"Total national advertising revenues advanced sharply in the 12 months ending with the first quarter of 1964. National advertising revenues of the major media in the first quarter of 1964 were almost 8% above those in the same period of 1963.

"While the print media averaged about 7% higher in this year's first quarter, national television advertising was more than 10% higher than a year earlier, and network radio showed the same increase. Local television revenues showed gains of 16%.

"These figures, together with our own experience during the first six months, appear to confirm the view we have expressed earlier that advertising revenues for the broadcast industry would show substantial gains in 1964."

The CBS report noted that CBS-TV's advertising revenue was greater in the first half of this year than during any comparable period in the network's history and made reference to the network's audience leadership. Sales for its TV stations division were up in the first six months over the previous like period.

Six months ended:

	June 27 1964	June 29 1963
Net income per share	\$1.19	\$1.02
Net sales	303,595,550	273,276,969
Cost of sales	202,215,485	177,369,664
Selling, general and administrative expenses	57,508,744	56,845,920
Operating income	43,871,321	39,061,385
Other income	4,861,650	3,770,381
Other deductions	2,729,631	2,096,749
Income before income taxes	46,003,340	40,735,017
Income taxes	22,955,557	21,365,000
Net income	23,047,783	19,370,017

Spot radio's pace quickens

Top 50 advertisers spend \$35 million in first quarter, RAB reports; total spot billings for first five months 2% ahead of period last year

Spot radio sales are moving ahead in 1964 at a pace modestly faster than last year's, but the gains appear to be unevenly distributed and short of the advances recorded by spot's biggest users.

This mixed appraisal came from officials of the Radio Advertising Bureau last week as they released RAB's first quarterly estimates of spending by spot radio's top 50 advertisers.

The RAB figures showed that the biggest 50 users of spot radio in the first three months of this year invested \$35,126,000 in the medium, or somewhat more than one-fourth of what 1963's top 50 spent in all four quarters.

No Yearly Index — RAB authorities stressed, however, that neither the top 50's activity nor the results for any one quarter can be taken as an index for spot radio as a whole or the outlook for an entire year. Their estimates of 1964 overall advances were based on separate soundings.

These indicate that total national and regional spot business in the first quarter was up about 1% over the first quarter of 1963, which would put it at about \$54 million according to RAB's

estimates. Another RAB study indicated that total spot billings for the first five months of 1964 were up by about 2%, which suggests an acceleration of spending during April and May.

The top 50 advertisers appeared to be increasing their spot radio outlays faster than advertisers generally, however. RAB estimated that the top 50's first-quarter total was more than 5% higher than the top 50 level for the first quarter of 1963.

The gains did not appear to be uniform from market to market, however, with some stations indicating below-average business or even declines while others were reporting advances. This is a common complaint in spot television as well as spot radio business, although the variations are often unaccountable.

Ford First — RAB's first-quarter list is headed by Ford Motor Co., whose approximately \$3.4 million expenditures for Ford, Falcon, Mercury, Thunderbird and other models amounted to almost one-half of the \$7.1 million outlay that put Ford in third place in RAB's 1963 list.

Chrysler was ranked second and American Tobacco third in the first

quarter, while R. J. Reynolds Tobacco was placed fourth and General Motors fifth. In the full-year 1963 estimates, General Motors had ranked first with \$9.1 million (see list, page 38).

The first-quarter list contains some major advertisers who fell short of the top 50 for 1963.

Colgate-Palmolive, a one-time radio power that returned to the medium late last year but failed to make the 1963 top 50, ranks 26th in RAB's first-quarter report. Its three-month outlay is placed at \$481,000 as compared to about \$975,000 spent all of 1963, mostly in testing.

Duffy Mott Co., Texaco and International Mineral & Chemical (Accent), which did not appear in 1963's top 50, stand 13th, 16th, and 18th, respectively, in the report for the first quarter.

Alberto-Culver, once 100% in television, places 37th on the first-quarter list with radio expenditures estimated at \$412,000.

Newcomers — Others on the first-quarter list but not ranked among the top 50 for 1963 include Kellogg Co. (\$429,000), Seven-Up Co. (\$423,000), Mars Candy (\$354,000), Quaker Oats (\$338,000), Sterling Drug (\$334,000), Time Inc. (\$323,000), Corn Products Co. (\$304,000) and Top Value Trading Stamps (which made the No. 50 position with expenditures estimated at \$280,000).

Edmund C. Bunker, RAB president, said the first-quarter national and regional spot list will be followed by a report on leading network radio advertisers later this month.

RAB returned radio to the ranks of "measured media" earlier this year with its issuance of estimates of spot spending by 50 leading advertisers of 1963 (BROADCASTING, March 9).

Officials expressed hope that future quarterly reports could be issued closer to the end of the reported period than was possible with the current first-quarter figures.

"It took a major industry effort to produce these figures," Mr. Bunker said. "Altogether the number of separate sources totals over 100. The spot radio figures are based on reports from 89 stations in the top 12 markets and

30 agencies buy \$35.1 million in radio

The \$35.1 million in spot radio business represented by the Radio Advertising Bureau's top 50 for the first quarter of 1964 (see this page) was placed by over 30 agencies.

The top 50 spenders include a number of regional as well as national advertisers, and the individual brand expenditures were not shown. Thus, a complete list of agencies and data on their respective shares of the billing could not be ascertained.

A study of some of the leading accounts indicated, however, that J. Walter Thompson Co., BBDO, McCann-Erickson, N. W. Ayer & Son, William Esty Co. and Needham, Louis & Brorby were among those most heavily involved—although not

necessarily in that order.

Others who figured in placing the business included Burke Dowling Adams; Ted Bates; Benton & Bowles; D. P. Brother; Leo Burnett; Campbell-Ewald; Campbell-Mithun; Compton; D'Arcy; Dancer-Fitzgerald-Sample; Doyle Dane Bernbach; Erwin Wasey, Ruthrauff & Ryan; Foote, Cone & Belding; Geyer, Morey, Ballard; Guild, Bascom & Bonfigli; Gumbinner-North; Kenyon & Eckhardt; Lang, Fisher & Stashower; Al Paul Lefton; Lennen & Newell; MacManus; John & Adams; Arthur Meyerhoff; Ogilvy, Benson & Mather; Street & Finney; Sullivan, Stauffer, Colwell, & Bayles; Warwick & Legler and Young & Rubicam.

A black and white photograph of a large pig lying down with several piglets nursing from her. The pig is positioned horizontally, with its head to the right. Several piglets are clustered around its belly, nursing. The image is high-contrast and grainy.

WHO-TV covers the heart of this dynamic paradise. In many time segments, we can give you more farmers, more townspeople, more men, more women or more children than any other station. If you want a lot for your money, ask PGW.

WHO-TV



PETERS, GRIFFIN, WOODWARD, INC.,
National Representatives



Top 50 national-regional spot radio advertisers

1st Quarter 1964			1963 Totals		1st Quarter 1964			1963 Totals	
Rank	Company	Estimated expenditure	Rank		Rank	Company	Estimated expenditure	Rank	
1	Ford Motor Co.	\$3,382,000	3	\$7,117,000	43	Quaker Oats Co.	338,000		
2	Chrysler Corp.	2,484,000	2	8,190,000	44	Sterling Drug Co.	334,000		
3	American Tobacco Co.	1,941,000	7	5,525,000	45	American Air Lines, Inc.	325,000	32	1,612,000
4	R. J. Reynolds Tobacco Co.	1,867,000	4	6,890,000	46	Time Inc.	323,000		
5	General Motors Corp.	1,728,000	1	9,100,000	47	Eastern Air Lines, Inc.	306,000	16	2,437,000
6	Anheuser-Busch, Inc.	1,430,000	6	6,110,000	48	Corn Products Co.	304,000		
7	P. Lorillard Co.	1,152,000	14	2,730,000	49	Liggett & Myers Tobacco Co.	286,000	48	1,040,000
8	Coca-Cola/Bottlers	1,125,000	5	6,240,000	50	Top Value Enterprises (Trading Stamps)	280,000		
9	The Nestle Co.	1,040,000	11	3,250,000		Firestone Tire & Rubber		15	2,470,000
10	American Telephone & Telegraph Co.	1,100,000	9	4,420,000		Beech-Nut Life Savers		29	1,690,000
11	American Motors Corp.	809,000	19	2,242,000		Atlantic Refining		33	1,560,000
12	American Oil Co.	722,000	10	3,575,000		Gulf Oil		36	1,475,000
13	Duffy Mott Co.	681,000				Carnation Co.		38	1,430,000
14	Delta Air Lines	625,000	33	1,560,000		Bristol-Myers Co.		40	1,326,000
15	Carling Brewing Co.	617,000	8	4,875,000		Continental Baking		41	1,300,000
16	Texaco Inc.	585,000				Continental Oil		41	1,300,000
17	National Dairy Products Co.	582,000	24	1,950,000		Schlitz Brewing Co.		41	1,300,000
18	Int'l Mineral & Chemical (Accent)	555,000				American Express		46	1,235,000
19	National Biscuit Co.	520,000	21	2,177,000		Theo Hamm Brewing		47	1,124,000
19	Monarch Wine Co.	520,000	45	1,267,000		Fels & Co.		48	1,040,000
21	Equitable Life	512,000	29	1,690,000		Seaboard Finance		50	1,020,000
22	Household Finance Corp.	505,000	22	2,080,000		Totals	\$35,126,000		\$133,653,000
23	Pepsi Cola/Bottlers	501,000	13	2,860,000					
24	Falstaff Brewing Co.	500,000	38	1,430,000					
25	Beneficial Finance Corp.	490,000	23	2,015,000					
26	Colgate-Palmolive Co.	481,000							
27	P. Ballantine & Son	473,000	12	2,925,000					
28	Campbell Soup Co.	460,000	18	2,275,000					
29	B. C. Remedy	455,000	20	2,210,000					
29	Plough Inc.	455,000	41	1,300,000					
31	American Home Products	450,000	28	1,722,000					
32	Trans-World Airlines, Inc.	439,000	37	1,445,000					
33	Northwest Orient Airlines	436,000	26	1,820,000					
34	Kellogg Co.	429,000							
35	F&M Schaefer Brewing Co.	423,000	26	1,820,000					
35	Seven-Up Co.	423,000							
37	Alberto-Culver	412,000							
38	Liebmann Breweries, Inc.	395,000	25	1,860,000					
39	United Airlines, Inc.	356,000	31	1,657,000					
40	Mars, Inc.	354,000							
41	Humble Oil Co.	351,000	17	2,407,000					
42	Wm. Wrigley Jr. Co.	346,000	33	1,560,000					

Survey on which figures are based included leading station representatives and major-market stations plus check for accuracy with cross-section of other sources including advertisers. Because figures were projected from available data they are termed estimates but are believed to be realistic.

Figures are "gross," making them comparable with data released by other media. That is, they show level of expenditure as it would be if advertiser were buying without quantity and frequency discounts. The figures are 30% higher than they would be if presented "net"—after discounts. (FYI, the figures made available for spot television have been running approximately 33% higher than net, on average in recent years.)

Total expenditure for the company as a whole is represented by each figure. Several divisions or brands may be active but only one figure is shown.

Automotive figures include dealer associations where there are dealer associations placing substantial budgets in radio on a relatively uniform basis nationally.

Soft drink figures are inclusive of funds expended through bottlers as well as budgets spent directly through the national company.

American Telephone & Telegraph figure is total for all regional phone companies which are part of AT&T but which place their own campaigns regionally.

Source: Radio Advertising Bureau survey.

from 16 station representatives whose reports cover stations in markets below the top 12. These representatives account for over 300 stations in markets below the top 12.

Problem Solvers ■ "Our ability to get this many stations and representatives to cooperate indicates there's enthusiasm in radio for solving some of the basic problems which have made our national growth slower than it should be. In addition, all four networks cooperated in releasing the network figures which we will publish shortly.

"Radio has never before in its history had a central source of data covering both spot and network expenditures. This left us at a disadvantage when media were compared because it was often assumed there was no radio activity since there were no published reports. We will still be at a disadvantage when reports come out covering 1962 and years prior."

Miles David, RAB administrative vice president, said the first-quarter report had been delayed because it "was

the first quarter in which we handled reports from such a large number of sources and inevitably there were some who didn't understand the procedure, some reports which were illegible and had to be rechecked."

He said compilation of material for the second-quarter report is proceeding "more smoothly, although we anticipate that all of 1964 will be a little like a Navy shakedown cruise."

Mr. David estimated that "probably 125 leading advertisers will be shown in the annual report to be issued covering the full year 1964. However, figures below the top 50 won't be released until completion of spot checks to make sure full activity of these advertisers has been picked up. A number of those below the top 50 are regional advertisers."

He said RAB's spot estimates are projected "conservatively" on the basis of information compiled from sources accounting for more than 75% of all nationally placed spot radio business.

The figures are compiled by the New

York accounting firm of Peat, Marwick, Mitchell & Co. Cooperating stations, station representatives and networks are identified by code numbers known only to the accounting firm, and their reports are not seen by RAB.

The dollar estimates are "gross" (before discounts) and are comparable with data published for spot television, newspapers and other media.

Rep appointments . . .

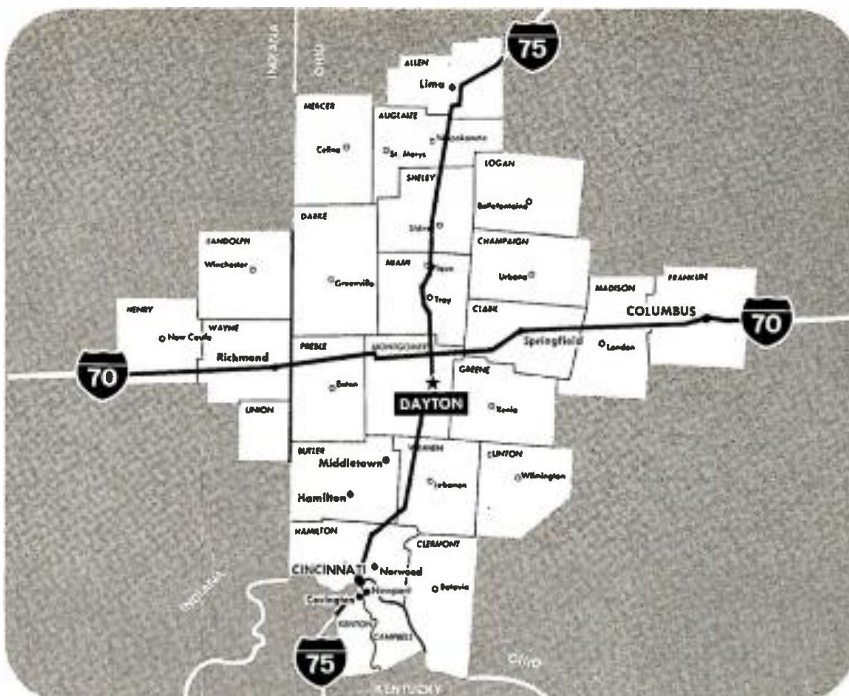
■ KXIV Phoenix: The Bolling Co., New York.

■ WKYW Louisville, Ky.: Select Station Representatives, New York, as national representatives. James S. Ayers Co., Atlanta, as regional representative.

■ WJBL-AM-FM Holland, Mich.: Midwest Time Sales, Kansas City, Mo., as regional representative.

■ WxTR Pawtucket, R. I., and WBBX Portsmouth, N. H.: Harold H. Segal & Co., Boston, as New England representative.

Welcome to
Megacity 



...the tenth largest consumer market in America

Small in size, massive in potential... that's the area within seventy miles of routes 70 and 75 in Ohio. In it are seven metro areas... three and one-half million people... tenth largest consumer market in America! ■ People can spend up to seven billion dollars here every year. And a huge segment of this market is within the powerful signals of WHIO-TV, AM, FM. ■ Let George P. Hollingbery give you facts and figures on the fabulous potential in Megacity 70 - 75... and how much of it WHIO-TV, AM and FM can deliver.

WHIO-TV • CBS • CHANNEL 7

WHIO

WHIO-AM-FM • DAYTON, OHIO

1104 FT.



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.

New Shell campaign to use 120's

35% of spots on 300-station flight will be isolated
two-minute type; 25% of stations get 'modest' premium

The Shell Oil Co. was to begin a national spot-television campaign on 300 stations Sunday (Aug. 16) in which virtually all the commercials, both 60 seconds and 120 seconds in length, are isolated from the spots of other advertisers.

In announcing details of the project last Thursday (Aug. 13), E. F. Loveland, Shell's advertising manager, said the use of two-minute spots is the key part of the company's plan to ensure that every spot, without exception, will stand in an isolated position.

Mr. Loveland noted that approximately 35% of the spots will be of the two-minute length and the remainder one-minute. He said 25% of the stations asked for and will receive a premium price for the two-minute spot but pointed out that the premium is "modest."

The two-minute rate is double that of a station's one-minute rate, Mr. Loveland said, and in no case did Shell seek a formula that would have "reduced rates."

He said the move is a step toward "reducing irritating clustering of commercials"; it will enable Shell to avoid having spots sandwiched between those of other products and the one-minute time span imposes limitations on the type of demonstration advertising message Shell is running, while the two-minute length helps tell the Shell story more convincingly.

Jock Elliott, management supervisor on the Shell account at Ogilvy, Benson & Mather, reported widespread acceptance by stations of Shell commercials in "island" positions. He said the agency had anticipated that about 85% of Shell's spots could be converted to isolated placement, but added "it now appears that virtually all of them can be isolated."

No Budget Increase ■ Mr. Loveland declined to reveal Shell's spot-TV budget for this year, but he disclosed that its move toward "island" TV spots would not increase the company's planned expenditures. He explained that because of the addition of the two-minute commercial and the payment of premium rates in some cases, the total number of spot buys will be reduced.

Shell spent approximately \$7 million in spot TV and \$1.5 million in network TV last year. It is known that the company has expanded its TV spending for 1964 and is expected to spend in excess of \$13 million this year, with an estimated \$9-10 million in spot TV.

The one-minute and two-minute spots will be used largely within news, weather, sports and syndicated programs and there will be rare instances when they will be placed in station-break periods, Mr. Loveland said. He added that Shell is a "limited advertiser" on CBS-TV's *CBS Reports* (Wednesday, 7:30-8:30 p.m.). Both the one-minute and two-minute commercials will be shown on that series.

Shell allocates about 75% of its overall ad budget to TV today. In 1961 the company created a stir by shifting approximately \$11 million of a \$14-million budget to newspapers, virtually withdrawing from TV with expenditures of only \$800,000 for the year. In 1962 Shell reversed its strategy and plunged into TV heavily, spending more than \$5.5 million, which grew to \$8.5 million last year. The upward trend in TV investment by Shell continues, while its newspaper spending dwindled to \$1.4 million in 1963.

Embassy promotes picture on radio

Embassy Pictures is using "local radio as it's never been used before" to promote the new Paramount Pictures' motion picture release, "Where Love Has Gone," Joseph E. Levine, Embassy Pictures' president, said last week.

Mr. Levine, at a news conference in New York, said that radio will be "the catalyst" of an advertising campaign that will also involve promotion of the movie's theme song and the novel on which the film is based.

The local radio campaign, which began two weeks ago, represents a cost of about \$250,000. A special screening program and radio-TV promotion later in the year has been budgeted at up to \$500,000.

Miles David, vice president, Radio Advertising Bureau, who appeared at the news conference, said that a spot radio campaign for a three-month period before a film opens was "unprecedented."

The 32-day campaign, covering 128 stations in 29 markets, will use 14,700 commercials.

Both Kapp Records, which has released a single and album based on the film's title song, and Pocket Books, publishers of the Harold Robbins novel, will cooperate with Paramount Pic-

tures in a special screening program in which radio personalities will arrange for groups of their listeners to see the film before it opens.

An extensive radio and TV campaign timed to coincide with the fall premiere of the film will follow the current saturation campaign.

Mr. Levine is producing "Where Love Has Gone" as the second in a group of 23 films he will release through Paramount Pictures.

Audio-tape standards for commercials set

Standards on cartridge-tape recording and reproducing will be sent to all members of the National Association of Broadcasters in the near future, following approval of the document by board members.

The standards were mailed to all board members for approval two weeks ago. No objections have been received at NAB's engineering department yet. The standards are expected to meet charges by advertising agencies that advertising messages were degraded when stations transferred announcements from discs to cartridges (BROADCASTING, Oct. 14, 1963 et seq.).

The product of almost three years work by the NAB Recording and Reproducing Standards Committee, the cartridge standards call for—

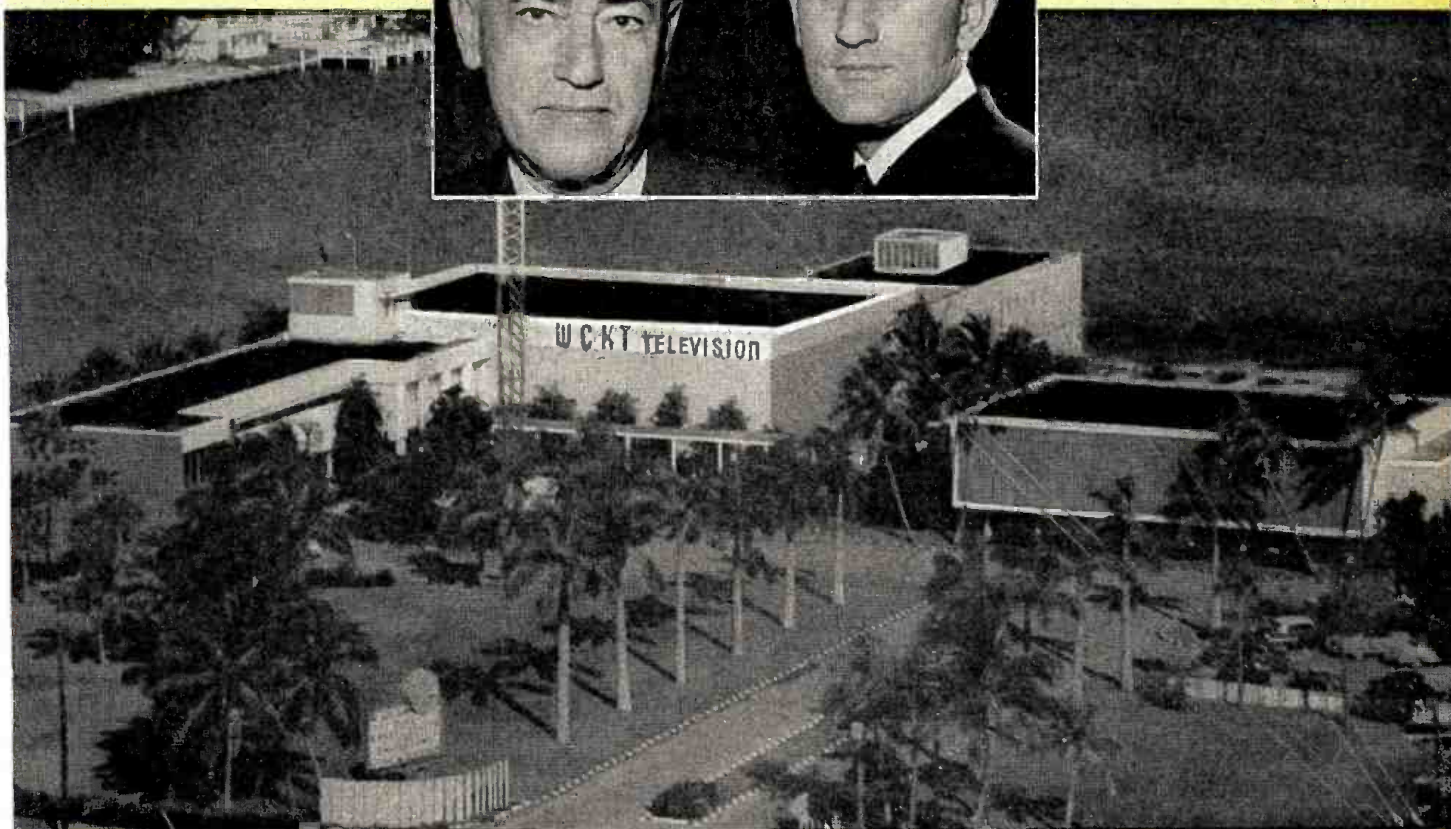
- Speed: 7½ inches per second plus or minus 0.4%.
- Distortion: less than 3% for a 400 cps tone recorded so as to produce a level 6 db above the standard NAB reference level.
- Signal-to-noise ratio: 45 db for monophonic, 42 db for stereophonic.
- Flutter: not more than 0.2% RMS.

This is the second of three planned new standards for recording and reproducing formulated by NAB in the last few years. Last January, NAB issued its disc standards; to come are reel-to-reel standards.

Seventeen manufacturers and broadcast entities participated in drawing up the cartridge standards, including wsva Harrisonburg, Va., and wwdc Washington.

Football push for Command

Alberto-Culver Co., Melrose Park, Ill., plans a TV-spot campaign in about 30 markets for Command involving chiefly football adjacencies and local cut-ins of collegiate and professional games on networks. Drive starts in late August and will run through the football season. Agency: J. Walter Thompson, Chicago.



Why WCKT bought Volume 9, 215 Universal-Seven Arts' "Films of the 50's"

Say Sidney and Edmund Ansin:

of WCKT Miami, Florida

"We bought Seven Arts' Volume 9 'Films of the 50's' to supplement our previous buy of Volumes 3, 4, and 5 and to maintain WCKT's position as a leading telecaster of feature films.

All of the television stations in our market are very heavy in programming of feature films. In addition to the network movies, a total of five prime time features are scheduled per week.

Telecasting features at this rate really consumes good prime time product quickly. Our acquisition of the 215 Universal features contained in Seven Arts' Volume 9, assures us of continuing our successful programming schedule of

PRIME TIME QUALITY FEATURES

for a long while to come.

With this 'Smart Buy' we at WCKT don't see any problem in maintaining our position as a leader in programming feature films in the South."



A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

NEW YORK: 200 Park Avenue, YUkon 6-1717

CHICAGO: 4630 Estes, Lincolnwood, Ill., ORchard 4-5105

DALLAS: 5641 Charleston Drive, ADams 9-2855

LOS ANGELES: 3562 Royal Woods Drive,

Sherman Oaks, Calif., STate 8-8276

TORONTO, ONTARIO: 11 Adelaide St. West, EMpire 4-7193

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

\$11.80 in spot per TV family

New TVAR data shows spot billings per TV family
in 90 markets; average is 7.4% above previous year
although proportionate rise is not universal

Television's spot advertisers in 1963 spent a new high of \$11.80 per TV family to get their message to the American public. This was a 7.4% increase over their \$10.99-per-family spending in 1962 (BROADCASTING, Oct. 7, 1963) and marked continuation of a pattern of faster growth in per-family spot spending than in growth of television homes. TV homes grew an estimated 3.7% from 49,000,100 to 50,894,000 between July 1962 and July 1963.

These findings are part of an annual compilation of spot allocations, market-by-market, made by Television Advertising Representatives and being released today (Aug. 17).

Per-family expenditures in spot TV—as in past years—continue to show an overall picture of bigger outlays in bigger markets, though this proportionate spending by no means holds true in all markets. In fact, TVAR, in its analysis of the data, notes there are significant

differences in outlays per TV home in comparably-sized markets.

Demonstrating the general pattern:

Spot spending averaged \$12.27 per family in the top 20 markets, \$9.56 per family in the 21st through 40th markets and \$6.45 in markets measured below No. 40.

Exemplifying individual cases of deviation from this pattern:

Eleventh-ranked St. Louis with 853,000 television families received \$12 per family, while Philadelphia with 2.1 million TV homes got \$11.94 per family. Seattle-Tacoma, whose 599,000 TV homes place it 21st in market ranking, received more per family—\$11.48—than Baltimore, 11th in terms of TV homes with 789,000, which achieved \$10.71 in spot billings per family.

Columbus, Ohio, and Tampa-St. Petersburg, Fla., both three-station markets and similar in TV home count, differed by \$3.21 in spot money spent

per family; Columbus's figure was \$12.42, Tampa-St. Petersburg's, \$9.21.

Nationally, spot-TV expenditures varied from a high of \$16.42 per family in Chicago to a low of \$3.84 in Columbia, S. C. In 1962 Chicago shared first place with Buffalo-Niagara Falls.

Robert Hoffman, marketing and research vice president at TVAR, who supervised the project, noted the Detroit market has been excluded from the report, since FCC billing figures do not include information for CKLW-TV Windsor, Ont.-Detroit. Also noted was the fact that the average for Buffalo-Niagara Falls excludes a count of Canadian viewers in the market.

The TVAR analysis covers those markets for which FCC billing data is available (BROADCASTING, July 27). An appendix to the TVAR study includes those TV areas which are considered a combination of two markets or more having varying TV home counts.

Market (1)	Spot TV billings (in \$ 000) Source: FCC report	Television families July 1963(2) (000)	Spot TV billings per TV family
New York	\$74,184	5,558	\$13.35
Los Angeles	44,990	3,112	14.46
Chicago	38,079	2,319	16.42
Philadelphia	25,113	2,103	11.94
Boston	19,531	1,820	10.73
Detroit	(a)	(a)	
San Francisco	16,799	1,425	11.79
Cleveland	14,863	1,311	11.34
Pittsburgh	14,352	1,252	11.46
Washington	10,893	916	11.89
St. Louis	10,232	853	12.00
Baltimore	8,451	789	10.71
Dallas-Ft. Worth	7,985	775	10.30
Cincinnati	6,199	759	8.17
Minneapolis-St. Paul	7,320	758	9.66
Providence, R. I.	5,427	713	7.61
Miami	7,329	677	10.83
Milwaukee	7,771	652	11.92
Kansas City, Mo.	6,899	616	11.20
Sacramento-Stockton, Calif.	5,598	605	9.25
Seattle-Tacoma	6,874	599	11.48
Atlanta	5,582	598	9.33
Buffalo-Niagara Falls, N. Y.	8,785	585	15.02
Grand Rapids-Kalamazoo, Mich.	4,740	560	8.46
Houston-Galveston, Tex.	7,553	522	14.47
Memphis	3,657	499	7.33
Columbus, Ohio	6,063	488	12.42
Tampa-St. Petersburg, Fla.	4,494	488	9.21

Market (1)	Spot TV billings (in \$ 000) Source: FCC report	Television families July 1963(2) (000)	Spot TV billings per TV family
Portland, Ore.	5,267	478	11.02
Syracuse, N. Y.	4,505	470	9.59
Asheville, N. C.-Greenville-Spartanburg, S. C.	2,031	449	4.52
Nashville	2,631	447	5.89
New Orleans	4,485	440	10.19
Albany-Schenectady-Troy, N. Y.	4,507	428	10.53
Louisville, Ky.	4,103	423	9.70
Greensboro-Winston Salem-High Point, N. C.	2,616	397	6.59
Denver	5,034	380	13.25
Wichita-Hutchinson, Kan.	2,084	354	5.89
Oklahoma City-Enid, Okla.	4,045	351	11.52
San Antonio, Tex.	2,626	348	7.55
Orlando-Daytona Beach, Fla.	1,626	339	4.80
Davenport-Rock Island, Ill.	2,319	334	6.94
Rochester, N. Y.	2,606	331	7.87
Tulsa, Okla.	2,703	328	8.24
Omaha	3,132	326	9.61
Norfolk-Portsmouth-Newport News-Hampton, Va.	2,378	315	7.55
Cedar Rapids-Waterloo, Iowa	1,566	308	5.08
Richmond-Petersburg, Va.	1,424	305	4.67
Shreveport, La.-Texarkana, Tex.	1,563	299	5.23
Scranton-Wilkes-Barre, Pa.	1,496	293	5.11
Salt Lake City-Ogden-Provo, Utah	1,919	269	7.13

(a) Data for Detroit have been excluded inasmuch as the FCC total for that market does not include billings for station CKLW-TV. Excluding CKLW-TV, billings per family came to \$8.61 in 1963.

(1) Excludes TV areas where the FCC billing figures represent a combination of 2 or more markets with varying set counts. (Overall figures for those areas are appended.)

(2) Television Magazine, July 1963.

STARTS THIS FALL ON WMAL-TV WASHINGTON, D. C.

2 BRAND-NEW FEATURE FILM PROGRAMS

PREMIERES AUGUST 31

11:30 PM MON.-FRI.; 11:15 PM SAT.

MOVIE 7

PREMIERES SEPTEMBER 14

1:00-2:30 PM MONDAY-FRIDAY

MOVIE 7 MATINEE

HERE ARE SOME OF THE GREAT MOVIES:

Band of Angels, Mr. Belvedere Rings The Bell, Between Heaven and Hell, Desk Set, Hatful of Rain, House on Telegraph Hill, Love Me Tender, Stella, The Wayward Bus, Will Success Spoil Rock Hunter?, An Affair to Remember, April Love, Boy on A Dolphin, Decision Before Dawn, The Enemy Below, Five Fingers, Gentlemen Prefer Blondes, Heaven Knows, Mr. Allison, How To Marry A Millionaire, The Long, Hot Summer, Ten North Frederick, There's No Business Like Show Business, The Snows of Kilimanjaro, Three Coins in The Fountain, Titanic, With A Song In My Heart, Battle of The Worlds, Bundle of Joy, Hell on Frisco Bay, Home is The Hero, The Poacher's Daughter, Stage Struck, Stromboli, Gilda, Ride The Pink Horse, Tap Roots, Retreat, Hell!

Check with Harrington, Righter and Parsons
for avails in these 2 New Movie Programs.

wmal-tv abc

Evening Star Broadcasting Company
Washington, D. C.

Represented by: Harrington, Righter & Parsons, Inc.

"fall film festival"



ATLANTIC CITY, 1964

**What's the special meaning for New York?
Los Angeles? Washington? San Francisco?
Detroit? Memphis? Boston?**

RKO General radio listeners in these seven markets will get special expert interpretation of the convention story. All the action from floor and rostrum, the caucuses, interviews, news conferences, news breaks—brought sharply into



**The
RKO General
all-star
line-up:**



Walter Kiernan of WOR, New York Anchor Man. An extraordinary combination of thorough-going knowledge and witty informality; at his relaxed best under fire, Kiernan has covered every convention since 1940.



Samuel Lubell—Analyst Pollster, author, political expert, with an unmatched record for accuracy. Famous as the man who's beat the computing machines every election year. RKO General's "Politics '64" analyst.



Dr. Ralph M. Goldman—Commentator—Historian Professor of Political Science, San Francisco State College. Co-author of the Brookings Institution study of The Politics of National Party Conventions; co-editor of Politics in 1952.



Lester Smith of WOR, New York, The East. An expert on the New York political scene. He has covered numerous primaries and campaigns—as well as practically every other big story on his beat.



John Wingate of WOR, New York, The East. A dynamic and tireless reporter whose firsthand familiarity with the New York, New Jersey and Connecticut delegations will add invaluable perspective.



Al Benjamin of WNAC, Boston, New England. Up in Beacon Hill the know him as the dean broadcast reporters covering the State House Former press secretary to the Governor. Know everybody in and about everything about New England politics.

RKO General Radio-WOR, New York; WNAC, Boston; WHBQ, Memphis; CKLW, Windsor-Detroit; WGMS, Washington; KFRC, San Francisco; KHJ, Los Angeles

focus, and given local as well as national meaning, as only a team of reporters, respected and admired in their home areas, can present it.

RKO General's Politics '64 features a special one-hour Convention Preview, Sunday,

August 23, to all seven cities with the entire team taking part. It's all part of the most comprehensive radio coverage of a Presidential election year being presented by an independent broadcasting group.



Austin Grant of CKLW, Detroit-Windsor, The Midwest. With the pivotal midwest states already shaping up as crucial to the election, his close knowledge of that scene will add immeasurably to the depth and scope of the coverage.



Don Stevens of WHBQ, Memphis, The South. Winner of a Headliner Award, an energetic, quick-thinking reporter whose detailed experience in Southern politics will enable him to spot the trends in these important states.



Allan Moll of KHJ, Los Angeles, The West. One of California's top newsmen, with an engaging personal style that has won him awards and a host of friends where it counts—among the officials who determine the course of a convention.



Carlton Cordell of KFRC, San Francisco, The West. An enterprising reporter who brings a vigorous and colorful personality to bear on every story he works on. He played a key part in RKO General's coverage of the primaries.



George Brown, News Director of WOR-TV-Radio, New York, Director of Operations. A distinguished veteran whose skilled handling of WOR News has for many years established it as the finest independent news operation in the country. The man who will call the shots.



Martin Weldon, RKO General's Director of Public Affairs, Coordinator. Winner of the Peabody, Headliners, Freedoms Foundation and two Brotherhood awards. He lies up the million and one threads that make RKO General's 'Politics '64' the most comprehensive coverage of the political year.



Les Mawhinney, KHJ, Los Angeles, The West. After fifty years of matchless performance as a news editor and director, this celebrated veteran comes out of retirement to work one more convention at the editor's desk.

Market (1)	Spot TV billings (in \$ 000) Source: FCC report	Television families July 1963(2) (000)	Spot TV billings per TV family
Spokane, Wash.	2,009	266	7.55
Phoenix	2,760	258	10.70
Madison, Wis.	1,429	251	5.69
Knoxville, Tenn.	1,384	248	5.58
Little Rock, Ark.	1,281	239	5.36
Binghamton, N. Y.	1,298	237	5.48
Columbia, S. C.	879	229	3.84
Greenville-Washington, N. C.	1,001	219	4.57
Evansville, Ind.-Henderson, Ky.	985	218	4.52
Chattanooga	954	211	4.52
Fresno, Calif.	2,194	196	11.19
Youngstown, Ohio	1,117	177	6.31
Peoria, Ill.	1,368	169	8.09
Ft. Wayne, Ind.	1,414	169	8.37
Beaumont-Port Arthur, Tex.	849	168	5.05
Albuquerque, N. M.	794	168	4.73
South Bend-Elkhart, Ind.	903	144	6.27
Charleston, S. C.	494	144	3.43
Honolulu	1,112	144	7.72
Bakersfield, Calif.	830	143	5.80
Amarillo, Tex.	615	124	4.96
Tucson, Ariz.	672	112	6.00
El Paso	795	111	7.16
Colorado Springs-Pueblo, Colo.	576	100	5.76
Las Vegas-Henderson, Nev.	284	55	5.16

As noted, the data shown in this report *exclude* those television areas where the FCC billing figures represent a

combination of two or more markets with varying counts (e.g., Hartford-New Haven-New Britain-Waterbury).

