

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Maxwell Air Force Base FEB65 ATSA
Montgomery Ala NEWSPAPER

Taxes, FCC and profits lead to diversification. p31
Senate votes not to suspend equal time this year. p70
ARMS makes breakthrough in audience measurement. p48
Radio-TV, Democrats move into Atlantic City. p62

COMPLETE INDEX PAGE 7

One of a series

(Quote)

This year we used WBAL-TV exclusively...and certainly believe a substantial share of our healthy sales increase can be credited to this very effective advertising program.

(Unquote)

Morton Lapidès
Vice President
Suburban Club
Carbonated Beverage Co., Inc.

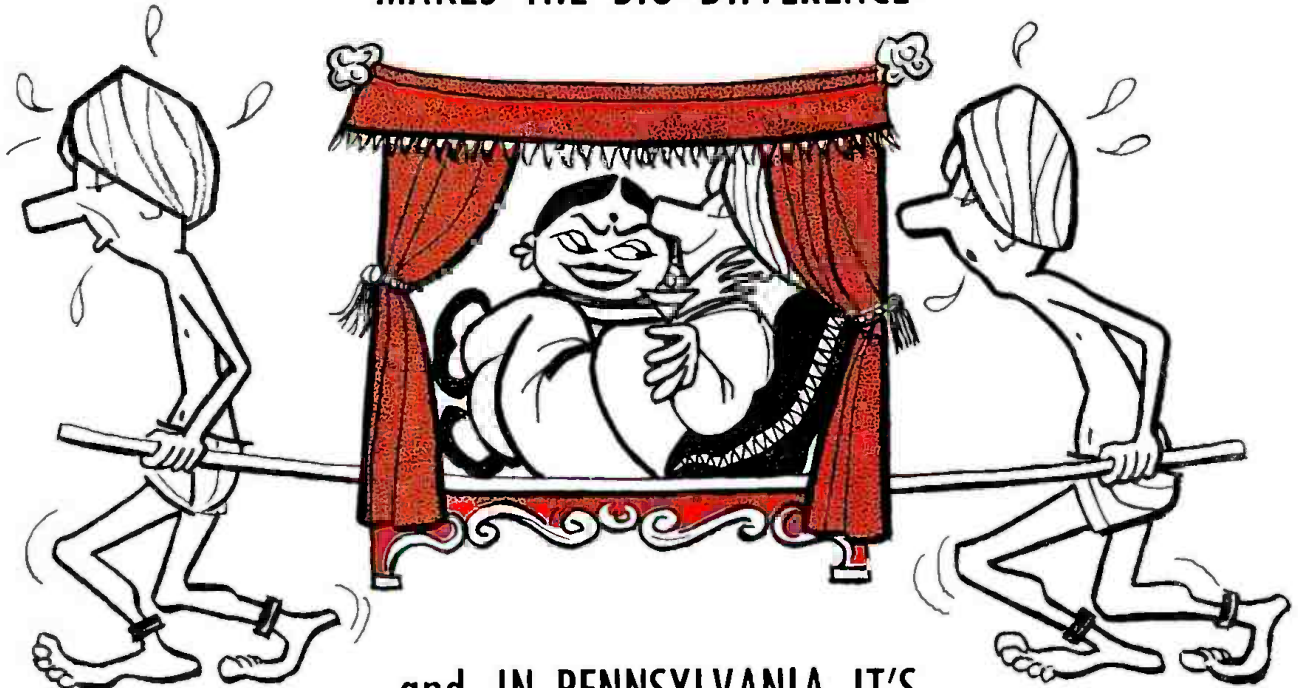
Maximum Response—that's advertising efficiency.

WBAL-TV BALTIMORE

"MARYLAND'S NUMBER ONE CHANNEL OF COMMUNICATION"

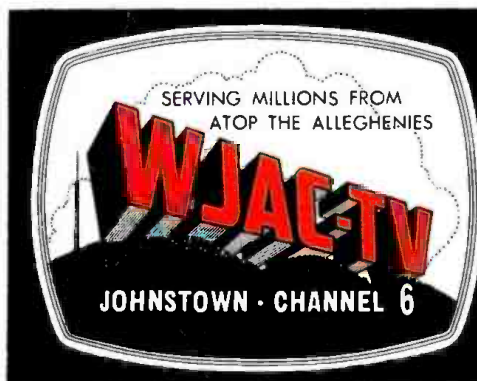
Nationally Represented by Edward Petry & Co., Inc.

WHAT'S IN THE MIDDLE
MAKES THE BIG DIFFERENCE



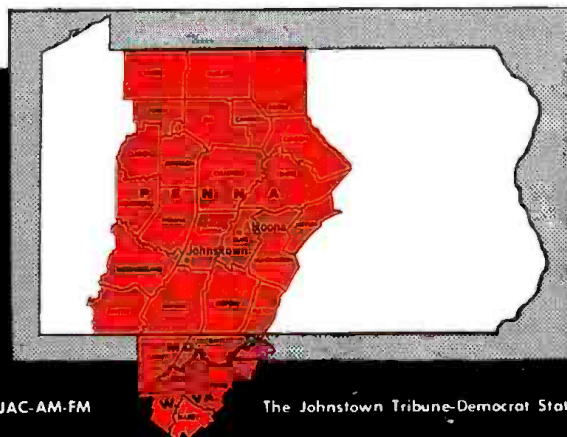
..and, IN PENNSYLVANIA, IT'S
WJAC-TV

WJAC-TV more than carries its load when it comes to delivering a rich, rich market. Pennsylvania's famous million dollar market in the middle! From high atop the Alleghenies, WJAC-TV reaches a wealth of consumers in 35 counties. Transport your clients into America's 27th largest TV market--and give sales a lift!



Represented
Nationally
by
Harrington,
Righter &
Parsons, Inc.

Affiliated with WJAC-AM-FM



The Johnstown Tribune-Democrat Stations

Photograph of bearer



Bill Dannreuther

4

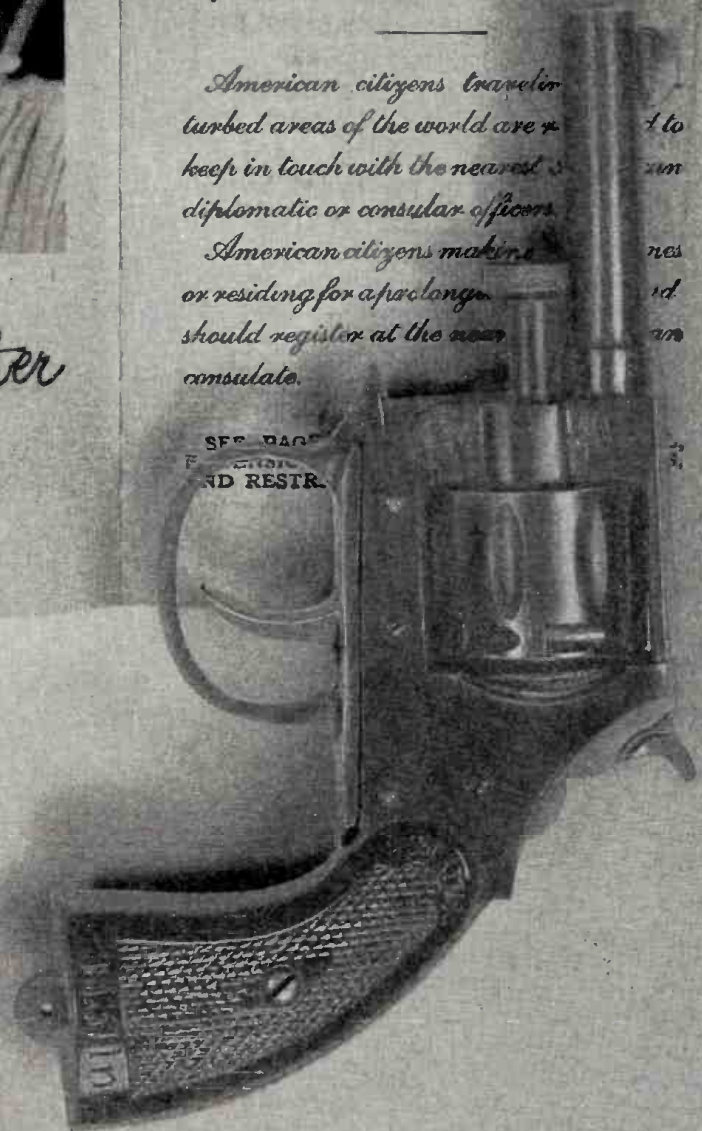
This passport, properly visaed, is valid for travel in all countries unless otherwise restricted.

This passport, unless limited to a shorter period, is valid for two years from its date of issue and may be renewed upon payment of a fee of \$5 but the final date of expiration shall not be more than four years from the original date of issue.

American citizens traveling in troubled areas of the world are to keep in touch with the nearest diplomatic or consular officers.

American citizens making or residing for a prolonged period should register at the nearest consulate.

SEE PAGE
AND RESTR.



International Swindler!

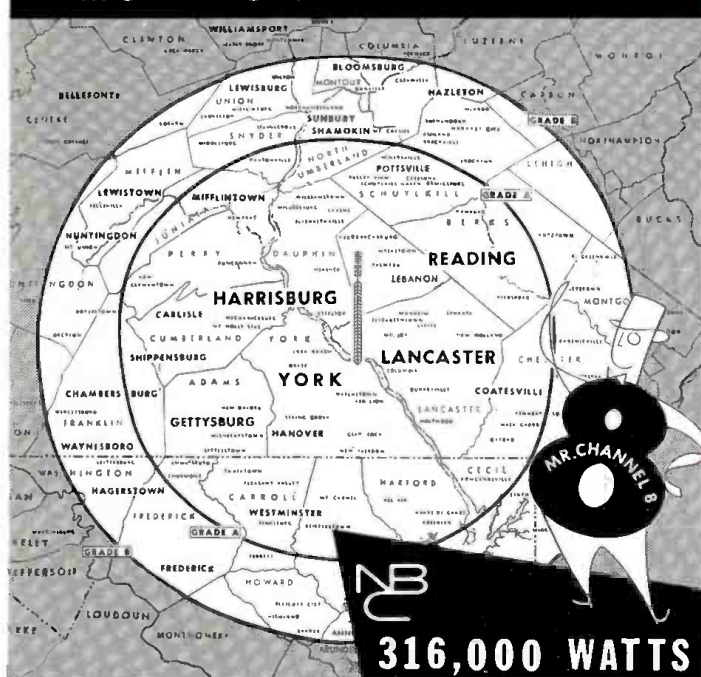
A brilliant role in John Huston's comedy-adventure, "Beat the Devil," played only as Humphrey Bogart could play it. His co-conspirators: Jennifer Jones, Gina Lollobrigida, Robert Morley and Peter Lorre. It's another of the 60 top quality features from the newly released **Columbia Post-'50 Group II**. Others include "Picnic," "Pal Joey," "The Mouse That Roared" and "Strangers When We Meet." 25 of the group are in magnificent color, too. Call or write for details.

DISTRIBUTED EXCLUSIVELY BY
SCREEN GEMS

hidden treasure grows in the **WGAL-TV** market



MULTI-CITY TV MARKET



In the multi-city Channel 8 area—Lancaster, Harrisburg, York, and countless other communities—lies tremendous sales potential. Don't overlook it. Allocate sufficient funds to capture your full share. WGAL-TV is *the* medium that can do the selling job for you.

WGAL-TV
Channel 8
Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc.
 New York • Chicago • Los Angeles • San Francisco

BROADCASTING, August 24, 1964

Perils of journalism

Though most political attention had begun last week to turn toward Atlantic City and Democratic convention that starts today (Aug. 24), there were still repercussions from network coverage of Republican convention in San Francisco more than month ago. Small flap was created when word got out that public relations people at Gulf Oil Corp., longtime sponsor of "instant news specials" on NBC-TV and part-sponsor of network's convention-election package, had indicated Gulf was officially disenchanted with Republican coverage by NBC-TV's ace news team of Chet Huntley and David Brinkley.

What happened was this: Gulf PR shop sent form letter to answer complaints from Goldwater supporters about Huntley-Brinkley comments during Republican convention. Letter pointed out that Huntley-Brinkley team had appeared on no Gulf-sponsored news programs except convention-election coverage and added: "We can further state that it is not Gulf's intention to sponsor any further programs in which they appear." Though PR department letter implied disavowal of Huntley-Brinkley and NBC News sponsorship, Gulf advertising officials hastened to assure otherwise. Paul Sheldon, Gulf's director of advertising, said NBC's coverage of Republicans had been "outstanding" and that Gulf was looking forward to its sponsorship of Democratic coverage this week and of elections next November. Gulf also will sponsor NBC coverage of Gemini space shot next December or January at cost of between \$300,000 and \$500,000.

Triple viewer

In addition to three-network TV monitor in his White House executive office, President Johnson has specially engineered television receiver combination in his bedroom suite, just installed. Both downstairs and upstairs equipment were designed by CBS at direction of Frank Stanton. President Johnson alluded to bedroom installation at news conference last week. He said: "I wake up about 6:30. But I don't get up. I read. I turn on the television. I keep all three stations on."

Background on Yankees

Little known fact about CBS acquisition of New York Yankees: Net deal was actually \$9.2 million for 80% of stock—not \$11.2 million that was an-

nounced. There's \$2 million in cash as part of club's assets. Moreover, CBS acquires overall asset it can depreciate just as if it were real estate.

At one time during closely guarded negotiations, CBS-Yankees deal nearly fell apart because of unwillingness of J. A. W. Iglehart, chairman of board of Baltimore Orioles and member of CBS Inc. board, to dispose of his interest in Baltimore American League club or resign from CBS board. Latter course finally was decided upon, eliminating conflict of interest that could have killed deal.

A look at the take?

Full-scale investigation of payola will be considered by FCC after it returns from August vacation. Payola issue flared into news in May with release of testimony commission gave House Appropriations Subcommittee. Commission said then that payola remains serious problem despite anti-payola legislation enacted four years ago (BROADCASTING, May 18). Issue has been quiescent, largely because FCC lacks manpower to mount thorough investigation. But staff remains convinced inquiry is needed, and will press this view.

Easing the bans?

NAB code's outright ban of commercials on liquor and intimate products may be lifted soon. It's understood Howard Bell, code director, thinks acceptability judgments should be based only on commercial content, not on blanket condemnation of product category. Proposal first will be put to radio code board, which meets in Washington Sept. 29-30.

But new approach of code, if OK'd, may have same net effect as present set-up. It's likely only institutional-type ads would be accepted, and then only if company name suggests several products, not just one that code considers "bad taste" to air.

It swings, man

American broadcasters who think of England's BBC as stuffy purveyor of chamber music and lectures on bird lore are in for a shock. BBC has made deal with new American firm, headed by savvy show-business lawyer and producer, Saul Jaffe, to syndicate BBC shows in U. S. And among

first properties to hit this country will be rocking radio show featuring "the Liverpool sound" of the Beatles and other teen-age idols. Jaffe firm—Hartwest Productions—has quietly set up offices in New York, will soon announce operation.

Long run

American Airlines' *Music Till Dawn*, through-the-night feature on radio for 11 years, is up for renewal and due to get it—on five-year basis. All nine stations currently carrying program, which starts at 11:30 p.m. and runs to 5:30 or 6 a.m., are scheduled to be renewed: WCBS New York, WEEI Boston, WBBM Chicago, KNX Los Angeles and KCBS San Francisco, all owned by CBS; WTOP Washington, KRLD Dallas, WLW Cincinnati and CKLW Windsor-Detroit. American's agency: Doyle Dane Bernbach, New York.

Sleuth on loan

FCC, though shorthanded in investigators for complaints and compliance division, had made one of them available to new Community Relations Service, which was created by Civil Rights Act. Investigator is Lou Bryan, who has been on loan for past month. Community Relations Service, which is headed by LeRoy Collins, former National Association of Broadcasters president, is organizing itself with borrowed help and with no appropriation of its own as yet. Mr. Bryan's service with new organization has left FCC's complaints and compliance division with only four investigators, two under normal strength. But he is due back end of month, and new man is expected to be added to staff shortly.

Griffith is firm

General Foods Corp., White Plains, N. Y., which holds option on five-year contract with *The Andy Griffith Show* on CBS-TV, isn't about to chalk off show despite threats of talent problems after next (1964-65) season. There's report that show might be shaky after season is over because Don Knotts, who with Andy Griffith gets top billing in cast, is said to be determined to leave series after season's production. But executives at Benton & Bowles, New York, say client General Foods wants show to continue, Knotts or not, and to discount "minor rumors."



DETROIT DEBUT:

The Sound of BEAUTIFUL MUSIC and Total Information News

Storer Radio introduces to the nation's 5th market its successful format of quality music and news as a prelude to an increase in power to 50,000 watts. Your KATZ AGENCY representative has the inside information.



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

WEEK IN BRIEF

Where do broadcast investments come from and where do they go? CBS-Yankees deal raises question, BROADCASTING sampler helps answer it. Reasons for diversification are explored, examples given. See . . .

DIVERSIFICATION: SIGN OF SUCCESS . . . 31

Senate sinks hopes of equal-time suspension for November elections. Defeat of suspension triggers partisan conflicts. NBC offers free debate forum, Goldwater says he will accept with conditions. See . . .

NO RELIEF FROM EQUAL TIME . . . 70

Radio's audience embraced by ARMS—All-Radio Methodology Study, that is. Initial study shows 77% of listeners can identify stations. Study called "major step" toward better audience measurement. See . . .

INITIAL FINDINGS OF ARMS . . . 48

Democratic Party convenes in Atlantic City to find even more broadcast men and equipment covering it than GOP meeting had. Convention credentials have been given to 1,078 radio-TV representatives. See . . .

BIGGEST COVERAGE IN HISTORY . . . 62

Loevinger explains why he led FCC majority in voting down case-by-case approach to overcommercialization. He says commission is too ignorant of subject, doesn't have means to gain knowledge. See . . .

STORY BEHIND LOEVINGER VOTE . . . 49

If major league baseball clubs can't interest TV networks in national coverage of Monday night games, Sports Network Inc. may get the package. SNI has history of scrambling for success. See . . .

SNI FOR MONDAY NIGHT BALL? . . . 64

Broadcasters have more to worry about than debates by major candidates now that equal-time suspension has been shelved. Rules for other coverage—interviews, for example—are blurred. See . . .

EXEMPT FROM EQUAL TIME—MAYBE . . . 70

Theodore Granik plans seven East Coast UHF stations, intends new programing approach—one-man, remote-controlled mobile units for local live shows. He's got channels picked, plans to apply for them soon. See . . .

GRANIK MAY HAVE UHF ANSWER . . . 75

About \$4 million, or one-third of money tagged for Goldwater's campaign, will go into TV. Guylay, GOP advertising strategist, is confident senator will shine and Johnson flop on medium. See . . .

TV CALLED BARRY'S MEDIUM . . . 52

Metromedia refinances, switching to more money at lower interest rates. Firm was \$47 million in debt, now has \$55 million refinancing program. Revolving line of bank credit increased by \$5 million. See . . .

METROMEDIA DEBT REFINANCED . . . 80

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Broadcasting

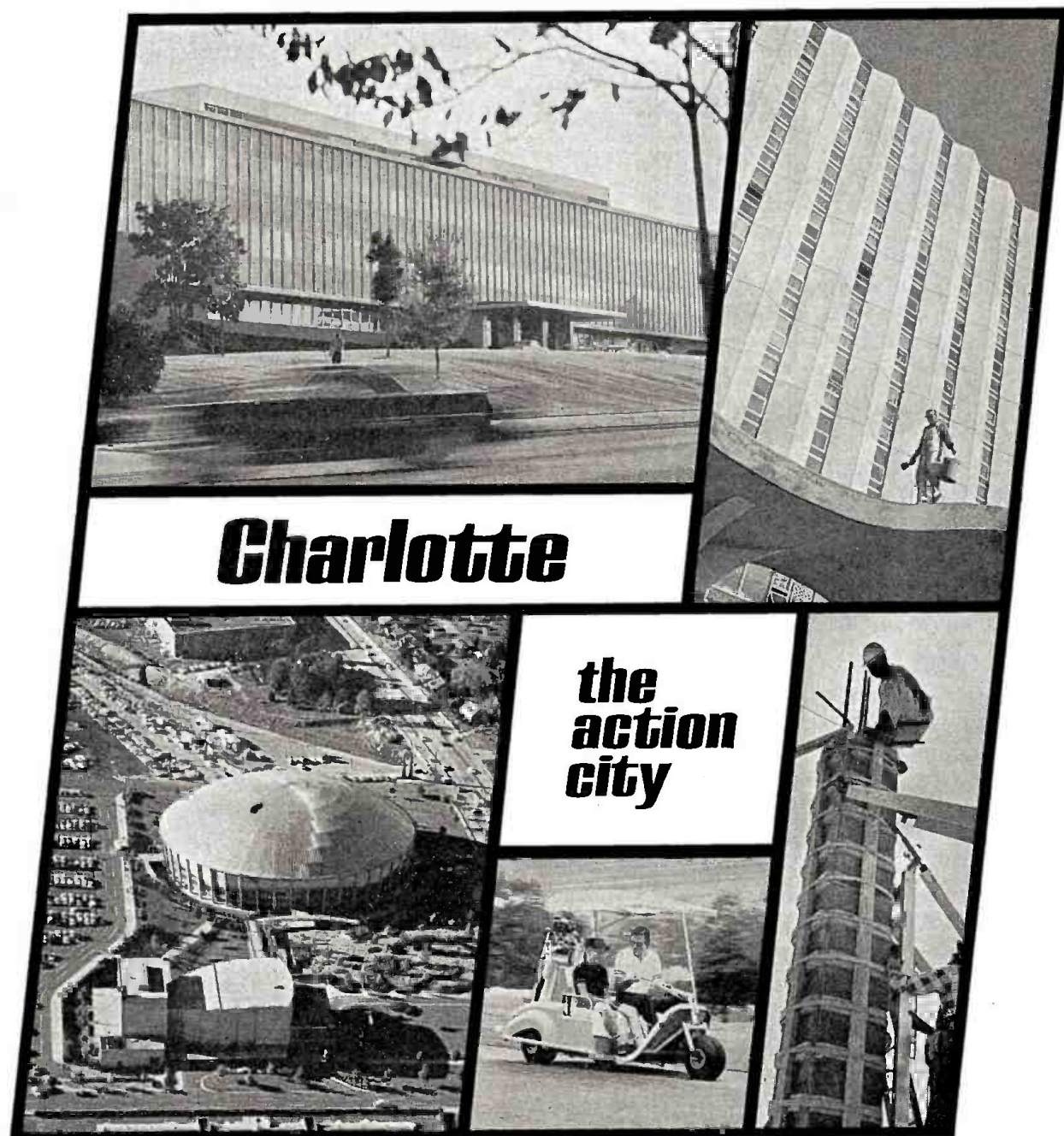
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Have you looked at Charlotte lately?



Charlotte

**the
action
city**

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

NBC-ABC affiliate. Represented by H-R



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

Miller set for 'Face the Nation'

CBS announced Friday (Aug. 21) that several *Face the Nation* half-hours will be added in prime time during September and October on its TV and radio networks, and that Representative William Miller (R-N. Y.), Republican vice presidential candidate, has agreed to appear on at least one program.

Fred Friendly, CBS News president, said invitations to candidate Miller, President Johnson, Senator Barry Goldwater and prospective Democratic vice presidential candidates were extended by network on Aug. 17, through parties' national committees and White House.

CBS's move follows NBC invitation to candidates to appear on *Meet the Press* (see page 70). Networks were offering candidates' appearances on programs considered bona fide news interview shows and exempt from equal-time requirements.

Those in Senate responsible for defeat of Section 315 suspension may regret their move, Senator Karl Mundt (R-S. D.) said Friday, "because it presents TV and radio networks with a new problem of what to do when the President schedules a press conference or a major address."

(Equal time requests will come in from GOP and splinter parties and "may well preclude airing of any [news conferences] unless they are purchased as paid political time," senator warned.)

Mr. Friendly said CBS withheld any announcement of its invitations and its decision "made several weeks ago" to slot *Face the Nation* in prime time on certain dates until one or more candidates accepted. Representative Miller's acceptance was received Friday. Date for his appearance will be determined "shortly" but probably will be on either Sept. 16 or Sept. 30 when *Face the Nation* appears in prime time. *Campaign Trail* (special documentary series dealing with campaigns) will replace it in its usual Sunday, 12:30-1 p.m. period.

Representative Miller will appear alone on program, according to early arrangements, but these could change. CBS said it also was discussing with candidates and their staffs, "joint appearances or back-to-back appearances" in half-hour or in one-hour editions.

Face the Nation specials will be placed in *CBS Reports* niche (Wednesday, 7:30-8:30 p.m.) but in its cus-

A look before a leap

Subscription Television Inc. has called short hiatus in production of programs for its pay TV service, while viewing choices of subscribers during first month of programming are studied. "We are attempting to develop an experiment with new forms," STV President Sylvester L. (Pat) Weaver said Friday (Aug. 21). "When people pay for what they wish to see in a new medium we want to study and evaluate very closely what they look at."

tomary half-hour format, though as many as three "can be" extended to one hour. Already set: 7:30-8 on Wednesday on Sept. 16, 30 and Oct. 14, 28, and if arrangements with candidates can be made, on Oct. 7 and 21.

NARA to seek fair employment drive

United push for fair employment in radio by National Association of Radio Announcers was expected to be voted in Chicago over weekend at 10th annual convention of predominantly Negro group, Charles Johnson of KAPP (FM) Redondo Beach, Calif., and who identifies himself as FCC consultant to NARA, said Friday (Aug. 21). He heads NARA western region and was involved in KFWB Los Angeles racial hiring policy incident earlier this year (BROADCASTING, March 30).

Mr. Johnson said he was reporting to meeting Saturday about his May 21-22 talks in Washington with FCC officials and with LeRoy Collins, then president of National Association of Broadcasters. He said FCC told him agency now can make "test cases of discrimination in area of radio." He said Mr. Collins assured NARA of his sympathetic view and offered full help of NAB in cause.

Del Shields, WDAS Philadelphia, urged 200 delegates Friday to become more businesslike in professional affairs and to support NARA as "nucleus" for "united voice." Mr. Shields said "if you don't make this organization go, there will be no white man in the country who will help you. You have got

to learn to help yourself."

Attacking "Uncle Toms" who sell themselves too cheaply to white management, Mr. Shields said owners "don't want you to know how important you are" because they might have "to share their profits with you." He said "most important people to you are those who listen to you" and for this reason disk jockeys have responsibility to deal in truth, honesty and service to audience.

Dozen record firms had hospitality suites, picked up tabs for lunches, dinners and parties. NARA president is Dave Dixon, KATZ St. Louis.

FTC claims Sucrets' spots are misleading

Federal Trade Commission announced Friday (Aug. 21) it has charged Sucrets and Children's Sucrets throat lozenges with false advertising in TV commercials. Products are made by Merck & Co. Inc., through Quinton Co. division, Rahway, N. J. Included in FTC's complaint was agency for Sucrets, Doherty, Clifford, Steers & Shenfield Inc., New York.

FTC said TV ads falsely imply lozenges kill germs causing throat infections and severe sore throat. Sucrets in 1963 spent almost \$2 million in TV spot, nothing in network.

Quinton Co. replied by saying FTC, in issuing complaint, ignored more than 30 years of success by Sucrets. People have been satisfied with lozenges, statement said, and label warns to consult physician if sore throat lasts more than two days. It also said Sucrets used as directed are no possible health risk and suggestions of TV commercials can't be logically construed as hazardous.

FTC gives nod to delay in labeling rule

Federal Trade Commission last Friday (Aug. 21) agreed to six-month delay of requirement that cigarette packages carry health warnings on labels. Postponement had been requested by Representative Oren Harris (D-Ark.), chairman of House Commerce Committee (see page 54).

Label warnings now are ticketed for July 1, 1965, deadline instead of Jan. 1 of that year. New deadline is now same as health warnings in advertisements. In letter agreeing to postpone-

WEEK'S HEADLINERS



Mr. Rockwell



Mr. Steers



Mr. Stewart



Mr. Clifford

William Steers, president since 1956 of Doherty, Clifford, Steers & Shenfield, New York, elected board chairman and continues as chief executive officer. **John R. Rockwell**, executive VP, succeeds Mr. Steers as president. Mr. Rockwell joined DCS&S in 1952. **Donald K. Clifford**, board chairman for past eight years, elected chairman of executive committee. **William B. Stewart**, VP, management supervisor and member of executive committee, elected vice chairman of board. Mr. Stewart joined DCS&S in 1962 from Compton Advertising, also New York.

Tom D. Scholts, VP in charge of western division of Wade Advertising, Chicago, elected to board of directors along with **David S. Williams**, VP-media director, and **Sid McAllister**, VP. **Jeff Wade**, grandson of agency founder, continues as chairman, and

Hal H. Thurber continues as president-chief executive officer in major revision to place all control with operating executives. **Mrs. P. W. Owen**, sister of Jeff Wade, retires from board. All other directors continue. Stock ownership now rests with Mr. Wade and 30 employees who have acquired stock holdings formerly held by Mrs. Owen and **Mrs. Pearl Wade**, mother. Wade expects 1964 billings to top \$21 million, partially recouping loss of \$10 million-plus Alka-Seltzer account, effective Sept. 1 (BROADCASTING, March 30).

Lawrence Webb, managing director of Station Representatives Association, New York, elected VP and general manager of KRLA Pasadena, Calif., and will continue with SRA as acting managing director, at least temporarily. **Lloyd Griffin** of Peters, Griffin, Woodward, New York, and SRA president, said last week that association's board of directors had approved plan under which Mr. Webb will remain as acting managing director "at least through the completion of current projects." Acting directorship of SRA will be in addition to Mr. Webb's new duties as operating head of KRLA and its temporary licensee, Oak Knoll Broadcasting Corp., which was designated to operate station until FCC selects permanent licensee from 19 current applicants. Oak Knoll took over Aug. 1 (BROADCASTING, Aug. 10). Station is operated as commercial outlet but its profits will be turned over to foundation to help Los Angeles' new educational television station, KCET(TV), get started.



Mr. Webb

For other personnel changes of the week see FATES & FORTUNES

ment, FTC Chairman Paul Rand Dixon said commission "shares your hope that this action may in the end serve to avoid unnecessary delay in protecting the public's health."

Predictions under study

While Congress has been hesitant to tackle legislation that would curb broadcast election predictions based on early eastern returns, panel of nine governors has been studying issue and will sit down with networks and wire services to review it in New York next Monday (Aug. 31). New Jersey Governor Richard Hughes is group chairman.

KOBE sold for \$215,000; WUTV sale approved

Sale of KOBE Las Cruces, N. M., by Jim Gober and associates to group headed by Walter Rubens for \$215,000 was announced Friday (Aug. 21) subject to FCC approval.

Mr. Rubens is former principal owner of KJET Beaumont, Tex. KOBE is full-time on 1450 kc with 250 w. Broker: Hamilton-Landis & Associates.

Also on Friday, FCC announced approval of sale of WUTV(TV) Charlotte, N. C. by Frank P. Larson Jr. and Hugh A. Deadwyler and group to Cy N.

Bahakel for \$175,000. Bahakel stations are: WABG-AM-TV Greenwood Miss.; WKAB-TV Montgomery, Ala.; WOLO-TV Columbia, S. C.; WKIN Kingsport and WDOD-AM-FM Chattanooga, both Tennessee; WRIS Roanoke and WOOD-AM-FM Lynchburg, both Virginia; WLBJ-AM-FM Bowling Green, Ky., and KXEL-AM-FM Waterloo, Iowa. WUTV is suspended operation on channel 36.

'Greatest expansion' in TV seen from UHF

UHF could "open the greatest expansion yet seen in television and shake the radio spectrum into some entirely new and perhaps explosive patterns of development, growth and investment," *Fortune* magazine reports in article in September issue, out this week.

Article, by Lawrence Lessing, estimates that even with new VHF-UHF set law "it will be about five years before more than 50% of the sets in U. S. homes can receive UHF, and about 1973 before replacement is complete." Mr. Lessing suggests that then might be good time to move all TV into UHF—"if UHF broadcasting still has not grown significantly."

If TV does not soon start to use UHF more fully, article says, it may not be able to stave off demands of other services for part of its spectrum space. In any case time is near when panel of eminent and unprejudiced experts should review entire spectrum and its allocations, including division between government and nongovernment services.

The UHF's, Mr. Lessing concludes, "make possible, for those willing to invest in them, a new type of regional network, a new type of quality network, keyed to a smaller audience than that of the present mass-media networks, and even (as advocated by Allen B. DuMont, pioneer in television) a publicly supported, noncommercial 'fourth' network. Only by such expansion of free broadcasting can the U. S. achieve a TV system adequate to the wide and varied tastes of an expanding country."

N.Y. lawyer may be new FTC commissioner

Mary Jones, New York lawyer, is reportedly about to be picked to fill Republican vacancy on Federal Trade Commission left by resignation of Sigurd Anderson in February.

Miss Jones, 43, is associate in Webster, Sheffield, Flecischmann, Hitchcock & Chrystie, firm noted as specializing in restraint-of-trade practices. Miss Jones was unavailable Friday for comment.

BROADCASTING, August 24, 1964

*year in and
year out*

THE BIG ONE

*in the
Pacific Northwest*

TOP RATED
YEAR IN AND YEAR OUT

CALL
STEVE SHEPARD
VICE PRESIDENT
AND GENERAL MANAGER
PORTLAND 226-7191

KISn
PORTLAND



SOLD NATIONALLY
BY H-R RADIO

Wife AM-FM INDIANAPOLIS
koil AM-FM OMAHA
KISn PORTLAND

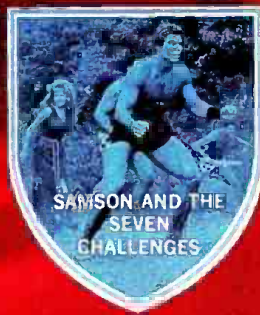
AN EXCITING SELECTION OF



SCHEHERAZADE



THE OLD
TESTAMENT



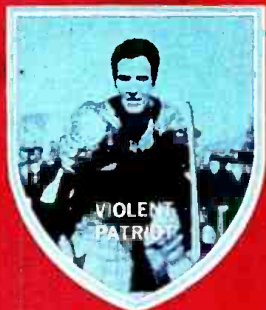
SAMSON AND THE
SEVEN
CHALLENGES



TRIUMPH OF THE
TEN GLADIATORS



TERROR OF THE
RED MASK



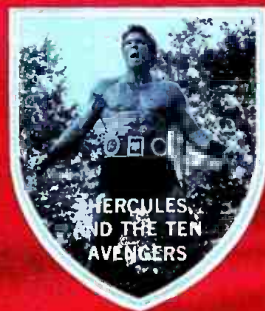
VIOLENT
PATRIOT



IMMORTAL
NAMES THAT
LIVE IN
LEGEND, MYTH
AND
HISTORY



NERO AND THE
BURNING
OF ROME



HERCULES
AND THE TEN
AVENGERS



SPARTACUS AND THE
TEN GLADIATORS



CONQUEROR OF
THE DESERT



THE NIGHT OF THE
GREAT ATTACK



AVENGER
OF VENICE



ZORIKAN THE
BARBARIAN



THE TYRANT OF
CASTILE



WARNING FROM
SPACE

TWO TIMELY, COMMEMORATIVE FEATURE FILMS
HONORING THE 400th ANNIVERSARY OF MICHELANGELO
AND THE 50th ANNIVERSARY OF WORLD WAR I



THE TITAN
The life and works of
Michelangelo and
narrated by Freddie
March



OVER THERE 14-18
World War I with never
before seen footage
from the French
Archives



PROMOTION MATERIAL SPECIALLY DESIGNED AND
PRODUCED FOR EACH FEATURE FILM



ALL NEW:
FILMED TRAILERS
PUBLICITY STORIES
SYNOPSSES • AD MATS
PHOTOS • SLIDES AND
ANNOUNCEMENTS
TV GUIDE ADS

FEATURE FILMS FOR TELEVISION



DESCRIPTIVE COLOR BROCHURE AVAILABLE ON REQUEST FROM
FOUR STAR DISTRIBUTION CORP., 600 FIFTH AVENUE, NEW YORK 20, NEW YORK



the area -

ktal★tv

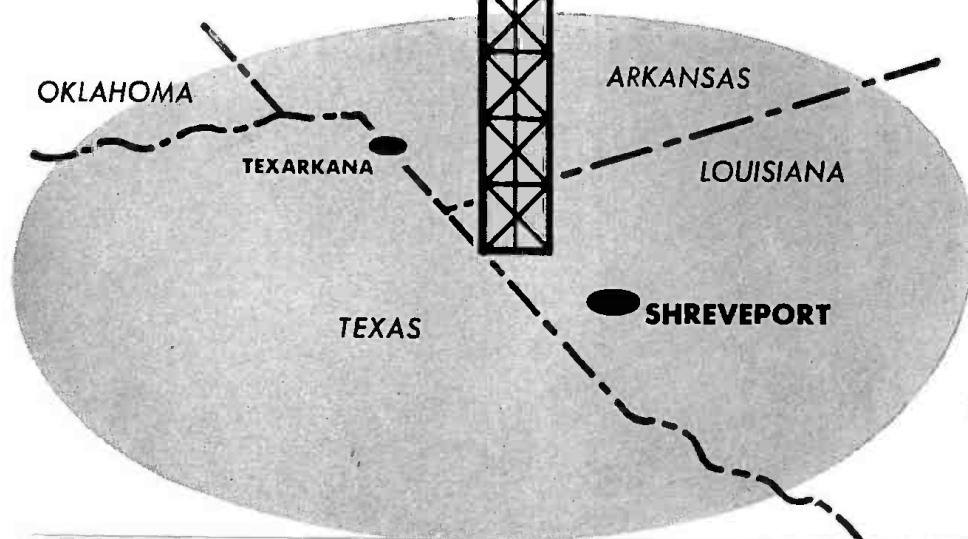
WIDE STATION

Channel 6 is the coverage station. It covers not only the oil-rich Shreveport-Texarkana region, but reaches way out beyond the metropolitan areas, deep into east Texas, Southern Arkansas and Southeastern Oklahoma.

KTAL is the dominant station covering a population of 1,188,491 with retail sales of well over a thousand million dollars.

Ask Blair about new fall NBC and local KTAL programming, which will make Channel 6 even more dominant!

SHREVEPORT and TEXARKANA



ktal★tv

Channel 6 For SHREVEPORT-TEXARKANA

Walter E. Hussman
President



James S. Dugan
General Manager

Fred Watkins
Sales Director



BLAIR TELEVISION
BTA

DATEBOOK

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

■ Indicates first or revised listing.

AUGUST

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

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

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

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

Aug. 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. 31—Committee of governors headed by New Jersey Governor Richard J. Hughes meets to discuss possible effects on voting that may be caused by broadcast predictions

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.

SEPTEMBER

Sept. 1-4—Board of Broadcast Governors 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.

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 & 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 The Greenbrier, White Sulphur Springs, 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 Connecticut Public Utilities Commission, State Office Building, Hartford.

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

■ Sept. 17—First annual stockholders meeting of Communications Satellite Corp. Sheraton-Park hotel, Washington.

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

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

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 programing clinic held by National Association of Broadcasters' pro-

YOU NEED
TERRE HAUTE,
TOO...



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



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



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

WTHI-TV
delivers more homes
per average quarter
hour than any
Indiana station*

(March 1964 ARB)

*except Indianapolis

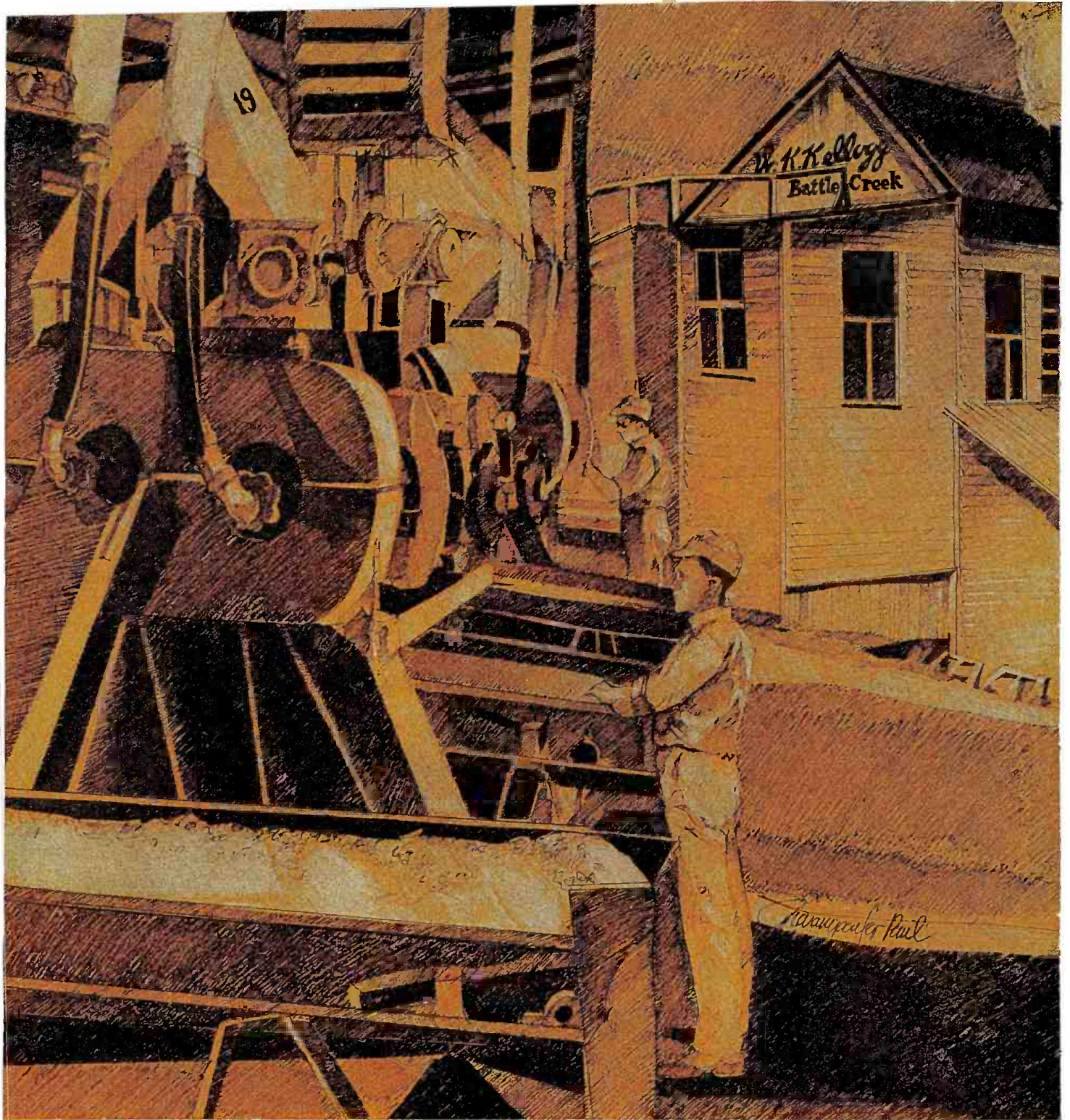
WTHI-TV

CH 10 TERRE HAUTE, IND.

REPRESENTED BY

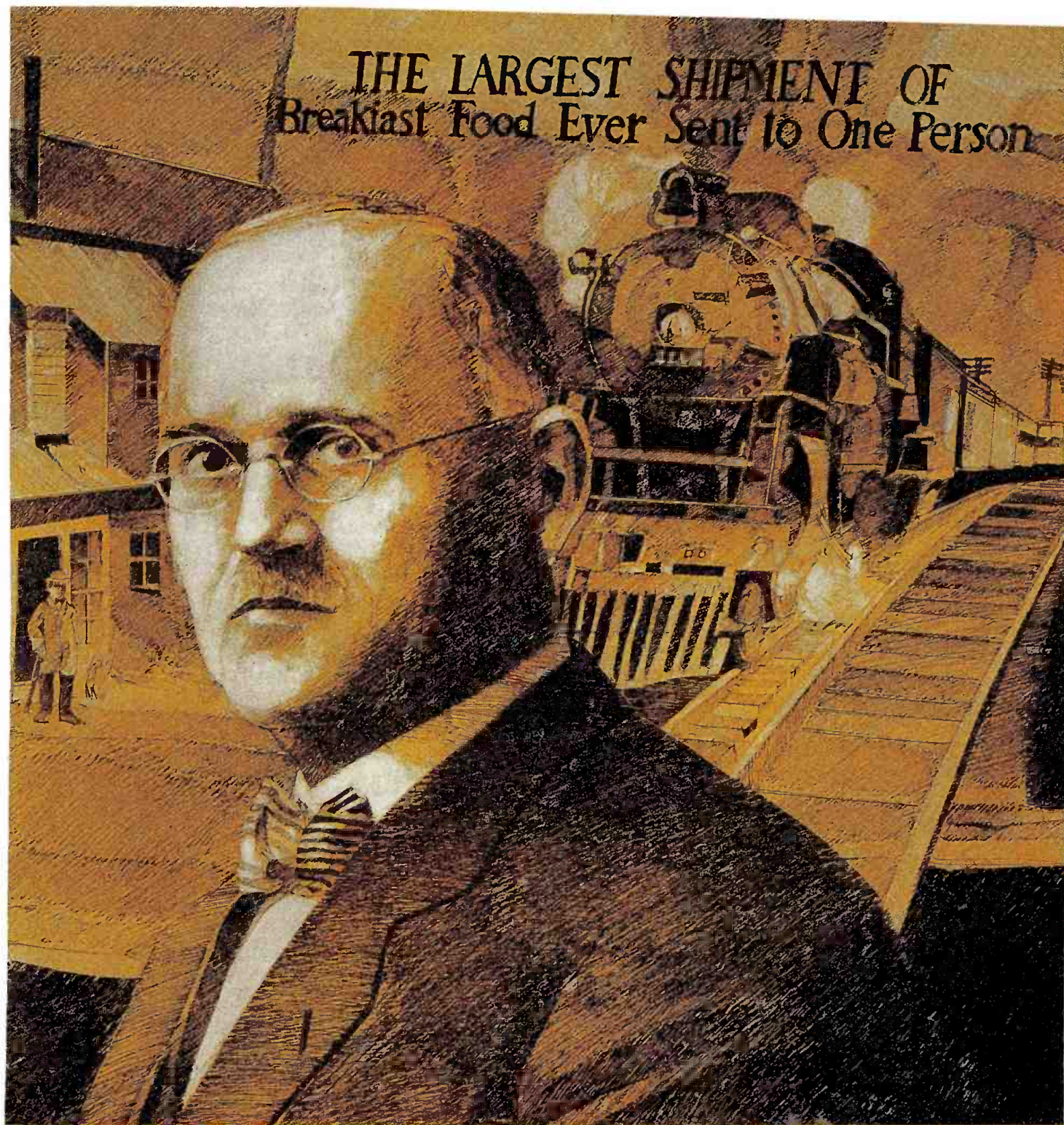


THE ORIGINAL STATION REPRESENTATIVE



What makes a great salesman?

From a salesman selling brooms at \$4.00 a dozen to the acknowledged "King of Corn Flakes" is a big step. Will K. Kellogg not only made this transition, but revolutionized the breakfast habits of a nation. The shy, retiring co-inventor of the corn flake was an extraordinary promoter. Beginning with a tiny cereal flake, he built a huge industry by utilizing daring new advertising and sales techniques.



THE LARGEST SHIPMENT OF Breakfast Food Ever Sent to One Person

W. K. Kellogg promoted his cereals with such eye-provoking ad headlines as "Please stop eating Corn Flakes for 30 days so we can catch up on orders." He forced stores to stock his products by advertising in a magazine with 6,000,000 readers when less than 10% of the public could purchase his new breakfast food. He was the first manufacturer to use extensive door-to-door sampling.

His belief he was performing a needed service made Kellogg a super salesman. The Storer stations' concern with performing a vital service in each of their communities makes *them* great salesmen — salesmen famous for turning more listeners and viewers into *buyers*. In Miami, Storer's great salesman is WGBS, an important station in an important market.



LOS ANGELES KGBS	PHILADELPHIA WIBG	CLEVELAND WJW	NEW YORK WHN	TOLEDO WSPD	DETROIT WJBK
MIAMI WGBS	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV



**But I don't want
near it or next to
it or just part
of it! I want
KELO-LAND!**

He wants the Sioux Falls-98 County Market. The full market, the exact market—the way ARB defines it.

When he ships to the Sioux Falls market, he doesn't want his goods dumped outside it. Same way with his advertising. He knows that KELO-LAND TV is the facility to do the job. He's not interested in improvised "networks" of unrelated stations which try to make up for homes they miss within the market by offering you homes outside of it.

The point to remember is that only one Sioux Falls station, KELO-TV, is capable of projecting your film or live commercial from one tv camera to all 98 counties. Be demanding! Don't get off the phone till somebody gets you KELO-LAND TV.

KELO-TV LAND
CBS • ABC

KELO-TV • KDLO-TV • KPLO-TV
(interconnected)

Gen. Offices: Sioux Falls, S. D.



