

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

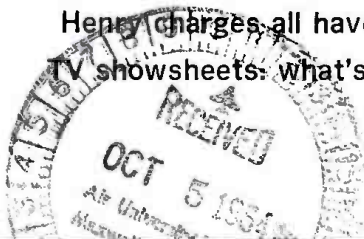
New products find TV a medium that produces sales. p27

C-P's piggyback stand begins to influence stations. p36

Henry charges all have duty to make ETV grow. p44

TV showsheets: what's on the networks this fall. p83

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Barbara V. Grozier

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makes the
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Not much added light, but it completes the setting. With Spot Radio you select the best setting for your message —when people are using your product, for example. Spot Radio's timeliness increases the effectiveness of impressions made in other media. It's the final touch that sells your product.

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WOOK	Cleveland	KCRA	Sacramento
WFAA	Dallas-Ft. Worth	KALL	Salt Lake City
KBTR	Denver	WOAI	San Antonio
KOAL	Duluth-Superior	KFMB	San Diego
KPRC	Houston	KYA	San Francisco
WOAF	Kansas City	KMA	Shenandoah
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KSTP	Minneapolis-St. Paul		
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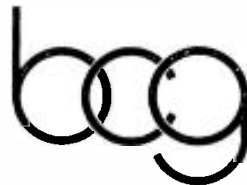
A New Broadcast Representative Corporation

NEW in the sense that the firm is a brand new corporate entity, namely BROADCAST COMMUNICATIONS GROUP, INC.

But not new in the sense that the firm is one of the oldest broadcast sales organizations in the industry. What used to be the sales organization of the Crosley Broadcasting Corporation is now BCG.

Our *raison d'être* is to represent other dynamic broadcast facilities across the nation in addition to the Crosley Radio and Television Stations.

Rather than make majestic statements about corporate creeds and accomplishments, we shall let the past and the future speak for us.



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WLW RADIO, Cincinnati / TELEVISION STATIONS: WLW-T, Cincinnati / WLW-C, Columbus / WLW-D, Dayton / WLW-I, Indianapolis

*vital buy in houston/***ktrk-tv**





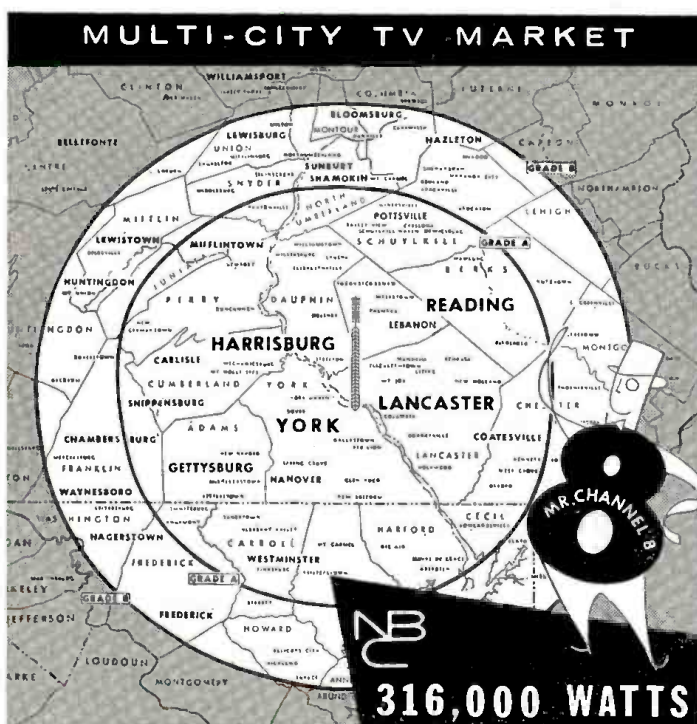
Reach the **whole** market

Not ONE segment over and over—Whether your product is food, drugs, gasoline, appliances, automotive, or general merchandise—**WGAL-TV SELLS** because you reach the *whole* market every time. No other station or combination of stations in the Channel 8 area can claim total-market reach.

WGAL-TV

Channel 8 Lancaster, Pa.

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



Steinman Television Stations • Clair McCollough, Pres.
WGAL-TV Lancaster, Pa. • KQAT-TV Albuquerque, N. M. • KVOA-TV Tucson, Ariz.

Polishing Emmy

National Academy of Television Arts and Sciences reportedly is proposing to scrap former Emmy award selection system of choosing winners by vote of whole membership and use new and complicated procedure described as arrangement of "panel plateaus." Major criticism of former method was that voting practices gave rise to "bloc balloting" among networks, with NATAS members often voting on programs they didn't actually see. New plan is designed to avoid that criticism.

Academy officials met with CBS-TV executives Friday (Oct. 2) and were scheduled to meet with ABC and NBC people this week. If networks accept new Emmy awards procedure, Academy is tentatively set to announce it on Oct. 15, probably at news conferences held on both coasts.

Teeth for code

Confidential 88-page draft of interim report of Senate Juvenile Delinquency Subcommittee recommends (1) broadcasters take steps to curb alleged excesses in violence and sex in programs, (2) National Association of Broadcasters provide "more effective sanctions" for its code and (3) failing this, broadcasters "should give serious thought to supporting legislation that would make the NAB code mandatory." Now in hands of eight-member panel headed by Senator Thomas J. Dodd (D-Conn.), and believed to have approval of four Democrats, draft makes no legislative recommendations to Congress but hints heavily that legislation would be sought if broadcasters fail to perform to panel's satisfaction.

Draft bows to constitutional protections of free speech and press and acknowledges government shouldn't control programs, but urges FCC do more to keep licensees in line. As expected, Dodd subcommittee's staff found evidence that, it claims, shows causal relationship between violence children view and aggressive behavior. Meanwhile, NAB-government study group, set up in 1962, is about to announce grants for research in this field.

Dig that crazy noise

FCC Chairman E. William Henry apparently can now count several of his fellow commissioners in on his belief that solution of problem of "loud" commercials is complicated. At least some of six commissioners (including Mr. Henry) who last Thursday visited

CLOSED CIRCUIT®

CBS broadcast center and Reeves Sound Studio, commercial recording house, in New York, bore out Mr. Henry's heretofore expressed opinion that voltage unit readings do not indicate so-called "loudness," but that other factors are inherent in recording which appear to "irritate" viewers. General opinion is that determination of these factors will take considerable discussion and study. Visit to CBS and Reeves was made by all commissioners except Robert T. Bartley, who remained in Washington.

Manhunt

It's still wide-open race for top job at National Association of Broadcasters, as indicated last week when NAB presidential selection committee solicited recommendations from all NAB members (story page 58). But committee hopes to submit recommendations for decision of NAB boards at Palm Springs, Calif., Jan. 25-29.

Here are some men who are under active consideration but whose availability has not yet been checked: Representative Walter Rogers (D-Tex.); Eugene Zuckert, secretary of Air Force; Fred A. Seaton, former Republican senator from Nebraska and secretary of interior in 1956-61 whose family owns stations and newspapers in Nebraska and Kansas; C. Howard Lane, KOIN-AM-FM-TV Portland, Ore.; Edmund C. Bunker, president, Radio Advertising Bureau, and Lester W. Lindow, executive director, Association of Maximum Service Telecasters. Number of prominent broadcasters have told selection committee they're not available. They include Clair McCollough, J. Leonard Reinsch, Donald McGannon, John Hayes, Ward Quaal, A. Louis Read, Dwight Martin and Otto Brandt.

Fixit study

Broadcast lawyers have set out to figure ways of persuading FCC to tone down its requirement that stations solicit public comments to FCC whenever they apply for license renewal or major facilities change. Rule, which has been in effect four years, has laid an egg—as special analysis in BROADCASTING, Aug. 31 indicated. Despite requirement that stations make announcements on own air and in newspaper ads, public response has averaged only one letter per station—and 80% of what little mail there is has been favorable to licensees.

What galls broadcasters most about public-notice rule is its insistence that they buy space in rival advertising medium. Federal Communications Bar Association has begun study of situation, hopes to come up with recommended changes by end of year. Thomas W. Wilson, FCBA president, says regulation has benefitted nobody and is burden to small-station owners.

TV booster

Outlook is bright for banner year in television by General Mills, whose gross time billing in network and spot may reach as high as \$40 million in 1964 as compared with \$29.4 million in 1963. Television Bureau of Advertising figures show that General Mills investment in TV in first half of this year rose by more than 30% over last year's comparable figure of \$14 million, and second half is traditionally bigger spending period for company. Company's sales for present fiscal year's first quarter increased by almost \$6 million over \$128.7 million sales of first quarter of preceding fiscal year.

Curtis radio quest

Curtis Publishing Co., headed by ex-NBC Radio chief Joe Culligan, is actively bidding for radio stations in major markets. Last week \$5 million offer for 50 kw property in one of top 10 markets was rejected. Curtis is now expected to go after 5 kw independent in same market.

On the barrelhead

Multi-million budgets of major political parties are being handled haphazardly, particularly in purchase of TV and radio time. Organizations thrown together for short campaign haven't operated smoothly and have experienced difficulties in clearances with stations as well as with networks, particularly since payment in advance is required and cash, even with well-heeled Democrats, isn't easy to find.

Each party has to watch its expenditures because law allows only \$3 million for national campaigns through national committees. With each party expected to spend several times that amount, money must be channeled through state and even local organizations which must be given air exposure as purchasers. Whole story won't come out until after elections and, if current methods continue, it will be masterpiece of confusion and contradictions.

MORE ADULT WOMEN

listen to

WIBG Radio 99

6 AM to Midnight

**than any other
Philadelphia Radio Station**



MORE total listeners **MORE** total homes in
MORE adult listeners **MORE** time periods

All estimated and limited as shown in reports: Based on average audience estimates, Monday to Friday, 6 AM to 12 PM, PULSE—May-June, 1964; Adult Audience Age 18-35, Adult Audience Age 35 and over, PULSE IQR—November, 1962; Leads all other Philadelphia stations in circulation, Day and Night, Metro and Total, NCS '61; Share of Audience—Total Rated Time Periods, HOOPER—June-July, 1964.

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

WEEK IN BRIEF

This summer more than 130 new products took the plunge into television, according to Broadcast Advertiser Reports. Highlights of success of campaigns, which were diverse in products and TV usage, are given. See . . .

SOMETHING NEW TO SELL? TRY TV . . . 27

Stuttering campaign to find new president for National Association of Broadcasters takes new twist: letters seeking suggestions go to NAB members. Selection committee has interviewed 24 candidates. See . . .

PRESIDENCY UP FOR GRABS . . . 58

FCC decides President Johnson's news conferences during election campaign are open to equal-time demands. Decision on CBS query provokes protests from network, NAB, three commissioners who dissented. See . . .

NEWS SESSIONS AND SEC. 315 . . . 45

There are bright spots in Arbitrons for all three TV networks, although CBS has taken lead. NBC hasn't introduced all new shows. ABC continues hold on viewers in spite of spurt of competition. See . . .

CBS LEADS IN ARBITRONS . . . 52

FCC sets aside license renewal applications of TV outlets with CATV holdings, reportedly will ask for justification of cross-ownership. Commission indicates it will also defer similar renewals. See . . .

TV RENEWALS AND CATV . . . 66

Pay-TV debate picks up in intensity. Don Belding writes letter asking broadcasters for money to help outlaw pay TV in California. Jack Harris and Pat Weaver argue pros and cons in Hollywood. See . . .

PROBLEMS OF PAY TV . . . 60, 61

Colgate-Palmolive finds encouraging signs in its fight on behalf of television piggybacks. Some stations make adjustments to carry the spots, others stand firm. C-P determined not to back down. See . . .

COLGATE'S PIGGYBACKS . . . 36

Major parties each pour about \$1 million into network TV time in last four weeks of campaign, undetermined amount into local radio-TV. GOP shuns network spots to concentrate on regional issues. See . . .

POLITICIANS SATURATE TV . . . 32

Are ETV's poverty pockets? FCC Chairman Henry thinks so and urges commercial operators to help them survive and prosper. If they do, he indicates, pressure may be less for public service programing. See . . .

HENRY DEPLORES ETV POVERTY . . . 44

The television networks have their fall line-ups set. Specials will feature, not surprisingly, politics and sports, with the Tokyo Olympics on NBC and election specials on all three nets leading the parade. See . . .

ON TV NETS THIS FALL . . . 83

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LET'S TALK MOVIES!

LAST YEAR WTIC-TV TELECAST

- 180 FEATURE FILMS NEVER BEFORE SHOWN BY A CONNECTICUT TELEVISION STATION.
- 157 FEATURE FILMS NEVER BEFORE SHOWN BY A CONNECTICUT OR A WESTERN MASSACHUSETTS TELEVISION STATION.

NOT ONLY NEW, BUT FINE MOVIES, SUCH AS —

On The Waterfront . . . Sayonara . . . Man in the Gray Flannel Suit . . . Ruby Gentry . . . The Old Man and the Sea . . . The Bad Seed . . . Duel in the Sun . . . Battle Cry . . . The Spirit of St. Louis . . . No Time for Sergeants . . . Hercules . . . Atilla the Hun . . . The Pajama Game . . . A Face in the Crowd . . . Kiss Them for Me . . . Indiscreet . . . The Gift of Love . . . Man in a Cocked Hat . . . Home Before Dark . . . Top Secret Affair . . . Too Much, Too Soon . . . The Lady Killers . . . and more.

THIS YEAR, WTIC-TV HAS CONTINUED TO ENCHANT ITS AUDIENCE WITH —

Auntie Mame . . . The Dark at the Top of the Stairs . . . The Nun's Story . . . Bachelor Party . . . Cash McCall . . . Ice Palace . . . Marjorie Morningstar . . . Tall Story . . . The Fugitive Kind . . . The Hanging Tree . . . Happy Anniversary . . . The Miracle . . . Hercules Unchained . . . The Night Holds Terror . . . Thief of Bagdad . . . Walk Into Hell . . . Wonders of Aladdin . . . Aphrodite with many, many more to come!

For television leadership in movies, look to

WTIC-TV3

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RKO, Philco turned down

**Pleas for reconsideration
of Philadelphia ch. 3 case
fall on deaf ears of FCC**

FCC has rejected requests of RKO General Inc. and Philco Broadcasting Co. that it reconsider order providing for swap of NBC and Westinghouse Broadcasting properties in Philadelphia and Cleveland, respectively.

Commission action, announced Friday (Oct. 2) was taken on Wednesday, two days after NBC and WBC filed applications for trade of WBCV-AM-TV Philadelphia for KYW-AM-FM-TV Cleveland (see page 64).

RKO, which had hoped to trade its Boston stations, WNAC-AM-TV and WRKO-FM, for NBC's Philadelphia properties, had requested stay of order as well as reconsideration. Philco hoped to supplant NBC on Philadelphia channel 3.

Commission, in adhering to its July 30 decision (BROADCASTING, Aug. 3), dismissed RKO's petition and denied Philco's. Commission said RKO lost status as party when NBC withdrew from agreement to swap Philadelphia stations for RKO's Boston properties.

Commission can act on NBC-WBC trade applications in 30 days from filing date, provided no further attempts to upset proposed swap are made.

Not Through? ■ RKO General source

said Friday that company was considering further proceedings before commission and courts. Philco source declined comment pending study of commission order.

RKO and Philco had opposed commission order renewing NBC's licenses for Philadelphia stations on ground they were traded back to WBC for Cleveland outlets network had owned. Commission said NBC coerced WBC into making original trade.

Commission, in order last week, rejected contentions of RKO and Philco that July 30 decision violated their rights to fair hearing. Commission said case was "decided wholly within the issues and upon full notice to the parties." Commission said it found that grant to Philco and unconditional grant of renewal to NBC would not be in public interest.

It added that public interest standard of Communications Act permits action it took to restore WBC to Philadelphia and NBC to Cleveland.

Commission also rejected argument that its decision violated law prohibiting consideration of third party in transfer case. Commission said its decision was "not an action on the assignment applications but . . . on the threshold renewal application."

FCC to hold hearing on Maler application

FCC said last Friday (Oct. 2) that it will hold hearing on application of Angel Lerma Maler for TV station on channel 40 in Fontana, Calif. Proposed station would cover Los Angeles. At

issue is series of letters "... all containing disparaging material concerning . . . KMEX-TV [Los Angeles] . . .", FCC said, allegedly written by Alexander G. Colomb, employe of Mr. Maler's Spanish-language TV program production firm, Panorama Latino TV Inc.

KMEX-TV (ch. 34) asked commission to deny Mr. Maler's application for channel 40 on grounds of letters and added Spanish-language competition would result in economic injury to KMEX-TV.

Commission ruled KMEX-TV's petition to deny was untimely, being filed later than 30 days following acceptance of channel 40 application, but decided on its own motion to hold evidentiary hearing as "only tool available," to determine Mr. Maler's character qualifications in light of his "responsibility, if any" for letters. Commission noted that Mr. Maler's production firm competes with KMEX-TV as Panorama Latino TV supplies programs to KCOP-TV Los Angeles. Commission said Mr. Maler has denied any complicity in writing of letters.

Koop chides Dallas police; defends media

Theodore F. Koop, CBS Washington vice president, and president of Sigma Delta Chi, professional journalism society, told Pittsburgh Press Club that Dallas police are to blame if they gave out too much information on Lee Harvey Oswald or endangered his right to fair trial by publicity at time he was in custody.

Commenting on Warren Commission's indictment of news media activi-

CBS still high on Thursday

CBS-TV dominated Thursday (Oct 1) Arbitrons by winning four half-hour periods, ABC-TV had two, and NBC-TV, one. In so-called 26-city Trendex for that night, CBS again won four periods and ABC three half-hours. *Kraft Theater* started its new cycle on NBC-TV. All other shows had already opened new season.

In Trendexes, data on *Flintstones*, *Bewitched* and *Peyton Place* is based on 25 markets and *Jimmy Dean* on 24. Trendex did not measure markets with no ABC show. Key: new series (N); new program (NP); new time period (NT). Data was made available by network research sources.

Thursday, Oct. 1				
	Trendex		Arbitron	
	Rating	Share	Rating	Share
7:30				
ABC <i>Flintstones</i> (NP)	11.1	23.2	11.5	23.0
CBS <i>Munsters</i> (N)	21.9	45.8	17.6	36.0
NBC <i>Daniel Boone</i> (N)	11.2	23.4	11.5	23.0

8:00	ABC <i>Donna Reed</i> (NP)	17.5	35.0	15.2	28.0
	CBS <i>Perry Mason</i> (NP,NT)	15.4	30.8	17.2	32.0
	NBC <i>Daniel Boone</i> (N)	14.3	28.6	13.9	26.0
8:30	ABC <i>My Three Sons</i> (NP)	17.7	34.0	17.9	31.0
	CBS <i>Perry Mason</i> (NP,NT)	18.9	36.3	20.5	35.0
	NBC <i>Dr. Kildare</i> (NP)	12.0	23.0	14.8	25.0
9:00	ABC <i>Bewitched</i> (N)	29.1	51.2	25.3	43.0
	CBS <i>Password</i> (NP,NT)	11.7	20.1	14.5	25.0
	NBC <i>Dr. Kildare</i> (NP)	17.5	30.0	14.1	24.0
9:30	ABC <i>Peyton Place</i> (N)	20.7	40.9	22.0	39.0
	CBS <i>Baileys of Balboa</i> (N)	11.0	21.8	13.4	24.0
	NBC <i>Hazel</i> (NP)	15.5	30.6	14.5	26.0
10:00	ABC <i>Jimmy Dean</i> (NP, NT)	12.8	27.2	11.7	25.0
	CBS <i>Defenders</i> (NP, NT)	14.1	30.0	13.5	29.0
	NBC <i>Kraft Theater</i> (NP)	13.9	29.3	14.8	31.0
10:30	ABC <i>Jimmy Dean</i> (NP, NT)	10.1	23.6	11.5	25.0
	CBS <i>Defenders</i> (NP, NT)	15.4	36.1	14.6	32.0
	NBC <i>Kraft Theater</i> (NP)	13.7	32.0	12.3	27.0

WEEK'S HEADLINERS



Mr. Lasker



Mr. Heywood

H. Peter Lasker named president and **John J. Heywood** named VP and financial officer of Broadcast Communications Group Inc. (see page 40), New York, new firm established by Crosley Broadcasting Corp. to represent Crosley radio and television stations as well as other outlets. Born, raised, and educated in Europe, Mr. Lasker entered advertising field in England. During 1930's, he worked in transportation

advertising in Ohio, and for transportation advertising subsidiary of Crosley. In 1949 he joined WLWD(TV) Dayton, Ohio, as sales manager and later became station's general manager. In 1956 he became vice president in charge of sales for Crosley with his offices in New York. Mr. Heywood was recently promoted to executive VP of Crosley. Mr. Heywood, member of the board of directors since December, 1963, joined Crosley in 1961 as VP and treasurer. Before going to Crosley Mr. Heywood held position of director of business affairs at NBC-TV.

George BaronBregge and **Albert R. Lanphear** elected VP, television, and VP, radio, respectively, of Rollins Broadcasting Inc., New York. Both have worked in various management positions for individual Rollins stations, Mr. BaronBregge since 1956 and Mr. Lanphear since 1953.

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

ties in events following assassination of President Kennedy, and seconding other news spokesmen (see page 50), Mr. Koop emphasized newsmen on scene had clear-cut duty to provide public with all information they could get. "The news media cannot be expected to withhold what information is given to them by officials," he said.

Sale of WORD approved by FCC

FCC approval of sale of WORD Spartanburg, S. C., from Belk Broadcasting Co. to Robert B. Brown, Bill H. Mull and James N. Rowland for \$250,000 was announced Friday (Oct. 2).

Mr. Brown owns WTLK Taylorsville, N. C. Belk Broadcasting owns WIST-AM-FM Charlotte and WKIK Raleigh, both North Carolina, WQXL Columbia, S. C., and WPDQ Jacksonville, Fla. WORD is fulltime on 910 kc with 5 kw day, 1 kw night.

FCC tells review board to check presumption on AM

FCC has remanded to review board case in which it denied application of Blue Ridge Mountain Broadcasting Co. for new AM in Ellijay, Ga.

Board had held that application, for 1500 kc, was filed for purpose of preventing or delaying grant of application for same frequency in Calhoun, Ga. (BROADCASTING, May 18).

Commission, acting on appeal, di-

rected board to clarify and reevaluate its decision regarding two presumptions it made in reaching its conclusion.

Board had found that Gordon County Broadcasting Co., licensee of WCGA Calhoun, participated in planning and filing Blue Ridge application. Blue Ridge application had been designated for hearing with one filed by Reliable Broadcasting Co. for 1500 kc in Calhoun.