Since these "combinations" frequently include markets of varying size the billings per TV family would not be necessarily apply equally throughout each of these FCC-designated areas. However, for purposes of completeness, these areas are shown below with the spot television billings per family computed on the basis of the largest TV market in each group.

	Spot TV billings (in \$000)	TV families July 1963 (000)	Spot TV billings per family
Hartford-New Haven-			
New Britain-Waterbury, Conn.	\$8,501	733	\$11.60
Indianapolis-Bloomington, Ind.	7,489	696	10.76
Johnstown-Altoona, Pa.	2,067	580	3.56
Lancaster-Harrisburg-York-Lebanon, Pa.	3,053	573	5.33
Charleston-Huntington-			
Oak Holl, W. Va.-Ashland, Ky.	2,365	429	5.51
Flint-Saginaw-Bay City, Mich.	2,263	398	5.69
Poland Spring-Portland, Me.	1,721	331	5.20
Champaign-Springfield-			
Decatur-Urbana-Danville, Ill.	2,258	329	6.86
Roanoke-Lynchburg, Va.	1,251	327	3.83
Green Bay-Marquette, Wis.	1,430	313	4.57
Ames-Moines, Iowa	2,531	287	8.82
Mobile, Ala.-Pensacola, Fla.	1,442	284	5.08
Paducah-Cape Girardeau, Mo.-			
Harrisburg, Ill.	1,178	239	4.93
Lincoln-Hastings-Kearney, Neb.	1,021	209	4.89
Austin-Rochester, Minn.-Mason City, Iowa	613	183	3.35



Heritage set for fall lawn push

Television will feature prominent-ly in a concentrated fall advertising campaign by Heritage House Products Inc. The Pittsburgh firm will offer consumers a \$3 "reward" for purchasing a bag of 20-10-10 lawn food and five pounds of any Heritage House lawn seed.

Primary TV vehicle for the effort will be the second annual National Football League Pro Hall of Fame game, scheduled for Sept. 6, which Heritage plans to sponsor again this year. The game, carried by CBS,

matches the Baltimore Colts and Pittsburgh Steelers.

William J. Connelly, Heritage House advertising director, said that Lee Vines will continue as the company's television spokesman. All TV commercials will combine an announcement of the reward offer with a demonstration of corn-cob chemistry in Heritage lawn products. Spots will be shown during the game and Heritage will use the commercial in a spot-TV schedule in some key markets.

Triangle: nothing extra for piggybacks

The Triangle Stations not only will accept piggyback commercials but will take them at regular rates.

In a formal policy statement being announced to advertising agencies today (Monday), Triangle enunciated its position on piggybacks as follows:

"Piggyback announcements are acceptable in 60-second lengths only and may contain advertising copy for no more than two products of the same sponsor. Piggybacks will be sold at existing rates.

"They are subject to seven days pre-emption for a single product or integrated announcement purchased in the same or higher rate classification. Piggyback announcements are subject to all existing discounts."

Changes in the National Association of Broadcasters' TV code which more strictly define piggybacks go into effect on Sept. 1.

Group owners among stations have policies which vary from the charge of a premium rate for piggybacks such as Westinghouse, Taft Broadcasting Co., Storer and CBS-owned stations to outright refusal to accept any piggyback business at all such as Corinthian.

Triangle's TV stations are WFIL-TV Philadelphia; WNBF-TV Binghamton, N. Y.; WFBG-TV Altoona-Johnstown and WLYH-TV Lancaster-Lebanon, both in Pennsylvania; WNHC-TV New Haven, and KFRE-TV Fresno, Calif.



The unique **LETTERS FROM SANTA CLAUS** PROGRAM

is now eleven years old — but first tried and proved in 32 U.S. Radio & TV Markets in 1963. Delighted station Managers report marvelous acceptance from merchants. They acknowledge this as **THE MOST SIMPLE AND PENETRATING TRAFFIC BUILDER IN YEARS! EVERYONE IS IN SOME WAY RELATED TO A CHILD WHO BELIEVES IN SANTA.**

Use his valuable Public Image to further **YOUR HOLIDAY TIME SALES**



Offered exclusively in as many counties as you require — this is the way it works:

With each county ordered you receive one complete installation* for one client which consists of:

1. The special Santa Claus mail box.
2. One full color counter display — dispenser with 1000 letters (250 each of 4 different letters) and 1000 envelopes with your or your client's imprint.
3. Two full color window posters

Plus our service guarantee — all addressed and stamped Santa Claus letters received by us will be processed, postmarked with the famous Santa Claus, Indiana, postmark, and forwarded to addressees within 24 hours.

ENTIRE COST — \$110.00 for each county, including one installation — (minimum one installation per county). Additional installations available at \$110.00 each.



Remember, a complete installation gives to client all materials & services needed to operate the program effectively.



To: **SANTA CLAUS PROGRAMS, INC.**
601 N. Alvarado Street
Los Angeles 26, California

NOTE: Subject to prior sale. Money refunded if area already sold.

Please reserve exclusively for Station _____ in the following counties

Enclosed is our check for \$ _____, as ½ payment for each county, covering one complete installation per county for 1964.

Please send additional information.

Name _____

Address _____

Signature _____

FTC goes slow on co-op ads

Dixon letter says there's
nothing to fear but price-
fixing; SBA still concerned

Last year the Senate Small Business Committee began a small investigation to insure that small retailers might continue to feature prices in cooperative advertising without risking prosecution for price fixing.

Last week the panel was told that government agencies weren't likely to prosecute if the co-op arrangements did not indeed mask price fixing, but the Small Business Administration said it was worried that cooperative advertising allowances were being abused by large retailers at the expense of their smaller competitors.

Eugene P. Foley, SBA administrator, testified Tuesday (Aug. 11) that while such payments "are hedged with secrecy. . . . We have reason to believe that hardly more than a trickle of this money flows to small retailers." He

called on the Federal Trade Commission, which is presently conducting a mass investigation in the wearing apparel industry, to extend its probe to "other industries where the need exists."

The *Wall Street Journal* estimated May 27 that annual co-op ad allowances exceed \$2 billion.

Double-billing, a co-op ad abuse that involves some radio and television stations, is presently the subject of an FCC rulemaking. The proceeding, announced this year after an FCC warning that the practice should cease two years ago has been opposed as out of the FCC's scope by the National Association of Broadcasters, the Georgia and Iowa broadcaster associations, CBS Inc., Metro-media Inc. and Storer Broadcasting Co. (BROADCASTING, June 1).

Senator John Sparkman (D-Ala), committee chairman, said that "effective policing of many aspects of present vertical cooperative advertising practices appears to be somewhat beyond the scope of existing controls as they now function."

A Plan — One proposal, in addition to vigorous Federal Trade Commission activity, has been to include the problem in the orbit of a special White House commission or task force in the problems of small business. This idea won endorsement from Mr. Foley during

last week's hearing.

The committee's original concern about co-op ads—whether government agencies would prosecute use of prices as price fixing—was relieved in the main by release Tuesday of a letter written to the Bureau of the Budget by FTC Chairman Paul Rand Dixon Dec. 23, 1963, but not heretofore made public.

Chairman Dixon wrote that "small retail joint advertising programs involving joint price representations are not now, never have been and will not in the foreseeable future be, the target of antiprice-fixing proceedings . . . on the assumption, of course, that such programs are not used to mask actual price-fixing agreements."

Mr. Foley sought to discount concern of some small retailers that federal activity against abuses of co-op ad allowances—not relating to price-fixing—might induce manufacturers to discontinue them. The discontinuance, should it occur "would remove a competitive disadvantage for small retailers," he said. "In the long run, the resulting benefits would outweigh the immediate loss."

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, director, agency with its account executive and production manager.

D&R Productions Inc., 301 East 47th Street, New York 10017.

Haffenreffer & Co., Boston (beer); one 20, one 10 for TV, animation on film. R. Fritz, production manager. Agency: John C. Dowd Inc., Boston. Joseph Tully, agency producer.

County Fair, Washington (bread); three '60's for TV, animation on film. D. Hunn, production manager. Agency: Ketchum, MacLeod & Grové, New York. Warren C. Rossell, agency producer.

Westinghouse Electric Corp., Pittsburgh (major appliances); one 60 for TV, animation on film. R. Fritz, production manager. Agency: McCann-Erickson, New York. Hal Mathews, agency producer.

S. A. Schonbrunn & Co., Palisades Park, N. J. (Savarin coffee); one 60 for TV, graphic on film, color. R. Fritz, production manager. Agency: Foote, Cone & Belding, New York. G. Kolvenbach, agency producer.

Don Feddersen Commercial Productions, 8460 West Third Street, Los Angeles 90048.

Quaker Oats Co., Chicago (Puss 'n Boots cat food); three 30's for TV, live on film. (Puffed Wheat, Puffed Rice); one 30 for TV, live on film. Jack Reynolds, director. Agency: Papert Koenig, Lois, New York. Jack Capsis, agency producer.

Mattel Inc., Hawthorne, Calif. (Barbie fashions); one 60 for TV, live on film, color. Bill Watkins, director. Agency: Carson/Roberts, Los Angeles. Pat Shield, agency producer.

Mattel Inc., Hawthorne, Calif. (V-room bikes and racing cars); two 60's for TV, live on

in Shorthand . . .



it's Gregg

in TV and Radio . . .

**IT'S
BROADCASTING
YEARBOOK!**

To the uninitiated, a page of Gregg is so much Greek. But a secretary trained in the symbology of shorthand's foremost authority can translate it into a meaningful communication. To a bus-driver, a page from the 1965 **BROADCASTING YEARBOOK** won't be very lucid either. But the men and women who make important decisions in broadcast advertising look upon this comprehensive volume as **THE** authority for a multitude of facts about television and radio . . . dependable facts they can

translate into more profitable advertising plans. Nowhere is so much useful TV-radio information assembled within a single set of covers, or consulted so often day-after-day throughout the year. The 1965 **BROADCASTING YEARBOOK**, packed with more data about the broadcast media than ever before, will be delivered to subscribers in mid-December. Your message gets a big bonus of attention and long life at regular **BROADCASTING** rates. Today's the day to reserve a good spot for it.

Deadlines? Sept. 21 if proofs are needed; Oct. 1, no proofs.

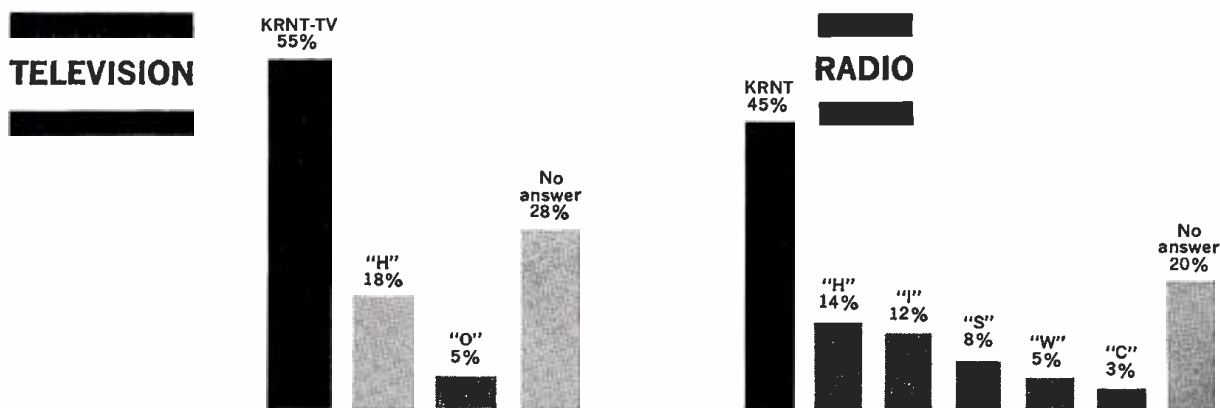
Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales Street, N.W.
Washington, D. C. 20036

Local Food People Say KRNT and KRNT-TV Bring Home the Bacon in Central Iowa!

Question: "Special promotions on grocery store items are sometimes advertised on radio and television. From your experience, which station does the best job in selling grocery items?"

Answer: Based on replies from 65 Des Moines supermarket operators and food brokers in a questionnaire prepared by Central Surveys, Inc. in April-May, 1964—



And not only do KRNT Radio and KRNT-TV do a better job of selling grocery store items . . . but also, automatic washers, automobiles, living room suites, savings accounts, drive-in movie tickets, and you-name-it.

From their own watching and listening, local advertisers know that we keep our shelves stocked with a fabulously successful News and Sports operation . . . adult and highly-trained professional personalities . . . constant participation in community projects and affairs . . . abundant publicity and promotion . . . and a unique blend of radio and television that produces a sales effectiveness unequalled in this important growth market.

Local advertisers know we carry what most people want here. That's why these local advertisers give us most of their radio/tv dollar year after year.

If you have a good product and a good campaign, you too can bring home the bacon in Central Iowa. The Katz Agency is minding our national store. Call them.

KRNT RADIO and TELEVISION

DES MOINES An Operation of Cowles Magazines and Broadcasting, Inc./Represented by the Katz Agency Inc.



In newspaper publishing by web offset. . . the Cartersville, Georgia, *Daily Tribune News*, circulation 5,000, and its weekly counterpart, the 3,600-copy *Tribune News*, have switched to offset with the installation of this three-unit Cottrell Vanguard web offset newspaper press. Shown with the new press are *Tribune* president John T. Fleetwood and a pressroom employee.



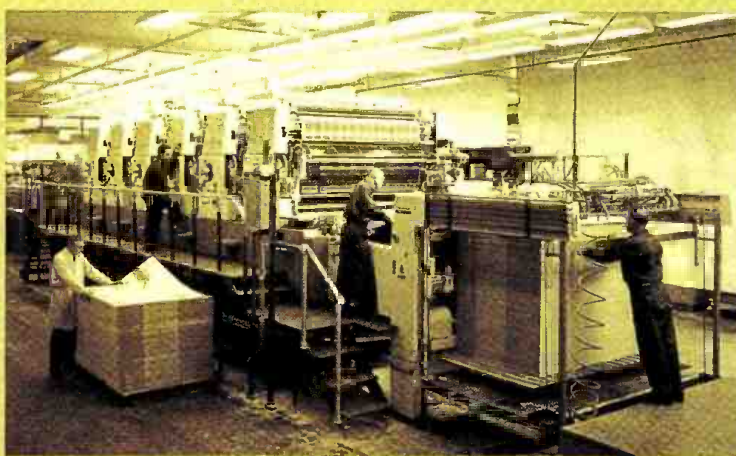
In radio broadcasting . . . stereo station WZAK-FM, Cleveland, Ohio, is fully equipped by Gates Radio division. Operating the Yard 8-channel speech input system is WZAK's general manager, Joseph Bauer. Control room is also equipped with two Gates turntables and tape-cartridge playbacks, a Gates recording amplifier, remote-control unit and FM transmitter.

In high-speed composition. . . a new general-purpose electronic phototype-setting system that operates 50% faster than any typesetter on the commercial market has been developed by Harris-Intertype. It can produce 20 type characters per second, on either film or photographic paper, for use in printing newspapers, books, advertising materials and magazines.





In magazine publishing . . . at McCall Corporation, Dayton, Ohio, two Sheridan perfect binder combinations speed the completion of a national publication. Each bindery line can gather, side stitch, trim and counterstack up to 200 perfect-bound magazines per minute. The high-speed equipment is manufactured by The Sheridan Company, newest addition to Harris-Intertype.



In folding carton production . . . Packaging Corporation of America boosted press capacity of its Rittman, Ohio, plant with delivery of this new 54½ x 77" six-color Harris press. The new press, equipped with double delivery, continuous feeding and featuring Harris-Seybold's positive, automatic control and new 77" press design, is being used on multicolor carton runs for brand-name customers.

What's going on at . . .

HARRIS-INTERTYPE

Technology is moving fast in the field of printed and electronic communications. That's why we are continuously probing, developing and perfecting new equipment and

systems . . . moving fast ourselves . . . by providing products to keep you competitive and make your future more profitable. That's what is going on at Harris-Intertype.

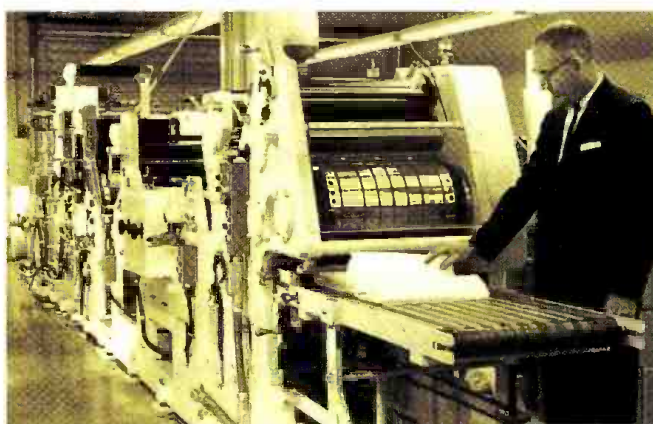


HARRIS-INTERTYPE CORPORATION

GENERAL OFFICE: 55 PUBLIC SQUARE • CLEVELAND, OHIO 44113

PRODUCTS WITH A FUTURE

Harris Presses • Seybold Cutters • Macey Collators • Cottrell Presses
• Intertype Typesetting Machines • Sheridan Bindery Equipment •
Schriber Business Forms Presses • Lithoplate Chemicals and Sensitized
Plates • Gates Broadcasting Equipment • PRD Microwave Instruments



In business-forms printing . . . this new Schriber automatic length control press, one of a pair installed at Precision Business Forms of Gardenia, Calif., eliminates the need to take frequent sheet length measurements and speeds the production of continuous business forms for this quality-conscious firm. Shown inspecting a run is Ralph Johns, Precision's production manager.

Overweight children and teens often learn to eat excessive amounts of food at the family table

BEING FAT AND FLABBY not only may be unhealthy but also is looked upon, in this country, as very unfashionable. Overweight boys tend to be subject to as much scorn and teasing by their peers as are chubby girls, even though girls may often react more emotionally to the problem.

Losing excess weight usually is very difficult. It is always wise to have the advice and help of a physician in planning a weight control program. But parents who are truly interested in the healthful development of their children will make every effort they can to teach their children early in life to eat right—both in terms of providing essential nutrients and correct amounts of food to avoid adding extra and unnecessary pounds.

In most cases, overweight results from consuming more food, or calories, than the body needs. Some studies suggest there may be a relationship between obesity and physical inactivity. Parents should encourage otherwise healthy children to engage in a reasonable amount of physical exercise, and wise parents will set an example by doing the same thing.

PLAN FOOD INTAKE CAREFULLY

If children are taught fairly early in life to select foods valuable in terms of providing essential nutrients (protein; minerals, vitamins, etc.), it may be easier to help them control calorie intake, and it may be possible to avoid some of the confusion about whether certain foods are "fattening" or not. There is far too much folklore and not enough sound information in many weight control programs. Too many people depend upon the lures of "quick cure" artists who sell almost-magic programs and pills for losing weight without effort.

A weight control program is likely to succeed more readily if it is part of a plan for developing lifetime eating patterns. Unless the physician advises otherwise, a sensible program can be based on the Daily Food Guide which nutritionists have developed. The Guide fits the entire family. The person concerned about weight control can make selections from the same foods as other members of the family, but quantities will have to be adjusted to the calorie level desired.

THE GUIDE CAN HELP WEIGHT WATCHERS

By selecting foods as recommended in the Daily Food Guide, yet being certain that total calorie intake is balanced with daily energy needs, or is lower if weight reduction is the goal, the person concerned with weight control does not have to be treated as an "odd" member of the family. See instructions below for obtaining a complete copy of the Daily Food Guide, but here is an example of how the Guide suggests food selection to provide for a balanced diet:

Milk and Other Dairy Foods: Children and teen-agers should drink 3-4 glasses of milk daily, while 2 glasses are recommended daily for adults. (Equivalent amounts of

milk in other dairy foods such as cheese and ice cream fit the pattern too.)

An 8-ounce glass of milk provides about 150 calories. We refer to milk's calories as "armored calories" because, unlike "empty calories," milk provides several important nutrients. Milk is the best food source of calcium (which is recommended in the diet of adults as well as for growing children and teen-agers). Milk also supplies riboflavin (which is vital in the body's metabolism) and high quality protein which provides amino acids needed for body tissue development and repair. Milk also furnishes other vitamins and minerals.

Whole milk includes about 3.5% fat, and fat is necessary in the diet for such purposes as supplying essential fatty acids and for the transport of vitamins A and D. For a moderately active adult man, two 8-ounce glasses of milk provide 10-15% of his recommended daily calorie allowance. For a moderately active adult woman two 8-ounce glasses of milk provide about 14-20% of her calories. For teen-age boys 4 glasses of milk supply 18-22% of calories; for teen-age girls 25-30% of calories. These same quantities of milk, for each age group, also supply about 25% of the man's daily protein allowance, 31% for the adult woman, 35-44% for teen-age boys, and 45-50% for teen-age girls.

Milk is especially helpful in weight control diets because it does provide several essential nutrients at a comparatively low cost in calories. In those cases where physicians recommend extensive reduction in daily calorie intake, low-fat or skim milk may be used instead of whole milk.

The Daily Food Guide recommends food selections from three other groups to round out the sources of essential nutrients. These are: (1) Meats, Fish, Poultry, Eggs, Dried Peas and Beans, Nuts; (2) Fruits and Vegetables; (3) Breads and Cereals. Additional foods may be selected from outside these groups to provide the total calorie intake required by the individual.

Families who use the Daily Food Guide in meal planning and who help the young understand what food can, and cannot, do for them will find it easier to develop in the young those eating habits which are more likely to provide the essential nutrients and calories in sufficient amounts to maintain proper body weight. Food consumption is an important part of weight control. Teaching children to eat right can help.

For complete information on the Daily Food Guide, write: Daily Food Guide, American Dairy Association, 20 N. Wacker Drive, Chicago, Ill. 60606.

a message from dairy farmer members of



american dairy association

film. Bill Watkins, director. Agency: Carson/Roberts, Los Angeles. Vic Englund, agency producer.

MJB Co., San Francisco (coffee); one 60, one 20, one 10 for TV, live on film. Bill Watkins, director. Agency: BBDO, San Francisco. Jim Weir, agency producer.

Freberg Ltd., 7781 West Sunset Boulevard, Los Angeles 90046.

Accent-International, Skokie, Ill. (Ac'cent seasoning); fourteen 60's for radio. Stan Freberg, writer-producer. Agency: Needham, Louis & Brorby, Chicago. Brad Roberts, account executive. Hal Kaufman, agency producer.

Heller-Ferguson Inc., 1606 North Highland Avenue, Los Angeles.

California Packing Corp., San Francisco (Del Monte soft drinks); three for radio. Agency: Campbell-Ewald, San Francisco.

Jos. Schlitz Brewing Co., Milwaukee (Primo beer); five for radio. Agency: Post-Keyes-Gardner, San Francisco.

Cardinet Candy Co., Oakland, Calif. (Uno candy bars); five for radio. Agency: Herald House Inc., Oakland.

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

W. A. Shaeffer Pen Co., Fort Madison, Iowa (fountain & ball point pens); one 60 for radio, jingle. John LoBuono, Beasley Smith, directors. Agency: Gardner Advertising, St. Louis. John Deacon, account executive. Ralph Pasek, agency producer.

Mid-America Videotape Productions, division of WGN Inc., 2501 West Bradley Place, Chicago.

Chicago Tribune, Chicago (newspaper); one 60, two 20's for TV on tape. Dale Juhlin, director. Agency: Foote, Cone & Belding, Chicago. Dennis Aller, agency producer.

United Air Lines, Chicago (air travel); two 60's for TV on tape. Dale Juhlin, director. Agency: N. W. Ayer & Son, Philadelphia. Bob Mellott, agency producer.

Evans Fur Co., Chicago (furs); seven 60's for TV on tape. Dale Juhlin, director. Agency: Malcolm-Howard Advertising, Chicago. Hal Barken, agency producer.

Wayne Candies Inc., Fort Wayne, Ind. (Bun candy bar); three 60's for TV on tape. Dale Juhlin, director. Placed direct. Harold Loos, company producer.

Southwestern Bell Telephone Co., St. Louis (phone service); four 60's for TV on tape. Dale Juhlin, director. Agency: Gardner Advertising, St. Louis. May Kohler, agency producer.

Raymond Scott Enterprises Inc., 140 West 57th Street, New York 10019.

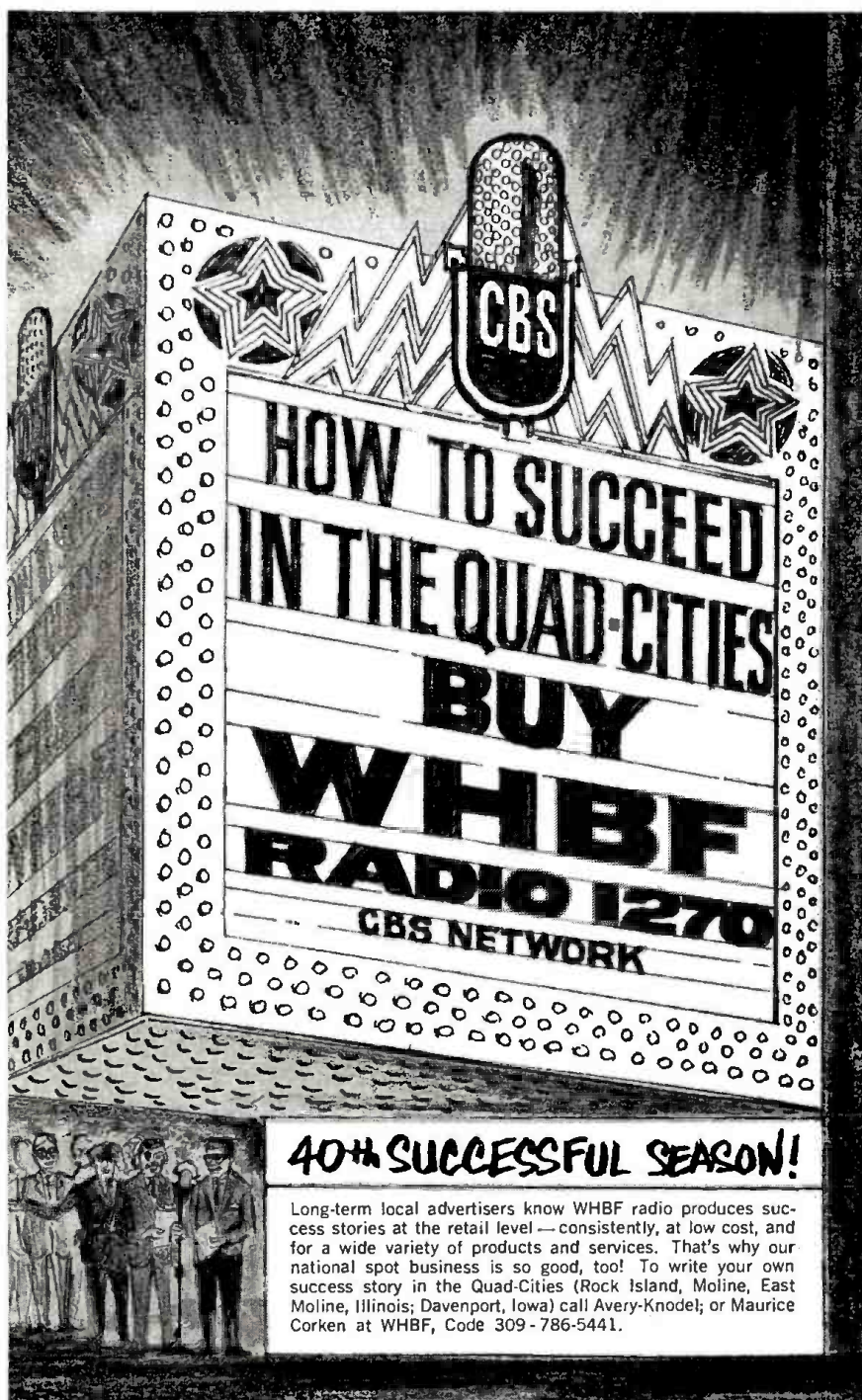
Ford Motor Co., Dearborn, Mich. (Ford Econoline trucks); one 50 for radio, electronic scoring. Charles Barclay, production manager. Agency: J. Walter Thompson, Detroit. Hal Taylor, agency producer.

ABC Radio says quarter record sure

ABC Radio last week reported gross billings in the third quarter have already reached a record level with six weeks still remaining in the period.

The network has sold a 32-week schedule in *Flair Reports* and other news programs to Mars Inc. through Needham, Louis & Brorby, Chicago, putting revenues for the quarter about \$100,000 ahead of second-quarter sales.

The second quarter had been ABC Radio's previous record three-month period.



**HOW TO SUCCEED
IN THE QUAD-CITIES
BUY
WHBF
RADIO 1270
CBS NETWORK**

40th SUCCESSFUL SEASON!

Long-term local advertisers know WHBF radio produces success stories at the retail level — consistently, at low cost, and for a wide variety of products and services. That's why our national spot business is so good, too! To write your own success story in the Quad-Cities (Rock Island, Moline, East Moline, Illinois; Davenport, Iowa) call Avery-Knodel; or Maurice Corken at WHBF, Code 309-786-5441.

1

United Press International news produces!

1

NAACP asks agencies to skip Mississippi

The National Association for the Advancement of Colored People announced last week it is seeking the support of 100 leading advertising agencies in a project aimed at withholding advertising accounts from local media in Mississippi "in view of anticivil rights developments in that state."

Roy Wilkins, executive secretary of the NAACP, sent a letter to agencies on July 16 in which he said that "20 million Negro Americans plus millions of other civil rights advocates can only view utilization of un-American and militantly segregationist media as support of Mississippi lawlessness."

He said the NAACP is starting a "careful check of media" in Mississippi and will report to its chapters and affiliated organizations on usage by national advertisers of media in that state. He asked agencies and their clients for support of "fundamental American principles" through withholding of "accounts from media that do not uphold these principles."

An NAACP spokesman later said "about half a dozen replies" had come in from agencies, acknowledging receipt of the organization's letter and noting that they were considering the request.

An executive at one advertising agency said he had not had an opportunity to reply to the NAACP letter but had made copies for clients as a point of information. He pointed out that his particular agency placed no national spot TV or radio business in Mississippi. Another official noted that Mississippi is a small market for national advertising business because of its low economic ranking.

Crosley demurs on political waiver

Opposition to the decision of the code authority of the National Association of Broadcasters to waive political spots in counting commercial time flared again last week as Crosley Broadcasting Corp. announced that its TV stations would not take advantage of the waiver.

The NAB adopted the waiver on an experimental basis for the duration of the 1964 campaigns. Designed to aid stations hard pressed to stay within the bounds of the code's commercial limits while adding political time to their schedules, the waiver was first criticized by a committee of the American Association of Advertising Agencies (BROAD-

CASTING, July 27).

John T. Murphy, president of Crosley, said: "Our stations believe we can satisfactorily accommodate the announcement schedules of political candidates in the election this year as we have been able to do in past years. We do not believe that the stretching of the code or our own Crosley policies would serve the best interest of our viewers."

Crosley thus joined CBS and NBC owned-and-operated stations and Storer Broadcasting Co.'s five TV stations in ignoring the waiver. All will count political announcements as regular commercial time in compiling their totals. Crosley TV stations affected are WLWT Cincinnati, WLWD Dayton and WLWC Columbus, all Ohio, and WLWI Indianapolis.

The NAB has held consistently that the experimental waiver need not affect all stations, only those that need it, and after the current election campaign it will be possible to properly judge the pros and cons of the waiver. If stations use the waiver to flagrantly violate the spirit of the code, the NAB says, it will reconsider the experiment.

When Howard H. Bell, director of the code authority, first proposed the waiver (BROADCASTING, May 18), he said the FCC would be asked to join the NAB in not counting political time in commercial tallies. The FCC has not publicly agreed, but it's understood that the commission in the past has turned its back on high commercial-time totals when they have been prompted by political announcements. It is reportedly watching the NAB's experiment with considerable interest.

Keeping tabs on political time buys

An advertising agency representing a volunteer committee seeking the reelection of Senator Eugene J. McCarthy (D-Minn.) is enlisting 70 radio and television stations serving Minnesota in its effort to keep track of the time buying of their client's Republican opponent.

Five days after the mailing of questionnaires the agency had received 15 replies, only two of which refused the information, said William G. White, president of White, Herzog & Nee Inc., Minneapolis.

A covering letter from William J. Nee, vice president and radio-TV director, told the stations the agency was interested in orders placed in behalf of Wheelock Whitney, the senator's opponent, "probably through Campbell-Mithun of Minneapolis."

Mr. Nee wrote that he realized "his

request could become burdensome to your staff, and we will try to use restraint, but we will appreciate your cooperation from time to time in completing and returning the enclosed form designed to disclose the basic information we desire."

The questionnaire requests the "gross time purchase" for Mr. Whitney, the nature of programs ordered, the nature of "package deals other than normal frequency discounts and the specific number and length of spots purchased each week through Nov. 1."

One station manager contacted said he thought the questionnaire was indeed a burden and an obvious device to prepare requests for equal time.

Mr. White said this was the first time the agency had used the questionnaire. It has handled several successful political campaigns, including the senator's in 1958, he said.

Westinghouse buys more time on CBS-TV

In an expansion of its advertising on CBS-TV beginning in February 1965, the Westinghouse Electric Corp., Pittsburgh, has signed a new contract with the network amounting to more than \$6 million in business. The agency is McCann-Erickson, New York.

A joint announcement last week from Thomas H. Dawson, vice president-sales, CBS-TV, and J. Emmett Judge, vice president-marketing services for Westinghouse, stated the pact calls for the renewal of Westinghouse participations in *CBS Evening News with Walter Cronkite*, *CBS Midday News with Robert Trout*, *CBS Saturday News*, *CBS Reports*, and other programming in the Wednesday 7:30-8:30 p.m. period and the network's Monday through Friday Morning Minute Plan.

The additional time purchases by Westinghouse involve participations, starting in February, in *Slattery's People*, *The Nurses*, *The Defenders*, *Rawhide*, *Mr. Broadway* and other shows to be determined.

GOP drops Burnett, picks up EWR&R

The Republican National Committee followed the naming of a new public relations and advertising director last week by naming a new agency, too.

Leo Burnett Co., Chicago, and the committee announced Thursday (Aug. 13) they had agreed to a separation, and Erwin Wasey, Ruthrauff & Ryan, New York, was named to succeed

**WHAT'S BEEN GOING
DOWN**



UP



AND OUT



FOR YOUR BENEFIT?

DOWN and down over the past 30 years has dropped the *unit price* people pay for electricity. The average price per kilowatt-hour for home use is less than half what it was 30 years ago, thanks to research and development—and the ever-increasing use of appliances.

UP and up has gone the *amount* of electricity provided by America's investor-owned electric light and power companies to serve your increasing use. This supply has doubled in the past ten years, will double again in the next ten.

OUT in every direction across the country have gone *interconnecting* power lines. Investor-owned companies across most of the nation are now tied together. Whenever necessary, companies can draw power from each other. Benefits of the most modern and efficient generating plants are shared over ever-wider areas.

These are some of the reasons why investor-owned companies can supply and deliver all the low-cost electricity you—and a growing America—will ever need.

INVESTOR-OWNED ELECTRIC LIGHT AND POWER COMPANIES*

People you can depend on to power America's progress

*Names of sponsoring companies available through this magazine

THEY DON'T MAKE ONE BIG ENOUGH...



A briefcase to hold all the Crosley Broadcasting patents. Since the day WLW Radio went on the air in 1922, the men of Crosley have contributed outstanding inventions to radio and television transmission and have secured hundreds of patents in research, developmental and experimental broadcast work. The standing of a broadcasting corporation is unquestionably reflected and judged by the calibre of its engineering and scientific personnel. To an audience this means quality. To an advertiser this means audience. Crosley Broadcasting engineering is just another achievement of the WLW Stations which has placed them among the most watched, most heard, most talked about Stations in the United States. And . . .

*Another example of
Crosley 42 years
of leadership*

CROSLY COLOR TV NETWORK

WLW-C	WLW-T	WLW-D	WLW-I
Television Columbus	Television Cincinnati	Television Dayton	Television Indianapolis

WLW Radio Cincinnati—Nation's Highest Fidelity Radio Station

CROSLY BROADCASTING CORPORATION
a subsidiary of Arco

Burnett. Burnett's agreement with the GOP was to have run to 1965.

The move to EWR&R, a member of the Interpublic Group, came two days after L. Richard Guylay had resigned as president of Thomas J. Deegan Co., New York, to join the national committee (see page 87). The Deegan firm is also part of the Interpublic Group.

3M to sponsor specials on ABC-TV

In its first sponsorship of documentaries on network TV, the 3M Co., St. Paul, announced last week it will present a series of six one-hour programs on ABC-TV during 1965 and 1966. The documentaries will be produced by David L. Wolper Productions in association with ABC News.

Three programs are tentatively scheduled for showing during early 1965. They are: *The Way Out Man*, the story of little-known but important scientists now at work on projects that may shape the future (February 1965); *World of Thrills*, a study of people throughout the world who defy and challenge death for sport, fun, money, science and adventure (March 1965) and *The General*, a depth portrait of General Douglas MacArthur.

Two of the other three documentary specials are planned for showing on indefinite dates in late 1965 or early 1966. They are *The Teen-Age Tyranny*, which will examine the "tribal customs" of today's teen-agers, and *This is Man*, an epic poem film about man in all his aspects. Details on the sixth program will be announced later.

The agency for the 3M Co. is BBDO, Minneapolis.

Business briefly . . .

Lever Bros., New York, through J. Walter Thompson, that city, has begun an intensive campaign for its new Lux Liquid with dermasil. The product will be advertised on seven network TV shows and a heavy spot schedule has been set up in top markets.