JOE FLOYD, President
Evans Nord, Executive Vice-Pres.
& Gen. Mgr.

Larry Benton, Vice-Pres.

Represented nationally by H-R
in Minneapolis by Wayne Evans

A MIDCO STATION

gram study committee. Chisca Plaza motor hotel, Memphis.

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

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

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

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

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

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. 26-27—Shirt sleeve radio seminar under the sponsorship of R. B. McAlister (KSEL Lubbock, Tex., and author of *Brainstorm*, a weekly creative newsletter for station and commercial managers). Participants include Gordon McLendon of Dallas, Grady F. Maples of Denver, Odis Echols Jr. of Clovis, N. M., Judge DeWitt Landis of Dallas, and Bill McAlister of Lubbock, Tex.

Sept. 27-Oct. 2—Ninety-sixth annual technical 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—International Radio & Television Society newsmaker luncheon at Waldorf Astoria, New York. E. William Henry, FCC chairman, is guest speaker.

■Oct. 3—Fall conference and board meeting of the Florida Association of Broadcasters, Grand Bahama hotel and club, West End, Grand Bahama Island.

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. 6—Tenth Wisconsin FM Station Clinic. Harold A. Engel, chairman. Center Building, University of Wisconsin, Madison.

■Oct. 7—International Radio & Television Society newsmaker luncheon at Waldorf

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.

Astoria, New York. Howard H. Bell, director of the code authority for the National Association of Broadcasters, is guest speaker.

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. 12-16—Audio Engineering Society's 16th annual fall convention and exhibition of professional products. Barbizon-Plaza hotel, New York.

■Oct. 14—International Radio & Television Society newsmaker luncheon at Waldorf Astoria, New York. Sylvester L. (Pat) Weaver, president of Subscription Television Inc., in guest speaker.

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

■Indicates first or revised listing.

BY POPULAR DEMAND

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

Felix THE CAT

THIS IS THE CAT.

Unlike any other cat in the history of entertainment.

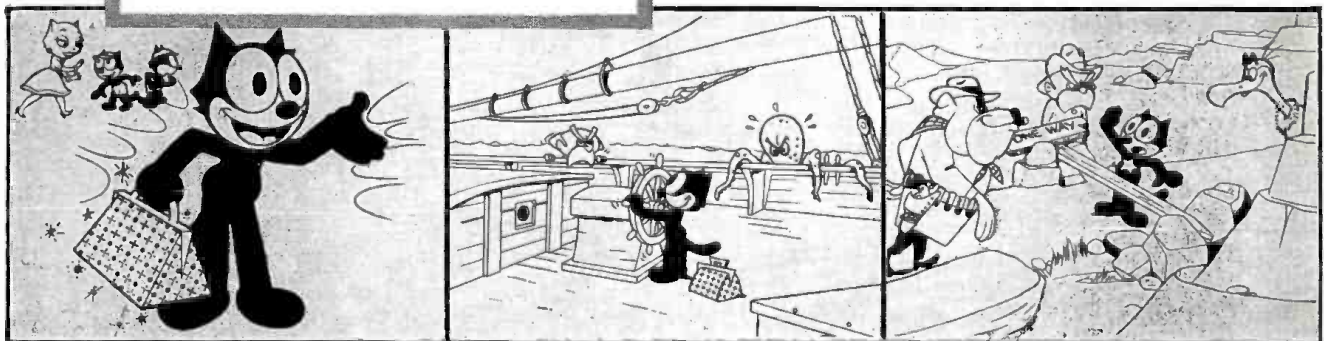
The world's most famous feline, starring in the one and only "Felix The Cat" cartoon series made for television.

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



© FTCP

© MCMLIX Felix The Cat Productions, Inc.

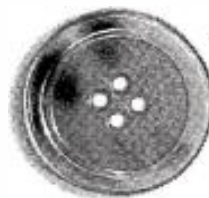
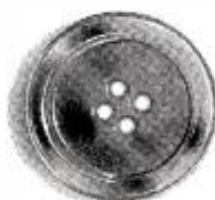
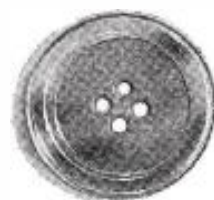
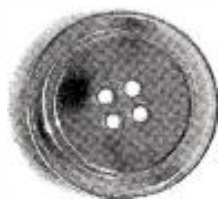


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TELEVISION CORPORATION

NEW YORK, 625 Madison Avenue, PLaza 1-3110

CHICAGO • LOS ANGELES • MIAMI BEACH • ZURICH, SWITZERLAND



COLOR MAKES THE DIFFERENCE...

We're known for having what it takes when it comes to Color TV. That's why Crosley Broadcasting is the national Color TV leader with a long record of Color firsts. First NBC color affiliate, first to perfect use of low-light Color tube, first to colorcast indoor remotes and night-time outdoor remotes under normal lighting conditions. And our four Color TV Stations form one solid regional network offering a unique television opportunity to advertisers. One buy wraps up the whole works!

Color Television is just another feather in the Crosley cap, which has placed the WLW Stations among the most watched, most heard, most talked about Stations in the United States.

Another example of Crosley 42 years of leadership

**CROSLEY
COLOR TV
NETWORK**



**WLW radio
Cincinnati
NATION'S
HIGHEST
FIDELITY
RADIO
STATION**

CROSLEY BROADCASTING CORPORATION • A SUBSIDIARY OF Arco

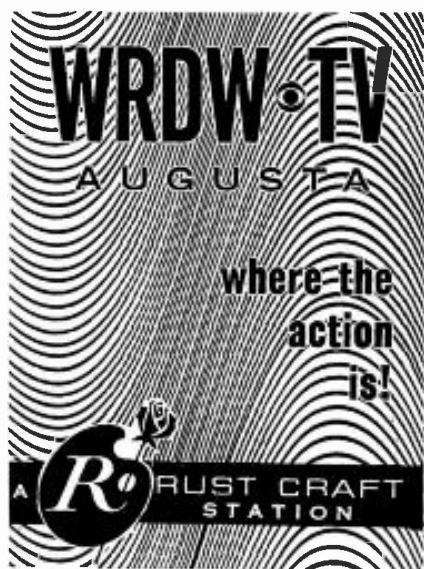
WLW Sales Offices—New York, Chicago, Cleveland • Edward Petry & Co., Inc.—Los Angeles, San Francisco • Bomar Lowrance & Associates—Atlanta, Dallas



LARAMIE

Just renewed by
Don Stone, Pro-
gram Director of
KTIV, Sioux City,
Iowa. 124 epic
hours (60 in color).

CALL NBC FILMS



WRDW-TV
AUGUSTA

where the
action
is!

RUST CRAFT
STATION



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

Broadcasters Association, Hotel Somerset, Boston.

Oct. 25-28—National convention of the National Association of Educational Broadcasters. Speakers include Carl T. Rowan, director of the U. S. Information Agency, and Dr. Lester F. Beck, professor of psychology for the Oregon State System of Higher Education. Austin (Tex.) Auditorium.

Oct. 27-30—Western region convention of American Association of Advertising Agencies at Hotel Beverly-Hilton, Beverly Hills, Calif. Board of directors meet in Los Angeles Oct. 27. Proceedings begin Oct. 28 in Beverly Hills for invited guests.

■ Oct. 28—International Radio & Television Society newsmaker luncheon at Waldorf Astoria, New York. Louis Harris, political pollster, is guest speaker.

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

NOVEMBER

Nov. 7-8—Western area conference of American Women in Radio & Television, Beverly Hilton hotel, Beverly Hills, Calif.

■ Nov. 10-11—Eastern annual conference of American Association of Advertising Agencies meets in New York at Hotel Plaza. Thomas C. Dillon, president of BBDO, that city, chairman of region board of gover-

nors.

Nov. 11-14—Annual conference of Radio-Television News Directors Association, Rice hotel, Houston. Keynote speaker will be John B. Connally, governor of Texas.

Nov. 12-13—Fall convention of Ohio Association of Broadcasters, Christopher Inn, Columbus.

Nov. 13-14—Board of trustees meeting of educational foundation of American Women in Radio & Television, Washington.

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

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

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

Nov. 19—East Central annual meeting of American Association of Advertising Agencies in Detroit at Hotel Sheraton-Cadillac. John S. Pingel, president of Ross Roy Inc., that city, chairman of regional board of governors, will preside.

JANUARY

Jan. 15-17—Board of directors meeting of American Women in Radio & Television, Hilton hotel, New York.

Jan. 25-29—Winter meeting of boards of National Association of Broadcasters. Palm Springs Riviera, Palm Springs, Calif.

■ Jan. 28-28—Twentieth annual Georgia Radio-TV Institute, University of Georgia, Athens. Forum is sponsored by the university and Georgia Association of Broadcasters.

■ Indicates first or revised listing.

OPEN MIKE®

A winning vote

EDITOR: I think you had a winner in your football wrap-up story (BROADCASTING, Aug. 10). It certainly was exceptionally complete.—Fred E. Walker, general manager, KDKA Pittsburgh.

Effort heeded

EDITOR: Thank you for your story concerning our recent meetings with leaders in the communications industry and law enforcement officials (BROADCASTING, July 20). This is an excellent story and we appreciate your calling this effort to the attention of your readers.—Dr. Jacob Cunningham, National Conference of Christians and Jews Inc., Los Angeles.

Hurrah for Howell

EDITOR: A fan letter for Rex Howell of KREX Grand Junction, Colo., who had the courage to say what has to be said sooner or later about lop-sided network news treatment.

My conviction that Mr. Howell is correct is based on 20 years experience in broadcast news where I discovered

that the newsman who leaned way to the left was far less vulnerable to pressures within the industry than his colleague who took him to task for it. . . .

Thus NBC's coverage of the Republican convention could play down its massive theme (the total Goldwater victory) in favor of a parade of interviews with dissidents from that theme, however trivial their quirks. . . .

And ABC? The team of Howard K. Smith and Edward P. Morgan has made a career out of pole-axing Republicans. . . .—Jack Angell, Evanston, Ill.

(BROADCASTING in its Aug. 3 issue reported that Mr. Howell, whose stations are affiliated with CBS, had broadcast an editorial charging that CBS had slanted its news coverage.)

Let conventions alone

EDITOR: In a recent issue of BROADCASTING (CLOSED CIRCUIT, July 20), I read that the majority of broadcast professionals see no reason why national political conventions can't be held by closed-circuit television. The only advantage stated was that it would save the networks money on equipment and cut down the vast number of people necessary to cover a convention in its present seemingly chaotic form.

I agree that television has contributed

YEAR AFTER YEAR AFTER YEAR
 AR AFTER YEAR AFTER YEAR AF
 YEAR AFTER YEAR AFTER YEAR
 R AFTER YEAR AFTER YEAR AFTE
YEAR AFTER YEAR AFTER YEAR
 AR AFTER YEAR AF R AR AF
 YEAR AFTER YEAR A YEAR
 R AFTER YEAR AFTE AFTE
 YEAR AFTER YEAR YEAR
 AFTER YEAR AFTER
 YEAR



A LEADER

Hit Central New York's rich 24 counties with commercials delivered by WSYR-TV—the leader in the market year after year. It's important to use the leading station in a market that has:

- Population of 2,508,700
- Buying Power—\$5,434,133,000
- Total Homes—740,870
- TV Homes—689,800
- Retail Sales—\$3,273,465,000
- Food Sales—\$789,846,000
- Drug Sales—\$94,327,000

• (Market Data Source—SRDS, Jan/64)

WSYR-TV DOMINATES

... because of SEVEN YEARS of UNBROKEN LEADERSHIP in the market, in ARB REPORTS. **NUMBER ONE** in HOMES DELIVERED ...

*20 PER CENT over
 Station No. 2 ... *65
 PER CENT over
 Station No. 3.

*ARB for March, 1964, Sign-on to Sign-off, Monday thru Sunday.



Get the Full Story from
 HARRINGTON, RIGHTER & PARSONS

WSYR • TV



Channel 3 • NBC Affiliate • 100 KW

SYRACUSE, N. Y.

Plus WSYE-TV channel 18 ELMIRA, N. Y.



As They Were Saying...

It's back to the glass booth this evening for Chet Huntley and David Brinkley.

From a glass-enclosed perch in San Francisco last month, Chet and David headed up an NBC News team whose Convention coverage attracted a larger audience *than the other networks combined*. Starting this evening—from a similar perch in Atlantic City's Convention Hall—the very same Huntley and Brinkley (and who'd

want them different?) will be spearheading the week's most thorough and most interesting coverage of the Democratic Convention.

NBC News' masterful reporting from the Cow Palace last month not only drew a majority of the nation's viewers. It also won the lion's share of acclaim from the nation's press: "NBC's Chet Huntley and David Brinkley were again in a class by themselves..." (Bob Williams, New York



Post); "...NBC News...the unquestioned leader in its field. In both audience ratings and quality, the network far outdistanced the competition..." (Newsweek); "NBC seemed to us to have the overall edge, via smoothest floor coverage and absorbing 'human interest' camera work..." (Atra Baer, New York Journal-American); "NBC ...showed more vigor in getting to the heart of the various disputes or controversies; it

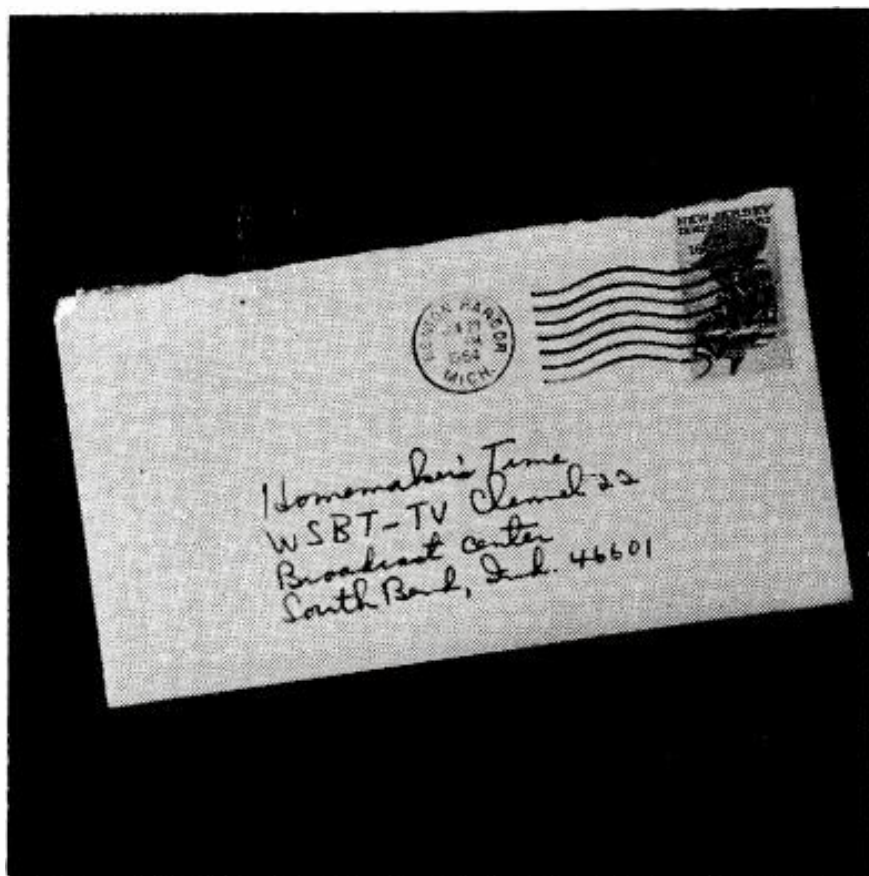
had a surer touch in its handling of the far-flung ramifications of such a sprawling event..." (Percy Shain, the Boston Globe).

This week, again, the viewer who demands the most complete, most revealing, and most human coverage of a major political story, will be depending on the NBC Television Network.

STARTS TODAY

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





1,120 OF THESE CAME FROM 106 CITIES & TOWNS

A recent guest on WSBT-TV's "Homemaker's Time" offered a free booklet on meat preparation to viewers who would mail in a self-addressed, stamped envelope. Replies came in from Indiana, Michigan and Ohio . . . 1,120 in all.

Many of the letters received came from areas long considered exclusive territory for Chicago or Kalamazoo or Fort Wayne stations. But with its new tower-power combination, WSBT-TV has invaded new areas . . . offers coverage that no other South Bend station can match.

For total market coverage, for audience building programming count on WSBT-TV . . . the must buy station in Indiana.



Paul H. Raymer • National Representative

immeasurably to the betterment of man, and that local television programming is an undeniable asset to the American scene. However, I feel that this latest concept of substituting a television image for personal contact in this most important of all political arenas is absolutely appalling.

In their understandable enthusiasm for the television age, the advocates of a closed-circuit convention have lost sight of the fundamentals of politics. The American way of politics has endured mainly because of the personal involvement of the average voter . . . an involvement nurtured by the excitement of a noisy power struggle. It is not unlike a sporting event. With the feeling that nobody cares and without cheers of approval to spur them on to greater achievements, even our beloved baseball teams could only play a half-hearted game.

So it is with politics. Without cross-talk between delegations, without caucuses, without smoke-filled rooms, without last-minute concessions by an aspiring nominee, without demonstrations . . . without all these things contributing to the conglomeration in one place, American politics would lose its appeal and ultimately its effectiveness.—Mrs. Irene Chamish, WBAL Baltimore.

The educator's spirit

EDITOR: Thank you for the Week's Profile (BROADCASTING, Aug. 10) which was devoted to Dr. Harrison B. Summers, saluting his illustrious career as a pioneer in the teaching of radio and television for graduate and undergraduate college students.

Your writer caught the real spirit and purpose of this distinguished teacher. The article's stress on "theory and practice" was perfect, because it was this quality which gave force and clear perspective to Dr. Summers's classroom presentations.—Richard M. Mall, professor, department of speech, Ohio State University, Columbus.

Seeking the buck

EDITOR: . . . In the story concerning the new ownership of KRLA Pasadena-Los Angeles (BROADCASTING, Aug. 10) . . . I hasten to point out that KRLA is now owned and operated by Oak Knoll Broadcasting Corp., which is not "an educational institution" . . . It is a corporation set up for one reason: to make money . . . the station will be operated strictly as a commercial broadcast station. [The profits] will help to support educational KCET(TV) Los Angeles.—Lawrence Webb, vice president and general manager KRLA Pasadena-Los Angeles.

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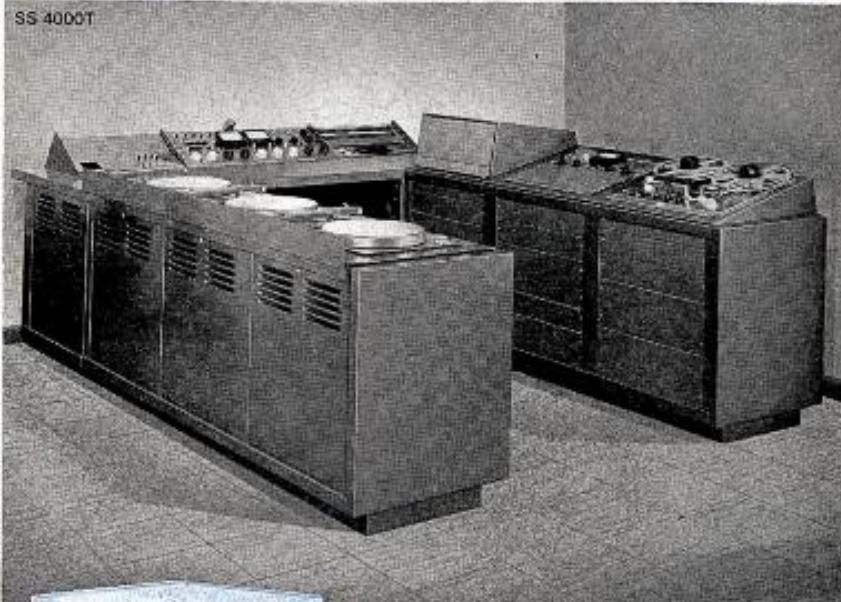
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BROADCASTING, August 24, 1964

DON'T COMPROMISE
 Quality Audio is the most
 economical in the long run

SS 4000T



"Packaged" Control Center

This dual channel solid-state "package"
 integrates all audio broadcast needs into
 a single factory-assembled, pre-wired and
 pre-tested system . . . eliminating the higher
 cost and time consumed with conventional
 on-site integration of separate facilities.
 A complete installation requires only about
 six hours and all broadcast proof-of-performance
 specs are built-in.

If you can't afford to compromise — and can
 afford true audio quality — buy McCurdy.

(also available from McCurdy is a complete line of audio
 equipment — turntables, preamps, power supplies, consoles, etc.)

VISUAL, the leader...
 first to offer a complete
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Keeps You in View!

Retailers want follow-through behind hard sell

If I were in the broadcasting field I think I would be asking myself—"Why am I letting tens of thousands of dollars escape from me at the local level; hundreds of thousands of dollars at the state level, and millions of dollars at the national level?"

This is the cost of divorces between the broadcast media and retailers in the U. S. and Canada. This is a fact you would recognize if you studied the survey of the broadcast media made in 1963 by the sales production division of the National Retail Merchants Association, New York.

You should also look on this finding as a challenge and an opportunity to do something about a situation which has existed too long in the broadcast field. I am referring to the lack of creativeness, the lack of ideas, the imagination and the lack of knowledge of the average account executive or salesman in the broadcast field.

This survey was made among 191 broadcast media users, representing a cross-section of American and Canadian retailing. These stores are the cream of American retailing, with advertising budgets that range from \$89,000 to \$6 million. What did they spend on broadcasting? Thirty percent of reporting stores of under \$2 million volume were spending 20-30% of their advertising dollars in broadcast media. However, 170 other stores with huge advertising budgets reported an expenditure of 5% or less on radio and TV and most of the stores in all categories termed the results of their broadcast advertising as only "moderately successful."

In light of these facts, is there any wonder why the modern retailer turns to other media with his advertising dollar? The broadcast media has an almost unbelievable ability to produce colorful, fast-paced broadcasting formats—to give the news within minutes of its happening—to entertain all levels of society—to inform and educate—to stimulate the musical senses—to evoke controversy or action—to do everything that reflects today's living. But it falls flat on its face when it comes to selling to retailers.

Every business enterprise is made up of four activities: financing, producing, accounting and selling. Without selling—the finding, winning and keeping of customers—none of the others can stand up. The broadcast media management should move in on the selling end of their business and see what is going on—or rather, see what is not going on. They should light a few fires

under sales managers' chairs. They should start a continuous push to get account salesman out of their ruts and come up with something better.

The Big Category ■ After more than 20 years of exposure to broadcast media account salesmen, I can put 90% of them in one category: They are just order takers. Selling of time is a creative function, yet most of your salesmen give the impression of: "Here it is . . . take it or leave it." They do not come up with exciting, new ideas for us. They should be a gold mine of ideas, information and help from the retailer's point of view.

I don't know how many times I have been confronted with pages of graphs, maps, statistics of audiences by age and income, audiences by the hour, demographic information about the market and rating sheets.

I am not impressed by all this expensively procured material. I am looking for ways and means of selling merchandise. Believe it or not, we retailers know exactly how your station rates and what your audience is. But we are green as grass when it comes to using you. You are the specialists, but you send schoolboys to solicit our business.

The alert broadcaster has a better chance for increasing his share of the retailer's advertising dollar. We are not the exclusive property of any media—even though the newspapers may think so. The field is wide open. There is no lack of opportunity for the wide-awake radio or TV station to build rapport-establishing relationships with the local retailers. It takes work, determination, enterprise and imagination. Most important, it necessitates knowledge of merchandising and a sympathetic understanding of its problems.

Door to Mediocrity ■ No door is

tougher for the broadcast salesman to enter than the retailer's. The salesman is to blame for this. It is deadly dull to be mediocre and for the most part that is what he is: mediocre. But the account salesman who is resourceful; who employs ingenuity, word skill and knowledge in his presentation, is always welcomed with open arms.

Nothing riles a retailer more than the salesman who comes in panting with the latest rating release. Your entertainment programs may live or die by ratings, but to the hard-nosed retail advertising executive, they are worthless.

Frankly, the worst sin an account salesman can commit in my office is to try to sell me time on the basis of the latest rating statistics.

It seems that once our signature is on the dotted line, the account salesman feels his job is finished. Far from it; his responsibility to the account is just beginning.

A series of piecemeal ideas, sold on the spur of the moment, may gain some temporary profit to salesman and station. But there needs to be a steady application in ideas to meet changing conditions; a steady rising of character to give stability and respect to the relationship.

Selling radio or TV time is not a coldly unscientific process. It is a friendly, red-blooded, person-to-person transaction. Razzle-dazzle presentations leave a feeling of emptiness after the salesman has departed. But a thoughtful, carefully and knowledgeably presented idea, combined with a friendly and sincere desire to be helpful, leaves a feeling of wanting to do business with you—and most important of all, it is business that is mutually satisfactory, because it rings the cash register for both sides.



J. D. Peterson is advertising manager of the Hudson's Bay Co., Vancouver, B. C. Mr. Peterson is a director in the sales promotion division of the National Retail Merchants Association, New York. He is responsible for the store's sales planning, public relations, special events and advertising and has had some 'highly successful' experiences with radio-TV. This Monday Memo is taken from a speech to the Washington State Association of Broadcasters.

It's very difficult to write a rating ad and sound modest about the whole thing. But, after all, when you've got something to sell, who wants to sound modest?

HOOPER June, July 1964			PULSE April, May, June 1964
	rating	position	
M-F 7AM-12N	15.2	2nd	AVERAGE OVER-ALL SHARE OF AUDIENCE Monday-Friday 6AM-12 Midnight 16.3% 1st
M-F 12N-6PM	18.8	1st	
Sunday Daytime	17.1	2nd	
Saturday Daytime	21.1	1st	
Sunday-Saturday 6PM-10PM	19.5	1st	

PULSE
Monday-Friday 3PM-6PM

WKNR-1ST IN ESTIMATED TOTAL ADULT AUDIENCE-42,200 PER AVERAGE ¼ HOUR

**WKNR has twice the total
audience of the second station!**

For a detailed analysis of Detroit's new Pulse see your KeeNeR or Paul Raymer salesman.

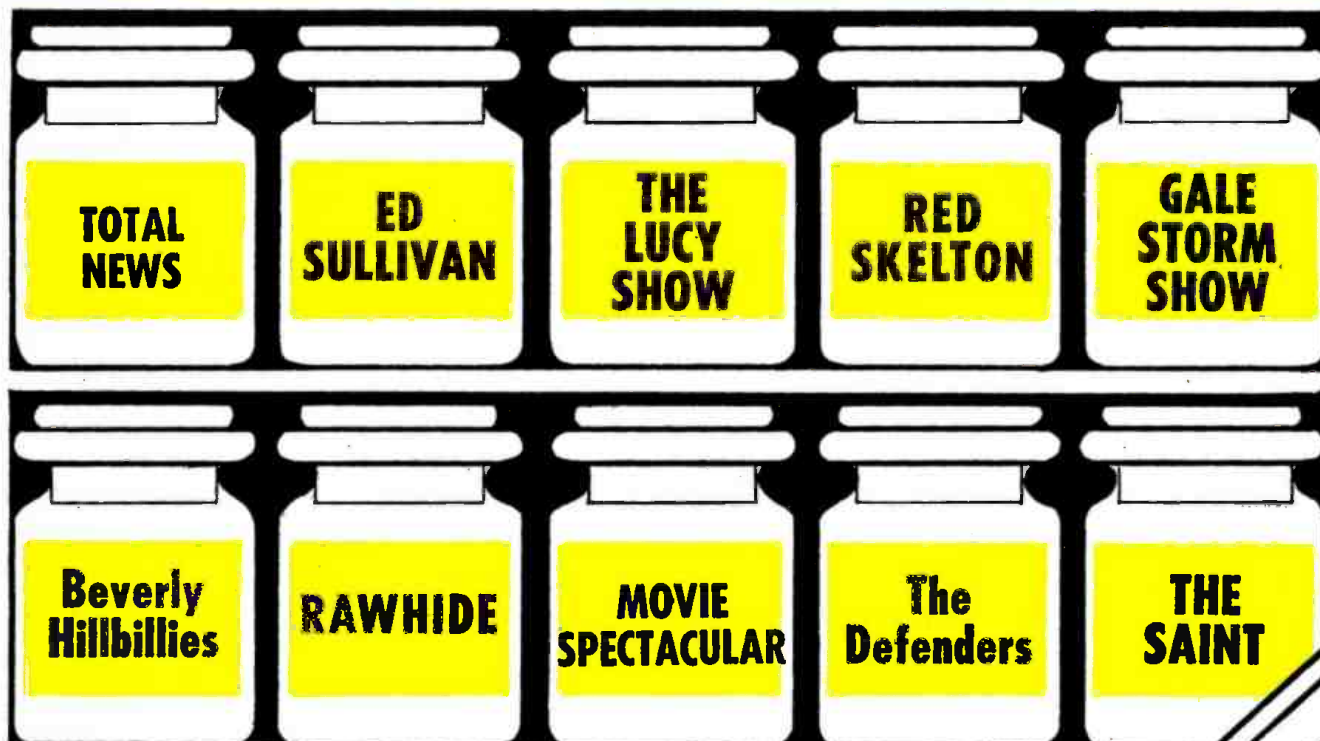
Now—more than ever—the BEST time money can buy!



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



"Seasoned to Please!"



WKRG-TV

Mobile-Pensacola

Channel 5

Represented by H-R Television, Inc.

or

Call C. P. Persons Jr., General Manager



Diversification: sign of success

That CBS-Yankee deal is only symptomatic
of a general trend that has been induced
by tax laws, FCC rules and radio-TV prosperity

Ten days ago CBS Inc. confirmed reports that it had purchased the New York Yankees baseball team (BROADCASTING, Aug. 17), and reactions to the announcement are still unfolding.

Although some members of the baseball world have decried the sale and the Justice Department and some congressmen are interested in possible antitrust ramifications (see page 44), the bigger question raised is the degree of broadcast cross-ownership. What industries have firms that own broadcast stations and what other fields have broadcasters entered? What is the reason for diversification? What are the ties between broadcasting and other business enterprises?

Diversification Trend ■ The list of broadcast operations linked with other fields is virtually impossible to exhaust, but BROADCASTING has compiled a sampler, a cross-section of cross-ownership, to indicate the diversification trends—past, present and future—of broadcast interests. The number of firms appearing on the list and the fact that they constitute but a selected sample indicates the depth and latitude of diversification in broadcasting. The major groups are listed, indicating the primary sources of broadcast investments and the fields entered by diversifying broadcast companies.

The key is the growth of radio-television into the most important of the media. Last year, for example, TV revenues alone amounted to \$1.5 billion and profits before federal income taxes came to more than \$343 million. Broadcast finances not only attract outside investment, they almost force diversification by station owners.

A broadcasting company that amasses healthy profits is confronted by the specter of high taxes, which can chop down its capital and stunt its growth. The sound business solution to this problem is to reinvest, blunting the tax ax and broadening the firm's financial base. But although the company may wish to put its money back into broadcasting, prices of radio-TV stations are

higher than ever. More important, perhaps, the FCC strictly limits broadcast owners to seven TV outlets (only five of which may be VHF), seven AM and seven FM stations. So broadcasters are pushed into other ventures.

Stricter Controls? ■ The FCC's ownership restrictions are not immutable. But present indications are that if they are changed, they will be tightened, not liberalized. When Transcontinent Television Corp.'s sale of its 11 radio-TV outlets was approved by the FCC (BROADCASTING, Feb. 24), several commissioners gave warning that they believed in stricter limitations. (Incidentally, Taft Broadcasting Co., one of the purchasers, was brought up to its TV maximum—and subsequently had to give up several diversification plans to

concentrate on its broadcast holdings.)

Chairman E. William Henry, joined by Commissioner Kenneth A. Cox, at that time advocated limiting TV ownership in the top 25 markets to three stations. Commissioner Lee Loevinger, former antitrust chief of the Justice Department, has also spoken for watering down "concentration of control" in broadcasting, and Commissioner Robert T. Bartley voted against the TTC sale. The problem is now at the FCC staff level, however, and if this comes before the commissioners they are reportedly likely to be at odds over what new rules to adopt, if any.

Yankee Dandy ■ All the problems of cross-ownership were brought into focus again when CBS bought the Yankees, with attention at first centered on overlapping broadcast-baseball interests. A number of broadcasters with baseball ownerships are a matter of general knowledge. Another such ownership which came to light last week is that of John J. Louis Jr., chairman of the board of KTAR-AM-FM-TV Phoenix, Ariz., who is a vice president, director and stockholder of the Milwaukee Braves.

But although baseball cross-ownership is prominent in the news, it is but one of many fields with ties to broadcasting. Outside firms continue to buy into radio-TV. Broadcasters continue to diversify, with the New York Yankees being but one well publicized example of expansion into the outside business world.

Some selected companies with cross-ownership follow. Individuals with diverse stock holdings were not included.

ABC ■ Owns WABC-AM-FM-TV New York; WLS, WENR-FM and WBKB(TV) Chicago; KGO-AM-FM-TV San Francisco; KABC-AM-FM-TV Los Angeles; WXYZ-AM-FM-TV Detroit and KQV-AM-FM Pittsburgh. Operates ABC Radio and ABC-TV networks. Is division of American Broadcasting-Paramount Theatres Inc., which was formed by \$25 million merger of ABC and United Paramount The-



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"Our executive vice president wants to put in a pinch video tape of yesterday's homer by Mantle!"

Diversification as practiced by a country boy

Among diversified owners of broadcast interests an illustrious name was prominently mentioned last week. Lyndon B. Johnson, whose wife and daughters are principal owners of Texas Broadcasting Corp., made public an accounting of his family's fortune.

According to the President's authorized audit, the First Family's stock interest in the broadcasting company is worth \$2,470,680, and its interests in ranches and other real estate are worth \$607,845.

The New York accounting firm of Haskins & Sells which prepared the audit cautioned that the values placed on the Johnson properties were book values and "are not intended to indicate the values that might be realized if the investments were sold."

The Johnson audit was described by Republican National Committee Chairman Dean Burch as "incredibly low." Mr. Burch said it was "like listing the value of Manhattan Island at \$24," the price the Dutch paid the Indians for it.

Representative William E. Miller, of New York, the Republican vice presidential candidate, said that he had been told by television experts that the market value of the Johnson broadcasting properties alone was in the order of \$10 million.

Mr. Burch hinted that the Johnson holdings would be made a campaign issue. "It is peculiar," said Mr. Burch, "that the bulk of the fortune was made in areas subject to federal

control."

Other Estimates ■ Last week, just before the President's official audit was released, *Life* magazine attributed to unnamed authorities an estimate that the Johnson stations would bring \$9 million in the open market. The total Johnson holdings, including real estate and bank stocks, were valued by *Life* at \$14 million.

Last June 9, the *Washington Evening Star* said brokers had estimated that the Johnsons' principal broadcasting properties in Austin, Tex., were worth \$5 million on the current market and their minority interests in other stations were worth \$3 million.

The *Wall Street Journal* last March 23 quoted estimates of \$7 million for the Johnson broadcast holdings.

The Interests ■ According to the authorized audit issued last week, the President's wife and two daughters own 497 of the 592 outstanding shares of stock in Texas Broadcasting Corp. Mrs. Johnson owns 313 shares, and Lynda Bird and Lucy Baines Johnson own 92 each. The rest of the stock is owned by company employees.

Texas Broadcasting owns KTBC-AM-TV Austin and 29% of KWTX Broadcasting Co. which is the licensee of KWTX-AM-TV Waco, Tex., and owner of 50% of KBTX(TV) Bryan, Tex., 80% of KNAL Victoria, Tex., and 80% of KXII(TV) Ardmore, Okla.

Texas Broadcasting also holds an

option to purchase 50% of Capital Cable Corp., a community antenna system in Austin that recently bought out a competing CATV in the same city for \$1.7 million. The option, which runs to Jan. 28, 1966, gives Texas Broadcasting the right to acquire 50% of the CATV's capital stock and funded debt at the book value of the stock and "the principal amount" of the debt, according to the President's auditors.

Big Gains ■ According to the auditors' report, the 497 Johnson shares in Texas Broadcasting were acquired in 1943-47 at a total cost of \$24,850. According to the audit, that interest has appreciated, as of last June 30, to \$2,470,680.

In addition, the auditors reported, Mrs. Johnson has an interest of \$85,596 in a profit-sharing trust created by Texas Broadcasting and is owed \$30,000 in accrued compensation from the company. The net worth of those interests, after deduction of \$42,438 in estimated income taxes, is \$73,158, the report said.

Included in the assets of Texas Broadcasting, according to the auditors, is \$63,666 which represents the cash surrender value of \$545,000 worth of insurance on the lives of Mr. and Mrs. Johnson.

For the past five years, the auditors reported, Texas Broadcasting has brought in average annual profits after taxes of \$187,567. In the same five years the company has realized capital gains of \$922,748, after taxes,

atres in 1953. ABC has no subsidiaries of its own, but AB-PT operates subsidiaries and divisions in several fields. ABC International is affiliated with 52 stations in 23 countries, forming ABC Worldvision, and owns minority interests in a number of foreign stations. ABC International is also program purchasing agency and sales representative for Worldvision stations, and furnishes engineering and technical assistance as requested. ABC Films syndicates film programming in U. S. and abroad, with 1963 foreign sales in 53 nations. AB-PT owns interests in 433 theatres, owns Silver Springs amusement center near Ocala, Fla., owns Weeki Wachee "spring of live mermaids" on Florida West Coast, operates some food concessions in Disneyland. Has invested in "High Spirits" and "Fade Out-Fade In" on Broadway this year, has exclusive cast-album rights to those plays, has said it

will invest in third Broadway production this year. Financed production by "Electronovision" of Richard Burton's "Hamlet" production for showing in theatres this fall. ABC-Paramount records makes and sells singles and albums; Impulse records is jazz label, Westminster is classical label. AB-PT owns preferred stock with rights to convert to maximum of 20% of common stock of Visual Electronics Corp., New York, sales and engineering company; owns 12% of Microwave Associates Inc., Burlington, Mass., maker of components for defense and communications fields; owns 19% of Technical Operations Inc., also Burlington, Mass. research and development company; publishes *Prairie Farmer*, of Chicago; *Wallaces Farmer*, Des Moines, Iowa, and *Wisconsin Agriculturist*, Racine, Wis., all semi-monthlies. For 1963 AB-PT income was \$386,729,000 of which \$280,572,000 came from

broadcasting, \$76,209,000 from theaters, \$29,948,000 from merchandise sales and "other" income. Earnings totaled \$7.9 million.

A. S. Abell Co. ■ Owns WMAR-TV Baltimore and WBOC-AM-FM-TV Salisbury, Md. Publishes Baltimore Sun-papers.

Harry and Elmer Balaban ■ Own 50% of following TV stations: WICS Springfield, WTVQ Rockford, WHCU Champaign and WICD Danville, all Illinois; WHNB-TV New Britain, Conn., and 47.5% of WCAD-TV Chicago. Also own 44 1/3% of WIL-AM-FM St. Louis and KROX Dallas. The Balabans own a chain of movie theaters in Midwest and entered broadcasting in 1953. They also own a CATV system in Danville, Ill.

Bonneville International Corp. ■ Controls KSL-AM-FM-TV Salt Lake City, KIRO-AM-FM-TV Seattle, WRUL New York (short wave), and minority of KBOR-



from the sale of station interests and securities.

The Johnson daughters' shares of Texas Broadcasting stock have been held for them in trusts since 1955. Mrs. Johnson's shares were placed in trust last November after the President took office.

Money from Home ■ In a 10½-year period from Jan. 1, 1954, to last July 31, according to the auditors, Mrs. Johnson received a total of \$570,856 from Texas Broadcasting as "compensation for services." Mrs. Johnson resigned as an officer of the company last Jan. 1.

All told, according to the auditors, the Johnson family has assets of \$3,682,770, including the broadcasting interests, the real estate, \$132,547 cash and \$398,540 in state and local bonds.

The family's liabilities were listed as a \$150,000 note due in 1971 to Texas Christian University, from which the Johnson's bought half-interest in a 4,560-acre ranch, and \$48,672 in accounts payable and accrued interest and income taxes.

The family's capital has grown from \$737,730 in 1954 to \$3,484,098 now, according to the audit.

AM-FM-TV Boise, Idaho, and KID-AM-TV Idaho Falls. Bonneville is broadcast holding company for Corp. of the President, Church of Jesus Christ of Latter Day Saints (Mormon church). Church, which runs all its business enterprises as taxable corporations, also counts among its holdings two hotels, a Salt Lake City department store, the Beneficial Life Insurance Co., the *Deseret News-Salt Lake Telegram* and considerable real estate.

CBS Inc. ■ Owns WCBS-AM-FM-TV New York, KNX-AM-FM and KNXT(TV) Los Angeles, WBBM-AM-FM-TV Chicago, WCAU-AM-FM-TV Philadelphia, KCBS-AM-FM San Francisco, KMOX-AM-FM-TV St. Louis, WEEI-AM-FM Boston. Operates CBS radio and television networks through CBS Radio Division and CBS-TV Network Division. CBS Radio Division also operates CBS Radio Spot Sales, which handles national spot sales

representation for some radio affiliates as well as CBS-owned radio stations. CBS television stations division owns interests in three television production companies in South America (Proartel in Buenos Aires, Pantel in Lima, Provantel in Caracas); also owns interests (believed to average about 10%) in Trinidad & Tobago Television which operates a TV station serving Trinidad and Tobago, B. W. I., and last week announced minority interest in Leeward Islands Television Services Ltd., which will build a TV station in Antigua, B. W. I.; also has option to buy into Vancouver Cablevision, CATV system in Vancouver, B. C. TV stations division also operates CBS Films Inc., which syndicates 36 program series in 267 U. S. markets and has 84 series in 70 overseas countries. CBS Films also operates Terrytoons Division, which produces animated cartoons for thea-

ters and TV (*Deputy Dawg, Heckle and Jeckle*, etc.); operates a licensing department that licenses toy and game manufacturers, publishers and record companies to develop properties bearing names and likenesses of CBS programs and personalities, and distributes 16 mm films of TV broadcasts produced by CBS News to schools, libraries, government agencies, etc. TV stations division also operates CBS television stations national sales as spot rep firm for CBS-owned TV stations only. Columbia Records makes and sells records in U. S. and major foreign markets, operates Columbia Record Club (1.5 million subscribers) in U. S. and, through subsidiaries, also record clubs in Canada and Australia. Columbia Records also conducts custom-recording services for industrial firms and other record distribution companies. Epic Records is a subsidiary; Okey Records is its rhythm-and-blues label. Foreign subsidiaries are Disques CBS in Paris; CBS Schallplatten in Germany, Discos CBS in Buenos Aires, Rio de Janeiro and Mexico City, Australian Record Co. Ltd., and Columbia Records of Canada. CBS international division owns interests in Productos Electronicos Argentinos in Buenos Aires and Electronica Peruana in Lima, manufacturers of TV picture tubes, radios, TV sets and phonographs, and also exports broadcast equipment, audio tape and tape machines, electronic and electrical products and other consumer and industrial goods overseas. CBS Laboratories Division conducts research and development for government, CBS operating divisions and private industry, with about two-thirds of current effort engaged in national defense and space programs. CBS Newsfilm provides CBS News film coverage to 31 foreign countries. CBS also invests in Broadway productions, most notable having been "My Fair Lady" (see story page 34) but with others including "On The Town," "I Can Get It for You Wholesale" and, in the current season, "What Makes Sammy Run?", has bought 80% ownership of New York Yankees baseball team for \$11.2 million, effective Nov. 2, with option to buy rest for \$2.8 million in five years. For first half of 1964, CBS Inc.'s sales were \$303.6 million and consolidated net income was \$23,047,783, best first-half in company's history.

Chris-Craft Industries Inc. ■ Owns KCOP(TV) Los Angeles and KPTV(TV) Portland, Ore., and has bought WTCN-TV Minneapolis-St. Paul from Time Life (pending FCC approval). This Oakland, Calif., firm owns Chris-Craft Corp., whose various divisions make inboard, outboard and sail boats and inboard marine engines. Nafi divisions own plants at Monterey, Calif., Waterford, N. Y., and Trenton, N. J. Monterey plant make

DIVERSIFICATION: SIGN OF SUCCESS continued

interior trim materials and automotive carpets for West Coast car manufacturers; Waterford, jute and cotton padding materials; Trenton, items for shoe and garment industries. Last year Chris-Craft stopped making household carpets. Nafco Oil & Gas Inc., another subsidiary, has interests in about 1,000 oil and gas wells in 13 states. Last year it was firm's only money-losing subsidiary. It is now headquartered in Houston. Boat subsidiary has general office in Pompano Beach, Fla. It has boat plants there; at Algonac, Holland, Cadillac, all Michigan; Hayward, Calif.; Salisbury, Md.; Chattanooga, and Cortland, N. Y. European operations are in Lausanne, Switzerland, and Fiumicino, Italy.

Communicana Stations • Owns WTRC-AM-FM Elkhart, WSJV(TV) South Bend-Elkhart and WKJG-AM-TV Fort Wayne, all Indiana. Parent company, Elkhart Publishing Co. publishes *Elkhart Truth* and *Mishawaka Times*, both Indiana. John F. Dille Jr., majority owner of Elkhart Publishing Co. has a minority interest in a CATV system in Lafayette, Ind. Walter R. Beardsley, minority owner of Elkhart Publishing Co., is chairman and has substantial ownership of Miles Laboratories Inc. (pharmaceuticals). He is also the principal owner of the Hotel Elkhart.

Corinthian Broadcasting Corp. • Owns KOTV(TV) Tulsa, KHOU-TV Houston, WANE-AM-TV Fort Wayne, Ind., KXTV(TV) Sacramento, Calif., WISH-TV Indianapolis. Entered broadcasting with acquisition of KOTV Tulsa in 1954 for \$4 million. Subsidiary of Whitney Communications, which also owns two-thirds interest in VIP Radio Inc. (WVIP Mt. Kisco, WFI Mineola, WVOX-AM-FM New Rochelle, and WGHQ Kingston, all New York) and has publishing properties including *Parade*, *Interior Design* and the *New York Herald Tribune*. Corinthian sells its *Debbie Drake* program to other stations through Medallion Films, and produces *Columnists on the Air*, news analysis program, for its own stations.

Cowles Magazines and Broadcasting Inc. • Owns KRNT-AM-TV Des Moines, Iowa; WREC-AM-TV Memphis. Firm's magazines include *Look*, *Family Circle* and *Insider's Newsletter*. Newspapers: *San Juan* (P. R.) *Star*, Gainesville (Fla.) *Daily Sun* and Lakeland (Fla.) *Ledger*. It also puts out *Cowles Comprehensive Encyclopedia* and various publications of its book division. In 1963 it developed Xograph, a three-dimensional printing process, and has formed Visual Panographics Inc. to handle the product. In commercial printing field, it owns Starpress Inc. in Puerto Rico and

Pepper Printing division in Gainesville. Cowles, which is headquartered in New York, also owns seven publication sales subsidiaries. Cowles owns some 525 acres of undeveloped land near Luquillo, P. R. It also has partial ownership in General Development Corp. and Cavitron Ultrasonics Inc. The latter cooperates with Cowles in researching ultrasonics in printing and paper making. Cowles family also owns, separately, the *Des Moines Register* and *Tribune*, and family also controls the *Minneapolis Star* and *Tribune*, which also owns 47% of WCCO-AM-TV Minneapolis and 92% of KTVH(TV) Hutchinson, Kan.

Cox Broadcasting Corp. • Owns WSB-AM-FM-TV Atlanta; WHIO-AM-FM-TV Dayton, Ohio; WSOC-AM-FM-TV Charlotte, N. C.; WIOD-AM-FM Miami, and KTVU(TV) Oakland-San Francisco. Majority owner James Cox also owns *Dayton News* and *Journal-Herald*, *Atlanta Journal* and *Constitution*, *Miami News* and *Springfield* (Ohio) *Sun* and *News*. To serve newspapers, \$30 million newsprint mill planned near Atlanta. Cox Cablevision Corp., new subsidiary recently bought CATV system in Oregon (BROADCASTING, June 15), operates CATV's in Washington state and Pennsylvania, also owns 50% of two Ohio systems. Cox Broadcasting, based in Atlanta, had net income of \$1,477,140 for first six months of this year.

Crosley Broadcasting Corp., a division of Avco Corp. • Owns WLW-AM-FM and WLWT(TV) Cincinnati, WLWC(TV) Columbus, WLWB(TV) Dayton, all Ohio, and WLWI(TV) Indianapolis. Bought by Avco in 1945 as part of the purchase of Crosley Corp. for \$22 million. Avco is engaged in military, space, government production, manufacture of aircraft engines, farm equipment, electronics. Avco also owns 50% of Meredith-Avco established in July of this year as a \$10 million company devoted to CATV.

Crowell-Collier Broadcasting Corp. • Company owns KFVB Los Angeles, KEWB San Francisco-Oakland, KDWB St. Paul, Minn. Subsidiary of Crowell-Collier Publishing Co. in addition to station, whose 1963 revenues were placed at \$4.4 million, company itself or through other subsidiaries publishes *Collier's Encyclopaedia* (1963 sales \$41.4 million), operates textbook business (\$25.4 million), operates six book clubs (\$3.7 million), Brentano's bookstores (\$4.3 million), LaSalle Extension University home study courses (\$12.7 million), provides reference materials and services, publishes *Grade Teacher* for elementary school teachers, distributes books and publications in other countries.