Presumptions which commission directed board to re-examine concerned failure of one Blue Ridge principal, J. T. Acree, to testify at hearing, and failure of Mr. Acree's son, James M. Acree, to produce pencilled draft of tentative program schedule he purportedly had made.

Bringing up the backlog

FCC staff last week was preparing for special meeting Thursday (Oct. 8) on commission's work backlog. Session could result in confrontation between Commissioner Lee Loevinger and James Sheridan, chief of FCC's Broadcast Bureau. Commissioner Loevinger circulated memorandum among commissioners last summer saying his research indicates commission is further behind in its work than ever, despite its increases in money and personnel (CLOSED CIRCUIT, Aug. 3).

Staff members, however, say his

NBC gets rights to possible playoffs

As four National League baseball teams prepared to scramble for pennant over weekend, NBC lined up rights to televise playoff games from parks of St. Louis Cardinals and Cincinnati Reds should they be involved in best two of three series. No price was mentioned, but NBC paid reported \$300,000 for each game of NL's last playoff when Dodgers and Giants tied two years ago (BROADCASTING, Oct. 8, 1962).

NBC also has rights to World Series and All-Star games through 1966. It pays \$3.5 million per year and has sold package to Chrysler and Gillette.

Situation was complicated and "iffy" late Friday (Oct. 2), but NBC put it this way: deals with clubs were "as they play in their home parks."

Manion denies links with Birch Society

Clarence Manion, moderator and founder of *The Manion Forum*, syndicated radio program, has denied that either it or Citizens Foreign Aid Committee, of which he is legal counsel, are connected with John Birch Society.

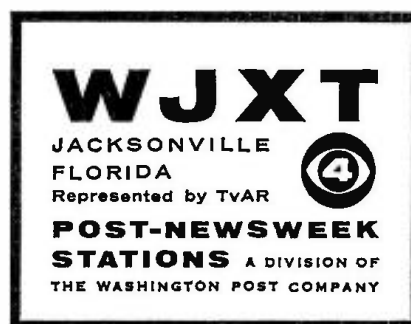
In letter released Friday (Oct. 2) Mr. Manion demanded retraction of statements by Dr. Arthur Larson, head of newly formed National Council for Civic Responsibility, linking organizations to Birch Society.

Speaking for council, which plans to counter extremist right-wing activities by, in part, buying time for five-minute radio programs of its own, Dr. Larson identified Mr. Manion as member of Birch Society (BROADCASTING, Sept. 28).

analysis is misleading, and their research last week was aimed at collecting data to establish their point. They say, for instance, that many renewal applications are in pending file because of laxness of licensees to provide requested information. They also say applications are collecting dust because they conflict with commission rules — but commission doesn't want them dismissed.

Backlog meeting, once regular occurrence at commission, fell into disuse when Newton N. Minow was chairman.

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49-county North Florida/
South Georgia regional market,
and WJXT, Jacksonville
is the only television station
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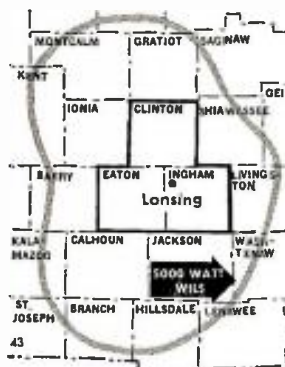
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DATEBOOK

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

■ Indicates first or revised listing.

OCTOBER

Oct. 4-5—Fall meeting of Texas Association of Broadcasters. Featured speaker will be Robert J. Rawson, chairman of FCC's renewal and transfer division. Hotel Texas, Fort Worth.

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

Oct. 5—Annual fall outing of Federal Communications Bar Association. Washingtonian Country Club, Gaithersburg, Md.

Oct. 5-6—Eighteenth annual fall convention of New Jersey Broadcasters Association. Speakers will include Vincent Wasilewski, executive vice president of National Association of Broadcasters; Henry Brief, Record Industry Association of America, and New Jersey's senatorial candidates. Nassau Inn, Princeton.

Oct. 6—Tenth annual conference of The Advertising Research Foundation, Hotel Commodore, New York. Principal participants and general topical nature of their subjects: morning—Gary A. Steiner, professor of psychology, Graduate School of Business at the University of Chicago (human behavior); Stuart Henderson Britt, professor of marketing, Northwestern University and editor of Journal of Marketing (unsolved advertising research problems); panel on market concentration, segmentation and media selection: Dick Warren Twedt, Oscar Mayer & Co.; C. E. Wilson, The Nestle Co., and Paul E. J. Gerhold, at J. Walter Thompson Co.; William M. Wellbacher, C. J. LaRoche & Co. (AAAA consumer study methodology); John S. Coulson, Leo Burnett Co., is chairman of program committee and presiding over morning session. Peter G. Peterson, president of Bell & Howell Co., is luncheon speaker. Afternoon on predicting advertising results—Richard M. Cyert, dean of graduate school of industrial administration, Carnegie Institute of Technology (simulating business firms); Robert J. Williams, Edward Dalton Co. (lead-lag time); Seymour Banks, Leo Burnett Co. (experimentation); Frank X. Stanton, Benton & Bowles, and Valentine Appel, Benton & Bowles (multi-market testing); Alvin A. Achenbaum, Grey Advertising, and Herta M. Herzog, Marplan (copy testing); Richard M. Ostheimer, Time Inc., presiding.

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

■ Oct. 6-7—UPI Editors and Publishers Conference. Among speakers will be Theodore F. Koop, vice president of CBS, at a Sigma Delta Chi sponsored breakfast Wednesday morning; and Eric W. Allen Jr., managing editor, Medford, Ore., Mail Tribune on "Effective Follow-Up on Spot TV Coverage," Tuesday, Statler-Hilton, Washington.

Oct. 7—International Radio & Television Society newsmaker luncheon at Waldorf Astoria, New York. Howard H. Bell, director of the code authority for the National

Association of Broadcasters, is speaker.

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

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

Oct. 9-10 — California CATV Association semi-annual meeting, Edgewater Inn Marina hotel, Long Beach, Calif.

Oct. 9-11—Convention of the Advertising Federation of America's seventh district. Keynote speaker will be Robert M. Ganger, board chairman of D'Arcy Advertising, New York. Advertising Club of the Chattahoochee Valley, Columbus, Ga.

Oct. 9-11—Midwestern area conference of American Women in Radio & Television, Marriott motor hotel, Philadelphia.

■ Oct. 11—ABC Radio regional affiliate meeting, Salt Lake City.

Oct. 12-13—Meeting of North Dakota Broadcasters Association. Clarence Parker hotel, Minot.

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

■ Oct. 13—Luncheon of the Milwaukee Radio Television Council Inc. FCC Commissioner Kenneth A. Cox and Ward Quaal, executive vice president and general manager of WGN Inc., will speak, Milwaukee.

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

Oct. 14-15—Meeting of Illinois Broadcasters Association. Sheraton hotel, Chicago.

■ Oct. 16—ABC Radio regional affiliate meeting, Los Angeles.

■ Oct. 16-17—Annual meeting of the Wisconsin Associated Press Radio-TV Association. Principal speaker is Charles H. Klensch of ABC. Ivy Inn, Madison.

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

Oct. 19—Deadline for comments in FCC inquiry into community antenna television ownership by broadcast licensees and related questions.

Oct. 19 — 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.

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

Oct. 19-21 — National Electronics Conference 20th annual meeting. Speakers at conference luncheons: James E. Webb, administrator, National Aeronautics & Space Administration; Dr. Henry K. Puharich, president, Intellectron Corp.; Dr. Albert V. Crewe, director, Argonne National Laboratory. Included in program is a consumer electronics symposium, sponsored jointly by Institute of Electrical & Electronics Engineers group on broadcast and TV receivers, audio and electron devices. McCormick Place and Sherman House, Chicago.

■ Oct. 20—ABC Radio regional affiliate meeting, Oklahoma City.

Oct. 20—Federal Trade Commission hearing on proposed rulemaking to define proper description of TV screen sizes.

Oct. 21—Presentation of The Pulse Inc.'s Man-of-the-Year award to Chet Huntley

■ Indicates first or revised listing.

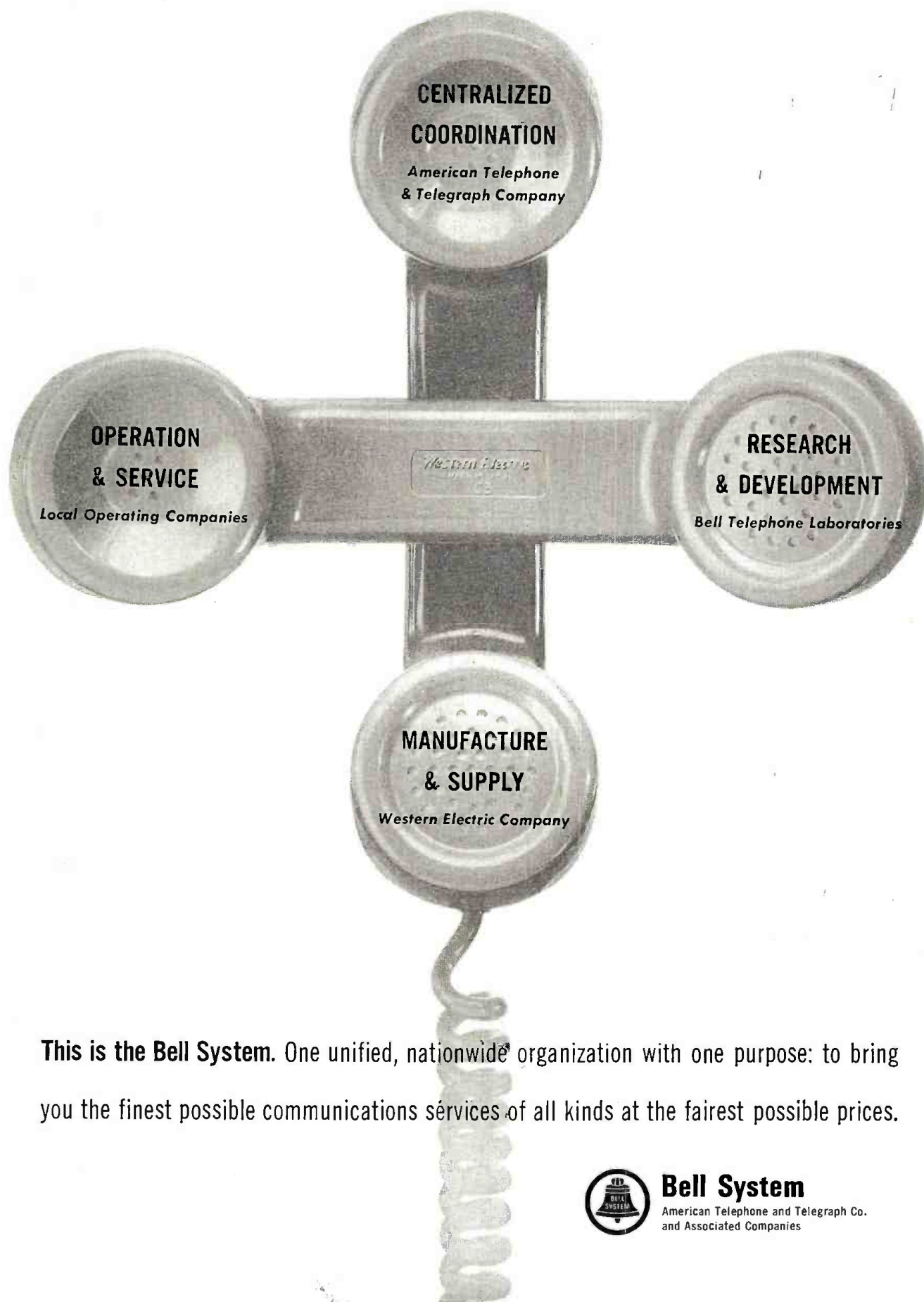
RAB CONFERENCE SCHEDULE

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

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

■ Oct. 12-13—Hotel Moraine, Chicago.

■ Oct. 15-16—Northland Inn, Detroit.



This is the Bell System. One unified, nationwide organization with one purpose: to bring you the finest possible communications services of all kinds at the fairest possible prices.



Bell System

American Telephone and Telegraph Co.
and Associated Companies



7:30 PM EDT / THE VIRGINIAN



9:00 PM EDT / WEDNESDAY NIGHT AT THE MOVIES

INSIDE WEDNESDAY NIGHT

Big doings are the rule on Wednesday nights this season, as NBC-TV presents two giant servings of color-filled entertainment.

First of the weekly offerings is the immensely popular, 90-minute Western series, "The Virginian," now entering its third season—in color—on NBC-TV.

Already boasting one of the best regular casts in TV drama (Lee J. Cobb, James Drury, Doug McClure, Roberta Shore and Randy Boone), "The Virginian" now adds to its star roster Clu Gulager, who scored for two seasons as Billy the Kid on NBC's "The Tall Man." Once again, the series will be further distinguished by top guest stars and first-quality scripts.

Second section of Wednesday's formidable schedule is NBC's new week-night movie time. The season's array of first-time-on-TV hits on "Wednesday Night at the Movies" is drawn largely from the lists of Paramount and MGM.

Most of the films are in color, and the package boasts performances by some of the most popular stars ever to light up a screen: Audrey Hepburn and Anthony Perkins in *Green Mansions* (in color); Elizabeth Taylor in *Elephant Walk* (in color); Tony Curtis and Janet Leigh in *Houdini* (in color); Kirk Douglas, Eleanor Parker and William Bendix in *Detective Story*; Humphrey Bogart, Aldo Ray and Peter Ustinov in *We're No Angels* (in color); Jerry Lewis in *The Sad Sack*; Bob Hope, Vera Miles and Paul Douglas in *Beau James* (in color); Paul Newman, Lee Marvin and Walter Pidgeon in *The Rack*; Dean Martin, Anthony Franciosa and Shirley MacLaine in *Career*; and, in color, Glenn Ford and Ernest Borgnine in *Torpedo Run* (see drawing at left).

It all happens on Wednesday evenings. And with these two giants—"The Virginian" and "Wednesday Night At The Movies"—sharing the night's honors, NBC-TV redemonstrates its affinity for large-scale entertainment programming.

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



WTRF-TV STORY BOARD

7

Spotting?

PIN-UP GAL to a vast audience of Marines: "I don't know why you boys get so excited about sweater girls. Take away their sweaters and what have you got?"

wtrf-tv Wheeling
ADVICE TO BACHELORS! Don't settle down until you can settle up!

wtrf-tv Wheeling
DOCTOR: "How much drinking do you do?"
PATIENT: "Not much any more, doctor. Lately I've been spilling most of it."

wtrf-tv Wheeling
DRINK TO POVERTY . . . it sticks to a man when all his friends forsake him!

wtrf-tv Wheeling
ESSO HUMBLER! "Where did I get all scratched up? I had a Tiger in my car but not in the tank!"

wtrf-tv Wheeling
PROFESSOR: "Name the outstanding accomplishment of the Romans?" STUDENT: "They understood Latin!"

wtrf-tv Wheeling
FAIR AND CLOUDY! If a local weather man resigns, it's generally because the climate doesn't agree with him.

wtrf-tv Wheeling
PONDERING! Calling a man in his sixties a sexagenarian may be a slight exaggeration.

wtrf-tv Wheeling
COLLEGE BOUND! "Son, I want you to become a skin specialist. Your patients will never get you out of bed at night, they never die, and they never get well!"

wtrf-tv Wheeling
*SOMETHING FOR EVERYONE is the programming offered to the big WTRF-TV audience in the Wheeling/Steubenville Market. Have Rep Petry arrange your WTRF-TV spot schedule to get that particular audience segment you're after.

CHANNEL SEVEN NB WHEELING, WEST VIRGINIA



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

WRDW-TV
Augusta . . . TOWERful in
Popularity & Performance

A RUST CRAFT
STATION

and David Brinkley of NBC. Plaza hotel, New York.

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. Robert E. Spinner, president of Markscope Research Co., New York, will discuss "How to Measure TV Advertising Effectiveness." For additional information, write: Industrial Exhibitions Inc., 17 East 45th Street, New York 17.

Oct. 22—Southern California Broadcasters Association luncheon. Charles Parr of Coleman-Parr Inc., Los Angeles agency specializing in real estate advertising, will discuss the use of radio in this field. Michael's Restaurant, Hollywood.

Oct. 22-23—Fall meeting of Missouri Broadcasters Association. Speakers include Robert J. Burton, president of Broadcast Music Inc.; Robert T. Mason, president of Marion Broadcasting Co.; sales clinic conducted by Fred A. Palmer, and taped interviews with Missouri's gubernatorial and senatorial candidates. Ramada Inn, Jefferson City.

Oct. 22-23—Meeting of Indiana Broadcasters Association, Marriott hotel, Indianapolis.

Oct. 23—ABC Radio regional affiliates meeting, Des Moines, Iowa.

Oct. 25-26—Annual convention of Massachusetts 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—ABC Radio regional affiliate meeting, New Orleans.

Oct. 27-28—Seminar in programing by Television Program Development Group, WGN Mid-America Broadcast Center, Chicago.

Oct. 27-28—Meeting of Future of TV in America Committee of National Association of Broadcasters on CATV matters, Jung hotel, New Orleans.

Oct. 27-30—American Association of Advertising Agencies western region convention. John Crichton, AAAA president, and Norman Strouse, AAAA board chairman, are featured speakers. Phase two of the consumer judgment of advertising study will be explained. Other sessions will include pretesting of TV commercials, new product introductions, a panel of TV film producers and a panel of advertising agency creative directors. Beverly Hilton hotel, Beverly Hills, Calif. Board of directors is scheduled to meet in Los Angeles on Oct. 27.

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

Oct. 28—Annual stockholders meeting of Official Films Inc. Delmonico's hotel, New York.

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,

NAB FALL CONFERENCE SCHEDULE

Dates and places for the fall conferences 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.

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.

Oct. 29—Forum on Broadcast Controls sponsored by Indiana University. Among participants are FCC Commissioners Frederick W. Ford and Robert E. Lee, university campus, Bloomington, Ind.

NOVEMBER

Nov. 5—Second Canadian Radio Commercials Festival, sponsored by the Canadian Radio Sales Bureau and the Radio & Television Executives Club. Entries close Sept. 19. Duplicate awards will be made for English and French commercials. There are three entry groups and four commercial categories. Park Plaza hotel, Toronto.

Nov. 6-7—Fall meeting of Maryland-D. C. Delaware Broadcasters Association, Washingtonian motel, Rockville, Md.

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

Nov. 10—ABC Radio regional affiliate meeting, Detroit.

Nov. 10—Deadline for comments on Federal Trade Commission's proposed rulemaking to define description of TV screen sizes.

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, is chairman of region board of governors.

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—Public service workshop for personnel of civic, social and welfare organizations in how to use radio most effectively. All-day meeting sponsored under joint auspices of the Southern California Broadcasters Association and the University of Southern California at the university campus, Los Angeles.

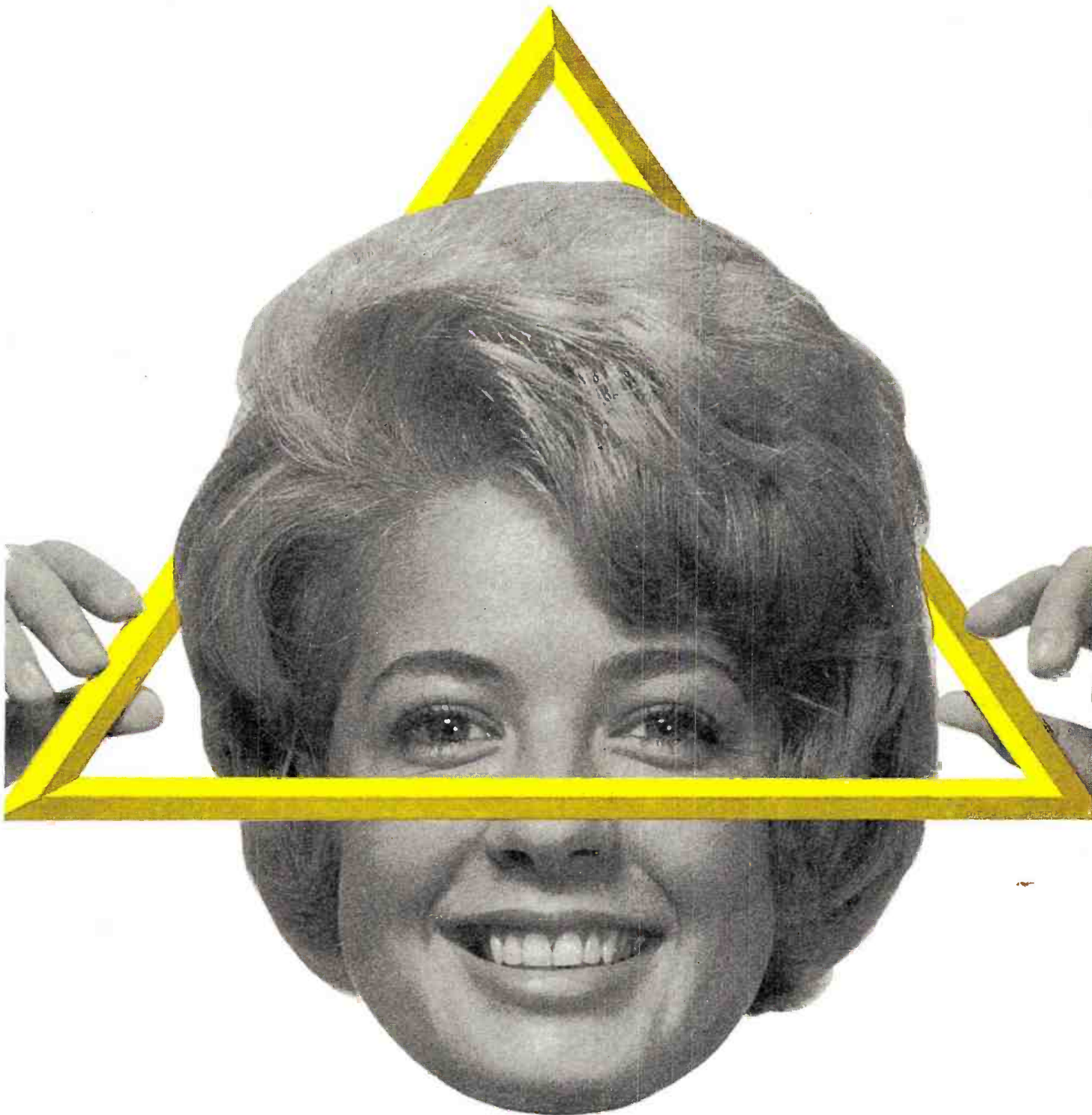
Nov. 13—ABC Radio regional affiliate meeting, Albany, N. Y.