Sealtest Foods Division of National Dairy Products Corp., Pittsburgh, through N. W. Ayer & Son, New York, will run a spot TV campaign to advertise its new Checkerboard ice cream. TV commercials, featuring 20-second spots in prime time, are being scheduled in 94 key Sealtest markets.

General Cigar Co., New York, has purchased sponsorship in nine, and **Mead, Johnson and Co.**, Evansville, Ind., and **Glenbrook Laboratories**, (division of Sterling Drug), New York, are each in

six prime-time programs on NBC-TV for the fall. General Cigar's buys through Young & Rubicam: *90 Bristol Court*, *Meet the Press*, *The Man from U.N.C.L.E.*, *That Was the Week That Was*, *The Virginian*, *Wednesday Night at the Movies*, *Daniel Boone*, *International Showtime*, *Kentucky Jones*. Mead, Johnson's buys through Ogilvy, Benson & Mather: *90 Bristol Court*, *Andy Williams/Jonathan Winters Show*, *The Alfred Hitchcock Hour*, *The Virginian* and *Kentucky Jones*. General Cigar also bought into two current season series *Monday Night at the Movies* and *The Eleventh Hour*. Glenbrook through Cunningham & Walsh will be in *Williams/Winters*, *Hitchcock*, *Wednesday* and *Saturday* movies and in the *Jack Paar Show*.

Honeywell Co., Minneapolis, through BBDO Boston and Minneapolis, will sponsor the *Science All Stars* on ABC-TV (Sunday, 5-5:30 p.m.), starting Jan. 10, 1965. Honeywell will utilize commercials from its photographic products and electronic processing divisions and its military products, temperature control and industrial products groups.

Waterman-Bic, Seymour, Conn., through Ted Bates, New York, has bought 13-week participations in ABC-TV daytime programs *Trailmaster* and *American Bandstand* for ball point pens.

Timex, New York, through Warwick & Legler, that city, will sponsor David Wolper's TV documentary *Race for the Moon* on more than 100 stations across the country. The one-hour program is scheduled during the first week in September.

Pepsi-Cola Co., New York through BBDO, that city, **Toni Co.**, Chicago through North Advertising, there, and

the Oldsmobile Division of General Motors Corp. through D. P. Brother Co., Detroit, have signed to sponsor the special two-hour telecast of the 44th annual *Miss America Pageant* from Atlantic City, Saturday, Sept. 12 (10 p.m.-12 midnight).

Michelob beer looks for permanent agency

Anheuser-Busch Inc., St. Louis, announced last week that the introductory phase of the marketing plan for Michelob bottled beer has been completed, the product has achieved national distribution and the company is searching for an advertising agency to handle the account.

D'Arcy Advertising, St. Louis, which handles the firm's broadcast-heavy Budweiser beer, temporarily has handled the Michelob account during the introductory period and will continue until another selection is made. Anheuser-Busch said it has invited eight agencies to make presentations to a committee headed by Walter Reisinger, advertising manager of Busch Bavarian beer. Warren Gibson has been made advertising manager for Michelob.

Political parties buy CBS-TV daytime

CBS-TV announced last week its daytime schedule of five-minute political telecasts which have been purchased by the Democratic and Republican national campaign committees.

Ten five-minute segments have been purchased by each committee. The broadcasts will pre-empt time on five different daytime shows, starting Sept. 14 and ending Nov. 2. The total cost of these telecasts is approximately \$100,000.

The network announced on June 10 that each committee has purchased 10 five-minute segments in nighttime hours. The total cost of these telecasts, which will run from Oct. 11 until Nov. 1, was estimated at \$300,000.

Health service makes grants for smoking study

The U. S. Public Health Service last week announced 10 grants totaling \$260,000 to be used for studies relating to cigarette smoking and health.

Largest of the group is an \$88,000 contract with National Analysts Inc., Philadelphia, for a mass survey of smoking habits and attitudes among the general population.

The awards are part of a long-range

program of public education and information on the effects of cigarette smoking envisioned by the service following release of the surgeon general's report.

Any "educational" programs undertaken by the government may have an uphill fight ahead of them. The National Tobacco Tax Association reports that "partial data for July 1964 indicates that for the second consecutive month, sales of cigarette tax indicia exceeded the level of the year before in a majority of states. July figures suggest a continuance of the easing off of the effects on cigarette purchases of the surgeon general's report on health and smoking. Until June, sales of cigarette tax indicia remained below their preceding year's level in a large majority of states for almost every month since the report was issued last January."

Ads lag behind shows in use of video tape

The nation's advertisers are lagging behind the TV programmers in the use of video tape because of a "communications breakdown," William H. Madden, video-tape sales manager of the 3M Co., told the Houston Advertising Club last week.



He pointed out that up to 90% of daytime network TV program transmissions and 65% of prime-time network telecasts use tape in some way, but added that only one in six commercials are on tape and the remainder on film.

He contended that a "communications breakdown" has kept a segment of the advertising community from fully understanding the workings and capability of tape. Mr. Madden illustrated his talk by showing two special video tapes which demonstrated tape's "life-like quality as well as its ease and speed of production."

Also in advertising . . .

Space race ■ Edward Petry & Company Inc. is expanding its Dallas office by 50% through rental of additional space in the firm's present office building at 211 North Ervay Street.

Grower group ■ Calgrape Wineries Inc., new grape grower cooperative association, has been formed by California Grape Products Corp. of San Francisco and Delano, Calif., and a group of growers representing a potential of

about 100,000 tons of grapes. California Grape Products will be the marketing organization for Calgrape as well as a member.

Nielsen report ■ The Nielsen Media Service has issued a report describing household audiences by their volume of product use for 22 product categories. The NMS report classifies households as "heavy, medium, light, and nonusers" of the products, and reveals each group's share of the total volume of purchase. The report also describes audience penetration of the various groups by 24 major magazines.

Minutes fleeing at CBS ■ CBS-TV's morning minute plan, reported to be a "fast track" for national advertisers in selling for the fall (CLOSED CIRCUIT, June 22), has compiled business for the fourth quarter of 1964 that is said to represent some \$3.5 million in billings. For some time, CBS-TV has hung out SRO sign for its noon-4:30 p.m. periods for the fall. In those segments, the network sells on program sponsorship basis only.

By popular demand ■ Favorable comments on the current trade advertising campaign for KRON-TV San Francisco, which features photographs of the Bay area, has resulted in the station preparing a folder of 12 pictures suitable for framing. The collection is available from the station's promotion department.

New headquarters for National TV Sales

National Television Sales, new TV station sales representation firm headed by Oliver Treyz, has moved its New York headquarters from temporary space on Lexington Avenue to larger offices at 605 Third Avenue. The company, now undertaking to assemble what it says will be "a short list of television stations" for its representation, was formed last spring by Mr. Treyz, former president of ABC-TV; Jack Mohler, formerly with Storer Television Sales; Tom Judge, formerly with CBS Television Production Sales, and associates (BROADCASTING, April 6).

NBC-TV daytime sales

NBC-TV daytime sales for July reached \$13.5 million with 37 advertisers contributing to the total. James G. Hergen, director of daytime sales, reported last week that sales for the week ending July 24 alone amounted to \$6 million.

Mr. Hergen said during the month, sponsors had bought into every Monday-Friday daytime program in which there were availabilities.

U.S. judge favors TV in court

Appeals court's Wright tells ABA it's time
it realized 'television is here to stay';
suggests Supreme Court as starting point

Courtroom access for television cameras received major support last week from a high-placed member of the judiciary at the annual convention of the American Bar Association.

Judge J. Skelly Wright of the U. S. Court of Appeals of the District of Columbia—in one of the strongest public utterances in defiance of the ABA's Canon 35 ever made by a high-ranking member of the bench—told members of the bar it is time they realized "television is here to stay."

He suggested the Supreme Court take the initiative by allowing TV cameras into its own chambers. A good place to start, he said, would be with coverage of Supreme Court decision days.

Judge Wright said research has shown that 55% of the people in this country are getting most of their news through TV and this number is rising yearly.

(A study last year by Elmo Roper & Associates on how the public ranks news media had emerged with the figure mentioned by Judge Wright [BROADCASTING, Jan. 27]).

The judge advised members of the bar to sit down with TV representatives to work out the problems of introducing TV to courtrooms.

"It's time for the bar to give some consideration to this medium," he said. "In fact," he added, "I'm not certain TV doesn't have a constitutional right to be in the courtroom."

He said it would be a shame if a test case in this matter were brought as far as the Supreme Court when the high court itself could preclude this course by inviting cameras into its own courtroom.

Judge Wright said he sees no reason why the public should read about a court decision second-hand, or have to read about a decision in an account written by a journalist, who usually isn't trained legally anyway, when it could see the court scene first-hand via TV.

He asserted that cameras in a courtroom do not have to affect the dignity of the court. "There's nothing more dignified than the Supreme Court on decision day," he said, "and the public ought to be allowed to witness it. There's no reason why cameras shouldn't be where

the public has its greatest stake. I suggest that some consideration be given to the 190 million Americans who have an interest in the legal process."

It's no relief, he suggested, to tell the television industry that it can cover a trial but that its cameras can't. This, he said, is denying TV broadcasters the use of their medium in coverage.

Questioned after his remarks, Judge Wright said he felt TV cameras should eventually be allowed to cover full trials, but that decision days would be a good place to start.

Fair Trial — Judge Wright was one of four panelists in a session of "The Right of Fair Trial: Responsibility of the Pub-

lic before they accept such a code.

A \$339,000 research project designed to determine the effect of trial coverage on trial outcome is projected by the National Conference of State Trial Judges, an activity of the ABA.

Judge Wright noted that only 12% of criminal cases go to trial and only 8% are jury trials. Of these, he said, "only one in 100 gets the kind of coverage we're talking about."

He reaffirmed comment of an earlier panelist, Dean Erwin Griswold of Harvard Law School, that unethical comment on trial cases, made by members of the bar to the media, is a major obstacle to fair trial. He said enforcement of the ABA's Canon 20—one of the association's checks on the conduct of the bar in comments to news media—"is a sham."

Earlier Dean Griswold had stated that the wording of Canon 20 is so permissive as to be ineffectual and that this loose attitude was largely responsible for the conduct of certain lawyers and newsmen involved in coverage of the events following President Kennedy's assassination.

He said a suggested amendment to Canon 5—another section dealing with lawyer's conduct during trials—"does not go nearly far enough" (BROADCASTING, Aug. 10).

The amendment, which was to have gone to a vote last week in the ABA's House of Delegates, was shelved in favor of a review of the association's canons of ethics under a program to be implemented by the new ABA president, Lewis F. Powell Jr. ABA authorities said there were no indications that Canon 35 would be included in the review, however.

Dean Griswold suggested complete restrictions on lawyers, prohibiting any disclosures of information in a criminal case before or during a trial.

In support of Canon 35, Dean Griswold said the objective of a trial "is not to entertain the public, not even to let the public know what is going on, but is the meticulous and dispassionate ascertainment of the truth."

Harry S. Ashmore, director of editorial research and development of En-



Judge Wright
Throw open the doors

lic, the Legal Profession and the News Media."

Before launching into his comments on courtroom TV, he warned news media that Congress might be forced to enact a code of ethics for journalists in covering trials if they violate the individual's right to fair trial by releasing prejudicial information before a trial's conclusion.

He averred it would be far better for journalists, the bar and the judiciary to enter into a cooperative code of ethics in trial reporting.

Judge Wright said the media have a right to be shown the ill effects of prejudicial prejudice caused by news coverage

cyclopaedia Britannica and former editor of the *Arkansas Gazette*, speaking at the session, said he found "no reason to believe that electronic pictorial exposure will serve the cause of justice. There is every reason to believe that it will not."

He stated: "This panel is, in part at least, a response to the massive public relations effort being waged by the broadcasting industry to open the court-rooms to television cameras."

Felix R. McKnight, executive vice president and editor of *The Dallas Times Herald*, another panelist, asserted that "official leaks" to newsmen constitute just as urgent a concern as pretrial publicity.

Mr. McKnight asked for a single example of a person who has been convicted because of pretrial publicity.

"How does anyone know," he asked, "whether it was the pretrial thoroughness of the press in reporting events that places a defendant in jeopardy?"

Mr. McKnight said journalists have indulged in "reflective self-appraisal" since the assassination of President Kennedy. He urged cooperation between the bar and news media in lieu of "dangerous" statutory checks on the way newsmen may report on trials.

In another ABA convention session, FCC Commissioner Rosel H. Hyde, participating in a symposium of the administrative law section, outlined vari-

ous factors that determine or affect FCC policy. Among the considerations he mentioned were legislative influences (letters from congressional committees, remarks on budgets submitted to Congress); FCC requests to the executive department; commission hearings on significant issues (the "fairness doctrine"); the commission's rule-making power, and its practice of "continuing surveillance" of station licensees.

"We also use what could be called policymaking by the 'lifted eyebrow,'" Commissioner Hyde observed. "Through making speeches you impress applicants for station licenses with your views . . . or with what audiences think of different kinds of programing."

He studies the feasibility of a study

A former Texas newspaperman who has been teaching journalism at the University of Minnesota since 1929 has been looking into the feasibility of a major study of news media coverage of the courts and government proceedings for the Brookings Institution.

He is Professor J. Edward Gerald, 58, native of Evant, Tex., and formerly editor of the *Canyon* (Tex.) *Prairie*, the *Canyon News*, a staff correspondent for the old United Press in Denver, and who served a term on the copy desk of the *St. Louis Star-Times*.

The study was proposed by Frank Stanton, CBS president, last March (BROADCASTING, March 30). He suggested that the Brookings Institution undertake the establishment of a task force of leaders of all media to recommend a code to guide newsmen or law officials in coverage of legal affairs. He announced that CBS has offered to finance the study. Cooperation was offered later by Westinghouse Broadcasting Co. and Sigma Delta Chi, the professional journalistic society. Leader of the task force, Dr. Stanton said, should be someone like Newton N. Minow, former chairman of the FCC and now executive vice president and general counsel of Encyclopedia Britannica, Chicago.

Professor Gerald, who has been at the institution since July 21 (but who began his work early in June), is the author of "Social Responsibility of the Press" (1963); "The Press and the Constitution" (1931, 1947, 1948), and "British Press Under Government Economic Controls" (1956), as well as articles in

professional and trade journals.

Favorable to Access ■ On the question of permitting TV and radio to cover courtroom trials, Professor Gerald is sympathetic. Writing in *The Quill*, journal of SDX, in a symposium on access to legislative and judicial proceedings, he held that the broadcast media have a right to be present at a trial "When [they] can be present . . . as unobtrusively as reporters seated at a press table." He explained: "The community should provide facilities designed for [TV and radio] requirements as rapidly as possible. Even when unobtrusiveness is assured, the extent to which their unrestricted activity, now new and unusual, would affect a trial is undetermined. The mass public cannot and should not do the work of a court. Miscarriage of justice results when community excitement is communicated to judge and jury and distorts calm consideration and judgment. Rules for broadcast media will have to be worked out by the courts."

Self-Control Needed ■ In another section of his contribution to the *Quill* symposium, Professor Gerald called for restraint by both lawyers and the news media in pretrial reporting.

"Sensational pretrial publicity," he says, "is altering the jury system, making it unnecessarily expensive, cumbersome to administer and less trustworthy than justice requires. It should be limited if the main consideration is to restore and preserve the constitutional guarantee of trial before a fair and impartial jury and an unbiased judge."

"The nature and scope of such limits should be determined by

trusted representatives of the professions of law and journalism. . . ."

Too Severe ■ He referred to the British system, which restrains pretrial reporting by making the reporter liable to contempt of court sanctions, as going "as far in unnecessary restraint as our system does toward protecting the irresponsible journalist."

In 1952 he was president of the Association for Education in Journalism, and for three years (1950-53) he was chairman of that organization's committee on professional freedom and responsibility in press and radio.

Since undertaking the feasibility study, Dr. Gerald has talked to city editors, radio and TV news directors, lawyers, judges, police administrators and officials of bar and trade associations. He also has been collecting answers to a questionnaire to newsmen sent out from his Minneapolis office. In company with Randall Ripley of the Brookings staff, he has interviewed a score of members of the House and Senate and has talked to members of congressional staffs interested in the problem.

His report on whether the study should be undertaken and how it should be organized is expected to be submitted to Brookings executives by Sept. 1. They in turn will submit the proposal to the institution's board of trustees, which is scheduled to meet in October. The trustees ordered the feasibility study at their meeting last May. If the trustees approve, financial support for the research will be sought, the institution said.

WWDC^{radio} salutes Washington's finest



From a background in utility financing, R. Roy Dunn came to the Potomac Electric Power Company (PEPCO) in 1942. Following service as Assistant to the President, then as Vice President and Treasurer, he was elected President in 1951. Under his presidency many improvements have been effected in PEPCO's financing and building program. In 1960 PEPCO completed a huge 570,000 kilowatt capacity generating plant at Dickerson, Md. Another generating plant, which will have almost one and one-half times this kilowatt capacity, begins operation of its first unit at Chalk Point, Md., on the Patuxent River, soon. Mr. Dunn can also point to an average annual growth in sales and revenue of 8% since 1953. A heavy schedule in broadcast media, promoting electricity and electrical appliances, is being used by PEPCO in order to maintain and, if possible, increase this average. WWDC thanks Mr. Dunn, PEPCO, and their agency, Henry J. Kaufman and Associates, for the privilege of playing an important role in this promotion.

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WWDC RADIO WASHINGTON D. C.

60 (PROGRAMING)

Metromedia appeals ASCAP turndown

SEEKS NEW TYPE OF LICENSE FROM RIGHTS SOCIETY

The Metromedia radio stations last week presented the second circuit court of appeals in New York with a brief in defense of their contention that they are entitled to a new type of music license from the American Society of Composers, Authors and Publishers. Metromedia wants a radio music license based on the gross of its radio stations.

ASCAP's refusal to offer such a license led Metromedia to move for a contempt action against the performing rights society—a motion denied in district court last March by Judge Sylvester Ryan and now brought on appeal to the circuit court (BROADCASTING, March 30).

Under past blanket license arrangements most radio stations have paid ASCAP a "commercial fee" which is a set percentage—2.125% of net receipts from sponsors after deductions, plus a "sustaining fee" prorated on net receipts from sponsors before deductions.

Metromedia's argument holds that the "commercial fee" demanded by ASCAP fails to differentiate between stations "regardless of their sales, power, frequency, hours of operation, profitability, technique of programming, music usage, overhead costs or any other consideration. . . ."

The Metromedia brief states "ASCAP's royalties are in no way related to the station's use of ASCAP music or its value." The brief, submitted by Metromedia's vice president and general counsel, Robert Dreyer, points out that ASCAP gains \$2.125 on every \$100 in sponsor receipts after deductions, even though the station in question may have used more, less, or the same amount of ASCAP music.

Offering the example of Metromedia's WNEW New York, the brief states that although the station's nonmusic programming increased 63% between March 1958 and March 1964, payments to ASCAP by the station also increased.

Metromedia said its 10 AM and FM stations had paid ASCAP \$197,070 in 1963—up from \$179,623 in 1962—and claims these payments are rising at a "staggering rate," out of line with the contributions of the ASCAP music to programming and revenues.

Metromedia argues that its WNEW alone spends over \$500,000 for its news operation and yet may take no credit on this amount beyond its expense for newswire services when figuring the base on which it computes its payments to ASCAP, while a "rip-and-read station may deduct its entire news costs, that is wire service charges, from its payments base."

Metromedia contends that the sus-

taining and commercial fees should be combined into a single fee which would be computed as a percentage of gross receipts, making "due allowance for all costs incurred in earning those receipts."

Several weeks ago Judge Ryan of the southern district court in New York set in motion a search for a negotiated settlement of all major music licensing disputes now pending in federal court in New York (BROADCASTING, July 20). Last week Mr. Dreyer, Metromedia counsel, said he saw no reason why the Metromedia appeal should interfere with an all-inclusive negotiation.

Mr. Dreyer said Metromedia could not proceed on the assumption that ASCAP would make a satisfactory offer in response to its request. "Either we are entitled to negotiate our own agreement with ASCAP, or we are not," he stated. "If the circuit court finds that we are, then I assume we will be in a stronger position when it comes time to negotiate. If the court holds that we cannot require ASCAP to offer the kind of license we desire, then we might have to submit to a license negotiated with ASCAP by committee."

House group approves uniform time act

The House Commerce Committee, by a 9 to 8 vote, last week approved a bill that would establish a nationwide system of daylight savings time observance. It would be mandatory for all federal agencies and interstate common carriers, including airlines, railroads and truckers.

A section requiring radio and television stations to comply was left out of the final House version, but a bill approved by the Senate Commerce Committee and pending before the Senate has such a provision.

States and communities would not be compelled to join the step in time, but the Interstate Commerce Commission would have the right to set up sub-zones to serve areas in favor of the move.

The bill, H. R. 11483, introduced by Representative Harley O. Staggers (D-W.Va.), would provide for the creation of the Atlantic, eastern, central, mountain and Pacific time zones within the continental U. S.

The Atlantic time belt would create a new zone in the U. S.

The nationwide savings time observance would begin on the last Sunday in April and end on the last Sunday in October.

BROADCASTING, August 17, 1964



Are you giving your storyboards only half a chance?

Probably . . . unless you cost them out for video tape as well as for live or film. Because today, more times than not, video tape (SCOTCH® BRAND, of course) can do the best job. And the only way to discover this yourself is to get the costs and counsel from your local tv station or a tape studio in terms of *your* commercials.

Look what you have to gain: Incomparable "live" picture and sound quality without chance of a live goof. Instant playback that lets you see immediately how you're doing. Pushbutton-fast special effects, no lab processing. And you may save weeks over film, with new convenience and often lower cost in the bargain.



Over 175 tv stations are now participating in 3M's comprehensive new program to help advertisers and agencies create better commercials. *These stations offer workbook manuals, other printed materials, as well as a 25-minute demonstration reel. Call your local stations for details.* (If we haven't contacted them yet, write to Magnetic Products Division, Dept. MBX-84, 3M Company, St. Paul, Minn. 55119.)

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Magnetic Products Division



Sec. 315 debated, but no action

Resolution to suspend equal-time rule
delayed by Democrats in Senate debate

Republican senators fought in vain on the Senate floor last week to prod the Democratic Senate majority into permitting a vote on HJ Res 247—an aging resolution that would suspend the equal-time requirements of Section 315 for the presidential and vice presidential races this fall.

Senate Majority Leader Mike Mansfield (D-Mont.) promised to bring the matter before the Democratic Policy Committee “within a few days.” But Senator Norris Cotton (R-N. H.), who led the GOP effort, reminded the Democrats that the legislation has been awaiting action for three months (BROADCASTING, May 11) and that he would move to bring it up unless the Democrats acted promptly. “I do not propose to be governed by the Democratic Policy Committee,” Senator Cotton said.

The debate, tinged by partisanship at times, revealed, however, both parties' awareness that suspension of Section 315 would, as Senator Hugh Scott (R-Pa.) put it, “save both political parties great sums of money.” He said broad-

President Johnson nor Senator Barry Goldwater (R-Ariz.) had said anything to him about the suspension. “In my judgment, the way to handle the problem is for the two candidates to reach an agreement, and then have legislation enacted to fit the agreement.”

Although neither Senator Goldwater nor President Johnson may have told Senator Pastore their views on the legislation, Senator Goldwater has made several public statements expressing his willingness to debate President Johnson on radio and television. He also has said he was sure some format could be worked out that would avoid putting the President in a compromising position regarding national security.

President Johnson has so far parried all questions on the subject. He has said they are premature because the Democratic party has not yet selected its presidential candidate.

The convention is Aug. 24-27 in Atlantic City. Republicans fear that the Congress may adjourn before the Democrats do pick their candidate. They're



Sen. Cotton



Sen. Mansfield



Sen. Pastore



Sen. Scott

casters “are actually competing to give time to each of the two major parties, asking only protection against equal time demands from the 14 or more minor parties, with which it would be impossible to comply, while at the same time assuring us of their willingness to deal fairly with the minor parties.”

Democrats agreed, but were concerned lest a broadcast format place President Johnson in a position to accidentally reveal some secret damaging to national security in the heat of a face-to-face, live confrontation with his opponent. Republicans countered though, by pointing out that the legislation says nothing about a format and that it could be worked out later to the candidates' satisfaction.

Senator John O. Pastore (D-R. I.), chairman of the Senate Communications Subcommittee, worried that neither

aiming for adjournment Aug. 22.

Senator Cotton, ranking Republican on the Senate Commerce Committee, said the only reason he could see for the Democrats' delay “is that they want to save the President of the U. S. from simply saying ‘no,’ when he can say that without loss of respect or prestige on the part of any citizen in the country.”

Senator Jack Miller (R-Iowa) said he would suggest “the idea of this legislation is not to satisfy the desires or whims of either major candidate. It is the general public, and the public's right to know, that is involved.”

HJ Res 247 passed the House in June 1963 and the Senate passed a slightly different version last fall. A House Senate conference resolved the differences in May this year and it is their report that has not yet been

Another return to radio

Ripley's “Believe It or Not!” feature libraries have been adapted for radio. The radio features, presented in one-minute segments, are being produced and syndicated by the Creative Marketing & Communications Corp., Cincinnati and New York, it was reported last week.

The series' musical signature is being produced and directed by Ed Labunski of Labunski Productions, New York. The late Robert L. Ripley once starred in a live network radio program on NBC.

brought up for final Senate action. The House, according to rules of procedure, would act after the Senate.

315 puts crimp in announcer's campaign

Erik O. Furseth, staff announcer, WILS Lansing, Mich., and a candidate for the Republican nomination for state representative, fell victim to Section 315 last week.

Mr. Furseth announced Wednesday (Aug. 12) that he would cease to campaign actively for the nomination. The station's attorney, he said, had advised that his announcing may make the station liable for equal time demands from his opponent under Section 315. No request has been made so far.

Mr. Furseth has been campaigning since July 14 and has held down his regular announcing job. He had sought a leave of absence but didn't get it, he said.

There's still a chance he could win, however. His withdrawal from active campaigning came too late to remove his name from the ballot in the Sept. 1 primary election. If he should win the primary, Mr. Furseth said, he would again ask for a leave of absence.

Bob Runyon, WILS news director, is a city councilman in Williamston, Mich., but, Mr. Furseth reported, no equal time problems arose when he ran for office.

SAG members okay TV pact

The membership of the Screen Actors Guild has approved the new contract for entertainment television programs by an affirmative vote of 97.35%, a record in SAG history. The contract calls for increased residuals and a share in the proceeds of foreign sales of the TV shows (BROADCASTING, July 13).

BBC tv enterprises

first IN THE FIELD WITH THE
first COMPREHENSIVE SERIES ON THE
first WORLD WAR

With Enterprises' global sales operation still rolling BBC TV's 26 part documentary skein. "THE GREAT WAR" is already a world best seller.

BELGIUM, DENMARK, EIRE, LUXEMBOURG, NORWAY, SWEDEN and SWITZERLAND
have already started transmission.

AUSTRALIA (ABC) has it scheduled for late August.

METROPOLITAN BROADCASTING TELEVISION

WNEW

New York

KTTV

Los Angeles

WTTG

Washington, D. C.

is premiering early September

Other buyers to date include CANADA (CBC), W. GERMANY (Deutsches Fernsehen), HOLLAND, MALTA, NIGERIA, RHODESIA and SINGAPORE.

Orders are still coming in. If you want to know more about "THE GREAT WAR,"

contact **PETER GREEN** at

BBC tv enterprises

630 FIFTH AVENUE, NEW YORK 20

Telephone LT. 1-7100 / Cables Broadcasts, New York

NGC, Paramount affiliates unite

Theater Color-Vision Telemeter will present NFL games in theaters; Giants may be added to lineup shortly

Theater Color-Vision Corp., a subsidiary of National General Corp. and International Telemeter Corp., a subsidiary of Paramount Pictures Corp., have joined forces for the presentation of National Football League home games on closed-circuit large-screen theater television in key cities.

The joint venture, to be known as Theater Color-Vision Telemeter (TCT), combines contracts which Theater Color-Vision has negotiated with the Chicago Bears and Detroit Lions (BROADCASTING, Aug. 10), with equipment developed by Telemeter and used in presenting hockey games in Canadian theaters. TCVC is also negotiating for theater showing of home games of other NFL clubs and any further contracts will become part of the TCT operation.

Leslie Winik, president of Telemeter, said last Thursday (Aug. 13) that he was "hopeful" that the New York Giants would be signed for "three games very shortly." He said there would probably be about 20,000 seats available in five or six theaters and arenas in the New York metropolitan area.

Irving H. Levin, NGC executive vice president and head of TCT, said that the arrangement with International Telemeter for equipment does not mean that the earlier agreement with General Electric Co. for installation of the Talaria system of large-screen closed circuit TV equipment for TCT member theaters has fallen through. "The Talaria equipment is now on the production lines and we are planning to install it in our theaters," he said. "But that is designed for color reception and reproduction, whereas the equipment

that International Telemeter is supplying is for black-and-white reception and reproduction."

Mr. Levin explained that the NFL games to be shown by TCT in theaters will be picked up from CBS-TV, which has the TV rights to all NFL games except for the home games, where live TV coverage is blacked out to protect attendance. "CBS will feed them to us in black-and-white, so we need equipment to show them in black-and-white in the theater and that's what Telemeter has."

The TCT agreement calls for NGC to handle TCT operations and administer its business affairs through NGC headquarters offices in Beverly Hills, Calif.

More movies, pro basketball for STV

The chief item on the agenda of Subscription Television Inc. last week was the inauguration of program service in the San Francisco area on Friday evening (Aug. 14). Some 2,000 families, who had been connected to telephone lines to receive STV's closed-circuit pay-TV programs, had their choice of the baseball game between the San Francisco Giants and the Milwaukee Braves, in color; a classical drama, Maxim Gorki's "The Lower Depths," as performed at New York's Phoenix Theater and another off-Broadway hit, "The Second City Revue," on STV's three program channels.

But STV had other good news for its subscribers and potential subscribers in San Francisco and Los Angeles, where programming began a month earlier (BROADCASTING, July 20). STV announced the signing of contracts with Metro-Goldwyn-Mayer and Columbia Pictures Corp. that add more than 30 theatrical motion pictures of recent vintage to the program fare available exclusively to STV subscribers as home entertainment.

The MGM package of 20 pictures includes "The VIP's," "The Wheeler Dealers," "The Prize," "Sunday in New York," "Kissin' Cousins," "Advance to the Rear," "The Haunting," "Any Number Can Win," "Mail Order Bride" and "The Seven Faces of Dr. Lao." These films will be programed

by STV starting the first week in September in both cities.

The 11 pictures acquired from Columbia include "Bye Bye Birdie" and "Under the Yum Yum Tree," along with a number of special interest movies like the Academy Award winning French picture "Sundays and Cybele."

STV now has contracted for feature films from four major organizations—United Artists and Paramount (BROADCASTING, Aug. 10, July 27), as well as MGM and Columbia, and it is anticipated that now that these deals have been made the other movie makers will not delay much longer in making their pictures available to STV for showing six to nine months after the end of their first run in each city. STV has been pricing the pictures at \$1.50.

For Los Angeles fans, STV announced the signing of a contract to bring them the home games of the Los Angeles Lakers, professional basketball team, during the 1964-65 season. The Lakers' out-of-town games will be broadcast by KTTV-TV Los Angeles, but home games are blacked-out for commercial television coverage in the metropolitan area.

The first Lakers' game on STV will be Oct. 25 against the Baltimore Bullets, Tom S. Gallery, STV vice president and director of sports programming, said in announcing the contract. The team is a member of the National Basketball Association, as is the San Francisco Warriors, whose games will be part of STV's service to San Francisco subscribers.

A progress report on the number of STV installations was given by Sylvester L. (Pat) Weaver, STV president, last week.

There are 22,625 orders in Los Angeles, made up of 9,047 subscribers in areas where wiring is either already completed or will be by the end of the year, 3,784 orders from tenants of high rise buildings where STV has permission to install its equipment, and 9,794 orders which cannot be filled this year.

In San Francisco there are 4,639 home subscribers and 615 in high-rise buildings in the area where wiring can be completed by the end of 1964 and 2,122 orders from areas to which service cannot be supplied until later, for a city total of 7,376.

Desilu now handling theater films for TV

Desilu Sales Inc., syndication subsidiary of Desilu Productions, has begun to distribute theatrical movies as well as TV films through an agreement with Westhampton Film Corp. Under the arrangement, DSI is to handle the sale to

No NBC flicks in '65-66?

NBC-TV is expected to drop motion picture programming in the 1965-66 season. Though no official announcement has been made by the network, NBC spokesmen last week acknowledged that advance planning for the fall of 1965 anticipates those time periods will be filled with programs produced for TV.

At the outset of the 1964-65 season, NBC-TV will slot features in the Wednesday, 9-11 p.m. period, and Saturday at 9-11 p.m.

Some plain talk from Eastman Kodak about tape:

base characteristics, surface smoothness and sound brilliance.

Kodak
TRADEMARK

Visualize a roll of sandpaper $\frac{1}{4}$ -inch wide. Now thread it into your tape recorder and run it awhile. Devastating thought? Sure is. Some poorly made tapes seem just about like that. Here's the story: Iron oxide is actually harder than many types of sand. And each particle of this destructively hard material can exert thousands of pounds of pressure, cutting a recorder head brutally. Luckily, that sort of thing can't happen here.

And for two good reasons. The first is our "R-type" binder. This resinous material has a number of unique advantages. It covers each particle of iron oxide thoroughly. It can be critically controlled, and coated to a glass-like smoothness. No other binder can be handled like our "R-type" binder. This means that Eastman tape gives you a smoother, more friction-free surface to begin with.

We take this super-smooth surface and to make certain that your recorder heads will get tender treatment, we take the extra precaution of lubricating the entire thickness of the binder.

A lubricant must lubricate, but not too well.

Here are the requirements. Tape must slip over heads (and pressure pads if your recorder has them), but there must be no slippage at all over the capstan, otherwise constant speed will suffer. The ideal lubricant has a combination of characteristics that allows it to glide friction-free (relatively, of course) in certain places and hold fast and not slip at all in others. Designing lubricants that give this sort of performance is difficult. After a few thousand tries, we hit it and got some big rewards in terms of performance.

For example: The length of tape from idler to capstan, is not just in forward motion. It is in longitudinal vibration as well. About 3000 CPS in some recorders, maybe 5000 or 6000 CPS in others. This acts as a sort of mechanical

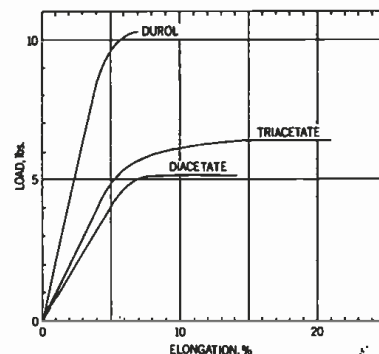
AC ripple superimposed on the DC motion of the tape, if we may be allowed an electronic metaphor. The result is the generation of sidebands that destroy the timbre of the music. Lubrication does effectively control the generation of these sidebands. Trouble with sidebands is that they peak way up. Lubrication also suppresses the peaks while reducing friction.

We incorporate our lubricants into the magnetic coating. And we lubricate the base as well. In that way, all bets are covered. You might have noticed from time to time how some tapes smear their lubricants all over your equipment. Because our lubricants are stable, you'll never get that sort of "gunking" from an Eastman tape.

A dilemma: Polyester or Acetate?

Base materials have their problems too. They must not stretch, or sound distortion will result. They must be strong so that they won't break. But they must be "short" enough to break clean without necking down and losing recorded material. They must be supple enough to be head-clinging but not so floppy they behave like wet spaghetti. Basically, two different materials are used in tape bases. Acetate and polyester. These two materials are so different that they are used for entirely different applications and do give us sufficient versatility to solve most base problems.

Polyester is a really tough material. It is a first choice when it comes to superior strength in thin coatings such as $\frac{1}{2}$ mil materials. Where really long play is needed, polyester is the ticket. Acetate is a different story altogether. Especially our unique type of acetate which we have named Durol. Durol base is outstanding in its yield strength and elasticity characteristics. Under emergency loads it will break clean with virtually no permanent deformation.



The above chart shows what happens when you simulate tough rewind conditions. Tape was put under sudden stress until it snapped. The end of the curve is the breaking point. Note that the Durol base samples proved out 40% stronger than the conventional acetates. How much permanent stretch remains after breaking is known as residual elongation. With Durol base tape this is less than 2%, while conventional acetates average 8-10%. This means that Durol base tapes can be spliced with virtually no loss in recorded material. Next time let's dig a bit further into general tape technology and a few of the parameter considerations.



Choose EASTMAN Sound Recording Tape, Type A303, for all general-purpose applications. Choose Type A304 wherever high output characteristics are called for. For long-play applications choose new Type P105—so thin you get 3600 feet on a 7-inch reel! EASTMAN Sound Recording Tapes are available at your local electronic dealer's and other tape outlets.

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EASTMAN KODAK COMPANY. Rochester, N.Y.

Another sports show syndicated

Television's voracious demand for new material is encouraging increasing numbers of locally produced shows to try for national syndication. Sport Films' *Outdoor Sportsman* is a promising example of the process.

The half-hour show began in Portland, Ore., nine years ago as a Pacific Northwest hunting and fishing feature. When the original host left, Jim Conway, a sporting goods wholesaler and experienced outdoorsman, took over and expanded its horizons. He and his cameraman, Larry Barrett, have ranged over most of the Western Hemisphere in search of new hunting experiences for their viewers, and they plan trips to Australia, New Zealand and Africa.

The pair has produced more than 200 shows. Mr. Conway goes only to hunting and fishing spots that are available to the public, uses the best local guides and demonstrates the methods that are successful locally in bagging the finest game and fish. Sound film is shot on location, entirely in color and on equipment developed for the purpose by Mr. Barrett.

Portland area ratings have been increasingly favorable, and the program is currently running in San Diego, Seattle, Spokane, Wash., and several smaller cities, in addition to Portland. U. S. Royal tires, Mobil Oil dealers, Rainier beer distributors and Chevrolet and Dodge dealers form a growing list of sponsors.