Evening Star Co. • Owns WMAL-AM-FM-TV Washington and 63% of WSAV-AM-FM-TV Harrisonburg, Va. Same own-

Diversification pays, and pays, and pays

The classic example of profitable diversification has to be CBS's investment in "My Fair Lady"—unless somewhere there is a sleeper that has grossed more than 20,000% of original investment and isn't through yet.

CBS put \$360,000 into the Broadway musical. It was the sole backer, and for its money it got practically all of the rights—better than 99%, according to some estimates. The play opened March 15, 1956, became the longest-running musical with 2,717 Broadway performances before it closed Sept. 29, 1962. It has played not only on the road in the U. S. but in at least 16 foreign countries. This fall it will be released as a motion picture, and with the movie, a new record album.

Thus far "Fair Lady" has grossed \$20.2 million on Broadway, and \$21.3 million on the road, produced \$25 million in retail sales of the original Broadway cast album (by CBS's Columbia Records) and brought \$5.5

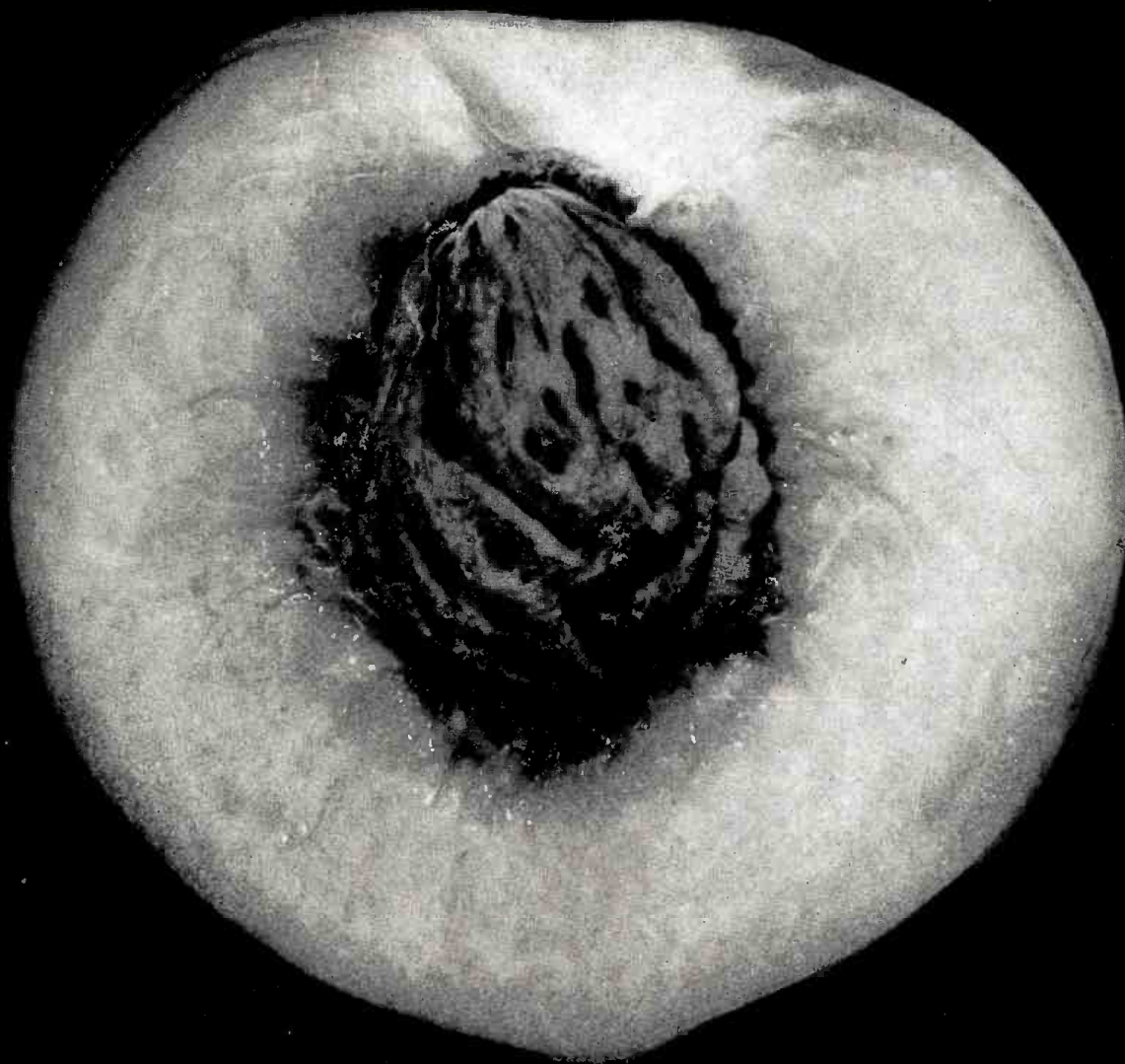
million in movie rights.

That's \$72 million gross on a \$360,000 investment, and there's more to come.

The motion picture, starring Rex Harrison and Audrey Hepburn, opens in October, and in addition to its \$5.5 million for movie rights CBS will collect 47.5% of gross income over \$20 million. Columbia Records will release the original motion picture cast album. And beyond the movie and new recording revenues there lies the fresh field of stock and amateur theatrical production and other subsidiary rights.

Tams-Witmark Music Library Inc., New York, was licensed by CBS over a year ago to handle such subsidiary rights, and although revenue figures were not available last week it was noted that authorities had predicted that in the stock and amateur production area "Fair Lady" would become the most frequently staged musical in the history of the theater.

CHARLOTTE IS A PEACH



Metro Charlotte is just the hard core of a market 75 miles in diameter that is succulent selling when you buy WBT Radio. The populous Piedmont's top-audience radio station for two decades, only WBT's 50,000 watt signal delivers Charlotte PLUS — a market of more than TWO MILLION PEOPLE with \$2½ BILLION in buying power. Your BLAIR man has the WBT story. It's a peach!

WBT RADIO
CHARLOTTE



Jefferson Standard Broadcasting Company

DIVERSIFICATION: SIGN OF SUCCESS continued

ership as Washington *Evening Star*.

John E. Fetzer ■ Owns WKZO-AM-FM-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. Mr. Fetzer is president and owner of the Detroit Tigers, a division of Fetzer Industries. Mr. Fetzer and the late Kenyon Brown and the late Fred A. Knorr each bought one-third of the Tigers for \$5.5 million in 1956. In 1960 Mr. Fetzer bought Mr. Brown's third, and in 1962 he bought Mr. Knorr's third. No prices were announced.

Connie B. Gay ■ Owns WQMR Silver Spring, Md. (Washington, D. C.); WGAY(FM) Washington, D. C.; WTCR Ashland, Ky., and WVQM Huntington, W. Va. Connie B. Gay Organisations, with \$5.2 million in gross revenues projected for 1964-65 fiscal year, produces TV series and motion pictures, is engaged in music publishing and record sales and in land development in St. Thomas, Virgin Islands.

Golden West Broadcasters ■ Owns KMPC and KTLA(TV) Los Angeles, KSFO San Francisco, KEX-AM-FM Portland, Ore.; KVI Seattle, Wash. Gene Autry, principal owner of Golden West, personally controls KOOL-AM-FM-TV Phoenix, and KOLD-AM-TV Tucson, both Arizona. Mr. Autry and Robert Reynolds, president of Golden West, each own 1/16 of Los Angeles Rams Associates, which owns 49% of the Los Angeles Rams. Firm has control of Los Angeles Angels. Both also control Gene Autry Hotel Corp., which owns the Acitilla Lodge, Palm Springs, Calif., and which operates the Mark Hopkins Hotel, San Francisco, and the Hotel Continental, Los Angeles. Mr. Autry personally owns the Melody Ranch hotel in Palm Springs. He also owns a music publishing firm, and has investments in oil, real estate, etc. Mr. Autry is the principal owner of the community antenna system in Santa Barbara, Calif. Golden West owns Golden West Communications, a common carrier microwave relay system serving CATV systems in Salinas, Watsonville, Paso Robles, Carmel and others with TV signals from Los Angeles and San Francisco.

Griffin-Leake Stations ■ Owns KWTV (TV) Oklahoma City, KTUL-TV Tulsa, KATV(TV) Little Rock, WSTE(TV) Fajardo, P. R. John Griffin and James C. Leake also own Griffin Grocery Co., Muskogee, Okla. (wholesale grocer, food manufacturer, packing plants, coffee, tea and spices importation, candy). Also own shopping center in Fort Smith, Ark.

Hearst Stations ■ Owns WBAL-AM-FM-TV Baltimore, WISN-AM-FM-TV Milwaukee, WRYT-AM-FM and WTAE(TV)

Pittsburgh and WAPA San Juan, P. R. Started late in last century by famed William Randolph Hearst, the Hearst Corp. string of newspapers expanded dramatically, then in last 30 years or so began shrinking. Revenue has followed suit, and prime source of comfort to the publishing firm has been healthy financial growth of its broadcasting outlets. The Baltimore, San Juan and Milwaukee stations are wholly owned by Hearst Corp., but Pittsburgh stations are partly publicly owned. Firm has more than 20 subsidiaries and owns real estate, part of gold and silver mines in Mexico and publishes Avon pocket books. It also puts out number of consumer magazines, including *Good Housekeeping*, *Harper's Bazaar* and *Popular Mechanics*. Subsidiary, Popular Mechanics Co., publishes *Do-It-Yourself Encyclopedia*, and Hearst publications in Britain include *Good Housekeeping*, *Harper's Bazaar* and *Vanity Fair*. Also in England, Victoria Publications Ltd., a subsidiary, puts out a line of cook books. Hearst newspapers are in New York, Los Angeles, San Francisco, Baltimore, Boston, Albany, N. Y., San Antonio, Tex., and Seattle. General offices are in New York.

Jefferson Standard Life Insurance Co. ■ Owns WBT and WBTW(TV) Charlotte, N. C.; WBTW(TV) Florence, S. C., and 19% of Greensboro (N. C.) News Co. (*Greensboro News*), licensee of WFMY-TV Greensboro. Also owns Pilot Life

Insurance Co. Broadcast division also has own program syndication firm.

Kaiser Industries Corp ■ Owns KHVH-AM-FM-TV Honolulu, KHJK(TV) Hilo, Hawaii, and CP's for KFOG-FM-TV San Francisco, KICB-TV Corona, Calif., WKBD(TV) Detroit and WKBP(TV) Burlington, N. J. Kaiser at start of next month will switch licenses of stations to new subsidiary, Kaiser Broadcasting. All TV outlets outside of Hawaii are UHF, with Burlington grant being most recent (BROADCASTING, July 13). None of the UHF's is on the air. Also has application pending for UHF construction permit in Chicago. Kaiser, giant in heavy industry, is expanding into UHF with conviction that top of dial will turn out as worthwhile as bottom. Kaiser division and related companies manufacture jeeps, missile electronics and aircraft components, aluminum, steel, iron and embrace engineering and construction, real estate development, sand and gravel, cement and gypsum and make refractories and chemicals.

Kerr-McGee Stations ■ Owns WEEK-TV Peoria and WEEQ-TV LaSalle, both Illinois; 45% of KVOO-TV Tulsa and 20% of KOCO-TV Enid, both Oklahoma. Estate of late Senator Robert S. Kerr and Dean McGee own Kerr-McGee Oil Co. (all areas of the oil business, producing, pipelines, drilling, service stations, etc.).

Macfadden-Bartell Corp. ■ Owns WOKY Milwaukee; WADO New York; KCBQ San Diego. Also operates two TV stations in Netherlands Antilles, Telecuracao and Telearuba. Broadcasting division was originally Bartell Broadcasters Inc. of Wisconsin, original owner of WEXT Milwaukee (1947). Built WOKY Milwaukee in 1948; acquired KCBQ San Diego in 1958 for estimated \$350,000 and WADO New York in 1959 for estimated \$2 million. Company purchased 22% interest in Macfadden Publications in 1960 and merged with Macfadden in 1961 forming Macfadden-Bartell Inc., a Delaware corporation. Macfadden-Bartell publishes 15 consumer magazines including *True Story*, *Photoplay*, *TV Radio Mirror* and *Motion Picture*. Also publishes Macfadden-Bartell Books, Sport Magazine Library, Hall of Education Publications and special interest magazines; also 10 annuals in sports, photography and TV-radio fields and trade publications *The Discount Merchandiser* and *Super Market Merchandising*. *Official Detective* magazine was acquired June 1964 for over \$500,000. Company distributes Pyramid Books, Pyramid Magazines, *Scientific American*, *Writer's Yearbook*, *Writer's Digest*, *Farm Quarterly*, *Advance Fashion Patterns*, *Variety*, *Garfield - Waterhouse*, *Who's Who in Baseball*, *Charter Books* and *Mother's Manual*. Macfadden-Bartell reported \$1.3 million in profits after tax in 1963. Estimated \$500,000 of

Westinghouse and CATV

Westinghouse Broadcasting Co., a station group owner not now in CATV, indicated last week that it has been carefully considering its entry in that area.

Donald H. McGannon, president of the company, said in a statement that Westinghouse "has been examining all phases of broadcasting including CATV for the past several years. It is our belief that there is a valid and important relationship between this phase of our industry and the conventional aspect, and only pressure of other activities has prevented us from maturing this interest." He said CATV was a new and "needed facet in our national communications network" because it was an avenue to reach millions of people in the United States not exposed to TV "for reasons of topography or signal strength." (for Westinghouse holdings, see page 46).

The flavor lasts

Thirty-seven years ago Lindbergh flew the Atlantic, Babe Ruth hit 60 home runs, we went into business, and the Wm. Wrigley Jr. Company began to sponsor our radio network programs.



Today, Wrigley is still with CBS Radio. 37 consecutive years...and still the flavor lasts.

Why?

They were among the very first



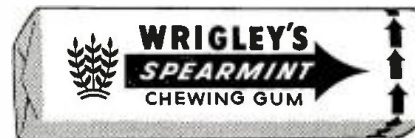
companies to recognize the selling power and national impact of network radio—particularly as it applies to building and holding brand acceptance for products like theirs, the low-cost repeat and/or impulse items. They've been with us from the beginning because nothing equals network radio in achieving high frequency of impressions at costs we've kept way down.

That's why.

Other long-term advertisers tell it their own way, but it all adds up to this: More national advertisers spend more to sell more on CBS Radio than on any other radio network.

For Wrigley, it's been a happy 37-year engagement. Why not do yourself a favor and call us.

The flavor lasts.



The CBS Radio Network

DIVERSIFICATION: SIGN OF SUCCESS continued

that figure was from broadcast operations.

J. Elroy McCaw ■ Owns KTVW(TV) Tacoma, Wash.; KCTO(TV) Denver; 50% of KELA Centralia and 45% of KIXI-AM-FM Seattle, both Washington; in 1963 bought 80% of Sterling Information Services for \$600,000. Sterling Information Service operates Teleguide closed circuit TV information service to New York hotel rooms and apartment and office buildings, is feeding World's Fair programming to special color-set installations in New York, offers closed-circuit TV service for conventions and other meetings, is currently installing CATV system in Manhattan and the Bronx.

Meredith Publishing Co. ■ Owns WOW-AM-FM-TV Omaha, WHEN-AM-TV Syracuse, KCMO-AM-FM-TV Kansas City, KPHO-AM-TV Albuquerque, N. M. Acquired by Meredith over a number of years beginning in 1948. Also syndicates its own programs. Other activities: Publishes *Better Homes & Gardens*, *Successful Farming*; Meredith Printing; Better Homes & Gardens Books, Duell, Sloan & Pearce Books, Appleton-Century Books, consumer book publishing; Appleton-Century-Crofts, Lyons & Carnahan, Allegheny Distributing, textbook publishing; Replogle Globes. Is 50%

owner of Meredith-Avco, established in July of this year as a \$10 million company devoted to CATV. Meredith already owns four CATV systems (in Eau Gallie, Melbourne, Ormand Beach and Merritt Island, all Florida) and is also in joint CATV ventures with Jerrold Corp.

Metromedia Inc ■ Owns WNEW-AM-FM-TV New York; WTTG(TV) Washington, D. C.; WHK-AM-FM Cleveland; WIP-AM-FM Philadelphia; WTHV-TV Peoria and WTVP(TV) Decatur, both Illinois; KLAC-AM-FM and KTTV(TV) Los Angeles; KMBC-AM-FM-TV Kansas City, Mo.; WCBM-AM-FM Baltimore. Also owns: Foster & Kleiser (outdoor advertising), which it purchased in December 1959 for \$13,627,125 but since then has sold outdoor plants (representing 19% of outdoor advertising sales volume) for \$3 million. New York and Chicago plants of General Outdoor Advertising, purchased in November 1963 for \$13.5 million. Ice Capades, acquired in May 1963 for \$5,000,072. Land atop Mt. Wilson, Calif. (720 acres) purchased in February 1964 for undisclosed price. Sales from tourist activities were \$110,000 in 1963. Los Angeles transit authority advertising franchise—five years beginning Jan. 1, 1964 with renewal op-

tion. Fielder, Sorensen & David (transit franchises in San Francisco, Oakland, San Jose and Sacramento, all Calif.) acquired in July 1964 for undisclosed price. Metromedia this year organized superspace division, which now leases space in over 1,000 supermarkets across country and sublets for advertising displays. Heaviest concentration is now in West Coast area. From all operations Metromedia grossed \$69,690,000 in 1963 and reported net income of \$3,950,000. Approximately 60% of profits were from broadcasting operations, 30% from outdoor advertising and 10% from all other activities. Metromedia recently sold KOVR(TV) Stockton, Calif., to McClatchy Newspapers for \$7.8 million (BROADCASTING, Aug. 3).

NBC ■ Owns WNBC-AM-FM-TV New York. WRC-AM-FM-TV Washington, WMAQ-AM-FM and WNBQ(TV) Chicago, WRCV-AM-TV Philadelphia, KNBR-AM-FM San Francisco, KNBC(TV) Los Angeles, WJAS-AM-FM Pittsburgh. Wholly owned subsidiary of Radio Corp. of America, NBC also operates NBC radio and TV networks, makes movies for theatrical as well as TV showing, operates NBC Spot Sales for representation of its own TV stations and its own and some other radio stations, operates Telesales closed-circuit facilities for lease and other uses, and conducts studio tours. Most of its nonbroadcast activities (as distinguished from RCA's) are concentrated in NBC Enterprises Division. Enterprises owns substantial minority interests in 13 TV stations in eight countries, including stations in Sydney and Brisbane, Australia, and Buenos Aires; provides management services in TV in six countries, with services embracing construction of station, staffing it, managing it, conducting schools in station operations so that local personnel can learn to take over and NBC gradually withdraw (this is minimum four-year process on average) latest such assignment is to build 13 complete TV stations in Saudi Arabia and interconnect them into a network, a project expected to take at least 10 years; other current management-services operations include those in Lagos and Ibadin, Nigeria; Kenya, Sierra Leone, Jamaica and Barbados. Enterprises Division also distributes TV films in 76 different countries, with fulltime overseas film offices in Mexico City, London, Sydney, Tokyo and Toronto; operates news service distributing NBC News film in major countries; is currently engaged as co-producer in two foreign productions for TV: *Boy and the Bear* and *Astroboy*. Domestically, Enterprises Division's operations include NBC Film Division, which has 42 program series in syndication; an educational film department that furnishes material to McGraw-Hill and Encyclopaedia Britannica for distribution to schools, etc.; a department to license

in Law ...



it's Blackstone

in TV and Radio ...

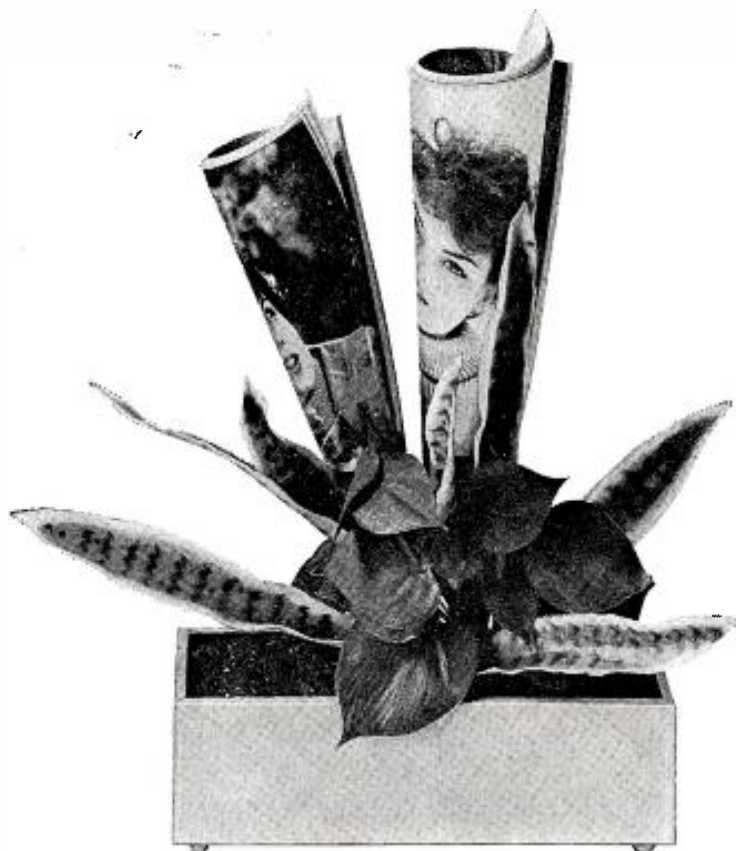
**IT'S
BROADCASTING
YEARBOOK!**

A lawyer without his copy of Blackstone is a little like a trombone player without a trombone. For Sid William Blackstone's famous "Commentaries on the Laws of England" has been the standard legal reference and textbook in its field for generations. Radio and TV are much newer than jurisprudence—but in their field, too, a recognized authority has emerged as the standard source of information. **BROADCASTING YEARBOOK** is read each year (and saved all year) by thou-

sands of people whose jobs in broadcast advertising demand a ready, accurate source of TV-radio facts. The 1965 **BROADCASTING YEARBOOK**—out in December—will give some 20,000 of them the most comprehensive round-up on the dimensions of today's broadcast media. If you have something to tell the decision-makers, **BROADCASTING YEARBOOK** is the place to testify on your own behalf. Witness the deadlines: Sept. 21 for proofs; Oct. 1, final. Call or wire collect to reserve space!

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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



CAN YOU THINK OF A BETTER WAY TO KEEP MAGAZINE SALES GROWING?

For several years the WTMJ-TV program "Today for Women" with Beulah Donahue has been successfully promoting the subscription sales of two leading women's magazines. A good word from Beulah about the magazines gets numerous viewers to subscribe. The advertising agency for these publications writes, "Since these have all been direct response campaigns, we know to the penny exactly how many sales WTMJ-TV has produced . . . it's a pleasure to be able to tell you that our records show a picture of consistently brilliant results on WTMJ-TV." This response is typical of the influence WTMJ-TV has on Milwaukee. Put your sales message on WTMJ-TV . . . see for yourself why it is still the number one station in Milwaukee for both adult viewers and advertisers.

MILWAUKEE RESPONDS TO WTMJ-TV
CHANNEL 

THE MILWAUKEE JOURNAL STATION
WTMJ-AM-FM
NBC in Milwaukee

Represented by: HARRINGTON, RIGHTER & PARSONS — New York
Chicago • San Francisco • Atlanta • Boston • St. Louis • Los Angeles

DIVERSIFICATION: SIGN OF SUCCESS continued

publishers to develop books and other publications from NBC programming material; a merchandising section that licenses the development of toys, games, sweatshirts, etc. patterned after NBC programs and personalities, and a theatrical department that invests in Broadway productions (NBC is major investor in the current and long-running "How to Succeed in Business Without Really Trying"), licenses summer-stock productions of "The Sound of Music" and other properties it backed). Activities of RCA, NBC's parent, encompass such diverse fields as defense and space electronics, RCA Victor home-instrument manufacture, computer manufacture, David Sarnoff Research Laboratories, wide range of consumer products, RCA Victor records, RCA Institutes, RCA Service Co. and RCA Educational Services, international communications through RCA Communications Inc., and RCA International. RCA also invests in theatrical productions, apart from those made by NBC. RCA's 1963 sales totaled \$1,789,277,000 and profits \$66,033,000—both all-time highs.

Newhouse Broadcasting Corp. ■ Owns WSYR-AM-FM-TV Syracuse and WYSE-TV Elmira-Corning, both New York; WAPI-AM-FM-TV Birmingham, Ala.; WPTA-FM-TV Harrisburg, Pa.; 50% of KOIN-AM-FM-TV Portland, Ore.; 100% of KTVI-TV St. Louis. S. I. Newhouse and his family through Newhouse Newspapers also own some 20 newspapers and control Conde Nast Publications Inc., which puts out, among other magazines, *Vogue*, *Mademoiselle* and *House & Garden*. Newhouse is also entering CATV field (CLOSED CIRCUIT, Aug. 10). It has application pending for Syracuse franchise and also to buy control of Cabletron Co.'s Rome, N. Y., CATV authorization.

Oklahoma Publishing Co. ■ Owns, through WKY Television Systems, WKY-AM-TV Oklahoma City, WTVT-TV Tampa, Fla., and KTVT-TV Fort Worth, Tex. Publishes *Oklahoma City Daily Oklahoman* and *Times, Farmer-Stockman*. Owns Mistletoe Express Service (trucking).

Outlet Co. ■ Owns WJAR-AM-TV Providence, R. I., WDBO-AM-FM-TV Orlando, Fla., and minority interest in WNYS-TV Syracuse, N. Y. Outlet owns Providence department store and is expanding in that field as well as in broadcasting. Besides its branches in Providence, last year it opened branch in Cranston and bought another department store in Pawtucket, both Rhode Island, and built large garage. Its interest in WNYS is held through partial ownership of Salt City Broadcasting Corp., one of nine applicants for channel that are joined in interim operation.

Peoples Broadcasting Co. ■ Owns

WRFD-AM-FM Columbus - Worthington, WGAR-AM-FM Cleveland, both Ohio; WMMN Fairmont, W. Va.; WNAX Yankton, S. D.; KVTU-TV Sioux City, Iowa. Subsidiary of Nationwide Insurance Co., which, among other investments, owns and operates Green Meadows Country Inn, and a summer tent show at Worthington.

Plough Broadcasting Inc. ■ Stations are WMPS-AM-FM Memphis, WJJD-AM-FM Chicago, WCOP-AM-FM Boston, WCAO-AM-FM Baltimore and WPLO-AM-FM Atlanta. Plough Inc., Memphis-based firm primarily in pharmaceuticals, has acquired 25 other firms in its 56-year history, latest being National Pencil Co., Shelbyville, Tenn. Plough owns Plough Laboratories Inc. (St. Joseph's aspirin and cough syrup), DAP Inc. (household products), Coppertone Corp. (sun tan lotion), Consolidated Distributors (wholesale wine and liquor distributors), International Distributors (manufacturer, importer and distributor of packaged drugs and other items), Southern Shellac division and Pantaze division (operator of five retail drug stores in Memphis). Foreign operations are Plough Export Inc., Plough Inc. Ltd. (UK), Laboratories Plough Ltda. (Brazil), Plough Pty. Ltd. (Australia), Plough Ltd. (New Zealand) and Plough Ltd. (Canada). The Australian and New Zealand firms are owned only 50% by Plough.

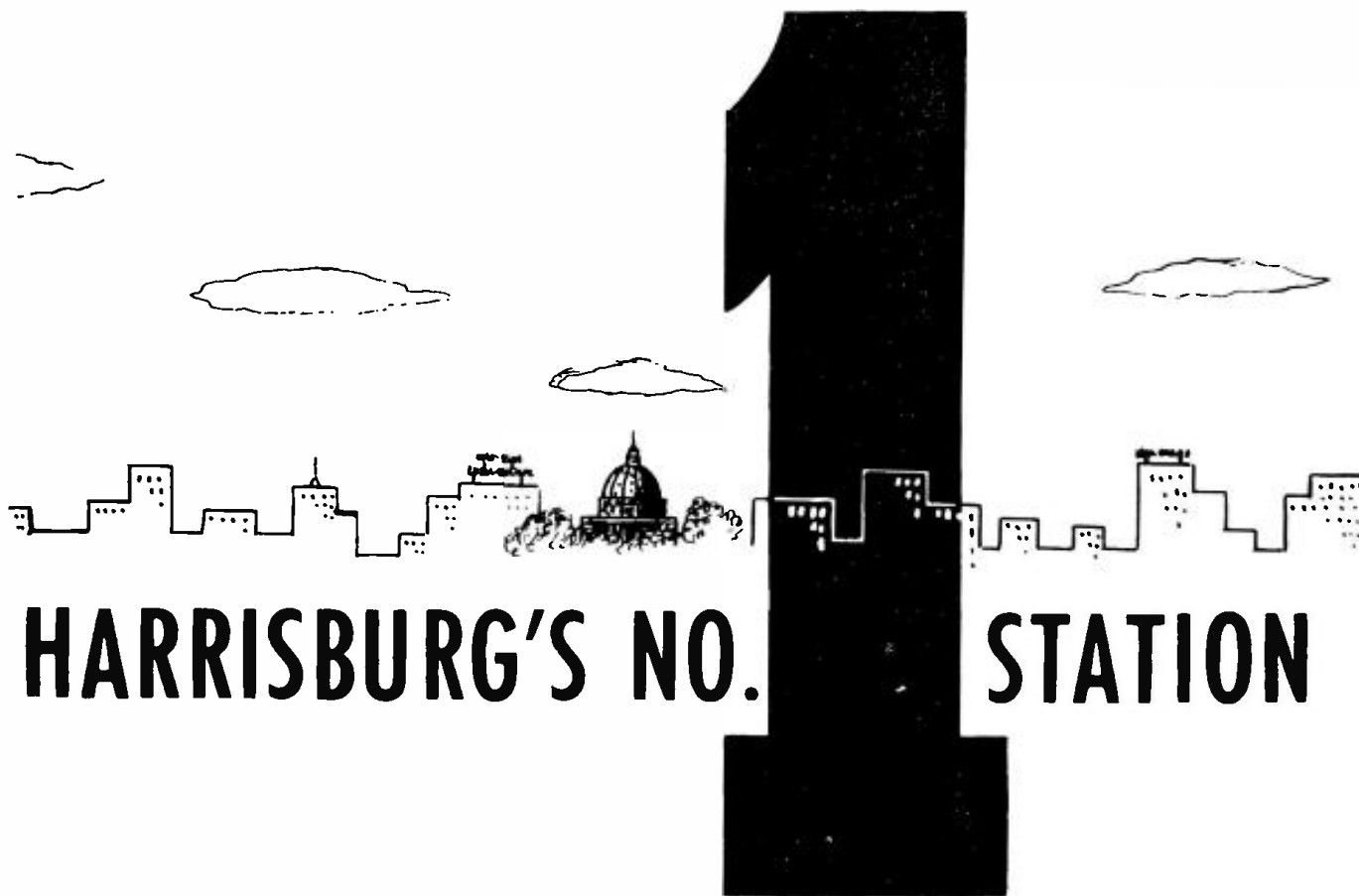
Polaris Corp. ■ Owns WTVW-TV Evansville, Ind.; KTHI-TV Fargo and KCND-TV Pembina, both North Dakota; KXOA Sacramento and KPLS Santa Rosa, both California, and WKYW Louisville, Ky. Polaris and its subsidiaries also own Klau-Van Pietersom-Dunlap Inc., Milwaukee advertising agency, Polaris Productions, Chicago-Milwaukee, and Merchandising Inc., Evansville, two TV commercial firms. Last year Polaris acquired Milwaukee's City Bank & Trust Co. (\$2.5 million), Midwest Budget and Loan Corp. (40,741 shares of Polaris stock) and McMurray Co. (also stock deal), Chicago-based management consulting firm. Last year it also established Polaris Real Properties Inc. to handle all property not part of other subsidiaries. In addition to considerable property, Polaris also has leasing division (computers, irrigation pumps) and other interests.

Reeves Broadcasting Corp. ■ Owns WUSN-TV Charleston, S. C., and WHTN-TV Huntington, W. Va. Reeves Broadcasting formed in 1960 following merger of Southern Broadcasting Co. (then operating WUSN-TV) with Reeves Sound Studios (operating sound, video-tape and film recording services) acquired WHTN-TV in 1961 for \$1.9 million. Real estate division (two developments in Carolinas, 15,000 acres) purchased in

1960. Investment: \$1.5 million. Reeves formed TV Cable Inc. as wholly owned subsidiary this year following acquisition of three CATV systems (3,100 subscribers) in Virginia communities of Grandy, Tazewell and Richlands for over \$500,000. Last week acquired CATV system in Opelika, Ala. for over \$100,000. Contracted for CATV in Gadsden, Ala. for approximately \$500,000; contracting for CATV's in Uniontown, Pa., and surrounding area and in Enid, Okla. (purchase prices undisclosed). Reeves' gross revenues for the first half of 1964 were \$2,664,000 and net profit of \$136,100.

RKO General Broadcasting ■ Owns WOR-AM-FM-TV New York; KHJ-AM-FM-TV Los Angeles; WNAC-AM-TV Boston; WHBQ-AM-TV Memphis, Tenn.; CKLW-AM-TV Windsor-Detroit; KFRC-AM-FM San Francisco; WGMS-AM-FM Washington and is associated, through RKO General Phonevision, with WHCT (TV) Hartford, Conn., now conducting pay-TV tests. Is division of RKO General Inc., which is subsidiary of General Tire & Rubber Co., owns and operates Yankee Network of some 30 radio affiliates in New England; RKO General Broadcasting National Sales, spot sales rep organization for RKO stations; and RKO Sound Studios, New York, which records sound tracks for radio and TV commercials, phonograph records and special presentations and has constructed studio for scoring films and "multi-mixing" film sound tracks. Eastern Broadcasting Corp., Boston, operator of Muzak franchise in that area, is also part of RKO General Broadcasting. RKO General owns Video Independent Theaters, Oklahoma City, operator of 126 motion picture theaters in Oklahoma, Texas, New Mexico, Mississippi and Kansas. Vumore Inc., Oklahoma City, a subsidiary of Video Independent Theaters, owns and operates CATV systems with 30,600 subscribers. In 1963 RKO General purchased 82% of stock of Pittsburgh Outdoor Advertising Corp., Pittsburgh; acquired 23.2% of G & B American Corp., Beverly Hills, Calif., owner of 23 CATV systems with more than 72,000 subscribers, and bought 60% of Electronics Leasing Corp., New York, which leases TV sets to hospitals, hotels, motels, etc., and also owns U. S. franchise for Dutch invention called Teletracer a low-keyed transistor pocket radio system for person-to-person use. General Tire and Rubber, parent company, makes automobile, truck, industrial and airplane tires, storage batteries, mounts and bearings and other products; operates Bolta Plastic Products Division and also a chemical-plastics division. GT&R also owns Aerojet-General, which is involved in missile and space programs.

Rollins Broadcasting Co. ■ Owns WAMS Wilmington, Del.; WCHS-AM-TV



HARRISBURG'S NO. 1 STATION

**WTPA-TV LOCAL PROGRAMING DELIVERS
173% MORE HOMES**

(MONDAY THRU SUNDAY, 5:00 P.M. TO 7:30 P.M.)

THAN THE OTHER HARRISBURG STATION*

represented by

HARRINGTON, RIGHTER & PARSONS



*** ARB MARCH 1964**



7:30 PM EDT/DANIEL BOONE



8:30 PM EDT/DR. KILDARE



9:30 PM EDT/HAZEL



10:00 PM EDT/KRAFT SUSPENSE THEATRE

INSIDE THURSDAY NIGHT

The four NBC Television shows on Thursday night this coming season offer a "twin double" of fine entertainment. The evening starts fast with an hour of adventure, and maintains the pace with an assortment of drama, comedy and suspense.

In exciting succession, the NBC-TV schedule includes "Daniel Boone," "Dr. Kildare," "Hazel," and "Kraft Suspense Theatre."

As "Daniel Boone," star Fess Parker recreates one of the most stirring eras in our nation's history. And everyone knows the excitement stirred by Fess Parker the *last* time he donned a coon-skin cap.

In "Dr. Kildare," Richard Chamberlain, television's most popular personality, and co-star Raymond Massey represent another kind of hero — the dedicated, selfless physician. Whatever the outcome of each case, the viewer knows he's been watching television drama at its best.

As "Hazel," Shirley Booth continues in the role that has made this comedy series (in color) a family favorite for three consecutive seasons. In her fourth year, she competes against two new and untried TV series. So look for maid Hazel to repeat as a top viewer attraction.

Finally, on "Kraft Suspense Theatre" (also in color), a galaxy of top-flight actors will again be transporting viewers into the realm of the unexpected. The verdict is already in on this expertly produced series: Guilty of attracting big audiences.

In sum, there's no mystery about NBC-TV's high expectations on Thursday night. Viewers and advertisers alike will be rewarded by this entertaining combination of adventure, drama, comedy and suspense.



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

DIVERSIFICATION: SIGN OF SUCCESS continued

Huntington-Charleston, W. Va.; WEAR-TV Pensacola, Fla. (Mobile, Ala.); WPTZ (TV) Plattsburgh, N. Y. (Burlington, Vt.); WNJR Newark, N. J. (New York); KDAY Santa Monica, Calif. (Los Angeles), WBEE Harvey, Ill. (Chicago), WGEE Indianapolis. Also owns Rollins Outdoor Advertising Inc., acquired in 1961 with plants in Philadelphia, Washington, Wilmington, Salisbury (Md.), Austin, Corpus Christi, Victoria and Laredo, Texas; Mexico City, Monterrey and Guadalajara, Mexico. Investment: \$10 million. Satin Soft Cosmetics, Newark, N. J. (Negro oriented cosmetics company), acquired in 1964. Investment: \$150,000. Orkin Exterminating Co., Atlanta, Ga., acquired in 1964 for \$62.4 million. 10,000 acres in Okeechobee county, Fla. (with 560 acres in citrus fruits), purchased between 1958 and 1960 for \$2 million.

Rust Craft Broadcasting Co. ■ Owns WSTV-AM-FM-TV Steubenville, Ohio, WRCB-TV Chattanooga, WRDW-TV Augusta, Ga., WPIT-AM-FM Pittsburgh, WSOL Tampa and WJKS Jacksonville, both Florida, WWOL-AM-FM Buffalo, N. Y., and 40% of WVUE-TV New Orleans. This division of Rust Craft Greeting Cards Inc. is based in Steubenville, though parent company's executive offices are in Dedham, Mass. Berkman family, principal owner of Rust Craft, also owns WHTO-TV Atlantic City, N. J. and has substantial interests in Parkersburg Steel Co., Follansbee Steel Co. and the Louis Berkman Steel Co. Firm owns Greetings Inc., Joliet, Ill.; Barker Greeting Card Co., Cincin-

nati; National Artcrafts Co., Detroit; Associated American Artists, New York, and WPIT division, which is separate. International divisions are in Toronto, Frankfurt/Main, Germany, Monaco and Rome. Except for broadcast holdings, all divisions produce greeting cards, stationery, prints and related products.

Screen Gems Inc. ■ Owns WAPA-TV San Juan, P. R.; KCPX-AM-FM-TV Salt Lake City. Formed in 1949 as a subsidiary of Columbia Pictures Corp., New York, motion picture studio and also in related activities, got into broadcasting with acquisition of WAPA-TV in 1962. Screen Gems distributes feature films to TV; produces and distributes programs for TV (network and for syndication to stations); established merchandising division in 1953 to license products based on Screen Gems programs and personalities; acquired in 1959 Elliot, Unger and Elliot (EUE-Screen Gems) TV commercial producer; acquired industrial show division (formerly Cellomatic) in 1962 in the industrial-theater field; organized Canadian production operation (for production of programs in Canada primarily for use there) in 1962, and which also distributes to other countries; organized production units similarly in Australia and France in 1963 and Germany in 1964 (Studio Hamburg); formed research subsidiary Audience Studies Inc. in 1962 to pretest TV programs, commercials and motion pictures; organized in February, 1963, Audience Studies Ltd. in England for

similar pre-testing. Together with parent Columbia Pictures acquired Aldon Music Co. and Dimension Records in April, 1963, and organized new company, Screen Gems-Columbia Music Inc., all in music publishing and record manufacturing fields (Screen Gems-Columbia Music and Aldon Music rank among top publishers of Broadcast Music Inc.; their ASCAP company formed is Colgems Music Corp). Dimension was joined with Colpix label, up to that time separate division of Columbia Pictures. TV film rentals, commercial sales and other income for year ended June 29, 1963: \$64,376,983. For Columbia Pictures: \$141.1 million.

Scripps-Howard Broadcasting Co. ■ A majority-owned subsidiary of the E. W. Scripps Co. formed in 1935, with purchase of WCPQ Cincinnati and WNOX Knoxville. Now has WEWS(TV) Cleveland, WCPQ-AM-FM-TV Cincinnati, WMC, WMCF(FM), WMCT(TV) Memphis, WPTV(TV) Palm Beach, WNOX Knoxville. WEWS put on the air by Scripps-Howard in 1947, and WCPQ-AM-TV in 1949. WMC Broadcasting Co. (also a majority-owned subsidiary of E. W. Scripps Co.) was merged through exchange of stock, effective Dec. 31, 1961. The WPTV purchase, also in December, 1961, was for \$2 million. The E. W. Scripps Co. directly or through subsidiaries is in newspaper publishing (Scripps-Howard chain of 17 newspapers) and related activities (United Features Syndicate, Newspaper Enterprise Association, United Press International). Scripps also owns Research Inc. of Ohio, Cincinnati, a communications research firm. Net operating revenues: \$14.1 million in 1963; \$6,851,168 for period Jan. 1, 1964, through June 13, 1964.

Storer Broadcasting Co. ■ Owns WGBS-AM-FM Miami, WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WAGA-TV Atlanta, WJW-AM-FM-TV Cleveland, KGBS Los Angeles, WHN New York, WIBG-AM-FM Philadelphia. Acquired 80% of Southern California Cable Television Co. (Ojai Valley and Thousand Oaks, Calif.), in 1963. Storer Programs Inc. Standard Tube Co., steel tubing, with Storer's interest going back to 1936. It now owns 50% of Class B stock. Sales: \$15,354,118; net profits, \$201,275.

Taft Broadcasting Co. ■ Owns WKRC-AM-FM-TV Cincinnati and WTVN-AM-FM-TV Columbus, Ohio; WBRC-AM-FM-TV Birmingham, Ala.; WKYT-TV Lexington, Ky.; WGR-AM-FM-TV Buffalo, N. Y.; WDAF-AM-FM-TV Kansas City, Mo.; and WNEP-TV Scranton, Pa. Purchases of Buffalo, Kansas City and Scranton stations were granted by FCC earlier this year (BROADCASTING, Feb. 24). Bought from Transcontinent Television Corp. for more than \$26 million, stations brought Taft TV outlets to seven, maximum permitted by FCC. Not only did

Stanton, Paley defend purchase of Yankees

CBS Inc. Board Chairman William S. Paley and President Frank Stanton last week denied that the CBS-Yankees deal in any way changed baseball from a sport to a business, raised antitrust problems, gave CBS a privileged position in baseball-broadcasting negotiations or is apt to make the Yankees stronger competitors than in the past.

"The best legal advice that CBS could get assures us that no conflict with antitrust laws is involved," they asserted in a joint statement issued Wednesday (Aug. 19).

They reiterated earlier contentions that the purchase gives CBS no inside advantage over other broadcasters, sponsors or pay-TV operators.

A week earlier CBS Inc. announced purchase of an 80% interest in the Yankees for \$11.2 million and had acquired a five-year option to buy the remaining 20% (BROADCASTING, Aug. 17). Members of House and Senate antitrust committees said the deal raised antitrust questions, among others.

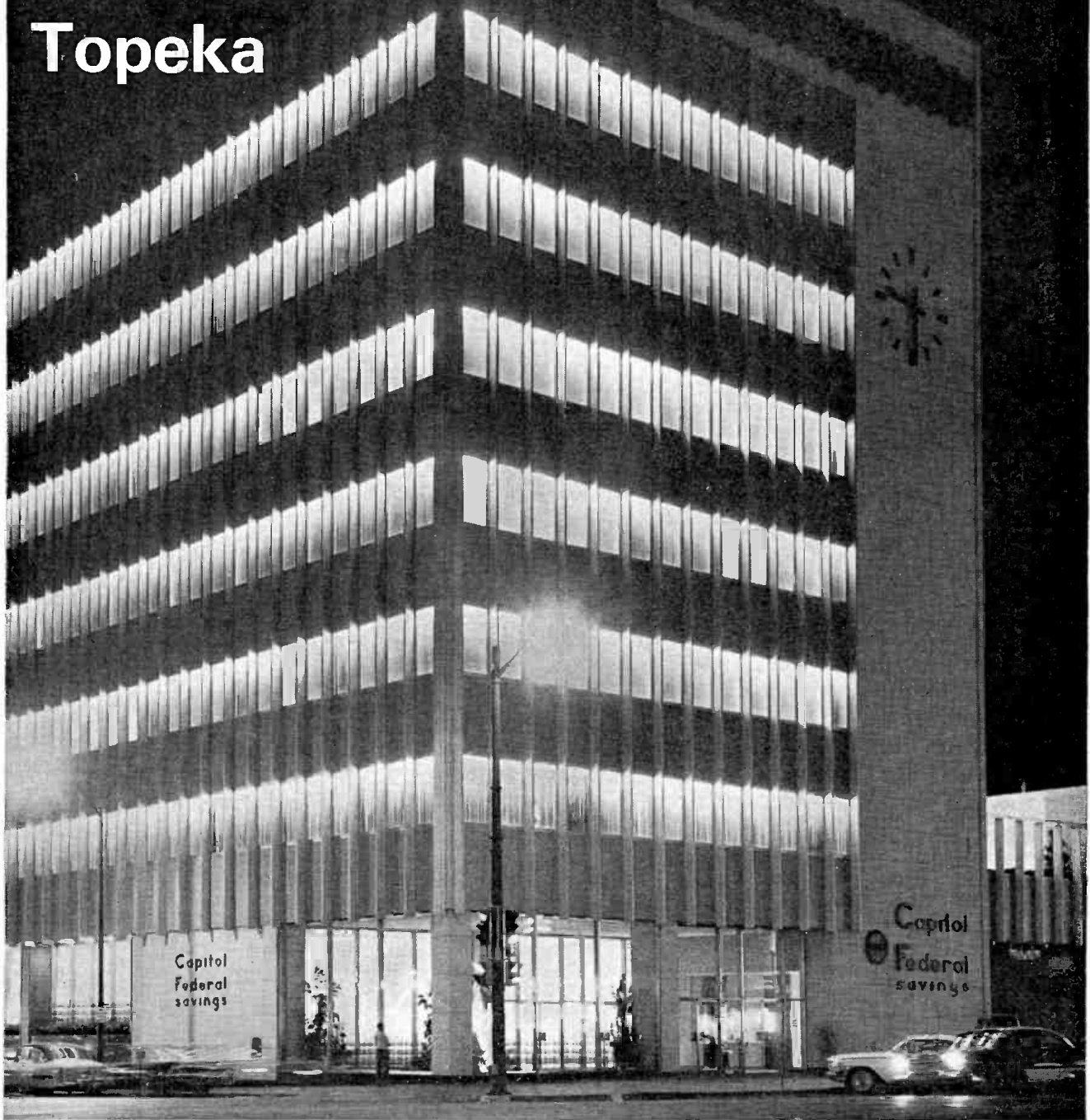
"There is no conceivable way through which CBS could gain preferential treatment," Messrs. Stanton and Paley said. "Organized baseball is not going to show favoritism to one network over others just because it owns a club—or for any other reason. It will continue to be interested in the highest bid or the best deal offered. And the continuation of this practice will be just as much to the interests of the New York Yankees as to those of any other club."

Because of the publicity surrounding the CBS purchase and the charges of possible monopoly that ensued, a preliminary investigation is being made by the Department of Justice.

The study is not an investigation, it was stressed at the Justice Department. It is only to determine whether a full-scale investigation should be made.

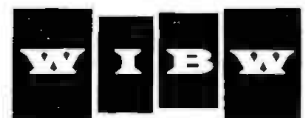
If the current exploration should show that CBS has gained advantages which might make it difficult for other networks to compete in sports coverage, an official probe might follow.

Financial Topeka



My how you've grown. Good sound growth is no accident. It takes a lot of care and supervision. It takes a climate of good community economic conditions. Capitol Federal Savings typifies the good, sound growth of the Topeka market, with total assets in excess of \$250 million. Capitol Federal has become the largest financial institution in the entire state of Kansas. The people of this market area are sharing in this growth and looking forward to even greater development. Throughout the years WIBW has been a prime medium for Capitol Federal Savings and we are happy to have been a part of their growth.

If a growing Kansas is in your plans, take a good look at WIBW and the rich unified-coverage Topeka market. Ask Avery-Knodel to show you how you can buy so much coverage for so little.