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

Nov. 16—Edward Petry & Co. annual promotion seminar at Pick-Congress hotel, Chicago.

Nov. 16-17—Fall meeting of Oregon Association

■ Indicates first or revised listing.



You know you belong in the Golden Triangle

The WSJS Television Market—No. 1 in North Carolina

Because WSJS Television's Golden Triangle comprises a 3 metro city-33 county Grade A coverage that's the No. 1 market in the No. 12 state, being No. 1 in population, households and retail sales in North Carolina.

WSJS **NB**
TELEVISION **12**

WINSTON-SALEM / GREENSBORO / HIGH POINT
Represented by Peters, Griffin, Woodward

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COPY**

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

YEARBOOK

Final deadline for
station advertising
Nov. 1, 1964

Write, or call collect
today to any
BROADCASTING
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TELECASTING* was introduced in 1946.

*Reg. U. S. Patent Office
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ciation 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—First annual Georgia FM Day
seminar sponsored by Georgia Association
of Broadcasters, Riviera motel, Atlanta.

Nov. 17—ABC Radio regional affiliate meet-
ing, Richmond, Va.

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

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

Nov. 19-20—Fall convention of Ohio Asso-
ciation of Broadcasters. Speakers include
George Storer Jr., chairman of National
Association of Broadcasters-Radio Advertis-
ing Bureau Methodology Steering Commit-
tee and president of Storer Broadcasting
Co.; Charles Stone, manager of NAB radio
code; FCC Commissioner Kenneth A. Cox;
Robert J. Burton, president of Broadcast
Music Inc., and Robert Mason, chairman of
All-Industry Radio Music License Commit-
tee. Christopher Inn, Columbus.

Nov. 23—Comments are due on FCC's
notice of inquiry and proposed rulemaking
regarding mutual funds and other invest-
ment houses that are in technical violation
of multiple ownership rules.

Nov. 25-28—Television Information Office
TV festival at 54th annual convention of
National Council of Teachers of English,
Cleveland.

DECEMBER

Dec. 2-5—Sigma Delta Chi National Con-
vention at Hotel Muehlebach, Kansas City,
Mo. Keynote address to be given by Ben-
jamin M. McKelway, Washington Star
(WMAL-AM-FM-TV Washington and WSVA-
AM-TV Harrisonburg, Va.).

Dec. 18 — Reply comments are due on
FCC's notice of inquiry and proposed rule-
making regarding mutual funds and other
investment houses that are in technical
violation of multiple ownership rules.

JANUARY

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

Jan. 22-24—Advertising Association of the
West convention. World Trade Center, San
Francisco.

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

Jan. 26-28—Twentieth annual Georgia Ra-
dio-TV Institute, University of Georgia,
Athens. Forum is sponsored by university
and Georgia Association of Broadcasters.

FEBRUARY

Feb. 2-3—Advertising Federation of Ameri-
ca/Advertising Association of the West con-
vention. Statler-Hilton, Washington.

Feb. 4-5—Annual conference of presidents
of state broadcasting associations under
auspices of National Association of Broad-
casters. Shoreham hotel, Washington.

MARCH

March 15—American TV Commercials Fes-
tival. Waldorf-Astoria, New York.

March 21-24—National Association of
Broadcasters annual convention. Shoreham
and Sheraton Park hotels, Washington.

Indicates first or revised listing.

OPEN MIKE®

Raves for radio

EDITOR: Your special report, "The Many Facets of Radio," in BROADCASTING, Sept. 28 is excellent. Radio is more dynamic now than ever before.

Your alert and perceptive coverage of radio is always interesting and informative. I am sure it is appreciated by advertisers and agencies as well as the broadcasters themselves.—*Ronald W. Gilbert, New York sales manager, CBS Radio Spot Sales.*

EDITOR: In all my years in radio, I can't remember having ever seen such a penetrating and thorough-going analysis of the radio medium.

Once again the study demonstrates the continuing growth, development and maturity of the radio medium.—*Sherril W. Taylor, vice president for radio, National Association of Broadcasters, Washington.*

EDITOR: In the 27 years I have been reading BROADCASTING, I have enjoyed many terrific treatments of various subjects. "Special Report: Radio" surpasses them all.—*Edwin K. Wheeler, executive vice president, The Evening News Association (WWJ-AM-FM-TV), Detroit.*

EDITOR: A meaningful and complete document. . . Please send 10 copies and bill.—*Edward C. Obrist, director of broadcasting, Boston University.*

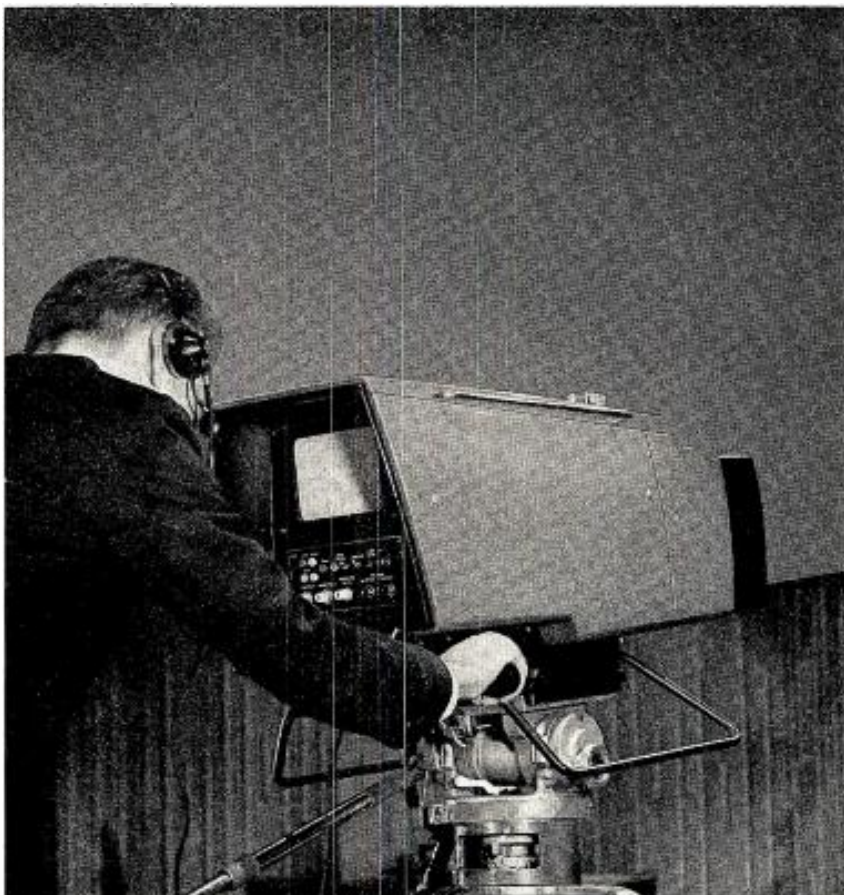
EDITOR: I am very much interested in getting five reprints each of "Radio Audience" and "Radio Has the Facts and Figures" in BROADCASTING, Sept. 28.—*Dave Bolton, general sales manager, WIBG Philadelphia.*

(Overprints of the Sept. 28 issue have been exhausted. Reprints of "Special Report: Radio" will be available on request. Write: Reader's Service, BROADCASTING, 1735 DeSales St. N. W., Washington, D. C. 20036.)

Questionable conduct

EDITOR: The handling by many radio stations of the relationships among the Beatles, their crowds and the police has been a discredit to broadcast journalism. Many popular music stations, during the Beatles' U.S. tour, announced where the singers were staying, what their schedules would be and sent reporters or disk jockeys to cover their arrival and visit to town.

This is fine. But, when, in response to this information a large, unruly crowd of screaming girls appears, some stations have taken a stand that is openly hostile to the police who must be drawn away from more important duties to control the mob, and who must often



TOP PERFORMANCE AT LOW COST

with the Visual Zoom Camera

The Mark 10 Visual Zoom Camera is the first truly new camera design since the beginning of commercial TV.

OPERATING EXPENSES CURTAILED

with the Visual Zoom Camera



- Less lighting, less air-conditioning required with the new 3" I.O. sensitivity
- Designed for long life I.O. tubes — up to 5,000 hours
- Transistorized circuitry provides low power consumption, plug-in interchangeability
- Results in long stable operation for minimum service time
- Simple set-up



Write for descriptive bulletin No. 310.

Visual Electronics Corporation provides the broadcast industry with the first completely solid-state television studio product line.

VISUAL ELECTRONICS CORPORATION
356 west 40th street • new york, n. y. 10018 • (212) 736-5840



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:

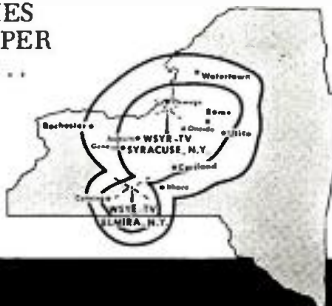
- Population of 2,508,700
- Buying Power—\$5,434,133,000
- Total Homes—740,870
- TV Homes—689,800
- Retail Sales—\$3,273,465,000
- Food Sales—\$789,846,000
- Drug Sales—\$94,327,000

(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.



WSYR-TV

NBC
Affiliate

Channel 3 • SYRACUSE, N. Y. • 100 KW

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

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

take extensive precautionary measures to protect the safety of the actors and the spectators. . . .

Although the *New York Times* reported that the Beatles' concert in Cleveland was held up only a few minutes by police while the audience was subdued, a New York radio station gave an angry report implying that the show was stopped and the audience sent home by police.

The whole effect is as if a radio station were to cry "fire" and then scold people for running and the fire department for coming. . . .—David B. Weber, school of journalism, Ohio State University, Columbus.

One at a time

EDITOR: Some three or four times yearly WLBK publishes a small four-page stuffer for mailing with our bills. Information contained in this piece is obtained from success stories . . . we would like permission to clip and reproduce (giving full credit to BROADCASTING) various stories from time to time from your excellent publication. . . J. T. Whitlock, manager, WLBK Lebanon, Ky.

(Copyright laws prevent our giving blanket permission to reprint any article in the magazine without losing our protective rights. In most cases we can give permission to reprint articles when specific requests are made for each such reprint.)

One down, one to go

EDITOR: Thanks to your fine magazine I've procured, via Broadcast Music Inc., an excellent recording on proper pronunciation of classical selections and composers. I'd like to know if anyone has a recording on the proper pronunciation and enunciation of the most commonly mispronounced words over the air.—Andrew Stoff, 933 Winchester, Lincoln Park, Mich.

BOOK NOTE

"Mass Communications and National Development," by Wilbur Schramm. Stanford University Press, Stanford, Calif., and UNESCO Paris. 333 pages. \$7.50

More than 70 countries are attempting what has been called "the terrible ascent" from traditional society to the modern world. What mass communications have done, what they can do and what they should do is set forth in this book, with many actual examples of successes and failures. Mr. Schramm, director of the Institute of Communication Research at Stanford, accepted the assignment to make the study after a 1962 UNESCO survey had revealed that 70% of the world's populations were lacking in adequate information facilities.



Just so nobody will notice us

Sometimes we like to be conspicuous by our absence. For example, we spend upward of \$6 million each year to keep smoke and fumes out of the air above our refineries and impurities out of the water we have used.

Quite a sum to spend not to be noticed!

This investment in a program to maintain clean air and water is another opportunity for Humble to fulfill the responsibility of leadership.

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

YES

Pro or con? One of the most hotly contested ballot issues ever to confront California voters is the upcoming Proposition 14, which would repeal the bitterly controversial California Fair Housing (Rumford) Act. Opposing billboards and bumper stickers are everywhere: battle lines are sharply drawn.

To cut through the barrage of partisan opinion and present both points of view in crystal-clear focus, on Saturday night, September 19, KNXT staged an hour-long live television debate, bringing together—for the first time—the leading spokesmen from both sides in a dramatic face-to-face confrontation.

NO



ON 14

It was a historic broadcast. Never before has a debate dealing with a matter of such heated local interest been seen by so many people in the nation's number one state. Made available by KNXT to all California affiliates of the CBS Television Pacific Network, it was seen by an estimated 850,000 viewers (600,000 viewers within the KNXT area alone!)*.

This unprecedented broadcast debate was just another example of the continuing, far-reaching programming in the public interest conceived and produced by CBS Owned **KNXT 2 LOS ANGELES**



ON 14

The 'big show' is an important ingredient

Chemstrand's swing to "big show" television over a period of six years may not have been unique. But it is a fact, and highly successful in winning consumer acceptance of Chemstrand's fiber products in the carpet market.

Chemstrand, in first promoting Acrilan acrylic fiber, its initial product in the soft floor covering field, used print media primarily because of distribution limitations during this introductory period in 1957.

But as Acrilan won trade and consumer acceptance—and as more carpet mills came into the Chemstrand fold—television became an important factor in the company's over-all marketing program.

Utilization of national network television at that time of course was not unique. In the soft floor-covering business, however, the fact that Chemstrand went into television on a consistent basis and with a planned merchandising program built around the shows proved not only to be unprecedented in the carpet field, but also produced results. Recently a leading home furnishings trade publication declared: "It was Chemstrand which brought TV to bear on carpet fibers."

Today we favor the "big show." This is the important program with strong audience appeal, such as our *Tour of Monaco* with Grace Kelly; *Bob Hope specials*; *Elizabeth Taylor's London* and the forthcoming tour of Rome with Sophia Loren.

Working with TV ■ No matter what the show may be, one fact is always paramount in our use of television. This is the importance of a coordinated merchandising, advertising and promotional program that is designed and built around the show and executed to a peak of efficiency before, during and after the show is on the air. Most of this effort, of course, is concentrated in the period before the show.

This is the Chemstrand line-up of shows for fall: Sept. 13, the company presented ABC's *Premiere Showcase* program which received favorable reviews all around; Oct. 3, *Hollywood Palace* with Maurice Chevalier as host; Oct. 24, *Hollywood Palace* with Betty Grable and Harry James; Nov. 12, *Sophia Loren in Rome*, a special.

Important shows? Yes. But they are not an end in themselves. They are the beginning where Chemstrand's marketing plans are concerned.

Let's consider the three areas of concentrated effort set in motion by any television show Chemstrand undertakes

—the before, the during, and the after.

Before any Chemstrand television program sees the light of day—or the lenses of the TV cameras—work begins on a multitude of merchandising aspects of the total effort. Because licensed carpet mills are of primary importance to us, all work with carpet distributors and retailers is coordinated with and through these people. Every effort is made to focus attention upon the customer as the maker of the carpet.

Within the framework of this "ingredient concept," we strive to make everyone involved in the making and selling of carpets made with our products aware of the importance of our programs as sales aids to them, and to their own individual efforts. Our object is not only to convince them of this fact, but to prove to them that by utilizing our work in conjunction with their own, they have the most to gain. This has been demonstrated time and time again to us, when our customers tie in their own advertising and promotion efforts with Chemstrand's. Results in every case have been impressive.

Trailers and Lead-ins ■ Thus, at the beginning, to convince the immediate customer, the carpet distributor, the retailer that the Chemstrand program is for him, and enable him to take advantage of it, special film trailers and lead-ins are developed around the commercials. In every case, the star of the show is used in these lead-ins to add a personal touch in presenting the program to the trade.

Initially the show, the film lead-in and the program around them are shown to the trade at the important carpet markets held throughout the country. During and after this period, sales training meetings with carpet distributors and dealers, arranged also to coordinate with the company's customers is held.

During a year, approximately 1,000 are covered by members of our merchandising department.

Some of the ingredients of this coordinated merchandising, advertising and promotion program include:

- A cooperative advertising program during the period covering the shows: Sept. 13-Nov. 29.

- Suggested retail aids, advertising art ready for reproduction, point of purchase display materials—all tying in with the television shows, and all designed to feature carpet name by manufacturer, and name of retail carpet dealer.

- Selling aids; a battery of effective sales motivators including mobiles, coffee mugs, floor cards, plastic carpet clips, consumer booklets, and salesmen's fact folders.

Sales training films, national advertising in magazines, and above all, the personal follow-through of men who are carpet merchandisers are other factors in the total effort.

The work does not end the moment the show is seen on the screen. The show itself is used as an attraction and as a reason to hold sales training meetings. TV sets are moved into meeting rooms to permit viewing of the shows in color. Carpet dealers are urged to invite potential customers to come into the stores and see the show. And, every opportunity is provided the individual carpet dealer to take advantage of Chemstrand's TV efforts with his own advertising.

Studies are made to determine the show's effectiveness in moving potential carpet customers to visit local stores. The continued acceptance of carpets made with Acrilan acrylic fiber and Cumuloft nylon vouch to a degree for the effectiveness of the media we employ.



Frank W. Hartmann is director of home furnishings and tire merchandising, advertising and promotion for the Chemstrand Co. division of the Monsanto Co., New York. Prior to his present Chemstrand position Mr. Hartman was manager, Acrilan home furnishings. He joined Chemstrand in 1955 after doing sales and marketing work for Cabin Crafts Inc., Dalton, Ga. A Dartmouth graduate, he received a master's in business administration from the Harvard School of Business in 1951.

Quality by any measurement is on the record
at WELI.

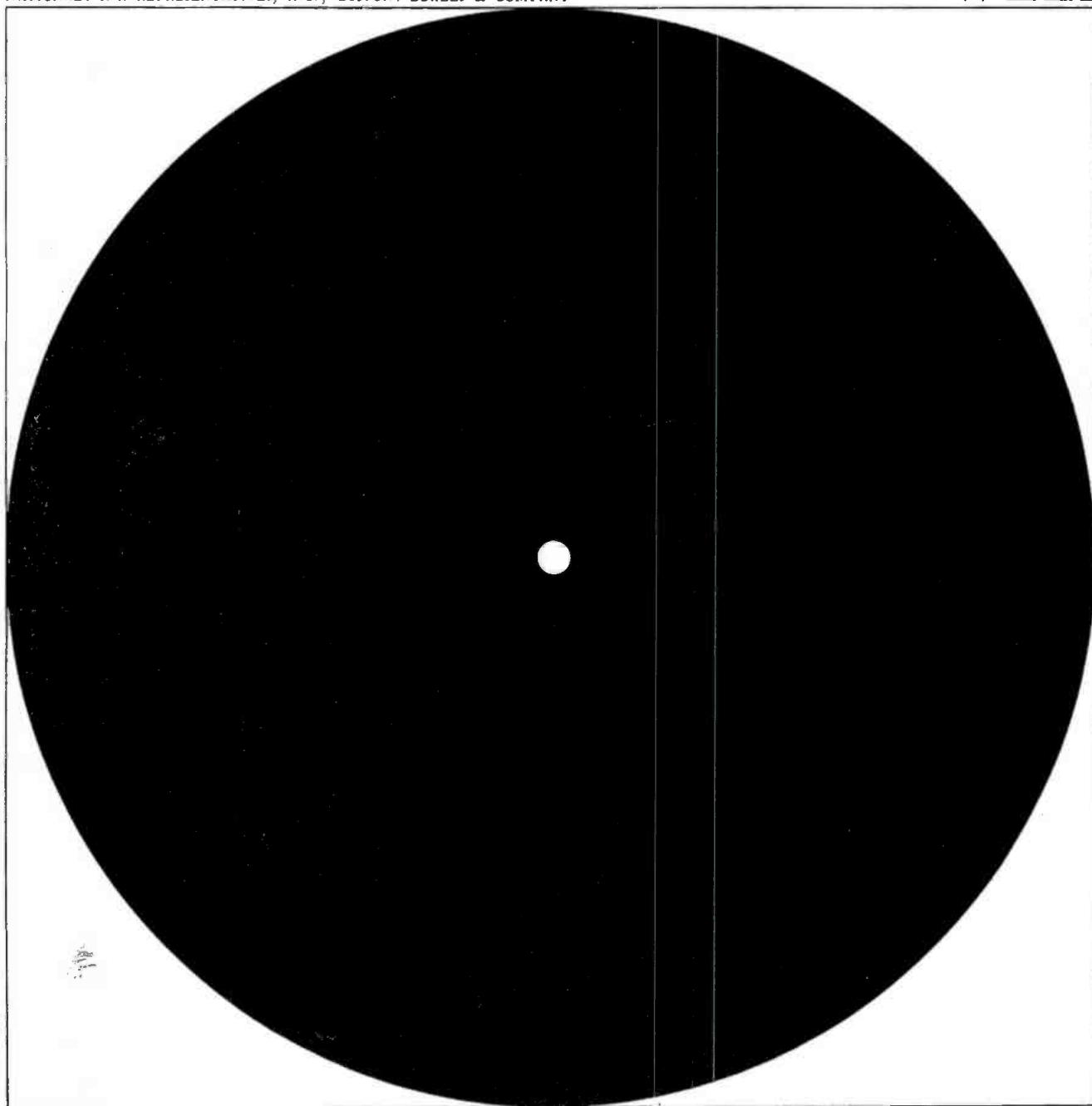
The station with the adult purchasing power
audience in New Haven.

The station that makes New Haven
a better buy.

5000 Watts; 960 KC.

NATIONAL: H-R REPRESENTATIVES, INC.; BOSTON: ECKELS & COMPANY

WELI



One-minute spot buys in Indiana will put these favorites to work for you!

IN FT. WAYNE, INDIANA

Today

Hugh Downs, host 7-9 A.M.

The Best of **GROUCHO MARX**

1-1:30 P.M.

The **TEXAN**

Mon., Wed., Fri.

The **RIFLEMAN**

Tues., Thurs.

5:30-6 P.M.

THE TONIGHT SHOW
Starring
JOHNNY CARSON

11:20 P.M. - 1 A.M.

WKJG-TV

FORT WAYNE **33** NBC

IN SOUTH BEND-ELKHART

1-2:30 P.M. Monday Thru Friday

THE
MIKE DOUGLAS SHOW



Women love him—and so do sponsors! His show is big on entertainment, big on current topics; and the biggest guest stars co-host week after week. No wonder it cops top ratings in so many markets. Participate with one-minute spots for \$20 flat.

6:30-7:30 P.M. Monday Thru Friday



CHEYENNE

Starring Clint Walker as Cheyenne Bodie in rugged, he-man, action-type tales of the Old West. Daily. First run off network in this rich market.

WSJV-TV

SOUTH BEND-
ELKHART **28** ABC

CALL



TODAY!



MEMBER STATIONS OF THE COMMUNICANA GROUP ■ JOHN F. DILLE, JR., PRESIDENT

Something new to sell? Try TV

That's what 130 products did in four-month period, check of Broadcast Advertiser Reports shows; many, pleased with tests, are going on to full campaigns

"New" products moved into television with production-line regularity this summer in test campaigns seeking the sales success they need to become major advertisers later on.