U. S. Royal tire dealers offered 1,000 booklets on steelhead fishing through the show's Portland outlet, KGW-TV, and distributed them all with 27 hours. A contest sponsored by the company and designed with the expectation of about 5,000 entries actually received 10,000.

Foster Sporting Goods of Portland had a similar experience. They used the program to offer fishing lures to the first 50 customers asking for them the following day. The offer drew lines of 150 to 175 people at various times that day.

Pleased by the local response, Messrs. Conway and Barrett formed Sport Films Inc. and decided to offer the show nationally. Their address is 4035 South West 94th Avenue, Portland.

will be shown on educational television nationally Nov. 20. National Educational Television is preparing the program, which will be called *Death: An Essay*.

Mrs. Goldwater offered time to equal Lady Bird's

CBS-TV has offered Mrs. Barry M. Goldwater, the wife of the Republican candidate for President, an opportunity to appear in a program similar to that the network telecast last Wednesday (Aug. 12) showing *The First Lady at Home*.

The offer to Mrs. Goldwater was made before the decision to actually telecast the program which featured Mrs. Lyndon B. Johnson at the LBJ ranch in Johnson City, Tex. Mrs. Johnson was interviewed on the program by CBS correspondent Walter Cronkite. The show was taped on Aug. 9. KRLD-TV Dallas, a CBS affiliate, cooperated in its production. It was not sponsored and was shown in the 7:30-8 p.m. period.

CBS spokesmen said Mrs. Goldwater's response had not been received as of Aug. 13. NBC-TV was slated to telecast Mrs. Johnson on a tour of western states in its *Sunday* show (at 5 p.m.) yesterday.

television of 42 feature films, 15 in color, which are available for immediate distribution.

Pictures include "The Phony American," with William Bendix and Christine Kaufman; "The Devil's Hand," with Robert Alda and Linda Christian; "Blood Lust," starring Robert Reed, and "The Mighty Jungle," with Marshall Thompson. Other first-run films are being prepared for TV release through DSI.

Richard Dinsmore, vice president and general manager of Desilu Sales, said: "This decision to broaden our services to include features marks a milestone in the development of Desilu Sales. Conversations with TV executives throughout the country have indicated that the need for feature-film programming is steadily increasing and it is our intention to help meet this need with a constantly growing supply of outstanding first-run pictures."

AFM trusteeship in Chicago

Chicago Local 10 of the American Federation of Musicians, the union local founded and long headed until recently by James C. Petrillo, has been placed under trusteeship by the AFM international executive board for failure to integrate with Chicago Local 208, a small-

er predominately Negro union. Local 10's officials have not opposed integration but they have protested the time requirements and organization structure proposed by the international.

TV networks plan memorials for JFK

Memorial tributes to President John F. Kennedy are being scheduled by the three TV networks on or near next Nov. 22, the first anniversary of his death.

CBS has scheduled for Nov. 18 a one-hour program dealing with the President's efforts for peace. Based on the "burden and the glory of freedom" cited in the President's second state of the union address, the program is tentatively titled *The Burden and the Glory of John F. Kennedy*. NBC reportedly is preparing two special programs for Nov. 22. One is an NBC News *White Paper* reviewing the assassination, and the other is a documentary called *JFK Remembered*. ABC may telecast *The Faces of November*, a photographic study of Americans in the days immediately after the assassination.

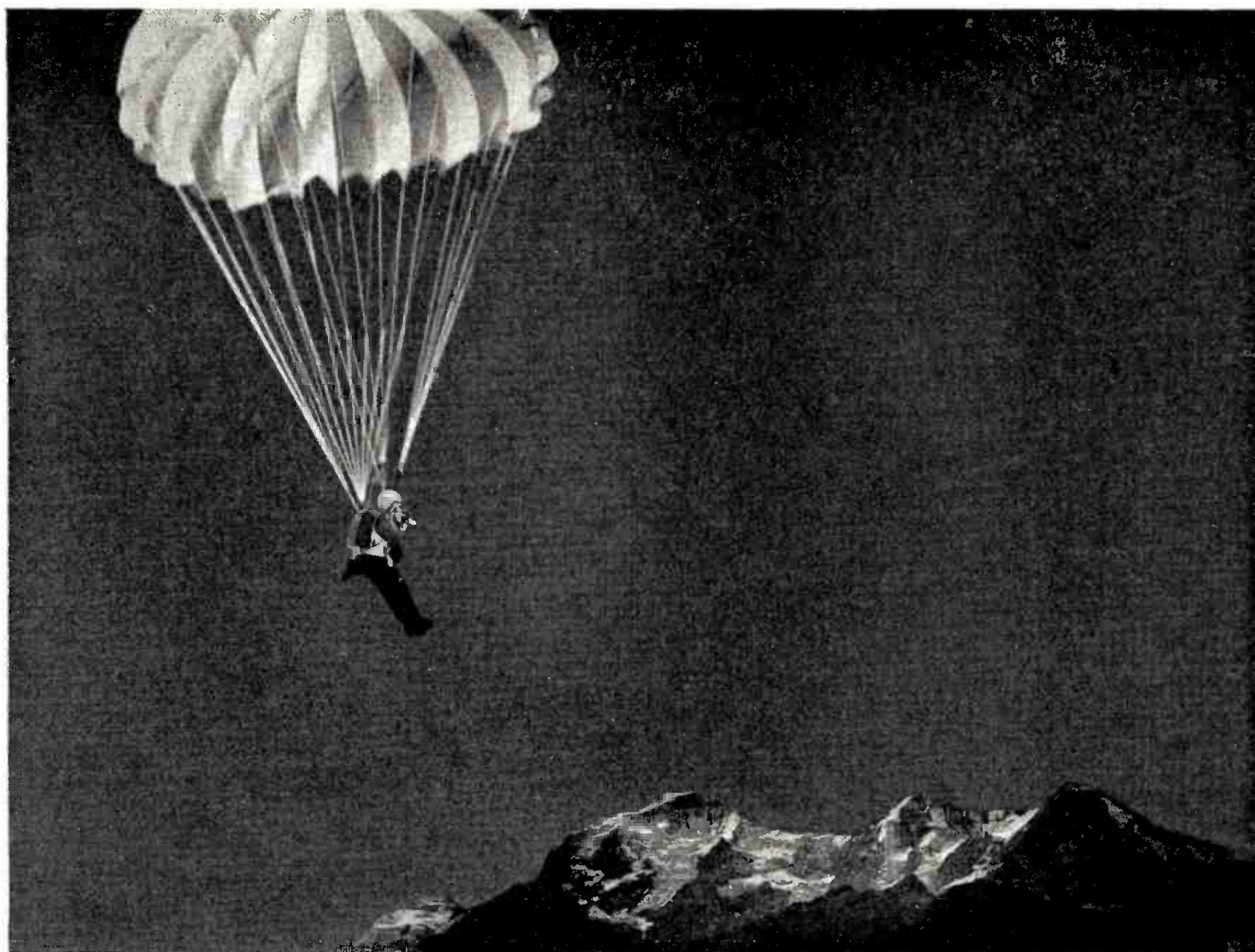
A program not mentioning President Kennedy by name, but describing him as "a man who was with us a year ago,"

'Living Camera' series sold in 16 markets

A series of 10 one-hour documentary specials, *The Living Camera*, has been sold in 16 markets in the U. S. for a fall start, it was reported last week by Peter Robeck, president of Peter Robeck & Co., New York, distributor of the series.

The programs were produced for Time-Life Broadcasting by Robert Drew Associates and are studies of a person or persons in tension, tragedy or triumph. The programs include "The Chair," the story of convicted murderer Paul Crump; "David," a young dope addict, and "Pete," a reformed Harlem hoodlum.

Stations which have bought *The Living Camera* are WOR-TV New York; KHJ-TV Los Angeles; CKLW-TV Windsor-Detroit; KSD-TV St. Louis; KPTV-TV Portland, Ore.; WTEN-TV Albany, N. Y.; KXTV-TV Sacramento, Calif.; KOGO-TV San Diego; WOKR-TV Rochester, N. Y.; WOOD-TV Grand Rapids, Mich.; KTVW-TV Tacoma, Wash.; WFBM-TV Indianapolis; WILX-TV Lansing, Mich.; WLKY-TV Louisville; WPRO-TV Providence, R. I. and KLZ-TV Denver.



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with Sylvania's "Newschief"
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It weighs 27 pounds
and it's wireless.

Now nothing is too remote for Sylvania "live" television.

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If your cameramen aren't stevedores, that's all right, too. *Newschief* is transistorized. The camera



weighs about 5 pounds. The audio-video transmitter and its battery pack weigh twenty-two pounds.

Batteries are rechargeable and can be changed without interrupting a broadcast. They power *Newschief* for line-of-sight transmission up to a mile.

The camera is an adaptation of

Sylvania's 800 model, pioneer in a new series of 800-line resolution cameras that have brought new life to closed-circuit television.

This *Newschief* has a tunable RF output, zoom lenses and through-the-lens viewfinder. Sylvania will design *Newschief* units to meet any broadcaster's specifications.

From electronic component production to complete systems responsibility, no one says capability in TV better than Sylvania.

For additional information, contact: Sylvania Commercial Electronics, 730 Third Avenue, Dept. B7, New York, N. Y. 10017.

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Predictions worry senators

Bills introduced to place restrictions on early election night prognostications of voting results

Some senators who are worried that electronic forecasts of election results based on early eastern returns may influence western voters urged last week three different kinds of federal action to keep forecasts out of the elections—at least while people are still voting.

All the proposals are predicated on a conviction that knowledge of what eastern voters have done would discourage westerners from voting or influence them to vote for the apparent winner.

None of the senators proposing remedies offered evidence that electronic predictions actually could affect voting. But, they argued, nobody knows for sure that they don't, or wouldn't.

Dr. Frank Stanton, CBS Inc. president, has called on the legal profession to reform voting procedures and attacked proposed legislation that would prevent news media from reporting returns of formulating predictions before all the nation's polls are closed

(BROADCASTING, Aug. 10). He said there is nothing to show that foreknowledge of voting returns or predictions affects elections. NBC Board Chairman Robert Sarnoff said restraints would be "at odds with democracy."

Senator Pierre Salinger (D-Calif.) seeking a voluntary moratorium on voting predictions, introduced S Con Res 94 last Wednesday (Aug. 12). It calls upon the broadcasting networks and other newsgathering agencies to "refrain from broadcasting or distributing predictions based on electronic computations . . . until after the latest official closing time of any polling place . . ." during the election this fall.

The Salinger measure was co-sponsored by Senators E. L. Bartlett (D-Alaska), Ernest Gruening (D-Alaska), Daniel K. Inouye (D-Hawaii), Gale W. McGee (D-Wyo.) and Frank E. Moss (D-Utah).

Senator Salinger explained he was concerned not so much about the out-

come in the national elections but in local races where a few votes could be very significant. He said he learned that many people failed to vote in California's June 2 primary election after hearing broadcast "declarations" of winners. The senator thought election predictions aided by computers went beyond the regular news function.

Senator Winston L. Prouty (R-Vt.) proposed a bill Wednesday that would make it a crime to release election results during national elections or to conspire to obtain the information before all polls have closed. Punishment would be up to \$1,000 fine or six months in jail or both for each offense. The Prouty measure would seem to preclude broadcast predictions by placing an embargo on election results until all polls closed.

Senator Prouty, a member of the Senate Communications Subcommittee, disagreed with Dr. Stanton's arguments against restraints on reporting of early returns. Dr. Stanton said it has been possible for years "for the votes of many eastern states to be known before the polling places were closed in the West. . . . The job of any news organization worth its salt" is to report these results.

The senator said he respected Dr.

LBJ supports 'register and vote' campaign

More than 150 business, civic and labor leaders gathered at the White House last Tuesday and heard President Johnson urge them to support a "Register and Vote" campaign, sponsored by the American Heritage Foundation and The Advertising Council.

In addition to the President, the assembled guests also heard Alfred E. Pearlman, president of New York Central Railroad, chairman, and Thomas D'Arcy Brophy, president, of the foundation; John Bailey and Dean Burch, chairman of the Democratic and Republican national committees respectively, and Richard Scammon, director of the census and chairman of the President's Commission on Registration and Voting Participation.

Among the guests at the White House meeting:

General David Sarnoff, RCA; Dr. Frank Stanton, CBS Inc.; Donald McGannon, Westinghouse Broadcasting Co.; George B. Storer Jr., Storer Broadcasting Co.; Fred Bohen, Meredith Publishing Co. (Meredith Stations); Leo Burnett, Leo Burnett Co.; Joseph S. Wright, Zenith Radio Co.; Jacob B. Blaustein,

Blaustein Industries Inc. (KBON Omaha); Kenneth W. Bilby, RCA; Barney Balaban, 20th Century-Fox; Louis A. Novins, Paramount Pic-

tures Inc. (International Telemeter); Robert R. Sprague, Sprague Electric Co.; Lawrence Valenstein, Grey Advertising Co.



Dr. Stanton



Gen. Sarnoff



Mr. Storer



Mr. Novins



Mr. Blaustein



Mr. Balaban



Mr. Wright



Mr. McGannon

Stanton's view but added that the broadcaster had not shown "any particular respect for the right of Congress or any state legislature to enact laws to provide for meaningful elections."

Senator Karl Mundt (R-S.D.), who has introduced legislation that would bar network broadcasts before all polls had closed (BROADCASTING, June 22), said last week that formation of the Network Election Service may magnify the problem. The service, a pool of ABC, CBS, NBC, AP and UPI reporters and facilities to gather election returns, may lend seeming validity to forecasts based on them, the senator said.

Senator Mundt also has reported that his bill, S 2927, has been taken up with the FCC by the Commerce Committee.

Senator Warren G. Magnuson (D-Wash.), chairman, wrote Senator Mundt that the matter "should be looked into." He said he was taking it up with the FCC and "members of the broadcasting industry with the hope that we may develop adequate information that may serve as the groundwork for some recommendation, legislatively or otherwise."

43 million homes saw GOP in convention

Coverage of the Republican convention in San Francisco (July 13-16) by the three television networks attracted a total national audience of 43 million TV homes, according to A. C. Nielsen estimates.

Daily televiewing totals during the four-day period ranged between 34.8 million and 29.8 million homes—the high registered on the day of Senator Goldwater's nomination and the low on the convention's final day.

The largest audience for an individual speech, 16.9 million homes, tuned in to the nominating address delivered by Dr. Milton Eisenhower. An audience of 15.1 million homes, the second largest, watched Senator Goldwater's acceptance speech.

The average minute of the 36 hours of convention coverage offered by the networks was witnessed in approximately 10 million homes.

A Nielsen report on the convention noted that 84% of the TV homes in the country viewed the proceedings for an eight-hour and 22-minute average, while in 1960, 82% of TV homes watched the Republican convention for an average of seven hours and 32 minutes.

Demos schedule preview

A spokesman for the Democratic National Committee said last week that newsmen will be given a preview of four films planned to be an integral part of



WDSU-TV to present daily cartoon

Editorial cartoons, usually confined to print media, will now appear regularly on New Orleans television. John Chase, cartoonist, author, lecturer, and past president of the Association of American Editorial Cartoonists has joined the staff of WDSU-TV (CLOSED CIRCUIT, Aug. 10).

The station's general manager, A. Louis Read, said "we have numerous ideas for utilizing editorial cartoons.

Because John Chase is so versatile, so facile, his talent has dozens of possibilities. Certainly his cartoon will appear every night. We plan to show him creating it for added excitement."

Mr. Chase's work has been seen in New Orleans newspapers for more than 30 years. He uses his "Little Man" (shown above) as a spokesman for the people of the area.

the program at the Democratic National Convention beginning Aug. 24 in Atlantic City.

One film is scheduled for each night of the four-day convention and only ABC has announced plans to carry all of them (BROADCASTING, Aug. 10).

Large-screen, closed-circuit TV coverage of the convention proceedings will be provided by Theater Network Television Inc. at Convention Hall in Atlantic City, beginning Aug. 24.

The four films will be projected on the large screens, and prints will be made available to the networks, the committee spokesman said.

'Death Valley Days' to be done in color

All 39 programs being filmed for *Death Valley Days* for the 1964-65 season will be made in full color, Robert Stabler, producer of the half-hour series, said Tuesday (Aug. 11). Most of the series will be filmed on location in Utah and the High Sierras, he said.

Other changes in the series, which is

now starting its 13th year for the 20 Mule Team Products department of U. S. Borax Co., include the appointment of Robert Hardy Andrews, author, scenarist and authority on western lore, as story editor, and of Ronald Reagan as host-narrator. In addition to the 39 new programs to be filmed this year, Mr. Reagan will also make new introductions and signoffs for 13 other programs which will be rerun during the year.

The *Death Valley Days* series is owned and distributed by its sponsor, the only TV dramatic program to be handled in that fashion. U. S. Borax and its agency, McCann-Erickson, Los Angeles, supervise the production of the series, by Filmaster Inc., and arrange for the broadcasts on a market-by-market basis. It is currently being shown in 104 markets. In addition to the current series, 208 earlier *Death Valley Days* films are being rerun, 104 as *The Pioneers* and 104 as *Trails West*. These programs are placed with stations on a barter basis, with commercial announcements for Borax products. Stations can then sell remaining commercial spots to other advertisers.

CBS-TV plans changes in Saturday AM lineup

CBS-TV will revamp its Saturday morning schedule for the 1964-65 season, adding two hours of programming new to the network and creating an additional half-hour of children's programming in the Saturday block.

The network will install two new programs, the one-hour *Mr. Mayor* (8-9 a.m., EDT) and *Linus the Lionhearted* (11-11:30 a.m., EDT) which will replace *Rin Tin Tin*. Moving into the 11:30-noon period will be *The Jetsons* from ABC-TV's Saturday morning lineup.

The remainder of the new CBS-TV Saturday morning schedule, effective Sept. 26: *The Alvin Show* (9-9:30), *Tennessee Tuxedo* (9:30-10) *Quick Draw McGraw* (10-10:30), *Mighty Mouse Playhouse* (10:30-11), *Sky King* (noon-12:30) and *My Friend Flicka* (12:30-1).

Radio series sales . . .

The First Christmas (Woroner Productions): WIBG-AM-FM Philadelphia; WVNJ-AM-FM Newark, N. J.; WILM Wilmington, Del.; WKAT Miami, WTTB Vero Beach, WWBC Cocoa, WROD Daytona Beach, and WIRK W. Palm Beach, all Florida.

July 4, 1776 (Woroner Productions): WIBG-AM-FM Philadelphia.

Film Sales . . .

Men in Crisis (Wolper): WTMJ-TV Milwaukee, WGN-TV Chicago, KOAA-TV Pueblo, Colo., and KROD-TV El Paso. Now in 50 markets.

Encyclopaedia Britannica Films Library (Trans Lux): WSAU-TV Wasau, Wis., and KPHO-TV Phoenix.

Spectacular Showcase (Four Star): WWL-TV New Orleans; KTVI-TV Fort Worth-Dallas; WJBK-TV Detroit; WTAE (TV) Pittsburgh; WESH-TV Daytona Beach, Fla.; KGMB-TV Honolulu; WZZM-TV Grand Rapids, Mich.; KTUL-TV Tulsa, Okla.; WKBW-TV Buffalo; WTEN (TV) Albany-Vail Mills, N. Y., and WPRO-TV Providence, R. I.

The Great War (BBC-TV): WNEW-TV New York, WTTG (TV) Washington and KTTV (TV) Los Angeles.

East Side/West Side (UA-TV): WHYN-TV Springfield, Mass.; WFMJ-TV Youngstown, Ohio; WTAE (TV) Pittsburgh, and KTVU (TV) Oakland-San Francisco. Now in 20 markets.

Jungle 10 (ITC): WMAR-TV Balti-

more; WTVD (TV) Durham, N. C.; WMCT (TV) Memphis; WSOC-TV Charlotte, N. C.; WTIC-TV Hartford, Conn.; KTBS-TV Shreveport, La.; WIBW-TV Topeka, Kan.; WGHP-TV High Point, N. C.; WEHT (TV) Evansville, Ind.; KOLO-TV Reno; WTVM (TV) Columbus, Ga.; WNDU-TV South Bend, Ind.; KATV (TV) Little Rock, Ark., and WGAL-TV Lancaster, Pa.

Open End (NTA): KVIE-TV Sacramento, Calif.; WGBH-TV Boston; WHYV-TV Philadelphia; WQED-TV Pittsburgh; WPIX (TV) New York, and KRMA-TV Denver.

Duel in the Sun and *Ruby Gentry* (NTA): Wis-TV Columbia, S. C.

Popeye (King Features): WKBW-TV Buffalo, WISN-TV Milwaukee and WSB-TV Atlanta.

Beetle Bailey (King Features): WNBQ (TV) Chicago.

Superman (Wolper): WSJS-TV Winston-Salem, N. C.; KCPX-TV Salt Lake City; WTTG (TV) Washington, and WTVT (TV) Tampa-St. Petersburg, Fla.

The Country Show (Wolper): WCIX-TV South Miami, Fla., and KATC-TV Lafayette, La.

Creeping Terror (Medallion TV): WLOS-TV Asheville, N. C.; WFAA-TV Dallas-Fort Worth; KGMB-TV Honolulu; KTRK-TV Houston; WHTN-TV Huntington, W. Va.; KATC (TV) Lafayette, La.; KTTV (TV) Los Angeles; WDSU-TV New Orleans; WABC-TV New York; KOSA-TV Odessa-Midland, Tex.; KCPX-TV Salt Lake City; KONO-TV San Antonio, Tex.; KGO-TV San Francisco; KIRO-TV Seattle; KSLA-TV Shreveport, La.; WNYs (TV) Syracuse, N. Y.; KOTV (TV) Tulsa, Okla.; WTTG (TV) Washington, and WFMJ-TV Youngstown, Ohio.

Program notes . . .

Gloria's debut ■ Triangle Program Sales's new TV show, *Exercise with Gloria* will be put in syndication in September. The series begins Sept. 7 on WFIL-TV Philadelphia and Sept. 14 on the five other Triangle stations: WBNF-TV Binghamton, N. Y.; WFBG-TV Altoona, Pa.; WNHC-TV New Haven, Conn.; WLYH-TV Lancaster-Lebanon, Pa., and KFRE-TV Fresno, Calif. The half-hour color show features Gloria Roeder and her six daughters.

Contract approved ■ The Directors Guild of America last week announced that its national board has approved an agreement with Mark Armistead TV, whose personnel and equipment are utilized by Subscription Television Inc. in its coverage of the Dodgers and Giants baseball games. The 18-month

CBS Radio gets Lucy

Television's Lucille Ball, actress and also president of Desilu Studios, Hollywood, will add another hat to her already versatile wardrobe this fall. Miss Ball has signed with CBS Radio as hostess of a five-minute show *Let's Talk to Lucy*. Her husband, Gary Morton, will produce the new radio series.

According to CBS, the show's format will be "flexible" and will include informal conversations with well-known personalities originating from Miss Ball's studios at Desilu, in her home and from other Hollywood locations. The program will be broadcast on the network, starting Sept. 7 10:35-10:45 a.m. EDT, Monday-Friday.

agreement, whose terms were not revealed by the union, follows one negotiated by the Screen Actors Guild on behalf of performers employed on programs produced by or for STV. This also is to run for 18 months and, like the DGA agreement, is confined to STV operations in Los Angeles and San Francisco (BROADCASTING, Aug. 10).

Cutback ■ Economy measures at WTTW (TV) Chicago, educational outlet, were reported last week causing cancellation of three live program series, temporary interruption of Sunday telecasting and some lay-offs of production staff. Live shows cut were children's *Totem Club*; *Fact of the Matter* news commentary, and the science series, *Dr. Posin Reports*.

Political film ■ TV stations leasing the Encyclopaedia Britannica Films Library from Trans-Lux will be offered more than 450 minutes of footage relating to political conventions. Trans-Lux announced it would send categorical breakdowns of the films to stations in the near future.

Four Star series ■ George Axelrod, Broadway playwright, screen writer and producer, will write a TV series to be produced by Four Star Television, *Our Man in Suburbia*. It's projected as a 1964-66 season prospect. Four Star has placed into distribution two documentary features: *The Titan*, the story of Michelangelo, narrated by Fredric March and *Over There*, a story of World War II with original films from the French archives.

Acquisition ■ Wilding Inc., Chicago, announced last week an agreement with Don Fedderson Productions Inc., Los

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Angeles, whereby Wilding will acquire 80% of Fedderson. Wilding went public earlier this year and has been a major industrial film producer for 50 years, including TV. Fedderson is a major producer of TV commercials on the West Coast.

Duke Ellington Special • A one-hour program called *Duke Ellington: A Portrait in Music* is being produced by Metropolitan Broadcasting Television and will be seen on all Metropolitan's stations in September. The musician will be the host of the telecast, which will spotlight his past works and selections written specifically for the program.

Potential series? • The King Features

Syndicate has commissioned three of its leading comic-strip cartoonists to create original cartoon properties for television. The three new programs would deal with the adventures of a radio operator on an atomic submarine, the attempts of an inept cowboy to get a job as an extra in a TV series, and the experiences of a little girl whose pet is a large green monster. The cartoonists involved are Mort Walker, Fred Lasswell, and Bud Sagendorf.

The 'Little People' • A 10-minute radio program, *Off the Wing Tip*, is being produced and syndicated by the husband-wife team of Ken and Jeanadele Magner. The program has been bought for broadcast on 62 stations, starting in

the fall, they report. Mr. and Mrs. Magner interview "little people" and have recorded programs with an Irish rabbi; a psychiatrist who treats neurotic animals and a grandmother who trains Eskimo dogs. Sales are being handled by the Magners from their office in Hillcrest Park, Old Greenwich, Conn.

Beach patrol • CBS said last week it will mount a self-contained studio on an electric cart on Atlantic City's boardwalk during coverage of the Democratic National Convention next week. It will be used by Hughes Rudd for interviews of delegates and observers at the convention. The unit will have a walkie-talkie set and a hand-held, portable, wireless TV camera.

THE MEDIA

Future of TV group to meet on CATV

The National Association of Broadcasters Future of Television in America Committee meets Wednesday and Thursday (Aug. 19-20) to take up proposals for legislation on community antenna



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TV regulation, and also to hear a preliminary report on the research being done on the impact of CATV's on local TV stations.

Also to be discussed, it's presumed, is the committee's position on the KLIX Twin Falls, Idaho case.

The committee will meet in the Park Lane hotel in New York. Dwight Martin, WDSU-TV New Orleans, is chairman.

This is the first meeting of the committee since the TV board of the association turned down a draft of legislative proposals which, among other things, would have required CATV systems to secure permission from originating stations before using their signals. At its June meeting, the TV board abandoned that proposed restriction because doubts were raised that stations had property rights in many of the programs they broadcast.

The board told the committee to re-draft the CATV legislative proposals providing the FCC with authority over CATV to (1) prohibit or limit the origination of programs by cable systems, (2) prohibit, limit and establish conditions on duplication of programs carried by local TV stations serving the same area as the CATV systems, and (3) establish technical standards for CATV.

The board also authorized a \$25,000 research project to study the effect of CATV on TV stations. This is presently underway by Dr. Franklin Fisher, associate professor of economics at the Massachusetts Institute of Technology.

The new proposals have been drafted by Douglas Anello, general counsel of NAB.

Protection Reversed • In the KLIX case, a ninth circuit federal appellate court reversed an Idaho federal judge and held that broadcasters have no rights in their programs, except those protected by copyright. The case was remanded to the Idaho district court (BROADCASTING, July 20).

The original suit was brought by KLIX against Cable Vision Inc., operator of a CATV system in Twin Falls, and Idaho Microwave Inc., operator of a common carrier microwave system feeding Salt Lake City TV signals to the Twin Falls cable system. Federal District Judge William T. Sweigert in 1962 ruled that CATV systems could not pick up programs from TV stations where the stations had contractual rights with the program supplier.

Besides Mr. Martin, other members of the Future of TV in America Committee are:

William C. Grove, KFBC-TV Cheyenne, Wyo.; C. Howard Lane, KOIN-TV Portland, Ore.; Clair R. McCollough, Steinman Stations; John T. Murphy, Crosley Stations; G. Richard Shafto, WIS-TV Columbia, S. C., and Willard E. Walbridge, KTRK-TV Houston, Tex.

CATV continues to grow rapidly

Activity in the community antenna television business apparently hasn't just seemed to have surged in the last year or so. It's booming.

A report of the National Community Television Association released last week shows that every day a community somewhere in the U. S. "grants a permit or receives an application for construction" of a CATV.

The study found that between October 1963 and August business permits were granted or applied for in 345 communities in 40 states. Almost half—152—were grants. The other 193 were applications for permits.

It was further estimated that about 5% of the activity involved broadcasters.

The NCTA data did not include Con-

necticut. The state is preparing to conduct public hearings on applications to serve another 65 communities.

Just last week, an association spokesman said, the NCTA was informed of six new CATV grants: Nashville, Ark.; Dover, Del.; Paxton, Ill.; Hoosick and Oswego, both New York, and New Bethlehem, Pa.

CATV Activity by State October 1963-August 1964

State	Communities	Permit granted	Permit application outstanding
Alabama	15	4	11
Arkansas	10	4	6
California	34	19	15
Colorado	2	0	2
Delaware	5	1	4
Florida	15	8	7
Georgia	6	2	4
Illinois	39	10	29
Indiana	5	1	4
Iowa	2	0	2
Kansas	1	0	1
Kentucky	2	2	0
Louisiana	2	1	1
Maine	4	2	2
Maryland	2	2	0
Massachusetts	4	1	3
Minnesota	8	3	5
Mississippi	10	7	3
Missouri	11	3	8
Montana	1	1	0
Nebraska	4	0	4
Nevada	4	0	4
New Hampshire	1	0	1
New Jersey	6	2	4

State	Communities	Permit granted	Permit application outstanding
New York	55	33	22
North Carolina	9	4	5
North Dakota	1	1	0
Ohio	10	6	4
Oklahoma	5	4	1
Oregon	1	0	1
Pennsylvania	17	5	12
South Carolina	2	0	2
South Dakota	5	1	4
Tennessee	4	1	3
Texas	26	17	9
Virginia	7	3	4
Washington	3	0	3
West Virginia	2	1	1
Wisconsin	4	2	2
Wyoming	1	1	0

UHF permittee, CATV reach agreement

A UHF permittee and a community antenna system operator who fought each other through the Wildwood, N. J., city council this spring and were heading for an FCC battle this summer have agreed to tell the FCC this fall that they have reached a happy compromise.

Attorneys for the permittee, Francis J. Matrangola (also owner of WCMC Wildwood), have told South Jersey Television Cable Co. that they will support the CATV's effort to obtain micro-

wave service. Earlier, Mr. Matrangola had filed in opposition to a request for a microwave to serve the CATV.

The agreement is patterned after others like it that have led broadcasters and CATV operators to cooperate rather than fight: Mr. Matrangola's new UHF (channel 40) will be carried on the cable, his signal will not be duplicated (that is, when other stations on the system are offering the same program as the local station, only the local signal will be transmitted), and the CATV will not compete for advertising sales.

In return, Mr. Matrangola will go to bat for a forthcoming application of a microwave common carrier who plans to serve South Jersey, Mr. Matrangola's own channel 40 (now under construction) and another CATV in the area.

All told, the CATV's will bring the UHF operator almost 16,000 New Jersey television homes capable of receiving his UHF signal. South Jersey serves about 6,000 subscribers in Ocean City, Ventor, Longport, Margate and Wildwood. The other CATV system involved is McGinty TV Cable Co. of Atlantic City.

South Jersey's CATV, which began service June 1, carries the Philadelphia commercial TV's, an ETV, its own weather channel and Mr. Matrangola's UHF (when it is completed).

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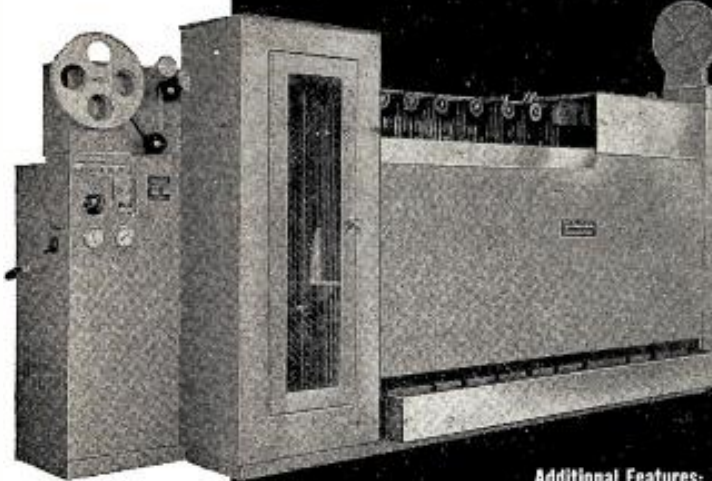
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Conferees agree on FCC-FTC budgets

Congress last week was poised to approve compromise fiscal 1965 budgets for the FCC and the Federal Trade Commission. The appropriations, revised in a House-Senate conference following passage of differing bills by both houses, would provide \$16,385,000 for the FCC and \$12,875,000 for the FTC.

The revised FCC figure is \$75,000 less than voted by the Senate, but \$75,000 more than approved by the House. The FTC appropriation is \$100,000 less than that voted by the House but \$850,000 higher than the amount approved by the Senate.

Conferees said Wednesday (Aug. 12) that the FCC was not "living up to many directives in recent years earmarking additional funds for processing applications for licenses in the Bureau of Safety and Special Radio Services. The present backlog," the rebuke said, "is disgraceful and the commission is directed not to divert any of the employees presently engaged in processing such applications, and to get the work current without further delay."

In other action the Senate appropriated \$159,389,000 for the U. S. Information

Agency and an additional \$2 million for the purchase and construction of radio facilities overseas.

The proposed USIA budget is \$6,911,000 under the figure approved earlier this summer by the House. The money for radio facilities is \$11.4 million less than the \$13.4 million voted by the House. The Senate opposed providing a major sum at this time for the Voice of America's "Project Bamboo" in Asia.

Translators want limits on CATV

Television translator station operators in three western states have sent the FCC resolutions adopted by them asking the commission to authorize TV station-owned high power, unattended translators and to change its microwave rules to limit community antenna television systems to the nearest network or independent TV station as the origin of their signals.

The resolutions, passed by the Tri-State TV Translator Association, composed of operators in Idaho, Montana and Wyoming, also asked the commission to drop the \$30 dollar filing fee on applications for new translators and

major changes if filed by a city, county, tax district or nonprofit TV club. The translator association further asked the commission to delete its rules requiring code identifiers for translator stations.

The association believes that some of the small markets that have not been able to support local TV stations might do so if CATV systems could not bring in distant metropolitan stations. The association said "... special subscription service is not a service to the general public but has actually destroyed a broadcast TV service to the public in some cases and has eliminated the incentive for supplying such broadcast TV service in other cases. . . ."

CATV systems in such cases, the association said, "... completely upset and distort the FCC TV allocation plan and deprive many people of both single and multiple-service broadcast television. . . ."

In asking the commission not to charge filing fees on translator applications the association said the need for translator service has grown because "... the FCC by not pursuing a policy of developing TV broadcasting has forced the people of rural America to band together in many small groups to bring TV programs to their homes via TV translators. . . ." It also pointed out that "almost 100%" of translators are supported by nonprofit groups.

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Changing hands

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

■ **WALL** Middletown, N. Y.: Sold by Roger Clipp, John Morgan Davis and associates to Straus Broadcasting Group for more than \$500,000. Straus Broadcasting (R. Peter Straus, president) owns WMCA New York and Radio Press International. Mr. Clipp is vice president of Triangle Publications in charge of Triangle radio-TV stations. WALL operates fulltime on 1340 kc with 1 kw day and 250 w night. Broker was Blackburn & Co.

■ **WJPS** Evansville, Ind.: Sold by J. Porter Smith and others to Wayne W. Geyer for \$351,500. Mr. Geyer, Chicago and Palm Beach, Fla., businessman, owns WKEE Huntington, W. Va. WJPS operates fulltime on 1330 kc with 5 kw days and 1 kw nights. Broker was Chapman Co.

■ **WLCO** Eustis, Fla.: Sold by Floyd W. Hess to Carroll M. Barringer for \$50,000. Mr. Barringer, of Conover, N. C., is an oil distributor and farmer. WLCO is fulltime on 1240 kc with 250 w. Broker was Chapman Co.

APPROVED - The following transfers

Examiner turns down both applicants

FCC Hearing Examiner Chester F. Naumowicz has made an initial decision with an uncommon twist and recommended that neither of two comparative applications be granted.

The examiner would deny both the application of Tedesco Inc. for a new AM station in Bloomington on 1080 kc, 50 kw daytime and 10 kw at night, and that of the Edina Corp. for a new station on the same frequency with 10 kw in Edina, both Minnesota. Both cities are on the outskirts of Minneapolis.

Examiner Naumowicz found Tedesco to be unqualified to be a licensee. This finding was based on a trafficking charge arising from the company's purchase of KFNF Shenandoah, Iowa. The examiner said Tedesco failed to inform the commission that at the time it applied for KFNF it planned to seek authority to move the outlet to the nearby, larger

city of Council Bluffs. This constitutes trafficking, the examiner said.

Tedesco was further disqualified on the ground that it made misrepresentations to the commission about its assumption of control of KBLO Hot Springs, Ark., before the federal agency had granted its approval. Examiner Naumowicz said Tedesco filed pleadings with the commission which he concluded were planned "... to extricate itself from the consequences of its unauthorized assumption of control of ... KBLO by deliberately attempting to mislead the commission."

Mr. Naumowicz found that the Edina Corp. was not technically qualified to construct its proposed station. Edina Corp.'s application, the examiner concluded, "... does not represent good engineering practice because a small portion of the city of Edina lies in an area of maximum signal suppression ... and that

Edina Corp. has not shown a reasonable expectancy of obtaining zoning clearance for its proposed transmitter site."

He explained that his ruling does not reflect on Edina Corp.'s general qualifications to be a licensee.