RADIO AM•FM•TELEVISION
Topeka, Kansas

A division of Stauffer Publications
Represented nationally by Avery-Knodel

DIVERSIFICATION: SIGN OF SUCCESS continued

stations mark giant leap forward in expansion by Taft, purchase led to revision of its diversification thinking. Planned program production center and closed circuit radio network for doctors and hospitals in Boston were abandoned, at pre-tax loss of about \$105,000, because of impact of new outlets. In another attempt to muster all executive talent behind broadcast properties, Taft put its bowling alleys under another operator on contract basis. Taft bought ultramodern Cincinnati bowling alleys for more than \$2 million, one in 1961 and second year later. They have corporate names Cincinnati Bowl Inc. and King Pin Inc. Not counting new stations, Taft for year ended March 31 had net revenue of \$12,932,509, net earnings of \$2,252,336.

Tele-Broadcasters Inc. ■ Stations are KALI San Gabriel, KOFY and KUFY-FM San Mateo, all California, KUDL Fairway, Kans.-Kansas City, Mo., and grant for KECC-TV El Centro, Calif. Also owns Tele-Radio & TV Sales Inc., Spanish-language station representation firm with offices in New York, Los Angeles and San Francisco; earlier this year formed Virgin Islands Television Inc., which operates CATV system in Charlotte Amalie, St. Thomas, V. I., under 17-year lease and which also is exclusive Motorola dealer in Virgin Islands. Tele-Broadcasters own *Mas Grafica*, monthly Spanish-language magazine published in Los Angeles. Annual report for 1963 showed broadcasting revenues, totaling \$1,045,629 after commissions.

Time-Life Broadcast Inc. ■ Owns KLZ-AM-FM-TV Denver; KOGO-AM-FM-TV San Diego; KERO-TV Bakersfield, Calif., WFBM-AM-FM-TV Indianapolis and WTCN-AM-TV Minneapolis, whose sale is now before FCC for approval. Some revenue derived from syndication of

T-L Stations-produced documentaries. Also owns interests in TV production companies abroad: 50% in Svensk TV, Stockholm; 50% in DuMont-Time Television, Cologne, Germany; minority holdings in Proartel, Buenos Aires and Proventel, Venezuela. In February this year purchased minority interest (said to be less than 25%) in British Tele-meter Home Viewing Ltd., London experimental pay TV company capitalized at \$2.8 million, and its subsidiary, Telemeter Programmes Ltd. Now constructing TV station in Rio de Janeiro, Brazil, in association with *O Globo* (newspaper). Time-Life Broadcast is a division of Time Inc., publisher of *Time*, *Life*, *Fortune*, *Sports Illustrated* and other publications; Time Inc. got into broadcast ownership in 1952 as 50-50 partner with late Wayne Coy in purchase of KOB-AM-TV Albuquerque for \$900,000.

Triangle Stations ■ Owns WFIL-AM-FM-TV Philadelphia, WFBG-AM-FM-TV Altoona, WLYH-TV Lebanon, all Pennsylvania; WNBK-AM-FM-TV Binghamton, N. Y.; WNHC-AM-FM-TV New Haven, Conn.; KFRE-AM-FM-TV Fresno, Calif. Owned by Walter H. Annenberg and family which also owns *Philadelphia Inquirer* and *Daily News*, *Seventeen Magazine*, *Official Detective*, *TV Guide*, *Morning Telegraph* and *Daily Racing Form*. Also owns CATV system in Binghamton, N. Y.

Washington Post Co. ■ Owns WTOP-AM-FM-TV Washington, D. C., and WJXT-TV Jacksonville, Fla. Publishes *Washington Post* and owns *Newsweek* magazine.

Westinghouse Broadcasting Co. ■ Owns KDKA-AM-FM-TV Pittsburgh; WINS New York; WBZ-AM-FM-TV Boston; KYW-AM-FM-TV Cleveland; KPX (TV) San Francisco; wowo Ft. Wayne; WIND

Chicago and WJZ-TV Baltimore. Subsidiary of Westinghouse Electric Corp., began broadcast operations in 1920 with construction of KDKA Pittsburgh. Radio stations—all independent—are serviced by WBC network of news bureaus in Washington, London and 30 European countries. Also operates: Television Advertising Representatives (formed July 1959) and AM Radio Sales (purchased together with WIND Chicago in 1956 for \$5,650,000), respectively TV and radio spot representation firms; WBC Productions (radio-TV programs); WBC Program Sales (syndication). In combination Broadway-broadcast deal last year invested \$140,000 to help underwrite and also to video-tape "The Advocate" for TV showing simultaneously with and subsequent to opening of its Broadway run, which lasted one week. Sponsorships of showing on five WBC stations returned an estimated 25% of original investment; profits from syndication are shared 50-50 with play's producers. Parent company, Westinghouse Electric, manufactures electronic and communications equipment, home appliances, air brakes, X-ray equipment, operation research and development center, space and defense projects, etc. WEC's net income for 1963: \$47,824,000.

Wometco Enterprises Inc. ■ Owns WTVJ-TV Miami; WLOS-AM-FM-TV Asheville, N. C.; KVOS-TV Bellingham, Wash., and 47.5% of WFGA-TV Jacksonville, Fla. In 1963 Wometco put emphasis of its expansion on soft drink bottling, buying Coca-Cola Bottling Works, Nashville, and Plattsburgh (N. Y.) Coca-Cola Bottling Corp., and at start of this year bought Seven-Up Plattsburgh Bottling Inc. It also owns 50% of Coca-Cola Bottling Works of Dickson and Columbia, both Tennessee, and Canada Dry bottling plant in Bahamas. Wometco has vending divisions in North and South Carolina, Georgia, Florida, Nassau and Panama Canal Zone. Last year it exchanged stock for Shanks Distributing Co., Columbia, S. C., in extending its vending coverage. Canastar Film Productions, division of KVOS-TV (B. C.) Ltd., is growing producer of TV commercials, educational and industrial films.

IGS studies available

Information Gathering Service, a division of Harvard Student Agencies, has available complete research facilities in such fields as market analysis and product information.

IGS is staffed by graduate and undergraduate students of Harvard University with the fees charged for such services providing funds for the student's education. Contact Harvard Student Agencies, 993 Massachusetts Avenue, Cambridge, Mass.

Broadcasting fingers found in many a pie

Butcher, baker, candlestick maker... doctor, lawyer, Indian chief...

Broadcasters are in all sorts of businesses and among the thousands in radio and TV ownership many undoubtedly are also engaged in the activities named in the rhyme.

The top other business for broadcasters is publishing—newspapers, magazines and books. More than 300 broadcasters are allied with that field; almost all with newspapers.

The second most significant outside activity for broadcasters is in the field of entertainment—movie theaters, background music, program production and syndication, film production, music publishing, community antenna systems, entertainment

enterprises and investments in theatrical plays.

The other businesses in which broadcasters have substantial interests (outside their personal investments) run the gamut of commerce—outdoor advertising, bowling alleys, real estate developments, department stores, citrus groves, vending operations, electronics manufacturing, food wholesaling, mining, pharmaceutical manufacturing, breweries, cosmetic manufacturing and almost every other field imaginable.

There's even one company in the exterminating business. Rollins Broadcasting Co. bought Orkin Exterminating Co., Atlanta, several months ago for \$62.4 million.

IT'S TRUE!



THE PHONY AMERICAN
Starring: WILLIAM BENDIX



THE GIRL HUNTERS
Starring: LLOYD NOLAN

BLOODLUST
Starring: ROBERT REED



THE DEVIL'S HAND
Starring: LINDA CHRISTIAN
and ROBERT ALDA



IT'S NOW **DESILU**

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ACTION PACKED
FEATURE FILMS
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1964's...all with the broadest audience appeal...all priced
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In sight: better radio ratings

RAB-NAB radio methodology study group reports 'major step forward' on devising better system of measuring radio's audience

The All-Radio Methodology Study (ARMS) has made "a major step forward toward development of better radio audience measurement" as a result of its first study, the ARMS committee said last week in releasing the initial findings for distribution today (Aug. 24).

These findings, according to the announcement, "(1) established the percentage of listeners likely to be confused over what station they are tuned to, and (2) determined that this percentage is not so high as to invalidate radio measurement based on questioning listeners."

The importance of this finding was described by Ward Dorrell, ARMS executive director, as follows:

"With the multiplicity of radio sta-

tions today in most markets, it was necessary that ARMS start with a fundamental exploration which as far as we know had never previously been attempted. Some knowledgeable people feared the percentage of listeners who could not identify stations correctly might be so high that no technique short of a miniature electronic meter—or a crystal ball—could work for today's radio. Neither, unfortunately, are available.

"As a result of the first study, we now have confidence that questioning techniques, when carefully controlled and thoroughly executed, can produce station share figures which are sufficiently valid for practical use. However, we have also been alerted to the fact that there is enough confusion about station

identification to make necessary further study aimed at improving questioning techniques so that confusion can be minimized."

Confusion Compounded ■ Mr. Dorrell said existing confusion may be compounded by the introduction of new syndicated radio measuring services and that consequently the ARMS committee is "proceeding with all possible speed." He presumably was alluding to American Research Bureau, which has indicated plans to enter the local radio measurement field.

The study on listeners' ability to identify their tune-in was done by Audits & Surveys Co., New York, in telephone interviews with 1,232 listeners in the Brooklyn, Nassau and Westchester sections of the New York metropolitan area. The large number of stations in the market—in the test, 20 were specifically checked—made it "an ideal place to test the station identification problem where it is most complex," the report said.

The study found that 84.3% of the listeners would undertake to identify the stations they were listening to, and that 91.3% of these did so correctly. This meant that 77% of all listeners were able to make a correct station identification.

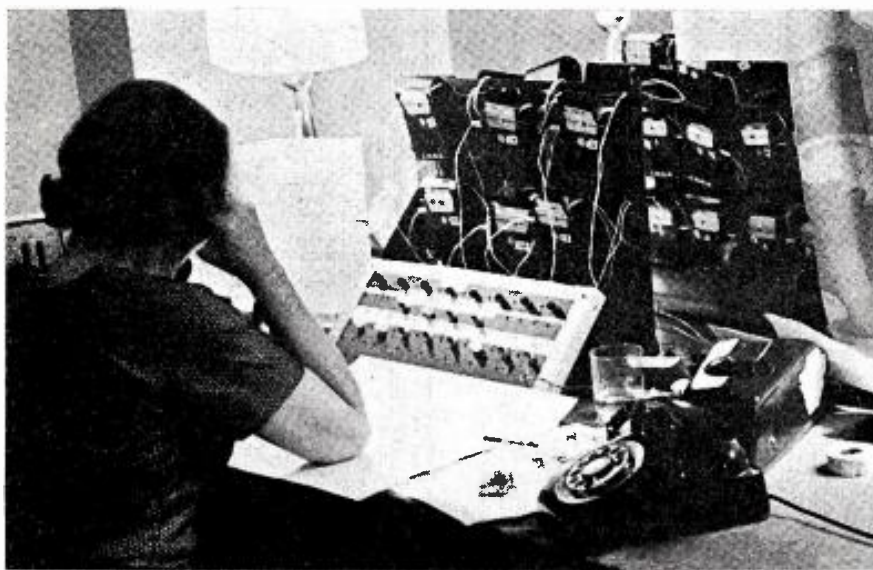
Authorities close to the study felt that from the standpoint of ARMS, however, the 77% figure was less important than the finding of 91.3% accuracy among those willing to try to identify their station—plus the fact that a substantial number (15.7% gave don't-know replies and thus did not add to the confusion by guessing wrong).

Not Significant ■ The number of listeners who misidentified a station was not high enough to change any station's share of audience significantly, the report said.

The study used a "transistor radio bank" of 20 receivers, each tuned to a different station, to check the accuracy of respondents' reports as to what station they were listening to at the time of the survey call.

It found that accuracy in station identification by listeners is higher in the evening than in the morning (94.2% were accurate between 6 p.m. and 8:55 p.m., as against 88.1% accurate between 7 a.m. and noon); is higher among men (95.6%) than women (90.5%), and increases with education (88.6% accuracy among respondents with no more than grammar-school education, 93.8% among those who went to "college and beyond").

The study found that accuracy also varied with age, but these variations



Here's the "transistor radio bank" used in All-Radio Methodology Study (ARMS) survey to determine whether listeners accurately identified the stations they were listening to. The bank, shown in use by a telephone interviewer, consisted of 20 transistor sets, each of which was tuned to a different station. They were linked to a common loudspeaker and were individually controlled by buttons on panel in front of the interviewer. Each respondent was asked to report call letters, dial position and the name of the program he was listening to.

The interviewer then pushed the corresponding button and asked the listener whether the program at home corresponded with the one he heard by telephone from the "radio bank." To make sure the respondents didn't say yes when they should say no, the interviewer sometimes deliberately pressed a wrong button. But ARMS officials say this brought no evidence that listeners tend to accept the first sound even if it's wrong. Rather, they said, respondents kept asking the interviewer to change stations until the two sounds coincided.

were "not consistent."

Much of the survey data is still being analyzed, the report said.

Next step in the ARMS project will include analyses of all major types of radio audience measurement and efforts to determine the extent of auto and other out-of-home listening.

Co-Op Effort ■ ARMS is a joint project of the Radio Advertising Bureau and the National Association of Broadcasters, seeking to find ways to measure radio's complete audience—an assignment described more formally and in more detail in a "summary of objectives" also being released today.

The summary, developed by the ARMS committee's technical subcommittee, which is headed by Mrs. Mary L. McKenna of Metromedia, defines a radio listener as "someone within physical earshot of a radio set that's turned on." This, authorities said, parallels print media's definition of a reader as someone who buys a copy of the magazine or newspaper in question.

The "basic objective" of ARMS is described as finding "one or more methods of accurately measuring the full and complete radio audiences by times of day and stations—reported in terms of unduplicated coverage for both individual and cumulative periods." The committee also is "trying to obtain accurate demographic material about those audiences . . . in as many combinations as possible with a minimum of one week cumulative data and four weeks or more if it is feasible. . . ."

The unit of time to be measured is the briefest period practicable for unduplicated cumulative audience—ideally, "to measure each five-minute segment of listening, if this is possible."

The goal is primarily to measure individual listeners, secondarily to count listening households. "But," the summary continued, "we will seek both the percentage and number of individuals by types reached and the percentage and numbers of households reached. Therefore we will seek to measure all individuals in each household . . . all of our measurement is to seek the total audience, in and out of home."

The summary establishes the following order of priority for demographic characteristics:

- In the case of individuals: sex, age, family income, education.

- In the case of households: number of people in household; age of head of household; income of household (total); age of youngest child; education of head of household; occupation of head of household, (better definitions of "occupation" also being sought); own-rent (rental or purchase price), apartment or house, etc.; auto ownership and miles driven annually; product-oriented information (to be included if feasible within costs and limits of prac-

tical length of questionnaire).

The subcommittee also agreed that there should be further explorations to determine how many reports are necessary each year for the measurement of radio. "Economics (for better research) may dictate fewer reports," the summary said.

The RAB-NAB ARMS committee is headed by George B. Storer Jr. of Storer Broadcasting and also includes Hugh M. Beville, NBC; Thomas S. Carr, WBAL Baltimore; Miles David, RAB; Charles E. Gates, WGN Chicago; Ralph Glazer, Westinghouse Broadcasting Co.; Melvin A. Goldberg, representing NAB but now with John Blair & Co.; Robert F. Hurleigh, MBS; Robert Kieve, WBBF Rochester, N. Y.; Mrs. McKenna; Ben Sanders, KICD Spencer, Iowa; William D. Shaw, KSFO San Francisco; Ben Strouse, WWDC Washington; Sherril Taylor, NAB, and Alfred N. Watson, RAB.

The technical subcommittee consists of Mrs. McKenna as chairman and Messrs. Beville, Goldberg and Watson.

Lucky to introduce new filters Aug. 31

Lucky Strike filters will be added to the American Tobacco Co. line when the new brand gets a multimedia send-off in four markets later this month. The king-size filters will be handled by BBDO, New York, which has been agency for Lucky Strike since 1948. Robert B. Walker, American's president, said Lucky Strike regulars would continue to be marketed.

The introductory campaign beginning the week of Aug. 31 in Indianapolis, Memphis, Spokane, Wash., and Des Moines, Iowa, will include 60 and 20-second spots on network and spot radio and television. The new brand has two kinds of activated charcoal in a filter segment "cradled" between two white filters.

Introduction of Lucky Strike filters is the fifth innovation by American Tobacco during the past eight months.

On Jan. 6, the company introduced Carlton, a charcoal-filter brand which was the first cigarette to print tar and nicotine data on cartons and individual packages. Roi-Tan filter-tip little cigars, the first cigarette-sized cigar to be sold under a leading cigar brand name, was introduced March 25. Half and Half, pipe tobacco in a filter cigarette, was first marketed on April 7. New Montclair, containing an airvent filter, was introduced May 6, and was the first menthol brand to publish tar and nicotine information on the package.

Story behind Loevinger vote

Says FCC doesn't know enough about commercial practices to rule on them

For weeks, FCC Commissioner Lee Loevinger has been known as the commissioner who led the intra-agency fight against the effort to police excessive commercialization by broadcasters on a case-by-case basis. He has now put on the public record the reasons for the position he took behind the closed doors of the commission meeting room.

The commission, he feels, simply lacks the knowledge about commercialization and its relationship to the public interest to make an intelligent decision about such cases. He adds that the FCC doesn't even have the tools to acquire the needed information. He also says the commission should clean up its existing work backlog before undertaking any ambitious new projects.

The commissioner's remarks were contained in a speech before the antitrust section of the American Bar Association in New York, on Aug. 10. His subject was the Role of Government in the Field of Advertising.

But the speech was, in part, a reply to FCC Chairman E. William Henry's blistering dissent to two commission actions which constituted a rejection of the case-by-case approach that had been followed since January. The commission in two 4-3 votes last month had overridden the chairman's objections and had approved the license renewal applications of 14 southern stations whose commercial practices had been under scrutiny (BROADCASTING, July 27).

Chairman Henry accused the commission majority of ignoring past FCC promises to Congress to give closer attention to commercialization questions and of throwing the agency's regulatory process into "confusion." He also said the majority, in effect, said it "doesn't care" about the commercialization question.

First Reply ■ None of the members of the majority attempted any public rebuttal until Commissioner Loevinger's speech. And that didn't constitute a head-on collision with the chairman. Quotes from the dissent were used, but their source was only given in footnotes to the speech.

Commissioner Loevinger recalled that the commission in January had abandoned a proposal to limit broadcast commercials by rule on the ground that



He'll grow on you ...

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

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

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

WSUN

TELEVISION  RADIO
TAMPA - ST. PETERSBURG

Gone out for seahorse food. See:

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



Commissioner Loevinger

it didn't have the information to formulate general standards.

But some, he said, referring to the chairman's dissent, held that "the real problem [in overcommercialization cases] stems from the decay or absence of meaningful standards in the first place." Thus, Commissioner Loevinger said, it appears case-by-case approach is being used to "promulgate regulations ... regardless of the commission's determination that such regulations are not appropriate at the present time" and that it does not have the information it needs to develop such regulations.

Form Not Helpful ■ Furthermore, he said the information provided by the commission's license-renewal application form is not helpful. It gives the commission only the number of commercials broadcast. And these, he said, are compared with "a generally vague" policy statement that the licensee gave three years earlier.

The promise - versus - performance showing in commercialization is the determining factor in whether the application is held up for further investigation. But Commissioner Loevinger said this is self-defeating. A licensee who promises 1,000 commercials and broadcasts 1,100, he said, would be subjected to criticism. But a licensee who promised 1,200 commercials and carried 1,100 would be commended, he added.

More important, he said, "is the consideration that the commission does not have any facts and has not made any inquiry which enables it to determine what the public interest is with respect to commercial practice in the cases where action is proposed."

He noted that since January, 22 stations had been involved in staff reports to the commission about excessive commercialization. Two of these are television stations, and most of the radio outlets, he said, are small operations. Only one has an annual income of more than \$50,000.

The significance of the local advertising carried by such stations isn't known, he said. It may be conjectured that in many cases advertising of this character is of as much interest to the housewife ... as some of the program material," he added. The commission, he said, should have more information on this subject before moving against stations for overcommercialization.

New Forms Needed ■ He also said that the commission should develop forms and questionnaires that will provide the information it needs and that it should "suspend judgment as to the appropriate course of action" until it has sufficient data for "an intelligent conclusion." The commission is now nearing the end of a drawn-out process of revising its reporting forms.

But before attempting any campaign to police commercialization, he said, the commission should discharge its "primary statutory functions" and dispose of its backlog of work. According to a study he has made, the backlog of applications awaiting processing "reached an all-time high" at the end of fiscal 1964.

The commission also endorsed the idea of self-regulation as an alternative to government regulation in advertising. He said it "seems to me ... reasonable and therefore legally permissible" to set collective standards for taste of an advertising message, for advertiser influence over editorial content and for the quantity of advertising content.

He noted that "the most difficult question" regarding self-regulation in advertising is how it can be made effective. He suggested that "the safest and most effective sanction for the enforcement of codes of self-regulation in the field of advertising is likely to be advertising itself."

Advertising the existence of codes and the compliance with or violation of code standards "is unquestionably proper and could itself be made an important vehicle for securing public approbation or disapprobation," he said.

Rep. appointments ...

■ WDEF-AM-TV Chattanooga; WGTC and WNCT-TV Greenville, N.C., and WJHL-TV Johnson City-Kingsport, Tenn.-Bristol, Va.: George P. Hollingberry Co., New York.

■ KHIP Albuquerque, N. M.: Ewing/Radio, Hollywood.

■ WINA Charlottesville, Va.: Grant Webb & Co., New York.

Meanwhile, 9,000 Miles North of the South Pole...

"The boys who burrowed our New Byrd Station under the snow and keep house for the U. S. in Antarctica — Seabees from Davisville, Rhode Island — are cookin' up new ways to live where it's 110° below zero.

"Big U. S. Naval Construction Battalion Center here builds and maintains bases around the world. Trains Seabees. Keeps a radar picket squadron in the North Atlantic, on the lookout for aircraft and missiles. Takes care of the Pole. Some 'reach', wouldn't you say?"

But then, reach is a characteristic of the Providence market. "Providence" is the sub-building capital of New London, Conn. — the vacation capital of Cape Cod — the shoe capital of Brockton, Mass. — and the machinery capital of Worcester, Mass. — as well as all of Rhode Island. People in television say **Providence is WJAR-TV.**



Yours for the asking:
a personal print,
suitable for framing.
©OUTLET 1964

TV Barry's medium, Guylay says

About one-third of \$12-13 million estimated campaign cost has been ticketed for use on television

Senator Barry Goldwater will rely heavily on television in his presidential campaign "because we think this is his medium," L. Richard Guylay, new director of advertising and public relations at the Republican National Committee said last week.

"We think it isn't Johnson's, and that is our premise," he said.

Mr. Guylay, who left the presidency of Thomas J. Deegan Co., New York public relations firm, to head the GOP media program, explained in an interview that the party's new advertising agency would handle all national committee's creative and buying work. Erwin, Wasey, Ruthrauff & Ryan, like the Deegan firm part of the Interpublic Inc. organization, has just replaced Leo Burnett Co., Chicago, as the party's agency (BROADCASTING, Aug. 17).

EW&R made an hour's presentation on its plans for the Republican campaign before a group of GOP state chairmen at the Mayflower hotel Aug. 15, two days after the Burnett Co. resigned the account.

One-third for TV ■ A chart in a booklet given each chairman showed that a third of the party's estimated \$12-13 million campaign cost—or about \$4 million—would be spent in television. Senator Goldwater told the group that since he wouldn't visit every state, television would let him go "where the ducks are."

Fuller & Smith & Ross, which han-

dled the bulk of Senator Goldwater's pre-convention advertising, is not in the national GOP picture, nor are any other agencies, Mr. Guylay explained, although earlier plans said several would be used on a regional basis.

Edward K. Nellor, newly appointed head of radio and television arrangements, will be responsible for all production. The agency will do the creative work and buying, it was explained, but all production will be handled through Mr. Nellor.

A contract was let last week to a Washington production house for a 14-minute film on fund raising to be shown only to GOP party workers. Script writers are at work on a half-hour film on Republican women leaders intended for TV and women's club showings.

Mr. Guylay would not comment on reports that the GOP planned to buy time around Johnson programs and spots other than to say that the idea would be pursued "if we can."

Such tactics would require first-hand knowledge of the opponent's broadcast buys, and there's a hint the Goldwater forces are sophisticated in acquiring such information.

(In "How to Win an Election," by Stephen Shadegg, who managed two of the senator's campaigns, Mr. Shadegg says the "security" of opposition campaign headquarters can be pierced, sometimes with useful results.

(In Arizona, he writes, Mr. Shadegg

PKL for RFK?

Robert Kennedy was scheduled to meet last Friday (Aug. 21) with Papert, Koenig, Lois executives in New York on possible plans for Mr. Kennedy's campaign should he pursue the Democratic nomination for the U. S. Senate in New York. PKL, it was understood, had notification that Mr. Kennedy would appoint the agency to handle advertising for the campaign in event he threw his hat in the ring. Though no figures were mentioned, PKL undoubtedly will use TV for a Kennedy campaign.

had organized "cell groups" who infiltrated the opponent's organization. They also worked for radio and television stations and provided important advance information on the opposition's plans.)

Mr. Guylay said no spots had yet been purchased.

Democrats buy into prime time on ABC-TV

The political party buying pattern on ABC-TV's prime-time schedule was taking shape last week. The Democratic National Committee has purchased four five-minute segments: 10:25-10:30 p.m. on Oct. 24; 10:55-11 p.m. on Oct. 25; 10:55-11 p.m. on Oct. 29, and 9:25-9:30 p.m. on Oct. 31.

The Democrats also bought a number

A preview: the Register and Vote campaign

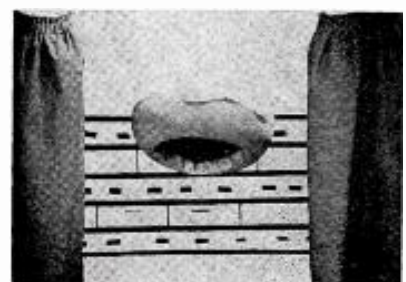
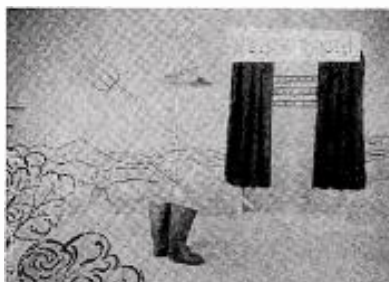
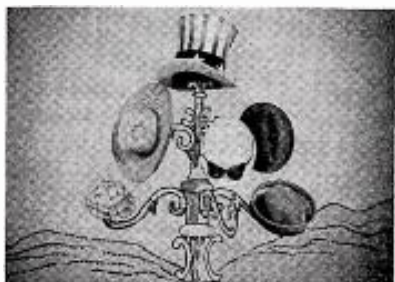
The 1964 Register and Vote campaign by Grey Advertising, New York, for the American Heritage Foundation and The Advertising Council will have a modern and abstract approach in television commercials.

The spots feature music, voice-over and clothing symbols to represent people. Body shapes will not be shown. The spots will show hats entering a voting booth, the curtains closing, the curtains re-opening and the hat leaving.

The three -sentence theme of this year's campaign is:

"Vote . . . and the choice is *yours*.
Don't vote . . . and the choice is *theirs*."

"Register . . . or you have *no* choice."



WGN's latest special report featured the reopening of Midway Airport. On July 5,

The color films that Dick Hance took during this trip made up a special documentary, "Assignment: WGN Circles The World"...the only complete news coverage of this event given to the people of Chicago.

53



RAB spotlight shines on Ballantine

Ballantine Beer's radio commercials were recognized by the Radio Advertising Bureau as among the year's most effective in a ceremony at the P. Ballantine and Sons Newark, N. J., brewery last week. The award made Ballantine one of 17 regional and national radio advertisers receiving special RAB recognition for radio effectiveness over

the past few months. RAB President Edmund C. Bunker (c) is shown presenting the award, a gold record plaque, to P. Ballantine President John E. Farrell (second from l). Looking on (l to r) are Miles David, RAB administrative vice president; John Neale, Ballantine assistant ad manager, and Edward Ramm, Ballantine media marketing manager.

of participating minutes in *Outer Limits*, *Mickey*, *The Jimmy Dean Show*, *Valentine's Day*, *The Addams Family*, *Voyage to the Bottom of the Sea*, *Ben Casey*, *12 O'Clock High*, and *Wagon Train*.

The Republican National Committee has purchased two five-minute segments: 10:25-10:30 p.m. on Oct. 10, and 9:25-9:30 p.m. on Oct. 24.

FTC asked to delay cigarette label rule

The House Commerce Committee showed interest last week in requiring health hazard warnings on cigarette package labels, but it remained officially quiet on whether warnings belonged in cigarette advertising.

Both warnings are required in a Federal Trade Commission rulemaking, and in a letter to that panel last week the House group urged the FTC to delay the effective date of the labeling command from Jan. 1, 1965, until July 1, 1965. July is when the FTC's advertising order becomes effective.

Some committee members indicated the tobacco industry feels it may be able to live with label warnings, and would be quite willing to accept them if this

meant:

- The federal government would preempt the regulation of cigarettes and forestall what could be a sticky and complicated situation if individual states and cities established their own rules.

- The federal government would not impose restrictions on cigarette advertising, which manufacturers and broadcasters have protested would render such ads virtually useless.

Representative Oren Harris (D-Ark.), chairman of the House committee, asked the FTC to postpone the effective date "so as to permit adequate time for the 89th Congress [which convenes in January] to consider appropriate labeling legislation and thus . . . avoid any unnecessary delay in protecting the public's health in this area."

Two pending bills would require such labels. They are HR 11671 by Representative Walter Rogers (D-Tex.) and HR 11919 by Representative Ancher Nelsen (R-Minn.).

Representative Harris noted the committee may find further hearings desirable and hadn't time for them in the closing days of this session. Hearings were held in June (BROADCASTING, June 29).

"There seems to be a prevailing sentiment that appropriate requirements with respect to a warning on the labeling of cigarettes may be advisable," Representative Harris continued. "There

appears also to be a consensus that appropriate legislation [rather than rule-making] may be the best approach to the solution of this problem, thereby avoiding prolonged litigation."

Tobacco council calls for more research

A 10-year program of research on the subject of smoking and health, conducted and financed by the industry-sponsored Council for Tobacco Research—U.S.A., has disclosed a need for further research, according to Dr. Clarence Cook Little, the project's scientific director.

Among the other findings of the group's 72-page, 1963-64 annual report:

- There is "little to support" the theory that cigarette smoking is a cause of lung cancer.

- "Through many transient effects have been more fully measured and described in our program, no evidence of any significant contribution by smoking or nicotine to causation, aggravation or precipitation of any cardiovascular disease that contributes importantly to mortality has emerged."

- The council studies "found no significant" physical response to smoking that would indicate an association between peptic ulcers and cigarettes.

- After smoking, "mechanical resistance in breathing and increased work of breathing were observed in patients with emphysema and bronchitic diseases."

The council through the end of 1963 had awarded grants-in-aid to 155 scientists in more than 100 hospitals, universities and research institutions. During the same period, grantees published more than 300 scientific papers with acknowledgments of support by the council. This year's report, the first since release of the contradictory surgeon general's report on smoking and health seven months ago, is an evaluation of those research projects.

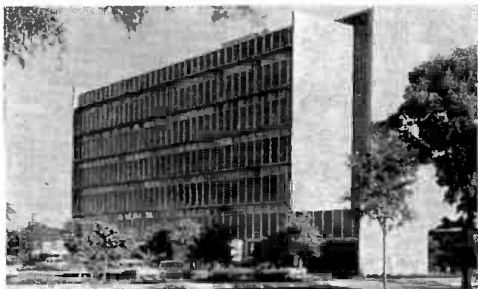
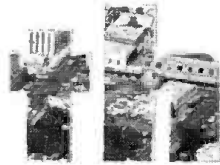
Dr. Wendell G. Scott, president of the American Cancer Society, called the council's report "self-serving and published without regard for the public welfare." The American Medical Association, however, has taken a position similar to the council's in calling for more research into cause-and-effect, and is sponsoring a multimillion dollar investigation of its own.

Meanwhile, cigarette sales soared and cigar smoking slumped. According to the Internal Revenue Service, factories shipped almost 45.2 billion cigarettes in June, an 8.5% increase over June 1963. Small cigars, on the other hand, fell from 190 million in May to 38 million in June.

SAN ANTONIO

AMERICA'S

CITY



SURPRISED? Many people are. San Antonio visitors usually remember the Alamo . . . the lovely old Spanish missions . . . the tree-lined river meandering through the heart of the city.

But first of all, San Antonio is a city on the go — with expanding freeways, ever-increasing housing, bustling shopping centers and great military bases. San Antonio is a **metropolitan** city — now 15th in the nation*.

This phenomenal growth presents new sales opportunity for your product . . . new customers for your service! Tell your story now . . . on the station on the go in the city on the go.

Ask Peters, Griffin, Woodward . . . or call Bill Lydle at the station, 512 CA 5-7411.

KENS-TV

CHANNEL 5 • EXPRESS-NEWS STATION

*Sales Management, June, 1964 (Within incorporated city limits)



The boy who won the hearts of thousands of people



He's Gregory James Schumacher, age 14, of Tacoma, Washington. On August 15, Greg won the 27th annual All-American Soap Box Derby.

Along with that honor goes a \$7,500 college scholarship. And one full year as champion of the world's largest and most popular amateur

racing event.

So it's "hats off" to Greg, the 55,000 other boys who raced locally, and the 239 finalists who came to Derby Downs. They *all* did a great job!



The people who won the hearts of thousands of boys

The Newspapers, Radio and TV Stations who sponsored or co-sponsored the local champions at the 1964 All-American Soap Box Derby:

Aberdeen, Washington
Aberdeen Daily World

Akron, Ohio
Akron Beacon Journal

Amarillo, Texas
KFDA Television

Ambridge, Pa.
Beaver County Times

Anderson, Indiana
Anderson Herald

Ballwin, Missouri
Community Press

Bangor, Maine
Bangor Daily News

Beaver Falls, Pa.
The News-Tribune

Beloit, Wisconsin
Beloit Daily News

Birmingham, Alabama
Birmingham News

Bloomington, Illinois
Bloomington Broadcasting Co.

Bloomington, Indiana
Bloomington Daily Herald Telephone

Boulder, Colorado
Boulder Daily Camera

Bowling Green, Kentucky
Park City Daily News and WKTC

Boynton Beach, Florida
Boynton Beach Star

Bradford, Pennsylvania
Bradford Journal
McKean County Miner
Mt. Jewett Echo

Burlington, Wisconsin
Standard Press

Carlsbad, New Mexico
Carlsbad Current Argus

Charleston, W. Virginia
The Charleston Gazette

Charlotte, N. Carolina
The Charlotte News

Charlottesville, Virginia
The Daily Progress

Cheyenne, Wyoming
Cheyenne Newspapers

Cicero, Illinois
Life Newspapers

Cincinnati, Ohio
WLW-T

Clearfield, Pennsylvania
Clearfield Broadcasters, Inc. (WCPA)

Cleveland, Ohio
The Plain Dealer

Clinton, Iowa
The Clinton Herald

Colorado Springs, Colorado
KRDO Radio and TV

Columbia, Missouri
The Columbia Missourian

Columbus, Ohio
WLWC-TV

Coshocton, Ohio
Coshocton Tribune,
Radio Station WTNS

Dallas, Texas
Dallas Times Herald

Decatur, Georgia
Decatur-DeKalb News

Denver, Colorado
Denver Post
KBTV & KBTR (TV & Radio)

Detroit, Michigan
Detroit News

Duluth, Minnesota
Duluth Herald &
News-Tribune

Durham, North Carolina
Herald & Sun Papers

Ellwood City, Pa.
Ellwood City Ledger

El Paso, Texas
Newspaper Printing Corp.

Erie, Pennsylvania
Times Publishing Company

Eugene, Oregon
Radio KORE

Evansville, Indiana
WTVW

Fargo, N. Dakota
Forum Publishing Co.

Flint, Michigan
The Flint Journal

Fort Lauderdale, Florida
Fort Lauderdale News

Fort Worth, Texas
Fort Worth Star Telegram

Fredericksburg, Virginia
The Free Lance-Star

Fresno, California
KFRE-TV

Gadsden, Alabama
Radio Station WGAD

Garden City, Kansas
KIUL Radio

Glen Burnie, Maryland
The Anne Arundel Star

Grand Junction, Colorado
Daily Sentinel

Grand Rapids, Michigan
WOOD Radio & WOOD-TV

Greeley, Colorado
Radio Station KYOU

Greenville, S. Carolina
WFBC-TV & Radio

Hartford, Connecticut
Hartford Times

Honolulu, Hawaii
Honolulu Star-Bulletin

Henryetta, Oklahoma
Henryetta Daily Free Lance

Hudson, New York
Hudson Register Star

Indianapolis, Indiana
The Indianapolis Star

Jacksonville, Florida
WJXT-TV

Junction City, Kansas
Radio Station KJCK
Junction City Daily Union

Kansas City, Missouri
KCMO Broadcasting Company

Knoxville, Tennessee
WBIR-TV

Kokomo, Indiana
Kokomo Tribune

Lancaster, Ohio
Eagle Gazette

Laredo, Texas
The Laredo Times

Levittown, Penna.
Bristol-Levittown
Courier Times

Lockport, New York
Union Sun & Journal

Loveland, Colorado
Reporter Herald

Lubbock, Texas
KCBD TV & Radio

Mankato, Minnesota
Mankato Free Press

Mansfield, Ohio
Mansfield News Journal

Marion, Indiana
WTAJ-TV
WMRI-Radio

Massena, New York
Massena Observer

McKeesport, Pa.
The Daily News

Meadville, Pa.
The Meadville Tribune

Meridian, Mississippi
The Meridian Star

Miami, Oklahoma
Miami Newspaper, Inc.

Midland, Texas
Midland Reporter Telegram

Minot, North Dakota
KXMC-TV

Mission City, Canada
Fraser Valley Record

Missoula, Montana
The Missoulian-Sentinel

Muscatine, Iowa
Muscatine Broadcasting Co.

Newark, Ohio
Newark Advocate

Newport News, Virginia
Peninsula Broadcasting Corp.

Norfolk, Virginia
Virginian-Pilot

Norristown, Pa.
The Times Herald

Oelwein, Iowa
Oelwein Daily

Okinawa
Okinawa Morning Star
The Okinawa Star

Oneonta, New York
Oneonta Star

Orange, Virginia
The Orange Review

Owensboro, Kentucky
Owensboro Messenger &
Inquirer

Paramus, New Jersey
The Herald News

Parsons, Kansas
The Parsons Sun

Petersburg, Virginia
The Progress-Index

Plainview, Texas
KVOP Radio Station

Portland, Maine
WGAN-TV

Portland, Oregon
Oregon Television, Inc.
Station KPTV

Providence, Rhode Island
Radio Station WICE

Provo, Utah
The Herald

Pueblo, Colorado
Pueblo Chieftain & Star Journal
KOAA TV & Radio

Pulaski, Virginia
Southwest Times

Quincy, Illinois
Quincy Herald-Whig

Ravenna-Kent, Ohio
The Record-Courier

Red Bank, New Jersey
The Red Bank Register

Roanoke, Virginia
Times-World Corporation

Rochester, Minn.
Southern Minnesota
Broadcasting Co. (KROC)
Rochester Post Bulletin

Rochester, New York
Rochester Times-Union

Rockford, Illinois
Rockford Morning Star
Register-Republic News

Rockland, New York
The Journal News

Roswell, New Mexico
Roswell Daily Record

Sacramento, California
KCRA TV & Radio

St. Catharines, Canada
The St. Catharines Standard
Limited

St. Charles, Missouri
Banner News
St. Charles Journal

St. Cloud, Minnesota
St. Cloud Daily Times

St. Marys, Pennsylvania
The Daily Press
Ridgway Record

St. Petersburg, Florida
St. Petersburg Times

Salem, Oregon
KBZY

Sheboygan, Wisconsin
Press Publishing Company

Sidney, Nebraska
Sidney Telegraph
KSID Radio

Sidney, Ohio
Sidney Daily News

Sioux Falls, South Dakota
Sioux Falls Argus-Leader

Suburban Motor City, Michigan
Detroit News

Syracuse, New York
WHEN Radio & TV

Tacoma, Washington
The Tacoma News Tribune

Temple, Texas
Temple Daily Telegram

Valparaiso, Indiana
The Vidette-Messenger

Ventura, California
Ventura County Star-Free Press

Warren, Ohio
The Tribune Company

Washington, D.C.
WTOP-Radio

Washington, Missouri
The Washington Missourian

Waynesboro, Virginia
Waynesboro-News Virginian

W. Palm Beach, Florida
Palm Beach Post Times

Wichita Falls, Texas
Times Publishing Company

Winston-Salem, North Carolina
Winston-Salem Journal
Twin City Sentinel

Wooster, Ohio
Wooster Daily Record

Zanesville, Ohio
Zanesville Times Recorder

These are the sponsors and co-sponsors who made it all possible.

The newspapers, radio and TV stations who supported the Derby locally.

Who backed the boys who raced in the All-American.

Who did more than their share to make this the largest Derby ever.

To these people, a hearty congratulations and a special "thanks" from Chevrolet Division of General Motors, Detroit, Michigan.



Climate is favorable for color advertising

Color television set manufacturers were advised last week to take advantage of the favorable situation which now exists for color set production by launching "aggressive" advertising campaigns and reaching consumers through the very medium being sold—television.

Norman E. Cash, president of the Television Bureau of Advertising, in a warning to the color industry, said "consumer buying will not be automatic during the important year ahead, when there will be at least three plants turning out bulbs for viewing tubes and a dozen manufacturers making color sets."

Color Moving ■ He acknowledged that color TV is "moving fast," but added that consumer attitudes to the medium ought to be perked up while color-equipped stations and set producers are both ready to meet the demand.

Set manufacturers, he asserted, are making a mistake by advertising color equipment in media other than television. In support of his view he noted "85% of non-color owners have seen few, if any, color programs. More than one-third of non-color owners have never seen a color program."

The best potential customers for color TV sets, he suggested, are those who are interested enough in television to already own a set.

Network color programing grew to a total of 2,200 hours last year, he said, and 400 TV stations are now equipped to carry network color programs while 126 stations can originate color locally.

Eastern buys NBC's inauguration pickup

In what was called the biggest single television and radio program purchase ever made by an airline, Eastern Air Lines last week acquired exclusive sponsorship of NBC's coverage of the presidential inauguration Jan. 20, 1965. The cost was estimated at more than \$500,000.

The announcement was made by F. D. Hall, president, Eastern Air Lines and Robert E. Kinter, president, NBC.

The move, said Mr. Hall, will "enable us to introduce to the nation, in a comprehensive manner, the greatly improved and expanded services of a 'new Eastern Airlines.'" A spokesman for Young & Rubicam, agency for Eastern, explained the nationwide coverage by noting that Eastern Airlines reaches 77% of America's flying passengers.

NBC's inauguration coverage in

Rep buys radio time

Putting its money where its business is, the Portland, Ore., rep firm of Charles L. Burrow Co. decided to advertise on radio. KPAM and KPFM(FM) Portland will run the Burrow announcements, which are designed to tell local businessmen the value of radio and TV markets in Idaho, Washington, Oregon and Alaska.

Mr. Burrow will use one-minute spots, immediately preceeding the stations' morning stock market report, for capsule comment about the markets and stations his company represents.

Washington will be headed by Chet Huntley and David Brinkley. Television coverage will begin at 11 a.m. and continue to 5:30 p.m., EST. NBC Radio will parallel the TV coverage. Included in Eastern's purchase is a special 30-minute nighttime television wrap-up of the highlights of Inauguration Day, which also will be broadcast Jan. 20.

The coverage will be on 203 TV stations and 196 radio stations in NBC's lineups.

Schulke, Richer head new station rep firm

Formation of a new representation firm, Quality Media Inc., New York, was announced last week. It starts operations with a nucleus of six FM stations in the top 10 markets and several AM's in markets where FM penetration is not yet considered significant.

Principals in the company are James Schulke, former president of the National Association of FM Broadcasters, and Robert E. Richer, president of the New York rep firm bearing his name.

Stations in the first 10 markets, who join the new firm, will contribute \$3,000 each to be used exclusively for research and presentations in the coming year. Mr. Schulke reported last week that \$18,000 had already been collected from the first six stations in the organization and research planning is being carried forward in the expectation that four more stations in the top 10 markets will soon sign with the company.

Already in the Quality Media Inc. fold are WRFM(FM) New York (national representation), WDFH(FM) Chicago, WDVH(FM) Philadelphia, KFOG(FM) San Francisco WKJF(FM) Pittsburgh and WDBN(FM) Cleveland.

In an explanation of policy Mr.

Schulke said the company will concentrate initially in the first 10 markets, but intends to expand eventually to the top 25.

Research, he said has indicated that 80% of FM set penetration falls in the first 25 markets, when these markets are considered as FM signal coverage areas.

Mr. Schulke is president of the new company and Mr. Richer, vice president and general manager. Headquarters are at 441 Lexington Avenue, New York.

GB&B opens media department in L.A.

Guild, Bascom & Bonfigli has announced the formation of a fully staffed media department in its Los Angeles office. It will be headed by Brendan J. Baldwin, newly appointed media director for the agency in Los Angeles.

Mr. Baldwin's appointment follows closely GB&B's acquisition of the Van Camp Sea Food account (Chicken-of-the Sea and White Star Brand tunas) and conforms to the agency's policy of handling media buying in the same office where the account contact is maintained.

Before he joined GB&B, Mr. Baldwin was in media with Kenyon & Eckhardt, both in New York and Detroit, for seven years. He was most recently vice president and associate media director for K&E in New York.

GB&B also said that other staff additions would be made in Los Angeles during the next few months.

Business briefly . . .

Pepsi-Cola Co., New York, as part of its introduction of Diet Pepsi, last week began spot radio schedules on six New York stations. Campaign is being heard on WABC, WHN, WNEW, WNBC, WMCA and WINS. BBDO, New York, is agency.

Gulf Oil Corp., New York, through Young & Rubicam, that city, and **Holland House coffee**, Seacaucus, N. J., through Foster-Rodin, New York, will co-sponsor the 1964 Army football schedule on WOR New York. This season will be the third consecutive year of sponsorship for Gulf and the second year for Holland House.

Mars Inc. (M&M candies) Hacketts-town, N. J., the **Vick Chemical Co.** Division of Richardson, Merrell, Inc., New York, and the **Procter & Gamble Co.**, Cincinnati, will sponsor this year's colorcast of the Macy's Thanksgiving Day Parade on NBC-TV. The Mars order was placed through Ted Bates &



18 heads are better than 1

18 heads, 36 hands and half a ton of broadcast equipment will be on location at Atlantic City to cover the Democratic National Convention for the 11 million folks back home in Taft markets. Only a group of major market stations like the Taft group could muster the manpower and equipment to send a news team from each of its stations to provide on-the-spot coverage of convention happenings translated into terms of its own community's specific interests.

This is the kind of coverage Taft stations provided for the Gover-

nors Conference in Cleveland, Ohio, the Republican National Convention in San Francisco. Taft station newsmen have been accredited and will accompany both of the Republican and Democratic candidates throughout their campaign itineraries.

This kind of programing reflects the Taft platform of community interest and influence in the vital Taft markets.

TAFT BROADCASTING COMPANY



BUFFALO WGR	KANSAS CITY WDAF	SCRANTON/WILKES-BARRE WNEP	COLUMBUS WTVN	BIRMINGHAM WBRC	LEXINGTON WKYT	CINCINNATI WKRC
tv am fm	tv am fm	tv	tv am fm	tv am fm	tv	tv am fm

basket-weavers



love

WGY 810 KC 50 KW

and so do housewives, doctors, students, executives, farmers, and secretaries in the 25 counties surrounding Albany, Schenectady, and Troy. Ask Henry I. Christal.

A GENERAL ELECTRIC STATION

You know you belong in the Golden Triangle



The WSJS Television Market
No. 1 in North Carolina

WSJS
TELEVISION
WINSTON-SALEM
GREENSBORO
HIGH POINT

Represented by Peters, Griffin, Woodward

Co., New York, the Vick order through Morse International Inc., New York, and the Procter & Gamble order (for Crest toothpaste) through Benton & Bowles, New York. The parade will be telecast Nov. 26 (10-11:30 a.m., EST).

I. Rokeach & Sons, New York, through Coordinated Public Relations, that city, will run a promotional campaign for the Rosh ha-Shanah holidays on five New York radio stations. Actress Molly Picon will deliver the company's messages on WQXR, WOR, WNBC, WABC, and WEVD during the holiday period.

Consolidated Cigar Corp., New York, through Compton Advertising, that city, has purchased participations in *Meet the Press* on alternate Sundays on NBC-TV (6-6:30 p.m. NYT). The sponsorship will run from Aug. 23 through Dec. 27.

Campbell Soup Co., Camden, N. J., has launched a radio spot campaign in selected major markets on behalf of its V-8 "Wow!" commercials and as supplement to its series of commercials for V-8 cocktail vegetable juice on the ABC, CBS and NBC radio networks. Needham, Louis & Brorby, Chicago, is Campbell's agency on V-8.