Commercials for more than 130, mostly products that themselves are new but also including some previously introduced brands that are essentially new to television; were detected by Broadcast Advertiser Reports in its off-the-air monitoring in 75 markets in June, July, August and September.

This number may represent a record, although precise comparisons were not available. A similar computation by BROADCASTING in 1962, also based on BAR records, showed some 50 different products in television on a beginning or test basis over a five and a half month period (BROADCASTING, June 25, 1962).

Many Categories ■ The list encompasses product categories as diverse as motor oil, baby powder, cigarettes and toys (one of the most frequently encountered single categories), made by companies ranging from some of the largest advertisers now in television to some that are offering their first product through television.

A check of these companies and their agencies showed an equally diverse pattern of television usage, extending from one-station tests to full-scale campaigns in 75 markets or more.

In some cases the product introduction—and the TV test—had already been terminated, or never got past one or two markets. In many, distribution was gaining and television usage expanding.

New-product introduction historically has been a slow process and a risky business. Just how risky was stressed last week by Murray Hillman, senior vice president of McCann-Erickson, in a talk at an Association of National Advertisers, workshop in Chicago (also see page 40).

"In recent years," he noted, "eight out of nine new products have failed.

Many of these failures have been the result of companies diversifying into unfamiliar areas. The clutter in the market created by all these new products has led to greater competition for available media."

Introduction also takes time, with companies frequently taking their new products off the market for "refinement"—or retirement. But for those that survive, the growth period is getting shorter—and so is the life cycle, Mr. Hillman told the ANA group.

Pace Quickens ■ "Before 1920," he said, "it took 20 years for a product to reach maturity; and it was often longer before saturation and decline took place. In the 1920s and 1930s, the period to maturity had shortened to 12 years, and then to five years in the 1940s and 1950s.

"Today, the average growth to maturity is three years. This means that, instead of 12 or even five years in which to build profit centers, today's marketer has three years in which to make it or not. In this short time, he must either rejuvenate the product or milk it and move out."

BAR's new-products reports list all

brands making their first appearance in BAR monitoring. Because test campaigns occasionally do not coincide with BAR's staggered-markets pattern of monitoring, some products on the list may actually have gone into television several months ago but may have been out—or in and out—since that time. Obviously, the list also includes some products that are not themselves new, but are new to TV in the sense that they have not used television to any great extent in recent years.

Using the BAR June-September reports as a base, BROADCASTING canvassed most of the agencies or advertisers involved to determine the outcome of TV usage to date and many plans for expansion of advertising and distribution. Here are some of the highlights:

Soaky Launched ■ The Colgate-Palmolive Co., New York, through Ted Bates & Co., also New York, introduced Soaky bar soap in June and during September was going with "saturation" schedules of spot TV in 75 markets. Further use of spot television for the product is likely though there reportedly will be a cutback for the present.

Revlon Inc., New York, is using spot

Remco budget is over \$3 million in '64

Remco Industries (toys) will pour virtually its entire 1964 TV budget of \$3,250,000—up from last year's approximate \$900,000—into new-product TV advertising.

Advertising will concentrate on five new products: "Barney's Auto Factory"; "Blippo the Builder"; "Hamilton Invaders"; "Monkey Division" and "Thimble City." Two 60-second commercials each have been produced for "Blippo" and "Hamilton Invaders" and one each for the other toys.

Advertising plan consists of a na-

tionwide saturation campaign, using children's shows, that started the last of August and will end Christmas.

Remco generally concentrates on new products in its yearly campaign and indications are that next year it will do the same. Remco Advertising Manager Milton Stanson predicts that massive television advertising will result in a very successful year for Remco, noting that "Remco far outspends any other toy manufacturer in TV advertising dollars spent per toy."

Agency: Gumbinner-North, N. Y.

SOMETHING NEW TO SELL? TRY TV continued

TV in prime markets to promote its new Esquire Shoe Quik Ease, described as disposable shoe-shine pads. Minute commercials are being used to demonstrate the new product with campaign initiated this fall set to continue throughout the year. Agency is Grey Advertising, New York.

Bristol-Myers introduced Sentry shampoo last month and advertised the product in three markets. A B-M spokesman said the test there would determine the future course of action, but declined to give additional details now. The agency is Young & Rubicam, New York.

Gerber Products Corp., Fremont, Mich., made its entry into the baby clothing field this summer with a line of "Gerber baby wear" products to be sold exclusively in supermarkets. One-minute spots are being used in five test markets—Denver, Phoenix, Salt Lake City, Dallas and Portland, Ore.—to promote the line of infant shirts and socks, training pants and crib sheets. The test campaign began this summer and is expected to last for several months. The agency is D'Arcy Advertising, New York.

Toys Introduced ■ Ideal Toy Corp. placed on the market this summer four new toys—Motorific, Crazy Clock game, Big Press and Smarty Birds—which are being promoted in 151 markets on two syndicated cartoon series, *Magilla Gorilla* and *Peter Potamus*. These two properties have been bought exclusively for Ideal on a 52-week basis and have been used during the past year by other toys and games in the company's line. The agency is Grey Advertising, New York.

American Character Inc., New York, introduced last month two "assemble-it-yourself" toys for young girls, using spot TV for the first time in 30 major market areas. The campaign, placed through Helitzer, Waring & Wayne, New York, will run for 13 weeks through the peak gift-giving season at Christmas on behalf of Tressy's beauty salon and Tressy's penthouse. Minute spots are used to provide time for demonstration. Approximately seven announcements per week are used, although in New York and Los Angeles the frequency rises to 15 or more spots a week. Commercials are placed in local and syndicated programs with appeal to children.

Another HW&W client, the Transogram Co., New York, also introduced two new toys this fall, Hands Up Harry (a target game) and Trix-Trak (a racing car game). One-minute commercials in 30 major markets are being used for 13 weeks through the Christmas season. For these game programs, HW&W placed spots in action-adventure syndicated programs as well as various chil-

Prime TV available

An analysis by the Television Bureau of Advertising released last week indicates there are "excellent buys" available in prime-time television, particularly in the area of 20-second spots, both now and after the November elections.

Bill MacRae, TVB vice president in charge of spot TV, reported that the alert buyer can build "strong 20-second spot schedules between now and Christmas." He noted that the value of the prime 20-second breaks is pointed up in tabulations in TVB's research project titled "selectroniscope."

The advantages of the prime 20-second breaks, as cited by Mr. MacRae, include their reach, frequency and economical costs plus the opportunities of reaching both the male and female heads of the family simultaneously.

dren shows.

Marx Adds Spot ■ Louis Marx Inc., New York toy manufacturer, through Ted Bates, is introducing seven new toys adding spot television to network TV schedules. Marx is using 30 spot markets—two or three stations per market with each carrying weekday spots. All of the toys were introduced in September. All three TV networks have Marx business representing a total of more than 300 one-minute announcements in the fourth quarter.

Mattel Inc., another major user of television to promote a wide selection of toys, has been on the air for at least three new products—Mattel Vroom engine, Barbie children's fashions and Mattel travel costumes—all through Carson/Roberts, Los Angeles.

Among the toy advertisers spending heavily in TV, Remco Industries will put more than \$3 million into new product advertising in the medium (see page 27).

Emenee Inc.'s Emenee Formax "7" set and Emenee Headline printer toys are using minutes and half-minutes in a nationwide spot campaign that began in September and will run until Christmas. Next year's plans will depend on success of toys this year. Agency: Hirsch, Tigler, Fried, New York.

Lionel Corp.'s Lionel "Helios 21," a new space ship toy plans a spot television campaign in 40 major markets before Christmas. Agency: Nadler & Larimer, New York.

Hosiery Back ■ Cameo Hosiery (Burl-

ington Hosiery Mills, New York) is in TV for the first time in four years, using minutes and 20-second announcements in prime, day and fringe time in major markets for both Cameo conventional sheer hose and Cameo Spandex support stockings. Burlington officials say "sales results have been excellent . . . we are happy with television and will continue to use it indefinitely." Agency is Doyle Dane Bernbach, New York.

American Tobacco Co., New York, introduced Lucky Strike king-sized filter cigarettes in late August, using spot TV in Indianapolis, Memphis, Des Moines, Iowa, and Spokane, Wash., plus network TV. The agency is BBDO, New York. Lucky Strike filters was the fifth new cigarette product introduced by American Tobacco since the first of this year.

Quaker Oats Co., Chicago, placed Aunt Jemima Easy Pour granulated pancake mix into distribution in August. The introduction was supported by participations on various ABC-TV and NBC-TV daytime and nighttime programs. Agency is J. Walter Thompson Co., New York.

Desitin Chemical Co., subsidiary of Thomas Leeming & Co., Providence, R. I., introduced Desitin baby powder last month via spot TV in six major market on the East and West coasts. The powder is an offshoot of the Desitin ointment, which has been on the market for many years. The introductory campaign is expected to be broadened by the beginning of next year as distribution spreads, and network TV will be considered in 1965. The agency is Compton Advertising, New York.

Quaker Campaign ■ Quaker State Refining Corp. (motor oil), Oil City, Pa., has been using TV in a special way, sponsoring one-hour programs from time to time starring Arthur Godfrey on CBS-TV and more recently Bing Crosby on ABC-TV. The advertiser uses these special programs as the starting point for a massive merchandising-promotional campaign. Agency is Kenyon & Eckhardt, New York.

Chemway Corp.'s Curaplex psoriasis remedy ran a nationwide daytime spot campaign from May to mid-September, and plans to launch another cycle starting mid-October. Agency: Gumbinner & North, New York.

Goebel beer, Detroit, through Carl Ally Inc., New York, is "doing nicely" in its spot TV campaign, according to an agency spokesman. Goebel Brewing, which was purchased by Stroh Brewing Co. this year, started an introductory campaign for the new nonpasturized Goebel beer in bottles in several markets in July. The agency noted that the advertiser will probably expand the television schedule since it has done so well. Goebel beer is a regional beer.

Schick Safety Razor Co., Culver

City, Calif., will begin an advertising campaign later this month on behalf of a new hot-lather shaving cream. Network television and local spot TV will be used plus spot radio and print media. Approximately \$2 million has been allocated to the campaign which will continue to Christmas. The agency is Compton Advertising, Los Angeles.

Schick Shaver Too ■ Schick Washable Electric Shaver, which has been on the market for over a year, used a spot campaign in major markets around the time of Father's Day, and may place a pre-Christmas campaign but plans are not definite. Agency: Norman, Craig & Kummel, N. Y.

Tussy Finish Touch makeup by Lehn & Fink will use television for the first time in a spot campaign covering 27 markets. The 10-week campaign begins this month and will also include other Tussy cosmetics. Agency: Kudner, New York.

Tetley iced tea mix (Tetley tea division of Beech-Nut Life Savers Inc.) was introduced with a spot television campaign during the summer months in markets east of the Mississippi. Future plans are not definite. Agency: Ogilvy, Benson & Mather, New York.

Richardson candy (Thomas D. Richardson division of Beatrice Foods Inc.), Chicago, an established product that did some television advertising about

10 years ago, is re-entering television with a test campaign. A spot drive ran in Miami, Tampa, and St. Petersburg, all Florida, and Denver, from July 22 until Oct. 2, and a similar campaign will run in New York from Nov. 9 through the end of December. Television efforts may be expanded after a study of the test campaign results. Agency: Don Kemper & Co., New York.

Zipppers on TV ■ Talon zippers (Donohue Sales Corp., New York) started a spot TV campaign in six markets in the South and West six weeks ago. The six-week effort is ending now. Future television plans will depend on the success of this campaign. Agency: Delehanty, Kurnit & Geller, New York.

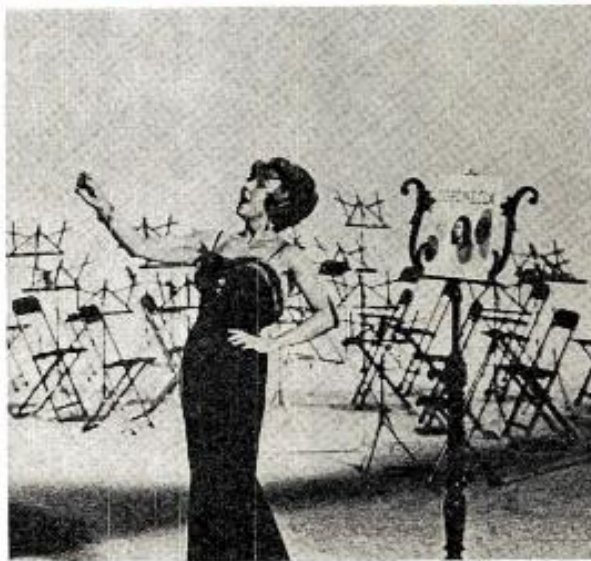
Roto-Broil Corp. of America, Long Island City, N. Y., introduced the Roto-Broil carving knife this year, using a test campaign in five markets—Johnstown and Lancaster, Pa.; Hartford, Conn.; San Francisco, and New York—that started three months ago and will continue indefinitely. It may be expanded in other cities in the future. Agency: Curtice, New York.

Touch 'n Clean spray cleaner by Bunlap Corp., is using television market by market as it attains distribution. The campaigns started in August and may be intensified when there is complete national distribution. Agency: Grant Advertising, New York.

Gold Seal wines and champagnes (Gold Seal Vineyards Inc., New York), established products ran a successful test campaign in Birmingham, Ala., during June and plan a more extended drive, marking their most ambitious use of television in November in 12 key markets in the South, East, and Midwest. The campaign, to run until January, will have a holiday theme and use 10-second commercials on news and late-night discussion shows. Agency: for Gold Seal is Gilbert Advertising, New York.

Among other brands reported by BAR monitored in new TV usage during the summer were Pillsbury's lemon cream cake and Hawaiian frosting mix (through McCann - Marschalk, New York); Chung King Corp.'s frozen and canned sukiyaki and frozen and mix egg roll (also McCann-Marschalk, New York); Delson Candy Corp.'s Merri-mints candy (Kudner, New York); Jeffrey Martin Laboratories' Psorex skin cream (Dunham & Jeffrey, Union, City, N. J.); Air Wick's Breezy room deodorizer (Smith/Greenland, New York).

Also Jantzen Inc.'s men's sweaters (Homer Groening Advertising, Portland, Ore.); Juvenile Shoe Corp. of America's Lazy-Bones children's shoes (Storm Advertising, St. Louis); Virginia Metalcrafters Inc.'s Riteway heat-



COMMERCIAL PREVIEW: Muriels use song and dance routine

Consolidated Cigar Corp., New York, is starting its fall selling season on TV with two commercials called "one-minute musicals," with Edie Adams. The spots for Muriel Air Tips and Muriel Coronellas are in color.

The commercial for Air Tips fea-

tures Miss Adams in a soft-shoe routine, assisted by the Hi-Lo's. In the second spot, she leads a nonexistent orchestra while singing the praises of Muriel's Coronellas. The commercials will be carried on NBC-TV's *Meet the Press* on Sundays and on that network's *Danny*

Thomas Specials, starting in mid-November.

The spots were produced by Lennen & Newell, agency for Muriel cigars. Ernie Motyl was the producer. Ed Flynn wrote the music and lyrics. The commercials were filmed at MPO-Videotronics.

ers and furnaces (Henry J. Kaufman & Associates, Washington); Kenner Products Co.'s Easy-Bake oven and Shot-Around-the-Corner gun (Leonard M. Sive, Cincinnati); LePage Inc.'s glue, tape and Pasty Pals products (Feldman & Kahn, Pittsburgh); D-W-G Cigar Corp.'s Marlin Cigarettes (W. B. Doner & Co., Detroit); H. C. Cole Milling Co.'s Omega flour (Greenhaw & Rush, Memphis); Plough Inc.'s Mexsana powder (Lake-Spiro-Shurman, Memphis).

Meat Products ■ Kitty Krumpets cat food, a new product of John Morrell & Co., Chicago, is using TV spot plus newspapers in about a dozen markets. Placed through Geyer, Morey & Ballard, Chicago. The brand went into limited distribution a couple of months ago.

Swift & Co., Chicago, about six months ago put its own brand of frozen meat balls into the consumer market competition but so far has used spot TV in its own home town only where McCann-Erickson handles the account. The limited distribution of the product has yet to include other markets big enough to support TV but is expected to do so in the future.

Swift also is in test market phase for a new dog food called Arf. Through Earle Ludgin & Co., Chicago, TV spot is being used for the test in Kansas City and Syracuse.

Television spot is getting new business from Kenyon & Eckhardt, Chicago, for two products of Pabst Brewing Co. These are the brewery's new Big Cat brand entry in the growing malt liquor field and its new bottled line of Andeker beer. Andeker, a long-established tap beer of the Pabst subsidiary, Blatz Brewing Co., is a class competitor of Anheuser-Busch's Michelob and entered the consumer bottled market for the first time earlier this year.

Needham, Louis & Brorby, Chicago, in behalf of a new General Mills pro-

duct, the Betty Crocker line of ready spread frosting for cakes (chocolate fudge and creamy white), has been using TV spot in four test markets since late August. TV is expected to be included when the product goes national.

Another product in test markets using TV spot is Kimberly-Clark Corp.'s bathroom tissue under the Kleenex brand label. The agency is Foote, Cone & Belding, Chicago.

Eldon Industries through Klau-Van Pietersom-Dunlap, Los Angeles, started in July in some 40 markets and will run to end of pre-Christmas season, using one-minute film spot for Snippy Scissors and a 20-second film plus 40 seconds done live by the host of the program for Designomatic wood burning sets. The spots for both products are placed in major market juvenile programs across the country.

ADA adds 'Shindig' to schedule, raises budget

The milk producer members of the American Dairy Association have voted to invest a record \$8 million in promotion and advertising for 1965 with an increase also slated for consumer media, it was announced last week by the ADA. Additional TV is planned.

For fluid milk promotion, through Compton Advertising, Chicago, the ADA added sponsorship on ABC-TV's *Shindig*, Wednesday 8:30-9 p.m., effective last Wednesday (Sept. 30), to run through the fourth quarter. Milk advertising continues on NBC-TV's *Huntley-Brinkley Report* each week as well as on the daily shows of Dick Clark on ABC Radio and Pat Boone on CBS Radio.

The ADA said it probably will continue sponsorship on *Shindig* after the end of the year for the rest of the 1965 season if the program reaches the audiences estimated for it. The 1965 consumer advertising budget will be \$5,575,000 up from \$5.19 million this year. Campbell-Mithun, Chicago, also shares the ADA account, handling all categories except fluid milk.

Ayer tests Picturephone to give TV instructions

N. W. Ayer & Son, New York, on Sept. 25 became the first agency to experiment with see-as-you-talk Picturephone Service. The agency conducted a test transmission of a combination commercial, projecting both live demonstration and film via Picturephone to WTTG (TV) Washington.

Jerry N. Jordan, vice president at Ayer, said he was enthusiastic about

the experiment, seeing "many potential applications in the advertising agency field."

Roger Harvey, television producer for the agency, did the "live" half of a Sealtest commercial, demonstrating to WTTG, the desired manner in which the commercial should be handled, particularly the use of Sealtest's "Mr. Cool" puppet. Transmission was made from the Picturephone Center in Grand Central Station, New York.

Lawrence Fraiberg, WTTG's general manager, who participated in the Washington end of the demonstration, commented that he "envisioned the time when a program presentation to an agency can be made by Picturephone service, when a commercial idea can be transmitted to a client or agency, and when TV stations can also communicate to each other through the service." Picturephone service is now at approximately the same stage as commercial television before World War II, it was explained.

The Bell System is currently operating Picturephone Centers in New York, Chicago and Washington (BROADCASTING, June 29).

Business briefly . . .

The Republican National Committee, through Erwin Wasey, Ruthrauff & Ryan Inc., N. Y., has ordered two half-hours on NBC-TV during October. The committee has purchased 9:30-10 p.m. EDT, on Oct. 6 and 13, pre-empting *That Was the Week That Was*.

Campbell Soup Co., Camden, N. J., through Leo Burnett Inc., Chicago, will run a holiday promotion featuring Franco-American beef, chicken, mushroom, and giblet gravies. Gravies will be featured on daytime TV on all three networks. Spot TV will be used in selected markets.

Clairol Inc., New York, through Foote, Cone & Belding, New York, has purchased the one-hour ABC-TV broadcast of the Hollywood Deb Stars of 1965 for third successive year. The show will be taped Nov. 21 at the Deb Star Ball and shown Jan. 2, 1965.

Procter & Gamble, Cincinnati, through Benton & Bowles, New York, and Dr. Pepper Co., Dallas, through Grant Advertising, Chicago, will again sponsor *Miss Teen-age America Pageant* on CBS-TV, Nov. 13, 10-10:30 p.m. EST.

The National Biscuit Co., New York, the **Polaroid Corp.**, Cambridge, Mass., and **DeLuxe Reading Corp.**, Elizabeth, N. J., will sponsor *Thanksgiving Day Jubilee* on CBS-TV Nov. 26 from 10 a.m.-noon, EST. National Biscuit's agency is McCann-Erickson; Polaroid's Doyle Dane Bernbach, and DeLuxe Reading's Dancer-Fitzgerald-Sample.

Radio reprints available

Interest in "Special Report—Radio," which appeared in the September 28 issue of BROADCASTING, has been so great that the entire overrun of the issue has been exhausted. Reprints of the section have been ordered and will be available at 50 cents each up to 25 copies, 40 cents for 26 to 100 copies and \$35 a hundred for larger amounts.

Those interested in reprints should place orders promptly with Reader's Service, BROADCASTING, 1735 DeSales Street N. W., Washington, D. C. 20036.

BY POPULAR DEMAND

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

Felix THE CAT

THIS IS THE CAT.

Unlike any other cat in the history of entertainment.

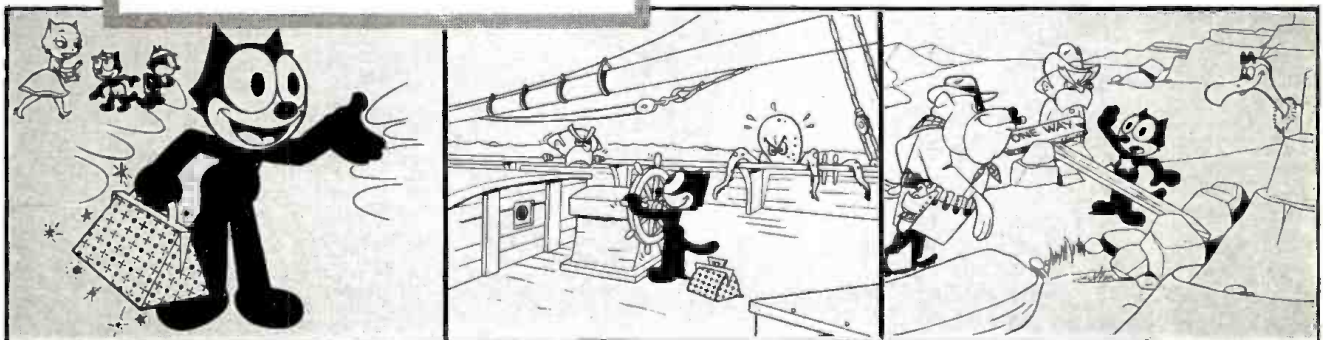
The world's most famous feline, starring in the one and only "Felix The Cat" cartoon series made for television.