Edina Corp. is owned by John C. Hunter, Robert Donner Jr., Kenneth Palmer and Croil Hunter (each 25%). Messrs. J. C. Hunter, Donner and Palmer own KYSN Colorado Springs. J. C. Hunter also owns the majority interest in WCMF Pine City, Minn., and KOWB Laramie, Wyo.

Tedesco Inc. has over 500 stockholders, with Victor J. and Nicholas Tedesco holding 14.3% each. It is the licensee of KFNF and KBLO, and is applicant for a new AM on 1520 kc, in De Pere, Wis. Messrs. Tedesco, as Gabriel Broadcasting Co., are also applying for a new AM on 980 kc in Christolm, Minn.

of station interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 88).

■ WJQS Jackson, Miss.: Sold by R. E. Dumas Milner and associates to Thomas G. Cutrer and Oren V. Zimmerman and wives for \$184,100. WJQS, founded in 1947, operates fulltime on 1400 kc with 250 w.

■ KJFL-TV Durango, Colo.: Sold by Floyd and Lieselotte Jeter to Rex Howell for \$2,000. Howell Stations are KREX-AM-FM-TV Grand Junction, KREY-TV Montrose and KGLN Glenwood Springs, all Colorado. KJFL-TV founded almost one year ago, operates on channel 6.

Urban League to set broadcasting skills bank

The National Urban League will create a "broadcast skills bank" to facilitate employment of Negroes in the broadcasting industry and to close the "communication gap" between Negroes and whites. The announcement came at close of league's 54th national conference in Louisville, Ky.

Westinghouse Broadcasting Co. and Brandeis University will aid in establishment of the skills bank, the announcement said. Whitney M. Young Jr., executive director of the league, said communications media can advance dialogue

of improved race relations, and that "incalculable contribution" could be made

by employment of skilled Negro manpower.

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NBC gives Washington ETV \$100,000

NBC gave Washington educational television a boost with a \$100,000 gift to WETA-TV (ch. 26) last week. The noncommercial station will use the money in an expansion program.

Presenting the check for NBC is Joseph Goodfellow (l), vice president and general manager of the network's WRC-AM-FM-TV Washington. Accepting are Willard M. Kiplinger, honorary chairman of WETA-TV's board of trustees (and board chairman of Kiplinger Letters), and Max M. Kampelman (r), chairman of the board of trustees.

In announcing the grant, NBC Board Chairman Robert W. Sarnoff proclaimed the network "glad to contribute to the realization of WETA-TV's very worthwhile goals."

Mr. Kampelman dedicated the expansion program "towards sharing the cultural and political resources of the nation's capital with our own citizens and the national educational television audience," and said "the NBC gift contributes greatly toward making that goal possible."

Last year, WETA-TV received a similar donation from Metromedia.

Conference will keep an eye on agencies

The House last week approved a Senate-passed bill that would establish a permanent administrative conference to keep a wary eye on the rules and procedures of regulatory agencies. The House attached some minor amendments and sent the bill back to the Senate for final action.

The bill, S. 1664, provides for a chairman to be appointed by the President, a 10-man council to work with the chairman and an assembly (BROADCASTING, Nov. 4, 1963). The total conference is to have at least 75 members but no more than 91. The council, apart from the chairman, will be composed of

half government and half nongovernment members.

The idea for a committee to study regulatory agencies was an outgrowth of investigations in the late 1950's by the House Legislative Oversight Subcommittee, which uncovered ex parte contacts, payola and rigged broadcast quiz shows. The chairman of that subcommittee was Oren Harris, also chairman of the House Commerce Committee and a strong supporter of the bill passed last week.

Willis's Argument ■ Representative Edwin E. Willis (D-La.), floor manager of the bill, said it is meant to help agencies "cooperatively study mutual problems, exchange information and develop recommendations for action by proper authorities." Arguing for the bill on the floor, he said: "Right now, if you

apply, let us say, for a license for a TV station, are the rules adequate? Are the procedures too slow? Is there too much red tape? Is the cost too heavy? And so on. This does not involve one agency but all of the agencies of the government. That is why at long last there several things about this that please me. One, they have no power to impose rules, and, two, we bring in . . . nongovernment people into this business."

McCourry application gets second chance

Lee Roy McCourry, whose application for UHF channel 26 in Eugene, Ore., generated controversy among FCC commissioners over setting the application for hearing on a programming issue, last week gained a chance to have his application resurrected. It had been dismissed, with prejudice, for failure to prosecute.

The commission's review board remanded the dismissal order back to Hearing Examiner David I. Kraushaar for further consideration. The dismissal was appealed by Mr. McCourry who explained why he failed to appear at a prehearing conference with the examiner and a Broadcast Bureau attorney on July 6. Mr. McCourry said that he had been out of town at the time the notice of the conference arrived and that on July 3 he sent a telegram stating that he would not be able to attend the July 6 meeting "because of the intervening holiday," the review board concluded, the bureau attorney and examiner were not aware of the telegram.

The application was dismissed on July 7 at which time the examiner said: "At least the applicant might have telegraphed . . . the commission to advise whether he intended to continue with the prosecution of his application. . . ."

Mr. McCourry assured the commission that he is interested in pursuing his application for channel 26.

Springer moves up

Representative William L. Springer (R-Ill.) was elevated last week to ranking GOP member of the House Commerce Committee.

Representative Springer, serving his 7th House term, moved up last week following the death of Representative John B. Bennett (R-Mich.) (story page 86).

Mr. Springer represents Illinois' 22nd congressional district (Champaign-Urbana) and has been a consistent supporter of broadcasters in their efforts to avoid increasing regulatory activity by the FCC.

Reporting rules for SEC expanded

More than a dozen broadcast and allied companies are expected to be affected by the new federal securities regulations passed by Congress and awaiting the President's signature at last week's end.

The new law requires firms selling stock over-the-counter to follow the same registration and reporting requirements followed by companies listed on the major stock exchanges.

Where an over-the-counter stock is for a company with assets of more than \$1 million and 750 stockholders (reduced to 500 after two years), the company must provide the Securities & Exchange Commission with (1) registration, (2) periodic reporting, (3) information, including financial statements, accompanying proxy solicitations, (4) reporting of changes in holdings by officers, directors or 10% stockholders.

Exempted from these requirements are investment companies, building and loan associations, charitable, educational, religious and other institutions.

Among the over-the-counter stocks traded in recent weeks were the following in broadcasting and related fields:

C-E-I-R Inc. (American Research Bureau), Cowles Magazines & Broadcasting Inc., Foote, Cone & Belding, Four Star Television, Jerrold Corp., Meredith Publishing Co. (Meredith Stations), A. C. Nielsen Co., Polaris Corp., Rust Craft Greeting Cards Inc. (Rust Craft Stations), Scripps-Howard Broadcasting Co., Subscription TV Inc., Wometco Enterprises Inc., Communications Satellite Corp. and Wrather Corp.

Loan primes Reeves for CATV expansion

Reeves Broadcasting Corp., New York, with an eye to further development in the community antenna field, has secured a 15-year term loan of \$1 million and a possible commitment of \$3 million from the Mutual Life Insurance Co. of New York.

Reeves is now in negotiations for CATV properties in Alabama and Oklahoma. Following recent acquisition of three antenna systems in Virginia, Reeves formed a wholly owned subsidiary company, TV Cable Inc., to handle its CATV operations.

The company's antenna systems in Virginia now reach 3,100 homes and claim a growth potential of about 12,000

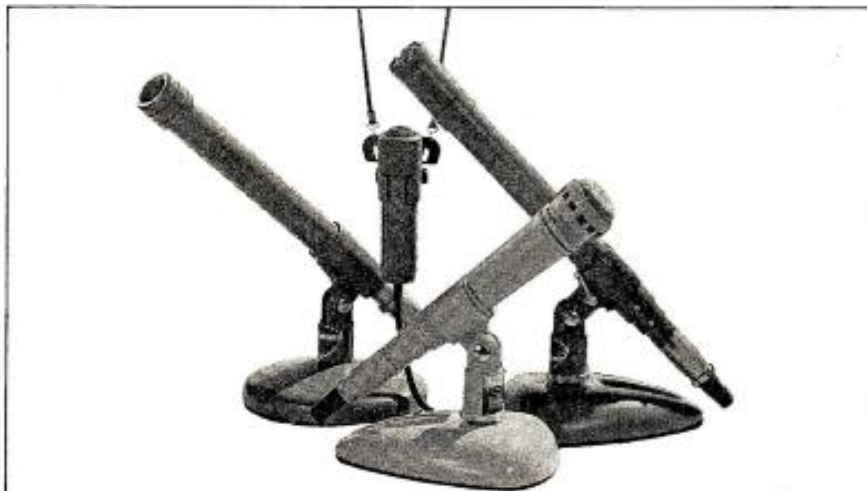
more subscribers.

J. Drayton Hastie, president of Reeves, said proceeds from the sale of \$1 million in 15-year notes to Mutual of New York would be partially used for prepayment of debt maturing over the next 18 months, with the remainder going to cash reserves and putting the company in a favorable acquisition posture. Mr. Hastie also mentioned the possibility of acquisition of TV properties. Reeves now owns WUSN-TV Charleston, S. C., and WHTN-TV Huntington, W. Va.

AB-PT raises its quarterly dividend

American Broadcasting - Paramount Theaters last week announced its board of directors has increased the company's regular quarterly dividend from 25 cents to 35 cents per share.

At the same time it was reported that a stock dividend would not be declared this year. In 1963 AB-PT offered a



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two percent stock dividend.

The increased quarterly dividend will be payable to stockholders of record Aug. 21 on Sept. 15.

Macfadden-Bartell profits up 36%

Macfadden-Bartell Corp., New York, registered a first-half profit increase of 36% and record sales, which were up 25%, over the first six months of 1963.

Lee B. Bartell, president of M-B Corp., credited the first half gains to "broad acceptance of magazine, paper-back and broadcasting operations," and sales of "special issue" publications.

Six months ended June 30:

	1964	1963
Earned per share*	\$0.50	\$0.37
Net sales	15,130,928	12,083,050
Net profits	850,984	627,007

*Based on 1,710,911 shares outstanding.

Wrather six-month figures

Wrather Corp., Beverly Hills, Calif., has reported first-half income of more than \$5 million. The figures reported by the firm do not include the operations of A. C. Gilbert Co., of which Wrather owns a majority, although they will be included in the company's yearend statement.

Six months ended June 30:

	1964
Earned per share*	\$0.21
Income	5,002,082
Income before depreciation, amortization and federal income taxes	1,550,213
Income before federal income taxes	643,812
Net income	361,941

*Based on 1,753,200 shares outstanding. (Wrather has changed its fiscal year so no comparable figures are available):

GT&E's net jumps 21%

General Telephone & Electronics Corp., parent company of Sylvania Electric Products Inc., has announced that in the first six months of 1964 it had a net

income of more than \$61.5 million, 20% higher than last year's first half. Revenues and sales were more than \$833 million (an increase of 15%), of which \$443,294,000 was compiled by manufacturing subsidiaries, of which Sylvania is one of the two most important.

Six months ended June 30:

	1964	1963
Earned per share	\$0.71	\$0.60
Revenues and sales	833,817,000	725,963,000
Net income	61,534,000	51,223,000
Shares outstanding	86,674,000	84,870,000

Cowles up 11% in first half

Cowles Magazines and Broadcasting, New York, has reported revenues for the half year up by 11% while earnings dipped slightly from their 1963 level.

Gardner Cowles, board chairman, said gross advertising for the company's stations—WREC-AM-TV Memphis, Tenn. and KRNT-AM-TV Des Moines, Iowa—had gained during the period over the 1963 first half.

Six months ended June 30:

	1964	1963
Earned per share	\$0.43	\$0.44
Revenues	64,684,505	58,193,578
Shares outstanding	2,950,501	2,950,501

Magnavox has record sales

Magnavox Co. had record sales, more than \$88 million, for the first six months of this year, but not all its financial reports are sunny. While sales were up 14% and consumer product sales were 38% over 1963's first half, the firm's billings in its government and industrial electronics division dropped 29%.

Per-share earnings rose only one cent, and Magnavox attributed this also to a low military volume. The firm said that in the past its earnings had increased at a higher rate than sales.

Six months ended June 30:

	1964	1963
Earned per share*	\$0.61	\$0.60
Sales	88,818,000	77,880,000
Income before federal income taxes	8,277,000	8,562,000
Net income	4,474,000	4,394,000

*Based on 7,370,826 shares outstanding.

Litton earnings up

Increases of 24% in sales and 28% in earnings were achieved by Litton Industries, major electronics firm, during the year ended July 31, Charles B. Thornton, board chairman, said Tuesday (Aug. 11) in a preliminary report to the board. The directors declared a 2½% stock dividend on common stock, payable Nov. 25 to stockholders of record Oct. 16, and set the annual meeting for Dec. 5 at Santa Monica, Calif., civic auditorium.

Twelve months ended July 31:

	1964	1963
Earned per share	\$2.77	\$2.23
Gross revenue	685,000,000*	553,146,239
Net earnings	29,700,000*	23,196,107

*Approximate figures.

Admiral profits up

Admiral Corp., Chicago, reported last week that because of the profit squeeze resulting from the competitive pricing of color television sets the company has decided to invest \$12 million in new facilities to produce its own color picture tubes. Pilot runs are to start in late 1965.

Six-months results:

	1964	1963
Net per share	\$0.66	\$0.60
Consolidated sales	108,530,077	100,418,045
Profits after taxes	1,614,351	1,463,295

Movielab earnings up 42%

Movielab Inc., New York, has reported record sales volume and earnings for the first half of the year. Net sales for the firm were almost \$4 million, up 16% from 1963's first six months, and earnings were up 42% to \$221,607.

Six months ended June 27:

	1964	1963
Earnings per share*	\$0.60	\$0.42
Net sales	3,965,090	3,415,626
Net income before federal income taxes	415,715	298,275
Net income after taxes	221,607	156,363

*Based on 368,441 shares outstanding.

Screen Gems to split

The board of directors of Screen Gems Inc. voted last week to split the common stock five to four (one share will be issued for each four shares held) and to retain the quarterly dividend of 15 cents per share on the increased number outstanding.

It was pointed out that the retention of the dividend is equivalent to a 25% increase in the dividend rate, bringing the annual disbursement to 75 cents per share from the previous rate of 60 cents. The stock dividend is payable Oct. 8 to holders of record on Aug. 25 and will raise the number of common shares outstanding to 3,173,000 from 2,538,400. The cash dividend is payable Oct. 8, to shareholders of record on Aug. 26.

DANIELS & ASSOCIATES

**\$70 million in sales the
last five years**

2930 EAST THIRD AVENUE
DENVER 6, COLORADO
TELEPHONE DUDLEY 8-5888

**CATV's
ONLY EXCLUSIVE
BROKER — CONSULTANT — APPRAISER
Since 1958**

Syncom III to be launched this week

First task will be relay of Olympic Games from Japan for broadcast in U.S., Europe

The first working synchronous communications satellite is scheduled to be launched sometime this week. Its most important mission will be to relay to the United States live television coverage of the Olympic Games taking place in Tokyo in October.

Syncom III is expected to be placed 22,300 miles above the earth with a permanent station over the Pacific. If successful, the satellite will receive TV

signals beamed from the Japanese ground station near Tokyo and will relay them to the U. S. Navy installation at Point Mugu, Calif. From there the Olympic pictures will be routed to Los Angeles and carried cross country via AT&T long lines.

For American viewers, the coverage will be distributed by NBC which holds the U. S. rights to the Olympics. AT&T will, however, carry the signals to Buffalo from where they will be taken by the Canadian Broadcasting Corp. for relay to Halifax, N. S. There they will be taped and jet-flown across the Atlantic to Britain and European countries. CBC will carry the Olympics coverage from Los Angeles.

Both NBC and the Japanese government have agreed to contribute to help bear the estimated \$350,000 cost of modifying the Point Mugu antenna. Canadian, British and European broadcasters will pay on a "when received" basis. The American operation is being coordinated by the Communications Satellite Corp.

Vehicle is TAD ■ Syncom III, manufactured by Hughes Aircraft Co., will be launched from Cape Kennedy aboard a Thrust Augmented Delta (TAD). The satellite will make two looping, eccentric orbits before it is kicked into stationary equatorial orbit on its third apogee over Sumatra. It will be moved into the desired position over the International Date Line by control jets.

The new Syncom has two receivers and two traveling-wave tube transmitters with 2 w power. One receiver has a 13 mc IF bandwidth to enhance TV transmission. The other has a bandwidth of 5 mc. In Syncom II, the receivers can accommodate 5 mc on one, 500 kc on the other. The receiving antennas have a gain of 2 db; the transmitting antenna, 6 db.

Signals are transmitted from the ground to the satellite on two frequencies near 7360 mc. Transmission from the satellite to the ground is on 1815 mc.

In addition to TV, Syncom III will also handle two-way telephone, Teletype



NBC operations executives confer with U. S. Navy officials at Point Mugu, Calif., where the Navy's 85-foot parabolic antenna is being altered for use in relaying live the Tokyo Olympic games in October via Syncom III. The satellite is scheduled to be placed in stationary orbit above the Pacific sometime this week.

Pictured above are (l to r): F. J. Gaskins, NBC manager of film and recording services; Leonard Brown, NBC traffic manager; Ben Hicks, head of telemetry systems, Pacific Missile Range, and Captain D. K. Olson, range operations officer.

BROADCASTING, August 17, 1964

HUNGRY?

The average Iowa farmer produces enough food for himself and 25 others.

This increases his appetite.

WMT

The Big Menu Station

Cedar Rapids

You come into billions in the Golden Triangle



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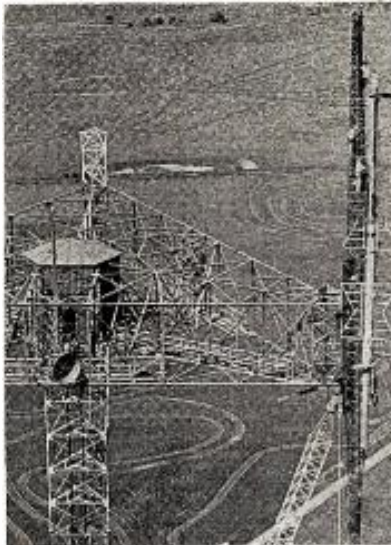
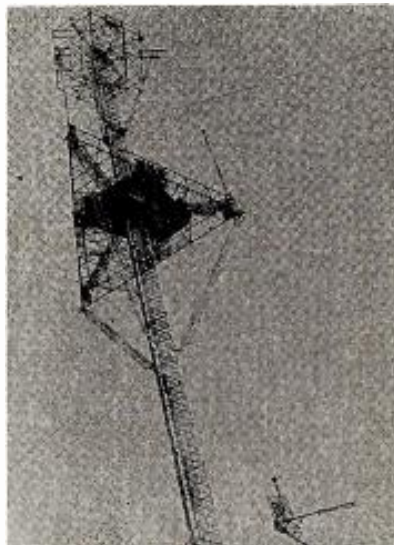
WSJS

TELEVISION

**WINSTON-SALEM
GREENSBORO
HIGH POINT**



Represented by Peters, Griffin, Woodward



High over Baltimore, Houston

New candelabra TV towers—in Baltimore and in Houston—have been completed.

At left, the 1,020-foot (above average terrain) Baltimore tower has antennas for WBAL-TV (The Hearst Corp.), WJZ-TV (Westinghouse Broadcasting Co.) and WMAR-TV

(Baltimore Sunpapers). Tower currently is 790 feet.

At right, workmen complete construction on the 1,549-foot (above average terrain) Houston tower which will serve KPRC-TV (Houston Post Co.) and KHOU-TV (Corinthian Stations).

and facsimile messages.

Meanwhile, Syncom II, which was put into orbit July 26, 1963, is being moved over the Pacific from its original position over Brazil as a backup for the Olympic games TV coverage if Syncom III fails to achieve proper orbit. Syncom I, launched Feb. 14 last year, achieved synchronous orbit but all communications with it failed after 20 seconds of operation. Both move above and below the equator in a figure-eight pattern. Both were also made by Hughes Aircraft.

Telemetry from Syncom III will be received at ground stations at Clark Field in the Philippines, at Guam, and at Camp Roberts, Calif.

For the first time it is planned to use one satellite to relay range and range-rate data from another. R&R data from Syncom III will be relayed from the Philippines to Hawaii via Syncom II. From Hawaii the information will be transmitted via cable to Goddard Space Center in Maryland.

Other space news:

■ Comsat has initialed an agreement with several foreign countries to construct and launch a commercial communications satellite system in 1966. It will own 61% of a 12-nation consortium and will operate the system.

■ The Department of Defense has announced it will put up its own satellite communications system for strictly military traffic. At one time there were hopes that the American military establishment would use the Comsat system, but these hopes were dashed when Comsat couldn't agree to prohibit foreign countries from having a voice in the contracts for satellite hardware. The Defense Department system will consist of 24 satellites in random, medium altitude orbits.

■ Comsat is asking the FCC to approve on a temporary basis ownership and operation of U. S. ground stations by the satellite corporation.

Device to vary speeds maintains pitch

Gotham Audio Corp., New York, is distributing equipment which can alter the speed of a tape recording without affecting its pitch.

The device is said to be capable of holding the same pitch during playback while speeds may be varied as much as 50-180% from normal. In its broadcast application the equipment could, for example, compress a ten-minute

newscast into a seven-minute presentation with "little apparent increase in speed of delivery."

The device, called "Eltro," is manufactured by a West German company of the same name. It was invented by a German designer, Dr. Anton Springer, about five years ago and was available then in this country for a short period.

Gotham Audio Corp. says Eltro is adaptable to all professional recorders. Attached to a recorder by two cables it uses the recorder's wind motors and playback amplifier, while substituting for the normal playback head. It has a rotating head assembly and variable speed capstan drive. Units designed for ¼-inch monaural tape are in stock with a list price of \$3,950. A stereo unit is available for \$4,450. Special orders are necessary for stereo models and three and four track units with tape widths ranging up to one inch.

Gotham Audio Corp. is located at 2 West 46th Street, New York.

Tech topics . . .

Louder longer? ■ A new extender amplifier designed to feed low and high VHF and FM band signals into a transmission line is being offered by Entron Inc., Silver Spring, Md. The LHE 501 R has one output terminal to extend feeder lines and another that may be used to split the line or feed a distribution amplifier. It is, according to the manufacturer, also suitable for use as a bridging amplifier when combined with a directional coupler.

Plant growth ■ Gavin Instruments Inc. has announced the addition of a 26,000-square-foot plant to its present UHF tuner production facilities. The firm expects its first production runs to be delivered from the new plant sometime in September. Gavin, based in Somerville, N. J., is a subsidiary of Advance Ross Corp., a Chicago TV component supplier.

Portable oscilloscope ■ A portable, battery-powered oscilloscope designed to resist extremes of temperature, altitude, shock and vibration, has been announced by Tektronix Inc., Beaverton, Ore. The 18-pound instrument, type 321A, will operate from 4-4½ hours on its internal, rechargeable batteries, according to Tektronix, and may be powered by any DC source of 11.5 to 35 volts, or by any common AC source, 50 to 800 cps.

Closed-circuit catalog ■ A catalog of closed-circuit television products has been issued by Blonder-Tongue Laboratories Inc., Newark, N. J., listing the company's line of closed-circuit equipment, including cameras, monitors, lenses, housings, video and distribution equipment and accessories, for educational, industrial and institutional use.

The future of electronics

Financial analysts told it will grow at a faster rate than other industries

The electronics industry is a healthy one and it can be expected to grow at a more rapid rate than American business as a whole, the Los Angeles Society of Financial Analysts was told Thursday (Aug. 13) at a luncheon hosted by the Western Electronic Manufacturers Association. The affair was a preliminary to the Western Electronic Show and Convention to be held Aug. 25-28 in Los Angeles, at which a registration of more than 50,000 is expected. About a quarter of the visitors will come from outside the Los Angeles area.

"Electronics, probably more than any other industry, depends upon continuing research, invention and engineering development," Max Lehrer, controller, Defense Electronic Products, RCA, told the luncheon. "It is our conviction," he said, "that no company can maintain leadership in electronics without pioneering new products and services. Such pioneering is costly in dollars, in manpower and in time. Our record shows, however, that it pays."

To illustrate his point, Mr. Lehrer cited color television in which an investment of more than \$130 million was called for to bring about its present status as a billion-dollar industry, with estimates that "\$750 million will be spent in 1964 by consumers for new color TV sets and another \$250 million will be spent for service, studio equipment and the production of color programs and commercials. Next year, color set sales alone should reach the going rate of \$1 billion annually and may well surpass the volume of black-and-white set sales."

"Most of us will probably agree on a short-term industry growth rate of 7% or 8% annually for the sum of all electronic shipments," Donald H. Putnam, president, Giannini Controls Corp., said. He commented that "though lower than the rate of some recent years, this figure is still one of

the highest available in any industry group."

However, Mr. Putnam said, "It's absolutely impossible to project sales volume to be created by fundamentally new products in the years ahead. Evolutionary growth—the progressively wider acceptance of color television, for instance—can be closely estimated, but how about that sales volume which will result from products not even conceived today?"

"The history of our industry has been especially rich in this type of market creation. No estimator, in 1951, could have projected very heavy sales in the then declining portable radio market, and yet the transistor has reversed that downward curve and pushed such products to four times the volume level reported for the year in which Bell Telephone Laboratories announced successful laboratory production of semiconductors. I leave to your own imagination an estimate of the total annual volume of other transistorized equipment being shipped today to commercial, industrial, and military markets. While some of it replaced vacuum tube product sales, much of it is new business that was not foreseen only 13 years ago."

The last 50 years saw a tremendous output of muscle extension systems, Daniel E. Noble, group executive vice president, Motorola Inc., observed. "The area of emphasis in our industry over the next 50 years will be found in the development and use of brain extension systems." Monolithic semiconductor circuitry, thin film circuits and combinations of the two, Dr. Noble said, will make it possible to achieve great improvement in reliability along with great reduction in power consumption, size, weight and cost of the new electronic systems.

RCA shows rectangular 25-inch color-TV tube

RCA last week told TV-set manufacturers its new 25-inch rectangular color tube will be available in limited quantities later this year for \$152.50 and by Jan. 1, 1965, its price would be no higher than \$130.

Over 20 set manufacturers who saw a demonstration of the tube last week at RCA's plant in Lancaster, Pa., received a sample tube and were each promised another 30 samples within two months.

Manufacturers have been advised by RCA to inform the company of their 25-inch color tube requirements before Sept. 1. Screen area of the new model is 295 square inches which compares to 261 square inches for the standard

21-inch round tube.

John B. Farese, vice president of RCA's television picture tube division, said that higher price of the new tube would probably prevent its wide use in higher priced color set models for the present.

RCA said it anticipates no change in the \$98 price of its standard laminated 21-inch round color tube.

The company said it is also developing a 19-inch rectangular color tube which might be introduced in 1965.

Prospects dimming for excise tax break

The possibility that the Congress may provide a reduction in the 10% federal manufacturers' excise tax on all-channel television receivers dimmed markedly last week.

Capitol Hill sources said even earlier hopes that a report might be written this year on which to base legislative activity next year or in 1966 seemed gloomy.

Broadcasters, manufacturers and appliance dealers urged the House Ways & Means Committee last month to reduce the tax and eventually remove it (BROADCASTING, Aug. 3).



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Every listener loves football... and the chance to win \$1,000 a week! That's why over 70 smart station managers in small, medium, and large markets already are boosting sales with BSI's newest promotion...

NATIONAL FOOTBALL SWEEPSTAKES® CONTEST

Ask WWOM, New Orleans; KTOP Topeka; WKAZ Charleston, W. Va.; or KREO Indio, Cal. *Better still, hear the jingle and get full details free; call Bill Crawford or Bob Gennings COLLECT: (area code 915) 683-5108.*

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Hollywood Commentator
DICK STROUT
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Fallout protection for stations

More than 300 stations already have government-paid shelters under Civil Defense program; more on the way

Early last June a group of radio stations in Minnesota received a hurry-up call from the Army's Corps of Engineers in St. Paul to a meeting. The purpose of the meeting was to get the stations to accept government funds to build a fallout shelter for their engineers at the transmitter building.

Each of the stations earlier had received a form notice from FCC Chairman E. William Henry urging them to cooperate in the program.

They were all set to cooperate, until they heard the news: The government representatives wanted them to sign up immediately so that work could be started before the end of the month.

This rush-rush was too much for a couple of station owners; they balked.

It was only later that they learned the cause of what seemed to be a crash program—the government's fiscal year was coming to a close and the government men wanted to get the money obligated before July 1 (a widespread practice in all government agencies).

But although the Minnesota broadcasters got rough treatment, more than 300 stations now have protection from fallout, courtesy of the U. S. government.

And many of them have received auxiliary generators, to furnish power in case main lines go out in a nuclear attack, as well as communications gear to help furnish lines for local civilian defense officials.

New List ■ For the coming fiscal

year, which began July 1, another 300 stations can expect federal help in constructing fallout shelters for their personnel. This will take place—and it's hoped there won't be any snafus like that in Minnesota—after Congress approves the \$5.5 million requested for this program by the Office of Civilian Defense, now part of the Department of Defense. This sum has not yet been approved by Congress, although hearings were held before the House Independent Offices Appropriation Committee, and no major objections were raised to it.

The fallout shelter program for both AM and FM stations holding National Defense Emergency Authorizations began early in 1962 with an appropriation of \$1.4 million. Almost 90 stations were protected under that appropriation. In the 1964 fiscal program, with \$3.4 million earmarked for the project, 216 stations received these benefits.

The \$5.5 million sought for fiscal 1965 will be used to furnish the same "austere" protection from radioactive fallout in case of a nuclear war to about 300 stations—mostly chosen to provide coverage on a state basis.

The choice of stations will be made by State Industry Advisory Committees (SIAC). The lists will be submitted to the National Industry Advisory Committee (NIAC), which will pass them on to the FCC for approval. The state lists are scheduled to be submitted to NIAC by Sept. 15. The first 300 stations were chosen primarily by the FCC for this

protection.

This is what the government is offering the NDEA stations—the program, however, is completely voluntary:

Between \$4,000 and \$6,000, depending on the power of the station and the dimensions of the transmitter building; emergency power generators and fuel storage tanks capable of holding enough fuel for 14 days, continuous operation; remote program units to be used at the sheltered transmitter site to tie in with the official local emergency operating center.

The program is limited to not more than 225 square feet for stations with 5 kw or less power; 300 square feet for stations with power over 5 kw. The value of microphones, turntables, tape machines included in the emergency warning program equipment is limited to \$300.

Few Problems ■ Government officials say these amounts have been sufficient to cover the expense of building the shelter and donating the communications gear. There have been some problems, they acknowledge, but this has usually been because of special conditions (soil, building structure, etc.).

Where problems have arisen, they point out, many stations have spent their own money to do the job their way.

For example, WTIC Hartford, Conn., spent \$1,000 to install the connections in the fallout shelter with its studios and other operating areas. KVOO Tulsa, Okla., declined any government aid, is spending its own funds for this purpose.

Under the criteria for the Emergency Broadcast Service, stations are chosen first for national coverage, to be used by the President to speak to the nation; second for local coverage, for information and instructions to the local populace by the state and local civil defense officials, and finally for state coverage.

Using these standards, civil defense officials feel they have established a national capability; they are now interested in establishing local capabilities. The program is under the direction of K. J. Christenson, deputy staff director in charge of emergency operations division, and Harry Roderick, communications chief.

Last April when the OCD officials appeared before Representative Albert Thomas (D-Tex.) and his Independent Offices subcommittee, the only objection to the program was voiced by Representative Charles R. Jonas (R-N. C.).

William P. Durkee, chief of OCD, was telling about the fallout shelter program for radio stations when Mr. Jonas interrupted:

"You are going to provide fallout protection in the stations for a limited number of people?" he asked.

Mr. Jonas expressed shock: "That is sort of callous. If I were running a sta-

Set production, sales on increase

Television and radio sales and production for the first half of 1964 moved ahead of the same period last year, the Electronic Industries Association reported last week.

Additionally, color TV set production zoomed to a high since EIA began reporting this category; in June 123,725 color sets were made, topping the previous high of 106,400 made in March.

Interestingly, almost 8,000 monochrome receivers made in June were VHF only, with 703,790 all-channel. Under the law, all TV sets manufactured after April 30 for in-

terstate commerce must be all-channel, but there are some exceptions permitted (for hospitals, educational institutions, for export, etc.).

Sales and production figures announced by EIA:

Period	Sales	
	Monochrome TV	Radio
Jan.-June 1964	3,443,073	4,019,448*
Jan.-June 1963	2,956,808	3,935,670
Period	Production	
	Monochrome TV	Radio
Jan.-June 1964	3,893,456**	8,939,238***
Jan.-June 1963	3,459,921	8,585,238***
* Excluding auto radios.		
** Of which 1,741,157 are all-channel. In addition, there have been 599,345 color TV sets made.		
*** Includes 4,160,047 auto radios and 818,255 FM, compared to 3,752,626 and 640,907 respectively last year.		

tion and somebody came in and wanted a build a shelter to protect only five of my people, I would feel a little obligation to provide similar protection for everybody there."

Some observers feel that Mr. Jonas may have been giving broadcasters a nudge. The subject was not mentioned again.

Ampex 'Videofile' to replace file folders

Videofile, a system that replaces file folders with television recordings that may be viewed and updated electronically, has been developed by Ampex Corp. First of the new systems will be delivered to the National Aeronautics & Space Administration in Huntsville, Ala., under an \$875,000 contract.

The result of several years of research, the Videofile system is built around Ampex's Videotape recorders similar to those developed for use in television broadcasting. It makes use of the exclusive Ampex VTR editing equipment, as well as TV cameras, buffer storage units, television monitors and printers.

In announcing Videofile, C. Gus Grant, vice president, operations, called the system "a proprietary Ampex product which is capable of doing for filing what computers have done for data processing. For the first time, it permits storage of documents with complete flexibility for rearranging, deleting or changing the contents of the file at the touch of a button.

"Ampex foresees widespread use of Videofile in commercial, industrial and government applications calling for frequent access to a large volume of docu-

ments," Mr. Grant said. "It is estimated that the world market for equipment of this type will grow to \$1.5 billion annually within the next decade."

New AT&T operating area

AT&T's Long Lines Department has established a fifth major operating area with headquarters in Washington that will be comprised of Delaware, Maryland, Pennsylvania, Virginia, West Virginia and the District of Columbia.

Other Long Lines area headquarters are in White Plains, N. Y., Atlanta, Chicago and Kansas City, Mo. One of the functions of the AT&T department is to provide communications services to broadcast networks. The new area, whose general manager is Thomas W. Scandlyn, was established, according to AT&T, because of growing demands for Long Lines' services.

FATES & FORTUNES



Mr. Cullen



Mr. Reed

Don A. Reed and **Richard L. Cullen** elected VP's of Leo Burnett Co., Chicago. Mr. Cullen is supervisor on Republican National Committee account. He joined agency early last year after 15 years with Curtis Publishing Co. where he had been, successively, general sales manager and assistant publisher of *Ladies' Home Journal*. Mr. Reed, also account supervisor, was for two years advertising director of Sunbeam Corp.

Robert J. Boslet, account supervisor at J. Walter Thompson Co., New York, and formerly of Warner-Lambert Pharmaceutical, joins Norwich Pharmacal Co., Norwich, N. Y., as advertising manager for Norwich products division.

Lew Heilbronner, VP and general manager of wjqs Jackson, Miss., resigns to form his own advertising and PR agency with offices at King Edward hotel in that city.

Lee Sanna elected VP-marketing at Wallace Laboratories, Cranbury, N. J. Mr. Sanna was formerly director of sales and marketing for Wallace, division of Carter Products Inc.

Hugh B. Larue, formerly general sales manager of WINS New York, has formed Larue & Associates, media brokerage firm specializing in sale of radio-TV stations and community antenna TV sys-

tems. Offices are at 440 East 62nd Street, New York. Mr. Larue will also serve as program and sales consultant to limited number of stations.

James A. Robert elected VP-account executive at Doherty, Clifford, Steers & Shenfield, New York.

William J. McKenna Jr., VP-creative director at Warwick & Legler, New York, joins Weightman Inc., Philadelphia, as VP copy-contact.

Arthur C. Johns elected VP in account servicing department of Edward H. Weiss & Co., Chicago.

Art Sinclair, formerly of WFAA-TV Dallas-Fort Worth, joins KYLE-FM Temple, Tex., as sales manager.

Aurora (Rory) Graziani appointed advertising manager of WWON-AM-FM Woonsocket, R. I., succeeding **Eugene A. Mailloux**, who resigned.

Frank J. Smith Jr., creative director at Cahn-Avis-Gerard, Baltimore, joins

Kal, Ehrlich & Merrick, Washington, as copy chief. **C. Robert Pfeifle** and **Ramsey G. Perry** appointed PR director and creative copy director, respectively, at KE&M.

A. Edwin Macon appointed art director of Eldridge Inc., Trenton, N. J., advertising agency.



Mr. Brown

Robert A. (Andy) Brown, VP and manager of Portland, Ore., office of McCann-Erickson and with agency for 11 years, joins Campbell-Ewald Co., effective Aug. 24, as manager of San Francisco office. Mr. Brown will also assist King Harris, executive VP and head of agency's western division, in administrative matters.

Hugh E. Rogers, VP and director of advertising agency services at SRDS

CR 7-0040/TR 9-1037

Management Consultants to Broadcasters



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Data Inc., New York, named to new post of VP and general manager. **John J. Mason**, VP and director of data processing, succeeds Mr. Rogers. **Sidney Weiss**, director of systems and programming, elected VP and director of data processing.

John J. McSweeney resigns as sales manager at WABC New York.

Ormond M. Hessler appointed general sales and marketing manager of B. F. Goodrich Footwear Co., Watertown, Mass.

Milton S. Loeb, formerly with Squibb International, New York, joins Reed & Carnrick, Kenilworth, N. J., as advertising manager.



Mr. Zimmerman

Robert J. Zimmerman elected VP of Leland Bisbee Broadcasting Co., Phoenix. He will continue as national sales manager of company's two Arizona stations: KRUX Glendale and KTKT Tucson. Mr. Zimmerman joined Leland Bisbee organization in 1960 as KRUX account executive, became national sales manager for both stations earlier this year.