Honeywell Inc., Minneapolis, through BBDO Minneapolis, will again sponsor *Science All Stars* on ABC-TV on Sunday (5-5:30 p.m. EST) Jan. 10, 1965. The series features the achievements of teen-agers in many fields of science.

Procter & Gamble, Cincinnati, through Benton & Bowles, New York, will sponsor a new color production of the musical *Cinderella*. It will be presented next spring on CBS-TV. Ginger Rogers, Walter Pidgeon and Jo Van Fleet have been signed for the leads and Lesley Warren, 17, will have the title role in this new version. *Cinderella* was originally on CBS-TV in March, 1957.

Post Division of General Foods Corp., White Plains, N. Y., through Young & Rubicam, New York, is introducing Brim, a new food drink mix, using TV in a multimedia campaign. Brim will be introduced on a limited basis next month in selected markets in the Midwest and Southwest.

Agency appointments . . .

■ *New York Herald Tribune* account, estimated at approximately \$850,000, moves Oct. 1 from Papert, Koenig, Lois, New York, to Young & Rubicam, that city. Circulation and trade advertising for the newspaper, which used spot radio and TV through PKL, will be handled by Y&R.

■ Vescony, Inc., Boston, North American distributors of Vespa motor scooters, has appointed Carl Ally, Inc.,

New York, to handle its advertising, effective Sept. 1.

■ The Stenotype Institute, New York, appointed Metlis and Lebow, that city, to handle its advertising. Radio, TV and newspapers will be used.

■ Hoeld Wine Co., Vienna, Austria, appoints John W. Shaw Advertising, Chicago. Shaw has a \$100,000 preliminary budget for a test market plan to begin next year to introduce four Hoeld wines in the U. S.

Bell System to sponsor CBS-TV youth concerts

The Bell System will sponsor the *New York Philharmonic Young People's Concerts*, with Leonard Bernstein conducting and narrating, on CBS-TV during the 1964-65 season. The contract represents more than \$800,000 in billing. Broadcast dates are Nov. 6, 7:30-8:30 p.m.; Nov. 30, 7:30-8:30 p.m.; Jan. 28, 8-9 p.m. and Feb. 19 7:30-8:30 p.m.

The series of four taped concerts each season, a network feature for seven years, will originate in Philharmonic Hall at the Lincoln Center for the Performing Arts, New York.

Agency for the Bell System is N. W. Ayer & Son, New York.

Also in advertising . . .

Adam Young joins ■ Adam Young Inc., station representative company with its headquarters in New York, will join the Television Bureau of Advertising on Sept. 1. The firm is the 14th station rep member of the bureau.

Booklet available ■ AM Radio Sales Co., New York, has published a new fact booklet on radio on subjects ranging from factors which influence a station's coverage, to FCC allocation of frequencies. The booklet is intended for the layman and is illustrated to make the more technical aspects of broadcasting easily understood.

Office move ■ Michael W. Gradle Inc., advertising agency, moves Aug. 31 to 15840 Ventura Boulevard, Encino, Calif. Telephone is unchanged: 789-5441.

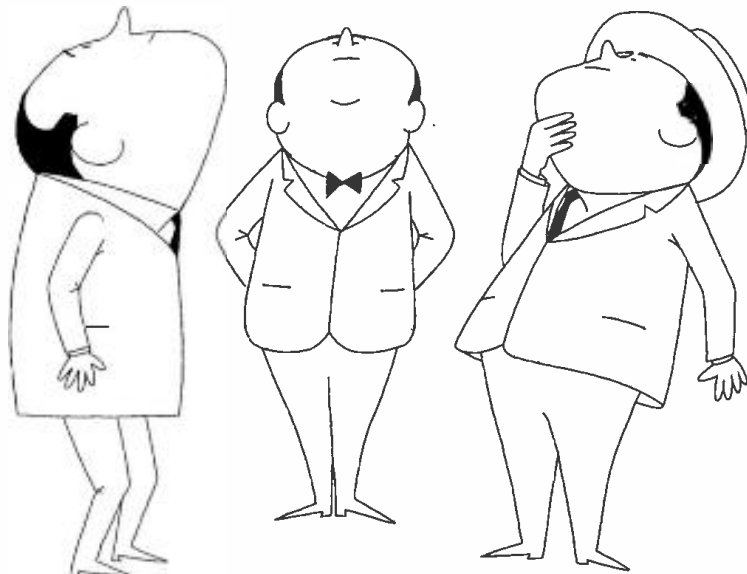
Petry's school data ■ The Edward Petry Co., station representative, has distributed to its radio and television salesmen a new folder outlining the school dates for 1964-65 in the markets where it represents stations. The book, keyed to juvenile market advertisers, is expected to be valuable as general appeal to advertisers as well.

WE CLIMBED 1,549 FEET TO IMPROVE OUR IMAGE

The new tower we built to share reaches up 1,549 feet so that your sales message over our channels will reach larger audiences with the best picture possible.

A Texas-sized expense and effort, the tower stands for increased excellence of service to our locale and our advertisers . . . as more than Two Million buying Texans will clearly see.

KPRC-TV • KHOU-TV / HOUSTON, TEXAS



Biggest coverage in history

Radio-television move in on Atlantic City;
Democratic coverage will have more people,
cameras, microphones, cable than Republicans had

Though the outcome of the main event beginning tonight (Monday) in Atlantic City seems assured, the television and radio networks have amassed more newsmen and equipment for the proceedings than have ever covered a national political convention before—even more than attended the Republican convention in San Francisco last month.

It's estimated that network expenditures will have reached close to \$25 million for political coverage before the presidential election is over, and one of the biggest items on that tab will be the cost of covering the goings-on in Atlantic City this week.

Combined personnel of the TV and radio networks for the four-day Demo-

cratic session number approximately 2,050. Estimates of the total news force in Atlantic City, including supporting technical and clerical personnel, run as high as 6,000.

Personnel staffing the broadcast sites of ABC, CBS, NBC and Mutual at the Republican National Convention in July were estimated at 1,750 (BROADCASTING, July 13).

The Radio-TV Gallery of the House of Representatives, which handles such things, reported last week that it had given Democratic convention credentials to 1,078 representatives of 342 stations and station groups. Comparable figures for the GOP convention—all exclusive of network personnel—were 985 representatives for 290 stations and groups

(BROADCASTING, July 13). In 1960 just 662 received broadcast credentials.

Broadcast newsmen covering for foreign countries was placed at 80 by Robert Menaugh, superintendent of the House gallery. He said credentials had been issued representatives of Australia, Austria, Belgium, Canada, Denmark, Finland, France, Hungary, Italy, Japan, Sweden, the USSR and West Germany.

Pickups and Personnel ■ The increased complement of newsmen and equipment for the Democratic convention this week was reportedly necessary, since the Democrats do not have a headquarters hotel as did the Republicans in San Francisco, and pickups will range over a wider area.

ABC-TV is on the scene with 50



'Good night, Roger; good night, Bob ... and Chet and David and Ed and Howard.'

If for no other reason, 1964 will go down in broadcasting annals as the year of the TV anchor teams.

Above: Roger Mudd (l) and Bob Trout were teamed up last month by CBS-TV to replace Walter Cronkite. Upper right: Chet Huntley (l) and David Brinkley are the deans of the two-somes, having started on NBC-TV in 1956: Right: Howard K. Smith (l) and Edward P. Morgan were united in newsy bliss by ABC-TV earlier this year. CBS followed trend after NBC hogged the ratings in San Francisco.



cameras spread throughout the city—situated through Convention Hall, hotels, airports and other news points. Staffing the ABC equipment is a force of 500; 200 engineers in addition to reporters, writers, commentators and administrative personnel. An addition to the ABC reporting staff will be George Gobel (BROADCASTING, Aug. 17).

In addition to cameras in its central booth, the network literally has camera positions on the ceiling, in the hallways and corridors and mobile "creepie-peepies" on the floor.

The ABC control center in Convention Hall is equipped with anchor control facilities, preset control, telecine, video tape recorders as well as administrative offices, screening room, switchboard, radio studio and other service rooms.

Aside from regular facilities feeding reports to ABC News during the convention span, a special "ABC news-wire service" will feed reports from correspondents covering the various delegations to ABC Teletype machines in radio and television anchor points to ABC's other news centers in Atlantic City.

NBC, which had 53 cameras at the Republican convention with some 650 technicians and cameramen, will cover the Democrats with 77 cameras and a staff of more than 700. NBC cameras are equipped with more than 100,000 feet of cable.

Opens Tonight ■ Again the TV networks are planning comprehensive scheduling with all of them opening tonight at 7:30 EDT from Convention Hall and keeping cameras on activity throughout the evening. On the following three nights ABC-TV and NBC-TV will be covering from 7 p.m. and CBS-TV will go with the convention from 7:30 p.m.

ABC Radio will carry 10-minute reports on the half hour, beginning at 4:30 p.m. and running through the convention activity each night. CBS Radio will open tonight at 8:15 and 8 on succeeding evenings, offering full coverage each night. NBC Radio's schedule also offers coverage to completion each evening beginning at 7 tonight, 8 on Tuesday and Wednesday and 7:30 on Thursday.

New Anchor Team ■ CBS-TV's coverage of the convention will feature the first appearance of its two-man anchor team—Roger Mudd and Bob Trout. CBS will also introduce a technical novelty, the "creepy beachy," a self-contained television studio that will patrol the Atlantic City Boardwalk in search of stories.

Vital statistics of the CBS coverage are: 550 staff personnel, 50 cameras, 60 miles of cable and some 85 tons of equipment.

CBS-TV's new anchor team of Trout

High cost of coverage

A network executive on the scene at Atlantic City last week labeled premium costs as the biggest single problem vexing TV companies in setting up for the Democratic Convention that starts today (Monday).

Noting comparable costs to San Francisco: this network paid \$80 per day for two newsrooms set up in San Francisco hotels. For one room at a hotel in Atlantic City, but which provides less space than accommodations in San Francisco, the tab is \$7,000 for two weeks (or \$500 per day).

For partitioned space in Convention Hall in Atlantic City which will allow the network "20-30% less" in output than the cubbyholes used in the Cow Palace in San Francisco, the network is paying an estimated \$180,000 more than it did on the West Coast. Living accommodations in the area now at its peak summer season: rooms vary in price but for comparable facilities, a \$25 San Francisco hotel room goes at \$35-40 per day in Atlantic City.

and Mudd replaces Walter Cronkite, who had served as CBS-TV anchor man at political conventions since 1952. Dallas Townsend will anchor radio coverage, replacing Mr. Trout (BROADCASTING, Aug. 3).

The self-contained television studio will be run by a cameraman and news correspondent Hughes Rudd. It consists of a three-wheeled electric boardwalk cart, walkie-talkie set, and a portable, wireless, live television camera. The camera, which transmits live pictures to the news control area without wires, is the 6½-pound Minicam Mark 2, developed for the Republican convention. It will also be used for floor coverage.

Mr. Rudd will cover the Boardwalk, providing color stories and interviewing delegates and observers.

A group of more than 100 personnel will provide Mutual's coverage. Mutual reporters, commentators and analysts, including Drew Pearson, will report developments from a glass-enclosed headquarters above the main floor in Convention Hall. Among technical devices being used at the convention is MBS's Electro-Voice 643, a shotgun microphone that picks up sounds or voice from a great distance usually inaccessible to an ordinary microphone.

Heavy Statistics ■ The New Jersey

Bell Telephone Co. as of last week had piled up an impressive array of statistics in wiring up Atlantic City for the convention proceedings and coverage this week. Among them:

- 81 video channels added to the two existing channels.
- 190 extra radio links.
- 29 program channels.
- 175,000 miles of wire (including cable).
- 360 extra Teletypewriters installed.
- 3,000 new telephones and 500 "call director" telephones installed.
- 250 extra public telephone booths.
- 1,100 trunk lines.
- Between 350 and 400 phone company personnel involved during the convention period.

Phone company officials said that in preparations a major enlargement of the company's central office facilities in Atlantic City was completed. In addition to this face-lifting, New Jersey Bell said it anticipated 30,000 long-distance calls per day, a 20% increase over normal summer traffic in the resort city. The company said 80 remote pickup points had been spotted around Convention Hall, that 106,000 miles of TV channels would feed 750 TV stations in the United States, Canada and Mexico.

The phone company also noted that Telstar and Relay communications satellites would be used to feed live portions of radio-television coverage to West Europe.

Radio Free Europe will broadcast coverage of the convention to Communist nations in Eastern Europe.

Congressional races added to NES report

The Network Election Service has been expanded to include reporting of the votes in the 435 congressional elections.

NES is a pool formed by the news operations of ABC, CBS, NBC, The Associated Press and United Press International to produce faster, more accurate and uniform election returns.

When first organized, the NES was expected to cover only presidential, gubernatorial, and senatorial races in the 50 states and the District of Columbia (BROADCASTING, June 15). The addition of the congressional races brings to 547 the total number of elections to be reported, including reports on the top races in each state.

More than 150,000 persons will work for NES on election night. They will include 135,000 field reporters, and 15,000 editors, tabulators and supervisors. NES reporters will cover a majority of the nation's 177,000 election precincts.

Sports Network for Monday night ball?

IT'S READY FOR BASEBALL PACKAGE IF ABC, CBS, NBC DECLINE

Whom do you talk to when you want to telecast an event nationally and the networks aren't listening? That could very well be the predicament of the major league baseball committee that will shortly offer 26 Monday night baseball games to the networks and national advertisers (BROADCASTING, Aug. 17).

CBS-TV, with its acquisition of the New York Yankees, declared "no present interest" in carrying the package. ABC-TV and NBC-TV have yet to make any public disclosure of interest in scrapping two hours or so of conventional shows each week to clear for the baseball games.

The man generally regarded as most likely to get the job if the networks demur is Richard E. Bailey, Sr. He's president of Sports Network Inc., the relatively unpublicized but ubiquitous originator of sports programming to national, regional and local TV and radio lineups. In 1963 alone Sports Network produced more than 1,000 events for special networks and advertisers of diverse descriptions.

The story of the growth of Sports Network (SNI) from its inception in 1956, when it grossed \$1 million, to 1964, when its revenues will reach an estimated \$9 million, might be called "how to gain a comfortable position by scrambling." And Sports Network has been willing to scramble. It has bought rights to events before sponsorship was assured and proven itself successful at the gamble.

For the last two years SNI has purchased the 26-game NCAA basketball playoffs, last year putting up \$150,000 for the games. Since national sponsor interest can be found only for the final games, SNI is forced to cast about for regional sponsors who would be interested in carrying the games to local areas represented by the competing teams.

Lining up these regional sponsors well in advance is a practical impossibility since the competing teams aren't chosen until their regular seasons are over. SNI's previous success with last-minute sales—last year it found regional sponsors for every team in the tournament and found local stations to take its originations—is such that it will try to pull off the same trick this year. And this year the rights have gone up to an estimated \$200,000.

Everywhere at Once ■ Part of the reason for SNI's success is its seeming ability to be everywhere at once. Three weekends ago while SNI cameras were picking up the Western Open golf tour-

nament live in Niles, Ill., for national telecast, other mobile units belonging to the company were covering three exhibition football games (Washington Redskins-Detroit Lions from Charlotte, N. C., New York Jets-Buffalo Bills from Tampa, Fla., and New York Giants-Minnesota Vikings from Minneapolis), five baseball games and horse racing from Saratoga, N. Y.

Sports Network originates, for broadcasts in their home towns, all "away game" telecasts of the major league baseball teams except the San Francisco Giants and Los Angeles Dodgers, which are under contract to Subscription Television Inc. SNI carries a U. S. pro bowling presentation weekly to 22 TV stations, Big Ten basketball to a regular 40-station lineup, horse racing from tracks in Florida, New York and New Jersey.

This year SNI has already presented

Monday baseball plan to be ready this week

Specifications of the Monday night baseball package for television are expected to be ready for distribution to interested agencies and advertisers starting this week, John E. Fetzer, chief architect of the plan, said last Thursday (Aug. 20).

The Monday Night Baseball Spectacular network proposal would run for 26 weeks starting next April and include all 20 clubs in both major leagues (BROADCASTING, Aug. 17). Mr. Fetzer is president-owner of the Detroit Tigers and a veteran broadcaster.

Mr. Fetzer said that between now and Sept. 1 his special TV package committee will "really be talking to people in the trade" and expects to have contacted "some 50 prospective advertisers." He said they probably will be asked to return their bids on the package by Sept. 15.

Among the advertisers being contacted are those who have previously expressed interest in the packages. The list also will include advertisers who have been associated with sports sponsorships.

Mr. Fetzer said he has had many talks with the networks but it is too early to speculate on their feelings about the plan.

six golf tournaments to lineups of 125 stations or more. A list of other incidental coverage of the sports package through 1964 includes the world's jai alai championships, Dania, Fla.; NCAA ski championships taped in Franconia, N. H. for playback, the East-West (collegiate) All-Star game, Lexington, Ky.; NCAA swimming championships, New Haven, Conn., and the Florida Derby from Gulfstream Park in Miami. Still more business comes from the National Hockey League packaging away games of hockey teams.

Three Ports ■ To do its far-flung job the network keeps its \$3 million worth of equipment in almost constant deployment. Base camps for its 10 mobile units—two color equipped and eight for black-and-white origination—are New York, St. Louis and Los Angeles, though these points are only servicing areas. Generally the color units are kept on the East Coast since a good portion of the network's horse-racing schedule from eastern tracks is done in color.

SNI also operates a video taping center in New York (National Video Tape Productions at 20 East 46th Street) maintained principally for the taping and storage of the packager's nationally televised sports events. It also serves as a control center for inserting commercials in the network's presentations and as a production center for "featurette" programming, also for insertion in SNI telecasts. It also has been used for some commercial production.

SNI technical personnel swell to around 300 during the heavy summer months of sports programming, but for the best part of the year the technical staff numbers close to 100. There are about 10 people in administrative capacities in the company's New York headquarters.

Sports Network is best described as a "packager." Its general practice is to acquire rights to all the events it produces, then sell them to sponsors and produce them. There are exceptions to this rule, notably major league baseball teams whose rights are already held by sponsors (for example, the broadcast rights to Yankee games are held by P. Ballantine & Sons). In such cases SNI will offer its services as a producer.

In Position ■ Mr. Bailey does not give the appearance of a man who shies from competition, but in describing SNI's philosophy he says, "we try to program around the networks, not against their sports." He's reluctant to talk about the possibility that SNI might

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part of the tale. Audience loyalty
and community service tell the rest.

Why not call your Katz man for the
facts?

WTAE CHANNEL 4

take
TAE
and
see



carry the projected Monday night baseball package—understandable since a deal is yet to be negotiated—but he acknowledges that if the three TV networks decline the work, his organization is “probably the only one equipped and in a position to do it.”

This view is also held by more than one TV network sports head. Whoever handles the job must have equipment in at least three ballparks each Monday night according to the proposed plan. As projected there will be eastern and western games each week for a two-way network split and a backup game in the East in case of rain. Reportedly, terms agreed to by the 20 major league clubs call for national presentation of the *Baseball Spectacular*, or no presentation at all.

In an interview with BROADCASTING last week, Mr. Bailey said he had been approached by the major leagues on the subject of the Monday night package, and that he had acted in the capacity of a “consultant and adviser.”

Whether Sports Network will handle the baseball spectacular or not, the company is generally recognized as second only to the TV networks as a producer of national telecasts.

Mr. Bailey said he has been approached by three concerns within the last month, all interested in buying SNI.

Local labor supports WLBT

Jackson union men rebut charges of state AFL-CIO that station is unfair

WLBT(TV) Jackson, Miss., has enlisted the support of local labor leaders in an effort to rebut charges that it follows an anti-union policy in its programming.

The charges were made by the Mississippi AFL-CIO and its president, Claude Ramsay, in a petition urging the FCC to deny the station's license renewal application. The petition alleged that the station has encouraged area residents to oppose organized labor and has declined to give union leaders time to present their views on issues affecting labor disputes (BROADCASTING, June 8).

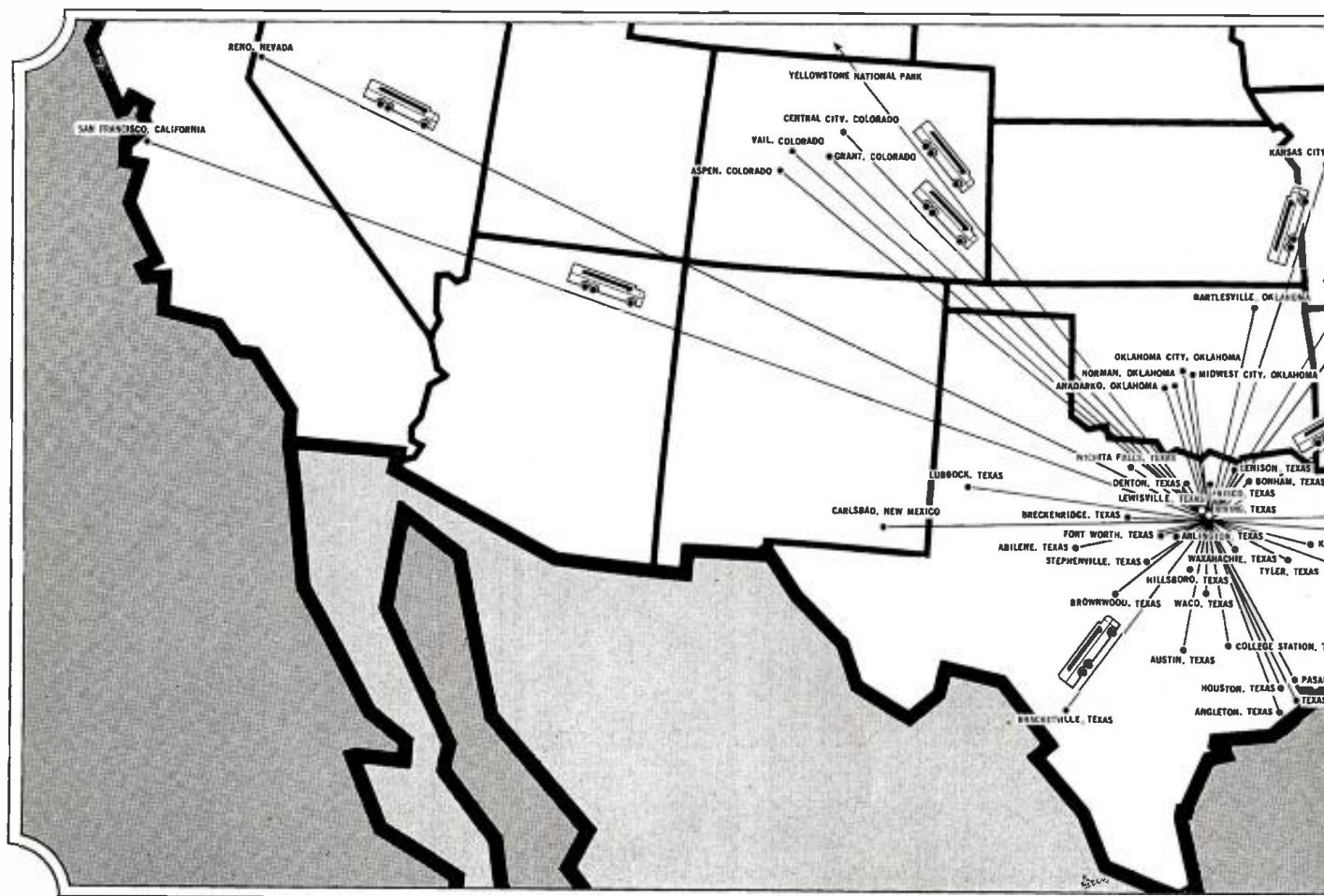
In its reply, filed last week, the station submitted statements by 10 local labor leaders in Mississippi, as well as two lawyers who had been active in labor-management affairs, who said that the station has been fair in dealing

with labor news and urged approval of the renewal application.

The officials involved included the president of the Jackson Building & Construction Trades Council, presidents, vice presidents and business managers of union locals, and the state officers of the AFL-CIO musicians local unions.

Different Views ■ Many of the officials expressly disassociated themselves and the units they represent from the state AFL-CIO petition. One of those was Ralph W. Brumett, president of the Jackson Building & Construction Trade Council. Mr. Brumett's statement contained a resolution by the council's executive board asserting that it “does not concur in the actions and statements” of Mr. Ramsay, and that statements attributed to Mr. Ramsay don't “necessarily express the views” of the officers and members of the locals associated with the council. Mr. Brumett said the council represents 3,500 members.

The state AFL-CIO petition was the second one filed with the commission seeking denial of WLBT's license renewal application. The first was submitted by the United Church of Christ which alleged anti-Negro bias in the station's programming. The church group filed a similar petition against the renewal ap-



plication of WJTV(TV) Jackson (BROADCASTING, April 20). Both stations have denied the allegations.

The state AFL-CIO, in addition to charging WLBT with anti-union prejudice, asserted that the policy of Fred L. Beard, station general manager and 20% owner, was to deny exposure to ideas contrary to the right-wing views the union said Mr. Beard entertains.

The petition said the station provided a forum for such organizations as the John Birch Society and the White Citizens Council, without providing time for the airing of "diverse views." It also held that the station urged its audience to oppose federal laws.

No Proof ■ The station, however, replied that the charges were simply general accusations, unsupported by specific examples. Station program director Maurice Thompson, in a statement accompanying the reply, said WLBT carries the news programs of both NBC and ABC and presents "far more programs expressing the 'liberal' viewpoint than . . . the conservative."

The state AFL-CIO petition had said the station placed its programing "under direct control of the John Birch Society" when it hired Dallas Wales as director of public service programing. Mr. Wales was described as area coordinator for the Birch society.

Mr. Thompson said that Mr. Wales's broadcast experience and ability were the only factors entering into the decision to hire him. Mr. Thompson also said that Mr. Wales is now an employee of WLBT [and its sister station, WJDX] "and he is not an employee of any other group or organization."

Mr. Thompson added that Mr. Wales took his policy guidance from him and that Mr. Wales "has conscientiously followed management policy in program selection."

Wounded correspondent moved to Jerusalem

Alvin Rosenfeld, NBC News correspondent who suffered a bullet wound in the head while covering the fighting in Cyprus, was flown from Nicosia to Hadassah hospital in Jerusalem, it was reported last week.

Doctors report that Mr. Rosenfeld is suffering from impairment in his left eye as a result of the wound. The bullet has not yet been removed.

Mr. Rosenfeld and Jay Miller, another NBC correspondent, were caught in a crossfire near Mansoura, Cyprus. Their car veered into a ditch after being struck by bullets. Mr. Miller suffered minor injuries.

FM association favors nonduplication rule

The National Association of FM Broadcasters last week urged the FCC to deny petitions for reconsideration in its FM duplication ruling.

The rule forbids FM stations from duplicating more than 50% of the programming of their AM sister station in cities of 100,000 population or more. The rule, which becomes effective Aug. 13, 1965, was adopted July 13 along with rules changing the AM allocations policy (BROADCASTING, Aug. 10).

Reconsideration was sought by the National Association of Broadcasters, CBS, Storer Broadcasting, Capitol Cities Broadcasting Corp., Kaiser Industries Corp. and Interstate Broadcasting Co.

The NAFMB said their petitions "re-hash" arguments previously submitted to the commission. The association recalled telling the commission that duplication has stunted sales of FM sets and that separation would boost such sales.

Reports of trade publications, the association added, indicate that the adoption of the nonduplicating requirement has had "tremendous accelerating impact" on the FM plans of advertisers, program producers and set manufacturers.



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There'd be times when you would wonder if you were operating a travel bureau or a highly mobile production team. That's the way it struck us as our 40-foot, quarter-million-dollar VideoTape Cruiser covered 40,000 miles, handling assignments for three networks, a multitude of sponsors . . . and doing jobs for our news and special events department. Our TV-Station-On-Wheels has been on the go for everything from football to the footlights of a Lake Tahoe night club. If you have a demanding production problem that requires six Marconi cameras, two VideoTape recorders, complete power plant and every conceivable technical necessity, take our bus . . . and leave the taping to us. For details, call Petry or our 'Travel Agent,' Jim Pratt.

WFAA-TV

The Quality Station serving the Dallas-Fort Worth Market

ABC, Channel 8, Communications Center / Broadcast Services of The Dallas Morning News/Represented by Edward Petry & Co., Inc.

More news planned for Washington TV

Two Washington TV stations are out to turn one of the world's top news-making cities into a top news-taker as well. In a hit-'em-high, hit-'em-low approach, WTOP-TV will initiate a one-hour morning news program, while WRC-TV plans to expand its evening news to a full 75 minutes.

WTOP-TV (a CBS affiliate) will run *Morning Report* from 7 to 8 a.m., Monday through Friday. The show will be divided into four "editions," each 15 minutes long. In general, the first and third are to emphasize world news, the second and fourth, local news and weather. Nationally syndicated columnists, including Robert Novak, Roscoe Drummond, Robert J. Donovan, Marquis Childs, Stewart Alsop and Drew Pearson, will be featured on the fourth edition. The station also plans to add a vidicon camera to the studio roof for firsthand looks at the weather.

NBC's Washington O&O, WRC-TV, intends to add 15 minutes to its present one-hour schedule (6:30-7:30 p.m.). Headline area news, weather and sports will run from 6:15-6:30 p.m., followed by the NBC *Huntley-Brinkley Report* from 6:30-7. At 7, the station will present a 20-minute report on events and issues of the Washington area, using a part of this time for *Letters to Channel 4* from viewers. This report will be followed by a five minute "in-depth," *Special Report* on a local story. Feature reports on major sports stories, from 7:25 to 7:30, will conclude the program.

McLendon all news at Chicago station

McLendon Corp.'s WYNR Chicago will change call letters Sept. 3 to WNUS (pronounced "w" followed by "news") and will become an all-news radio station, Gordon B. McLendon, president, announced last week.

WNUS will broadcast one quarter-hour newscast followed by another, ad infinitum, 24 hours a day, Mr. McLendon said, with a rigid limit of 16 commercials an hour. Format is similar to that of XTRA Tijuana, Mexico, the all-news outlet serving Los Angeles-San Diego and for which McLendon is U. S. sales representative.

WYNR, formerly WGES, was acquired by McLendon Corp. in August 1962 and its format modified to all-Negro, dropping its foreign language shows. The switch prompted an informal FCC

hearing to determine whether McLendon had been candid in telling the commission about its program plans for the station. There has been no commission finding yet in this case.

"In three separate community surveys of Chicago this year," Mr. McLendon said, "scores of prominent civic leaders indicated a desire for more news broadcasts. When asked whether they felt that an all-news radio station would serve the community well, they were overwhelmingly enthusiastic."

WNUS facilities will include 10 different news wire services, Mr. McLendon said, plus a news staff of 20 headed by Larry Webb, formerly of K TSA San Antonio. Mr. Webb will be managing editor.

WNUS will have three mobile news vans touring Chicago equipped with two-way radios and "Telesign" visual news bulletin displays on their rooftops.

Meanwhile, in Detroit the continuing newspaper strike there may be producing another all-news type radio operation. ABC-owned WXYZ-FM, since July 23 has been broadcasting news and news features continuously daily from 7 a.m. to 7 p.m. Last Thursday WXYZ-FM began asking listeners if they would like the station to continue the "newspaper of the air" format even if the newspaper strike ended.

STV's baseball finds favor on West Coast

Baseball, surfing and satirical comedy turned out to be more popular than Russian drama with San Francisco subscribers to Subscription Television's three-channel cable pay-TV program service, which made its debut there on Aug. 14 (BROADCASTING, Aug. 17). A survey made opening evening by the *San Francisco Examiner* of 28 subscribers found no one watching "The Lower Depths." Those who were using the new service were tuned either to STV channel B to watch the baseball game between the San Francisco Giants and the Milwaukee Braves or channel A, which presented a color surfing film, "Gun Ho," followed by "The Second City Revue."

The *Examiner* reported that 18 of the 28 families it checked were not watching any of STV's three programs. Three subscribers said they had not yet been equipped to receive the service, two admitted forgetting about the debut, seven were out, one was reading a book and five watched the free introductory show in which STV President Sylvester L. (Pat) Weaver gave the audience a preview of programs to come, then switched to commercial television's free programming.

The morning after the San Francisco

debut STV received some 250 calls from people who said they had watched at friends' homes and wanted to order the service for themselves.

Most surprising—at least to those who had seen STV's color coverage of the Los Angeles Dodgers—was the black-and-white reproduction of the Giants and Braves.

Low Light Level ■ The explanation given by Mark Armistead TV, which provides equipment and personnel for STV baseball pickups, is that the light intensity in Candlestick Park, where the Giants' home games are played, is too low to permit a usable color picture at night. "The light there is only about half as intense as at Dodgers Stadium in Los Angeles and we're stretching ourselves to get good color pickups there," an Armistead spokesman said.

The problem will be solved with the introduction of new RCA color cameras which are expected to be available in time for the next season.

In Los Angeles the computer records kept by STV for billing purposes (and providing an accurate rating system as all viewing is recorded) show Chekhov's drama "Uncle Vanya," recorded onstage in London, and the motion picture "The Great Escape" tied for top audience honors. The home games of the Los Angeles Dodgers and the movie "Dr. No" are close runners-up.

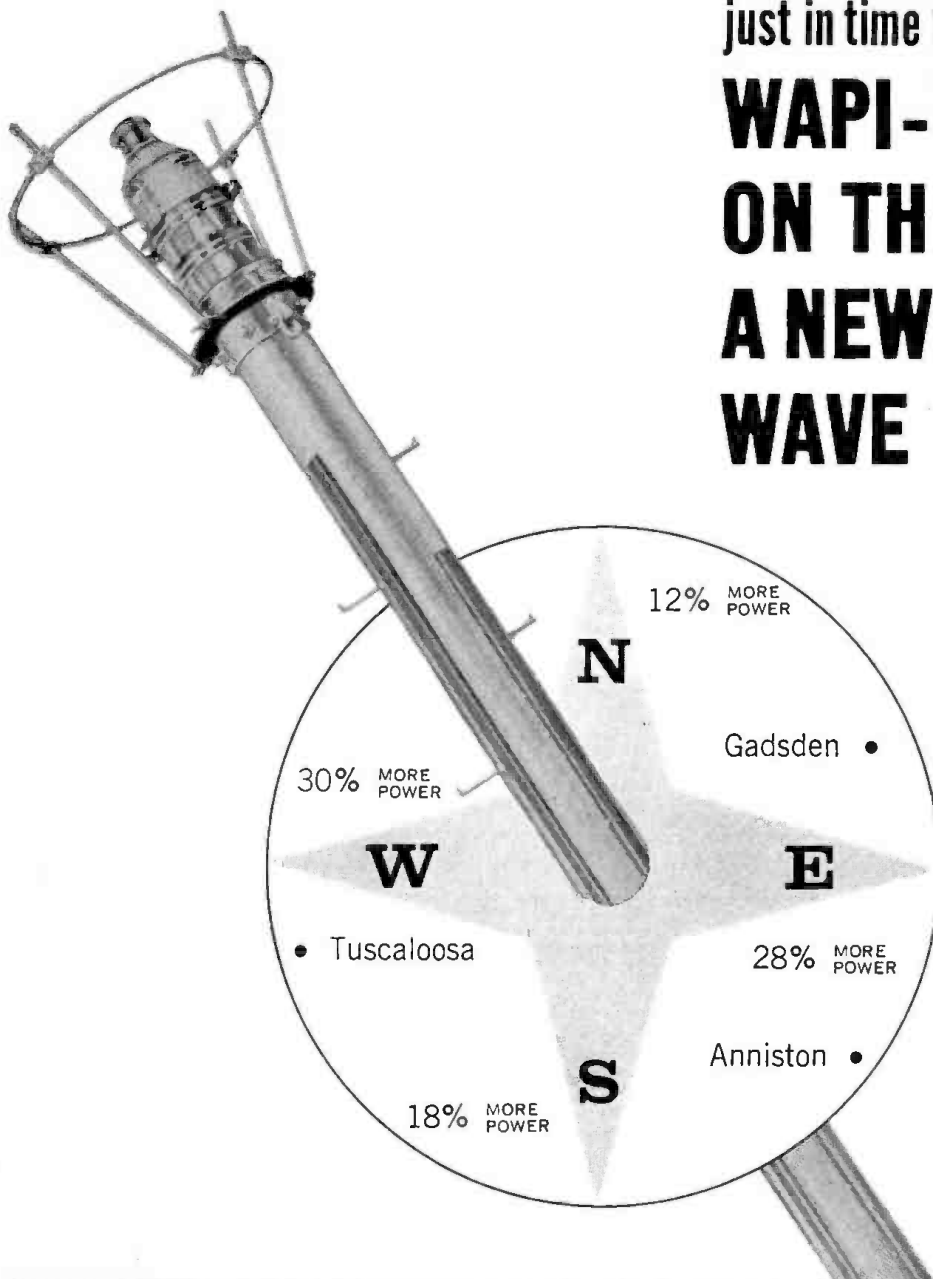
Fresh Support ■ The Los Angeles Chamber of Commerce has gone on record as opposing Proposition 15 on the California ballot, the initiative measure that would outlaw pay TV in California. The California State Central Committee of the Democratic Party ducked the issue, tabling a resolution opposing the proposition. So did the California State Theatrical Federation.

Syncom III poised to cover Olympics

Successful launch of Syncom III—a stationary communications satellite 22,300 miles above the equator—insures live television coverage of the Olympic games this fall in Tokyo (BROADCASTING, Aug. 17).

But U. S. viewers will be treated only to opening ceremonies, it was announced last week by NBC, which holds the American rights to the games. Because of time differences (most Americans will be asleep while the sports events are taking place, it was pointed out), NBC plans to jet film and tapes across the Pacific for showing later the same day. The film and tape shots, it is claimed, will be much better in quality than the satellite relayed live signals, according to Carl Lindemann Jr., sports vice president for the network.

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 ON THE AIR WITH
 A NEW TRAVELING
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Especially designed WAPI-TV's new Traveling Wave Antenna assures excellent circularity of signal pattern increasing picture power in every direction. This means much *greater signal strength* in the major metro areas of Anniston, Gadsden, and Tuscaloosa with a total of 71,800 TV homes.

SUPERIOR METRO COVERAGE

A special feature of the Traveling Wave Antenna is null free vertical radiation patterns for *superior close-in reception*.



WAPI-TV BIRMINGHAM

Represented nationally by Harrington, Righter, and Parsons, Inc.



No relief from equal time in this campaign

In voting to shield Johnson from TV debates

Senate leaves broadcasters open for trouble

Temporary suspension of Section 315's equal-time requirements for the 1964 presidential and vice presidential campaigns died at the hands of the U. S. Senate last week.

But even as Republicans began to publicly mourn its demise, Robert W. Sarnoff, NBC board chairman, offered President Johnson and Senator Barry Goldwater a series of *Meet the Press* programs as a free forum for either joint or separate air appearances that would not involve equal-time requirements. The broadcasts also would be available to other networks.

The offer quickly raised questions of what kinds of programs would be exempt under Section 315 this fall, and

both the FCC and a Senate subcommittee indicated they were gearing up to handle more political broadcast complaints than they had ever received before.

Senator Goldwater said Thursday (Aug. 20) that he was ready to accept NBC's proposal on the condition that he and the President appear together and that he be allowed to choose half the panel of newsmen himself. But he said he would not reply to NBC until he learned the President's response.

That was not available at week's end. The senator added that he preferred to face the President alone and didn't care for the news panel format, although he would participate "if it's the

only way." It would be similar to 1960's Nixon-Kennedy confrontations, Senator Goldwater said, and would be unlikely to be "too productive."

Just the day before he had offered to pay all the cost of putting himself and the President on the air together. He estimated the price at \$500,000 to sponsor himself and his opponent on all three networks, and he jokingly told newsmen that the President, "with all his connections [a reference to the Johnson family's broadcast interests], ought to be able to get us a discount."

Talking Point ■ It was clear last week—as it has been since Republicans began taunting President Johnson on the debate issue early this year—that this would be a campaign issue. The senator discussed it during an Illinois speech and won warm applause.

Other GOP leaders hammered away toward the end of the week. Dean Burch, director of the Republican National Committee, said, "I can see President Johnson's desires on this point, having seen him on TV."

The President did not reply to NBC's offer directly, but George Reedy, his news secretary, said Mr. Johnson wouldn't make a decision until after the Democratic National Convention, running from today (Monday) through

What's exempt from equal time—maybe

The prospect of broadcast debates between President Lyndon Johnson and his Republican challenger, Senator Barry Goldwater, wasn't the only casualty last week when the Senate rejected the proposal to suspend the equal-time law for the 1964 presidential and vice presidential campaigns (see story above).

For although the principal object of the bill was to make possible face-to-face appearances by the major candidates, other programs would have been covered by it.

Following the suspension of the law for the 1960 campaign, for instance, networks were able to set up special interviews with the major presidential and vice presidential candidates. FCC staffers last week expressed doubt that stations could carry similar programs this year without being obligated to provide equal opportunities to minor party candidates.

Only Exceptions ■ The only deviation from the equal-time doctrine allowed broadcasters is contained in the amendments to the Communications Act adopted in 1959. These exempt bona fide newscasts, news

interviews, news documentaries (if the appearance of the candidate is incidental to the presentation of the subjects covered) and on-the-spot coverage of bona fide news events.

But how do these exceptions apply to actual situations? Commission staffers who would be required to review such matters are reluctant to attempt any hard-and-fast answers—it depends on the facts of each situation, they say.

However, some recent rulings provide clues to the criteria used by the commission. Bona fide newscasts have been deemed to be those which are regularly scheduled, and bona fide news interviews to be those which are regularly scheduled programs not under the control of the featured candidate, such as *Meet the Press* and *Face the Nation*.

Documentaries such as CBS's *The 50 Faces of '62*, a comprehensive survey of the off-year election campaigns across the country, in which candidates appeared, are exempt.

The commission has also ruled exempt a program in which a candidate was seen in a television station's coverage of a parade. The commis-

sion said the parade was a bona fide news event to which the candidate's appearance was incidental.

Never Sure ■ But a licensee's judgment is always subject to reversal by the FCC. The commission two years ago held that a special program in which a candidate was interviewed was not exempt, even though the broadcaster held that the candidate was a newsworthy individual. The commission held that the basic element of a bona fide news interview is that it be a regularly scheduled program.

In the California gubernatorial campaign of 1962 broadcasters were ordered to give time to a minor candidate after they broadcast a debate between Governor Edward (Pat) Brown, a Democrat, and Richard Nixon, his Republican opponent, before a convention of newspaper editors. The commission held that the appearance of the major party candidates in a debate constituted a use of the facilities not exempted by the 1959 amendments.

And what of a broadcast of a presidential news conference? This is under the control of the newsmen

Thursday (Aug. 24-27) in Atlantic City.

Meanwhile, Republicans accused the President of ordering the suspension measure killed and said the Democrats were too "chicken" to let President Johnson face his GOP opponent on radio and television.

The President's personal view of the legislation had never been made public, but plans for Tuesday evening's (Aug. 18) Senate action were announced shortly after Democratic congressional leaders had breakfast at the White House that day.

Senate Battle ■ Following the White House breakfast, the Senate Democratic Policy Committee met briefly and agreed on strategy: Senator Mike Mansfield (D-Mont.), Senate majority leader, would move to table a House-Senate conference report that urged Congress temporarily suspend Section 315 for the presidential and vice presidential campaigns this fall.

And so early Tuesday evening the Senator offered his motion. A slim Democratic majority, thinned by defection of 12 liberals and Southern conservatives, withstood brief but bitter Republican debate and smothered the conference report 44-41. It had been written in May by members of the House and Senate Commerce Committees who



Senator Mansfield
He made the motion

ironed out minor differences in versions of HJ Res 247 that both houses already had passed (BROADCASTING, May 11), the House in June 1963 and the Senate last October.

Goldwater an Accomplice ■ All last week Republican leaders attacked the President and his party for killing the measure, but a Republican congress-

man who moves in the highest ranks of his party's leadership told BROADCASTING that he thought Senator Goldwater had to shoulder some of the blame.

In all the GOP strategy meetings that this congressman sat in on with the senator, he said, Senator Goldwater never endorsed the idea. He only went on record favoring a debate with President Johnson when he was forced to in San Francisco when he won the Republican nomination, the congressman said (BROADCASTING, July 20).

Furthermore, he added, in the weeks before the vote when Democratic leaders were stating publicly that they had never heard the views of either the President or Senator Goldwater on the suspension, the senator failed to discuss it personally with them. Senators Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, and John O. Pastore (D-R. I.), head of its Communications Subcommittee, said after the Tuesday vote—as they had several times in the past few months—that Senator Goldwater had not talked to them about the measure.

Unimpressed By Free Time ■ "We were never able to convince Senator Goldwater of the value of the free network time the suspension would make possible," one Republican congressman said. The senator thought he didn't need it, he added. The Republican said the networks had indicated they were prepared to give at least four hours each to both candidates if the suspension were approved.

Senator Goldwater did not vote. An aide said the senator thought it improper on a matter in which he was involved.

Senator Mansfield introduced his tabling motion by stating that he was not "one of those who advocate that any President of the U. S. should engage in a debate with the nominee of the other party."

Senators Magnuson and Pastore said they opposed the policy committee's strategy and supported HJ Res 247. Both regretted, they said, that the resolution had become confused by some as requiring the candidates to debate.

Senator Norris Cotton (R-N. H.), ranking Republican on the commerce committee who led the floor fight favoring the resolution, said the public interest would be the loser if the measure were defeated.

Sarnoff's Proposal ■ The NBC offer was transmitted to the President and the senator in similar telegrams on Wednesday. Mr. Sarnoff proposed six one-hour broadcasts, four for the presidential candidates and two for the vice presidential nominees.

They would be broadcast on radio and television at *Meet the Press's* regular time, 6 p.m. EDT, and could be

to the extent they ask the questions. But the President sets the time and place of the conference and is free to make any statements he wishes.

If a portion of the conference is merely broadcast on a newscast, it is clearly exempt. But what of live coverage of the conference, or complete rebroadcast of it in a special program?

Commission staffers aren't sure, although one who has had long experience in working in equal-time matters "leans" to the feeling it would be exempt.

A Tough One ■ Another question that could arise involves the President's use of radio and television to report to the nation on a critical international matter, as President Johnson did earlier this month when U. S. aircraft attacked North Vietnamese PT boats and supporting facilities.

The last time the commission was handed that kind of hot potato, it dropped it. In the last week of the 1956 campaign President Eisenhower used nationwide radio and television to report on the crisis resulting from the British-French-Israeli invasion of Egypt.

His Democratic opponent, Adlai Stevenson, asked for equal time to express his views on the situation

and the networks asked the commission for a declaratory ruling. The commission's first response was that it couldn't rule—the issue was too complicated, the time too short. The networks thereupon granted Mr. Stevenson the time he asked.

But later, on the day before election, the commission ruled that Mr. Stevenson had not been entitled to equal time. It held that Congress did not intend the equal-time law to apply when the President uses broadcast facilities to report on an international crisis. But the commission was split three ways. Four members supported the conclusion; two insisted the issue was too complex for prompt ruling, and one maintained that the equal-time law makes no distinction between the President as President and as a candidate (BROADCASTING, Nov. 12, 1952).

Thus, the Senate's action last week poses headaches for the commission as well as the nation's broadcasters. Technically, the equal-time questions arising from the presidential race will be handled the same as those involving any other political contest. But commission staffers are well aware of the differences that exist—in the importance of the stakes and issues involved.

Major newspapers criticize Senate for keeping equal time

The *New York Times*, *New York Herald Tribune*, *Wall Street Journal* and *Washington Post* last week protested the Senate's vote to kill a resolution suspending equal-time requirements of the Communications Act for the presidential and vice presidential campaign (see page 70).

In editorials the day after the Senate action, newspapers said suspension and a possible broadcast confrontation between President Johnson and Senator Goldwater would have been in the public interest. The *Journal*, *Herald-Tribune* and *Post* endorsed outright repeal of equal-time requirements.

The *Times* said the broadcasts "could have been especially useful this year in view of the Republican candidate's apparent determination to avoid press conferences and his propensity for repudiating or reinterpreting his prepared remarks." The President's "reticence in this instance has put an unfortunate limit on the evidence available to the voters in judging which nominee is best qualified as spokesman for this nation before the world."

The *Journal* said there are "potent arguments for relaxing the equal-

time provision, or better for repealing it entirely." The Communications Act has other provisions sufficient to curb broadcaster "power" to decide who has a chance of winning an election, the *Journal* said. The paper added that insistence on equal time for candidates representing "various political fragments . . . is not only ridiculous but a public disservice." The public, it said, "needs to know more about those who have a chance to win the election than about those



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"I'd like to debate him—but Congress won't let me!"

who have no chance. It is, in short, inequality."

The *Post* said the Senate's move was a mistake and called for repeal of equal-time requirements in all political contests. It said that it was "most unfortunate that the emphasis upon 'debates' . . . has resulted in the denial of any legislative relief . . ." But, the newspaper pointed out, it was still possible to put the candidates on the air through such programs as *Meet the Press* and *Face the Nation*.