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



© FTCP

© MCMLIX Felix The Cat Productions, Inc.



TRANS-LUX

TELEVISION CORPORATION

NEW YORK, 625 Madison Avenue, PLaza 1-3110 • CHICAGO • LOS ANGELES

Trans-Lux Television International Corporation • Zurich, Switzerland

Politicians saturate TV schedule

Democrats and Republicans each spending about

\$1 million on networks in next four weeks;

Republicans tailor spots for regional issues

Democrats and Republicans are pouring about \$1 million each into network television time for the last four weeks of the presidential election campaign alone. Additional untold millions will go into local TV and radio for the election of state and local candidates.

The Republicans plan to feature Senator Barry Goldwater (Ariz.), their presidential candidate, in at least five prime-time network half-hours between now and election day. And they are scattering 32 five-minute program segments all over the network schedules. No spots are planned at the network level for the GOP ticket, but the party is now in at least 131 selected local markets with spot TV promoting both its national and local slates.

The Democrats, on the other hand, are mixing spots and five-minute segments on the networks, but so far have held off scheduling lengthier buys, except for an hour on NBC-TV election eve. Spots are being used locally, too.

The Democrats' network plans for the duration of the campaign (in excess of \$1.1 million): ABC-TV: nine 60-second spots and five five-minute segments. CBS-TV: 18 five-minute segments and one 60-second spot. NBC-TV: two 60-second spots and one hour.

Republicans' network plans for the duration of the campaign (about \$1 million): ABC-TV: two five-minute segments. CBS-TV: 17 five-minute segments and three half-hours. NBC-TV: 13 five-minute segments and two half-hours.

Senator Goldwater is to film some TV spots and tape his next half-hour program in Washington today (Monday). All his scheduled half-hours are for 9:30 p.m. Eastern time, beginning Oct. 6 and Oct. 13 spots on NBC-TV, preempting *That Was The Week That Was* (see page 46). So far the Republican candidate hasn't appeared live on a national hookup delivering a speech, although he has used this format—live speeches—throughout his campaign on a state level (BROADCASTING, Sept. 21). Not set for TV yet, he is scheduled to address a rally in New York's Madison Square Garden on Oct. 26, and there's a good chance, according to Republican sources, that this could be used for a nationwide address.

Why have the Republicans permitted

their candidate to use live television statewide but not nationally? A spokesman said last week that so far it was thought that it would not be good for Senator Goldwater's image in the Northeast if he appeared in "an arm-waving-rally type" of format.

The Republicans, he explained, are pinpointing their campaign, tailoring one approach to one area and another elsewhere. That is why, he said, local spot is being used so heavily—because it is so flexible and permits a tie-in with local candidates.

Implied here is that some Republican candidates—notably in the Northeast—are not endorsing Senator Goldwater and this buying strategy permits the party to fit its approach quite neatly on a state-by-state basis. The network five-minute segments are used to state what

the party is saying to the nation as a whole, but more is said locally, depending on issues in the area.

Now that the campaign has had time to establish Senator Goldwater as other than "an arm-waving type," as the GOP spokesman put it, a nationally televised speech in a rally setting is more feasible.

One broadcast element missing from the campaign—joint confrontation of the presidential candidates—has become a significant aspect of the GOP strategy.

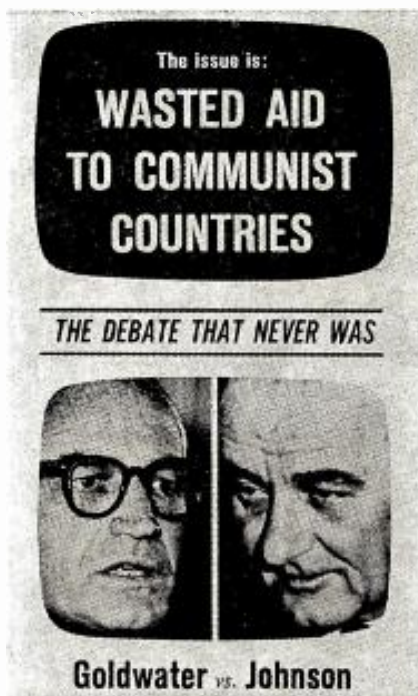
Although Republicans complained loudly when the Senate tabled legislation to suspend Section 315's equal-time requirements for the presidential and vice presidential races in August, the GOP actually has capitalized on the situation. They've turned it into one of the major themes of their campaign.

Senator Goldwater has been asking his audiences why "President Johnson won't debate with me." And now the Republicans are producing campaign literature and newspaper advertisements featuring "the debate that never was."

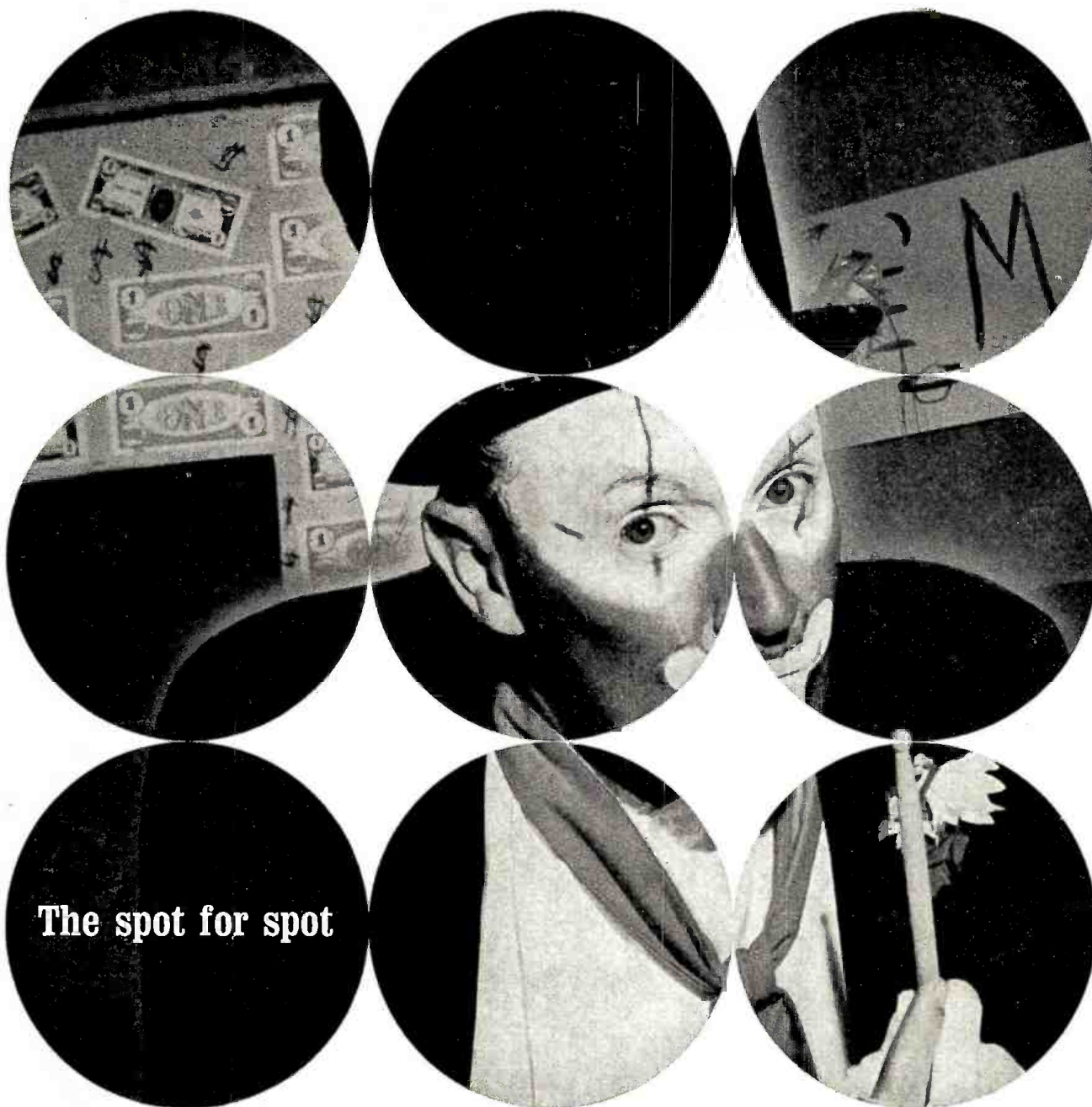
Small four-page handbills, the size of railroad schedules, state an issue in reverse white on a red or blue TV screen at the top. Below is pictured a divided TV screen featuring photographs of Senator Goldwater and President Johnson, shown as they would look sharing a split TV screen. Inside, the issue is spelled out with quotes from the candidates laid out in a script format as if the two were debating. Issues featuring this theme so far include, in the GOP's phrases, "Wasted Aid to Communist Countries," "A Solution to Poverty: Government Dole or Real Jobs," "The ADA and LBJ," "Civil Rights and Responsibilities" and "Government Spending—Our Children's Debt."

Full-page newspaper ads are being placed using this theme—and although GOP officials won't say so—it's expected a similar treatment is planned for television.

The Republicans also are attacking the Johnson family's ownership of the Texas Broadcasting Co. One medium is a jumbo post card addressed, "Dear Mabel: Austin, Tex., is a TV desert," that tells, Republican style, how the Johnsons got into broadcasting. It concludes with two questions: "No control, Mr. President? No conflict of interest?"



Covers of the GOP pamphlets uniformly use the line, "The Debate That Never Was," between two blocks shaped in the form of TV screens. The lower block on all pamphlets has split-screen shots of the two candidates while the top block carries a caption based on the subject of the particular pamphlet.



The spot for spot

If you cater to kids, you'll find that Charlotte's WSOC-TV is your sellingest station in the Carolinas. Our tastier fare for youngsters—sweetened by award-winner "Clown Carnival"—does a joyful job for advertisers. Nearly three million people, children included, are served by this great area station. Ask us or H-R about packages, participations; how to get the quick results you want.

Charlotte's WSOC-TV

NBC-ABC affiliate. Represented by H-R



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

Cooperation can solve many ills

MJ&A's Jones tells AWRT conference that future of broadcasting is bright

Radio and television have "one of the brightest futures—expressed in growth and public service—of all media," Ernest A. Jones, president of MacManus, John & Adams, Bloomfield Hills, Mich., said in a speech to be delivered last Saturday (Oct. 3).

Mr. Jones planned to tell the East Central Area Fall Conference of the American Women in Radio and Television, meeting in Detroit, not only that their media's future was bright, but that some of the most evident current problems could be solved or minimized by a show of cooperation on all sides.

A reduction in "clutter," the use of integrated rather than piggyback commercials, a cutback in the length of station-break time and a greater public and governmental understanding of the facts of broadcast business life were among the measures he suggested for resolving some of the major criticisms of television.

If the public "really" is irritated by so-called overcommercialization, Mr. Jones suggested, it is because the public "fails to differentiate between the legitimate commercials which pay the entertainment freight and the mess of non-commercial material with which the true commercials are not only surrounded but sometimes submerged."

This was a reference to TV "clutter," which Mr. Jones described as "the jungle of piggybacks, hitchhikes, billboards, promos, bumpers, credits—all the foreign material which makes it a rare evening if the viewer enjoys 10 minutes of uninterrupted entertainment."

But he wondered who was to blame for clutter. With a minute of top network time approaching \$40,000 in cost, he suggested it is "surely logical" for the advertiser and his agency to protect the investment by spreading it over related products.

In addition, he asked, should the broadcaster be blamed for accepting these related-product commercials and thus help the advertiser to get his money's worth, or the public for failing to realize that "they still are paying only about the normal three minutes commercial fee to the sponsor of their half-hour program?"

He suggested these approaches:

- Television people might begin to

think about reducing the station break from 42 seconds back to its original 32. He said he understood the economics involved, but that "perhaps the stations, too, will examine their position and stop goosing this particularly golden egg."

- Agencies "will have to use more creativity in making commercials. If a commercial to pay its way must embrace two products—then let it be created so as to blend the two. It is in this lack of compatibility, I believe, that the public feels that it is being subjected to more commercialization than is really the case."

- The public might be reminded "that there is nothing free in this world, including television and radio entertain-



MJ&A's Mr. Jones

ment, and if they are asked to pay a few minutes of their time, let them pay without whining—or go to the movies, where they will find that the popcorn is 50 cents a box, plus sales tax."

- The government "should be reminded that broadcasters are businessmen and must make a profit with which to sustain themselves, their stockholders and their employees, and they must do this by selling a commodity of which there is a completely inflexible supply: time. And that while many broadcasting operations are profitable, others are not; that for many a general manager in broadcasting, that so-called vast wasteland is a financial one."

Mr. Jones criticized "the unfairness

of some of the criticism" directed against broadcasting: "Material—both advertising and program—is castigated [when it appears] on television and radio that doesn't even raise a brow [when it appears] in print media. And that, too, is a compliment to the intimacy and power of broadcast," he commented.

The agency president said he had "attended the birth of commercial television and the death and resurrection of radio." Radio, he said, has moved from a "moribund" medium in the late 1940's to a "vital, flexible, omnipresent" medium today.

Thoughtful advertising men must be "thankful that the growth of television and the regrowth of radio have matched the growth of advertising itself," he asserted. Otherwise, he said, the \$13 billion being spent annually in advertising would have to be channeled through the older media, resulting in "true communication chaos and perhaps the ruination of the established media under the terrific overload."

The Future ■ Looking ahead to the 1970's, Mr. Jones foresaw AM-FM radios as standard automobile equipment; 1,800 new UHF stations; FM still moving ahead; radio rediscovering "the charms of the human voice" and audiences rediscovering radio drama; radio and TV news coverage still expanding; educational television approaching maturity, and women playing an increasing role in all phases of radio and TV.

"As for advertisers," he said, "I think that by 1970 we will be well on our way to having a reasonably valid measurement formula for not only radio set use, but also audience demography and the effect of our advertising against established sales goals."

"MacManus, John & Adams already is deep in this problem of advertising effectiveness evaluation for General Motors. This applies to all media, of course, but in precise audience measurement and valid evaluation of emotional response to advertising, radio and television still are largely uncharted territory. Here again we will need help from your media."

Mr. Jones offered thanks to radio and television for their services during the Detroit newspaper strike: "I know you do not wish to profit through the misfortune of other media, but I feel that in this instance by filling a news and information vacuum you have profited greatly, perhaps more than you realize, in public esteem and appreciation."

He told the radio and TV women that if his speech seemed "more pro than con," it was "because I cannot find it in my heart to criticize broadcasting with anything approaching the vehemence commanded by others whose association with you is neither as long-standing nor as appreciative as mine."

WALB-TV

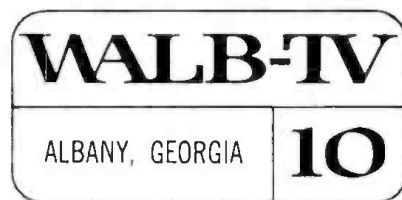
covers South Georgia in more ways than one!

NEWSMEN of Channel Ten go places . . . scoot across Dixie by newscar, bus and plane to get their stories on-the-scene. They're reporting developments within one of America's fastest growing markets! Here, some 880,000 people look to WALB-TV for news, entertainment and service that adds to the pleasure of living!

WALB-TV covers South Georgia in more ways

than one. *Only* WALB-TV reaches *all* of the rich 49 county market surrounding Albany . . . a market named by Forbes Magazine as one of the top ten trade cities . . . an area that Sales Management has listed as a "preferred" market! Yes! Only WALB-TV *sells it all* effectively with a 1,000 foot tower and 316,000 watts. There's more to the story, including choice avails, and this tale is

told best by the men of Venable, Torbet & McConnell, Inc. . . . and in the South by the James S. Ayers Company. Ask 'em soon.



NBC
ABC

"The BIG Scope Station
in the \$842 Million Market"
Raymond E. Carow, General Manager



Colgate's piggybacks: some get to market

No. 2 TV advertiser begins to find clearances after threatening to cancel antipiggy stations

The piggyback controversy continued to seesaw back and forth last week, with some television stations making or disclosing adjustments in their policies while others held firm.

Colgate-Palmolive Co., which had warned that it would cancel all of its spot business on stations that refused Colgate piggybacks or charged extra for them, appeared to be the main catalyst where station policies were revised.

Colgate authorities said seven stations that formerly charged premiums or refused to accept piggybacks had made accommodations in one way or another that were satisfactory to Colgate (CLOSED CIRCUIT, Sept. 28). In most cases it appeared that this was done without abrogation of the stations' original policies.

The seven stations were identified as Storer Broadcasting's WSPD-TV Toledo, WJW-TV Cleveland and WITI-TV Milwaukee; RKO General's WNAC-TV Boston, Steinman's WGAL-TV Lancaster, Pa., Cox Broadcasting's WHIO-TV Dayton, Ohio, and Frazier Reams's WTOL-TV Toledo, Ohio. In most if not all cases the accommodations were worked out amicably in cooperation with Colgate officials, according to spokesmen.

Some Stand Firm ■ But while some stations were adjusting to make provision for the Colgate piggybacks, others gave no sign of weakening in their position that piggybacks either deserve premium prices or should not be accepted at all—even though some of these stations had already felt the blow of Colgate cancellations.

Westinghouse Broadcasting, for example, reportedly has lost Colgate business on two of its stations, KDKA-TV Pittsburgh and KYW-TV Cleveland, but there has been no indication that its piggyback policy will be altered. Under this policy, Westinghouse stations accept piggybacks at a 15% premium, but delete the adjacent 10-second availability in order to curtail the numbers of commercials.

Corinthian Broadcasting's policy rejecting piggybacks altogether has cost its WISH-TV Indianapolis the Colgate business, but Charles Tower, Corinthian executive vice president, said last

week that "we made the policy only after careful consideration, feeling it was best for television. At some cost to ourselves we have maintained the policy and do not contemplate changing it at the present time."

Business Loss ■ Two Time-Life stations, WOOD-TV Grand Rapids, Mich. and WFBM-TV Indianapolis, reportedly have lost Colgate business as a result of their piggyback premium policies but as of last week were said to be holding firm. Time-Life stations reportedly have no group-wide policy on the piggyback question, which is expected to be considered at a meeting of general managers of the station group early next month.

Another station reported by Colgate as having lost C-P business on the piggyback issue was WKZO-TV Kalamazoo, Mich., one of the John Fetzer group.

Colgates' View ■ Colgate authorities make no claim that they've won their battle for piggybacks without premium prices, although they say they're "feeling good" about progress thus far.

They estimate that cancellations thus far will represent "several hundred thousand dollars" before this year is out, and in addition they say there are a number of other stations where cancellation is still a possibility.

Specifically, they say, there are 10 stations in nine different markets that represent likely areas of conflict. These are stations that have announced premium or nonacceptance policies but have not yet officially notified Colgate.

Some broadcast authorities contend that the controversy over piggybacks has been blown up far out of proportion. In support of this position they cite research indicating that piggybacks are a relatively small factor in television advertising. These figures put the number of piggybacks at about 18% of all network commercials and about 4% of all nonnetwork messages.

Colgate's Greg Lincoln, on the other hand, says he is "appalled" at what he feels is a general broadcasting industry apathy toward piggybacks.

Mr. Lincoln, who is C-P's manager of radio-TV operations, contends that a lot of people in broadcasting "don't

understand the expense which production of a whole new set of 'integrated' commercials would represent.

"We spend several million dollars a year on commercial production. With the introduction of a whole new set of integrated announcements our commercial production cost might jump from \$3 million to \$6 million."

Networks Accept ■ Mr. Lincoln said that in any event Colgate would have to retain its present use of piggybacks, because the networks still accept them.

"How do you integrate a dental product with Ajax [a C-P product] anyway?" he added.

Mr. Lincoln saw little chance that further cancellations of C-P spot TV business would not occur, either when stations or representation firms inform the company of their multiproduct announcement policies or when Colgate desires to schedule piggybacks on stations where it now has none and where the station policy runs counter to the C-P position.

"Stations seem to be more sympathetic to our problem now," Mr. Lincoln stated, although he said he was still upset at the overall industry attitude.

Some industry people, he said, have taken the following position: "If we [stations] called it a rate increase and not a premium you would have gone along with it." This, according to Mr. Lincoln, simply isn't so.

C-P says that most of its agencies are working right now on radio copy to meet any situation in which it might be forced completely out of television in any market that it considered necessary to its marketing plans.

"We thought such a contingency might develop in Cleveland where we were off the Storer and Westinghouse stations until the problems there were worked out," Mr. Lincoln asserted. "But we increased our schedules on a third station in the market [WEWS(TV)], and it didn't hurt us one bit."

C-P said business on Storer Stations' WSPD-TV Toledo, WITI-TV Milwaukee and WJW-TV Cleveland had "taken a two-week hiatus" but was reinstated after its piggyback announcements were "satisfactorily accommodated" on these stations following negotiations two weeks ago.

Storer Position ■ Bill Michaels, vice president, television, Storer Stations, stated emphatically last week that the agreement reached with C-P in no way represented a yielding to "pressure."

"Colgate's attitude at several meetings with Storer representatives in this period of confusion has been one of cooperation and reasonableness, not 'pressure,'" he asserted.

He said that Storer's policy was publicly changed weeks ago from complete nonacceptance of piggybacks to accept-

ance under a new rate card that specifies 130% of the applicable minute rate for 40-20's, 50-10's or 30-30's.

By a "combination of coincidence and intent," Mr. Michaels continued, the preemptible rate for such spots is almost exactly equal to the 60-second fixed-position rate. With Storer's aid, he continued, Colgate "is selecting spots [for piggybacks] with minimal chances of being preempted, a sound business procedure that needs no apology from either of us."

He said that "Colgate is getting no special consideration. Their piggybacks are just as pre-emptible as the next advertiser's. They neither ask for nor will they receive special treatment in this respect."