Paul Murray, formerly sales manager of WNDY Indianapolis, joins KAIL-TV Fresno, Calif., in same capacity. **Rich Newman**, KAIL-TV program director, promoted to account executive.

Walter S. Newhouse named assistant sales manager of WQXR-AM-FM New York. Mr. Newhouse also continues as account executive.

William Schlabach, formerly supervisor of advertising and sales promotion for The Nestlé Co., joins Seabrook Farms Co., Carlstadt, N. J., as advertising and merchandising manager.



Mr. Crowther

William A. Crowther, VP and creative director of Wilson, Haight & Welch, Hartford, Conn., joins Lennen & Newell, New York, as VP in copy department. Previously, Mr. Crowther was VP and copy supervisor of William Esty Co. and group creative head at Compton Advertising, New York.

K. Miller, formerly with Dallas office of The Katz Agency, joins KXYZ Houston, as account executive Sept. 1.

Paul Brenner appointed to newly created post of sales development director at WJRZ Newark, N. J. **Chris Poulos** and **Dan Heilman** join station as account executives.

Stuart I. Mackie, formerly with De-

troit office of Blair Television, joins WXYZ, that city, as account executive.

Rosemary Lord, traffic manager and production assistant at MacManus, John & Adams, Los Angeles, promoted to office manager.



Mr. Archer

come account manager (BROADCASTING, Aug. 10).

Mel Winters, formerly with KHJ Los Angeles, named regional sales manager of KFAC, that city, supervising sales in San Francisco as well as Los Angeles.

George S. Rydos, account executive at WBNF-TV Binghamton, N. Y., promoted to local sales manager.

Gary Heisinger, salesman at KARM Fresno, Calif., joins KERO-TV Bakersfield, Calif., as account executive.

Randall Grochoske, with creative department of McCann-Erickson, San Francisco, since 1961, promoted to TV creative director. **James N. Faber** appointed PR director and account executive M-E's Seattle office.



Mr. Atwood

Allan A. Atwood Jr., former marketing manager at General Mills, Minneapolis, joins Chicago marketing staff of MacManus, John & Adams. Mr. Atwood earlier had been with Armour & Co., Chicago.

L. Gerald Ott appointed assistant director of research in St. Louis office of D'Arcy Advertising. He succeeds **J. Robert Mudd**, who has been named executive on Ozark Air Lines account.

David M. Shapiro, formerly head of his own advertising-PR agency, joins Ted Barkus Co., Philadelphia advertising and PR agency, as director of creative services.

Jack Burke joins Metro Radio Sales, Chicago. He had been sales manager at WBBM and before that was account executive at CBS Radio Spot Sales, both Chicago.

Edward Williams appointed sales manager of KBCA(FM) Los Angeles.

Martin J. Mann named product manager in household products division of Lever Brothers Co., New York. He was with Max Factor & Co., that city.

Julian J. Linde joins business affairs

unit in radio-TV department at Young & Rubicam, New York. Mr. Linde was formerly contract manager at CBS-TV, that city. **Frank Grady** has been named media director of Y&R's Chicago office. He has been manager of media department since 1962 and with agency 23 years.

Charles Culp appointed copy chief of Lavenson Bureau of Advertising, Philadelphia.

John M. Keil, formerly of Needham & Grohmann Inc., New York, joins Dancer-Fitzgerald-Sample, that city, as copy supervisor.

THE MEDIA



Mr. Wise

Chet Wise, formerly sales manager and program director of KTVK(TV) Ensign, Kan., named station manager of KUPK(TV) Garden City, Kan., new outlet on channel 13 not yet on air. Previously, Mr. Wise was VP of Chicago-based radio-TV sales representative firm, William Travis Co.

Thomas E. Dillahunty, formerly of KVIL Highland Park, Tex., and WRR Dallas, elected VP of KADY Inc., licensee of KADY St. Charles, Mo., and KADI(FM) St. Louis. **Tom Dailey** appointed manager of stations' which are principally owned by Rodney Erickson, senior VP of Maxon Inc., Detroit, and John Esau, president of Programmatic Broadcasting Service, New York.

Ken Heady appointed administrative assistant to E. K. Hartenbower, VP and general manager of KCMO Broadcasting (KCMO-AM-FM-TV Kansas City, Mo.). Mr. Heady has been with KCMO since 1939, most recently as director of programming for stations.



Mr. Gunn

Frank Gunn, since 1961 with KAKE Wichita, Kan., appointed general manager of KMNS Sioux City, Iowa. He succeeds **Harry Perkins**, who moves to KODY North Platte, Neb.

Robert F. Jernigan, manager of Hattiesburg Video (CATV) of Hattiesburg, Miss., and former division manager of Southern Community Antenna Television Systems Inc., promoted to director of Southern for CATV operations in its six CATV's. **Vern L. Coolidge**, Hattiesburg Video chief engineer since October 1961, promoted to senior engineer for all Southern systems.

Bill Adams, formerly executive producer of *Dick Clark Show* (radio) in New York for Mars Broadcasting Co.,

joins WLEE Richmond, Va., as executive assistant to Harvey Hudson, VP and managing director. He will be in charge of creative sales and program coordination.

Jim Sanders, program director, promoted to station manager of WAUK-AM-FM Waukesha, Wis.

Joseph DeFranco, attorney with CBS Inc. law department in New York since January 1960, appointed CBS assistant general counsel, Washington, effective Aug. 30.

Tom Matts, formerly news director of KBOX Dallas and KVIL Highland Park, Tex., appointed general manager of KYLE-FM Temple, Tex.

Harry Mitchell, former newsman at WJRZ Newark, appointed general manager of WNNJ-AM-FM Newton, both New Jersey.

Bill Shupert, formerly manager of KXYZ-FM Houston, named general manager of KMSC-FM Alvin, Tex. **Jeff Thompson** named KMSC-FM operations director.

NEWS



Mr. Zousmer

Jesse Zousmer elected VP-director of news for ABC-TV, New York. He joined ABC News in November 1963 as director of TV news, was formerly with CBS for 19 years, beginning in 1941 as writer in network's radio news department. Between tenures with CBS and ABC, Mr. Zousmer co-produced specials for NBC's *Show of the Week* and was in independent film production.

Donna Jernigan, graduate of University of Colorado, Boulder, joins WBBM-TV Chicago as assistant producer in public affairs.

Don Levine, formerly news director of WWSG Glens Falls, N. Y., joins news staff of WJRZ Newark, N. J., as senior editor and newscaster.

William C. Fyffe appointed news director of WXYZ-TV Detroit.

John C. Wadlund appointed news editor at KSTP-TV Minneapolis-St. Paul, succeeding **Harold R. (Bud) Meier**, who resigned.

Armond Noble, since September 1963 with news department of KTVB(TV) Boise, Idaho, joins KAIL-TV Fresno, Calif., as news director.

William J. G. Aylward, formerly of WANE-TV Fort Wayne, Ind., joins news and public affairs staff of WISH-TV Indianapolis.

Clarence Chaline Jr. appointed news director of KMSC-FM Alvin, Tex.

PROGRAMING



Mr. Gibbs

New company will produce and distribute TV programs, motion picture films and Broadway plays. Previously, Mr. Gibbs was head of commercial and industrial film division of MGM.

Leslie Stevens, president of Daystar Productions and executive producer of *The Outer Limits* which Daystar produces for ABC-TV, has signed contract with Desilu Productions to write pilot and serve as executive director of new half-hour action-comedy series based on Frank Merriwell books. Desilu owns film rights to these stories by Burt L. Standish, who is credited with sale of over 500 million copies of books.

Patrick Callihan resigns as director of field services for National Education Television, New York. He moves to Lansing, Mich., as president of his newly formed Charter Development Co., real estate firm.

Daniel I. Knight, formerly broadcast director of MacManus, John & Adams and George H. Hartman Co., joins Fred A. Niles Communications Centers, Chicago, as account supervisor covering Dayton and Cincinnati.

Robert K. Shapiro joins ABC-TV as program coordinator in Hollywood. He was formerly managing director of New York Paramount Theater, which closed Aug. 4.



Mr. Fox

Raymond C. Fox, administrative VP at ABC Films Inc., New York, named vice president and director of domestic syndicated sales. He succeeds **John F. Tobin**, who recently resigned.

Charles R. Fagan joins United Press International film services, Washington. For past two years Mr. Fagan was independent producer. Newly opened office is at 1017 New Jersey Avenue, S.E.

Leslie Gargan, formerly copy chief at Burton Browne Advertising, Chicago, appointed director of research for both television documentary films and theatrical motion pictures at David L. Wolper Productions, Hollywood. He succeeds **William Edgar**, who has been pro-

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Rep. Bennett, ranking Commerce member, dies

Representative John B. Bennett (R-Mich.), 60, ranking Republican on House Commerce Committee who often took positions on broadcast matters independent of GOP colleagues, died Aug. 9 in Washington, of cancer. He announced he would not seek re-election few days previous (BROADCASTING, Aug. 10).



Rep. Bennett

Mr. Bennett, 20-year House veteran, spurred broad probes of payola, FCC ex parte contacts and conflict of interest during Eisenhower administration while member of House Oversight Committee. He demanded

resignation of late FCC Commissioner Richard A. Mack and urged network regulation, introducing his own bill which failed to pass.

Failing in health in past few years, Mr. Bennett nonetheless led bi-partisan fight against equal-time suspension legislation in effort to protect opportunity for expressions of political minorities (BROADCASTING, June 24, 1963).

Mr. Bennett, dean of Michigan delegation, served 12th congressional district from 1942-44 and had won consecutive terms since 1946. He was Ontonagon prosecuting attorney for three terms before running for the House.

Mr. Bennett is survived by his widow, Mrs. Corinne Bennett; Mrs. Leo J. Cannon and Mrs. Harry Harner, daughters; John B. Bennett II, son; Mrs. James G. Bennett, mother; and Mrs. Donald C. Trenary, sister.

moted to producer on Wolper's *Men in Crisis* syndicated TV series.

Richard E. Perin, formerly with ABC in New York, joins TV department of Embassy Pictures Corp., that city, as account executive.

Jack Martin, formerly western division manager of United Artists Television, joins Four Star Distribution Corp., New York, as sales representative.

Don Hillman, formerly news director of KOAD LeMoore, Calif., joins KAIL-TV Fresno, Calif., as program director.

Allan Miller appointed music director of WNDT-TV (educational ch. 13) Newark-New York. Mr. Miller is associate conductor of Desoff Choirs. **Elsa Raven**, associate producer at WNDT,

named producer of *Once Upon a Day*, series for preschool children.

Harry Shoubin, formerly with Triangle group as operations director of WFIL-TV Philadelphia and program director of WNHC-TV New Haven, Conn., joins WNEW-TV New York as program manager.

Buddy Baker, formerly with KFIV Modesto, Calif., named program director of WBOK New Orleans.

Douglas China appointed program director of WINZ Miami.

Sheldon Fisher, formerly salesman at WTHI Terre Haute, Ind., appointed program director of WBNF-AM-FM Binghamton, N. Y.

Joe Agnello, staff director at KHJ-TV Los Angeles, promoted to executive producer. **Mike Rollens**, also staff director, promoted to assistant program director.

Dick Miner, formerly of WOKR-TV Rochester, N. Y., joins WNHC-TV New Haven, Conn., as producer-director.

Lloyd H. Gaynes joins WPXI-TV New York as assistant program manager. He was at Paramount Studios, Hollywood.

Willard Dyer, music director of KTBC-AM-FM Austin for past eight years, promoted to studio manager of KTBC-TV. **Lee Weddell** succeeds Mr. Dyer.

EQUIPMENT & ENGINEERING

Wayne Leonard, in reorganization of sales department of Lenkurt Electric Co., San Carlos, Calif., appointed to newly created post of general sales manager. Mr. Leonard has been with sales staff of Automatic Electric Inc., Chicago, since 1945. Both firms are subsidiaries of General Telephone & Electronics Corp., New York. **Edward G. Hall** named manager of Lenkurt's new systems engineer and proposal management group. **Jay B. Naugle Jr.** appointed manager of industrial sales.



Mr. Leonard



Mr. Zartler



Mr. Joseph

Frank Zartler, with Zenith Radio Corp.'s Rauland Corp., Chicago, since 1945, named VP and plant manager of Rauland in charge of all operations at firm's North Knox Avenue plant which makes picture tubes for both color and monochrome TV. **Perry Joseph**, with Rauland since 1947, elected VP and chief engineer at Knox plant in charge design and product development of cathode ray tubes including color tubes.

Wayne Rash, market research manager in communications products department of General Electric Co., Lynchburg, Va., named chairman of industrial electronics marketing services committee of Electronic Industries Association, Washington.

David C. Yates, for past four years with educational films division of Portland (Ore.) Cement Association, appointed sales engineer in western office of S.O.S. Photo-Cine-Optics Inc., New

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Chuck Thomas, formerly of KDS Hanford, Calif., joins KATL-TV Fresno, Calif., as chief engineer.

Eric C. Lee appointed eastern regional manager for audio-visual sales of Bell & Howell Co., Chicago. He replaces **Jack Lanning**, who resigned.



Mr. Sauter



Mr. Hanselman

Jack K. Sauter elected VP-product planning and development at RCA Sales Corp., New York. He was formerly VP-consumer products merchandising. **Richard W. Hanselman**, manager of product line development for radio Victor and tape products, succeeds Mr. Sauter as manager-consumer products merchandising.

William W. Robinson appointed to newly created post of government and international marketing manager for semiconductor division of Raytheon Co., Mountain View, Calif.



Mr. Kalb



Mr. Brandt

Roland J. Kalb, group VP of The Jerrold Corp., Philadelphia, and VP and general manager of subsidiary Pilot Radio Corp., Yonkers, N. Y., resigns to form management consultant firm in electronics field. **Sidney Brandt** succeeds Mr. Kalb as general manager of Pilot Radio Corp. Mr. Brandt was at one time VP of sales and operations for MGM Records and regional manager for Magnavox Co., both New York.

ALLIED FIELDS

Senator Daniel B. Brewster (D-Md.) appointed to Senate Commerce Committee last week to fill vacancy created by death of **Senator Clair Engle** (D-Calif.).

Les Kaufman, PR director of Don Feddersen Productions, elected 1964-65 president of Hollywood Press Club. Other new officers: 1st VP: **John Tynan**, *Downbeat*; 2d VP: **Bob Dingillian**, Association of Motion Picture & Television Producers; 3d VP: **Berne Fullmer**, KABC-TV Los Angeles; treasurer: **Ralph Portnor**, announcer of *Lawrence Welk*

Guylay joins GOP

L. Richard Guylay, president of Thomas J. Deegan Co., New York PR firm, resigns to become director of PR and advertising for Republican National Committee, Washington. **Lee Edwards**, former information director of Goldwater for President Committee, was named Mr. Guylay's deputy. He had served as acting director following resignation of **William Sprague** from national committee (BROADCASTING, Aug. 3).

Mr. Guylay was director of PR in Eisenhower-Nixon campaign in 1956, and Nixon-Lodge campaign in 1960, and was in same capacity for campaigns of late Senator Robert A. Taft (R-Ohio). Mr. Edwards was aide to former Senator John M. Butler (R-Md.), from 1959 to 1963.

program; sergeant-at-arms: **Barney McDevitt**, Hollywood Palladium.

FANFARE

Joseph Santley Jr. named publicity director of U. S. Borax & Chemical Co., Los Angeles, succeeding **Bob Werden**, who has resigned. Mr. Santley was at one time with McCann-Erickson, Los

Angeles, agency for U. S. Borax, and in charge of production and distribution of company-owned TV series, *Death Valley Days*. More recently he has been with Universal Studios and MGM.

Geren W. Mortensen, special accounts representative in Akron, Ohio, and Baltimore for Addressograph-Multigraph Corp., joins WJZ-TV Baltimore as assistant promotion and PR manager. He replaces **Todd A. Spoeri**, who was promoted to WJZ-TV promotion and public relations manager.

INTERNATIONAL

Ralph Misener, CJAY-TV Winnipeg, Man., elected president Canadian Independent Television Organization. VP's elected are **Ernest Bushnell**, CJOH-TV Ottawa, and **William Jones**, Associated Television Ltd., Ajax, Ont. **Jack Davidson**, CJAY-TV, was named treasurer, and **Gordon Carter**, CFCN-TV Calgary, Alberta, secretary.

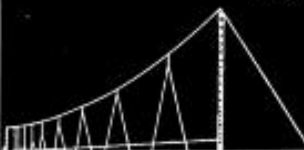
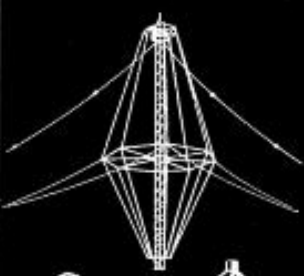
George C. Lund named general sales manager of CKSO-TV Sudbury, Ont.

Darrel Janz appointed farm director of CHAB-AM-TV Moose Jaw and CHRE-TV Regina, both Saskatchewan, succeeding **Walter Macht**, who was named stations' news director.

Fergus Mutrie, operations director of Canadian Broadcasting Corp., Ottawa, named CBC representative at New York, United Nations and Washington.

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Jack Craine, former CBC representative at New York and United Nations, appointed program director of CBC English radio network at Toronto. **Peter Reilly**, Ontario legislative reporter of CBC at Toronto, named CBC correspondent at United Nations, New York.

Jim Tapp, formerly of CBMT(TV) Montreal, appointed general sales manager of CKGM, that city.

Lieutenant Robert W. Groom appointed officer-in-charge of Armed Forces Radio-TV Service station, Wheelus Air Base, Libya. He replaces **Lieutenant Robert P. Glymph** (formerly of WIS-AM-TV Columbia, S. C.), who becomes information officer at Perrin Air Force Base in Texas.

DEATHS

Edward K. Mills Jr., 58, attorney and former member of Federal Trade Commission during Eisenhower administration, died Aug. 8 of heart attack while vacationing with his family on Nantucket Island, Mass. Mr. Mills was known as one of severest critics of what he called "crime, corn and commercials" on radio and TV when he was nominated by former President Eisenhower in March 1960 to be member of FCC. He was to have filled unexpired term of John C. Doefer, who



Mr. Mills

had resigned as chairman at President's request. Less than two months later, however, Mr. Mills asked President to withdraw his nomination to FCC because of conflict of interest. He was then named FTC commissioner, post he resigned year later. Mr. Mills is survived by his wife, Shirley, and two daughters, Shirley and Katina.

Robert B. Forker, 58, sales manager of WGAR Cleveland, died Aug. 8 at Cleveland Clinic hospital. Mr. Forker joined WGAR in 1942.

William Thomas Maday, 58, attorney and co-conductor of weekly Polish radio program, *The Law in Your Life*, on WLIB New York, died Aug. 8 at Roosevelt hospital in that city.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Aug. 6 through Aug. 12, 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—special hours. *—educational. Ann.—announced. CH—critical hours. CATV—community antenna television.

New TV station

APPLICATION

*Boise, Idaho—State Board of Education. VHF channel 4 (66-72 mc); ERP 27 kw vis., 13.3 kw aur. Ant. height above average terrain 2,474 feet, above ground 142 feet. P.O. address State Board of Education, Boise. Estimated construction cost \$332,493; first year operating cost \$9,500. Studio and trans. locations both Boise. Geographic coordinates 43° 45' 08" north latitude, 116° 08' 10" west longitude. Type trans. RCA TT-10AL, type ant. RCA TF-3EM. Legal counsel not listed, consulting engineer H. W. Toedtemeyer, Boise. Principal: board of regents. Ann. Aug. 5.

Existing TV stations

CALL LETTERS ASSIGNED

- *KTCI-TV St. Paul—Twin City Area Ed-

ucational TV Corp.
■ KHFJ-TV Austin, Tex.—Southwest Republic Corp. Changed from KTXN(TV).

New AM stations

APPLICATIONS

Saratoga Springs, N. Y.—Sarasradio Inc. Requests interim operation on 900 kc, 250 w. D. with facilities used under STA by WKAJ and those of deleted WSPN. Principals: Paul R. Rouillard, Kent E. Jones and John M. Burke. Ann. Aug. 7.

Wilkesboro, N. C.—Wilkesboro Broadcasting Co. 1240 kc, 100 w. unl. P.O. address Route 6, Winston-Salem, N. C. Estimated construction cost \$13,605; first year operating cost \$35,000; revenue \$55,000. Principals: Fletcher R. and Madge P. Smith (each 50%). Mr. Smith is engineer for WSJS-TV Winston-Salem. Ann. Aug. 4.

Tazewell, Va.—G. A. Hess, W. H. Bowen and Fred Cox. 1470 kc, 1 kw, D. P.O. address Box 373, Tazewell. Estimated construction cost \$21,259; first year operating cost \$25,000; revenue \$30,000. Mr. Cox is chief engineer at WMEV-AM-FM Marion. Va. Ann. Aug. 10.

Existing AM stations

CALL LETTERS ASSIGNED

- WBIB Centreville, Ala.—Voice of Mid South.
- KMRE Anderson, Calif.—Big Four Broadcasting. Changed from KPON.
- KSOL San Francisco—KSAN Inc. Changed from KSAN.
- WAYK Valparaiso, Ind.—Porter County Broadcasting Co.
- WAUX Wausau, Wisc.—Radio Wausau Inc. Changed from WBEV.

New FM stations

ACTION BY FCC

Manchester, Ga.—Radio Manchester Inc. Granted CP for new FM on 93.3 mc, channel 277. 20 kw. Ant. height above average terrain 493 feet. P.O. address Box 447, Manchester. Estimated construction cost \$32,900; first year operating cost \$12,000; revenue \$15,000. Principals: Elmer Loftin and Jack Whitehorn (each 50%). Radio Manchester is owner of WFDR Manchester. Action Aug. 6.

APPLICATIONS

Panama City, Fla.—Dixie Radio Inc. 92.5 mc, channel 223, 38.85 kw. Ant. height above average terrain 269.7 feet. P.O. address Box 519, Panama City. Estimated construction cost \$23,395; first year operating cost \$5,000; revenue \$7,500. Principal: Denver T. Brannen (100%). Dixie is licensee of WDLF Panama City. Ann. Aug. 7.

Jackson, Miss.—Capitol Broadcasting Co. 96.3 mc, channel 242, 81.25 kw. Ant. height above average terrain 1,415 feet. P.O. address Box 8187, Jackson. Estimated construction cost \$72,442; first year operating cost \$30,000; revenue \$10,000. Principals: Mississippi Publishers Corp. (Jackson Clarion-Ledger and Daily News), stock voted by T. M. Hederman Jr. and Standard Life Insurance Co., stock voted by W. R. Newman. Capitol is licensee of WSLI and WJJW(TV) Jackson. Ann. Aug. 5.

Muleshoe, Tex.—Radio Station KMUL. 103.1 mc, channel 276A, 3 kw. Ant. height above average terrain 72.25 feet. P.O. address Radio Station KMUL, Muleshoe. Estimated construction cost \$11,375; first year operating cost \$6,240; revenue \$7,200. Principals: John Burroughs (40%), Leola Randolph (40%) and Gilbert Lamb (20%). Applicant is licensee of KMUL Muleshoe. Ann. Aug. 5.

Salt Lake City—Salt Lake City Broadcasting Inc. 94.1 mc, channel 231, 24 kw. Ant. height above average terrain 3,057 feet. P.O. address 146 South Main Street, Salt Lake City. Estimated construction cost \$53,748; first year operating cost \$58,215; revenue \$60,000. Principals: George C. and Wilda Gene Hatch (each 50%). Mr. Hatch has 100% interest in Copper Broadcasting Co., licensee of KGHL Billings and KOPR Butte, both Montana; 50% interest in Salt Lake City Broadcasting, licensee of KALL Salt Lake City; 14% co-proxy interest with Mrs. Hatch of KUTV(TV) Salt Lake City, and 29% proxy interest of Butte Television Co., Butte, Mont. CATV system. Ann. Aug. 11.

Existing FM stations

CALL LETTERS ASSIGNED

- KFMR Fremont, Calif.—Dell Broadcasting Corp. Changed from KHYD.
- KBBL Riverside, Calif.—C. Edwin Goad.
- KDFM Walnut Creek, Calif.—Stereophonic Broadcasters Inc. Changed from KWME.
- WFOY-FM St. Augustine, Fla.—Ponce de Leon Broadcasting Co.
- KHVH-FM Honolulu—Kaiser Industries Corp.
- WAWK-FM Kendallville, Ind.—Noble-DeKaib Broadcasting Inc.

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■ WSAC-FM Fort Knox, Ky.—Fort Knox Broadcasting Corp.
 ■ WKEL Louisville, Ky.—Fort Knox Broadcasting Corp.
 ■ WSWG Greenwood, Miss.—Dixie Broadcasting Inc.
 ■ *KRWG University Park, N. M.—Residents of New Mexico State University.
 ■ WVUD-FM Kettering, Ohio—University of Dayton. Changed from WKET-FM.
 ■ WJET-FM Erie, Pa.—Jet Broadcasting Inc.
 ■ WCRQ Providence, R. I.—Charles River Broadcasting Co. Changed from WXCN.
 ■ WLAC-FM Nashville — WLAC Inc. Changed from WFMB.
 ■ WCST-FM Berkeley Springs, W. Va.—Berkeley Springs Radio Station Corp.

Ownership changes

ACTIONS BY FCC

WRCK Tusculum, Ala.—Granted assignment of license from Broadcasting Corp. of Southwest, owned by W. D. York (46.5%), Robert C. Kent (26%), Agnes Bryant (9%) and others to Ervin Parks Jr. (100%). Consideration \$45,000. Mr. Parks is sales manager and chief engineer of WRCK. Action Aug. 7.
 KFOG-FM-TV San Francisco; KHVH-AM-FM-TV Honolulu; KHJK(TV) Hilo, Hawaii; KICB-TV Corona, Calif.; WKBD(TV) Detroit, and WKBP(TV) Burlington, N. J.—Granted assignment of license from Kaiser Industries Corp., owned by Henry J. Kaiser, MacKintosh Partnership, Boy Scouts of America Inc., and others to Kaiser Broadcasting Corp., wholly owned subsidiary of former corporation. Conditioned grants are without prejudice to further action commission may deem appropriate as result of pending anti-trust suit of United States v. Kaiser Aluminum and Chemical Sales Inc. Action Aug. 7.
 WNKY Neon, Ky.—Granted assignment of license from Letcher Broadcasting Corp., owned by Ray Collins, Sam Quillen, Dee Dawahare, Alma Kincer (each 12.735%), Dave L. Craft, N. W. Collier, Rayphael Salyers and Phillip Holstein (each 12.284%) to Headwaters Broadcasting Corp., owned by Hoover Dawahare (66%), Charles (33%) and Bobbie J. Whitaker (1%). Messrs. Dawahare and Whitaker are Kentucky businessmen; Mrs. Whitaker is housewife. Consideration \$12,000. Action Aug. 7.
 KOKA Shreveport, La.—Granted transfer of control of licensee corporation, McLendon Shreveport Broadcasting Co., from John M. McLendon (97.6%), Anne P. McLendon (1.2%) and Joseph C. LeSage Jr. (1.2%) to Stuart J. Hepburn (55%), Dean McClain (4%), Stephen D. Bonjour (8%), Bernard I. Ochs (8%) and Century Life Insurance Co. (25%). Consideration \$250,000. Mr. Hepburn has 10% interest in KNOK Broadcasting Inc., licensee of KNOK Fort Worth. Action Aug. 6.
 WANB Waynesburg, Pa.—Granted transfer of control of licensee corporation, Commonwealth Broadcasters, WANB Inc., from George E. McGary Jr. (100% before, none after) to James E. Pattison (100% after). Consideration \$12,000 and \$10,467 to John S. Booth, preceding stockholder of licensee. Action Aug. 5.
 WKFD Wickford, R. I.—Granted assignment of license and renewal of license from Jack C. Salera and Joseph A. DeCubellis (each 50%), d/b as South County Broadcasting Co., to Mr. DeCubellis (100%), tr/as as company of same name. Consideration \$7,500. Action Aug. 10.
 KNFM(FM) Midland, Tex.—Granted assignment of license from Rudolph M. Rubin Jr., James R. Favors and William R. Mettler (each 33 1/3%), d/b as FM Associates, to Permian Broadcasters Inc., owned by Rudolph M. Rubin Jr., Michael Fitz-Gerald and Robert E. Good (each 33 1/3%). Consideration \$6,000. Messrs. Fitz-Gerald and Good are local businessmen. Contingent on grant of application to change facilities. Action Aug. 10.
 KSL-AM-FM-TV Salt Lake City, KIRO-AM-FM-TV Seattle and WRUL New York—Granted transfer of control of licensee corporations, KSL Inc., KIRO Inc. and International Educational Broadcasting Corp., from Corporation of President of Church of Jesus Christ of Latter-Day Saints, owned by David O. McKay (68.06%), Spencer P. Felt (4.87%), Gordon C. Holt (4.42%), Earl J. Glade (1.57%), John M. Wallace (1.61%) and others to Bonneville International Corp., owned by former corporation. No financial consideration; transaction of incorporation. Action Aug. 7.

APPLICATIONS

WEZB Birmingham, Ala.—Seeks assignment of license from Frank Blackford

(receiver) to Radio Broadcasting Company of Birmingham Inc., owned by Tom Gloor (25%), Douglas W. Layton (25% pending, 0.083% presently), Tommy Charles (25%) and William D. Sellers Jr. (25%). Consideration \$35,000. Mr. Gloor has 50% interest in Creative Advertising Inc. and owns Birmingham International Raceway Inc. Ann. Aug. 10.

KAFE San Francisco—Seeks assignment of license from Hal Cox tr/as Hal Cox Co. to McLendon-Pacific Corp., owned by McLendon Corp. whose stock is voted by Gordon B. McLendon. Consideration \$200,000. McLendon Corp. is licensee of KLIF-AM-FM Dallas; KILT and KOST(FM) Hous-

ETV applications

■ Burlington, Vt.—University of Vermont and State Agricultural College:
 \$307,061 to activate channel 22, Burlington; total project cost \$614,123.
 \$98,820 to activate channel 49, Rutland, Vt.; total project cost \$197,640.
 \$86,162 to activate channel 30, St. Johnsbury, Vt.; total project cost \$172,365.
 \$154,682 to activate channel 26, Windsor, Vt.; total project cost \$309,365.
 ■ San Bernardino, Calif.—San Bernardino Valley Joint Union Junior College: \$74,366 to improve operation of KCVR-TV, channel 24, San Bernardino; total project cost \$101,405.

ton; WYSL-AM-FM Buffalo; WYNR Chicago, and, through a subsidiary, is licensee of KTSA San Antonio. Ann. July 29.

KGIW Alamosa, Colo.—Seeks assignment of license from Radio Station KGIW, owned by Katholeen and Delbert Lloyd Allen (each 50%) to Darrel K. Burns. Consideration \$50,000. Mr. Burns is owner of Community Broadcasting Co., licensee of KRSN-AM-FM Los Alamos, N. M. Ann. Aug. 7.

WOSL Kissimmee, Fla.—Seeks assignment of license from Osceola Broadcasting Inc., owned by Howard R. King (100%) to Boyce J. Hanna. Consideration \$10,000. Mr. Hanna has 66 2/3% interest in WADA Shelby and 66 2/3% interest in Greensboro Publishing Inc., newspaper publishing firm in Greensboro, both North Carolina. Also see application for transfer of control of WGAS South Gastonia, N. C. Ann. Aug. 7.

WYOU Tampa, Fla.—Seeks assignment of license from John M. McLendon tr/as Florida Fund-Raising Radio, owned by W. W. Giles and Salvador G. Gianquinto (each 50%). Consideration \$183,000. Mr. Giles is account executive for FM Broadcasting Corp., operator of WHLI-AM-FM Hempstead, N. Y. Mr. Gianquinto is 25% owner of beverage distributing establishment. Ann. Aug. 7.

WFMB Vandalia, Ill.—Seeks assignment of license from Wilbur J. Meyer tr/as Peter-Mark Broadcasting Co. to Peter Mark Broadcasting Co., owned by Wilbur J. Meyer (51%) and H. A. Davis (49%). Consideration \$14,700. Ann. Aug. 7.

WJPS Evansville, Ind.—Seeks assignment of license from WJPS Inc., owned by Robert S. Davis (49.59%), J. Porter Smith (45.5%) and others to Geyer Broadcasting Inc., owned by Wayne Wyndham Geyer (100%). Consideration \$251,500. Geyer Broadcasting is licensee of WKEE-AM-FM Huntington, W. Va. Ann. Aug. 5.

WROZ Evansville, Ind.—Seeks assignment of license from J. B. Fuqua to Rexalan Corp., owned by J. B. Fuqua (100%). No financial consideration; transaction of asset transfer. Mr. Fuqua has 100% interest in WJBF(TV) Augusta, Ga., and KTVE(TV) El Dorado, Ark. Ann. Aug. 11.

KANS Larned, Kan.—Seeks assignment of license from Hoagland-Downie, owned by Don H. Hoagland and Marvin Downie (each 50% before) to Don H. Hoagland (100% after). Consideration \$12,000. Ann. Aug. 11.

KMUW Wichita, Kan.—Seeks assignment of license from Municipal University of Wichita to Wichita State University. No financial consideration. Ann. Aug. 7.

WBSM-AM-FM New Bedford, Mass.—Seeks acquisition of positive control of licensee corporation, Southern Massachusetts Broadcasters Inc., by George Gray (45% before, 65% after) through purchase of stock from Chauncey L. Landon (20% before, none after). Consideration \$16,000. Ann. Aug. 7.

WVMI Biloxi, Miss.—Seeks acquisition of positive control of licensee corporation, New South Communications Inc., by Frank E. Holladay and Joseph W. Carson (each 26% before, 50% after) through sale of stock by H. E. Sanders and M. F. Kahlmus

(each 24% before, none after) to corporation. Consideration \$9,560. Messrs. Carson and Holladay each have 33 1/3% interest in WLSM Louisville, Miss.; 26% interest in WNSL Laurel, Miss.; 26% interest in WOKT Tuscaloosa, Ala.; 50% interest in WACK Meridan, Miss., and 50% interest in Background Music Service, Meridan. Ann. Aug. 10.

KRGV(FM) Las Vegas—Seeks assignment of license and SCA from Mrs. E. W. Cragin to Cragin Broadcasting Co., owned by Mrs. E. W. Cragin (60% after) and Horst Schmidt (40%). Consideration \$10,000. Ann. Aug. 11.

WDHA-FM Dover, N. J.—Seeks transfer of control of licensee corporation, Drexel Hill Associates Inc., from Peter L. Arnov (96% before, 46% after) to Passaic Daily News (none before, 50% after). Passaic Daily is owned by Richard Drukker family. Consideration \$75,590. Ann. Aug. 5.

WGAS South Gastonia, N. C.—Seeks transfer of control of licensee corporation, MGM Broadcasting Corp., from A. Clay Groves (25.5% before, none after), Earl O. Mace (23.14% before, none after) and Glenn F. Mace (20.59% before, none after) to Boyce J. Hanna (none before, 25.5% after as his own and the voting trust of Messrs. Mace (43.73%)). Consideration \$10,000. Mr. Hanna has 66 2/3% interest in WADA Shelby and 66 2/3% interest in Greensboro Publishing Inc., newspaper publishing firm in Greensboro, both North Carolina. Ann. Aug. 5.

KIHI-FM Tulsa—Seeks assignment of license and SCA from CHE Broadcasting Co. to Swanco Broadcasting of Oklahoma Inc., owned by Kenneth R. Greenwood (100%). Consideration is assumption of \$9,500 liability. Swanco is licensee of KRMG Tulsa. Ann. July 29.

KQEN Roseburg, Ore.—Seeks transfer of control of licensee corporation, KQEN Broadcasting Inc., from Lyle E. Fenner (65%) to Lyle E. and Helen M. Fenner (65% jointly). No financial consideration; transfer to establish joint tenancy. Ann. Aug. 7.

WCRQ-FM Providence, R. I.—Seeks assignment of license from Charles River Broadcasting Co., owned by Theodore Jones (50.06%), Stephen Paine (45.46%) and Richard L. Kaye (4.48%) to Charles River Broadcasting Inc., owned by same individuals in same percentages. No financial consideration; transaction of asset transfer. Ann. Aug. 7.

WEEN Lafayette, Tenn.—Seeks relinquishment of positive control of licensee corporation, Lafayette Broadcasting Inc., by Denton D. and Anna M. Norris (50% jointly, before, and 50% jointly, after) through sale of stock by Mr. Norris (25% as individual before, none after) to Billie B. Speck (none before, 25% after). Consideration \$8,000. Ann. Aug. 7.

KEPS Eagle Pass, Tex.—Seeks assignment of license from Uvalde Broadcasters Inc., owned by E. J. Harpole (96%), Rae Harpole (2%) and Mary E. Harpole (2%) to Eagle Pass Broadcasters Inc., owned by same individuals in same percentages. No financial consideration; transaction of asset transfer. Ann. Aug. 11.

KONO-TV San Antonio, Tex.—Seeks acquisition of positive control of licensee corporation, Mission Telecasting Corp., by Mission Broadcasting Co. (50% before, 100% after) through purchase of stock from James Calvert (10% before, none after), L. A. Douglas (5% before, none after), estate of Margaret Watts Flowers (3.7% before, none after), Leslie Flowers (3.8% before, none after), Sylvan Lang (5% before, none after), Jesse H. Oppenheimer (2% before, none after), Joe R. Straus (13% before, none after) and Lafayette Ward (7.5% before, none after). Consideration not listed. Mission Broadcasting will also pay Florence Pink \$332,878 and Jaclyn Comela \$61,360 for their interest in Mission Broadcasting. Ann. Aug. 7.

KOFE Pullman, Wash.—Seeks assignment of license from KOFE Inc., owned by M. William Wipple (49%), Robert P. Turney (49%) and M. Norine Wipple (2%) to Lowe Broadcasting Inc., owned by Kellie R. Lowe Jr. (100%). Consideration \$70,000. Mr. Lowe was chief engineer at WMQM Memphis. Ann. Aug. 5.