The *Tribune* said the networks in 1960 "proved themselves scrupulously, even self-consciously, fair in their campaign coverage [and] are thus barred from serving the public's right to know to the best of their ability."

Section 315 should be repealed entirely, the newspaper continued: ". . . What's good for the presidential race—and suspension would have been good—is good for congressional, state and local races, too. But the least Congress could have done this year would have been not to take the backward step it took in burying even this limited suspension."

joint appearances or separate with each appearing for a half-hour apiece and the order rotating week to week. Other networks would be welcome to carry the broadcasts, Mr. Sarnoff said, "if they judge they are legally able to broadcast them under the present provisions of the law."

Last year CBS President Dr. Frank Stanton offered the parties up to eight weeks of free network time if Section 315 were suspended. Last week he commented on the Senate's action: "This rejection of a previous overwhelming affirmative vote by both the House and the Senate represents a disturbing step backward in the progressive effort toward a better informed electorate."

Watchdog Back on Job ■ The Senate Special Subcommittee on Freedom of Communications, known also as the Watchdog Subcommittee, has resumed its scrutiny of newscasts and political broadcasts. It did this in the 1962 and 1960 political campaigns, and also kept an eye on complaints lodged against stations. It forwards the latter to the FCC.

It's doing all these things again and soon may issue guides on the FCC's

rules and doctrine affecting political broadcasting.

As of July 16 the panel began requesting transcripts of all network radio and television newscasts and other broadcasts that relate to political campaigns. Where transcripts are not available, tape recordings are being accepted, a subcommittee spokesman said. And last Wednesday (Aug. 19) the networks were informed that the group was back in operation.

It was thought the commission's clarifications of the fairness doctrine and the absence of a Section 315 suspension would tend to increase the complaints.

The subcommittee caused a stir among broadcasters when it wrote all licensees in 1960 requesting they be notified within 24 hours of a station's receiving a complaint on political broadcasting. The panel wants to keep abreast of developments again this year, but hasn't determined whether to make the same request. In any case, it intends to notify licensees that it wants to know about complaints.

Senator Ralph Yarborough (D-Tex.) is chairman and members are Senators Gale W. McGee (D-Wyo.) and Hugh Scott (R-Pa.).

Networks schedule Mrs. Goldwater

Mrs. Barry Goldwater has accepted CBS-TV's offer to appear in a program similar to the network's Aug. 12 telecast, *The First Lady at Home* (BROADCASTING, Aug. 17). She will also appear on another program a day later on the ABC-TV network.

CBS correspondent Robert Pierpoint will talk with Mrs. Goldwater in a taped interview from her home outside Phoenix. The program entitled *At Home with Mrs. Goldwater* will be shown Wednesday Sept. 9 at 7:30 p.m. EDT.

In ABC-TV's *A Conversation with Mrs. Goldwater*, she will be at home to a John Rolfson interview stressing family activity. The interview will be telecast Thursday, Sept. 10 at 10:30 p.m. EDT. NBC News Vice President Julian Goodman said, "we've had a long standing agreement with Senator and Mrs. Goldwater, with time and date to be announced."

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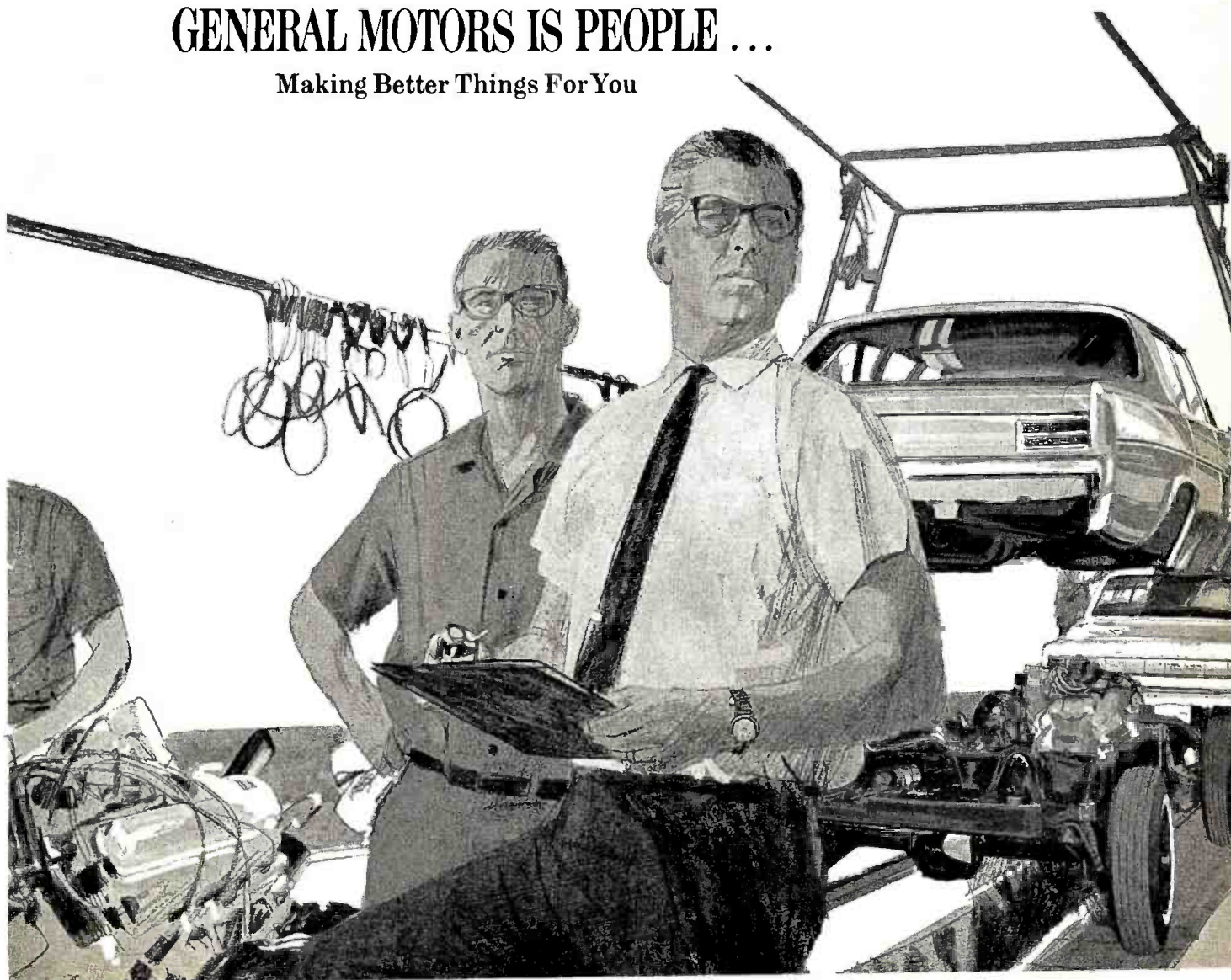
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Film sales . . .

Feature Package (SEC): WLWT(TV) Cincinnati, WLWC(TV) Columbus and WLWD(TV) Dayton, all Ohio.

Volumes 8 and 9 (Seven Arts): KGO-TV San Francisco.

A Christmas Carol, Mahalia Jackson Sings the Story of Christmas, En France (Seven Arts): KWSC-TV Pullman, Wash.

Leave It to Beaver (MCA-TV): WFLA-TV Tampa, Fla.; XETV(TV) Tijuana, Mexico-San Diego; WNYS(TV) Syracuse, N. Y., and WBZ-TV Boston.

Wells Fargo (MCA-TV): WESH-TV Daytona Beach-Orlando Fla., and KVII(TV) Amarillo, Tex.

Bachelor Father (MCA-TV): KUTV(TV) Salt Lake City; WALB-TV Albany, Ga.; KTVH(TV) Hutchinson-Wichita, Kan.; KNOE-TV Monroe-West Monroe, La., and WBZ-TV Boston.

Arrest and Trial (MCA TV): KUTV(TV) Salt Lake City.

Amos 'n' Andy (CBS Films): WDEF-TV Chattanooga.

Call Mr. 'D' (CBS Films): KHVH-TV Honolulu; WKTU(TV) Utica, N. Y., and KHSL-TV Chico, Calif.

December Bride and True (CBS Films): WNAC-TV Boston.

Deputy Dawg (CBS Films): WBBM-TV Chicago; KHTV(TV) Portland, Ore., and KATV(TV) Little Rock, Ark.

The Honeymooners (CBS Films): WRGB(TV) Schenectady, N. Y.

Marshall Dillon (CBS Films): WFRV(TV) Green Bay, Wis., and KIMA-TV Yakima, Wash.

Whirlybirds (CBS Films): KTVW(TV) Tacoma, Wash., and WTVM(TV) Columbus, Ga.

Sir Francis Drake (ITC): KTVI(TV) St. Louis; WSYR-TV Syracuse, N. Y. and WTPA(TV) Harrisburg-York-Lebanon.

Cannonball (ITC): WHBQ-TV Memphis and WTPA(TV) Harrisburg-York-Lebanon, Pa.

Susie (ITC): Sold to WLUK-TV Green Bay, Wis., and KTVK(TV) Phoenix.

Supercar (ITC): WLUK-TV Green Bay, Wis.

Ramar of the Jungle (ITC): WIBW-TV Topeka, Kan.

Brave Stallion (ITC): KTLA(TV) Los Angeles.

Stage 7 (ITC): KSOO-TV Sioux Falls, S.D.

A Christmas Carol (Seven Arts):

WNEP-TV Scranton-Wilkes-Barre, Pa., and KXLY-TV Spokane, Wash. Now in 9 markets.

Volume 9 (Seven Arts): WNEM-TV Bay City-Saginaw, Mich.

Volumes 4 and 5 (Seven Arts): KATV(TV) Little Rock, Ark., and KCEN-TV Temple-Waco, Texas.

Special Features (Seven Arts): WPIX(TV) New York; WNEM-TV Bay City-Saginaw, Mich., and KFDM-TV Beaumont, Tex.

Six buy Canadian football

The Fourth Network last week reported sales of *Professional Football from Canada*, 11 games of the Canadian Football League taped for delayed broadcast in the U. S., to six stations: KCOP(TV) Los Angeles, KFMB-TV San Diego, KXTV(TV) Sacramento, all California; WTEV(TV) New Bedford, Mass.; WNHC-TV New Haven, Conn., and KPTV(TV) Portland, Ore. Sales of the games to WGN-TV Chicago and WTCN-TV Minneapolis-St. Paul had been announced earlier (BROADCASTING, Aug. 10). Some stations are broadcasting the Canadian games on Sunday competing with U. S. pro football games or replacing games blacked out; others are scheduling them on Saturday night, John Vrba, Fourth Network president, reports.

Teledynamics adds 11 films

Teledynamics Corp., New York, last week reported it has added four Italian first-run feature films and seven American films to its *Dynamic Group* TV syndication series. The Italian properties are: "Poverty and Nobility," "Jealousy," "La Tratta Delle Bianche" and "Daughter of the Devil."

American feature films to which Teledynamics acquired exclusive rights are: "Hothead," "Right Hand of the Devil," "No Man's Land," "No Return Address," "Two Gals and a Guy," "The Miami Story" and "Perils of the Jungle."

Ashley acquires Cooper

The Frank Cooper Associates agency of New York and Beverly Hills, currently packaging 12 TV programs projected for the 1965-66 season, has been acquired by the Ashley Agency of the same cities. Terms of the transaction were not disclosed, however Frank Cooper, president of the acquired company, will continue with Ashley, packaging TV programs and feature films. Sy Fisher, head of the New York office of the Cooper agency, will continue to work in New York for the Ashley company.

Granik may have UHF answer

He will use one-man, remote-controlled mobile units for local programing at his proposed seven stations

Theodore Granik was completing plans last week for a substantial bet on UHF television—one that could involve the acquisition of seven upper-band stations on the East Coast (CLOSED CIRCUIT, Aug. 17). For a man whose name is closely linked with public affairs programing, the formula he has chosen to back up his bet isn't surprising—local public affairs shows, done live.

But he intends to introduce a new wrinkle he feels will make his formula work—and one that could influence the development of local live programing. It's a compact, remote control unit designed to be built and operate at a fraction of the cost of conventional rigs.

Mr. Granik, who maintains residences in New York and Washington, will make his initial moves in those areas, according to his associates. With-

in the next two weeks, he intends to file an application with the FCC for channel 75 in Patchogue, N. Y. Within the next month, he will apply for channel 50, in Washington.

He intends to provide the \$600,000 he estimates these two operations would cost out of his own resources. But he will invite local groups to participate in the ownership of the remaining five stations he proposes to acquire.

Other Channels ■ His plans include channels 64 in Bridgeton, N. J., 25 in Boston and 49 in Bridgeport, Conn. He hopes to buy two existing East Coast UHF stations to complete the quota allowed by FCC rules.

Mr. Granik, who will act through Granik Broadcasting Corp., faces competition for the Long Island channel. Long Island Video Inc., whose principals publish weekly newspapers on Long Island and own WBIC Islip, N. Y., is

seeking channel 75 for a station in Bayshore.

If he is awarded the Long Island channel, Mr. Granik plans to build his TV station onto the facilities of WPAC-AM-FM Patchogue, at a cost of \$250,000. He estimates the Washington station will cost \$350,000.

Mr. Granik sees the UHF stations succeeding through aggressive public affairs programs. He has been identified with such programing since 1928, when he began producing *American Forum of the Air*, a program that endured for 32 years. His Granik Enterprises now produces *Youth Wants to Know* and *All American Wants to Know*.

In Mr. Granik's view, U's should provide the kind of programs the networks can't—local shows that are "uncanned and spontaneous." His plan, he says, is to concentrate on local public affairs, local news, and mobile reports done live whenever possible.

Importance of 'Live' Broadcasting ■ "Live" programing, Mr. Granik feels, is the path of success. "When *American Forum of the Air* was at its most successful point, there was no doubt in our minds the nervous spontaneity of

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If the members of the Indiana Broadcasters Association are any criterion, the next president of the National Association of Broadcasters will be a practical broadcaster.

That was the majority sentiment expressed in a poll of members announced last week by the IBA.

Out of 61 replies, 27 members voted for the practical broadcaster.

A substantial number, 19, however, voted for well-known public figure "with wide governmental contacts and a name recognized nationally."

Voting for a combination of experienced broadcaster and public figure were six members.

There were four votes for a broadcast attorney; three for a member of the NAB staff, and two votes for other qualifications.

Jack E. Douglas, a director of the IBA, noted that two of those voting for a public figure specified that the candidate should have "previous broadcast contacts" or have "sympathy toward broadcasters a la Judge Miller." Justin Miller, a circuit judge of the District of Columbia Court of Appeals, served as NAB president from 1945 to 1951.

Other observations by Mr. Douglas:

- One broadcaster specified that the new NAB president be "a man with previous broadcast experience and who has been, or is now, in the U. S. Senate or House of Representatives."

- Specifically mentioned for the post by one Hoosier broadcaster was Representative Donald C. Bruce (R-Ind.), while another broadcaster

specifically opposed Mr. Bruce for the job.

- One member, voting for an experienced broadcaster, suggested that the NAB president be selected yearly from the membership.

Meeting Sept. 3 ■ Meanwhile, the enlarged 10-man selection committee is scheduled to meet Sept. 3 at O'Hare Inn, Chicago (BROADCASTING, Aug. 17).

A major result of that meeting, it's hoped, is an agreement among the members on a profile of the man they hope to secure for the NAB presidency in terms of qualifications.

The Chicago meeting will be the first for the selection committee, named earlier this month by Willard Schroeder, WOOD-AM-FM-TV Grand Rapids, Mich., joint chairman of the association.

the thing was the key to the listener appeal," he says.

Mr. Granik isn't alone in his feeling that local live public affairs and news shows should be one of UHF's primary functions. Members of the FCC and broadcasters also have maintained that position.

But Mr. Granik believes he has the vehicle needed to make his plan work. His low-cost remote control unit could be operated by one man. Generally, remote operations involve trucks costing up to \$120,000 and require crews of as many as 20 men. The remote outfit now being built for Mr. Granik at Industrial TV Utilities Co., of New York, will cost \$20,000 and

will be operated by one man, who will serve as producer, director and cameraman.

The rig, about the size of a Good Humor truck, was designed largely by Ira Kamen, a consulting design and electrical engineer, who is now vice president of operations for Granik Broadcasting Corp.

According to Mr. Kamen, the producer-director-cameraman will be able to operate three cameras without having to leave the truck. An exclusive joy stick control will be used to position the cameras remotely, he said, and all other controls will be located on a single panel.

Judge Miller retires

Retirement of Circuit Judge Wilbur K. Miller of the U. S. Court of Appeals for the District of Columbia was announced last week. Judge Miller asked to be relieved of his duties by Oct. 15. He was named to the District Circuit by President Truman in 1945. A native of Kentucky, he served as a county attorney, public service commission chairman and judge of the Special Court of Appeals for the state. He was chief judge of the District of Columbia appeals court from 1960 to 1962.

This will make the second vacancy on the District Circuit Court; Circuit Judge Walter M. Bastian asked to be retired last February. However, he said he would serve until a replacement was named. No replacement has been named yet.

FCC goes to stations with CATV questions

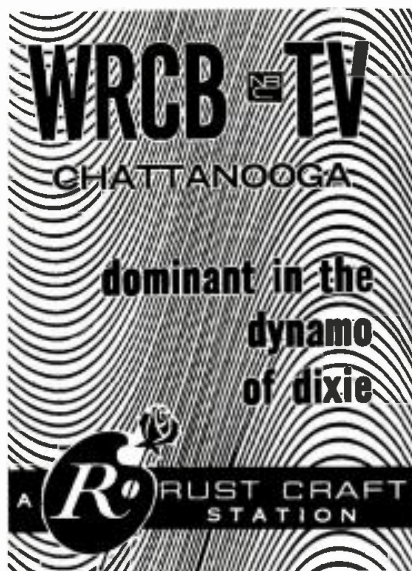
The FCC went to the nation's television broadcasters last week in a search for information on the relationship between television and community antenna television systems.

A questionnaire mailed to the more than 500 TV stations ask whether any cross ownership exists between the station and any CATV systems.

It also asks if the station has nonduplication agreements with any CATV's, regardless of whether any cross ownership exists. Stations that have such agreements were asked to submit copies to the commission.

The questionnaire was prepared by Dr. Martin Seiden, the economist hired by the FCC last month to head a small, temporary office devoted exclusively to the study of CATV and its relationship to television, including pay-TV (BROADCASTING, July 20).

The questionnaire is designed to provide information that will aid the commission in the preparation of any presentation it makes to Congress concerning legislation providing for CATV regulation. The commission has been seeking such legislation for years because of its concern about what it feels is the potentially harmful effect of CATV's on local television. FCC efforts to reach agreement with the National Community Television Association and the National Association of Broadcasters on legislation all three





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could support before Congress broke down last spring.

But a new effort to obtain a grant of regulatory authority from Congress is expected in the next session. The commission already had authority over microwave-fed CATV systems. Any proposed legislation would apply to off-air systems as well.

The information provided by the survey should light up some of the darkness surrounding relationship of CATV and TV and give Congress a better idea of the affect any legislation would have.

To some extent, the questionnaires overlap the notice of inquiry the commission issued in April concerning joint ownership of television and CATV systems. One of the questions asked for comment on the extent to which television broadcasters own CATV systems (BROADCASTING, April 20). Deadline for replies to that inquiry is Sept. 18.

Agency watchdog bill sent to White House

Congress last week put the finishing touches on a bill that will establish a permanent commission to keep an eye on federal agencies with the hope of improving their procedures.

The measure, S 1664, was approved

by the Senate Monday (Aug. 17), which accepted some House changes in the legislation (BROADCASTING, Aug. 17), and was sent to the White House.

It creates a Permanent Administrative Conference composed of government and nongovernment members similar to a panel that functioned in 1962 under the Kennedy administration (BROADCASTING, Jan. 7, 1963).

Barry, Enright appeal FCC's license denial

Jack Barry and Daniel Enright have asked the U. S. Court of Appeals in Washington to overturn the FCC's order denying the renewal of their license for WGMA Hollywood, Fla.

The commission, citing their involvement in the TV quiz-show scandals of the late 1950's, held Messrs. Barry and Enright lack the character qualifications to be licensees. This decision, handed down in April, was affirmed in a subsequent order last month (BROADCASTING, Aug. 3).

But in their appeal, filed with the court last week, the station owners say the FCC decision was unlawful in that it treats them differently from others in similar circumstances.

The action, they said, conflicts with

Nielsen plans revisions

What amounts to a virtually all-new local television audience measurement service is being planned by the A. C. Nielsen Co. and details are expected to be announced shortly.

The "new" operation is being evolved through changes in Nielsen's current NSI TV-station audience report. These are expected to include introduction of a new local measurement technique that will not include Recordimeters, the substitution of a diary format, the drawing of new samples for each measurement, and the increasing of sample sizes.

Nielsen also plans to incorporate new features for agency-advertiser use, including a media/market planning supplement, a viewer profile report and the preparation of special material according to client specifications.

"commission policies and actions in refusing to penalize any other licensee or person for similar or comparable conduct in connection" with rigged quiz shows.

They also maintain that the commission's decision that their conduct was disqualifying was unlawful since the commission failed to provide notice that the conduct, "which was widespread would be disqualifying." They said the commission's failure to provide notice was contrary to established procedure.

In addition they asserted the commission erred in not giving "adequate weight" to the performance record of WGMA. They said this was inconsistent with established policy.

Changing hands . . .

ANNOUNCED - The following sales of station interests were reported last week subject to FCC approval (for other commission activities see FOR THE RECORD, page 93).

■ WLOF Orlando, Fla.: Sold by H. H. Thomson and associates to William Clarke for \$525,000. Mr. Clarke is a Fort Lauderdale, Fla., businessman. Mr. Thomson recently bought KEZY Anaheim, Calif. WLOF operates fulltime on 950 kc with 5 kw. Broker: Blackburn & Co.

■ WLIN(FM) Lincoln Park (Detroit) Mich.: Sold by David and Myrtle B. Kelley and others to H. Y. Levinson and associates for \$75,000. Buyers own WCAR-FM Pontiac, Mich. WLIN op-

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■ **WSOR Windsor, Conn.:** Sold by Sydney E. Byrnes and group to Robert I. Kimel and Bessie W. Grad for \$55,000. Purchasers own WWSR St. Albans and WSNO Barre, both Vermont. WSOR is daytime only on 1480 kc with 500 w. Broker: Chapman Co.

CATV proposals are subject of NAB group

A first round of discussions on proposals for legislation on community antenna TV regulation was held last week in New York by the National Association of Broadcasters Future of Television in America Committee (BROADCASTING, Aug. 17). Conferees said that although some progress had been made, additional meetings would be necessary. No date was set for these sessions.

The group also heard a preliminary report on a research project that is studying the impact of CATV on local TV stations.

The New York meeting was the first for the committee since the TV board of the association turned down a draft of legislative proposals last June. These proposals, among other things, would have required CATV systems to secure permission from originating stations before using their signals. This approach was abandoned because of a question as to whether stations had property rights in many of the programs they broadcast.

Seek New Approach ■ The committee's work last week was largely concerned with an approach to a revision of the proposals, particularly in efforts to resolve the area of conflict over station and CATV agreements.

S.C. broadcasters hear call for professionalism

At a meeting of the South Carolina Broadcasters Association last week in Myrtle Beach there were calls for broadcasting professionalism—and concurrent criticism of the code authority of the National Association of Broadcasters.

W. Theodore Pierson, a Washington communications lawyer, advocated a professional code of ethics for broadcasters that "encourages diversity of evaluations and judgments—not conformity." He also said these codes should "recognize that the assiduous pursuit of knowledge and experience by each practitioner . . . is the only satisfactory regulator of the quality of the service." Mr. Pierson said the NAB

codes "in their inception and in their amendments have been little more than devices to mollify government." He called on broadcasters to develop professional independence and oppose any "concession of power," to the FCC or NAB, that would undermine broadcasting's creativity.

Blames Salesmen ■ Another speaker at the meeting, Barry Sherman, executive vice president and managing director of WQXI Atlanta, explicitly backed Mr. Pierson's position. Speaking on radio advertising salesmanship, Mr. Sherman said the "ridiculous" state of radio today can be blamed on its salesmen.

To establish firm standards of professionalism, he suggested sales schools—training courses, which he outlined and offered to make available to broadcasters, that would thoroughly instruct radio salesmen in their medium. His second proposal was that radio men "forget your competitors" and learn their markets. Instead of fighting among themselves, he said, radio outlets should learn to serve their listeners better.

Mr. Sherman supported Mr. Pierson in his disaffection with the NAB codes. With his tongue edging toward his cheek, he said if he is selected as the new NAB president he will, among other things, throw out the "negative statements" in the NAB's philosophy.

Media reports . . .

Reborn ■ A "brand new reopening" of WJZB(TV) Worcester, Mass., is scheduled for this fall. The channel 14 station, owned by Springfield Television Broadcasting Corp. (operator of WWLP [TV] [ch. 22] Springfield, Mass., and WRLP[TV] [ch. 32] Keene, N. H.) plans all new programming, a daily broadcast schedule increased from five to seven hours, new studios and studio equipment, and a power increase from 18 kw to 400 kw, video. Under different ownership, the station operated as WWOR-TV from 1953 until 1955, then went dark. It was "reopened" the first time in 1958, by the present owners.

New calls ■ NBC's WNBQ(TV) Chicago, pioneer color operation, becomes WMAQ-TV on Aug. 31, matching call to WMAQ radio there.

Companion bill ■ Chairman of the House Commerce Committee, Representative Oren Harris (D-Ark.), has introduced a bill (H.R. 12394) to modify the conflict of interest provision of the Communications Act. Similar legislation, S. 3033, was introduced last month by Senator Warren G. Magnuson (D-Wash.) (BROADCASTING, Aug. 3).

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More pleas for a free voice

Wasilewski, Stanton urge Democrats to back free speech, less control

Pleas for a broadcasting plank in the 1964 Democratic party platform were made last week by Vincent T. Wasilewski, executive vice president, National Association of Broadcasters, and Dr. Frank Stanton, president of CBS Inc. Both asked the party's platform committee to advocate the loosening of government shackles on radio-TV.

Last Thursday (Aug. 20) Mr. Wasilewski addressed the committee in Atlantic City, where the Democratic National Convention is to be held this week. Dr. Stanton submitted a written statement to a committee session in Washington earlier in the week.

Mr. Wasilewski asked for "a reiteration and a rededication by government to the broad principles of free speech. . . ." He voiced belief that most members of Congress realize broadcasters present all sides of issues, "that they require a strong sense of independence, and that self-regulatory measures are preferable to mandatory governmental regulation." He also urged that "the



Television cameras, as shown here, covered last week's meeting of the

Democratic party platform committee in Washington.

halls of government be open to all media under reasonable rules. . . ."

Dr. Stanton called for freedom of "bureaucratic control of programing" and asked for freedom of competition. He specifically attacked attempts to require TV networks in specific markets to share stations or share programs. He also said, however, that "we do not ask, for example, and we ought not to have, protection from the potential competition of subscription television using closed-circuit, wired systems." This competition should be worked out in an open competitive market, he said.

Dr. Stanton also attacked Section 315, the equal-time law, which he said

"has put radio and television in a straitjacket." He urged repeal of the law, and, pending that action, its suspension for the 1964 presidential and vice presidential campaigns. The suspension move was defeated in the Senate the same day Dr. Stanton's statement was submitted (see page 70).

Dr. Stanton also advocated radio-TV coverage of public congressional proceedings, and called on the committee to urge Congress to "reject all blanket denials of access by radio microphones and television cameras" to such proceedings. He also asked the committee to condemn all governmental attempts to manage the news.

FINANCIAL REPORTS

Metromedia debt is refinanced

\$55 million program gives company more money at lower interest rates

Metromedia Inc., New York, major group station owner, last week revealed a \$55 million refinancing program explained by financial analysts as indicative of increasing faith in the diversified communications company.

In essence Metromedia, which had been carrying approximately \$47 million in outstanding debt in 6¼% and 5¾% notes spread over 15 years and in bank loans, has replaced that debt with more money at a cheaper rate.

Under the new financing plan, arranged through Kuhn, Loeb & Co., New York, institutional investors holding the majority of Metromedia's \$7 million in outstanding 6¼% notes and \$7.5 million in 5¾% notes have now taken \$15 million in new 5½% 20-year senior notes and \$10 million in 5% 15-year notes. The latter are subordinated notes,

convertible at \$40 a share for four years after one year, at \$45 for the next three years, and from then until 1975 at \$50 a share.

Also Metromedia's revolving line of bank credit has been increased from \$25 million to \$30 million.

The expansion-minded company had gross revenues close to \$70 million in 1963. (Holdings of Metromedia are listed on page 38).

General Artists' profits up

General Artists Corp., New York, has reported improved revenues and earnings for the first 28 weeks of year over the same period in 1963. Earnings were more than \$60,000 compared to last year's loss of almost \$300,000. The firm

also set aside \$60,828 "for possible contribution" to employee profit-sharing trust.

GAC announced it is acting as sales agent for two new TV shows for the coming season and has signed for production of six pilot programs for 1965-66 season.

First 28 weeks:

	1964	1963
Earned per share (loss)	\$0.11	(\$0.63)
Revenues	2,118,594	1,814,920
Earnings (loss)	60,828	(283,583)

Desilu again bypasses dividends

Things look good for Desilu Productions, with both its own TV program development plans and the use of its sound stages by other producers at an all-time high, President Lucille Ball said Tuesday (Aug. 18) at the company's annual meeting of shareholders. But Miss Ball and other officers told the 67 shareholders attending the meeting that

Conferences at Geneva regarding the General Agreement on Tariffs and Trade (commonly referred to as GATT) are significant for the whole U. S. economy. Some details relevant to certain subjects being discussed may shed extra light on the importance of these conferences.

How discriminatory "nontariff barriers" shut out U. S. products exported to foreign countries

When foreign steels are imported into the U.S., tariffs of a fixed amount are levied. When American steels are exported to foreign countries, costly nontariff taxes are applied on top of the tariff:

DENMARK A nine percent "turn-over" tax is added. (Regardless of what a tax is called, it is still extra cost.)

FRANCE A sales tax of 25 percent; and a customs stamp tax of two percent. (France has the biggest "value added" tax on steel products.)

WEST GERMANY A "turnover equalization" tax of six to eight percent.

GREECE A turnover tax. Plus an "export promotion" tax. Plus a "cash deposit" of 126 percent required for certain steel products.

IRAN A "commercial profit" tax; a chamber of commerce tax; and a municipal tax.

JAPAN Import licenses required on many steel products.

LUXEMBOURG An import tax; and a two percent turnover tax.

MEXICO A surtax on all imports other than by mail.

NORWAY A turnover tax up to 11 percent.

SWEDEN A 6.4 percent turnover tax.

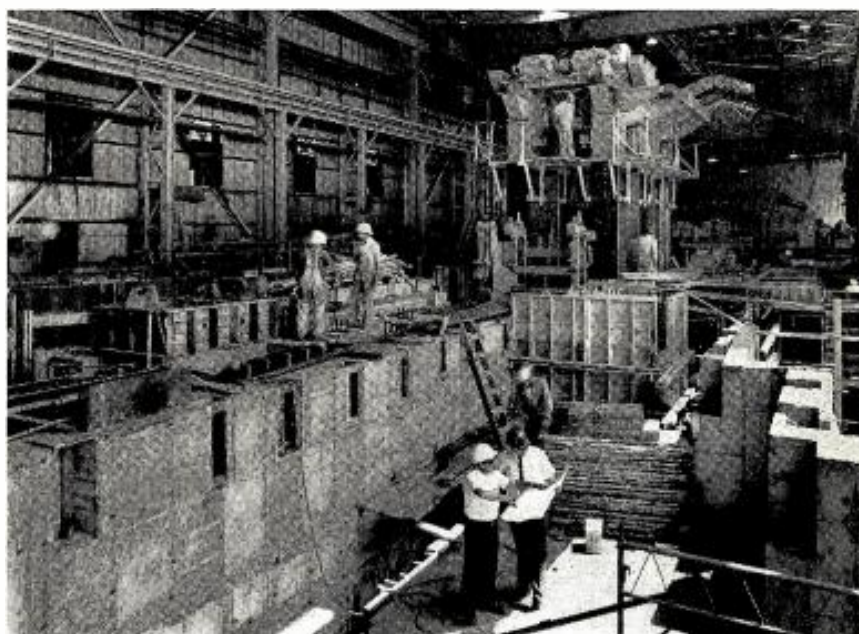
TURKEY A customs tax. Plus a surtax.

The complete absence of any such additional taxes on steels imported into this country is one of the reasons why foreign steels have been able to undersell American steels right in our own country. Important, also, is the fact that foreign steel is sold in the U. S. at lower prices than those in the country of its origin.

Accumulated losses, due in great part to the above reasons, in steel bar sales alone since 1958 amount to nearly one million tons. This represents an estimated loss of 15 million

man-hours of work—plus the loss of income taxes to our government.

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Major improvements at Republic's tinplate mill at Niles, Ohio, will permit production of tinplate 45 percent thinner than previously possible at this mill. Production of double reduced tinplate is the latest evidence of Republic's continuing modernization to meet the growing competition to serve the expanding container market.

at present it seems wiser to put earnings into programs and facilities than to declare cash or stock dividends.

Amplifying Miss Ball's comments, Oscar Katz, executive vice president, discussed some of the TV programs that Desilu is developing for the 1965-66 season (BROADCASTING, Aug. 10). Of 22 shows in development, eight have been submitted to the networks and five accepted for underwriting.

Asked about pay TV, Mr. Katz said "should it develop, it can mean nothing but good for Desilu," as it would open up new avenues for the sale of Desilu programs and for the use of Desilu facilities.

The full board of directors was re-elected for another year. Independent auditors, Lybrand, Ross Bros. & Montgomery, were reappointed.

MCA sets record

MCA Inc., New York, last week reported a consolidated net income of \$7,863,000 for the first six months of the year, a record figure for a six-month period. The company reported that Universal City Studios is operating at full capacity in the production of television and feature motion pictures. The income figures include the company's interest in the consolidated net income of Decca Records Inc. for the initial six-month periods of 1963 and 1964. A dividend of 37½ cents per share on the outstanding convertible preferred stock was declared.

Six months ended June 30:

	1964	1963
Earned per share (common stock)	\$1.60	\$1.45
Consolidated net income	7,863,000	7,189,000

NGC's gross up 24%

National General Corp.'s gross income for the 39 weeks ended June 23 was up 24% from the like period of last year, while earnings nearly doubled. Improved theater operations and inclusion of Mission Pak sales and earnings for the first time were reported as the most important factors in the increase. NGC's closed-circuit theater television activities have been stepped up to include its joint venture with Paramount Pictures for showing home games of NFL football teams and the company also has motion picture production projects in the works.

Thirty-nine weeks ended June 23:

	1964	1963
Earnings per share	\$0.41	\$0.21
Gross income	\$43,046,515	\$34,675,554
Earnings	1,471,055	732,706
Shares outstanding	3,592,523	3,445,897

FATES & FORTUNES

BROADCAST ADVERTISING

Walter L. Lingle Jr. re-elected executive VP of Procter & Gamble Co., Cincinnati, responsible for all of company's international business. Mr. Lingle was granted leave of absence from P&G in March 1962 to join government as deputy administrator of Agency for International Development, moved to Na-



Mr. Lingle



Mr. Robinson

tional Aeronautics & Space Administration in administrative capacity in June 1962. He has resigned, effective Sept. 1, as deputy associate administrator of NASA to return to P&G. Donald H. Robinson, VP-group executive, who has headed P&G's international operations for past nine years, will be given management responsibility for firm's operating divisions in food products and oil mill crushing fields.

John B. Hunter Jr. appointed director of marketing services for B. F. Goodrich Co., Akron, Ohio. Mr. Hunter, who had been director of advertising, will be responsible for advertising, design and style, and marketing counseling for all B. F. Goodrich divisions.



Mr. Tanger



Mr. Cheyne

Alexander M. Tanger elected senior VP of WHDH Inc. (WHDH-AM-FM-TV Boston). He will continue as sales director of stations and assist William B. McGrath, executive VP, in all matters of station operations. Robert B. Cheyne elected VP and director of station relations for WHDH stations.

Joe Furth, formerly VP of Erwin Wasey, Ruthrauff & Ryan, Chicago, joins Kudner Agency, that city, as VP and senior account supervisor.

Donald R. Hysko, general manager of wxTR Pawtucket, R. I., assumes added duties as station's sales manager, with headquarters in Providence.

Alan Perry, VP and account supervisor at BBDO, New York, joins Cunningham & Walsh, that city, as account supervisor. Robert McKay, former VP of Doherty, Clifford, Steers & Shenfield, joins C&W as account executive.



Mr. McElroy



Mr. Alnwick

Eugene H. Alnwick, midwest sales manager of Mutual Broadcasting System, Chicago, appointed network's market development manager, newly created post, with headquarters in New York. Mr. Alnwick has been with MBS's sales staff since 1957. James McElroy, MBS account executive, succeeds Mr. Alnwick as midwest sales manager, with headquarters in Chicago.

Michael Barnett, previously VP and copy director of Doherty, Clifford, Steers & Shenfield, New York, joins Grey Advertising, that city, as VP and creative supervisor.

Donald E. Putzier, who joined Chicago office of Fuller & Smith & Ross earlier this year as media director, rejoins Needham, Louis & Brorby there as media supervisor. He had been with

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ITT

NL&B's media department for 10 years. **Robert A. Inman**, formerly associate media director of Maxon Inc., Detroit, to NL&B as associate media supervisor.

C. C. (Dan) Tucker, formerly senior VP and director of Potts-Woodbury Inc., Kansas City, joins Bruce B. Brewer & Co., that city, in newly created post of director of special account development. He also will handle administrative responsibilities.

David Wedeck, VP and associate media director, named VP and associate radio-TV program director at Benton & Bowles, New York.

Syd Rubin, formerly with licensing divisions of NBC and CBS, elected VP and creative head of Herbert Lipman Advertising, New York.



Mr. Hummel

Martin Hummel, VP and account group supervisor at Sullivan, Stauffer, Colwell & Bayles, New York, promoted to senior VP. Mr. Hummel joined SSC&B in 1957 as account executive, was elected VP and account supervisor in 1960. Previously, he was promotion director of Crowell-Collier Publishing Co.

Maxwell G. Anderson, formerly with MacFarland, Aveyard & Co., Chicago, joins MacManus, John & Adams there as account executive.

Tray H. Tomberlin, formerly with Venard, Torbet & McConnell, joins sales staff of WGN-TV Chicago.

Leonard Kay, media director at MacManus, John & Adams, Chicago, joins Arthur Meyerhoff Associates, that city, in same capacity.

Norman D. Leebron, senior account executive at WRCV Philadelphia, promoted to local sales manager.

Millard F. (Brick) Miller, manager of commercial and institutional advertising at American Oil Co., Chicago, re-

1964-65 award winners



Mr. Arnold

Earl L. Arnold, manager of film emulsion and plate manufacturing divisions of Eastman Kodak Co., Rochester, N.Y., named recipient of 1964 Herbert T. Kalmus Gold Medal award of Society of Motion Picture & Television Engineers. Award will be presented during society's 96th technical conference, Sept. 27-Oct. 2, at Commodore hotel in New York.

Frederick R. Kappel, board chairman of AT&T, New York, named recipient of 1965 John Fritz Gold Medal, one of highest honors to be bestowed by American engineering profession. Award will be presented at annual convention of Institute of Electrical & Electronics Engineers next March in New York.

tires after 41 years of service. He is succeeded by **James L. Stollard**, who returns to marketing department after 10 years in firm's PR department.

John P. Horvath, **John M. Morena** and **Jay Schoenfeld** appointed associate media directors of McCann-Erickson, New York. **James J. Stack** named associate media director in M-E's Los Angeles office.

Edgar C. Kahn, formerly director of radio-TV at Kudner Agency, New York, joins The Rumrill Co., that city, in same capacity.

Ted Chambon named sales manager of McGavren-Guild Inc., radio representative, Chicago. He had been salesman in that office for past three years.

Martin H. Ozer named account executive at Metro TV Sales, New York. **George Ogren**, media buyer at Kenyon & Eckhardt, that city, succeeds Mr. Ozer as sales development coordinator.

Manuel E. Eisner appointed sales manager of WGAR Cleveland, succeeding **Robert B. Forker**, who died Aug. 8 (BROADCASTING, Aug. 17).

Douglas Finley, executive on Lucky Lager Beer account at BBDO, Los Angeles, joins KTLA(TV), that city, as national account executive. **Gene Karaganis**, KTLA operations manager, promoted to sales services director. She joined station in 1951.

H. Tom Morris, formerly general manager of WTK Durham, N. C., joins sales department of WPTF Raleigh.

William B. Cross Jr. joins The Nestle Co., White Plains, N. Y., as brand manager for Nescafe instant coffee.

Donald L. Bryant elected president of Miles Products division of Miles Laboratories Inc., Elkhart, Ind. He succeeds **O. G. Kennedy**, who has resigned. Mr. Bryant joined Miles Products in May 1963 as executive VP, was formerly president and director of Q-Tips Inc., Long Island City, N. Y.



Mr. Bryant

John J. Powers joins Seven-Up Bottling Co. of Hartford Inc., Hartford, Conn., as sales coordinator.

Richard F. Lopez, formerly with Carl Ally Inc., joins Smith/Greenland, New York, as executive art director.

John Embleton, previously with Sardi Advertising, Trenton, N. J., joins sales staff of WSAB-TV Huntington, W. Va.



Mr. Bellaire

Arthur Bellaire, VP and member of board of directors of BBDO, New York, assigned to agency's San Francisco office as creative director (BROADCASTING, Aug. 10). Mr. Bellaire, formerly associate creative director in charge of TV and radio production in New York, succeeds **Fred Manley**, who has resigned to devote himself to writing for musical theater. Mr. Bellaire joined BBDO in 1943.

James C. McLanahan Jr. joins sales department of WFBG Altoona, Pa.

Richard Panin joins sales department of WJBK-AM-FM Detroit.

Hugh Bulkley joins sales department of WNLC New London, Conn.

Robert Culler, former sales manager of WLOH Princeton, W. Va., and **Everett**

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Peace, formerly station manager of WISF Kinston, N. C., join sales staff of WITN-TV Washington, N. C.



Mr. Spencer

James Spencer, for past 10 years national sales manager of KONA-TV Honolulu, joins sales staff of KATU (TV) Portland, Ore., in same capacity.

Robert B. Johnson, onetime advertising department supervisor for Procter & Gamble Co. and for past seven years managing director of Chicago's State Street Council, retail promotion group, has opened his own marketing and public relations consulting firm at 333 North Michigan Avenue, Chicago; phone 782-6620.

Glen Bamman, executive director of broadcast services and creative department administrator at Knox Reeves Advertising, Minneapolis, has been elected vice president in addition to his present duties. Mr. Bamman joined agency in 1961.



Mr. Bamman

THE MEDIA



Mr. Kiermaier

John F. Kiermaier, VP of public affairs department at CBS News, New York, resigns, effective Sept. 15, to become president of Educational Broadcasting Corp., which owns and operates WNDT (TV) (educational ch. 13) Newark-New York. He succeeds Dr. Samuel B. Gould, who becomes president of State University of New York next month (BROADCASTING, May 25). Mr. Kiermaier joined CBS News in 1959, earlier had been with NBC for nine years in news and public affairs post.

Leslie R. Brooks Jr., assistant manager of WTJS-AM-FM Jackson, Tenn.,

promoted to station manager, succeeding **Frank S. Proctor**, who was elected VP and director of broadcasting of Sun Publishing Co., licensee of stations.

Joseph Benes, for past 11 years general manager of KTMS Santa Barbara, Calif., joins KGUD-AM-FM, that city, in similar capacity.

Glenn C. Jackson, VP and general manager of WTTM Trenton, N.J., moves to WACE Chicopee, Mass., as general manager. Mr. Jackson had been with WTTM for five years.

Ralph M. Hansen, since March 1962 assistant general manager of KTVI (TV) St. Louis, promoted to general manager, effective Sept. 30. He replaces **Paul E. Pel-tason**, VP and general manager, who resigns latter post to devote more time to personal business interests, but will continue as KTVI VP. Prior to joining Newhouse station in St. Louis, Mr. Hansen was with Storer Broadcasting Co. as program director of WJBK-TV Detroit and WJW-TV Cleveland.



Mr. Hansen

Richard F. Ferry Jr., formerly assistant professor of radio-TV at Ithaca (N.Y.) College, appointed station manager of WAFS Amsterdam, N. Y.

Thomas J. McDermott, VP of N. W. Ayer & Son, re-elected president of International Radio & Television Foundation, New York. Other officers, also re-elected, are: **Albert B. Shepard**, Select Station Representatives, and **Edward P. Shurick**, H-R Representatives, VP's; **Robert H. Teter**, WNHC-TV New Haven, Conn., secretary, and **Sol J. Paul**, *Television Age*, treasurer.



Mr. Caldwell

James M. Caldwell, since 1951 program director of WAVE Louisville, promoted to station manager. Mr. Caldwell, member of Kentucky House of Representatives since 1962, currently representing 47th district of Jefferson county, previously served as WAVE news director from 1946.

Mac Sheheen, announcer and newscaster at WIS Columbia, S. C., promoted to operations manager.

PROGRAMING

Theodore R. Lazarus, formerly VP of Banner Zack Associates, Los Angeles, appointed advertising manager of Paramount Pictures, that city, succeeding **Jerry K. Levine**, who resigned. Mr. Lazarus for 10 years was motion picture

head-hunters



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gineering, both consumer and military, for Admiral. He had been VP-government engineering.

Dr. Gerald Pokorny appointed to newly created post of associated research director of electronic tube division of Litton Industries, San Carlos, Calif.

James J. Taglia, since May 1963 executive assistant of National Community Television Association, Washington, resigned last Friday (Aug. 21) to join Jerrold Electronics Corp., Philadelphia, as director of its new southeastern regional office in Atlanta.

Bill Rheinfelder appointed director of research and development of Ameco Inc., Phoenix, in reorganization of cable equipment manufacturer's technical department. **Donn Nelson**, formerly head test and alignment, becomes assistant director of technical operations. **Ed Andrews** and **Joe Murphy** join Ameco's sales staff to represent northeast and northwest, respectively.

David P. Allen appointed to newly created post of director of engineering services for WQED(TV) (educational ch. 13) and WQEX(TV) (educational ch. 16), both Pittsburgh. Stations are licensed to Metropolitan Pittsburgh Educational Television Inc. Mr. Allen has been representing RCA as broadcast field sales engineer in Buffalo-Pittsburgh areas. **Robert Whitnah**, former NBC engineer in Chicago, named chief engineer of two stations, reported to Mr. Allen. Both appointments are effective Sept. 1.

Claude Clevenger named assistant chief engineer of KAKE-TV Wichita, Kan., following resignation of **Keith Griggs**, formerly studio engineering supervisor.

Edward D. Ellison joins Regency Electronics, Indianapolis, in new position of assistant to N. Thomas Berry Jr., general sales manager.

FANFARE

David Hepburn joins Metropolitan Broadcasting as assistant to **Phil Cowan**, VP-public relations. Mr. Hepburn was formerly TV editor and columnist for *New York Amsterdam News* and before that in press information department of CBS, all New York.

Lawrence Eisenberg joins Jim Mahoney & Associates, New York public relations firm, as VP in charge of eastern operations. He was formerly at McFadden, Strauss, Eddy, Irwin & Goodman, that city.

William Jones, promotion director of WISX-TV Nashville, and **Jack Townsend**, promotion director of KELO-AM-TV Sioux Falls, S.D., elected to board of directors of Broadcasters Promotion Association, New York. They fill vacancies on board created by resignations

of **Stan Cohen**, WDSU-TV New Orleans, and **Pro Sherman**, WABC-AM-FM New York. Two new voting members who have been added to association are WLBW-TV Miami (**Stanley H. Bloom**, promotion director) and WGN-AM-FM Chicago (**E. Boyd Seghers Jr.**, promotion supervisor).

Jeanne Toncre, coordinator of on-air promotion copy and log listing material at KRON-TV San Francisco, named to new post of handling publicity and special promotion for station's documentaries and public affairs programs. **Carolyn Plummer**, Oregon editor of *TV Guide* for two years, joins KRON-TV to fill Mrs. Toncre's former position.

Frank Young joins McFadden, Strauss, Eddy, Irwin & Goodman Inc., New York PR firm, as director of TV department. Mr. Young formerly was with WNEW New York. **Harry Albus** promoted to supervisor of industrial accounts at MSEIG.

ALLIED FIELDS

Edward K. Nellor, since 1960 Washington PR director of National Association of Manufacturers and radio-TV director for Republican Congressional Campaign Committee from 1955-1960, was appointed director of radio-TV for Republican National Committee. **Paul F. Wagner**, former account executive at Selva & Lee Inc., Washington pr firm, named news secretary to Senator Barry Goldwater (R-Ariz.). Mr. Wagner succeeds **Tony Smith**, who becomes special assistant to **Denison Kitchel**, general director for senator's presidential campaign.

Roy O. Disney, president of Walt Disney Productions, Hollywood, elected treasurer of Hollywood Museum.