RKO's Position ■ RKO General Broadcasting, whose WNAC-TV Boston asks premiums for piggybacks scheduled between 7:30 and 10:30 p.m., said Colgate had agreed to move piggybacks outside of that time block to escape the surcharge. Colgate said it had come to a working understanding with the Boston station.

According to its contract with WGAL-TV Lancaster, Pa., which has a 25% premium charge for piggybacks, Colgate expects to continue to run piggyback announcements without payment of surcharge for a three-month period. Robert Gulick of WGAL-TV explained that Colgate's contract with the station calls for a 90-day protection period against rate increases and that after this period Colgate, like other advertisers, will be subject to the premium. Mr. Gulick said C-P has been fully informed of this position.

WTOL-TV Toledo, Ohio, said that at one point it had decided not to accept national spot piggyback business but later concluded this was an unfair position since multiple-product announcements of network and local advertisers were being accepted.

George Kapel, general sales manager of the station, suggested that WTOL had not, in effect, changed its position or programming to accommodate C-P, since five program times during which it accepts piggybacks have existed all along. He indicated it was merely a revision of a newer policy which it felt to be inequitable to the national spot advertiser. C-P said its problem with WTOL-TV had begun during the last week in August but had been settled by Sept. 10.

C-P indicated a satisfactory agreement had been reached with WHIO-TV Dayton, Ohio, where it says the station "has given us reasonable latitude for placement of piggyback announcements," and where Colgate previously expected to be confronted with a no-acceptance stand. The station would not comment last week on its piggyback policy.

Radio code board proposes changes

Moves toward allowing intimate product ads; offers change in sponsored show limitations

The radio code board of the National Association of Broadcasters last week set up a subcommittee to study the merits of scuttling the outright ban of advertisements for "intimately personal" products, particularly mentioning remedies for hemorrhoids.

The board, meeting in Washington, established a subcommittee to give the issue full thought and evaluate broadcasters' arguments. The board, headed by Elmo Ellis, WSB Atlanta, also:

- Changed radio code language, subject to the approval of the full radio board, to lighten the burden of commercial time limitations on single-sponsored shows, to guide the advertisement of medical products, to attempt to assure the legitimacy of advertising testimonials and to warn code subscribers to clearly separate news and commercials.

- Discussed whether the code should pass on the acceptability of political spots and instructed the code staff to study the question and report back to the board at its next meeting.

- Appointed a subcommittee to re-

view code language for simplicity and clarity.

- Heard NAB staff reports on gains in radio code subscribers and on monitoring and "enthusiastically endorsed" a new radio code promotion kit.

- Discussed establishing an associate membership category, similar to the TV code's for film syndicators, for station representatives and advertising agencies and referred the matter to the code staff for further study.

- Passed a resolution praising the Georgia Association of Broadcasters for its campaign with the code authority to enlist more radio subscribers in that state. (BROADCASTING, Sept. 21).

The erasure of bans on intimately personal products has been advocated by Howard Bell, code authority director, in the past (BROADCASTING, Sept. 14). As envisioned, the new policy would permit such commercials if they meet code provisions on taste and claims, although code restrictions on liquor spots would not be lifted. Reportedly there was general agreement on adopting the proposal, but board



Members of the National Association of Broadcasters' radio code board and some of the NAB staffers at last week's session. (Around the table l-r): Robert L. Benwitt, assistant to the NAB's radio code manager; Lee Fondren, KLZ Denver; Herbert L. Krueger, WTAG Worcester, Mass.; Richard H. Mason, WPTF Raleigh, N. C.; Richard O. Dunning, KHQ Spokane, Wash.;

Howard H. Bell, NAB code authority director; Elmo Ellis, WSB Atlanta, chairman of the radio code board; Charles M. Stone, NAB radio code manager; Robert L. Pratt, KGGF Coffeyville, Kan.; Richard M. Fairbanks, WIBC Indianapolis; Clint Formby, KPAN Hereford, Tex.; Michael J. Cuneen, WDLA Walton, N. Y., and Jonah Gitlitz, assistant to Mr. Bell.

members felt there was an "awful lot at stake" and that the problem should be thoroughly studied before any action.

The subcommittee will report to the radio board on its findings Jan. 22-23 in Los Angeles, just before the group must pass on its proposals to the full board, which will meet in Palm Springs, Calif., Jan. 25-29. An NAB spokesman stressed that the proposal, if adopted, will not necessarily herald a flood of commercials on intimate products. It is anticipated that the actual difference in ads classified as acceptable would be minor, as the "taste and claims" criteria would dictate few changes. The subcommittee reportedly will welcome all comments from broadcasters on the proposal.

The judgment of political spot acceptability involves a controversial issue in this election year, and the code authority has so far sidestepped the problem (BROADCASTING, Sept. 21). Mr. Bell has stated that he personally thinks the code should keep its hands off political spots and let the electorate decide on their acceptability, but the code language is not explicit. The board last week was said to have generally agreed with Mr. Bell's position, but asked the staff to study the issue further and report back for the board's consideration when it meets next January, after the election is well past.

The board's proposed code amendments, printed in full below, change one commercial time limitation from five minutes in any 15-minute segment to 10 minutes in any 30-minute segment. This seemingly minor change would free radio broadcasters from an apparent penalty for running single-sponsor shows. The example presented to the code: if three single-sponsor programs are scheduled in a 15-minute segment, the commercial time generally adds up to six minutes, now a violation of the code. The amendment, the board reportedly thinks, would encourage single sponsorship instead of penalizing it.

The proposed amendment on advertising medical products is virtually lifted intact from the television code. Essentially, it would moderate the presentation of professional people to push the products, eliminate the "indiscriminate use" of safety claims and ban offensive description or dramatization.

One amendment proposed by the board would demand that personal testimonials be genuine and honest. This is a new code proposal, one that is not in the TV code, though Mr. Bell reportedly is likely to recommend it at the next TV code board meeting, to be held at an undetermined time in December.

The final amendment the radio board adopted for proposal last week directed the clear separation of news and advertising, a proposal, like that dealing with

P&G hops on piggybacks

Of the 88 multiple-product TV announcements that the code authority of the National Association of Broadcasters last week included in an up-to-date list of piggybacks, perhaps the most unusual was one for Procter & Gamble Co.

The commercial, promoting Crest and Prell, is for the advertiser generally credited with setting off the code authority's scramble to classify the multiple-products spots and count piggybacks as two commercials. P&G late last year announced that it would not pay for spots placed adjacent to piggybacks (BROADCASTING, Dec. 16, 1963). The NAB took its piggyback stance at the meeting of its boards the next month (BROADCASTING, Feb. 3), although the new rules did not become effective until Sept. 1.

The P&G piggyback classification is a recent one. Last week's list was an compilation of three earlier lists plus recent judgments. No P&G spot was given the piggyback stamp in the previous lists.

medical products, lifted from the TV code.

The complete text of the proposed amendments follows:

1. TIME STANDARDS: To amend Section A, Paragraph 1, Time Standards For Advertising Copy. (Page 9) to read as follows; "The maximum time to be used for advertising shall not exceed an average of 14 minutes an hour, computed on a weekly basis; provided, however, that in no event shall the maximum exceed 18 minutes in any single hour or 10 minutes in any 30-minute segment."

2. ADVERTISING OF MEDICAL PRODUCTS: Addition of the following language as a new Paragraph 5, Section C, Acceptability of Advertisers and Products, (page 12): "Because advertising for over-the-counter products involving health considerations are of intimate and far reaching importance to the consumer, the following principles should apply to such advertising: (a) When dramatized advertising material involves statements by doctors, dentists, nurses or other professional people, the material should be presented by members of such profession reciting actual experience, or it should be made apparent from the presentation itself that the portrayal is dramatized. (b) Because of the personal nature of the advertising of medical products, the indiscrim-

inate use of such words as 'safe,' 'without risk,' 'harmless,' or other terms of similar meaning, either direct or implied, should not be expressed in the advertising of medical products. (c) Advertising material which offensively describes or dramatizes distress or morbid situations involving ailments is not acceptable."

3. TESTIMONIALS: Addition of the following language as a new Paragraph 6, Section C, (page 12): "Advertising testimonials should be genuine and reflect on honest appraisal of personal experience."

4. PROGRAM STANDARDS—NEWS: Addition of the following language to be added to Paragraph A (2), PROGRAM STANDARDS, (Page 4): "A broadcaster should exercise particular discrimination in the acceptance, placement and presentation of advertising in news programs so that such advertising will be clearly distinguishable from the news content."

Rep firm to research

Negro product preference

The Bernard Howard Co., New York, said it soon will undertake a research study to determine product preference and usage by the Negro market. The study will be conducted by a leading national research organization, as yet unnamed.

The decision to inaugurate the study was reached soon after the second annual Bernard Howard Negro Radio and Marketing Seminar, held Sept. 22-23 in New York. Wilber Dantzic, BBDO media supervisor, speaking at the seminar, had scored the lack of a comprehensive Negro radio listener market study for use by national advertisers.

The 20 stations represented by the Howard group, it was reported, also pledged themselves to a greater involvement in the Negro rights movement.

Rep. appointments . . .

■ KLIV San Jose, Calif.; WBIE Atlanta, and WWMG Nashville: Paul H. Raymer Co., New York.

■ WEET Richmond, Va.; WGYW Knoxville, Tenn.; WKTC Charlotte, N. C., and WCAY Columbia, S. C.: Prestige Representation Organization, New York.

■ WACE Chicopee-Springfield, Mass., and WAFS Amsterdam, N. Y.: Gill-Perna, New York.

■ WIBC Bayshore, N. Y., and Empire TV Sports Network, Buffalo: Vic Piano, New York.

■ WRYM New Britain, Conn.: Kettell-Carter Inc., Boston, as regional representative.



30 kw UHF transmitter



Type TTU-30A

...with long-life, integral-cavity klystrons...has lowest operating cost of any 30-kw UHF transmitter!

Here's a brand-new 30-kw transmitter in a compact size, combining top performance with lowest operating cost. It features eye-level, easy-to-read meters, new space-age electronics, new vapor-cooled klystrons. Designed for remote control... Direct FM aural modulation for finest sound... to 1,000,000 watts ERP.

NEW TYPE KLYSTRONS—These klystrons are Integral-Cavity type, which permit low-cost factory pre-tuning. They are long-life klystrons, warranted for 8000 hours aural, 4000 visual.

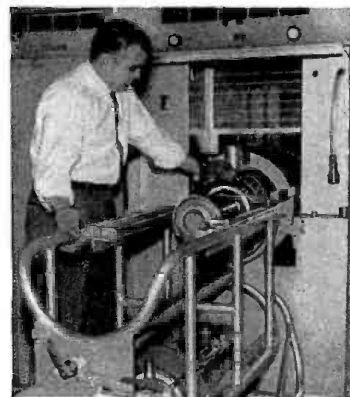
NEW VAPOR COOLING—Vapor cooling of klystrons permits smaller, more economical heat transfer equipment. Vapor cooling assures highest cooling efficiency, reducing operating costs.

UNIQUE KLYSTRON CHANGE SYSTEM—The TTU-30A transmitter can be installed in a room with ordinary 8 ft. ceiling. Either klystron—aural or visual—can be changed in approximately 5 minutes... from power "off" to power "on."

PLUG-IN SILICON RECTIFIERS—These plug-in modules improve power supply efficiency—reducing the cost of primary power and raising reliability. Modules are designed for quick replacement (although normally this is not necessary).

SPACE-SAVING DESIGN—Requires less floor space than the 25-kw system it replaces. Walk-in cabinet design and the use of vapor-cooling are among reasons for its unusual compactness.

NEW 10-KW AND 2-KW—Also in this new line are a completely air-cooled 10-kw, and a 2-kw that easily can be expanded to a 10-kw.



Klystron change is accomplished in only a few minutes with this unique carriage.

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



THE MOST TRUSTED NAME IN TELEVISION

Crosley starts new rep firm

**Broadcast Communications Group will represent
Crosley stations and other radio-TV outlets, too**

The sales division of the Crosley Broadcasting Corp. has been reconstituted as Broadcast Communications Group Inc., a station representation firm that will represent other radio and TV stations as well as Crosley's.

H. Peter Lasker, who was sales vice president of Crosley under the old set-up and is president of the new firm, announced the move last week. John Murphy, president of Crosley, is chairman of the board of BCG, and Jack Heywood, executive vice president of Crosley, is BCG's vice president and financial officer.

Mr. Lasker described BCG as the product of "a natural form of evolution," growing out of a Crosley sales organization that dates back to 1941. BCG's New York headquarters is at 415 Madison Avenue.

"At the moment," Mr. Lasker said, "we have no other facilities to represent [except Crosley-owned stations]. How-

ever, for years we have been saying 'no' when approached by fellow broadcasters on this subject. In view of our long-standing experience in the field of broadcast sales, the step we are now taking seems to be a logical one."

Conventional Methods Fading ■ Mr. Lasker said that leading agencies agree that the "conventional" way of selling time "is going to fade away eventually," with "a deep knowledge in the field of marketing" necessary for success in the future.

"Today we are spending most of our time putting two and two together," he said. "In the future we will be spending most of our time pulling two and two apart."

In this connection Mr. Lasker anticipates "greater and greater use and application of computers." He said BCG is "determined to embark upon computer usage in many of our research projects."

"We must, of course, recognize that a tremendous amount of hard work is ahead of us before this capacity can be translated into real value for our clients," he added.

In radio, Crosley owns—and BCG will represent—WLW Cincinnati; in television, WLWT Cincinnati, WLWD Dayton, and WLWC Columbus, all Ohio, and WLWI Indianapolis.

For the present, authorities said, Edward Petry & Co. will continue to represent the Crosley stations in San Francisco and Los Angeles, and Bomar Lowrance & Associates will continue to represent them in Atlanta and Dallas.

Mogen David plans barrage

The heaviest use of spot TV in the history of Mogen David Wine Corp., Chicago, will take place this fall, the firm's vice president in charge of sales and advertising, Harold Hirschfeld, told an annual sales meeting Sept. 25. He said that "every important market" will be used and explained spot TV emphasis was picked because of the medium's "flexibility." The total budget estimate is \$3 million. Agency: Edward H. Weiss & Co., Chicago.

People not computers, make agency buying decisions

The computer opens up totally new possibilities for assistance to agencies in the selection of advertising media, but people, not the computer, make the buying decisions.

That's the way it works at Leo Burnett Co., Chicago, as described last week by Thomas A. Wright Jr., vice president in charge of the Burnett media department.

Speaking at a two-day workshop conducted by the Association of National Advertisers at the Sheraton-Chicago hotel, Mr. Wright showed how Burnett uses the computer to handle calculations impractical or impossible to do by hand.

"We are not using the computer to tell us how to buy media," he asserted. "We have experienced, professional media people to do that."

Among the Burnett bookkeeping and paper-work jobs being handled by computer, Mr. Wright said, are recording media purchases, producing schedules of media buys, printing orders and keeping a daily track record on the \$4.5 million that Burnett spends each year on the production of commercials for clients—in addition to a wide variety of accounting, personnel, research and financial department assignments.

In another speech at the closed workshop meeting, held Tuesday and Wednesday, Murray Hillman, senior vice president of McCann-Erickson, foresaw the possibility that television stations one day may be as specialized in their programing as radio stations are now.

Stressing that media audiences are



Mr. Wright

being "fractionized" as media expand, Mr. Hillman said:

"Take television for example. With VHF there were about as many stations operating as the airwaves could handle. In a few years UHF stations will become more important and the audience will be divided into smaller pieces. One could envision television of the future as similar to radio today with stations in the thousands and programing by stations to appeal to specific audiences."

In a report on agency compensation Jay Berry of McKinsey & Co., management consultants, said "the only reason" to adopt any specific compensation system—the traditional 15% media commission, a fee system, a combination of these two or some other arrangements—is that the system adopted is "right" for the advertiser and agency involved.

The real objective, he told the advertisers, should be "to tailor the services of the agency to the marketing needs of your company, on a basis which makes your advertising more effective, provides the agency with equitable compensation and rewards for excellence, and which helps the advertiser to meet the challenge of rising marketing costs."

*He translates
the martial music
of the wind*

Weather is news in Eastern Iowa, where frost bites bank accounts as well as fingers, and snow clogs feeding troughs as well as roads. "Rain by afternoon" means equip the kids with rain gear before the morning school bus arrives, and make hay in the north forty while Channel 2 shines.

Whether nature is relaxing or blowing up a tempest, Conrad Johnson draws weather conclusions whose accuracy is astonishing, even for a pro. He is not an announcer who does the weather when there's a lull in commercials. He isn't cute about the weather. He doesn't draw little pictures or use arcane visual gimmicks.

He is a professional member of the American Meteorological Society, a weather expert with special training at Purdue and Iowa Universities, Penn State, and in Navy schools. He uses WMT-TV's weather radar installation, a direct wire to the Weather Bureau, four wire services, a picture service, and knowledge derived from an adult lifetime of weatherwise study.

Conrad Johnson's weather reporting is one of the reasons for WMT-TV's dominance in three of Iowa's six largest cities, plus coverage of more than half of Iowa's tv families.



WMT-TV

*CBS Television for Eastern Iowa
Cedar Rapids—Waterloo*

National Representatives:
The Katz Agency

Affiliated with WMT; WMT-FM;
K.WMT, Fort Dodge; WEBC, Duluth

Four months provide barometer on profits

January, June, September and December—the “four prophets of profit”—provide valuable guidelines to the year’s



Mr. Shapiro

“profit picture” for television stations, Marvin L. Shapiro, vice president of Television Advertising Representatives, said in a speech prepared for delivery today (Oct. 5) before the North Carolina Broadcasters’

Association.

According to Mr. Shapiro, each of the four months “foretells an individual quarter of the year—offering its potential for special application as each three-month period of business develops its own pattern.” He said that these four months can help “advertisers, stations and reps alike” by showing “in dollars and cents how strong or how weak each three-month segment of the year will be.”

September, the beginning of the television year, is a critical period, Mr. Shapiro said. It “can foretell in short order how that normally soft and sagging July through September period will end up on your billing records.”

The second key month is December, according to Mr. Shapiro, because it “provides flexibility and expansion room to increase profits.” However, December has shown signs of becoming “a tailspin month.”

In 1963, the December billings were 10% lower than November’s national billings.

January resembles September in that

Bankers like TV

Commercial banks are the third largest users of local TV, according to a Television Bureau of Advertising survey. At least one bank in each of 74 cities studied was using television in a typical week last March. These findings were reported by George G. Huntington, TvB executive vice president, in a speech to the national convention of the Financial Public Relations Association last week. Mr. Huntington urged the financial profession, as a heavy user of local TV, to help local businesses to grow by stressing to them the importance of television.

it represents an opportunity for stations and reps to get new business, Mr. Shapiro said. Growth potential is obvious, he continued, noting last year’s January billings ran 10% behind February billings, despite the fact that February was only a 28-day month.

The final “prophet month” is June, beset with dangers of backsliding from the strong months of April and May, according to Mr. Shapiro. “Seemingly, there is little we can do to preserve steady billing during this rapid downward swing.” But, he said, “our recourse lies in all the other months of the year when we are working with agencies and advertisers in the positive framework of blossoming business and scarce commodity.”

MJ&A gets 14 R&H accounts

MacManus, John & Adams, Los Angeles, acquired 14 new accounts, with annual billings of over \$1 million, last week. These advertisers were formerly served by Robinson & Haynes, Los Angeles, which went out of business Oct. 1 when its president and principal owner, Elwood J. Robinson, joined MJ&A as VP and account supervisor (see page 79). The accounts moving to MJ&A include: Western Federal Savings & Loan Association; Loma Linda Foods, Coastal Valley Canning Co., Irvine Industrial Complex, Independent Bankers Association, California Dried Fig Advisory Board, Canadian Bank of Commerce, Lord, Abbett & Co. (Pacific Coast) and William Simpson Construction Co.

Also in advertising . . .

Final report ■ KIXI-AM-FM Seattle has released the second and final report on its “Listener Study.” The study was conducted in November 1963 with 851 respondents, with cross-references by Dr. David Dekker, director of the Research Computer Laboratory at the University of Washington, Seattle. It includes profiles of household income, education, age of household head, home ownership, and others.

Name change ■ Redmond & Marcus Inc., New York, has changed its name to Redmond, Marcus & Shure Inc. Don Shure, formerly of McCann-Erickson, assumes the title of VP and associate creative director.

Study coming ■ Selected Area Surveys Inc. in association with the Audits & Survey Co., New York, will start the first of a series of nationwide marketing studies of the Negro market in November. The Negro National Consumer Survey will be based on interviews with 2,500 Negro households, and will examine brand attitudes, awareness, etc.

Bunker, Welde speak at Florida meeting

Radio commercials today are “a minor art form and a major advertising form,” Edmund C. Bunker, president of the Radio Advertising Bureau told the



Mr. Welde

Southern Area Conference of the American Women in Radio and Television in St. Petersburg, Fla., last week.

“What I am saying,” Mr. Bunker added, “is that radio, in many cases, is carrying better com-

mercials, than TV. They are pleasanter, brighter, more inventive. And taken right down the line, they are as likely to attract shoppers to the market place.”

The AWRT meeting also heard Earl Welde, sales manager of WSUN-TV St. Petersburg-Tampa, offer several “commandments” to follow in becoming a creative salesman.

Among these: tell the truth; have the ability to defend your client; have the ability to defend your station from unethical advertisers and be in touch with your industry and your medium.