Hearing cases

OTHER ACTION

■ Commission, by board composed of Commissioner Lee, adopted order postponing effective date of July 17 initial report and recommendation in proceeding on applications of Burlington Broadcasting Co. and Mount Holly-Burlington Broadcasting Inc. for new AM's in Burlington and

Mount Holly, N. J., respectively, pending completion of review by commission. Action Aug. 7.

Routine roundup

ACTIONS BY REVIEW BOARD

■ In Kingston-Hyde Park, N. Y., FM proceeding, granted Ubiquitous Frequency Modulation Inc. motion to extend time to Aug. 17 to file oppositions to petition to enlarge issues. Action Aug. 11.

■ Granted petition by Central Broadcasting Co. (WCGC), Belmont, N. C., to extend time to Aug. 31 to file exceptions to initial decision in proceeding on AM application. Action Aug. 11.

■ Members Berkemeyer and Pincock, with member Nelson dissenting, adopted decision denying application of WGUN Inc. for modification of license to change studio location of WGUN from Decatur, Ga., to Atlanta and relocate main studio to trans. site. Jan. 28 initial decision looked toward granting application. Action Aug. 10.

■ Granted motion by Raul Santiago Roman to strike exceptions to initial decision of respondent Arecibo Broadcasting Corp. (WMTI), Manati, P. R., in proceeding on Roman's application for new AM in Vega Baja, P. R. Action Aug. 7.

■ By memorandum opinion and order, granted appeal by Lee Roy McCourry, t/as New Horizon Studios, from examiner's July 8 action which dismissed with prejudice for failure to prosecute application for new TV on channel 28 in Eugene, Ore., and remanded proceeding to examiner for further consideration in light of facts now included and made part of record. Action Aug. 7.

■ Granted petition by American Colonial Broadcasting Corp. to extend time to Aug. 10 to file replies to oppositions by Broadcast Bureau and El Mundo Inc. in proceeding on applications to change trans. site and ant. height of WSRV-TV, Ponce, and to increase power of WKBM-TV, Caguas, both Puerto Rico. Action Aug. 7.

■ Members Nelson, Pincock and Slone adopted decision which directed Progress Valley Broadcasters Co. to discontinue use of call letters KISM for new AM in Shakopee, Minn., effective within 60 days, and denied motion by Southern Minnesota Supply Co. (KYSM), Mankato, Minn., to strike Progress' brief. Action Aug. 7.

■ By memorandum opinion and order in proceeding on application of Northern Indiana Broadcasters for new AM in Mishawaka, Ind., in Doc. 14855, granted Broadcast Bureau request to extent of remanding proceeding to examiner for further hearing and preparation of supplemental initial decision to determine whether application should be considered as Mishawaka proposal or as South Bend proposal for purposes of applying Sec. 73.28(d)(3) of 10% rule, and in event is determined proposal should be treated as South Bend proposal, whether interference which would be received by proposal herein would affect more than 10% of population within normally protected primary service area in contravention of Sec. 3.28(d)(3) of rules, and if so, whether circumstances exist which would warrant waiver of section; dismissed motion by Clarence C. Moore (WCMR), Elkhart, Ind., and granted Northern petition and accepted additional pleading. Member Nelson dissented and voted for denial of petitions. Action Aug. 7.

■ By memorandum opinion and order in proceeding on applications of United Audio Corp. and Northland Broadcasting Corp. for new FM's in Rochester, Minn., in Doc. 15417-8, granted request by Broadcast Bureau for permission to file additional pleading, and denied Northland's petition to enlarge issues. Member Nelson not participating. Action Aug. 6.

■ By memorandum opinion and order in Roswell, N. M., TV channel 10 proceeding, denied Roswell Television's petition to further enlarge issues. Action Aug. 6.

■ By memorandum opinion and order in proceeding on application of Bay Shore Broadcasting Co. for new AM in Hayward, Calif., in Doc. 14644, granted appeal by Bay Shore to examiner's ruling to extent of remanding proceeding to examiner for further consideration with respect to Bay Shore's revised exhibit and dismissed motion to accept additional evidence. Action Aug. 5.

■ Scheduled oral argument for Sept. 14 in the following AM proceedings: S & S Broadcasting Co. (WTAQ), LaGrange, Ill.; Moberly Broadcasting Co. (KWIX), Moberly, Mo. and John Self, Winfield, Ala. Action Aug. 4.

ACTIONS ON MOTIONS

Action by commission

■ Commission granted request by M & M Broadcasting Co. (WLUK-TV), Green Bay, Wis., to extend time from Aug. 17 to Aug.

31 to file reply comments in TV rulemaking proposals involving Rhinelander, Wis., and Ironwood, Mich. Action Aug. 5.

By Hearing Examiner Basil P. Cooper

■ Granted petition by Richard M. Brescia, Jack Wormser and Marnette L. Saz, d/b as Eaglecon, for leave to amend application for new AM in Rockville, Conn., which is in consolidated AM proceeding in Doc. 15384 et al., to reflect minor change in manner of financing construction of proposed. Action Aug. 6.

■ Granted motion by Noble Broadcasting Corp. to extend time from Aug. 3 to Sept. 8 to file proposed findings and from Aug. 28 to Sept. 28 for replies in proceeding on application for renewal of license of WILD Boston. Action Aug. 4.

By Hearing Examiner Charles J. Frederick

■ Pursuant to agreements reached at July 20 hearing in proceeding on applications of Cleveland Broadcasting Inc. and Community Telecasters of Cleveland Inc. for new TV's on channel 19 in Cleveland, in Doc. 15163-4, closed record and directed proposed findings shall be filed by Sept. 16 and replies by Oct. 14. Action Aug. 5.

By Hearing Examiner Millard F. French

■ Granted motion by Demopolis Broadcasting Co. (WXAL), Demopolis, Ala., to extend time to Aug. 11 to file revised figures in exhibit in proceeding on application of Bigbee Broadcasting Co. for new AM in Demopolis. Action Aug. 7.

By Hearing Examiner Walther W. Guenther

■ On own motion, scheduled further hearing conference for Sept. 9 in proceeding on application of Bay Shore Broadcasting Co. for new AM in Hayward, Calif. Action Aug. 7.

■ On own motion, continued Sept. 28 further hearing to Oct. 5 in proceeding on AM applications of Copper Country Broadcasting Co. (WMPL), Hancock, and Upper Michigan Broadcasting Co. (WHDF), Houghton, both Michigan. Action Aug. 5.

By Hearing Examiner H. Gifford Irion

■ In proceeding on applications of Skylark Corp. and Kingston Broadcasters Inc. for new FM's in Kingston, N. Y., granted joint motion for postponement of procedural dates continued for 30 days each of procedural dates heretofore established and Sept. 22 hearing to Oct. 26. Action Aug. 5.

■ On own motion, continued Sept. 28 hearing to Oct. 6 in proceeding on applications of American Colonial Broadcasting Corp. to change trans. site and ant. height of WSRV-TV, Ponce, and to increase power of WKBM-TV Caguas, both Puerto Rico. Action Aug. 5.

By Hearing Examiner Jay A. Kyle

■ On own motion, continued Sept. 29 prehearing conference to Oct. 1 in proceeding on AM application of Progress Broadcasting Corp. (WHOM), New York. Action Aug. 7.

By Hearing Examiner Forest L. McClenning

■ Granted petition by Westinghouse Broadcasting Co. to extend time from Aug. 12 to Sept. 2 to file response to petition by Western Slope Broadcasting Inc. (KREX), Grand Junction, Colo., for leave to amend AM application. Action Aug. 4.

By Office of Opinions and Review

■ Granted petition by Broadcast Bureau to extend time to Aug. 12 to file responses to petition for leave to intervene and set aside or postpone effective date of hearing examiner's report and to Aug. 17 for replies to such responses in proceeding on applications of Burlington Broadcasting Co. and Mount Holly-Burlington Broadcasting Inc. for new AM's in Burlington and Mount Holly, respectively, both New Jersey. Action Aug. 6.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of Aug. 11

WMAJ State College, Pa.—Granted CP to install auxiliary-daytime and alternate main-nighttime trans. at main trans. location; remote control permitted.

WOWO Fort Wayne, Ind.—Granted CP to install auxiliary trans. at main trans. location.

KAHR Redding, Calif.—Granted CP to install new trans. as auxiliary trans. at main trans. location; remote control permitted.

WLTC Gastonia, N. C.—Granted CP to install auxiliary trans. at main trans. location.

WINN Louisville, Ky.—Granted CP to install alternate-main trans. at main trans. location; remote control permitted.

KVOA-FM Tucson, Ariz.—Granted mod.

Continued on page 97

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Manager—Radio station on East coast. Must have experience in local community broadcasting and thoroughly familiar with sales management. Excellent opportunity in a fast growing area. Box H-166, **BROADCASTING**.

Assistant manager to assume management after short training period, of 1 kw in multi-station operation. Must be strong on sales. Resume, picture to Box H-187, **BROADCASTING**.

Manager—salesman needed for new East coast small market station. Send resume. Box H-235, **BROADCASTING**.

Sales

KMUS, Muskogee, Okla., needs experienced time salesman. Contact Horace Boren, Owner, Box G-214, **BROADCASTING**.

Gulf Coast experienced aggressive radio salesman. Ready for management or managing now. Salary plus. Unusual opportunity. Multiple Negro group. Box G-338, **BROADCASTING**.

One man . . . for play-by-play, sales and morning combination. Box H-26, **BROADCASTING**.

It's time to think of the future. Are you managing or selling for small radio station, a small television station, or a small newspaper? How long have you worked in a small market? Have you gone as far as you can in your field? How long since your last raise? Why not make a change? Outdoor Advertising is on the move. In the next 10 years, outdoor advertising will have the largest business increase of any media. Why don't you get in on the ground floor? Send your complete resume, salary requirements, and recent picture to Box H-40, **BROADCASTING**.

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KBLF Red Bluff, California needs good young salesman. Salary plus liberal commission. Don't phone—Write Radio station KBLF, 405 Walnut, Red Bluff, California.

WRVA-Radio, Richmond, Virginia wants experienced time salesman—send resume, references, picture to: Harold Barre, P. O. Box 1516, Richmond, Va.

Are you tired of being just a salesman with no opportunity for advancement to the executive level? If you are and if you are aggressive, hard working, with a solid sales record behind you . . . then you want us. The OK Group is one of the oldest and most successful Negro programed radio properties. We have openings in our top three cities . . . New Orleans, Houston, Memphis . . . for successful radio salesmen. If you've got sales ability we can promise you realistic earnings between \$8,000 and \$14,000. If you've got executive ability we can promise you an opportunity within a year of becoming one of our assistant managers and eventually a managerial chance. Write: Stanley Ray, OK Group, 505 Baronne St., New Orleans, La.

Sales—(Cont'd)

Management and sales management personnel with broad experience in media sales in southwest area. Require ability to deliver personal sales and develop profitable sales department. Openings in both our Austin, Texas and San Antonio, Texas, offices. Rollins Outdoor Advertising, Inc., 2323 Broadway, San Antonio, Texas. Box 8238.

Announcers

One man . . . for play-by-play, salesman morning show combination. Box H-27, **BROADCASTING**.

California calls! First phone man needed to help keep us #1 in highly competitive market. Send tape, complete resume, and photo to Box H-48, **BROADCASTING**.

Immediate opening for play-by-play announcer. Experienced and skilled man needed now to set up play-by-play sports schedule for both college and high schools in our market area of 150,000. Salary is open to a mature professional. Union and company benefits. Industrial and educationally oriented city near Chicago. Fine recreational opportunities. Station number one and fast growing. Rush tape, resume and references to Box H-105, **BROADCASTING**.

Illinois fulltimer has September 1 opening for first phone engineer with announcing ability. Engineering first; announcing secondary. Salary no object, to qualified applicant. Send full information, including tape in first letter. Box H-106, **BROADCASTING**.

First class engineer-announcer experienced in modern radio for beautiful New York single market station. Must have maintenance knowledge. Send tape, resume, salary requirements. Box H-108, **BROADCASTING**.

Announcer with first phone. Experience not necessary, desire is. Midwest small market. Modern format. Box H-130, **BROADCASTING**.

Full-time station in upper Midwest wants to hear from announcers who can gather, write and deliver news in a truly professional manner. Not a job for golden voiced loafer. Voice is secondary to delivery and ability to write. Salary open to discussion with man we want. Send tape, sample news stories and background to Box H-143, **BROADCASTING**.

One of Americas' truly great modern music stations has an opening soon for a mature radio personality. This is a major market radio station. Must have first phone. Preferably comedy or straight. Must know format operation. We are not looking for a sing-song nineteen year old time and temperature man. Box H-182, **BROADCASTING**.

\$450.00 per month, Montana, night shift, good staff and working conditions. Require first phone. Box H-186, **BROADCASTING**.

If you are experienced personality with proven results, one of Western Michigan's top-rated stations offers excellent opportunity. Send resume, tape and ideas. Box H-193, **BROADCASTING**.

\$140 weekly plus excellent fringe benefits for experienced and versatile TV and radio announcer. Powerful Midwestern outlet in city under 100,000. Box H-208, **BROADCASTING**.

KBU, Athens, Texas has immediate opening for mature, experienced announcer.

1st phone announcer—Our Texas man wants to go back home. Need man who likes Missouri, wants permentency likes regular increases and good starting salary, has experience, will work afternoon and evening. Contact Im Jae, KHMO, Hannibal, Missouri.

Announcers—(Cont'd)

Needed immediately. Experienced announcer with first phone (no maintenance) for 10,000 watt NBC affiliate. Big band sound. Send audition tape, photo and resume to KOAM, radio, P. O. Box F, Pittsburg, Kansas.

Announcer-salesman. Salary and commission. Good deal to right man. Tape and resume to KRNS, Burns, Oregon.

Immediate opening. Morning man: Play-by-play sports. Salary open. Send resume—tape to Dave Young, KSID RADIO, Sidney, Nebraska.

Announcers wanted: Expanding staff. Must be experienced with good voice. Adult station, top equipment, good pay, network. Send tape, photo, resume to Carl Yates, KSIS AM-FM, Sedalia, Missouri.

Are you a staff man with good adult music sense and an authoritative news delivery ready to make our evening hours come to life? KWNO in the beautiful Hiawatha Valley can make use of your talents. College town of 25,000 where the living is good. Send tape and background information to C. E. Williams, KWNO, Winona, Minn.

Experienced announcer for middle of the road music station—send tape, resume, to WABY, Albany New York.

Can you wake'em up with a smile? Give them the happy bright sounds? We need an experienced announcer for the morning show. We're 5000 watts, ABC network, good music. Best working conditions. If you believe you're the man, send tape and resume to WATK, Galesburg, Illinois, Phone 309-342-3161.

Announcer with first phone, no maintenance. WAMD, Aberdeen, Md.

Combination staff announcer and newsmen. Send tape and salary requirement. Contact: Sam Elman, WATR, Waterbury, Conn.

Going 5000 watts by December. WBUX, Doylestown, Penna needs another good 1st phone airman. Philadelphia area. Call 215-348-3583 Dave Ross, Program director.

Community minded Northern Michigan station has opening for experienced announcer who can also do play-by-play. Opportunity to work into sales for right party, if desired. Send tape, resume, references to: WCBY, Cheboygan, Michigan.

What salary do you want? That is, if you have a first-class license and an announcer. The job is open now. Telephone or write H. M. Thayer, President, WGHQ, Kingston, New York.

Immediate opening midwest experienced permanent announcer for quality daytimer, located between Madison and LaCrosse Wisconsin. Congenial staff. Send audition, resume, and photo. Parks Robinson, WISV, Viroqua, Wisconsin.

Radio announcer needed. Must have experience. Send audition tape to WMNC, Morganton, N. C.

Major market opportunity. Wanted: One good, clean, mature, sober, seasoned broadcaster with first class ticket for quality adult operation expanding facilities to 5,000 watts fulltime and 100,000 watts FM and stereo. Send full information first letter with resume, picture, salary requirements, audition tape with news, commercials and ad lib to William V. Stewart, WPBC AM FM, 1133 Stinson Blvd., Minneapolis, Minnesota.

Newsman-announcer new position. Third required. Contact Ken Gaughran, News Director, WVOX, New Rochelle, New York.

Announcers—(Cont'd)

Wanted: Announcer for AM-FM operation. Mature voice. News conscious. Must handle board. Good working conditions. Excellent opportunity for advancement. Rush tape and resume to Bruce Phillips, WVPO, Straudsburg, Pa.

"Interpretive Announcing" will teach you what 95% of announcers will never learn by trial and error. "Interpretive Announcing," the nationally recognized, copywritten voice training system 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.

Wanted immediately: Announcer-engineer 1st phone for 5 kw daytime station, Lapeer, Michigan. Emphasis on announcing. Phone Mr. Oyster, MO 4-8555 days, MO 4-8293 evenings.

Technical

Wanted: CE/pro announcer with FM stereo experience for West's leading FM, part of growing organization. Tape, resume, references now. Box H-88, BROADCASTING.

Chief Engineer needed for quality religious program and music station. Top pay for right man, permanent position. Limited announcing required. Send resume and tape with first letter. Box H-128, BROADCASTING.

Chief engineer-announcer wanted. Midwest small town two-tower directional. If you have knowledge but lack experience, here's the place to go to grow. Box H-129, BROADCASTING.

1st phone engineer needed immediately. 5,000 watt station. Send resume to Box H-180, BROADCASTING.

Chief engineer wanted: Must be combo man strong on maintenance and good voice. Must have excellent references. Above average opportunity for right man. Send tape, photo, resume to Carl Yates, KSIS AM-FM, Sedalia, Missouri.

Immediate opening for first class engineer for FM transmitter watch. Some maintenance. Write Manager or C. Engineer. WBCM, Bay City, Michigan.

WGH radio needs a 1st phone engineer, no announcing, permanent position, send resume and references to Chief Engineer, WGH radio, P.O. B. 98, Newport News, Va.

Chief engineer—AM—1000 watt, 3 tower directional. Some announcing abilities. Experienced with remotes. Opening—immediate. Contact Manager, WITY, Box 142, Danville, Illinois.

Immediate opening for experienced Chief Engineer. Prefer man with ability to do some announcing, but strong on maintenance. Above average opportunity. Send resume to Jim McDonald, WKNY, Kingston, N. Y.

Chief engineer for new AM 2-da. Maintenance, operation, light announcing, work with people. Building small, professional staff. \$500. Sam Elliott, 300 South Durham, Ulysses, Kansas 67880.

Production—Programing, Others

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.

Texas group purchasing metro station. Need complete staff. Advancement, stock option and buy-in provisions to qualified personnel. Complete details first letter. Box H-93, BROADCASTING.

Diversified, nationwide, group operator seeks administrator with programing marketing and publicity writing experience. Complete resume to Box H-232, BROADCASTING.

Production—Programing, Others

Continued

Permanent job for limited experienced announcer-newsman. \$500.00 to \$600.00 for the right man to work in America's fastest growing area—Houston, Texas. Send all facts and tape-first letter. Box H-242, BROADCASTING.

Need all-around man to do production work and cover local news for C&W station. Extra income from sales if desired. Send sample tapes and resume to R. Curry, KHER, Santa Maria, California. Burke Riley, Bennet Brownell, Frank Macomber—would like to hear from you.

Going FM soon. Illinois daytimer wants a news director who can do play-by-play. This is an excellent opportunity with salary open. For further information contact Jack Hallstrom, WIZZ RADIO, Streator, Illinois. Telephone 2294-7.

Opening for play-by-play sports announcer. Good working conditions, good pay. Grace Heath, WLSE, Wallace, N. Carolina.

Wisconsin daytimer seeking dependable, conscientious news editor prefer experienced man. Send resume, complete details, tape to: WMIR, Lake Geneva, Wisconsin.

Copy writer: Some station or agency experience beneficial. Send job history, expected salary, photo and copy samples first letter to: Program director, WOC-AM-FM-TV, Davenport, Iowa.

Experienced newsman for radio-TV news department. Ability to gather, write and air news. Minimum 2 years commercial experience. Excellent terms. Conditions and benefits. Send resume, snapshot and air check to News director, WOC-AM-FM-TV, Davenport Iowa.

RADIO—Situations Wanted

Management

\$100,000 average annual billing in top market. Strong on local sales development, desires sales management or management. Ready to produce mutual profits. Contract only. Box H-70, BROADCASTING.

Manager—Married, children, no floater looking for opportunity to grow—proven track record—know radio inside and out—Northeast prefer—presently employed—ready to move up. Box H-157, BROADCASTING.

Well known radio-TV executive with over 20 years experience. Includes presidencies and general management positions in nation's largest markets. Record one of the most successful in the business. Interested only in top offers. Box H-163, BROADCASTING.

Enthusiastic two-man team will manage your small marketer with minimum staff. Strong sales, programing. Solid family men. Box H-176, BROADCASTING.

Owners: Will you reward loyal, conscientious, dependable broadcaster with excellent character and references? Happily employed morning announcer (8 years experience all phases, except management—5 years present job) desires position of responsibility with less air work as operations manager or assistant manager-program manager with Illinois, Iowa or Indiana reputable radio station. Northwestern University graduate with broadcasting major. Know music. Production minded and detail conscious. Familiar with automated FM programing. Married, 29. Merit upper four figures. Desire interview. Call 309-762-8179 or Box H-188, BROADCASTING.

I need a station, or group, that can provide me with the challenge to really test my abilities as station manager, sales manager, or general executive. Currently, with leading rep firm in top metro-market. Box H-191, BROADCASTING.

Working manager, 10 years radio seeks station ownership. Box H-201, BROADCASTING.

FM—Sales/management. Experienced FM broadcaster seeks management or sales management position with new or expanding station with good growth potential. Resume and references on request, Box H-220, BROADCASTING.

Management—(Cont'd)

Seasoned pro! 14 years radio and TV. Experience. Wire today for resume. Box H-229, BROADCASTING.

Sales

Aggressive college graduate, 25, married, experienced in handling people, seeks sales position with established radio or TV outlet. Consider any location. Excellent references. Box G-304, BROADCASTING.

Central Colorado only—Salesman-engineer (past three years chief)-announcer-basketball play-by-play seeking advancement—permanent-excellent references. Need \$7,200. Available Sept. 15th. Box H-219, BROADCASTING.

Announcers

First phone announcer. News, copy. Married, children. Strictly permanent. Box G-283, BROADCASTING.

First phone announcer, no maintenance, 5 months' experience, desires change. Ideally suited for CW format. Presently on Top 40. Available September 15, Box H-132, BROADCASTING.

DJ—wants to swing with Top 40. One year middle of road experience. Single Box H-140, BROADCASTING.

Philadelphia area. One of Florida's best announcer-engineers wants to come home. I offer seventeen years of experience in all phases radio. Within hundred miles of Philadelphia, Call LU-6-0361 or Box H-148, BROADCASTING.

Announcer dj, 2 years experience, family, dependable, not floater or prima donna. Box H-170, BROADCASTING.

DJ/announcer, six months experience, top 40, tight production, third phone, available immediately. Box H-174, BROADCASTING.

Major market pds . . . World's greatest jock is at—Box H-175, BROADCASTING.

Sports announcer — recent Broadcasting school graduate with third phone desires start. Play-by-play football, baseball, basketball, news, sales, 35, from Baltimore, will relocate. I can produce. Box H-181, BROADCASTING.

First phone—married—three years at present station wants to learn and advance. Box H-184, BROADCASTING.

Announcer dj. Experienced, bright person-ality. Fast board, family man. Will settle down. Box H-185, BROADCASTING.

Washington, D. C.—Baltimore area. Top 40 dj. Experience. Wide appeal. College, drama background. Happy sound, strong identifiable air personality. Tight board. Will come for interview. Box H-194, BROADCASTING or 914-429-8652 mornings.

If you're not number one, forget it! 25 years old Top 40 professional looking for secure future in major market. Have doubled ratings in past two years as morning man in 500,000 market. College, radio-TV major, married, draft free, six years experience. Another Mel Blanc with smooth delivery. Currently employed, no problems available in October, possibly sooner, if interested. Box H-196, BROADCASTING.

Family man getting out of army in Sept. Needs job. Have 2nd class FCC permit, studying for first. Box H-198, BROADCASTING.

Top country characterization dj in South Carolina desires change. Also good salesman, play-by-play-newsman. Reliable, Box H-202, BROADCASTING.

Talent for hire with first phone, programing, production, promotion, and copy ability! Currently piloting personality gig on regional fulltimer, but availability open. Experienced, mature, family man. \$7,000 minimum with contract. Box H-205, BROADCASTING.

Employed announcer seeks brighter future, over 8 years experience. Send for complete details. Box H-206, BROADCASTING.

Middle-of-road personality dj, currently in southern California market, looking for solid station with similar format. Will relocate if offer warrants. Over four years big market experience, married, 24, two children, dependable. Box G-210, BROADCASTING.

Announcers—(Cont'd)

Announcer/1st phone. 7 years experience—adult programming. Dependable, married, no floater. Box H-212, BROADCASTING.

1st phone-announcer available. Mature, seasoned broadcaster, with record of stability and dependability. \$150 minimum. Box H-213, BROADCASTING.

Financial business newscaster. Interested in developing business conditions program of interest to general public in local market. Three years experience as security analyst for leading financial institution. Ready to make the move now, preferably to sinus free Southwest or West coast area. Are you ready to expand into prestigious profitable area of radio programming. Box H-214, BROADCASTING.

First phone persona/1st—6 years all phases in top markets. Available immediately. Box H-215, BROADCASTING.

I'd like to build you an audience. Four years experience in competitive market includes pd, tight board, production, news, phone discussion show. Take initiative. Need: Challenge; \$130; larger market. 309-452-2843 nights or Box H-217, BROADCASTING.

Boston air personality desires move to N.Y.C., L.A., Chicago for \$\$\$\$. Box H-222, BROADCASTING.

Night show wanted large market. Top or pop music, can swing or soothe it. Worked in Chicago, Boston, Baltimore & Washington. 29, vet., eleven years radio-TV. Call 312-392-892-7. or Write Box H-224, BROADCASTING

If you saw Les Crane's pilot shows then you know what I can do for you locally. TV and/or radio telephone-guest talk show wanted. Let's chat at my expense, you call I'll come. 312-392-8927 or Write Box H-225, BROADCASTING.

First phone announcer-dj: Sober family man, solid in community. Desire some C&W or Top 40. Excellent audience rating. Wish to leave Civil Rights area. Prefer Midwest. Box H-228, BROADCASTING.

Experienced sportscaster-newsman . . . seeking play-by-play . . . references . . . first phone. Box H-231, BROADCASTING.

Major market top 40's—Plan ahead—top experienced air man available the first of next year. Let my tape speak for me. Box H-237, BROADCASTING.

Major market "swinger"—top ratings, 1st phone—bright, happy—I'm your man. Box H-240, BROADCASTING.

Announcer—first phone—Grantham grad—40—mature voice—single—Washington, D.C.—have car—will move—salary optional. Box H-243, BROADCASTING.

Negro: 1st phone young bright swinging sound, good selling voice. Will consider all offers. Box H-245, BROADCASTING.

Announcer-good voice-interested in news and middle of road station. Northeast locale. Tape upon request. Box H-247, BROADCASTING.

Announcer, third phone element 9. Radio school graduate. Phone 422-2100, Pottsville, Pa.

Youth (21), stability available immediately. Announcer/pd/news director. six years one station. Expertly gather, write, produce, air news. Good combo. middle road specialty, pops experience. Qualified traffic, pr, programming. Particulars, references, tape. Call Aaron Remington. 707-462-4771, or 736 S. Oak St. Apt. 29, Ukiah, California.

Pennsylvania and New Jersey stations: Young, versatile, conscientious program director-announcer with smooth and intelligent delivery and excellent production ability desires position, not necessarily as program director, with either middle-of-road or rock station. Excellent references. Phone Bill Gordon, Wilkes-Barre, Penna. 822-6108.

Seeking sports announcing position, large market. Experience . . . college, pro play-by-play . . . Jim Senich, 30 Virginia Ave., Bridgeport, Connecticut.

Announcers—(Cont'd)

Versatile radio announcer age 22. Handles good music, rock and roll, news etc. College trained resonant speaking voice. Can adopt whatever style management wants. Has third class ticket. Experienced. Larry Allan Namee, 23 Sherman Ave., Washington, Pennsylvania.

Announcer—first phone. 23 married two children. 6½ years experience news, production, all formats typing. Top ratings 50,000 watt station. Charles W. Russell, 638 North St., New Albany, Miss. Phone 534-5105

Beautiful music format radio announcer. Strong news-sports-music-public relations background Radio 18. Married. Personal interview desired. Glenn Martin, c/o Marmalich, Route 1, Williamsburg, Pennsylvania.

One foot in the grave does not make a corpse. Looking for station (300 mile radius of Boston) with enough backbone to hire a 21 year old amputee for his capabilities before rejecting him for a disability. Experienced deejay/announcer. Call collect 617-876-0088 between 9 and 2.

Experienced announcer with 1st phone. Age 34. Married. Call Johnney, Area code 314-OL 4-2174.

Twelve years experience, promotion, production. pd. Capable of sales or management. Canadian references, call 705-726-8772.

Does this please you? 21, single, 3rd phone, radio school graduate, draft deferred, middle of the road format. Would start at \$75.00. Then write, wire, or phone Kent Sterling, 22 Anderson St., Pittston, Pa. 18640. Phone 717-654-4384.

Good music. Airman, 6 years experience, pd experience. 24 married, family. Jack DuLong, 3956 North Oconto Avenue, Chicago, Illinois 60634. Phone 312-625-9497.

Technical

Experienced 1st phone engineer desires permanent work in Midwest. Box H-114, BROADCASTING.

1st phone seeks employment—D.C. Available immediately. \$150 minimum. Box H-150, BROADCASTING.

Sales engineer desires sales representative position in southern Wisconsin and Northern Illinois area, with electronics company. Nine years experience. Box H-178, BROADCASTING.

Experienced radio-TV operating engineer. Any location considered. No announcing. Box H-233, BROADCASTING.

First class phone and telegraph, 13 years electronics filed engineering, 5 years radio operating. Seek job in Southwest. Box H-246, BROADCASTING.

Attention—Arkansas: First phone — four years experience—one chief—two years industrial technical—married, stable. Charles Montgomery, 1400 15th St., Plano, Texas. 75074.

First phone with two years experience in electronics. Wants job as engineer in radio station. Experience includes maintenance on heavy transmitters. Desire job in Wash. D. C.—Maryland area but will relocate. Robert B. Swanson, Tompkinsville, Md.

Radio Engineering Institute has a graduating class of (21) people, experienced and non-experienced. To contact these people write Radio Engineering Institute, 1336 Main St., Sarasota, Florida.

Production—Programing, Others

College grad., radio major. 6 months experience, news, 6 months dj, desires news, dj slot. Shift in station policy requires move. Box H-131, BROADCASTING.

Serious radio newsman looking for station where news is important. Experienced in gathering, writing, and airing. College and announcing school graduate. First phone. Box H-167, BROADCASTING.

Top flight East coast production manager/air personality. Seven year veteran. Young, single, creative. Now in 18th market. Will consider top 15 market swingers. Write Box H-171, BROADCASTING.

Production—Programing, Others

Continued

Employed major market, 9th year broadcasting. Capable for program director, excellent background, good organizer, knows productions, will do air shift, can direct entire program operation. References from employers. Prefer East, but consider any offer and relocate for good future. Box H-207, BROADCASTING.

Professional sportscaster/director. 9 years play-by-play basketball, football, baseball. Strong on news, interviews. Family, college journalism graduate. Box H-211, BROADCASTING.

Seven years experience network and independent. Knowledge of quality music. Production minded good voice. \$150.00 Box H-216, BROADCASTING

Experienced radio program director-announcer seeks position as staff announcer in radio-TV outlet. College graduate. Prefers Northeast. Family man. Box H-218, BROADCASTING

Attention: Stations, agencies, colleges. Free lance football announcer available for fall season. 15 years experience includes major college play-by-play. Top references. Box H-221, BROADCASTING.

Program director. Ratings. Modern radio. This ad ran two weeks ago and brought lukewarm response. Am one of nation's most effective program directors with 100% record of #1 stations. Each market has one #1 station. Are the rest of you happy on the bottom of the pile? Why? I want a permanent position of responsibility and authority with broadcaster who will delegate both and who wants ratings and saleable sound combined with efficient operations throughout. Will take full charge all phases. If your Pulse and balance sheet indicate reorganization and revitalization time is here, get me. Any market, any location. Special interest in national program director's chair with solid chain. National reps will benefit by getting me for consultation and programming of clients' stations. Wife expecting in December. Want move before Blessed event. Although I am high rated personality, do not request tape. This job I will be executive, use myself on air only if no talent available when I get there. Ready for top of pile? Box H-244, BROADCASTING.

Experienced Negro newsman, columnist. College background. Capable of handling any news assignment, from writing to airing, inclusive. Six year of Broadcasting experience in the Eastern markets, most recently in New York City. Polished, authoritative delivery. Top recommendations. Free to travel. Immediate response to any sincere offer. William Baker, 122-44 178th place, St. Albans, New York.

Pro newsman, Newscaster, reporter, editorial and documentary writer. Past eight years at two top-rated stations, both in top-ten markets. Can also double as dj-sounding dj. College graduate. Highest recommendations. Sullivan, 202-296-5573.

TELEVISION—Help Wanted

Sales

Number 1 TV station in nation's fastest growing television market needs aggressive salesman to develop new business and handle existing accounts of swamped three-man sales staff. Number 1 salesman now earning in excess of \$14,000 a year. Box H-98, BROADCASTING.

Television sales promotion & public relations—Young, aggressive man with broadcast experience wanted for promotion manager for NBC affiliate in Springfield, Illinois. Must be able to do all phases of promotion including layout and writing. All replies confidential. Send resumes to Mr. FARROW, WICS-TV, Springfield, Illinois.

Announcers

\$140 weekly plus excellent fringe benefits for experienced and versital TV and radio announcer. Powerful Midwestern outlets in city under 100,000. Box H-209, BROADCASTING.

TELEVISION—Help Wanted

Announcers—(Cont'd)

Staff announcer, weather, kids show, some radio. Must be experienced. Will take good radio man. Tape, resume, references, photo. Ray Lansing, KFBC-TV, Cheyenne, Wyoming.

Immediate opening for staff announcer. Job requiring booth work and ability to do tape and live commercials. Experience in news, weather and sports helpful. Send photo, resume and tape or film, if available, to Doug Martin, Program director, WCHS-TV, Charleston, West Virginia.

Technical

Television engineer wanted. Must have 1st class phone license. Will consider inexperienced personnel with proper educational background. Contact Lloyd Chale, Chief engineer, KCND-TV, Pembina, North Dakota.

Florida. Young working chief engineer needed soon for ETV station. Emphasis on ability to operate and maintain GE studio-transmitter, and Ampex VTR. Administrative experience desired but not essential. Channel 7, 2797 Heywood Dowling Drive, Jacksonville, Florida 32205.

Need technician experienced in maintenance and repair of broadcast TV equipment. Video Engineering Co., Riggs Rd. & 1st Place Ne., Washington, D. C. 20011.

Production—Programing, Others

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-138, BROADCASTING.

Experienced on-air and cinematography newsmen. Leading TV station in midwest major market. Resume and videotape audition preferred. Box H-124, BROADCASTING.

Newscaster/newswriter for group-owned Michigan VHF. Edit and deliver station's top newscast as member of professionally trained radio-TV news staff. Send resume, photo, tape, SOF if available to Box H-144, BROADCASTING.

In immediate need of an air man capable of writing, reporting and handling the assignment desk. On-camera experience helpful but not necessary. Will consider promising beginner with solid news background in radio. Write Box H-179, BROADCASTING.

Experienced newsmen for radio-TV news department. Ability to gather, write and air news. Minimum 2 years commercial experience. Excellent terms, conditions and benefits. Send resume, snapshot and air check to News director, WOC-AM-FM-TV, Davenport, Iowa.

Copywriter—performer. Seeking top-flight gal Friday television copywriter with equal ability for limited performing. WSAV-TV, Savannah, Georgia.

Wanted: On the air personality to handle a daily childrens program with a space theme. Must also be able to handle some directing assignments. An excellent opportunity for someone interested in gaining experience. Apply: Gene Cook, General Manager, WTAF-TV, P. O. Box 631, Marion, Indiana.

TELEVISION—Situations Wanted

Management

Sales manager—Extremely effective, excellent background. Experienced creative local and national sales. Top references. Box H-29, BROADCASTING.

Experienced all phases of station management, local, national sales, program, and operations, civic involvement. Excellent references. 38 years old. Box H-30, BROADCASTING.

Announcers

New England radio personality wants to trade turntable and mike for position in television. Have minimum experience—maximum ability. Put this well rounded announcer in your TV booth. Box H-172, BROADCASTING.

Top commercial man, 5 years experience, seeks larger market. 1st class sound news, weather, sports, variety. Will make personal audition to back this up. Relocate anywhere. Minimum \$160. Box H-199, BROADCASTING.

If you saw Les Crane's pilot shows then you know what I can do for you locally. TV and/or radio telephone-guest talk show wanted. Let's chat at my expense, you call. I'll come. 312-392-8927 or Write H-226, BROADCASTING.

Technical

Chief engineer: 16 years solid experience all phases engineering, management. Presently Chief, Metropolitan market. Looking for advancement large Northeast or Midwest market. Box G-325, BROADCASTING.

Videotape engineer, foreign assignments desired, presently employed Eastern major market. Box H-177, BROADCASTING.

Engineering-operations-director 25 years experience—16 in TV. Experienced in consulting, installation, and maintenance. Personal interview desired. Available—September 15. Box H-183, BROADCASTING.

Engineer—experienced TV studio, transmitter and switching (UHF station). Would like to relocate in the Indiana area. Box H-189, BROADCASTING.

Electronic engineer, broadcast veteran, TV development, versatile, personable. Discharged mental hospital, then year graduate student. Now temporarily employed ETV. Desires temporary position stimulating challenge extensive abilities. Available October first. Sincere replies only, please. Box H-227, BROADCASTING.