Washington communications law firm of Loucks and Imlay was formed, effective Aug. 15, succeeding Loucks and Jansky partnership, it is composed of **Philip G. Loucks** and **Carl H. Imlay**, who joined Mr. Loucks three years ago from Administrative Office of U. S. Courts and Judicial Conference, U. S. Supreme Court. He previously served with Department of Justice. Mr. Imlay was in private general practice in Washington for 8½ years. Mr. Jansky has retired from the partnership.

INTERNATIONAL

Warren H. Holte, sales manager of CFCW Camrose, Sask., elected VP and station manager.

Forbes E. Calder named sales manager of western TV stations division, and **Don McAughtrie**, formerly of CKCW-TV Moncton, N. B., appointed eastern TV stations assistant sales man-



The GROWING ROCKFORD MARKET

DELIVERED BY WREX-TV Channel 13

NEW DEVELOPMENT

- New Chrysler assembly plant — 6000 new jobs in 1964
- New \$8 million hospital.
- New Gates Rubber Plant, Freeport, Ill. — 500 new jobs.

THE MARKET

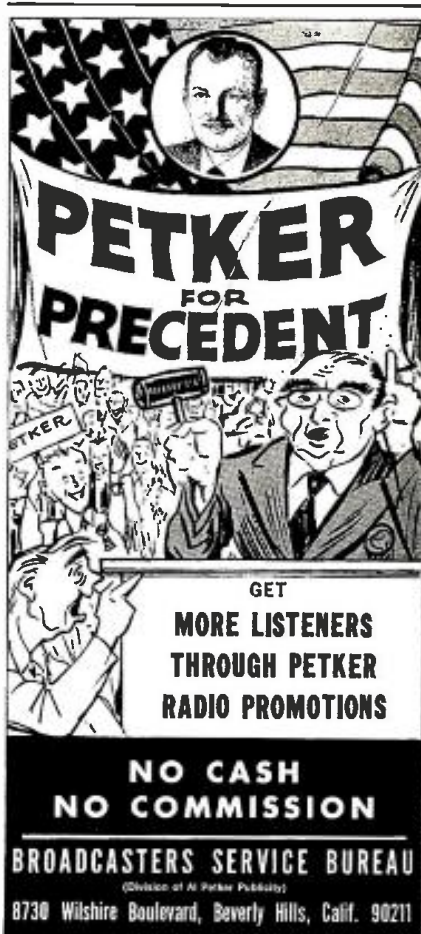
- 58th in U. S. in E.B.I. per capita
- 78th in U. S. in E.B.I. per household
- \$1,480,547,000 market.

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- Blanketing Northern Illinois and Southern Wisconsin — the rich industrial and agricultural heartland of Mid-America.

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ager of Stovin-Byles Ltd., Toronto station representative firm.

DEATHS

Frank B. Woodruff, 60, director of radio research and promotion at Peters, Griffin, Woodward, New York, from 1953-59, and in recent years head of his own lighting equipment firm, Vi-Plan Associates, that city, died Aug. 16 of cancer at



Mr. Woodruff

Memorial hospital in New York. Before joining PGW, Mr. Woodruff served as account executive on Falstaff beer at Dancer - Fitzgerald - Sample, and had been in program production. He is survived by his widow, Katherine; daughter, Mrs. Robert E. Wertheimer, and son Charles, who is media buyer at Sullivan, Stauffer, Colwell & Bayles, New York.

Thomas Gavin, 63, assistant to general manager of WDSM-AM-TV Superior, Wis., died Aug. 17 of heart attack. He began his broadcast career in 1928 as commercial manager of WEBC Duluth,

joined WDSM stations in 1955.



Mr. Pepe

served two consecutive terms as president of institute, was VP in charge of marketing at James B. Lansing Sound Inc., Los Angeles.

Raymond V. Pepe, 52, board chairman of Institute of High Fidelity, national association of component hi-fi/stereo equipment manufacturers, Los Angeles, died Aug. 15 of heart attack. Mr. Pepe, who

FANFARE

Four Star prepares feature-film promotion

Four Star Distribution Corp., New York, which is entering the field of feature film syndication with a package of 15 foreign films, is backing its sales effort with distribution of extensive promotion materials to stations, representation firms, agencies and film buying organizations.

Sales promotion materials for the package, titled *Spectacular Showcase*, include scenes from the films, film synopses and running times, while other materials—filmed trailers, photos, slides are supplied to stations for the purpose of attracting audience.

KMBC stations aid

YMCA drive to goal

KMBC-AM-FM-TV Kansas City, Mo., delivered \$130,000 to the YMCA's Second Century Expansion Fund in that city. The money was the result of a promotion campaign and buffet dinner which tied into and preceded the premiere of the film, "The Unsinkable Molly Brown."

David C. Croninger, vice president

and general manager of the KMBC stations, said, "All three of our stations have probably donated more than \$25,000 in commercial air time to this one project."

The YMCA goal was \$1.5 million and the campaign had all but ended with funds just over the \$1 million mark in early June. Then the stations started their drive. Now it seems as though the goal may be surpassed according to the YMCA's general secretary, Al Hummell.

The dinner served to more than 1,200 who had paid from \$7.50 to \$25 per plate consisted of sour dough biscuits, stew and coffee on tin plates and in tin cups to coincide with the times of the actual Molly Brown gold mine. In addition, all those served ate standing up in the KMBC studios.

WBNS-TV's CPM calculator

WBNS-TV Columbus, Ohio, has started a promotion of its "little researcher"—a cost-per-thousand calculator for time-buyers. The device calculates the CPM (cost-per-thousand) on a spot or network buy. To help introduce the calculator to New York agencies the station brought along "Miss Ohio"—Diana Courtwright.

ABA Gavel Awards for radio-TV

Two CBS-TV programs, a series of educational films produced by the University of Michigan and a recorded series produced by KMPC Los Angeles were broadcast winners of the American Bar Association's 1964 Gavel Awards. CBS-TV's news division was cited for its *CBS Reports* program "The Crisis of Presidential Succession." "Blacklist" from *The Defenders* series won the second award for the network. The University of Michigan Television Center, Ann Arbor, Mich., received a TV award for its 20 educational films, *A Quest for Certainty*. KMPC Los Angeles was recipient of the radio award for its recorded series, *Heritage*. The Gavel Awards were presented at the close of the ABA conference in New York (BROADCASTING, Aug. 17).

'Best-dressed' broadcasters

Robert Sarnoff, president NBC, and O. Wayne Rollins, president of Rollins Broadcasting Co. have been named to the list of America's "best-dressed" men for 1964 by the Fashion Foundation of America.

Mr. Sarnoff was named as the representative of the communications field and Mr. Rollins was chosen to head the men in American business.

Drumbeats . . .

Sitters' aid ■ WFLA Tampa, Fla., is currently furnishing its listeners with printed forms of "babysitter instructions." The form has a place for the police and fire department phone numbers, the number where the parents can be reached, their doctor's name and phone number plus spaces for special instructions and room for the sitter to write any messages.

Football fete ■ Wow-TV Omaha is





ABC-TV, Air Force push TV series

ABC-TV has begun its joint promotion with the U. S. Air Force of its two new fall series, *12 O'Clock High* and *No Time for Sergeants* with recruiting the main interest of the Air Force.

The promotion features posters and advertisements calling attention

to the shows. The stars of the program will be used for recruiting messages.

The joint campaign began this month. ABC-TV affiliate promotion managers and local Air Force recruiting personnel will coordinate efforts during the campaign.

celebrating its 15th anniversary with free tickets to the National Football League exhibition game between the San Francisco 49ers and the Pittsburgh Steelers, Aug. 29. Viewers are asked to send in the name of one of the new CBS-TV programs to be aired this fall on the station in return for a chance at the tickets. The station will give away 450 tickets with a total value of \$2,700 with all the proceeds going to the Children's Memorial Hospital in Omaha.

Fore distribution ■ CJLR Quebec City, Que., has promoted its morning program *Chronique de Golf* with distribution of 50,000 golf pencils, 25,000 matches and 50,000 pairs of paper shower slippers to more than 12 golf clubs in the Quebec City area. Club members are mailed cards about the program along with their monthly statements.

Lucky 13 ■ KTRK-TV (ch. 13) Houston is currently sponsoring a group of synchronized swimmers, which performs in AAU competition and entertains at private functions. In the group's competition it placed second and in its second outing it came in 13th.

Shades of Sidney Toller ■ KHJ-TV Los Angeles is currently fortune hunting for a Chinese cookie to host its Charlie

Chan movies this fall. Her duties will be to introduce the pictures, appear at commercial breaks and to promote the following week's movie. She will live in a Sunset Strip-type apartment—built on the KHJ-TV sound stage—and be billed as the "Number one granddaughter of honorable Honolulu detective, Charlie Chan."

Airy aid ■ WISH-TV Indianapolis has contributed more than 166 books of green stamps to the Thomas A. Dooley Foundation to aid the foundation in its attempt to purchase a Cessna 205 airplane for use as a medical dispensary in Southeast Asia. The station obtained the 200,000 green stamps for its purchase of a feature film library. The Dooley Foundation needs 17,000 books of trading stamps to purchase the plane.

Dribble, dribble ■ KTTV(TV) Los Angeles has signed a three-year agreement with the Los Angeles Lakers of the National Basketball League giving KTTV the right to broadcast a minimum of 12 regular road games each year for the 1964-65, 1965-66 and 1966-67 seasons. Home games of the Lakers, blacked-out for commercial television, will be shown on Subscription Television Inc. closed-circuit pay-TV system to Los Angeles subscribers.

bird-watchers



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RS-25



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RM-100



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most comprehensive
line of cartridge tape equipment.

Enjoy finger-tip convenience with RM-100 wall-mount wood racks. Store 100 cartridges in minimum space (modular construction permits table-top mounting as well); \$40.00 per rack. SPOTMASTER Lazy Susan revolving cartridge wire rack holds 200 cartridges. Price \$145.50. Extra rack sections available at \$12.90.

Write or wire for complete details.

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CBC-TV near sell-out for prime time

A RUNDOWN OF PROGRAMS, SPONSORS AND AGENCIES

Fall and winter programing on Canadian Broadcasting Corp.'s national television network shows that most prime time is sold for Canadian-produced and imported live and film programs for Canadian and international advertisers. The complete list, available at mid-August, with advertising agencies shown in parentheses follows:

Sunday

Starting Sept. 13, National Football League games, will be sponsored by American Motors (Canada) Ltd., Toronto, Ont. (McKim Advertising Ltd., Toronto). In the evening *Sting Ray* for Coca-Cola Ltd., Toronto (McCann-Erickson of Canada, Toronto); *Patty Duke* for Pepsi-Cola Canada Ltd., Montreal, Que. (BBDO, Montreal). Chrysler Canada Ltd., Windsor, Ont. (BBDO, Toronto). *Flashback* for Sherwin-Williams Co., Montreal (Cockfield, Brown & Co., Montreal). *Timex* of Canada Ltd., Toronto (Ronalds-Reynolds & Co., Toronto). *Ed Sullivan* for Beecham Products Ltd., Toronto (MacLaren Advertising Ltd., Toronto); Quaker Oats Co. of Canada Ltd., Toronto (Spitzer, Mills & Bates Ltd., Toronto); Nestle (Canada) Ltd., Toronto (Spitzer, Mills & Bates Ltd., Toronto). *Bonanza* for General Motors Products of Canada Ltd., Oshawa, Ont. (MacLaren, Toronto).

Monday

Don Messer's Jubilee for Colgate-Palmolive Ltd., Toronto (Spitzer, Mills & Bates Ltd., Toronto); *Massey-Ferguson Ltd.*, Toronto (Needham, Louis & Brorby of Canada Ltd., Toronto). *Show of the Week* for Kraft Foods Ltd., Montreal (NL&B, Montreal). *Danger Man* for Sterling Drug Ltd., Toronto (Dancer-Fitzgerald-Sample, New York); *Procter & Gamble Co. of Canada Ltd.*, Toronto (Compton Advertising Inc., New York); *Gillette of Canada Ltd.*, Montreal (Spitzer, Mills & Bates Ltd., Montreal).

Tuesday

Jack Benny Program for Kraft Foods Ltd., Montreal; Canadian Industries Ltd., Montreal (NL&B, Montreal). *Danny Kaye Show* for Procter & Gamble Co. of Canada Ltd., Toronto; Sherwin-Williams Co., Montreal (Cockfield, Brown, & Co., Montreal); Canadian Kodak Co. Ltd., Toronto (Baker Advertising Agency, Toronto); Bristol-Myers Co. of Canada Ltd., Toronto (Ogilvy, Benson & Mather, Canada Ltd., Toronto). *Front Page Challenge* for Peter Jackson Tobacco Ltd., Montreal (Vickers & Benson Ltd., Montreal); General Foods Ltd., Montreal (Y&R Ltd., Montreal).

Wednesday

Forest Rangers for Kellogg Co. of Canada Ltd., London, Ont. (Leo Burnett Co. of

Canada Ltd., Toronto). *Red River Jamboree* for Chrysler Canada Ltd., Windsor, Ont.; Beecham Products Ltd., Toronto. *Perry Mason* for Clairrol Inc. of Canada, Toronto (Foote, Cone and Belding, Canada Ltd., Toronto); S. C. Johnson and Son Ltd., Brantford, Ont. (NL&B, Toronto); Sterling Drug Ltd., Toronto. *Festival*: Eight productions to be sponsored by Trans-Canada Telephone System, Montreal (McKim Advertising Ltd., Montreal).

Thursday

Magilla Gorilla for Quaker Oats Co. of Canada Ltd., Peterborough, Ont. (Spitzer, Mills & Bates Ltd., Toronto). *Some of Those Days* for Canadian Kodak Co. Ltd., Toronto; Nestle (Canada) Ltd., Toronto. *Hazel* for General Foods Ltd., Montreal; Colgate-Palmolive Ltd., Toronto (Spitzer, Mills & Bates Ltd., Toronto). *The Serial* for Sterling Drug Ltd., Toronto. *The Defenders* for Colgate-Palmolive Ltd., Toronto; Chrysler Canada Ltd., Windsor, Ont.; Philips Electronic Equipment Ltd., Toronto (NL&B, Toronto); Simon Cigar Company Ltd., Toronto (Stanfield, Johnson and Hill Ltd., Toronto). *The Rogues* for General Motors Products of Canada Ltd., Oshawa, Ont.; Kraft Foods Ltd., Montreal.

Friday

Country Hoedown for P&G of Canada Ltd., Toronto; S. C. Johnson and Son Ltd., Brantford, Ont. (FC&B, Toronto). *Mr. Broadway* for Union Carbide Canada Ltd., Toronto (Stanfield, Johnson and Hill Ltd., Toronto); Leved Brothers Ltd., Toronto (MacLaren, Toronto); Noxzema Chemical Co. of Canada Ltd., Toronto (Y&R, Toronto). *Telescope* for General Motors Products of Canada Ltd., Oshawa, Ont. *Ben Casey* for Colgate-Palmolive Ltd., Toronto; Noxzema Chemical Co. of Canada Ltd., Toronto; Javex Company Ltd., Toronto (MacLaren, Toronto).

Saturday

CFL Football for John Labatt Ltd., London, Ont. (J. Walter Thompson Co. Ltd., Toronto); Ford Motor Company of Canada Ltd., Oakville, Ont. (Vickers & Benson Ltd., Toronto); British American Oil Co., Toronto (James Lovick & Co. Ltd., Toronto); Nabob Foods Ltd., Vancouver, B. C. (Lovick, Vancouver). *Bugs Bunny* for Kraft Foods Ltd., Montreal; General Foods Ltd., Toronto. *Beverly Hillsbillies* for Coca-Cola Co. Ltd., Toronto; Kellogg Co. of Canada Ltd., London, Ont. *The Saint* for Sterling Drug Ltd., Toronto; Noxzema Chemical Co. of Canada Ltd., Toronto; Procter and Gamble Co. of Canada Ltd., Toronto; Sunbeam Corporation (Canada) Ltd., Toronto (McConnell, Eastman and Co. Ltd., Toronto). *Hockey Night in Canada* for Imperial Oil Ltd., Toronto. *Molson Breweries Ltd.*, Montreal (both MacLaren, Toronto). *Juliette* for American Motors (Canada) Ltd., Toronto; Clairrol Inc. of Canada, Toronto. *Sports Unlimited* for American Home Products, Toronto (Y&R, Toronto).

CTV buying station

CJCH-TV Halifax, N. S., will be the first station to be owned by Canada's second television network CTV Television Network Ltd., Toronto, Ont., if its sale is approved by the Canadian Board of Broadcast Governors. CJCH-TV is to be sold for an undisclosed sum of CTV Atlantic Ltd., a joint company of CTV Television Network Ltd., and Maclean-Hunter Publishing Co. Ltd., Toronto, publishers of business papers and general magazines, which has an interest in CTV Television Network. E. Finlay MacDonald, president of CJCH-AM-TV, will continue as head of the owning firm and no changes in operation of the stations are planned. CJCH-TV, on channel 5, is one of 10 affiliates on the CTV network.

BBG has long list of Sept. applications

Many Canadian television satellite stations in both French and English languages will be requested at the Sept. 1 meeting of the Board of Broadcast Governors in Halifax, N. S. A few new radio stations are being applied for and CFFM-FM Kamloops, B. C., is requesting three satellite FM stations in the Rocky Mountain region.

New daytime radio stations are being requested at St. Catharines, Ont., on 1500 kc by Roy E. Bonisteel with 2.5 kw and by Robert E. Redmond with 1 kw.

CJON St. John's Nfld. is asking for an FM station in that city on 93.7 mc with 1.6 kw. CJON-TV St. John's, is requesting a TV station at Corner Brook, Nfld., with 410 w video and 205 w audio.

CFOR Orillia, Ont., has applied for a change of ownership to Great Lakes Broadcasting Ltd.

CKTs Sherbrooke, Que., is requesting an increase in power on 900 kc from 1 kw to 10 kw daytime and 2.5 kw nighttime, while CHLT that city, wants a power boost from 10 kw daytime to 50 kw, and at night from 5 kw to 10 kw on 630 kc.

CKPG Prince George, B. C., is asking

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*Occupation Required

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San Francisco 28, California
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NEptune 4-4242 NEptune 4-9558

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Fort Worth 18, Texas
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Broadcast Engineering Consultant
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Drexel 7597

for an increase on 550 kc from 250 w to 10 kw.

CKNL Fort St. John, B. C., wants to move from 970 kc with 10 kw daytime and 500 w at night to 560 kc with 1 kw.

CJFX Antigonish, N. S., on 580 kc, wants a boost from 5 kw to 10 kw.

CKVD Val d'Or, Que., is asking for a move from 1230 kc with 1 kw daytime and 250 w at night, to 900 kc with 10 kw daytime and 2.5 kw at night.

There are also a number of share transfer transactions to be heard by the BBG and some minor power increases.

90% of Britons have television sets

About 90% of the population of Britain now has television in its homes according to the latest BBC audience research department report covering the April-June quarter of 1964. Five years ago 80% had television. The radio audience has also increased in the last year, from 95.1% to 96%.

The number of people who saw any BBC television on an average day in the quarter was 23.4 million against 23.6 million in the same period last year. Comparative figures for the commercial network are: 24.2 million this year and 22.5 million last year.

According to the report, viewers have not increased the amount of their viewing. They still spend an average of 13½ hours a week watching television. This has been a constant figure in the April-June quarter for the last five years. BBC-TV's share of this viewing time was 45%. Last year in the same quarter it was 49%; in 1962, 48%; and in 1961, 43%.

Abroad in brief . . .

Another pirate ■ North Sea Radio, the second pirate radio station off the coast of Holland, has begun broadcasting. It is located on an artificial island five miles out at sea.

No action ■ The British post office is not contemplating any immediate action against the radio ship *Caroline* now broadcasting near the Isle of Man off the northwest coast of England. This decision follows a conference between officials of the post office, the Manx government and Pye Radio Ltd. which is operating Manx Radio, the legal commercial station on the Isle of Man.

Russia's 'Progress' ■ Latin American countries will soon be receiving radio transmissions from the U.S.S.R.'s new radio station "Progress." Billed as "non-governmental," the station is said to be sponsored by several Soviet professional societies and is not run by the state. According to Radio Liberty analysts,

Swiss promote ballet

The Swiss Broadcasting & Television Co., the Geneva Broadcasting & Television Foundation and the city of Geneva last week announced plans to sponsor an International Ballet-Music Competition to promote the creation of ballet music.

First prize of \$2,300 or two second prizes of \$920 each, or a second prize of \$920 and a third prize of \$690 will be awarded Dec. 31, 1965. Compositions should be sent to International Ballet Music Competition, c/o Broadcasting House, 66, Boulevard Carl-Vogt, Geneva, Switzerland by Feb. 1, 1965.

Soviet state-run radio stations now broadcasting to Latin American countries are hampered by diplomatic relations maintained by their country.

Allen to Aussies ■ Reeves Sound Studio announced it will transfer *The Steve Allen Show* from video tape to 16mm film for viewing in Australia. The program, produced by Westinghouse Broadcasting Co. and distributed overseas by Fremantle International, is scheduled for broadcast late this summer in Australia.

License report ■ The number of combined radio and television licenses in Britain and North Ireland increased by 43,550 in June to a total of 13,010,335.

Better shows ■ The British Radio Equipment Manufacturers' Association has asked the BBC to improve its second television channel programs to help sell more 625-line TV sets. The association presented its plea directly to BBC director-general Sir Hugh Greene. It said that better programs were essential if an audience was to be built up.

Australia buys pay-TV show ■ An 80-minute program starring the *Limelinters*, produced specifically for pay TV in the U. S., has been sold for presentation on free television in Australia, Paul Talbot, president of Fremantle International Inc., reported last week. Fremantle's sale of the production to the Australian Broadcasting Commission marks the first time a program made for subscription TV has been sold to free TV, Mr. Talbot asserted. The *Limelinters* program was produced for RKO General Phonevision's pay TV installation in Hartford, Conn.

New calls ■ CJRN Niagara Falls, Ont., is the new call of former CHVC, 10 kw

station on 1600 kc. The station recently changed hands for an undisclosed sum, and is now owned by Adanac Broadcast Investments Ltd. It is now represented by All-Canada Radio and Television Ltd.

Drive opened to get more viewers for BBC-2

A drive to get more viewers for BBC-2 will be made at this year's Television and Radio Show, opening Wednesday (Aug. 26) at Earl's Court, London.

The BBC exhibit will emphasize the new service in many aspects. Visitors will see pictures of shows they are missing if they are unable to receive BBC-2.

The BBC will be running a trade reception area where dealers will be able to get information on how to boost sales of sets able to receive the new channel. There will be maps showing BBC-2 coverage area and the areas to which it will spread in the next two years.

Commercial TV companies are also taking space at the show but are keeping their plans secret. It is known that they hope to include closed-circuit TV shows.

International Film Sales . . .

The Magic Boomerang (Fremantle International): CBC (English-speaking network); Granada Television, Great Britain; Tyne & Tees TV, Newcastle; Ulster TV, Belfast and North Ireland; Scottish TV, Glasgow; Italian Government Service, RAI.

Debbie Drake (Banner Films): TBS Network, Japan; CBXT(TV) Edmonton, Alberta; CBWT(TV) Winnipeg, Man.; CFPL-TV London, Ont.; CBLT(TV) Toronto, and CFCF-TV Montreal.

Bold Journey (Banner Films): RTS France; CBC Canada; New Zealand Broadcasting Corp., and NHK, Japan.

Peter Gunn, Halas and Batchelor Cartoons, Smallfilms, Cartoon Classics, Gumby, Greatest Headlines of the Century, Weather Tots, duPont Theater, Biography, Captain Gallant, High Adventure, TV Readers Digest, Mr. Lucky, Dr. Hudson's Secret Journal, Big Moments in Sports, Waterfront, Adventure Theater, Debbie Drake, Jimmy Demaret Golf Show, Cross Current, Mr. and Mrs. North, Hopalong Cassidy, Westinghouse Family Specials, Victor Borge Specials, Floyd Patterson Story, The Naked Sea, Bullfight in Malaga, WPix Specials (Fremantle International): AMV-4 Albury, New South Wales; NEN-9 Tamworth, New South Wales, and DDQ-10 Too-woomba, Queensland, all Australian stations to be on air by end of 1964.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Aug. 13 through Aug. 19, 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 stations

APPLICATIONS

Wrens, Ga.—Georgia State Board of Education. UHF channel 20 (506-512 mc); ERP 387 kw vis., 38.7 kw aur. Ant. height above average terrain 1483 feet, above ground 50 feet. P.O. address State Office Building, Atlanta. Estimated construction cost \$727,535; first year operating cost \$55,000. Studio and trans. locations both 7 miles north of Wrens. Geographic coordinates 33° 15' 30" north latitude, 82° 17' 00" west longitude. Type trans. GE TT 57-A, type ant. GE TY-25-B. Legal counsel Harry M. Plotkin, Washington; consulting engineer A. Earl Cullum Jr., Dallas. Principal: board of education. Ann. Aug. 14.

New AM stations

APPLICATIONS

Kissimmee, Fla.—J. Patrick Beacom. 1220 kc, 1 kw, D. P.O. address Box 1547, Fairmont, W. Va. Estimated construction cost \$2,500; first year operating cost and revenue not listed. Applicant requests facilities of WOSL Kissimmee, currently silent. Mr. Beacom has 50% interest in WVVW Inc., licensee of WVVW Grafton, W. Va.; 50% interest in WBUT Inc., licensee of WBUT-AM-FM Butler, Pa., and 50% interest in WJBP-TV Inc., licensee of WJBP-TV Fairmont, W. Va. Ann. Aug. 14.

Bethesda, Md.—Bethesda-Chevy Chase Broadcasters Inc. 1120 kc, 250 w-D. P.O. address 5319 McKinley Street, Bethesda. Estimated construction cost \$33,397; first year operating cost \$100,000; revenue \$125,000. Principals: James D. Bailey (50%), William L. Mockbee (25%) and John E. Parker (25%). Mr. Bailey has 95% interest in Doug Bailey Advertising Inc. Mr. Mockbee has 5% in Doug Bailey Advertising Inc. and was part-time announcer for WASH-FM Washington. Mr. Parker is special consultant to Doug Bailey Advertising Inc. Ann. Aug. 17.

Allendale-Fairfax, S. C.—All-Fair Broadcasting Co. 1460 kc, 1 kw, D. P.O. Box 295, Hampton, S. C. Estimated construction cost \$7,600; first year operating cost \$30,000; revenue \$30,000. Principal: Charles E. Bell. Mr. Bell has 50% interest in WDXY Sumter, S. C., and is employed by Henderson Belk Enterprises Inc. as manager broadcast division. Ann. Aug. 17.

New FM stations

APPLICATIONS

Colorado Springs—William S. Cook. 101.9 mc, channel 270, 27.66 kw. Ant. height above average terrain minus 309 feet. P.O. address 2423 Airport Road, Colorado Springs. Estimated construction cost \$20,000; first year operating cost \$42,000; revenue \$46,000. Mr. Cook is licensee of KRYT Colorado Springs. Ann. Aug. 10.

Natchitoches, La.—Natchitoches Broadcasting Inc. 97.7 mc, channel 249A, 3 kw. Ant. height above average terrain 130.38 feet. P.O. address Box 607, Natchitoches. Estimated construction cost \$10,247; first year operating cost \$3,600; revenue \$4,000. Principals: B. Hillma Bailey Jr. and Norman A. Fletcher (each 50%). Messrs. Bailey and Fletcher are also co-owners of KNOC TV Cable Inc. in Natchitoches. Ann. Aug. 14.

Lansing, Mich.—Lansing Broadcasting Co. 101.7 mc, channel 269A, 3 kw. Ant. height above average terrain 175 feet. P.O. address 407 North Washington Avenue, Lansing. Estimated construction cost \$19,935; first year operating cost \$15,000; revenue \$18,000. Principals: John C. Pomeroy (26.92%), W. A. Pomeroy (21.12%), Edwin L. Byrd (17.1%), Bessie M. Pomeroy (14.95%) and others. Lansing Broadcasting has 40% interest in Television Corp. of Michigan Inc., licensee of WILX-TV Lansing and WJCO Jackson, both Michigan. Ann. Aug. 14.

Logan, Ohio—Logan Broadcasting Co. 98.3 mc, channel 252A, 3 kw. Ant. height above average terrain 300 feet. P.O. address 444 Henrietta Avenue, Logan. Estimated construction cost \$35,081; first year operating cost \$24,000; revenue \$30,000. Principals: Dannie M. Devel (75%), George D. Charles (20%) and E. D. Ellison (5%). Ann. Aug. 19.

Memphis—Cowles Broadcasting Service Inc. 104.5 mc, channel 283, 100 kw. Ant. height above average terrain 900 feet. P.O. address Hotel Peabody, Memphis. Estimated construction cost \$74,234; first year operating cost \$12,000; revenue same as AM. Holding company for Cowles Broadcasting is Cowles Magazines and Broadcasting Inc., licensee of KRNT-AM-TV Des Moines, and translators in Fort Dodge and Marshalltown, all Iowa. Gardener Cowles votes stock owned by Cowles Magazines and Broadcasting. Cowles Broadcasting Service is licensee of WREC-AM-TV Memphis. Ann. Aug. 17.

Bryan, Tex.—Bryan Broadcasting Inc. 98.3 mc, channel 252, 3 kw. Ant. height above average terrain 247 feet. P.O. address Box 433, Bryan. Estimated construction cost \$14,894; first year operating cost \$20,000; revenue \$35,000. Principals: Mike Mistovich (49%), C. J. Niederbauer (23%), W. C. Davis (18%) and D. C. Jones Jr. (10%). Bryan Broadcasting is licensee KORA Bryan. Ann. Aug. 17.

Ownership changes

ACTIONS BY FCC

KJFL-TV Durango, Colo.—Granted assignment of CP from Floyd and Lieselotte Jeter d/b as Jeter Telecasting to Mesa Verde Broadcasting Inc., owned by Western Slope Broadcasting Inc. which is owned by Rex G. Howell (73.2%), Laura Howell (11.8%), Ruth G. Kendrick (7.5%) and Marlene J. Hoskin (7.5%). Consideration \$2,000. Western Slope is licensee of KREX-AM-FM-TV Grand Junction, Colo. Mr. Howell has 50% interest in Radio KGLN, licensee of KGLN Glenwood Springs, Colo. and 51% interest in Black Canon Broadcasting Inc., licensee of KREY-TV Montrose, Colo. Action Aug. 14.

WDMF Buford, Ga.—Granted renewal of license and assignment of license from Lanier Broadcasting Co., owned by Robert E. Thomas (100%) to Buford Broadcasting Inc., owned by Robert P. Joseph (60%), Jacqueline A. Joseph (15%), E. Weeks McKinney-Smith (12.5%) and Dr. George Talley Bailey (12.5%). Consideration \$32,000. Mr.

Joseph is station representative for WDXR Paducah, Ky. Action Aug. 17.

WDEA Ellsworth and CP in Machias, both Maine—Granted assignment of license and CP from Coastal Broadcasting Inc., owned by Milton C. Chapman (74.5%), Donald E. Knowles (25%) and Nicholas P. Broutas (0.5%) to CBC Inc., owned by William W. Fidler III (64.9%), Donald E. Knowles (35%) and Nicholas P. Broutas (0.1%). Consideration \$100,000 to be paid by Mr. Fidler. Mr. Knowles is general manager of WDEA. Action Aug. 18.

WJQS Jackson, Miss.—Granted assignment of license from Dumas Milner Broadcasting Co., owned by R. E. Dumas Milner (70%), Howard Cohoon (10%), Frank Morr (10%), C. I. Morrow (5%) and Max Rogel (5%), to Thomas G. and Vicky Cutrer, and Oren V. and Ann Zimmerman (each 25%), d/b as Radio Station WJQS. Consideration \$175,000 and assumption of \$9,100 liability. Mr. Cutrer is employee of WSM Inc., Nashville. Action Aug. 14.

KRNR Roseburg, Ore.—Granted acquisition of negative control of licensee corporation, Douglas County Tricasters Inc., from Robert F. Johnson (33 1/3% before, none after) through purchase of stock by James M. Johnson and Joseph G. Maierhauser (each 50% after). Consideration \$5,250. Action Aug. 12.

WNCG and WKTM(FM) North Charleston, S. C.—Granted transfer of control of licensee corporation, KTM Broadcasting Corp., from Richard F. Kamradt (79.8%) to Ansley D. Cohen Jr., William J. Bargman Jr. and Alice M. Swanson (each 33 1/3% of Mr. Kamradt's interest). Consideration \$104,000. Action Aug. 14.

KZAM(FM) Seattle—Granted assignment of license from Samuel J. Steiner, receiver, to F. Kemper Freeman (46.67%), Elwell C. Case (46.67%) and Florence G. Hayes (6.66%) d/b as Bellevue Broadcasters. Consideration \$25,000. Bellevue Broadcasters is licensee of KFKF Bellevue, and KPEG Spokane, both Washington. Action Aug. 14.

KVWO-AM-FM Cheyenne, Wyo.—Granted acquisition of positive control of licensee corporation, Cheyenne Broadcasting Inc., by Leo R. Morris (40% before, 60% after) through purchase of stock from John W. Black (30% before, none after). Remaining stockholders of Cheyenne Broadcasting will be Douglas Nelson (none before, 10% after) and Richard L. Haag (5% before, 30% after). Consideration \$3,600. Action Aug. 14.

APPLICATIONS

KMOR Littleton, Colo.—Seeks transfer of control of licensee corporation, KMR Broadcasting Corp., from Robert B. Martin (81.5% before, none after), Robert A. Rubin (15.9% before, none after) and Harold D. Taft (2.6% before, none after) to Stanley Rothenberg (none before, 100% after). Consideration \$5,000. Mr. Rothenberg is salesman for

Continued on page 98

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—\$2.00 minimum • HELP WANTED 25¢ per word—\$2.00 minimum.
 - DISPLAY ads \$20.00 per inch—STATIONS FOR SALE and WANTED TO BUY STATIONS advertising require display space.
 - All other classifications including Employment Agencies, etc., 30¢ per word—\$4.00 minimum.
 - No charge for blind box number. Send replies to *Broadcasting*, 1735 DeSales St., N.W., Washington, D. C., 20036.
- APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO—Help Wanted

Management

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.

Manager wanted for only station in 30,000 market, 5,000 watts, 17 years on the air, profitable, well respected in community, daytime, chain operation, start at \$125 plus commission on profit. Must be young, strong on sales, civic minded. Send picture and resume. Box H-252, BROADCASTING.

Medium market. Must be strong on sales. Box H-280, BROADCASTING.

Manager—midwest small market. Good opportunity in growing area. Replies confidential. Box H-297, BROADCASTING.

Manager—radio AM station 500 watt daytimer to go on air 1st part of '65—Must be 1st phone—familiar with sales management. Salary \$400 month plus percentage of billing—this will be a small station with a low overhead in the St. Paul-Mnpls. area—a real opportunity for a go getter to get in on the ground floor—Prefer man from small station who wants to move into a very good market. Write Box H-304, 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.

Draw for 1st 6 months 25% commission. Excellent growing Eastern market. Older, steady man preferred. Delightful living. Box H-234, BROADCASTING.

Salesman-announcer—If you can sell and want to learn management answer this ad. Salary and commission open for top man. Eastern N. C. station. No order takers or drifters need apply. Box H-316, BROADCASTING.

KBLF Red Bluff, California needs good young salesman. Salary plus liberal commission. Don't phone—Write Radio station KBLF, 405 Walnut, Red Bluff, California.

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 programmed 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.

Use our service to find "live" leads toward better selling and management positions. Write: Broadcast Employment Service, 4825 Tenth Avenue South, Minneapolis, Minnesota. 55417

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.

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.

\$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.

Central Florida fulltime adult station offers ideal working conditions for steady experienced announcer. Mature, production minded congenial staff. Send tape and complete resume immediately. Box H-278, BROADCASTING.

Immediate openings for reliable announcers and salesmen for Piedmont, North Carolina, Daytimer. No drifters. Box H-282, BROADCASTING.

Immediate opening for an all-around announcer for a medium market Ohio station. Will have to be able to do some deejay, some news, and lots of interviews. Box H-310, BROADCASTING.

Got "PIZZAZZ?" Swinging Midwest 50 kw good music station will hire announcer with young sound, vitality and ambition to move up to major market operation. Must have ability to EMCEE recorded music and "talk" programs. Send tape and resume to Box H-319, BROADCASTING.

KBUD, Athens, Texas has immediate opening for mature, experienced announcer.

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.

Texas . . . Modified Top 40. Looking for experienced smooth announcer . . . no screamer . . . 3rd phone needed . . . Good opportunity. Company benefits. Friendly community. KFLT, Paris, Texas.

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.

Announcer with first phone, no maintenance. WAMD, Aberdeen, Md.

Michigan station in year round sports country has opening for experienced announcer who can also call play-by-play. Opportunity for right man to work in sales if desired. Send tape, resume, references and salary requirements to: WCBY Radio, Cheboygan, Michigan.

Announcers—(Cont'd)

Conscientious announcer to work with quality radio. Production and writing ability desirable. Send resume, tape and photo to: Mr. George DeForest, WDEA, Ellsworth, Maine.

24 hour Stereo station serving New York City and vicinity has September 21 opening for experienced professional announcer with emphasis on classical music and news. Send air check, resume, salary requirements to WDHA-FM, 419 Route #10, Dover, N. J.

Immediate opening for announcer with first phone. Send tape resume references. WEED, Rockymount, North Carolina.

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.

Michigan daytime has opening for first phone announcer good opportunity, salary open dependent on experience and ability. Send tape, resume, and photo—WJUD, St. Johns, Michigan.

Need immediately adult announcers. Drifters and screamers need not apply. Send tape and complete information first letter. Excellent opportunity for right men. All inquiries considered. All tapes returned. New station. New staff. New opportunities. WLTH, 3669 Broadway, Gary, Indiana. Telephone 219-884-9409.

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.

Are your talents appreciated? Perhaps one of our employers needs you now. Move up! Write: Broadcast Employment Service 4825 Tenth Avenue South, Minneapolis, Minnesota. 55417

Immediate opening for experienced staff announcer. Right man will become program director. Send resume. Box 389, Williamsport, Penna.

Announcer—experienced needed for Top 60 oriented, number 1 outlet in largest city in Montana. Must have good news and commercial delivery, run a tight board and have production ability. Send full resume and audition tape to Program Director, P. O. box 1405, Great Falls, Montana.

Wanted for Chattanooga market—announcer-salesman . . . 6:00 AM-9:00 AM shift with up tempo pace. Station number one. Send tape and resume to Harold Loyd, 1221 Kathys Trail, Chattanooga 9, Tennessee. 37409

Technical

1st phone engineer needed immediately. 5,000 watt station. Send resume to Box H-180, BROADCASTING.

Wanted: First class engineer, qualified in TV and AM maintenance. Switching experience helpful. Willing to relocate in Southwest and West. Send complete resume. Box H-258, BROADCASTING.

Assistant chief engineer with announcing experience. Box H-281, BROADCASTING.

Technical—(Cont'd)

Immediate opening for first class engineer for FM transmitter watch. Some maintenance. Write Manager or C. Engineer. WBCM, Bay City, Michigan.

Immediate opening: Chief engineer-announcer for leading station in Gulf coast market; part of expanding group operation. Must be competent engineer—ticket holders only need not apply. Rush resume and complete details to Gene Milsteen, WDLF, Panama City, Florida.

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.

From Chiefs to "Indians," we place 'em all. Radio, and/or television opportunities our business. Broadcast Employment Service, 4825 Tenth Avenue South, Minneapolis, Minnesota. 55417

Study Announcing! Personalized, taped instruction. Details free. Fisher, 678 Medford BD, Patchogue, New York. 11772

Production—Programing, Others

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 manager-announcer for Indiana daytimer. Good music. Must be top production man. Tape and resume. Box H-254, BROADCASTING.

Chicago station expanding news department. Need strong, authoritative voices with sense of news savvy. Rush tapes to Box H-259, BROADCASTING.

Must have . . . Thoroughly experienced news director. Must have above average air presentation. Must be able to gather, write, and above all, dig out local news. Midwest regional five kilowatt. Send complete resume, references, photo, audition tape first letter. Salary commensurate with ability and experience. Box H-262, BROADCASTING.

Airman-production man with experience and 3rd ticket or better for Southeast station. No Top 40. \$150.00. Send sample of production, air tape and resume to Box H-269, BROADCASTING.

Writer-newsman wanted. If you have a background in news writing and good voice presentation this adult news slanted operation in the Southeast offers \$175.00 to right man. Send resume, tape and rewritten script with original copy to Box H-270, BROADCASTING.

One man radio station wanted for remote studio operation. Very attractive opportunity for capable aggressive man to run his own one man radio station with daily program on successful regional station within 50 miles of Chicago. Reply Box H-287, BROADCASTING.

News director: Wanted immediately. Old, established AM/FM network affiliate, pleasant small, Virginia city, needs experienced, aggressive, sober, responsible man to gather, write local news. Prefer announcing experience. Fully equipped mobile unit. Tell all including salary requirements first letter. Send picture, tape (will return). Box H-294, BROADCASTING.

We're building a top flight creative team! Copywriters - Production - Promotion. If you're bright, talented, with a free wheeling imagination, there's a spot on Sacramento's #1 radio station for you! Bill Weaver-General manager, KROY radio, 1010 11th Street, Sacramento, California.

Wanted: Experienced girl to work in combination traffic and continuity. Must be able to type. Pleasant surroundings. Car desirable. Call Elliott Stewart, Executive Vice President and Station Manager. Area code 315-736-9313. P. O. B. 950, WIBX, Utica, N.Y.

Production—Programing, Others

Continued

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.

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.

Central Penna.—news-minded network station seeking aggressive newsmen. Must be able to gather, write, edit and deliver news. Salary fair and reasonable. Contact Randolph Gretes, WRSC, State College.

Situations Wanted

Management

Hard working radio man with 20 years broadcast experience in management, sales, public affairs, community relations. Box H-89, BROADCASTING.

Station manager, 41, experienced in network, local, agency level. Seeks management in Midwest. Box H-277, BROADCASTING.

Station sold. Well qualified general manager with sales and programing background available for large or major market. Will also consider sales or sales manager job with company having definite possibilities for advancement. Box H-292, BROADCASTING.

Seasoned radio-TV journalist 20 years. Foreign correspondent two wars. Speaks four languages. Strong, authoritative voice. Currently employed abroad. Seeks news management top market. Minimum: \$15,000. Write: Tom Arthur (DeCastro), 2428 B4 Teutonenweg, Frankfurt AM/Hoechst, West Germany.

Sales

\$10,000, six years sales experience, news, announcing, copy, to invest in Rocky Mountain, Midwest station. Box H-72, BROADCASTING.

I can help your sales!—Programing! Your profit picture! Now General manager in Top 30 market. Seeking job as manager or sales manager with major market radio station. Top record and references. Box H-275, BROADCASTING.

Announcers

Announcer-dj tight board personable bright sound. Authoritative newscaster. Family man, not a floater or prima donna. Box H-123, BROADCASTING.

Major market pds . . . World's greatest jock is at—Box H-175, BROADCASTING.

Negro: 1st phone young bright swinging sound, good selling voice. Will consider all offers. Box H-245, BROADCASTING.

Do you plan ahead? Top 40 jock with experience will be available the first of the year. I can do the job, I just need you to listen. Box H-251, BROADCASTING.

Need to Advance. Reliable, experienced announcer wishes to relocate with a good, midwest organization. Prefers "non-rock" format. Dedicated! Box H-257, BROADCASTING.

Available October, announcer-production specialist, six years experience radio-television. Box H-261, BROADCASTING.

Good format jock looking for move up, presently in market of 80,000. Very reasonable if offer is right. Box H-268, BROADCASTING.

Att: N. Y., N. J., Conn., Pa.—Announcer dj/newscaster experience tight production—fast board family man—will relocate. Box H-271, BROADCASTING.

Experienced young Top 40 anner. Desires position in medium market. Excellent references. Box H-272, BROADCASTING.

Announcers—(Cont'd)

Well rounded air personality, bright sounding dj, experienced, all phases-tight board, authoritative newscaster, remotes/beepers, professional attitude, cooperative. Box H-273, BROADCASTING.

DJ desires large midwest metro market by contract. Box H-274, BROADCASTING.

Newscaster, announcer, dj—Bright personality, experienced, family man. Will settle. Tight board, selling sound. No floater. Resume photo & tape available. Box H-279, BROADCASTING.

Attention: Indiana and Ohio stations! Announcer—first combo, no maintenance, mature professional—excellent news, special events, music shows. Wants 48 hour week, 1 day off weekly, College—tech school grad. Prefer mornings or nights. Permanency desired, \$100 minimum. Box H-286, BROADCASTING.

DJ/announcer, six months middle of the road experience, seeking Northeast Top 40. Box H-288, BROADCASTING.

Announcer-dj-sportscaster, 5 years experience, college graduate, second class ticket, Pennsylvania—Jersey—Delaware area preferred. Presently announcer-sports director Philadelphia area. Box H-291, BROADCASTING.

DJ-announcer, authoritative newscaster, tight board; Cooperative, dependable, not a floater. Box H-296, BROADCASTING.

DJ wants to swing with Top 40. One year middle of road experience. Single, Box H-298, BROADCASTING.

Top 40 format dj with crisp voice, live but not wild, wants medium market, Eastern U. S. South or Florida. 6 months experience but sound better, would try Graveyard shift. Box H-299, BROADCASTING.

Top 40. Ambitious, young, creative dee jay. Tight board. Some experience. Box H-302, BROADCASTING.

Negro dj/announcer: Recent graduate from top broadcasting school. Young, dependable, with bright personality and smooth voice. Knows music. Will relocate. Box H-303, BROADCASTING.

Highly successful telejock available. Major market only. Box H-308, BROADCASTING.

Help, major mind imprisoned in minor market. Increased power precludes format change, not for me. 8 years experience, Eastern Top 40 only. Box H-315, BROADCASTING.

C&W showman-personality . . . experienced major market prefer all-night C&W show . . . or . . . C&W show with sales proven sales record . . . Excellent references . . . \$110.00. Box H-317, BROADCASTING.

For rent—used announcer. Chasis bent. Old enough to be considered classic. Thinker & talker good condition. Prefer San Joaquin, Sacramento Valleys. Consider Okla., Ark., Texas corner if hunting, fishing good. 1st phone. Light maintenance. \$120. Russ Vestal, 625 N. Camellia, Farmersville, Calif.

Announcer, third phone element 9. Radio school graduate. Phone 622-2100, Pottsville, Pa.

Texas, Oklahoma, or New Mexico. Have first class license, some announcing experience. Single, draft free, 23, hard worker. Steve Guest, 1402 South Montreal, Dallas, FE 7-3537.

A very dependable young announcer, no experience, have 3rd phone with Broadcast endorsement, will relocate, Philip Jones, 2226 Glenview, Glenview, Ill.

Live, Top 40 dj—sharp production 3½ years medium metro experience. First phone . . . Mike Mitchell 2225 Homan, Waco, Texas PL 4-1862.

Excellent announcer, 23, w/AAA voice, legs paralyzed wheelchair confined, free use of arms and drive automobile. Would make excellent employee for station on ground level or facilities conducive to my handicap. John Oakvik, 975 N. 35th, Milwaukee, Wisconsin. 53208

Competent "stand up" adult announcer/radio journalist, former news director—excellent credits, references—interested in offers from quality-conscious medium/major market facilities. \$145.00. If sincere, call collect Evenings 313-272-3541.

First phone jock! Highly experienced. Crack production, copy! Family man. Available yesterday. Wire offer: Wood, 411 Tift Avenue, Tifton, Georgia.

Situations Wanted

Technical

1st phone seeks employment—D.C. Available immediately. \$150 minimum. Box H-150, BROADCASTING.

Experienced first phone maintenance and operating engineer. Sober and dependable. Box H-255, BROADCASTING.

Chief engineer. Southwest—AM directional, FM, maintenance, construction—No announcing. Married, presently employed. Box H-289, BROADCASTING.

Chief seeks transmitter shift. Experience: AM, FM, installations, proofs, directionals. Box H-301, BROADCASTING.

Desire position as radio or TV engineer in Southwest. Experienced. Ray Loper, 2001 Mingo, Tulsa, Okla. Temple 8-8537.

Florida-Georgia—20 years installation, maintenance, announce. Reasonable. Don Brien-en, 130 Lincoln, Albany, Georgia 432-9870.

Production—Programing, Others

Male copywriter. A decade of dynamic solid-sell. Producer radio and TV. Box G-320, BROADCASTING.

Newsman—recent Missouri University journalism grad.—writing, editing and on the air experience. Box H-7, BROADCASTING.

Serious radio newsmen looking for station where news is important. Experienced in gathering, writing, and airing. College and announcing school graduate. First phone. Box H-167, BROADCASTING.

Professional sportscaster/director. 9 years play-by-play basketball, football, baseball. Strong on news, interviews. Family, college journalism graduate. Box H-211, BROADCASTING.

Put a Tiger in your rank—Ten years experience in radio, four years TV, program director radio six years, public relations—A real pro looking for major market in radio and/or TV. Box H-260, BROADCASTING.