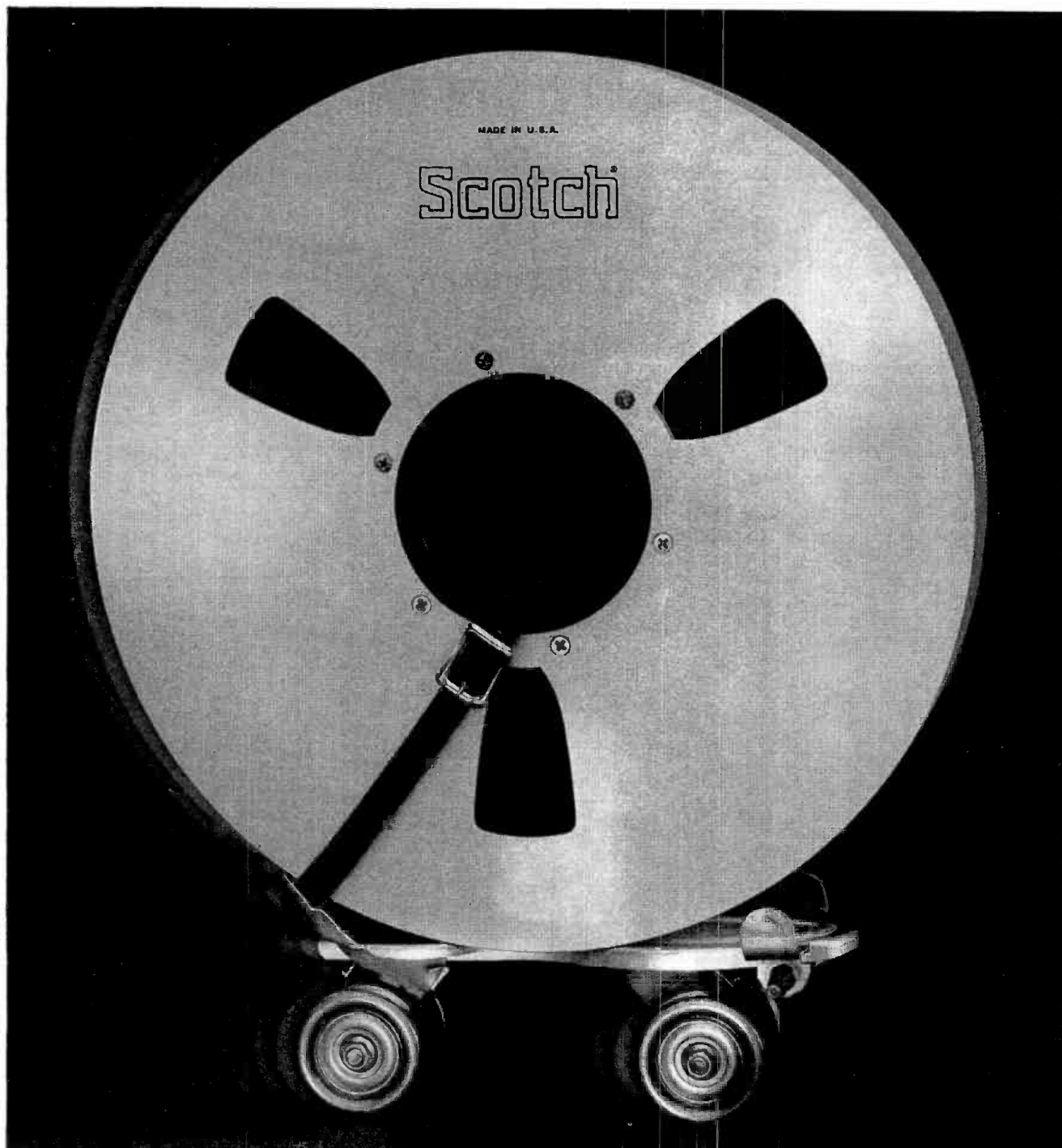
Beaver expands its service

C. K. Beaver & Associates, Memphis, is expanding the area of its station representation services. The company announced the addition of six major-market outlets: WOR-AM-FM-TV New York; KFRC-AM-FM San Francisco; KHJ-AM-FM-TV Los Angeles; WGMS-AM-FM Washington, all RKO stations, WHNT-TV Huntsville, Ala., and WKYT-TV Lexington, Ky.

Beaver, with offices in Dallas, Memphis and Atlanta, had previously confined its service to small and medium stations in the South, Southeast and Southwest.

More pairs being picked

The 1964 “pick-a-pair” campaign for Budweiser Beer, supported by heavy radio-TV advertising each year, was the most successful in the seven-year history of the promotion, it was reported last week by E. H. Vogel, vice president-marketing, Anheuser-Busch Inc. There were 6 million more six-packs sold in 1964 than in 1963, for a total exceeding 25.8 million this year. Agency is D’Arcy Advertising, St. Louis.



Are we passing you by?

Could be our video tape is. Unless you're taking advantage of its *live* look and production convenience for your tv commercials. And unless you're taking advantage of the complete, comprehensive 3M package of helpful brochures, manuals, other materials tv stations now offer.

Consider what you have to gain with video tape (SCOTCH® BRAND, of course). Incomparable "live" picture and sound quality, without danger of a live goof. Pushbutton-fast special effects, no lab processing. Immediate playback of what you've shot. Fact is, today there are very few commercials which can't be done *better* on tape than live or on film. And the best way to discover this is to call in your local tv station or tape studio for



costs and counsel on your next tv commercials.

Already over 200 tv stations have signed up for 3M's new assistance program. *These stations can show you an idea-starting tape demonstration reel, have available a variety of helpful printed materials that aid in creating and producing better commercials on tape.* Call your local stations for details. (If we haven't contacted them yet, write 3M Magnetic Products, Dept. MBX-104, St. Paul, Minn. 55119.)

Magnetic Products Division **3M** COMPANY

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

Henry wants war on ETV poverty

FCC chairman tells broadcasters they should give educational stations financial aid and hints some easing of commission pressure might result

FCC Chairman E. William Henry put the bite on commercial broadcasters last week to raise money for educational television in the U. S.

Mr. Henry's fund-raising mission was performed before the International Radio and Television Society in New York, an audience containing many of commercial broadcasting's most influential executives and owners. He appealed to the broadcasters' idealism and to their self-interest.

Broadcasters, he said, owe it to their country to help money-starved ETV stations not only to survive but to grow and prosper.

He also indicated they owe it to themselves. For the development of ETV, he suggested, might lead the FCC to ease some of the pressure it has applied in an effort to induce commercial broadcasters to carry more public-service programs.

ETV Resources ■ He noted that a recent survey shows that the median ETV station has some \$100,000 a year to spend on all its programs, or some \$100 to \$200 per broadcast hour. "I leave it to your experience and judgment to determine what kind of programs" that kind of money will buy, he said.

The chairman said educational television has done "wonders" with its resources. But, he added, the time has come to say that educational television "will never realize its full potential until its financial base raises to a radically new level. . . . That educational television should permanently struggle for subsistence is intolerable."

In calling on broadcasters to support ETV, he said that in a country "committed to eliminating poverty in all its forms, we should not overlook what might be called 'cultural poverty.' For the vigor of a democratic civilization depends upon the availability of knowledge and enlightenment, culture and beauty—not to an elite—but to all who want to learn—to all whose minds are undernourished."

Broadcasters, the chairman said, have a special stake in aiding ETV. The emergence of a strong ETV system would, he said, help raise the level of the entire medium, by providing the

competition commercial broadcasters need to sharpen their own abilities.

But another, less obvious reason he said, is that "creation of a meaningful national educational system can have a real impact on the course" of the debate concerning broadcasters' public-service obligations.

Public Service ■ Even a strong educational television system would not and should not assume the entire burden of providing such programming, he said. But, he added, "there is no doubt in my mind . . . that we would all be in a better position to understand commercial television's true public service role

if there were a complementary national television service, devoted fulltime to the needs and interests which your primary mission often leads you to skimp or ignore.

"With such a yardstick, we would know more about what you should and should not be expected to do," he continued. "Your responsibilities could be better defined, as could the tasks that only a specialized service can undertake. The problem of your proper functioning would lose . . . many of its angrier and more difficult overtones."

Currently, he said, broadcasters and the FCC are "in the hot kitchen made famous by President Truman"—where the heat is generated by controversy over public-service programming. "Part of the FCC's job," he said, "is to keep the temperature in the broadcasting oven at an appropriate level. That we are doing. . . . But the door to the kitchen isn't nailed shut," he said, adding, "I invite you to help us open it to the fresh winds of the future."

The chairman suggested that IRTS take the lead in implementing a proposal made by Dr. Frank Stanton, president of CBS Inc., in 1963, that commercial broadcasters help educational stations launch an annual campaign for funds.

If not the IRTS, he said, the National Association of Broadcasters or an ad hoc committee, composed of representatives of the networks, stations, advertising agencies and other elements of the broadcasting industry might do the job.

\$20-\$25 Million Needed ■ The chairman's appeal to the broadcasters came in connection with a review of the various proposals that have been made to help educational broadcasters raise \$20 to \$25 million annually that, according to estimates, they need for programming alone.

The chairman suggested that the federal government might have to assist in financing portions of the educational television system that are national in scope. But this source would be his last choice.

He said he would prefer to see ETV supported by the public. But it's apparent, he said, this source alone isn't sufficient. If government funds are



FCC's Henry
Sounds call to battle

needed, he said, he would prefer it to come from the local or state level. But he noted that many authorities have indicated that state and local governments have almost reached the ceilings of their present powers to tax.

If federal aid is to be sought, he said, two questions should be examined—"would the federal government be mature enough, and wise enough, to support a broad educational and cultural service without placing restrictions on the nature of the product? Second, would a strong commercial television industry be ready at all times to defend against governmental interference the right of its noncommercial brothers to be daring—to be free-wheeling and free-thinking."

He acknowledged that all the proposals to aid ETV have their drawbacks. But he added: "This I do know—we must not fail to supply educational television, one way or another, with sufficient funds. The result is far too important for the future of this industry and this country."

Stanton deplores absence of TV election debates

The absence of a television "confrontation" this year between President Lyndon Johnson and Senator Barry Goldwater was deplored by Dr. Frank Stanton, president of CBS Inc., in a talk at Buffalo last week.

Dr. Stanton, who spoke at a luncheon sponsored for communications leaders there by WBEN Buffalo, a CBS Radio affiliate, contended that a nationwide television debate would give voters the opportunity to "examine both candidates under similar conditions." Its absence, he said, is a "step backward for the American electorate." He told his audience that in December 1960 the late President John F. Kennedy, as President-elect, told him that he would be "delighted" to debate again in 1964.

Dr. Stanton noted that it is his opinion that conventions are "overcovered" to the point where political parties begin to "program" the conventions for television.

In another speech given at a dinner in his honor at the Albright-Knox Art Gallery in Buffalo, Dr. Stanton traced the contributions that industry and business have made to the development of the arts in the U. S. He observed that the CBS Foundation several years ago made a grant to New York City's Museum of Modern Art which has enabled the museum to circulate 72 exhibitions to 334 different cities over the last four years.

Equal time applicable to LBJ news sessions

That's FCC vote following query by CBS; ruling evoke calls for Sec. 315 change

A news conference held by President Johnson during the election campaign is neither a bona fide news interview nor an on-the-spot news event—at least so far as the equal-time law is concerned.

The FCC, by a 4-3 vote, reached that conclusion last week in ruling that stations carrying presidential news conferences "live" during the campaign are subject to demands for equal time from other presidential candidates.

The ruling, issued in response to a query from CBS, was cited by Dr. Frank Stanton, president of that network, and Vincent Wasilewski, executive vice president of the National Association of Broadcasters, as new evidence of the need for suspending or repealing the equal-time law.

Dr. Stanton said he was disappointed but not surprised by the decision. "Our fear that the presidential press conferences were not exempt from the equal-time requirements has been one of the reasons we have pressed so vigorously for the suspension of Section 315 [the equal-time provision] of the Communications Act," he said.

'Absurd' Law ■ Mr. Wasilewski said the commission's ruling "demonstrates once again the absurdity of the equal-opportunity section of the Communications Act. This section should be repealed in its entirety rather than attempt to ameliorate its applicability through exceptions piled upon exemptions—all to be suspended every four years." NBC and ABC declined comment.

Commissioner Frederick W. Ford, one of the three dissenting commissioners, said that "at an appropriate time" he would urge repeal of Section 315, as he has in the past. He said he would favor in place of that section a provision giving the commission authority to make rules covering the use of broadcast facilities for political campaigns for the discussion of controversial issues.

Joining Commissioner Ford in his dissent but issuing separate statements were Commissioners Lee Loevinger and Rosel H. Hyde. The majority was composed of Chairman E. William Henry and Commissioners Robert T. Bartley,

Robert E. Lee and Kenneth A. Cox.

CBS had asked whether coverage of a presidential news conference, in whole or in substantial part, either live or on delayed basis, would raise the equal-time question. It asked the same question concerning the news conferences of President Johnson's Republican opponent, Senator Barry Goldwater.

The network suggested that the conferences might come within the scope of bona fide news-interview programs or bona fide news events—two categories exempted from the equal-time law by amendments in 1959.

Neither Category Applies ■ But the commission said that, on the basis of its analysis of the legislative history of the 1959 amendments, candidates' news conferences do not fall within either category.

It stressed that its ruling doesn't apply to rebroadcast of portions of news conferences in regularly scheduled newscasts—another category of programming exempted from the law by the 1959 amendments.

The commission held that candidates' news conferences are not bona fide news interviews on two counts—they are not "regularly scheduled" and are not "arranged and controlled" by the networks or individual stations.

Congress, the commission said, wrote these criteria into the legislative history as guides for determining whether a news interview was "bona fide."

"There is not the slightest reference or implication in the lengthy congressional consideration of the subject that such press conferences were to be considered 'regularly scheduled news interviews,'" the commission said.

Congress Didn't Act ■ "Congress clearly knew how to exempt as a news interview such an important and significant aspect of a political campaign—the candidate's press conference—had it intended to do so," the commission said.

"Our decision," it added, "is based squarely on the fact that the phrase 'bona fide' was inserted in the 1959 amendments as a term of art with a specific meaning, and the press confer-

ence here involved does not come with in that specific meaning."

The commission said the same comment applies to the question of whether the news conference qualifies as a "bona fide news event."

To conclude that news conferences come within the scope of that exemption, the commission said, "would mean that the equal-opportunities requirement . . . in effect, had been repealed—that the licensee, in the exercise of his good faith news judgment, could cover the speeches, press conferences, indeed any and all appearances of a candidate, without bringing into play the equal-opportunities requirement."

Dissenters ■ Commissioners Ford and Loevinger took sharp issue with the commission's conclusions. Commissioner Ford held that "the appearance of the President at a news conference attended by newsmen from all over the

tion of interview would apply to presidential news conferences. And Congress, in expanding the meaning of bona fide with reference to news interviews, "meant only to prevent the use of rigged, ad hoc or special arrangements to favor or aid one candidate, particularly in local elections," he said.

"As to the fact that these press conferences are bona fide—and, indeed, bona fide news events—there can be no question from viewpoint of common sense," he said.

No Argument ■ The commission, he added, "makes no serious argument" concerning this matter "on the basis of either statutory language or legislative history. Rather, it is urged that the broad social objectives of the legislation will be better served by the narrow, rigid and artificial construction now put upon the statutory language."

The commissioner also stressed that

experts in the gathering and disseminating of news," he said. I would certainly not wish to venture in the area before the fact . . . Whether a press conference could be ruled to be a bona fide news interview in whole or in part would seem to be dependent entirely upon the manner and circumstances in which it is conducted."

As indicated by the variety of opinions, the question was a difficult one for the commission to handle. The commissioners devoted two special meetings to it before finally arriving at the ruling during their regular meeting Wednesday.

There is some question as to how much difference the ruling will actually make so far as the present campaign is concerned. Unlike President Kennedy, President Johnson has not demonstrated a liking for live broadcast coverage of his news conference. Only four have been covered live since he took office last November, none since his nomination in August.

However, it will be a factor in future election campaigns—unless Congress repeals or amends the equal-time law.

Indeed, commission officials feel this was what CBS had in mind in asking the question. The network, according to these officials, was simply attempting to dramatize for Congress the problems the law poses for broadcasters attempting to cover presidential election campaigns.

Controversial political show slated to continue

Miss Vivien Kellems, an ardent supporter of Republican presidential candidate Barry Goldwater, will continue her controversial political show on WTIC-TV Hartford, Conn.

According to reports last week, the Republican state campaign policy committee has withdrawn its request that Miss Kellems drop her weekly 15-minute program. The committee had said previously that she was not representative of the party. Miss Kellems said Sept. 26 that she would not go off the air and would "make a statement about the powerful forces trying to get me off the air."

Miss Kellems, however, cleared the script for her Sept. 28 show with the party's state campaign director and did not discuss the "powerful forces." She broadcast her first two shows with the aid of notes that were not submitted to the Republican group. According to observers, the committee was satisfied with her performance last Monday (Sept. 28), and withdrew its earlier request that she terminate the program.

Miss Kellems is chairman of the Con-

GOP unhappy over 'TW3's' 'satirical' attack

The Republican National Committee—which pre-empted the 1964 premiere of NBC-TV's *That Was the Week That Was* Sept. 22—complained to NBC that the program offended Republicans when it finally appeared last week.

Dean Burch, GOP chairman, told the network Wednesday (Sept. 30) that the committee has been hearing from Republicans who didn't like the program. The show included a 60-second spot bought by the Democratic National Committee.

Many Republicans addressing the committee, Mr. Burch told NBC, said they share the thoughts expressed in a review by Jack Gould, *New York Times* columnist.

"Representative William E. Miller, Republican vice presidential nominee,

was hit hard for his unresponsiveness to charges of conflict of interests, but the over-all approach of *TW3* to politics was so heavy-handed and unpleasant that it disqualified the show as a satirical instrument of any consequence in the campaign," Mr. Gould wrote.

"And David Frost's earnest expression of hope that there never would be a sequel to the Warren Commission report on the assassination of President Kennedy will stand as the season's high in fatuity.

"The National Broadcasting Company already has pre-empted *TW3* once and plans to do so twice again [Oct. 6, 13] to accommodate Republican political broadcasts. What a shame the campaign will be over in November," Mr. Gould concluded.

world is a spot-news event, the broadcast of which would constitute on-the-spot coverage of a bona fide news event."

The commission's interpretation of the statute, he said, will "effectively bar the general public from the public service broadcasters could perform except for the narrow legalistic approach of this ruling."

Commissioner Loevinger, in a sharply worded dissent, argued that presidential news conferences are exempt both as bona fide news interviews and as bona fide news events. For the commission to assert otherwise, he said, defies the elementary canons of statutory construction, commission precedents and common sense.

He argued that the dictionary defini-

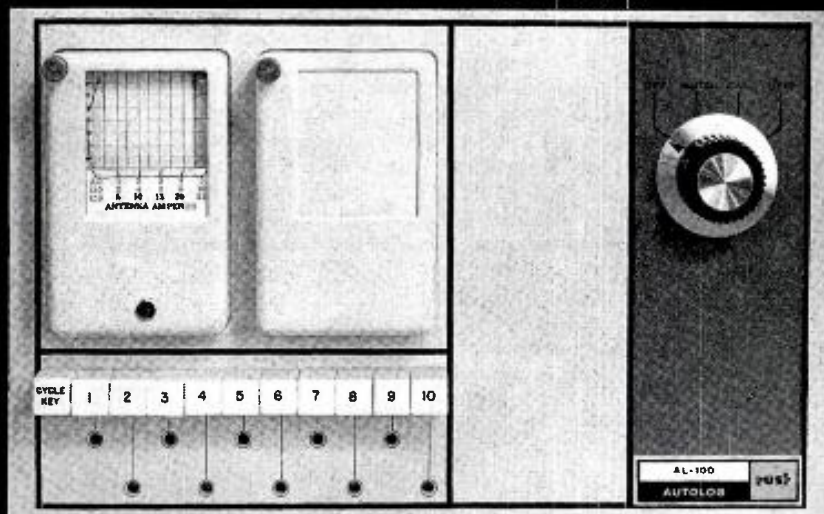
tion of interview would apply to presidential news conferences. And Congress, in expanding the meaning of bona fide with reference to news interviews, "meant only to prevent the use of rigged, ad hoc or special arrangements to favor or aid one candidate, particularly in local elections," he said.

"The majority opinion," he said, "proceeds on the premise that there is no difference between the office of President of United States and any other political office in this country, and that, for some arcane reason, the commission cannot distinguish between the President . . . and a candidate for that office, or, for that matter, a candidate for the office of county sheriff or any other office.

"I cannot believe that we are so intellectually impotent," he said.

Commissioner Hyde declined to express his opinion in the absence of a factual situation. "Whether a press conference is newsworthy . . . is for the

THIS IS THE NEW AL-100



The Automatic Transmitter Log System that obsoletes every other system in the country..

YOU are looking at the new AL-100  — the AUTOLOG — Automatic Logging System by Rust... The AL-100 will cut down  your overhead as never before possible. It will free  station personnel... Allow announcers to concentrate on error-free production and commercials  with sell... It will free engineers  for more important functions. The AL-100 eliminates chicken tracks ... It offers easy to read straight line recordings on 10 parameters. It uses only 6 chart rolls  per year... Each roll lasts 62 days ... Compare this with other units  It's so far advanced.

The AL-100 has a front adjustable point with front view and front lighting.

The AL-100 will save you more time and money than you ever thought possible.

The AL-100 will obsolete every transmitter log chart in the country.

Incidentally, you will be amazed at the comfortable price.

Send today for information on the new AL-100 to:

RUST 
corporation of america

Eastern Division
195 Mass. Avenue, Cambridge, Mass.
(617) 864-9150... TWX #617-499-9217

Western Division
2921 South 104th St., Omaha, Nebraska
(402) 393-4747... TWX #402-348-1181

RUST FM STEREO TRANSMITTERS • AUTOLOG • RUST REMOTE CONTROL

necticut Citizens Committee for Goldwater-Miller. She has paid for the sponsorship of the program. Miss Kellems received national attention in 1948 when she refused to withhold federal income taxes from her employees' pay. She went into court but the federal government won the case.

More ideas on convention coverage

Pooled and more selective broadcast coverage of political conventions carried on only one station at a time in multiple-station markets has been urged by Joseph S. Sinclair, president of The Outlet Co., licensee of radio and television stations in Rhode Island and Florida.

Calling this year's coverage of the Republican and Democratic conventions "unsatisfactory programing," Mr. Sinclair said he recommended improvements "only out of a desire to increase the size of the viewing audience, not to decrease it; and to increase the interest of the audience, not to decrease it."

Speaking to an awards dinner of the Homosassa Springs (Florida) Chamber of Commerce Sept. 26, Mr. Sinclair recommended that:

- The TV networks pool their facilities and that the coverage be carried by only one station in communities that receive multiple signals. One network would carry the convention at a time, rotating this responsibility with the other two.

- The coverage should avoid reporting all convention proceedings, elimina-

ting seconding speeches and reading of party platforms. Four- and five-day conventions are too long, Mr. Sinclair said, and if the networks restricted the amount of time they would devote to them, the parties would be forced to "pattern their conventions to fit the amount of television time available."

- Committee meetings held early in the day should be recorded and excerpts played back in prime time because these sessions contain interesting events now usually seen only by smaller daytime audiences.

- Anchormen should report facts, in an entertaining manner if possible, but their opinions should be kept to themselves.

- Interviews from crowded floor areas should be eliminated because of confusion and noise, and subjects should be removed to off-the-floor studio facilities where their comments can be heard more clearly.

- Broadcasts of West Coast conventions that run late should be suspended at midnight Eastern time, recorded, and played back the next morning for the Eastern audience. Ideally, from a logistical standpoint, both conventions would be held in the same city.

- To give spectators at the convention site a better view of the proceedings cameras should be supported on stilts or placed on platforms hanging from the ceiling instead of upon large, draped floor stands.