Production—Programing, Others

Experienced television news director-reporter. Former correspondent, editor, writer and network radio newsmen. Available immediately. Box H-21, BROADCASTING.

Director—major northeast market—seeks opportunity preferably West or Southeast. Box H-46, BROADCASTING.

Young man, 26, married, B. A. Communications arts. Presently employed in network engineering department in the top market. Also experienced in educational television. Ready to move into challenging position in production or management. Box H-173, BROADCASTING.

Production manager desires move to larger market. 5 years television and radio. Director, newscaster, sales and traffic. Family, college degree. Box H-223, BROADCASTING.

Producer/director: 8 years major market commercial experience. Heavy remote news, sports, special events, symphonic. B. S., Box H-238, BROADCASTING.

Attention ETV's: Creative production minded 1st phone. Permanent position. Box H-241, BROADCASTING.

WANTED TO BUY—Equipment

Either 500w or 2 kw low channel VHF Television transmitter. Send price, condition and location to Box 3500, Glenstone Station, Springfield, Missouri.

Wanted: Video tape machine. Send description KAIT-TV, Box 790, Jonesboro, Arkansas.

Need frequency & modulation monitors immediately. Call Midway 2-2858 in Naples, Florida. C. R. Buckner, Owner, WCOF, Immokalee, Florida 1490 kc.

Amplifier for use with a Magnecord PT6J. Write details to Box H-190, BROADCASTING.

WANTED TO BUY

Equipment—(Cont'd)

Wanted—Dimmer board, auto-transformer type. 50 to 100 circuits. Send specifics and price to: O. Lytle Hoover, WJRT, Box 12, Flint, Michigan.

Have grant to increase daytime power to link kw. Looking for good, used transmitter and other necessary equipment. What do you have to offer? Box H-204, BROADCASTING.

FOR SALE—Equipment

Television/radio transmitters, monitors, tubes, microwave, cameras, audio. 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.

GE model BT1B 1000 watt FM transmitter approximately 12 years old, in good running condition. Reasonable offer considered. WRAY AM-FM Princeton, Indiana.

RCA BTF-3B 3,000 watt FM transmitter. Can inspect in operation. Available in 60 days. \$4,000. Mr. Frank Pratt, WNIB, Chicago, Illinois. 312-263-5252.

Write for complete listings of used broadcast equipment. Let us sell your unwanted equipment. Customers waiting. Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

Complete stock model 450 tape reproducer spares. Used 450's bought and sold. VIF Int'l P. O. Box 1555, Mtn. View, Calif.

Record Press new 45 mold, 5 hp, boiler, all gauges and auto shut offs included, first \$1950.00 write or call Don Sears, Sears Recording Studios 553-1165, 206 S. 44th St., Omaha, Nebraska.

Must sell Auricon Pro-200 camera complete \$895.00, Pro-Jr. tripod, head, triangle \$155.00, Nikor 16mm processor \$140.00, Bolex titler complete \$165.00, Bell & Howell 16mm mag camera w/lightmeter \$50.00, 45 pacemaker Crown Graphic f/4.7 \$120.00, Wollensak Raptor 7 1/2 f/4.5 Omega D-2 \$45.00. Box H-192, BROADCASTING.

Ampex 600 portable, low impedance, latest modifications, spare parts, \$225. Jim Fin-cannon, P. O. B. 2, Taylorsville, N. C.

For sale . . . Four Machtronics video tape recorders, model MVR-11. These units are in excellent operating condition, recently factory reconditioned and include manual tape tension controls. Price—\$5,000 each. Box H-197, BROADCASTING.

Ampex recorders: 351-2P, 350P, 601, 601-2; 2 Ampex mixers MX 35, McIntosh MC 275, 2 Neumann U87 Microphones other Misc. equipment. Selling for best offer. Custom Recording, 923 Kansas Ave., Kansas City, Kansas.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 1000 Super dooper hooper scooper one liners exclusive in your market. Free sample. Lyn Publications, 2221. Steiner St., San Francisco.

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.

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.

Friends endeavoring to locate E. J. (Ted) Yockey, last heard from in California. If present or recent whereabouts known, please write Box H-230, BROADCASTING.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write Dept. 4-K, Grantham Schools, 1506 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, 2803 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, 2803 Inwood Road, Dallas 35, Texas.

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.

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 September 23, January 6 & March 10. For information, references and reservation, 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 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.

FCC License in six weeks. Total cost \$285.00. Not a Q and A course. We have a record of success. Houston Institute of Electronics, 904 M & M Bldg., Houston, Texas.

Learn Broadcasting in nations 23rd market. Individual instruction, no classes. Broadcasting Institute of America, Box 6071, New Orleans.

Private instruction for first phone. Start immediately. Master teacher with 12 years teaching FCC license courses. Write Bob Johnson, 1201 Ninth Street, Manhattan Beach, California.

RADIO—Help Wanted—Announcers

CREATIVE PERSONALITIES

Major market station is accepting applications from creative radio personalities. If you are willing to accept the responsibility of programing a portion of our broadcast day; if you can attract a large audience by playing good music; if you can project a bright, intelligent personality that will hold both banker and baker; if you want to join the staff of one of the nation's leading stations; furnish tape, resume, picture to:

Box H-236, BROADCASTING

Production—Programing, Others

WANTED RADIO NEWSMAN

We need a triple-threat man. Good voice, good writer, good reporter to be part of aggressive heads-up news organization. Network owned station in Top 10 Eastern market. Good salary working conditions and future.

Send Tape and Resume to:

Box H-80, BROADCASTING

Move Up To Larger Market

Opening for on the air working newsman with news director background, to work with outstanding news operation in large market. You will need pace, authority and excitement in your delivery of news.

Rush Audition tape, Photo and Resume to:

Box H-151, BROADCASTING

ASSISTANT PROGRAM MANAGER

Wanted—A man of parts. Good at detail, production, on air promotion. A clever creative writer. Major prestige station in large Eastern market. Excellent salary and benefits.

Rush Resume to:

Box H-17, BROADCASTING

ARE YOU THE MAN?

Challenging opportunity to establish lush sophisticated AM sound in cosmopolitan market of over half million. If you desire a sense of real accomplishment, this is for you. The PROGRAM DIRECTOR we are looking for has good music experience, maturity, stability, and love of radio. He must be capable of completely formating, producing, and supervising a new good music operation. He must also be capable of developing creative ideas for promotion of station. If your answer is "yes" to all of the above questions, then rush your complete resume with references to:

Box H-239, BROADCASTING

Help Wanted—Sales

TERRITORY MANAGERS

Well known, old line firm in Radio—TV has openings for 3 sales capable executive type men to travel and manage New England, Southeast and Southwest territories. MUST be strong salesmen with at least sales management experience in Radio or TV. First consideration to residents of areas. No ceiling on earnings—all expenses paid—home weekends. Opportunity to join highly successful and respected sales organization. Send resume and all information with photograph first letter to:

Box H-91, BROADCASTING

Situations Wanted

Production—Programing, Others

TWO MAN COMBINATION TEAM

25 years combined experience all phases radio—management, sales, programing, engineering. No hurry—looking for right move. Prefer medium to large market but consider all. Reply:

Box H-203, BROADCASTING

TELEVISION—Help Wanted

Production—Programing, Others

TV NEWSCASTER

To take over established news period and to become part of aggressive news team.

Must be authoritative in appearance and delivery, experienced as TV-on-the-air news personality, in news gathering and editing.

Position open immediately.

Station is dominant CBS basic in Top 40 markets and is Flagship station of group operation.

Send resume, salary required, recent photo and video tape, if available to:

Box H-248, BROADCASTING.

TELEVISION—Help Wanted

Production—Programing—(Cont'd)

DIRECTOR

Must be capable of assuming control of news and commercial presentations. Good opportunity for experienced director. Plenty of latitude for creativity. Send resume and picture to:

Box H-65, BROADCASTING

Situations Wanted

Production—Programing, Others

Television Station ART DIRECTOR for 7 years with major East Coast market Net affiliate. Scenery, graphics, Print media. Wishes to relocate for opportunity. Write:

Box H-195, BROADCASTING

EMPLOYMENT SERVICE

CAREER-MEN

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

■ THE ONE SERVICE DEVOTED SOLELY TO BROADCASTERS ■ JOB HUNTERS AND THOSE PRESENTLY WORKING BUT READY TO MOVE ■ MANAGERS TO TRAFFIC GIRLS ■ THE INDUSTRY'S BEST ARE IN OUR FILES ■ ■ ■ ■ ■ BROADCAST PERSONNEL AGENCY ■ SHERLEE BARISH, DIRECTOR ■ 527 MADISON AVE. ■ NEW YORK, N. Y. 10022 ■ ■ ■ ■ ■

MISCELLANEOUS

FOR SALE

All or part of valuable realstate with already erected 265' tower. Complete height 725' above sea level. Buildings for use as transmitter housing and possible office & studio space already on property. Formerly used as Civil Defense site. Located in the heart of satellite community of Olney, Md. Contact: Realty Service Inc., c/o William Miller, 3909 Oliver St., Hyattsville, Md. phone 301-864-1144.

FOR SALE—Stations

To buy or sell Radio and/or TV properties contact:

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN, TEXAS 78756

STATIONS FOR SALE

1. TOP MARKET. East. Daytime. \$225,000. 29% down.
2. TOP MARKET. Southwest. Daytime. \$20,000 down.

JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, California

Continued from page 91

of CP to change facilities from channel 235 (84.9 mc), ant. height 3,890 feet, to channel 229 (93.7 mc), ant. height 3,570 feet, continued operation with ERP 12 kw.

■ Following were granted extensions of completion dates: WVPO-FM Stroudsburg, Pa., to Nov. 18; KWHL-FM Brenham, Tex., to Sept. 28; WLBK-FM Bowling Green, Ky., to Feb. 11, 1965; KPOL-FM Los Angeles, to Sept. 15; WXHR(FM) Boston (main trans.), to Nov. 1; WITN-FM Washington, N. C., to Dec. 30; WOIO(FM) Cincinnati to Jan. 31, 1965; KROC-FM Rochester, Minn., to Oct. 30; KBRO-FM Bremerton, Wash., to Oct. 9, and KCUL-FM Fort Worth, to Oct. 19.

Actions of Aug. 10

KFRA Franklin, La.—Granted mod. of license to change studio location to 107-A Wilson St., with remote control permitted; conditions.

■ Following were granted mod. of license to operate trans. by remote control: WJMS

FOR SALE—Stations

UPPER MIDWEST SINGLE

Daytime — 500w — growing area with very good potential. \$75,000. We'll work out terms.
Box H-200, BROADCASTING

FOR SALE

Two Stations—Profitable AM daytimer and profitable FM in Southwest. Separate stations. Priced about 1½ times gross, plus real estate. Will sell both as package or separately.
Box H-169, BROADCASTING

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS

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1736 Wisconsin Ave., N.W.
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CALIFORNIA 1 STATION Mkt Fulltimer. \$37,700 down exclusive.
ARIZONA TOP DAYTIMER. \$25,000 down exclusive.
PACIFIC NORTHWEST 2 STATION Mkt \$30,000 down.

WILT GUNZENDORFER AND ASSOCIATES

Licensed Brokers Phone OL 2-8800
864 So. Robertson, Los Angeles 35, Calif.

N. Y.	single	fulltime	\$100M	terms
Gulf	medium	profitable	109M	29%
Tenn.	medium	daytime	175M	SOLD
Fla.	metro	fulltime	240M	29%
M. W.	major	fulltime	600M	terms

buying and selling, check with
✓ **CHAPMAN COMPANY INC**
2045 PEACHTREE RD., ATLANTA, GA. 30309

Ironwood, Mich., with DA-N; conditions; WATR Waterbury, Conn.; conditions; WSPA Spartanburg, S. C. (main trans.); conditions. *WSBF-FM Clemson, S. C.—Granted mod. of license to change name to Clemson University.

KRLD-FM Dallas—Granted CP to install new trans.; increase ERP to 100 kw.

KTAC-FM Tacoma, Wash.—Granted CP to replace expired permit for changes in ERP; ant. height; ant. system; and installation of new trans.

WZIP-FM Cincinnati—Granted mod. of CP to change type ant.

WHJB-FM Greensburg, Pa.—Granted mod. of CP to change type trans. and type ant.

KHIQ(FM) Sacramento, Calif.—Granted mod. of CP to install dual polarized ant. with ant. height of 110 feet and ERP 175 kw; remote control permitted.

WVOS-FM Liberty, N. Y.—Granted mod. of CP to change type trans. and change ant.; remote control permitted; waived Sec. 73.210 of rules to permit main studios to be located at site of WVOS, 1.5 miles southeast of center of Liberty.

KSOP-FM Salt Lake City—Granted mod. of CP to make changes to type trans. and type ant.

■ Following were granted extensions of completion dates: KBHF(FM) Bozeman, Mont., to Dec. 1, and KTRN Wichita Falls, Tex., to Nov. 20.

WCNC Elizabeth City, N. C.—Granted CP to make changes in ground and ant. systems.

WDBL Springfield, Tenn.—Granted CP to change ant.-trans. and studio location; increase ant. height and change ground system; condition.

K82AW Lone Pine, Calif.—Granted license for UHF-TV translator.

WNCN(FM) New York—Granted mod. of license to change name to National Science Network Inc.

Action of Aug. 7

■ Granted change of remote control authority for KNEA Jonesboro, Ark.

■ Following were granted extensions of completion dates: *WJSP-TV Columbus, Ga., to Sept. 1, and WOLA(FM) San Juan, P. R., to Jan. 20, 1965.

WGEN Geneseo, Ill.—Granted license covering changes in ant. system.

WMAD Madison, Wis.—Granted mod. of CP to make changes in directional ant. pattern; change type trans.; redesign ant.-trans. location as Lacy Road, 0.5 miles east of Syene; specify main studio location same as trans.; and make change in ground system; conditions.

WMAJ-FM State College, Pa.—Granted mod. of CP to change ant.-trans. location to 1.5 miles northeast of city; decrease ant. height to minus 55 feet; remote control permitted.

WOLA(FM) San Juan, P. R.—Granted mod. of CP to change ant.-trans. and studio location; change type trans.; increase ERP to 50 kw; and decrease ant. height to minus 15 feet.

WPHC Waverly, Tenn.—Granted CP to make changes in ant. system.

KWHO Salt Lake City—Granted CP to change ant.-trans. location.

WFPG-FM Atlantic City—Granted CP to change ant.-system; increase ant. height to 300 feet; decrease ERP to 1.25 kw; and install new vertical polarized ant.; condition.

WMAJ State College, Pa.—Granted CP to change ant.-trans. location and make changes in ant. system.

WFPG Atlantic City—Granted CP to make changes in ant. system.

■ Granted licenses for following VHF-TV translators: K09GG, K11AV, Cimarron TV Club, Cimarron and Dawson, N. M.; K08EU, Charles E. Thorne Post Number 2038 VFW Pierre Area Translator Association, Pierre and Fort Pierre, S. D.; K04DH, K08EO, K08EP Gunnison County Chamber of Commerce TV Division, Gunnison, Monarch Pass area, and Powderhorn Valley, all Colorado; K05CH, Sierra Grande Television Inc., Des Moines, Grande, N. M.; K03BP, Springer Community TV Club, Springer, N. M.; K03CG, Woody Creek Recreation Association, Pitkin County rural area, Colo.; K12ER, Pacific Broadcasting Corp., Andersen Air Force Base, Guam; K12DQ, Moffat County, Williams Fork rural area, Colo.

Actions of Aug. 6

KFAM-AM-FM St. Cloud, Minn.—Granted license covering changes in ant. system; and license covering change in ERP; ant. height; type ant., and ant. system.

■ Granted renewal of licenses for following: WHBQ Memphis; KONE Reno; KRDC Redding, Calif.; WDWD Dawson, Ga.; WBRQ Waynesboro, Ga.; WRBL Columbus, Ga.; WTBC-FM Tuscaloosa, Ala.; KE2XHX Syracuse, N. Y.; KPEG Spokane, Wash.; KRKT

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Aug. 12

	Lic.	ON AIR	CP's	NOT ON AIR	TOTAL APPLICATIONS
				CP's	for new stations
AM	3,919	78	80	338	
FM	1,151	44	203	270	
TV	527 ¹	62	85	166	

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Aug. 12

	VHF	UHF	TV
Commercial	512 ²	156	668
Noncommercial	57	50	107

COMMERCIAL STATION BOXSCORE

Compiled by FCC, June 30

	AM	FM	TV
Licensed (all on air)	3,912	1,141	526 ¹
CP's on air (new stations)	64	40	56
CP's not on air (new stations)	85	190	86
Total authorized stations	4,061	1,371	668
Applications for new stations (not in hearing)	195	209	71
Applications for new stations (in hearing)	88	37	66
Total applications for new stations	283	246	137
Applications for major changes (not in hearing)	192	59	37
Applications for major changes (in hearing)	43	4	11
Total applications for major changes	235	63	48
Licenses deleted	0	1	1
CP's deleted	0	1	0

¹ Does not include seven licensed stations off air.

² Includes three noncommercial stations operating on commercial channels.

Albany, Ore.; WSRA Milton, Fla.; WGUS North Augusta, S. C.; WTBC Tuscaloosa, Ala.; WTWB Auburndale, Fla., and KFAM-AM-FM St. Cloud, Minn.

K07GH Geraldine, Mont.—Granted license for VHF-TV translator.

KEZY Anaheim, Calif.—Granted mod. of license to change studio location; remote control permitted; conditions.

W79AE, W83AB Detroit.—Granted mod. of licenses to use *WTVS-TV (ch. 56), Detroit as alternate primary TV for UHF-TV translators.

K07EE Forks, Wash.—Granted CP to change trans. location to four miles northwest of Forks for VHF-TV translator.

WAYL(FM) Minneapolis.—Approved engineering technical data submitted, pursuant to commission's June 3 report and order in Doc. 15256, for modification of license WAYL(FM) to specify operation on channel 229 (93.7 mc); ERP 53 kw; ant. height 420 feet.

WJZE-TV Worcester, Mass.—Granted mod. of CP to change ERP to 398 kw vis., and 39.8 kw aur.; ant. height 810 feet; change type trans. and type ant., and make other equipment changes.

K80BT, K82BB Seiling, Taloga and Vici, Okla.—Granted mod. of CP's to change frequencies from channel 73 to channel 80 and from channel 75 to channel 82 for UHF-TV translator.

W11AJ Franklin, N. C.—Granted mod. of CP to change trans. location to approximately four miles east-northeast of Franklin, and make changes in ant. system for VHF-TV translator.

KIRO-TV Seattle.—Granted CP to change type ant., and make changes in ant. system.

WOKR(TV) Rochester, N. Y.—Granted CP to reduce aur. ERP to 47.9 kw, and change type aur. trans.

K07FS Plevna, Fallon Creek, Lame Jones and Willard areas, Mont.—Granted CP to replace expired permit for new VHF-TV translator; specify type trans., and make changes in ant. system.

Actions of Aug. 5

San Bernardino County Superintendent of Schools, Barstow, Calif.—Granted CP for new UHF-TV translator, on channel 77, to rebroadcast programs of *KVCR-TV (ch. 24), San Bernardino, Calif.

Channel 13 Grand Rapids Inc., Kalamazoo and Comstock, both Michigan—Granted CP

for new VHF-TV translator, on channel 12, to rebroadcast programs of WZZM-TV (ch. 13) Grand Rapids, Mich.

■ Granted renewal of licenses for following: WNAC-TV and KA-4866 Boston; WHBQ-TV, KD-5428 and KIM-68 (main and auxiliary) Memphis; KHJ-TV (main trans. and ant. and auxiliary trans. and ant.) WCMN and auxiliary Arcadio, P. R.; WKAQ-FM San Juan, P. R.; WMDD Fajardo, P. R.; WPAB and auxiliary Ponce, P. R.; WUNO and auxiliary Rio Piedras, P. R.; WHCT(TV), KA-3428, KCE-21, KCF-79 and KCJ-41 Hartford, Conn.; WGMS and auxiliary Bethesda, Md.; WOR and auxiliary, WOR-FM, WOR-TV, KA-4226 and KA-4505 New York; WRKO-FM Boston; WABA and auxiliary Aguadilla, P. R.; WKAQ and alternate main San Juan, P. R.; WKFE Yauco, P. R.; WNIK and auxiliary Arcadio, P. R.; WSTA Charlotte Amalie, St. Thomas Island, V. I.; WVJP Aguas, P. R., and WXRJ Guayama, P. R.

WFLM(FM) Fort Lauderdale, Fla.—Granted mod. of CP to change type ant.

WTAU-FM College Station, Tex.—Granted mod. of CP to change type ant.

■ Granted licenses for following AM's and specify type trans.: WBFI Woodbury, Tenn., and redesignate main studio and trans. locations; WBHT Brownsville, Tenn.; WKQV Sullivan, Ind., and specify main studio location same as trans. WPHN Liberty, Ky., and specify main studio location and remote control point.

■ Granted licenses for following FM's: *WRVG Georgetown, Ky.; *WECI Richmond, Ind.

■ Granted licenses for following FM's: WCRD Bluffton, Ind.; WJVA-FM South Bend, Ind.; WLOI-FM La Porte, Ind.

■ Following were granted extensions of completion dates: KTVR(TV) La Grande, Ore., to Feb. 5, 1965; KCRA-FM Sacramento, Calif., to Nov. 1.

KGLO-TV Mason City, Iowa—Granted CP to reduce aur. ERP to 20 kw.

WPTV(TV) West Palm Beach, Fla.—Granted CP to reduce aur. ERP to 10 kw, and change type aur. trans. (main trans. and ant.).

WECT(TV) Wilmington, N. C.—Granted CP to reduce aur. ERP to 10 kw, and change type aur. trans.; ant. height 940 feet.

*WETA-TV Washington—Granted mod. of CP to change ERP to 490 kw vis., and 49 kw aur., make changes in equipment, and

specify studio location.

WLVN Nashville—Granted license for AM. WMLF Pineville, Ky.—Granted license covering use of old main trans. as alternate main nighttime and auxiliary daytime trans. at main trans. site.

KXAB-TV Aberdeen, S. D.—Granted CP to reduce aur. ERP to 47.5 kw.

Actions of Aug. 3

■ Remote control operation permitted for following: WGRV-FM Greeneville, Tenn., and WUSC-FM Columbia, S. C.

■ Granted change of remote control authority for KSEA and KSON both San Diego.

Actions of July 31

■ Remote control operation permitted for following: WIRJ-AM-FM Humboldt, Tenn., and KSO Des Moines, Iowa.

Action of July 14

K78BL Bijou, Calif.—Granted CP to change frequency of UHF TV translator to channel 78; type trans.; and make changes in ant. system.

Processing Line

■ Applications listed were filed in response to commission's public notice of Feb. 20, 1964 for vacated frequency of KRLA Pasadena, Calif. Applications were timely filed pursuant to public notice and all are mutually exclusive under doctrine of Ashbacker v. F.C.C., 326 U. S. 327 and were accepted for filing by commission's memorandum opinion and order, released Aug. 6, 1964.

■ Costa Mesa-Newport Beach, Calif.—Charles W. Jobbins, 1110 kc, 1 kw, D, class II.

■ Pasadena, Calif.—Radio Southern California Inc., 1110 kc, 10 kw, 50 kw-LS, DA-2, unli., class II.

■ Pasadena, Calif.—Goodson-Todman Broadcasting Inc., 1110 kc, 50 kw-LS, DA-2, unli., class II.

■ Fullerton, Calif.—Orange Radio Inc., 1110 kc, 10 kw, 50 kw-LS, DA-2, unli., class II.

■ Whittier, Calif.—Pacific Fine Music Inc., 1110 kc, 10 kw, 50 kw-LS, DA-2, unli., class II.

■ Pasadena, Calif.—Bible Institute of Los Angeles Inc., 1110 kc, 10 kw, 50 kw-LS, DA-2, unli., class II.

■ KCJH Arroyo Grande, Calif.—Christina M. Jacobson and Leslie Hacker d/b as Radio Station KCJH, from 1280 kc, 500 w, D, class III; to 1110 kc, 1 kw, 5 kw-LS, DA-N, unli., class II.

■ Topanga, Calif.—C. D. Funk and George A. Baron d/b as Topanga-Malibu Broadcasting Co., 1110 kc, 500 w, DA-2, unli., class II.

■ Pasadena, Calif.—Pasadena Civic Broadcasting Corp., 1110 kc, 50 kw, DA-2, II.

■ KGBS Pasadena, Calif.—Standard Broadcasting Co., from 1020 kc, 50 kw, DA-1, L-KDKA, class II, Los Angeles; to 1110 kc, 50 kw, DA-2, unli., class II, Pasadena.

■ Pasadena, Calif.—Pasadena Civic Broadcasting Co., 1110 kc, 10 kw, 50 kw-LS, DA-2, unli., class II.

■ Pasadena, Calif.—Crown City Broadcasting Co., 1110 kc, 10 kw, 50 kw-LS, DA-2, class II.

■ Twenty-Nine Palms, Calif.—Hi-Desert Broadcasting Corp., from 1250 kc, 1 kw, D, class III; to 1110 kc, 10 kw, DA-N, class II.

■ Pasadena, Calif.—Pasadena Community Station Inc., 1110 kc, 10 kw, 50 kw-LS, DA-2, unli., class II.

■ Pasadena, Calif.—Broadcasters of Burbank Inc., 1110 kc, 10 kw, 50 kw-LS, DA-2, unli., class II.

■ Pasadena, Calif.—Voice of Pasadena Inc., 1110 kc, 10 kw, 50 kw-LS, DA-2, unli., class II.

■ Pasadena, Calif.—Western Broadcasting Corp., 1110 kc, 10 kw, 50 kw-LS, DA-2, unli., class II.

■ Pasadena, Calif.—Pasadena Broadcasting Co., 1110 kc, 10 kw, 50 kw-LS, DA-2, unli., class II.

■ KFOX Pasadena, Calif.—KFOX Inc., from 1280 kc, 1 kw, D, class III, Long Beach; to 1110 kc, 10 kw, 50 kw-LS, DA-2 unli., class II.

■ Application listed is mutually exclusive with application, File No. BR-3228, of licensee of WBVL Barbourville, Ky., for renewal of license, in that requests same channel as presently assigned to WBVL.

■ Barbourville, Ky.—Barbourville-Community Broadcasting Co., 950 kc, 1 kw, D.

Suggest to Bud Armstrong that radio still might be a great place to turn a fast buck and you've just made yourself an enemy.

As executive vice president of the Storz Stations and general manager of WHB Kansas City, Mo., Mr. Armstrong may be considered one of the new generation in broadcasting, but he's a veteran fighter for responsible radio.

Nothing turns this genial and informal young man into a bear with a bite as quickly as the huckster stigma in broadcasting. He reacts rapidly to any view that radio needs some sort of apology, that programing ranks second to sales, that manipulation of rates is smart competition or that all "modern" stations can be lumped together as one big whistle-blowing, siren-screaming, rock-'n'-rolling hunk of chaos.

Local Touch ■ Some Storz outlets may play music that is a bit more "hard" than others, in reflection of local taste differences, but the group dislikes anything "raucous" and absolutely forbids any music or commentary that is offensive or suggestive, Mr. Armstrong holds. Air personalities must be mature and have untarnished personal and professional records, he adds.

"We believe in strong local management of stations and we feel each community we are in is separate and distinct," he explains. There is no regimented format imposed by central authority; no central bookkeeping. Mr. Armstrong believes in competent people, well paid, with everyone able to compete for management positions.

Radio is a profession, not merely a business, in Mr. Armstrong's book, and it demands people who are in it for the long haul. "If it isn't your total career," he feels, "if you don't have heart for the business, you can't do a good job."

The late Todd Storz, "a very persuasive young man," induced Mr. Armstrong to forget plans to study law and give full attention to his second love, radio. The time was 1949 and the place KOWH Omaha, the original Storz station (sold in 1957). Here they were to creatively experiment in all types of programing and commercial concepts, pioneering a style of radio that Mr. Armstrong dubbed "top 40" for want of a better description.

Challenge ■ Mr. Armstrong still relishes the zeal of those early days at KOWH. "We were so enamored of the fervor of the new radio I didn't pay any attention to TV," he recalls. "We were going to take on the giants, make them sit up and take notice of 'these young kids who are playing radio' and someday we were going to be number one."

Radio is due "all the respect that television gets, or *Fortune* magazine or the *New York Times*," Mr. Armstrong contends. His cross: trying to convince

Make it sound good and sell it high

radio people they "should all behave that way." Now a member of the boards of both the National Association of Broadcasters and Radio Advertising Bureau, he hopes to expand this crusade.

Mr. Armstrong, however, declines personal credit in this effort. "Any strength that I've got," he contends, "is the strength of our company. I think it has been in demonstrating that you can run a pretty damn clean business on sound business principles, without resorting to cheap theatrics to get your audience or cheap sales techniques to get

business, and still be successful and well thought of."

Good radio today, Mr. Armstrong says, calls for a broad base of popular music—"like the stock in the soup"—plus strong personalities and entertaining contests or promotions.

These, combined with good taste and professional skill, become wholesome fun for all, he says, explaining that Storz plays music proved popular and doesn't try to make music popular by playing it.

Served with ample portions of news, farm and sports reports, as well as religion, public service and educational or serious discussion shows like WHB's *Night Beat* open-line program, the product, he believes, is a balanced diet appetizing to the whole range of community tastes. Crisp production lends the final touch.

"Our basic thesis has always been that if we deliver the product that the public will listen to, wants to listen to, then the revenue will come our way," Mr. Armstrong says.

Dollar Sign ■ But he is no easy mark on the money side of the ledger. "I'm a tough, hard, competitive guy," Mr. Armstrong admits, and when a salesman doesn't come home with the business "I want to know why." Still, he explains, "we don't want any piece of business so badly that we have to compromise our programing or commercial practices."

At WHB he has set an example of rigid commercial policies and is especially recognized for his firm, yet clear, distinction as to who qualifies for the local retail rate vs. national. He is also proud of the fact that the Storz stations, based on tests of commercial effectiveness levels at KOWH, had adopted policies by at least 1955 predating and more strict than the NAB code.

"Overcommercialization in our view is a cardinal sin," he says, "not because somebody at the FCC might object or you might get a complaint, but because we don't think it's good programing."

In Mr. Armstrong's philosophy there is no way you can drive business out of radio, because the medium is so inherently potent when properly used. Radio is underselling itself and some station rates are ridiculously low, he argues, citing that "we believe in the highest rates imaginable."

Top Money ■ Any time "you have a station that is sold out, whether for a day or a week," he says, "your rates are too low." He prefers two spots an hour at \$100 each to 20 for \$10.

His theory for building a solid radio market is for the leading station to "push that rate right to the hilt, then the other stations don't have to cut their rates as far." They can be competitive by "ratio" pricing according to their market share.

WEEK'S PROFILE



George W. (Bud) Armstrong—Executive VP of Storz Stations (WHB Kansas City, Mo.; WOGY Minneapolis; WTIX New Orleans; WQAM Miami; KOMA Oklahoma City, and KXOK St. Louis) and gen. mgr. of WHB; b. Chicago, Sept. 25, 1927; attended public schools Chicago and Omaha and graduated Creighton Prep School 1945; U. S. Navy 1945-46; BS 1950 Creighton U.; parttime radio work during latter high school and also during college, chiefly at KOWH Omaha as announcer, shifting to KOWH sales staff mid-1949 when it was acquired by Storz group; made VP-gen. mgr. WTIX Sept. 1953 and VP-gen. mgr. WHB June 1954; became executive VP of all Storz operations in 1958; newly elected to boards of both NAB and RAB; since 1958 vice chairman of All-Industry Music Licensing Committee; m. Katherine McDevitt of Omaha, Aug. 14, 1951; children—George Jr., 11; Robert, 10; Sharon Anne, 9; Katherine M., 8; Mary Susan, 7; James T., 2, and Timothy E., 5 mos.; hobbies—golf, football and baseball.

Super-secret ballots?

THE pressure is mounting for the imposition of restraints against the broadcasting of election projections before all the polls throughout the country have closed. To a number of proposals that had already been presented to the Congress another was added last week by the brand-new senator from California, Pierre Salinger, who, if memory serves, used to be a newsman himself.

All the proposals for restraints are founded on the wholly speculative supposition that western voting can be influenced by the early broadcast of computerized projections of eastern returns. The theory is that if the computers declare a winner while western polls are still open, western voters will either switch to the winner or not vote at all.

The truth is, of course, that nobody knows whether the broadcast of projections will have any effect whatever, and what little evidence the past affords suggests no reason for alarm. For years national radio and television networks have reported eastern results while western polls were open. To our knowledge nobody has any reason to believe that the factual reporting of those past elections has caused any western voters to jump on a bandwagon or to stay at home in resigned acceptance of their candidate's defeat or in confidence of his victory.

It does little justice to the intelligence of the western voter to presume that he may be more influenced next November 3 by computerized projections, which will be clearly labeled for what they are, than he has been in past elections by the factual reporting of actual results.

The seriousness of the threat to journalistic enterprise has been recognized at the highest levels of broadcasting. Both Bob Sarnoff of NBC and Frank Stanton of CBS have made it the point of speeches in the past fortnight. Other broadcasters, it must be hoped, are preparing to do their part in heading off an unwarranted denial of their right to practice responsible journalism.

Friend in court

TELEVISION is here to stay, the man said, and rarely has such an ordinarily ho-hum sentence taken on so much importance. What made it significant was obviously not what was said, but who said it, where and to whom.

The speaker was U. S. Appeals Court Judge J. Skelly Wright, of Washington, D. C.; the audience was a roomful of the country's leading lawyers, and the occasion was the annual convention of the American Bar Association—a powerful organization that has historically, obstinately, heedlessly and for the most part successfully opposed the admission of microphones and cameras into courtrooms.

A few judges here and there, notably in Colorado and Texas, have disregarded the anti-broadcasting injunctions of the bar association's famed Canon 35. But if memory serves no jurist of Judge Wright's stature has spoken so boldly and so unquibblingly in support of television's journalistic rights.

It is high time, Judge Wright said, that the bar try to work out an accommodation with this medium that is already the main source of news for a majority of the people and is still growing. He could see no reason why people should have to read about court cases "secondhand" when, through television, they could see them exactly as they occur—and with no impairment to courtroom dignity.

With Associate Justice William J. Brennan of the U. S. Supreme Court sitting nearby, Judge Wright suggested that the Supreme Court ought to lead the way for television by opening its so-called "decision days" for TV coverage.

This is powerful advocacy. But lawyers are trained to

listen without being persuaded, and it would be useless to expect the ABA to repeal Canon 35 forthwith. Much more needs to be done. Judge Wright has hoisted a new banner, and broadcasters should rally round it, renewing their own access efforts at all levels from local to national. In this way, with Judge Wright's important help, they can speed the day when equal access will be freely granted—not to television but also to radio, whose rights and reasons in this crusade are inherently identical to television's.

The short view

PROFESSIONAL boxing has succeeded in knocking itself out of television.

Next month ABC-TV drops its Friday night fights. Madison Square Garden has no place to go. No network wants the fights and even independent contractors can't get the necessary clearances in most markets.

The demise of network boxing, after a steadily deteriorating 18-year run, is no great loss to the public. Audiences have dwindled as the better championship fights have gone to closed circuit-theater TV where the promoters could realize a faster, if sometimes tainted, buck.

There is an object lesson for all sports in the boxing experience. On the West Coast two major league baseball clubs have tied in with the new Subscription Television project to the exclusion of "free" television. The motive is money. No thought is given to the future.

By limiting their audiences, these clubs, on the long haul, will lose fans. They will not be developing new fans among the youngsters. The mass appeal will decline.

Football was a restricted college campus sport before play-by-play radio. Radio, and later TV exposure, created the mass appeal that made two professional football leagues possible.

Except for the West Coast money grab, wiser heads are about to prevail in big league baseball. A project launched last year by John E. Fetzer, veteran Midwest station owner and owner of the Detroit Tigers, for a Monday night network television spectacular, has received preliminary approval. Mr. Fetzer knows broadcasting and he knows sports. His project can save baseball from a wired pay-TV fate and a consequent decline in popularity.

It is the kind of thinking that should motivate all major sports—both professional and collegiate. They should think beyond the immediate season and the immediate return and toward the generations to come.



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The need to know—the need for news and documentation on what's going on in the world—is a need common to all people everywhere.

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we've got a move on

THE NBC Radio Network wishes to announce that it is taking even firmer command of weekday feature programming. (NBC Radio's *Monitor* has the weekends sewn up.)

Heart of the new move is *Emphasis*. On Monday, September 7, this provocative program will present new voices and established favorites, *plus* an exciting new scheduling design—for the benefit of listeners and advertisers everywhere.

Emphasis will be even bolder, more forceful and more interesting. Its every-hour, five-minute features will be managed by a solid corps of take-charge broadcasters. In nine-to-five order, they are Frank McGee, Chet Huntley, Arlene Francis, Nancy Dickerson, Howard Whitman, Frank Blair, the NBC News Overseas Correspondents, and Lindsey Nelson. Whatever strikes their—and their listeners'—fancy, these *Emphasis* personalities will be talking up,



FRANK MCGEE



CHET HUNTLEY



ARLENE FRANCIS



NANCY DICKERSON



HOWARD WHITMAN



FRANK BLAIR



LINDSEY NELSON

each and every weekday.

The newly-designed scheduling of *Emphasis* works this way: A drive-time segment in New York (say, Lindsey Nelson's) is also a drive-time segment in San Francisco; Arlene Francis' late-morning features are heard late in the morning in *all* parts of the country; and this same "clock-hour feed" arrangement holds true for all the exciting *Emphasis* broadcasts.

What does "clock-hour" signify to an advertiser? Everything. Are you looking for a lunchtime audience? Buy lunchtime *Emphasis* all across the country. Want to reach men? Buy afternoon drive-time *Emphasis* coast-to-coast. Sell household supplies? Catch the housewife mid-morning in homes from New York to California—with *Emphasis*.

The new *Emphasis* starts Monday, September 7—Labor Day. Won't you be a part of this exciting venture? You'll be delighted with the results. Emphatically.



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ON THE NBC RADIO NETWORK