Copywriter-announcer . . . broadcast school trained, references. Light announcing experience. Heavy straight copy, some news writing experience, promotions, etc. Must relocate by Sept. 8. Wire for details. Box H-266, BROADCASTING.

News editor with first phone wishes to relocate for more money. Top rate news announcer. Prefer West coast good music station with creative programming. Married, children, college graduate. Eight years at present position. Box H-267, BROADCASTING.

Veteran news photographer looking for top Mid-Atlantic station. Has 8 years with major East coast CBS affiliate. Can offer right station wide experience in all phases of news and public affairs photography. Box H-283, BROADCASTING.

Married man, white, twenty six, four children, five years experience looking for advancement in larger market. Currently employed as pd, production manager, announcer & play-by-play. Would like play-by-play. Can supply references. Broadcasting is my life, not a hobby. Box H-293, BROADCASTING.

The industry is finally realizing the importance of a music director in a competitive Top 40 market. I've had three years experience picking the hits, along with a wide knowledge of oldies. Can also pull jock trick. (Top fifty markets only)! Box H-307, BROADCASTING.

Continuity director, with AM/FM operation. Experienced writer with fashion background. Excellent references. Ready for larger market. Box H-309, BROADCASTING.

Sports director without portfolio, but with experience. Station sold, new GM to do sports. 13 years a professional, regional net experience, major college sports. Family, college, desire sports minded station. Box H-312, BROADCASTING.

Newsman—15 years radio experience—(some TV)—want solid good music affiliation—34. Family-man—presently employed (station went R&R) tape, resume, references available—First phone. Box H-318, BROADCASTING.

Production—Programing, Others

Continued

Experienced radio news director and staff announcer; currently in Top 20 market seeks position with radio-TV outlet in medium to large South or Southeast market. Minimum \$150.00. Box H-321, BROADCASTING.

Pro newsmen. Newscaster, reporter, editorial and documentary writer. Past eight years at two top-rated stations, both in top-ten markets. Can also double as djsounding dj. College graduate. Highest recommendations. Sullivan, 202-296-5573.

University graduate production director-idea man. Broadcast and Top 10 market agency experience. Prefer group operation, medium-large market. Dick Kruppa, 335 S. 1st St., Lewiston, N. Y.

TELEVISION—Help Wanted

Management

Station general manager for a major television group facility in the Midwest. We require a person under age 45 with proven success in station administration. Send complete resume, present income, and salary desired to Box H-313, BROADCASTING.

Announcers

\$140 weekly plus excellent fringe benefits for experienced and versatile TV and radio announcer. Powerful Midwestern outlets in city under 100,000. Box H-209, BROADCASTING.

Announcer-copywriter wanted for Midwest TV station. Excellent working conditions, good employee benefits, opportunity to learn directing. Send picture, tape, full information, including salary expected to Box H-306, BROADCASTING.

Staff announcer, weather, kids show, some radio. Must be experience. 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

Immediate opening for experienced TV transmitter engineer. Prefer TT50AH maintenance experience. Permanent position. Profit sharing plan plus fringe benefits. Write or Call: Harold H. Newby, KAKE-TV, Box 1010, Wichita, Kansas, Phone 316-WH 3-4221.

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. Wanted: Studio engineer, first phone required. Must be dependable, experienced at least three years, and able to think for himself. This is permanent employment, no drifters. Send qualifications and a signed technical reference report to Don Clausen, Studio Super., KTHI-TV, Fargo, North Dakota.

Immediate opening for an experienced studio and transmitter technician. Please send resume to Ray Krueger, Chief engineer, WQAD-TV, 3003 Park 16th St., Moline, Illinois.

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.

Production—Programing, Others

Northeastern TV station needs on the air news director immediately. If you are a good newsmen and enjoy summer and winter sports send details today to Box H-250, BROADCASTING.

Wanted—Production manager for top Eastern TV market. Must have good leadership qualities and demand top-flight performance from staff. Long hours, hard work, and good pay. Send complete resume to Box H-265, BROADCASTING.

Production—Programing, Others

Continued

Editorial researcher-writer. Rare opportunity for person with journalism degree, minimum 4 yrs. newspaper editorial experience, to work into post of major responsibility. Leading Northeast TV station. Rush resume, picture, references to Box H-276, BROADCASTING.

Producer-writer. Will produce and write TV and film documentary specials, assist in commercial production. Leading Northeast station with excellent career potential. We want a man with college background and proven television ability. Rush resume, picture, details, Box H-284, BROADCASTING.

Operations manager being sought for Midwest NBC-TV outlet in Top 60 market. Full knowledge of production-directing important. On-the-air work would be a plus factor but not necessary. Excellent opportunity with multiple ownership operation. Send resume along with salary requirements. Box H-314, BROADCASTING.

Two creative producer-directors wanted by large Midwestern University to work with faculty in constructing television program out of educational subject matter. Facilities include three studios, VHF channel, film and mobile unit, videotape, salary \$7,500-\$8,900 dependent upon qualifications, contact WMSB-TV, Michigan State University, East Lansing, Michigan.

Proposed Los Angeles Metropolitan area UHF-TV station seeking additional staff. Programming, sales, engineering, and operations director. Forward confidential resume: P. O. B. 1134, Guasti, California.

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

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.

Technical

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: Looking for job with future. Experienced TV studio operations & maintenance includes some maintenance on Ampex VTRS. Box H-253, BROADCASTING.

Production—Programing, Others

Experienced television news director-reporter. Former correspondent, editor, writer and network radio newsmen. Available immediately. Box H-21, BROADCASTING.

Creative program director. Best references, record 6 years with top chain. Masters, family. Box H-249, BROADCASTING.

ETV writer-producer. Master's. Commercial and educational radio and TV background. Strong on documentaries and music. Will direct and/or teach. Box H-263, BROADCASTING.

Director, 8 years experience. Top 15 market, presently employed. Desire position with challenge. Box H-311, BROADCASTING.

Professional broadcaster with 13 years experience wishes to make change to television. Prefer news department, however, experience well rounded. Family man, interested only in stable, civic minded organization. Box H-320, 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.

Wanted—Dimmer board, auto-transformer type. 50 to 100 circuits. Send specifics and price to: O. Lytle Hoover, WJRT, Box 12, Flint, Michigan.

Complete FM equipment. 5 kw transmitter; 4 bay antenna; monitors; 1½" transmission line. KTW, Seattle, Washington.

Wanted: Complete equipment for 250 watt station microphone to tower. Remote control. State price, age, condition. Box H-284, 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.

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.

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.

Don't let lightning stop you. Stay on the air. Transmitter automatic reset for all transmitters. Guaranteed. Write for Brochure: Quad "L" Electronics, P. O. Box 828, Lake City, Florida.

VHF TV 500 watt transmitters used, Channel 3 excellent condition. Channel 12 good condition. Also, vidicon cameras, 16 mm projectors, 35 mm slide projectors, sync generators, etc. Box H-305, BROADCASTING.

Concertone 20/20 stereo tape machine in portable cases, new heads, 4½" VO meters will ship to sender of 1st check of \$290.00, \$900.00 new. Warren Wilson, C. E., WFM, 174-15 Horace Harding, Fresh Meadows, N. Y.

Jay Tapp 8 bay FM antenna. Handles up to 25 kw input & 7.3 gain. Good condition. \$2000. Factory tuned to frequency and ready to install. \$2700. Belltone Music Co., 928 K St., Suite 201, Sacramento 14, Calif.

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.

Free! Top star interviews! Record from your telephone! Write for number. Box 85068, Hollywood 27, California.

Unique interview ideas! Background data on the wonderful world of conversation by tape recording. Local angles. Free. World Tapes for Education, Inc., Dallas, Texas. 75215

Gags galore—12-volume laugh library for disc jockeys. Shipped postpaid, \$2. Valentine, Box 8244 Salt Lake City, Utah.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write Dept. 4-K, Grantham Schools, 1505 N. Western Ave., Hollywood, Calif. 90027.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing, programing, console operation Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

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.

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

#1 PERSONALITY

50,000 watt station in metropolitan market looking for talented air personality. Must have that something extra that sets you aside from the rest. Only professional DJ's with proven success need apply. No rock. Send tape and resume with first letter: Box H-300, BROADCASTING

Announcers—(Cont'd)

YOU—AND TOP MONEY!

Top money in bigtime! Consultant's amazing formula guides you! Revealing manuscript "YOU AND TOP MONEY!" \$1.00! Also, personalized, taped instruction. Elementary, advanced—"YOUR FUTURE IN RADIO" Frank—factual! FREE. Ask for it.

HAL FISHER
BROADCASTING CONSULTANT
678 Medford, BR, Patchogue, New York

Production—Programing, Others

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 forming, 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

Situations Wanted—Announcers

NETWORK ANNOUNCER

Seeking a position in management or announcing. Successful A.M.-TV broadcast record in programing-news-announcing. Family man, 35 yr. old, excellent references. Presently employed by CBS. If you need a "take charge" man, with religious, moral and social standing, call area code 213-781-7492 or write:

Box H-290, BROADCASTING

EMPLOYMENT SERVICE

MOVE TO THE ROCKIES!!!

We are the only agency in the seven-state Rocky Mountain area specializing in radio and TV personnel. Immediate openings for Managers, Salesmen, Engineers, Traffic, Copy, and other categories. Send inquiry and resume to:

RADIO AND TV DIVISION
COLORADO BUSINESS INSTITUTE
SUITE 641 EQUITABLE BLDG.
DENVER, COLORADO 80202

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.

WANTED TO BUY

Stations

Small or Medium market

Radio station, with good potential, West Coast — California preferred. Buyers currently owners of major market power station.

Box H-256, BROADCASTING

FOR SALE—Stations

SOUTHWEST

1. Major market 1 kw Daytimer very low down to right party.
2. New Mex daytimer 125C w/29%.
3. Major Texas mkt. 1 kw Day extremely favorable deal.

CONTACT: Marvin, P. O. Box 1669, Phoenix. 602-943-5959.

NEW ENGLAND

Small town daytimer. \$20,000 down on \$70,000 purchase price. Ideal for husband and wife team. Station has always operated profitably. Immediate sales needed for personal reasons. No Brokers, please.

Box H-295, BROADCASTING

We have a number of qualified buyers interested in

AM; FM; TV or CATV.

Your inquiry or listing treated in complete confidence.

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STATIONS FOR SALE

1. GULF COAST. Exclusive. \$30,000 down.
2. TOP MARKET. Southwest. \$20,000 down.

JACK L. STOLL & ASSOCIATES

6381 Hollywood Blvd.
Los Angeles 28, California

Continued from page 93

Kamen Wiping Materials Inc., Wichita, Kan. Ann. Aug. 18.

WATL-TV Atlanta—Seeks assignment of CP from Robert W. Rounsaville to D. H. Overmyer Communications Co., owned by D. H. Overmyer. Consideration \$100,000. D. H. Overmyer Communications Co. is applicant for UHF-TV in Cincinnati. Mr. Overmyer is individual applicant for UHF-TV in Toledo, Ohio. Ann. Aug. 17.

WNPS New Orleans—Seeks assignment of license from Orleans Parish School Board to Greater New Orleans Educational Foundation. No financial consideration. Greater New Orleans Educational TV is licensee of WYES-TV New Orleans. Ann. Aug. 18.

WLIN(FM) Detroit—Seeks assignment of license from Down River Broadcasting Centre Inc., owned by Myrtle B. Kelly (39.3%), David Kelly (31.2%), John V. and Helen D. Allen (6.5%), Daibert W. Tear (2.6%) and others to WCAR Inc., owned by H. Y. Levinson (52.82%), Celia D. Levinson (23.58%), Thomas F. Chawke (12.36%), Morris Garvett (6.25%) and L. Warren Gately (5.19%). Consideration \$75,000. Messrs. Garvett and Chawke are attorneys. WCAR Inc. is licensee of WCAR-FM Pontiac, Mich. Ann. Aug. 17.

KCMK(FM) Kansas City, Mo.—Seeks acquisition of positive control of licensee corporation, FM Broadcasting Inc., by F. A. Mesch (50% before, 100% after) through purchase of stock from T. R. Bengimina and Tudy Gulotta (each 25% before, none after). Consideration assumption of corporation liabilities. Ann. Aug. 18.

KLEA Lovington, N. M.—Seeks transfer of control of licensee corporation, Lea County Broadcasting Co., from David R. Worley, deceased, (98%) to Iva Lea Worley (98% after), administratrix of estate. No financial consideration. Ann. Aug. 17.

WNCO-AM-FM Ashland, Ohio—Seeks assignment of license from Radio Ashland Inc., owned by Charles D. Calhoun (40%), Lewis Roche (36%) and Charles Winick (24%) to Ashland Broadcasting Corp., owned by Robert J. Neal, Arthur C. Arkellian, Ross W. Fichtner and James W. Male (each 25%). Consideration \$150,000. Mr. Neal is freelance announcer. Mr. Arkellian is general manager and vice president of WERC Broadcasting Inc., Erie, Pa. Mr. Fichtner is professional football player with Cleveland Browns and is sports director of WERC Broadcasting. Ann. Aug. 14.

KWBA Baytown and KOKE Austin, both Texas—Seeks assignment of license from David R. Worley, deceased, tr/as Bayshore Broadcasting Co. and Travis County Broadcasting Co., respectively, to Iva Lea Worley, administratrix of estate. No financial consideration. See application for KLEA Lovington, N. M. Ann. Aug. 17.

WRJN-AM-FM Racine, Wis.—Seeks transfer of control of licensee corporation, Racine Broadcasting Corp., through transfer of stock of Journal-Times Co. from Harry R. LePoidevin, J. Donald McMurray and Carol Starbuck McMurray (all trustees 66.87% before, none after) to Carol Starbuck McMurray (66.87% after, as individual). No financial consideration. Ann. Aug. 18.

Hearing cases

OTHER ACTIONS

WRUL Scituate, Mass.—Granted waiver of rules and authorized operating schedule of international broadcast station on specified frequencies from September to November 1964. Action Aug. 17.

Commission gives notice that June 24 initial decision which looked toward granting application of Charles L. Hamilton Sr. and Mildred B. Hamilton to increase power of KBAB Indianola, Iowa, on 1490 kc from 100 w, U, to 250 w-N, 500 w-LS; condition, became effective Aug. 13 pursuant to Sec. 1.276 of rules. Action Aug. 13.

Commission gives notice that June 18 initial decision which looked toward granting applications to increase daytime power of (1) Hundred Lakes Broadcasting Corp. (WSIR), Winter Haven, Fla., from 250 w to 500 w, and (2) Radio DeLand Inc. (WJBS), DeLand, Fla., from 250 w to 1 kw, both continued operation on 1490 kc with 250 w-N; conditions attached to both grants became

effective Aug. 7 pursuant to Sec. 1.276 of rules. Action Aug. 13.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order in proceeding on applications of Saul M. Miller and E. Theodore Maillyck and William E. Allaun Jr., d/b as A-C Broadcasters for new AM's in Kutztown and Annville-Cleona, Pa., respectively, in Doc. 14425, 14440, denied Miller's petitions for (1) appeal from examiner's order granting Bi-States petition for leave to amend application and (2) to add financial issue against amended application. Member Nelson dissented and issued statement. Action Aug. 18.

■ By memorandum opinion and order in proceeding on application of Triangle Publications Inc. for new VHF-TV translator on channel 12 at Johnstown, Pa., to rebroadcast programs of WFBG-TV, channel 10, Altoona, Pa., in Doc. 15457, granted petition by protestant Rivoli Realty Co. (WARD-TV), Johnstown, and enlarged issues to determine whether grant of Triangle's application would be consistent with Sec. 74.732(e)(2) of rules. Action Aug. 18.

■ In proceeding on application of Northern Indiana Broadcasters Inc. for new AM in Mishawaka, Ind., in Doc. 14855, granted Broadcast Bureau petition to extend time to Aug. 28 to file reply to Northern's opposition to petition for reinstatement of motion to reopen record. Action Aug. 18.

■ By memorandum opinion and order, denied North Atlanta Broadcasting Co. petition requesting reconsideration, insofar as daytime-only authorization is concerned, of June 2 decision by Review Board which denied, for engineering reasons, application for new AM on 680 kc, 5 kw, DA-1, U, in North Atlanta, Ga. Action Aug. 17.

■ Granted petition by Broadcast Bureau to extend time to Sept. 8 to respond to Boston Broadcasters Inc. petition for review of examiner's adverse ruling in Boston TV channel 5 proceeding in Doc. 8739 et al. Member Nelson not participating. Action Aug. 14.

■ In proceeding on applications of Middle Tennessee Enterprises Inc. and Middle Tennessee Broadcasting Co. for new FM's in Columbia, Tenn., in Doc. 15567-70, granted Broadcast Bureau request to extend time to Sept. 15 to file responsive pleading to Middle Tennessee petition to enlarge issues. Action Aug. 14.

■ In proceeding on applications of Cumberland Publishing Co. and East Kentucky Broadcasting Corp. for new FM's in Pikeville, Ky., in Doc. 15569-70, granted Broadcast Bureau petition to extend time to Aug. 27 to file responsive pleading to Cumberland's petition to enlarge issues. Action Aug. 14.

■ Members Berkemeyer, Nelson and Slone adopted decision granting application of Des Moines County Broadcasting Co. for new daytime AM on 1150 kc, 500 w, DA, in Burlington, Iowa; conditioned to no pre-sunrise operation with daytime facilities pending decision in Doc. 14419. Oct. 30, 1963 initial decision looked toward action. Action Aug. 14.

■ Members Berkemeyer, Slone and Nelson adopted decision denying application of James S. Rivers Inc. to change facilities of WJAZ Albany, Ga., from daytime only to unlt. time, with 1 kw-N, DA-2, continued operation on 960 w, 5 kw-LS. Member Slone concurred and issued statement; Member Nelson concurred in result reached and joined in Member Slone's statement. Feb. 28 initial decision looked toward granting application. Action Aug. 14.

■ Members Nelson, Pincock and Slone adopted decision granting application of L. N. Ostrander and G. A. Wilson d/b as Eastside Broadcasting Co. for new daytime AM on 1540 kc, 10 kw, DA, in Phoenix. March 2 initial decision looked toward action. Action Aug. 13.

■ By memorandum opinion and order in proceeding on FM applications of Paul Dean Ford (WFFR), Wabash Valley Broadcasting Corp. (WTHI), and Radio WBOW Inc., all Terre Haute, Ind., in Doc. 15421-3, granted Wabash Valley motion to enlarge issues to determine whether Ford is financially qualified to construct and operate proposed changed facilities. Member Nelson abstained from voting. Action Aug. 13.

■ By separate orders in Boston TV channel 5 proceeding in Doc. 8739 et al., (1) granted motion by WHDH Inc. to extend time to Sept. 1 to file oppositions to Boston Broadcasters Inc. petition for review of examiner's adverse ruling; and (2) granted petition by Broadcast Bureau to extend time to Sept. 8 to file responses to Boston Broadcasters Inc. motion to clarify issues. Action Aug. 13.

■ By memorandum opinion and order in proceeding on applications of Paul Dean Ford and J. T. Winchester and Brown Publishing Co. for new FM's in London and Urbana, Ohio, respectively, denied petition by Broadcast Bureau to enlarge issues as to Brown Publishing Co. Action Aug. 12.

■ In Paterson, N. J., UHF TV proceeding in Doc. 15089 et al., granted Spanish International Television Inc. request to extend time to Sept. 10 to file oppositions to Trans-Net Corp. petition to enlarge issues. Action Aug. 12.

■ Granted request by Broadcast Bureau to extend time to Sept. 14 to file responsive pleadings to WFTL Broadcasting Co. (WFTL), Fort Lauderdale, Fla., motion to enlarge issues in proceeding on AM application of Indian River Broadcasting Co. (WIRA), Fort Pierce, Fla. Action Aug. 12.

■ In proceeding on applications of Wide Water Broadcasting Inc. and Radio Voice of Central New York Inc. for new AM's in East Syracuse, and Syracuse, N. Y., respectively, in Doc. 14669, 14671, granted Radio Voice petition to extend time to Sept. 14 to file responses to Broadcast Bureau's motion to reopen record and add issues. Action Aug. 12.

ACTIONS ON MOTIONS

By commission

■ Commission extended time to Aug. 25 to file comments and to Sept. 18 for replies in matter of amendment of Part 73 of commission's rules to require FM's engaging in multiplex stereophonic programming or SCA operation to install type approved frequency and modulation monitors capable of monitoring sub-carrier operation. Action Aug. 12.

By Hearing Examiner Thomas H. Donahue

■ Granted petition by Broadcast Bureau to extend time from Aug. 10 to Aug. 14 to file proposed findings and from Aug. 30 to Sept. 4 for replies in proceeding on AM applications of Meredith Colon Johnston (WECP), Carthage, and William Howard Cole (WHOC), Philadelphia, both Mississippi. Action Aug. 11.

By Hearing Examiner Charles J. Frederick

■ In proceeding on applications of Central Broadcasting Corp. and WCRB Inc. for new FM's in Ware and Springfield, respectively, both Massachusetts, in Doc. 15419-20, granted requests by Central to cancel Sept. 14 hearing and schedule in lieu thereof further prehearing conference; set aside remainder of procedural dates heretofore scheduled and new date for formal hearing shall be established at further prehearing conference. Action Aug. 11.

By Hearing Examiner Millard F. French

■ In proceeding on applications of Dirigo Broadcasting Inc. and Downeast Television Inc. for new TV's on channel 7 in Bangor, Me., in Doc. 15485-6, granted Dirigo's request to extend time to Aug. 20 to exchange financial exhibits, with all other procedural dates heretofore agreed upon to remain as stated. Action Aug. 12.

By Hearing Examiner Jay A. Kyle

■ Continued Sept. 15 prehearing conference to date to be hereinafter determined in proceeding on applications of Chronicle Publishing Co. (KRON-TV), and American Broadcasting - Paramount Theatres Inc. (KGO-TV), San Francisco. Action Aug. 18.

■ In proceeding on applications of Dover Broadcasting Inc. and Tuscarawas Broadcasting Co. for new FM's in Dover-New Philadelphia and New Philadelphia, Ohio, respectively, in Doc. 15429-30, held in abeyance Tuscarawas' petition to dismiss Dover Broadcasting application, pending further commission action in Doc. 14711. Action Aug. 18.

■ In Springfield, Ill., TV channel 26 proceeding in Doc. 15449-50, granted petition by Springfield Telecasting Co. to extend time to Aug. 21 to respond to opposition to petition to dismiss and statement of position and contingent request for alternative relief filed by Midwest Television Inc. Action Aug. 18.

■ Dismissed as moot Broadcast Bureau's petition to extend time from Aug. 19 to Sept. 4 to file comments to Valley Broadcasting petition to amend application for new AM in Kankakee, Ill., in Doc. 8218 et al. Action Aug. 14.

■ In proceeding on applications of KTIV Television Co., Peoples Broadcasting Corp., and Central Broadcasting Co. to change trans. sites and make other changes in their respective TV's, KTIV and KTVV Sioux City, and WHO-TV Des Moines, all Iowa, granted request to extend time from Sept. 8 to Sept. 10 to exchange further exhibits,

and reschedule Sept. 21 hearing for Sept. 23. Action Aug. 13.

■ Granted petition to extend time to Sept. 4 to file response to petition by Valley Broadcasting for leave to amend application for new AM in Kankakee, Ill., which is in consolidated proceeding in Doc. 8218 et al. Action Aug. 13.

■ Continued Sept. 18 prehearing conference to Oct. 2 in proceeding on AM application of Indian River Broadcasting Co. (WIRA), Fort Pierce, Fla. Action Aug. 11.

By Office of Opinions and Review

■ In Miami TV channel 7 proceeding in Doc. 15185-6, granted requests by Broadcast Bureau and Community Broadcasting Corp. to extend time to file exceptions to initial decision; extended time to October 1. Action Aug. 18.

■ Granted petition by Broadcast Bureau to extend time to Sept. 8 to file responsive pleading to application for review of review board action in proceeding on application of Mitchell Broadcasting Co. for new AM in Estherville, Iowa. Action Aug. 18.

■ Granted petition by Broadcast Bureau to extend time to Sept. 15 to file replies to application for review of interlocutory ruling of review board in proceeding on applications of Chronicle Publishing Co. (KRON-TV), and American Broadcasting-Paramount Theatres Inc. (KGO-TV), San Francisco. Action Aug. 18.

■ Granted petition by Broadcast Bureau to extend time to Sept. 1 to file pleadings in response to application for review in proceeding on AM application of WKYR Inc. (WKYR), Cumberland, Md., and to Sept. 11 for replies. Action Aug. 14.

■ Granted petition by Broadcast Bureau to extend time to Sept. 4 to respond to application for review in proceeding on applications of Radio Haddonfield Inc. and Salem County Radio for new AM's in Haddonfield and Salem, both New Jersey, respectively. Action Aug. 13.

■ In proceeding on applications of Garo W. Ray and Connecticut Coast Broadcasting Co. for new AM's in Seymour and Bridgeport, respectively, both Connecticut, in Doc. 14829-30, granted Connecticut Coast's petition to extend time to Sept. 14 to file re-

sponses to Broadcast Bureau's motion to reopen record. Action Aug. 12.

BROADCAST ACTIONS

by Broadcast Bureau Actions of Aug. 18

■ Granted licenses for following noncommercial educational FM's: *WJRH Easton, Pa., and specify type trans.; *WFOV Hampton, Va.; *KCMA San Francisco and specify type trans.; *WRIU Kingston, R. I.

■ Granted licenses for following FM's: WDKN-FM Dickson, Tenn.; WGEE-FM Indianapolis and specify type trans.; WMTN-FM Morristown, Tenn., and specify type trans.; WMSH-FM Elizabethtown, Pa.; WCBC Catonsville, Md., and specify type trans.; WKNE-FM Keene, N. H.; WHUB-FM Cookeville, Tenn.

KPIX(TV) (ch. 5) San Francisco—Granted mod. of license to reduce aur. ERP to 10 kw.

KDIX-TV (ch. 2) Dickinson, N. D.—Granted CP to change vis. ERP to 100 kw, and make changes in trans.

WBRE-TV (ch. 28) Wilkes-Barre, Pa.—Granted CP to reduce aur. ERP to 58.9 kw, and change type aur. trans.

KTGM(FM) Denver — Granted CP to change ant.-trans. and studio location, increase ERP to 50 kw and ant. height to 175 feet, and install new trans. and new ant.

Actions of Aug. 17

KSTP St. Paul—Granted CP to change operation on 1500 kc, 50 kw, U, from DA-2 to DA-N and install new daytime ant., conditions including no pre-sunrise operation with daytime facilities and without prejudice to any action commission may subsequently find necessary as consequence of final court decision in litigation now pending with respect to permittee's refusal to pay forfeiture pursuant to commission's Oct. 30, 1963 memorandum opinion and order.

*WNIC(FM) DeKalb, Ill.—Granted mod. of CP to increase ERP to 2.5 kw, and change type trans., continued operation on channel 209 (89.7 mc) with ant. height 250 feet.

WSGB Sutton, W. Va.—Granted license for new AM, and specify type trans.

WEMP Milwaukee—Granted license cov-

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Aug. 19

	Lie.	CP's	NOT ON AIR	TOTAL APPLICATIONS
			CP's	for new stations
AM	3,920	80	80	341
FM	1,161	34	203	276
TV	527 ¹	62	85	167

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Aug. 19

	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.

ering changes in DA and ground systems, specify type trans., and redescribe trans. and main studio locations as Hales Corners: conditions.

WJBL Holland, Mich.—Granted license covering change in ground system, redescribe main studio and trans. site, and changes in ant.-trans. location.

*WCFM(FM) Williamstown, Mass.—Granted license covering changes in ERP and ant. height, and installation of new trans.

*KFJC(FM) Los Altos, Calif.—Granted license covering installation of new ant. and changes in ant. system.

*WTJU(FM) Charlottesville, Va.—Granted license covering changes in ant.-trans. and main studio locations, remote control point, and ant. system.

KSEL-FM Lubbock, Tex.—Granted license covering changes in ERP and ant. height.

WFID(FM) Rio Piedras, P. R.—Granted license covering changes in ant. system, ERP and ant. height, and installation of new ant.

WTSV-FM Claremont, N. H.—Granted license covering installation of new trans. and new ant.

KFMG(FM) Des Moines, Iowa—Granted license covering change in ant.-trans. location, ERP, and ant. height, and installation of new ant.; specify type trans.

WITZ-FM Jasper, Ind.—Granted license covering changes in ERP and ant. height, and installation of new ant.

WMBO-FM Auburn, N. Y.—Granted license covering changes in ERP, ant. height, ant. system, frequency, type ant. and type trans.; remote control permitted.

WSTC-FM Stamford, Conn.—Granted license covering use of old main trans. as auxiliary trans. at main trans. site; remote control permitted.

WPRM-FM San Juan, P. R.—Granted license covering changes in ant. height and ant. system.

KABL Oakland, Calif.—Granted mod. of CP to change ant.-trans. and studio location, and make changes in ant. system and in ground system.

■ Following were granted extensions of completion dates: KHOU-TV Houston, to Nov. 5; KABL Oakland, Calif., to Jan. 29, 1965.

Actions of Aug. 14

WBIR-FM Knoxville, Tenn.—Granted license covering changes in frequency, ERP, ant. height and ant.-trans. location, install

new trans. and new ant., and specify ERP as 25.5 kw.

KBBI(FM) Los Angeles—Granted license covering changes in ERP, ant. height, ant.-trans. location, and type trans. and type ant.; ant. height 2783.6 feet; remote control permitted.

KPEN(FM) San Francisco—Granted license covering changes in ERP, ant. height and trans. equipment, and installation of new vertical ant.

KELT(FM) Harlingen, Tex.—Granted license covering changes in ERP and transmission line.

KJRG-FM Newton, Kan.—Granted license covering changes in ERP and installation of new trans. and new ant.

KLEF(FM) Houston — Granted CP to change trans. site and increase facilities on channel 233 (94.5 mc) from ERP 7.6 kw, ant. height 245 feet to ERP 45 kw, ant. height 610 feet; remote control permitted.

KEEZ(FM) San Antonio, Tex.—Granted license covering changes in ant.-trans. location, ant. height and ant. system, and installation of new ant.

WRVB-FM Madison, Wis.—Granted license covering changes in ant.-trans. location, ERP, ant. height and ant. system, and installation of new ant.

WOXR(FM) Oxford, Ohio—Granted license covering changes in studio and ant.-trans. location, ERP, ant. height, and ant. system, and installation of new trans.

WKBN-TV Youngstown, Ohio—Granted license covering changes in TV, and use of old main trans. driver as auxiliary trans.

KFNE(FM) Big Spring, Tex.—Granted license covering changes in ant.-trans. and studio location, and ant. height; remote control permitted.

WYES-TV New Orleans—Granted mod. of license to reduce aur. ERP to 7.5 kw.

WTVO(TV) Rockford, Ill.—Granted mod. of license to reduce aur. ERP to 17.8 kw.

WBOC-TV Salisbury, Md.—Granted mod. of license to reduce aur. ERP to 40 kw.

KXJB-TV Valley City, N. D.—Granted mod. of license to reduce aur. ERP to 19.1 kw.

KXMB-TV Bismarck, N. D.—Granted mod. of license to reduce aur. ERP to 31.6 kw.

WCAU-TV Philadelphia—Granted CP and license to change vis. trans. frequency control equipment; conditions.

KELP-TV El Paso—Granted CP to reduce aur. ERP to 20.9 kw, and change type aur. trans.

WCAX-TV Burlington, Vt.—Granted CP

to change ERP to 17 kw vis., and 9.1 kw aur.; replace ant., change ant. height to 2740 feet, and make changes in ant. system.

WITI-TV Milwaukee—Granted CP to reduce aur. ERP to 10 kw. and change type aur. trans.

WAPI-TV Birmingham, Ala.—Granted CP to change ERP to 302 kw vis., and 151 kw aur.; install new ant. with electrical beam tilt; and make changes in ant. structure and other equipment, without prejudice to any action which commission may take with respect to pending applications for renewal of license.

WISN-TV Milwaukee — Granted CP to change aur. ERP to 31.6 kw, and change type aur. trans.

WNRK Newark, Del.—Granted mod. of CP to make changes in directional ant. pattern.

KUPK(TV) Garden City, Kan.—Granted mod. of CP to change ERP to 87.1 kw vis., and 26.1 kw aur.; change type trans., and make other equipment changes.

WKY-TV Oklahoma City—Granted mod. of CP to specify change in electrical beam tilt of ant., and make other equipment changes.

WKER Pompton Lakes, N. J.—Granted extension of completion date to Feb. 12, 1965.

■ Granted licenses for following FM's: KSIS-FM Sedalia, Mo.; KRMS-FM Osage Beach, Mo., and specify type trans.; KBLE-FM Seattle and specify studio location and remote control point.

Actions of Aug. 13

K10DV Hamilton, Colo.—Granted CP to change frequency to channel 9 for VHF-TV translator.

K04AA, K12AC Lovell, Wyo.—Granted CP's to change type trans. for VHF-TV translator.

K12AE Powell, Wyo.—Granted CP to change type trans.; make changes in ant. system; and specify name as city of Powell for VHF-TV translator.

■ Following were granted extensions of completion dates: WFOR-FM Hattiesburg, Miss., to Dec. 1; KPFA(FM) Berkeley, Calif., to Feb. 7, 1965; WWLA(FM) La Crosse, Wis., to Jan. 27, 1965; WTPF-FM Charleston, W. Va., to Dec. 18; KARI Blaine, Wash., to Oct. 17; KNOP North Platte, Neb., to Jan. 1, 1965; WMOE Mobile, Ala., to Dec. 1; WREM Remsen, N. Y., to Nov. 3; KLOL Lincoln, Neb., to Jan. 1, 1965; WPIK Alexandria, Va., to Feb. 1, 1965; WPSL Monroeville, Pa., to Nov. 2; WKLU Brunswick, Ga., to Jan. 8, 1965; KOLL Honolulu to Dec. 1; WROW Albany, N. Y., to Jan. 1, 1965; WCBT Roanoke Rapids, N. C., to Jan. 1, 1965; WHYY Montgomery, Ala., to Sept. 15; WSEI (FM) Olney, Ill., to Oct. 15; *KCSM San Mateo, Calif., to Oct. 20.

Office of Education, Department of County of Santa Clara, Calif., Gilroy and Morgan Hill, both California—Granted CP for new UHF-TV translator on channel 82 to rebroadcast programs of KTEH-TV (ch. 54) San Jose.

WNEL Caguas, P. R.—Granted CP to replace expired permit to increase day power and install new trans.

Actions of Aug. 12

WNCT-FM Greenville, N. C.—Granted SCA on sub-carrier frequency of 67 kc.

K06AU Bowie and SW rural Paonia area; and NW and SE rural Paonia area, Colo.—Granted request to cancel CP and license for VHF-TV translator; call letters deleted.

■ Following were granted mod. of licenses to operate main trans. by remote control: KONO San Antonio, Tex. (DA-N); conditions. and KCRA Sacramento, Calif.; conditions.

Action of Aug. 10

KIRO Inc., Seattle—Granted CP for new UHF-TV translator on channel 78 to rebroadcast programs of KIRO-TV (ch. 7) Seattle.

Action of Aug. 6

WMNI Columbus, Ohio—Granted license covering increase in daytime power and make changes in DA.

Rulemakings

PETITIONS FILED

■ WAPL Appleton, Wis.—John J. Dixon. Requests institution of rulemaking proceedings to make following changes in FM table of assignments: Appleton; delete channel 257A, add channel 289; Neenah-Menasha, Wis.; add channel 257A, delete channel 289. Received Aug. 3.

■ KRNK-FM and KHOL-TV Kearney-Holdrege, Neb.—Bi-States Co. Requests amendment of rules to delete channel 255 from Yankton, S. D., and add channel 281. Received Aug. 4.

ALFRED Schneider, vice president and assistant to the executive vice president of AB-PT and its ABC division, has been in television all his working life.

For Mr. Schneider, this parochial association has been a cause for a widening of his interests, particularly now as a troubleshooter who helps develop new projects for AB-PT.

Mr. Schneider has been in the broadcast business since his graduation from Harvard Law School in 1952. Though his life is completely involved with his work, he does set aside some time for his family.

"I've seen too many people in this business who just didn't have time for their wives and children and I decided that wouldn't happen to me," he said.

Recently he joined the ranks of the "old house addicts," when he bought an old English Tudor-style home on Long Island Sound in Larchmont, N. Y. There he and his wife have spent long hours scraping, painting, hammering, polishing and decorating.

Down with Grass ■ "The bane of my existence is mowing lawns," he said, and rated tree-pruning a close second. He is looking forward to the day when he can turn some of the chores over to his sons.

The Schneiders' newest craze is restoring antiques. "I get things started and get most of the heavy work done and then she finishes up," he said.

Family activities also include tennis, fishing, swimming and boating. But Mr. Schneider considers himself accident prone and tells of the first time he got into his outboard motorboat. He stepped into the rear of the boat and it promptly sank. That was when he learned about the corrosive effects of saltwater on outboard motors.

Through his son, Lee, he has become interested in science and judo, with some of his knowledge of the latter coming from some applied holds by Lee.

Print Appetite ■ But Mr. Schneider also often brings his work home with him. He is a voracious reader of books and magazines dealing with broadcasting. He also combines business with pleasure in his home screening operation. Because part of his duties at AB-PT involves theater concession business, he is attempting to learn about motion pictures by looking at them and so uses his own home projector to view the latest releases.

Mr. Schneider describes his position as "being without portfolio and yet with portfolio." He acts as a troubleshooter and helps develop new projects. "Specific tasks are there to be done," he said. "The facts must be gathered and presented so that intelligent decisions can be made."

Foresight eliminates need for hindsight

One such project was the establishment of ABC's merchandising division. The division's initial campaign was an alliance with Harper & Row to publish a documentary on Franklin Delano Roosevelt. Mr. Schneider said he thought it was the first such alliance between a broadcasting network and a publishing concern on a book of this size.

He said the book was to be made available to the public simultaneously with the presentation on ABC-TV of a new television documentary series about the life of FDR. Although the book has reached the stores, the TV series has yet to go on the air. However, all the episodes have been filmed and Mr. Schneider predicted that the series

would be on the air within the next year or two.

Pros Needed ■ Mr. Schneider sees as one of broadcasting's biggest needs the development of a professional corps of administrators to back up the news, programing and other creative departments. He cited a need for people in the television industry who are trained in both management and programing.

To this end, Mr. Schneider is proud of a new fellowship program recently established by ABC in cooperation with the Annenberg School of Communications at the Wharton School of Business in Philadelphia. Under the agreement ABC will sponsor two persons a year at the school, contributing \$2,000 for each of two years toward each Masters Degree.

Mr. Schneider also includes among his activities membership on the National Association of Broadcasters Code Review Board. He asserted that its function must be to set guides but must not strangle creativity in advertising and programing. It is the industry's most effective means of self-regulation and must be used in order to preclude any threat of possible government regulation in areas of broadcasting that should be free from outside control, he said.

What Is Clutter? ■ One such area is in the problem of clutter. Mr. Schneider said there never has been a clear definition as to whether clutter means the number of interruptions in a given program for commercials or the number of commercial announcements broadcast during a single interruption. Although he was not advocating the European or "magazine" style of commercial scheduling for U. S. TV, Mr. Schneider said some research has shown that viewers are not overly antagonistic toward seeing several commercials at a time, at least not so much as they are at having their programs interrupted repeatedly, even if for only a single announcement.

Because of this research, he said there is some experimenting being done at ABC-TV in formatting movies and daytime programs by increasing the number of commercials during a given commercial break and decreasing the number of program interruptions.

Acknowledging that television is the pet target for many critics, he expressed the hope that criticism in the future will become more responsible and constructive.

"Our lives are broadcasting," he said, and added he had never known anyone in the industry who did not want to elevate television's standards, as well as make money.

"People here are trying to create better programs," he said. "But you also have to inch ahead financially."

WEEK'S PROFILE



Alfred R. Schneider—VP and assistant to executive VP of American Broadcasting-Paramount Theaters and ABC division; b. Brooklyn, N. Y., April 25, 1926; 403d Troop Carrier Group, Pacific Air Command in WW II; Hamilton College, Clinton, N. Y., 1945-49; Harvard Law School, 1949-52; m. Jane Harris, 1953; joined ABC in legal department, 1952; assistant director, Business Affairs, ABC-TV, 1954; joined CBS-TV as assistant to the director of Business Affairs, 1955; executive assistant to the president, CBS-TV, 1958; re-joined ABC-TV as vice president in charge of administration, 1960; VP and assistant to the executive VP of AB-PT and its ABC division, 1962; children—Lee, 8 and Jeff, 6.

The natural urge

FROM all the huffing and puffing in the newspapers and on Capitol Hill, one would think that CBS had bought the entire American League, not just the Yankees. Or that it planned to schedule its new package in winter reruns.

The plain simple fact of the matter is that the deal is exceptional mainly because of the names involved. The \$14 million (for 100%) is certainly not headliner money by television standards; it represents less than two weeks of programming on any of the TV networks. And certainly CBS is not the first or even the fifth broadcaster to get into major league baseball ownership.

CBS is, however, the first network and the only broadcaster ever to buy the New York Yankees, and the deal therefore became automatic headline fodder. In addition, newspapers don't like the deal because it represents further gains by the arch-enemy, television; and congressmen, who can always use a favorable headline and doubly so in an election year, know they can get one in this case by merely scowling.

So there has been a big commotion, and where it all will end we do not know. We do suggest, however, that the deal should stand as a reminder that in their economic urges broadcasters are not vastly different from nonbroadcasters. When they have money to invest, they look for a good place to invest it.

This is not an unnatural reaction or a new urge. As a report elsewhere in this issue demonstrates, baseball is only one of the many interests into which broadcasters have expanded over the years, just as nonbroadcasters have themselves diversified—many of them into broadcasting. Indeed, considering the diversity that already exists, the surprising thing about the CBS-Yankees deal is not that it happened, but that it has aroused so much surprise and shock.

Long, hot autumn

IN an act of political expediency the Senate's Democratic majority voted last week to spare Lyndon B. Johnson the embarrassment of retreating from a challenge to face his opponent in national broadcast appearances. By voting to table a resolution suspending the equal-time law in its application to candidates for the Presidency and Vice Presidency, the Senate has made it a practical impossibility for broadcasters to provide the forum for a repetition of the so-called Great Debates of 1960.

Nobody denies that Mr. Johnson wanted it that way. As an incumbent, the President can get consistent radio and television exposure while appearing in his official status. Mr. Johnson the President can command almost unlimited time for broadcast news conferences or broadcast speeches as long as they concern his function as the chief executive. If, in the course of those official appearances, the cause of Mr. Johnson the Candidate happens also to be advanced, there is nothing much that broadcasters can do about it.

The campaign is sure to provide some sticky moments. Any time the President appears on radio and television to state a position that is in conflict with one that Senator Goldwater advocates, a demand for equal time from Senator Goldwater must be expected. The senator has already complained of shabby treatment by the news media. His complaints will get louder every time he is denied access to broadcast facilities to take issue with the President. Mr. Goldwater can muster powerful support. The pressure on broadcasters could become almost unendurable.

Yet the pressure will not be relieved, indeed it will be accentuated, if Senator Goldwater is granted equal time to

comment on anything Mr. Johnson has said in his capacity as President. Mr. Goldwater will not be the only other candidate in the race. Once Mr. Goldwater is accommodated, the Lar Dalys, the Eric Haases, the Rutherford B. Deckers and the Farrell Dobbsses will swarm out of obscurity to claim their time on the air. In 1960 John Kennedy and Richard Nixon were only two of 11 candidates for the Presidency. In 1964 there is no assurance that the list will be shorter.

The job of refereeing all these contests over access to radio and television will fall to the FCC. That agency must first decide whether an appearance by the President constitutes coverage of a news event, in which case it will be exempt from equal-time requirements under the amendments to Section 315, the political broadcasting law, that were adopted in 1959. That decision in itself is apt to give the FCC trouble. In 1962 the FCC decided that a debate between the two major candidates for the governorship of California conducted during a convention sponsored by United Press International was not a news event, and it ordered stations that had covered the proceeding to give equal time to a futureless third candidate. In that ruling the commission said the equal-time requirement would apply "where the appearance of a candidate is designed by him to serve his own political advantage." In 1964 the Democratic majority of the present commission may have at least some difficulty in extricating itself from that precedent when it is called on to determine whether Mr. Johnson is serving his own political advantage when he appears on the air.

The problem of equal time will not, of course, stop with the struggle for the Presidency. All down the line the 1964 campaign promises to be fought bitterly. The suspension of the equal-time law would have applied directly to no offices but the Presidency and Vice Presidency, but it would have relieved the pressure at those main points of conflict. Without that relief, the contention for access among candidates for the highest offices is bound to be intense and is bound to stimulate still more contention at lower levels.

In the long run it may be proved that the Senate did a greater service for Mr. Johnson in 1960 when it suspended the equal-time law and made the Great Debates possible than it did last week by killing the chance for confrontations between him and the other important candidate this year.

It was television that elected the Kennedy-Johnson ticket. Had it not been for the Great Debates of 1960, Mr. Johnson would not be President today.



Drawn for BROADCASTING by Sid Hix
"That's jest in case we're raided and they take TV news shots!"



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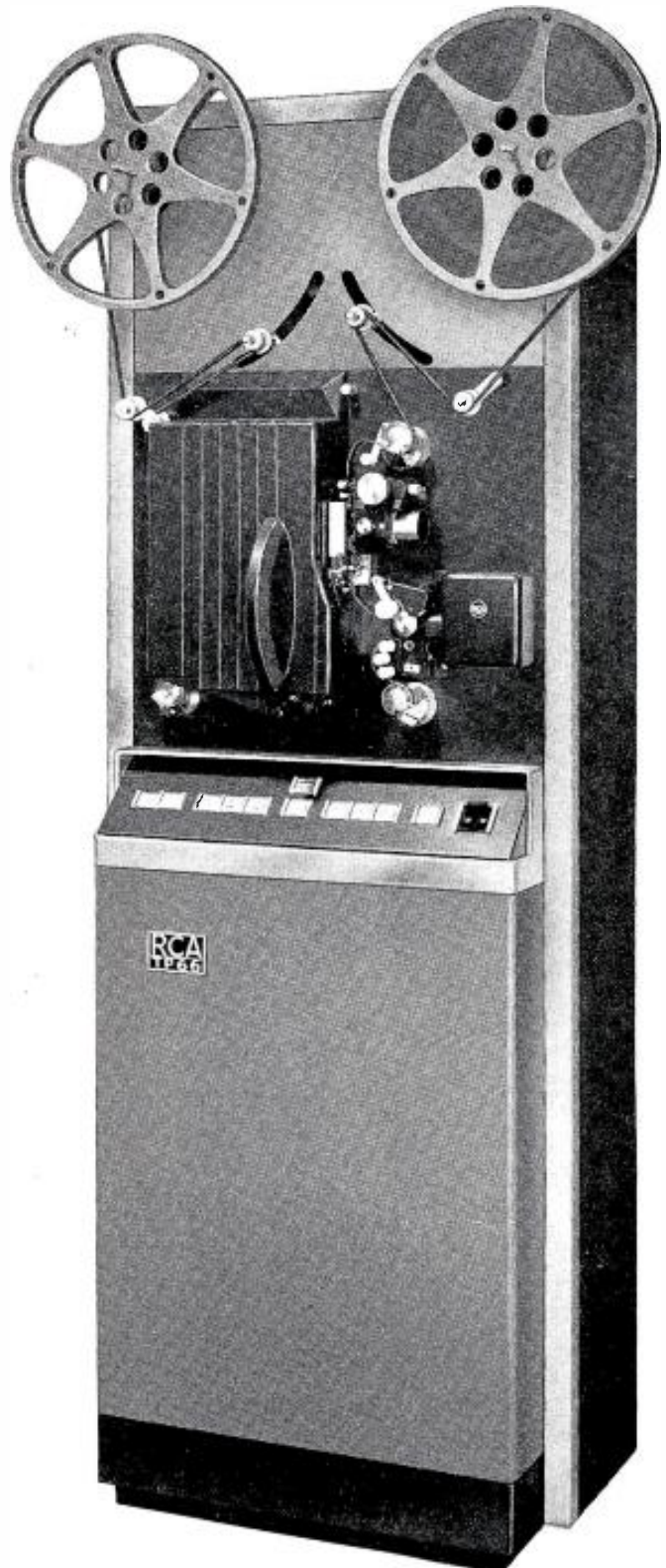
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It's the opinion of WKJF listeners, too.

From 54 miles northwest, a listener wrote: "The difference is hard to believe."

From 60 miles east: "I have noticed a definite improvement in your new signal."

From 80 miles north: "Your improvement in signal is great on our set."

From 60 miles west: "Your signal is nearly twice as strong as it was."

Collins 300-C brings fan mail wherever it's added because it does seven things well:

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

Collins 300-C costs no more than your horizontal bays. It's easy to mount on your existing tower and is compatible with your transmitter. Delivery within 45 days of order. Contact your Collins Sales Engineer.

COLLINS RADIO COMPANY

Broadcast Communication Division — Dallas, Texas

COLLINS 300-C eight-bay, vertically polarized antenna on the WKJF-FM tower in Pittsburgh.