- Coverage of demonstrations — "these obviously staged parades" — should be restricted or eliminated.

The Outlet Co. is licensee of WDBO-AM-FM-TV Orlando, Fla., and WJAR-AM-TV Providence, R. I.

NES welcomes all for vote totals

Network Election Service, the pool effort of networks and wire services for tabulating votes in the Nov. 3 elections, reported last week that all media are welcome to participate in the service — at the state or national level — upon payment of a prorated share of NES costs.

The provision would permit radio and TV stations physical access to NES state or national tabulation centers, but would prohibit broadcasting facilities at these locations.

The national tally center will be located in Manhattan's Edison hotel.

Cost to a station for access to the NES pooled information at the state level would be subject to three considerations: the over-all cost to NES for its activity in the particular state, the reach of the medium applying for the data, and the number of media in the state who elect to share in the results.

A NES official explained that any medium taking part would receive an individual copy of vote totals at any center to which it had acquired access. Deadline for applications for participation in NES is Oct. 7. NES is in Room 418, Graybar Building, 420 Lexington Avenue, New York.

NBC restates views on projection limits

NBC's opposition to any legislation that would restrict the reporting or projecting of national election returns by the electronic media was stated firmly last week in a letter from Board Chairman Robert Sarnoff and President Robert E. Kintner to NBC personnel.

The letter said "there is no factual evidence that reporting, projecting, or even pre-election polling, have any significant influence on the outcome of elections."

Messrs. Sarnoff and Kintner stated that proposed congressional legislation to curtail the broadcast of returns or projections "assumes the citizen would not vote in accordance with his personal convictions and knowledge. . . ."

The reporting and projection of election data, they said, safeguards the public from "manipulation of such data for partisan purposes."

CBS has contended there is no evidence that projection of election results would affect voting patterns in areas where the polls were still open, and announced two weeks ago it would finance a study of the question (BROADCASTING, Sept. 28).

'Political activity' puts reporter off air

Lisa Howard, ABC News commentator, was relieved of all news assignments last week, at least temporarily, after she became involved in what ABC called public participation in "partisan political activity contrary to long-established ABC News policy."



Miss Howard

It was understood that her future ABC News role, if any, would be decided after the Nov. 3 elections. The announcement said only that she had been relieved "for the duration of the political campaign."

Her suspension was announced last Tuesday (Sept. 29), a day after Miss Howard and Gore Vidal, novel-

ist and playwright, announced the formation of a committee of liberal Democrats to support Senator Kenneth B. Keating (R-N. Y.) in his campaign for re-election against Robert F. Kennedy.

Miss Howard said she had notified ABC on Sept. 19 that she was supporting Senator Keating as a private citizen but that this would not be reflected in her television broadcasts. ABC News authorities said that she had not given the notification until a week after a story about her political activity had appeared in a New York paper.

Miss Howard's five-minute ABC-TV news show (Monday-Friday, 2:55-3 p.m. EDT) was taken over last week by Marlene Sanders, will be handled this week by Peggy Wheedon and next week by Miss Sanders. Plans beyond Oct. 16 were still uncertain late last week.



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*Source: The Milwaukee Journal Consumer Analysis

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Aftermath of Warren report

Radio-TV joins mass effort to re-evaluate media's position

TV and radio newsmen—and those with notebooks—studied last week the implications of the Warren Commission report on President Kennedy's assassination and by the end of the week various groups were moving to meet the problem posed in the report:

- An all-media meeting was called for Oct. 17 in Washington by Alfred Friendly, managing editor of the *Washington Post* and chairman of the freedom of access committee of the American Society of Newspaper Editors.

- Two committees of the Radio-Television News Directors Association are investigating the issues raised by the Warren report, Edward F. Ryan, general manager, WTOP News, Washington, and president of the RTNDA, said. The committees are freedom of information, headed by J. W. (Bill) Roberts, Time-Life Broadcast Washington bureau chief, and ethics and standards, headed by Dr. Mitchell Charnley, professor of journalism at the University of Minnesota. Both will attend the Oct. 17 Washington meeting, as will Mr. Ryan.

- A reference to the Brookings Institution feasibility study on a code or guidelines for covering judicial proceedings by newsmen was made by Vincent T. Wasilewski, executive vice president of the National Association of Broadcasters. Mr. Wasilewski added:

"We should not overlook the benefits to the public of free reporting. We should not permit this incident to becloud an objective appraisal of the role of news media in a free society."

A report on whether Brookings should undertake this study has been submitted by Prof. J. Edward Gerald, professor of journalism at the University of Minnesota. The institution's board will consider this report at its next meeting Oct. 23. The suggestion that Brookings conduct the study on news coverage of court trials and legislative proceedings was proposed by Frank Stanton, president of CBS Inc., last spring.

Others expected to be at the Oct. 17 meeting will be Robert H. Fleming, ABC News; William J. Small, CBS News; William B. Monroe Jr., NBC News, and Stephen J. McCormick, MBS. All are Washington bureau chiefs for their networks. Messrs. Small and Mon-

roe are former RTNDA presidents. Messrs. Fleming and McCormick are members of the NAB freedom of information committee.

Also to be there are representatives of The Associated Press, United Press International, American Society of Newspaper Editors, American Newspapers Publishers Association and American Newspaper Guild.

Not Entirely to Blame ■ Implications in the report that the newsmen were to blame in part for the shooting of Lee Harvey Oswald by Jack Ruby and for the "aggressive" demands for news that gave rise to erroneous and distorted information jeopardizing Oswald's chance for a fair trial before an unbiased jury (BROADCASTING, Sept. 28) elicited these comments from newsmen:

Mr. Friendly—"The question here [referring to the complaint that newsmen pressed aggressively for information] would seem to be what kind of a press is good for the country; a docile one or a demanding one. . . . It is only fair to ask what the consequences might have been in Dallas and elsewhere had information about the crime and the suspect not been swiftly made public as it was collected. . . ."

"The behavior of reporters and photographers was not such as to make any newsman proud or complacent or even indifferent. But admitting this, one must next ask about the existence of means by which self-discipline could have been instituted. . . ."

Mr. Friendly emphasized that discipline is the job for those in charge of an event, not the newsmen themselves.

Other members of Mr. Friendly's ASNE committee are Creed Black, *Chicago Daily News*; Herbert Brucker, *Hartford (Conn.) Courant*; and Felix R. McKnight, *Dallas Times-Herald* (KRLD-AM-FM-TV).

Sam Ragan, executive editor of the *Raleigh (N. C.) News and Observer and Times*, and president of the AP Managing Editors Association—"It is my opinion, however, that the responsibility for orderly coverage of such events lies with the proper authorities in charge at the time. . . ." He named the following as a special committee to study the problem and report back:

George Beebe, *Miami Herald*, chairman; William B. Dickinson, *Philadelphia Bulletin* (WPBS[FM]); Philadelphia; William Hill, *Washington (D. C.) Evening Star* (WMAL-AM-FM-TV); Clifton Daniel, *New York Times* (WQXR-AM-FM); and Mr. McKnight.

Wes Gallagher, general manager, AP—"In an age where much less than the assassination of the President could trigger an atomic war, to delay facts as to who the killer was, what his background was and whether he was part of a conspiracy would not only be a dis-

service to the country and the world but highly dangerous. . . . Mass reporting has caused increasing problems in recent years, hindering getting the news to the public rather than speeding it."

Earl J. Johnson, editor, UPI—"We have a responsibility to be represented at all newsworthy events by reporters and photographers because we and The Associated Press are primary for most of the newspapers and broadcasters. . . . the authorities can always limit the numbers to suit their own security requirements. . . ."

Gene Robb, publisher of the *Albany (N. Y.) Times-Union*, and president of the ANPA—"The paramount public interest that newspapers always must serve is to get and print the news, exactly what they did in the Oswald case." Mr. Robb referred to discussions between ANPA and the American Bar Association, underway for some time. The ABA has a special committee reviewing all the canons of ethics of the bar, including those related to the right of fair trial versus a free press.

Keystone affiliates heavy on farm programs

More than 1,000 radio stations affiliated with the Keystone Broadcasting System present shows and editorial features directed at farm audiences on a regular basis, according to a KBS study released to advertisers and agencies.

The range for KBS affiliates runs from one hour of farm programming a week to 84 hours.

The average KBS affiliate broadcasts up to 20 hours of farm programming each week; 999 affiliates carry up to 20 hours a week and 77 broadcast more than 20 hours.

The breakdown of stations follows: 578 stations—under 5 hours a week; 229 stations—from 6 to 10 hours; 192 stations—from 11 to 20 hours; 58 stations—from 21 to 30 hours, and 19 stations more than 31 hours.

The report is based on answers from 1,076 Keystone affiliates in 47 states.

NBC-TV plans sneak previews

NBC-TV will present the first of a series of one-hour color "sneak preview specials" on Nov. 27 at 10-11 p.m. EST.

The special entitled *NBC Follies of 1965* will star Steve Lawrence with Juliet Prowse, Jill St. John, Allan Sherman, Nipsey Russell and the Bitter End Singers as guest stars.

Sponsor of the *NBC Follies of 1965* will be Timex Watches, New York, through Warwick & Legler, that city.

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CBS-TV takes lead in Arbitrons

Most ABC-TV shows continue strong as competition increases; NBC-TV's final new shows begin this week

CBS-TV led in the ratings average over a week's period in two separate soundings taken last week in the Arbitron overnight reports (national measurements by American Research Bureau).

One report, covering the seven nights (7:30-11 p.m.), ending Tuesday night (Sept. 29), showed CBS with an average rating of 18.4, ABC with 16.2 and NBC with 15.4. A similar ARB report—also for seven nights but ending with Wednesday night (Sept. 30)—gave CBS 18.4, ABC 16.0 and NBC 15.4.

Each of the networks could claim signs in even these extremely early ratings why it could take heart for the still new season.

CBS, could indicate that from Sept. 24-31 in the Arbitrons it had more half-hour "wins," and could claim to have 25 of its programs in the top 50 for the week, Sept. 23-30 (see page 53). On the basis of each night's ratings averages, CBS dominated in four, NBC in two and ABC in one.

NBC's strongest argument would appear to be that in all of the early ratings

reports it was the only network that had yet to begin new programing cycles for approximately 31% of its prime time schedule. Shows not yet begun: *90 Bristol Court* (90 minutes), *Andy Williams* (one hour), *Alfred Hitchcock* (one hour), all set to start today (Monday); *Bell Telephone* on Tuesday (Oct. 6), 10-11. *Kraft Theater* (10-11 p.m.), which started on Oct. 1, and *Saturday Night at the Movies*, scheduled to begin Oct. 3, were too late for the early Arbitrons or Trendexes.

ABC could maintain that the strong viewer sampling of its new season—the network was first to begin its full new schedule—was keeping up despite the onrush of competitive network offerings making their first appearances. ABC could also point to the average as indicating network programing strength.

Other network officials, however, carefully plotting the ratings curve on the basis of the overnight Arbitrons of the past several weeks, could note a general decline for several of the popular new ABC shows.

On the basis of half-half period

"wins," NBC was tops in the Arbitrons on Friday with four to CBS's three and none for ABC; CBS scored on Saturday with five half-hours to NBC's two and none for ABC, and again on Sunday (three periods to two each for ABC and NBC) and also on Monday (four to three for ABC and none for NBC).

On Tuesday, however, ABC showed its greatest strength, taking four half-hours to CBS's three and none for NBC. On Wednesday, CBS had four, NBC three and ABC none. (In the Thursday (Sept. 24) overnights, CBS had four half-hours, ABC three and NBC none).

In the so-called 26-city Trendex (though most nights Trendex covered less than 26 cities in that it does not measure a market where an ABC program does not appear), CBS on Friday had two half-hours, NBC three and ABC one. Saturday: ABC three, CBS three, NBC none. Sunday: ABC four, CBS three, NBC none. Monday: ABC four, CBS two and NBC none. Tuesday: ABC five, CBS and NBC one each. Wednesday: NBC four, CBS two and ABC none.

Reports of the overnights were made available by network research sources, some of the reports by request. The parenthetical symbols indicate: new series (N); new programing in an existing series (NP); new time (NT); re-run or continuing cycle (R); special (S).

Friday, Sept. 25									
		Arbitron Rating	Trendex Rating	Share			Arbitron Rating	Trendex Rating	Share
7:30					8:00				
ABC	Jonny Quest (N)	11.1	10.1	25.9	ABC	Outer Limits (NP, NT)	10.1	13.1	26.4
CBS	Rawhide (NP, NT)	15.7	11.2	28.6	CBS	Jackie Gleason (NP)	23.9	20.8	41.8
NBC	International Showtime (NP)	11.6	10.2	26.1	NBC	Mr. Magoo (N)	14.6	11.3	22.7
8:00					8:30				
ABC	Farmer's Daughter (NP, NT)	14.2	14.8	30.7	ABC	Lawrence Welk (NP)	17.1	16.1	33.1
CBS	Rawhide (NP, NT)	15.6	11.6	24.1	CBS	Gilligan's Island (N)	19.5	16.9	34.8
NBC	International Showtime (NP)	12.0	15.6	32.2	NBC	Kentucky Jones (N)	15.2	12.8	26.3
8:30					9:00				
ABC	Addams Family (N)	17.2	20.6	38.5	ABC	Lawrence Welk (NP)	16.4	20.1	38.2
CBS	The Entertainers (N)	13.9	9.6	18.0	CBS	Mr. Broadway (N)	17.7	13.4	25.5
NBC	Bop Hope (NP)	20.1	20.0	37.4	NBC	Saturday Movie (R)	18.7	15.4	29.3
9:00					9:30				
ABC	Valentine's Day (N)	12.4	13.5	25.2	ABC	Hollywood Palace (NP)	17.7	20.4	38.1
CBS	The Entertainers (N)	14.2	14.2	26.5	CBS	Mr. Broadway (N)	14.1	13.2	24.6
NBC	Bop Hope (NP)	23.8	21.9	40.8	NBC	Saturday Movie (R)	20.9	15.4	28.7
9:30					10:00				
ABC	12 O'Clock High (N)	11.5	9.3	18.8	ABC	Hollywood Palace (NP)	15.3	18.7	37.7
CBS	Gomer Pyle (N)	22.1	19.2	38.8	CBS	Gunsmoke (NP)	18.2	12.8	25.8
NBC	Jack Benny (NP, NT)	15.4	17.2	35.8	NBC	Saturday Movie (R)	17.8	16.3	32.9
10:00					10:30				
ABC	12 O'Clock High (N)	12.0	13.9	26.8	ABC	Local	—	—	—
CBS	The Reporter (N)	14.1	13.7	26.5	CBS	Gunsmoke (NP)	18.9	—	—
NBC	Jack Paar (NP)	17.8	18.4	35.6	NBC	Saturday Movie (R)	16.7	—	—
10:30					Sunday, Sept. 27				
ABC	Local	—	—	—	7:30				
CBS	The Reporter (N)	13.6	—	—	ABC	Wagon Train (NP, NT)	10.1	9.9	20.8
NBC	Jack Paar (NP)	17.6	—	—	CBS	My Favorite Martian (NP)	23.9	18.6	39.1
Saturday, Sept. 26					NBC	Walt Disney (NP)	18.8	15.8	33.2
7:30					8:00				
ABC	Outer Limits (NP, NT)	8.1	7.6	16.3	ABC	Wagon Train (NP, NT)	9.6	7.9	14.2
CBS	Jackie Gleason (NP)	20.4	20.8	44.7	CBS	Ed Sullivan (NP)	27.4	27.6	49.6
NBC	Flipper (N)	15.2	13.6	29.2	NBC	Walt Disney (NP)	21.4	16.8	30.1

Arbitron's top 50 for Sept. 23-30

Rank	Show	Rating	Rank	Show	Rating	Rank	Show	Rating
1.	Ed Sullivan (CBS)	28.9	17.	Petticoat Junction (CBS)	20.7	34.	McHale's Navy (ABC)	18.5
2.	Bonanza (NBC)	27.0	17.	I've Got a Secret (CBS)	20.7	34.	Saturday Night Movie (NBC)	18.5
3.	Bewitched (ABC)	26.3	19.	Bing Crosby (ABC)	20.4	36.	Password (CBS)	18.1
4.	Andy Griffith (CBS)	24.5	20.	Sunday Night Movie (ABC)	20.3	37.	Jack Paar (NBC)	17.7
4.	Dick Van Dyke (CBS)	24.5	21.	Walt Disney (NBC)	20.1	37.	Candid Camera (CBS)	17.7
6.	Red Skelton (CBS)	24.1	22.	Virginian (NBC)	20.0	37.	No Time for Sergeants (ABC)	17.7
7.	My Favorite Martian (CBS)	23.9	22.	Many Happy Returns (CBS)	20.0	40.	Combat (ABC)	17.6
8.	Lucy Show (CBS)	23.6	24.	Patty Duke (ABC)	19.7	41.	Tycoon (ABC)	17.5
9.	Fugitive (ABC)	23.3	24.	Ben Casey (ABC)	19.7	42.	Addams Family (ABC)	17.2
9.	Munsters (CBS)	23.3	26.	Perry Mason (CBS)	19.5	43.	Living Doll (CBS)	16.9
11.	Beverly Hillbillies (CBS)	22.5	26.	Gilligan's Island (CBS)	19.5	44.	Lawrence Welk (ABC)	16.8
12.	Jackie Gleason (CBS)	22.2	26.	Peyton Place-Tuesday (ABC)	19.5	45.	Donna Reed (ABC)	16.5
13.	Gomer Pyle (CBS)	22.1	29.	Danny Kaye (CBS)	19.4	45.	Wednesday Night Movie (NBC)	16.5
14.	Bop Hope (NBC)	22.0	30.	What's My Line (CBS)	19.0	45.	Hollywood Palace (ABC)	16.5
15.	Peyton Place-Thursdays (ABC)	21.9	30.	Cara Williams (CBS)	19.0	45.	Hazel (NBC)	16.5
16.	My Three Sons (ABC)	21.1	32.	To Tell the Truth (CBS)	18.6	49.	Defenders (CBS)	16.3
			32.	Gunsmoke (CBS)	18.6	50.	Burke's Law (ABC)	16.1

		Arbitron Rating	Trendex Rating	Share
8:30				
ABC	Broadside (N)	15.3	14.2	26.2
CBS	Ed Sullivan (NP)	30.4	27.5	50.8
NBC	Bill Dana (NP, NT)	13.0	9.8	18.1
9:00				
ABC	Sunday Movie (N)	18.7	22.3	37.3
CBS	Living Doll (N)	16.9	15.7	26.3
NBC	Bonanza (NP)	26.8	20.3	34.1
9:30				
ABC	Sunday Movie (N)	19.5	28.6	47.2
CBS	Joey Bishop (NP, NT)	11.1	9.9	16.3
NBC	Bonanza (NP)	27.3	21.4	35.3
10:00				
ABC	Sunday Movie (N)	22.5	25.0	49.0
CBS	Candid Camera (NP)	17.7	15.1	29.5
NBC	The Rogues (N)	13.1	10.6	20.7
10:30				
ABC	Sunday Movie (N)	20.6	23.8	46.7
CBS	What's My Line (NP)	19.0	18.6	36.5
NBC	The Rogues (N)	13.0	7.1	14.0

Monday, Sept. 28

7:30				
ABC	Voyage to Bottom of the Sea (N)	14.4	16.6	32.8
CBS	To Tell the Truth (NP)	18.6	15.1	29.9
NBC	Monday Movie (R)	12.8	12.5	24.7
8:00				
ABC	Voyage to Bottom of the Sea (N)	16.6	18.2	32.5
CBS	I've Got a Secret (NP)	20.7	18.1	32.3
NBC	Monday Movie (R)	16.0	15.1	26.9
8:30				
ABC	No Time for Sergeants (N)	17.7	18.8	30.5
CBS	Andy Griffith (NP, NT)	24.5	19.2	31.2
NBC	Monday Movie (R)	14.3	17.5	28.4
9:00				
ABC	Wendy and Me (N)	15.3	19.2	32.6
CBS	Lucy Show (NP)	23.6	22.0	37.4
NBC	Monday Movie (R)	17.2	14.6	24.9
9:30				
ABC	Bing Crosby (N)	20.4	20.0	36.9
CBS	Many Happy Returns (N)	20.0	18.2	33.6
NBC	Hollywood and Stars (R)	10.1	10.0	18.5
10:00				
ABC	Ben Casey (NP, NT)	19.8	26.0	54.9
CBS	Slattery's People (N)	15.0	13.4	28.3
NBC	Olympic Preview (S)	8.1	6.8	14.3
10:30				
ABC	Ben Casey (NP, NT)	19.5	21.4	49.9
CBS	Slattery's People (N)	13.0	11.8	27.6
NBC	Olympic Preview (S)	8.5	5.9	13.7

Tuesday, Sept. 29

7:30				
ABC	Combat (NP)	16.6	16.8	35.6
CBS	Local	—	—	—
NBC	Mr. Novak (NP)	15.2	15.2	32.3

		Arbitron Rating	Trendex Rating	Share
8:00				
ABC	Combat (NP)	18.6	17.7	34.6
CBS	World War I (N)	9.4	8.1	15.8
NBC	Mr. Novak (NP)	15.8	19.5	38.1
8:30				
ABC	McHale's Navy (NP)	18.5	19.5	33.3
CBS	Red Skelton (NP, NT)	23.8	17.6	30.1
NBC	Man from U.N.C.L.E. (N)	13.0	17.6	30.0
9:00				
ABC	Tycoon (N)	17.5	15.2	26.9
CBS	Red Skelton (NP, NT)	24.4	20.5	36.2
NBC	Man from U.N.C.L.E. (N)	13.5	17.3	30.6
9:30				
ABC	Peyton Place (N)	19.5	19.2	34.0
CBS	Petticoat Junction (NP, NT)	20.7	15.9	28.2
NBC	TW3 (NP, NT)	13.7	16.7	29.5
10:00				
ABC	Fugitive (NP)	22.7	21.6	42.8
CBS	Doctors & Nurses (NP, NT)	16.0	13.7	27.1
NBC	Campaign & Candidates (S)	7.1	9.0	17.8
10:30				
ABC	Fugitive (NP)	23.9	22.0	50.7
CBS	Doctors & Nurses (NP, NT)	14.9	13.1	30.2
NBC	Campaign Candidates (S)	4.6	4.3	9.9

Wednesday, Sept. 30

7:30				
ABC	Dzzie & Harriet (NP)	15.4	15.4	35.6
CBS	Face the Nation (S)	8.4	6.6	15.3
NBC	Virginian (NP)	19.6	17.4	40.2
8:00				
ABC	Patty Duke (NP)	17.7	19.5	40.5
CBS	Local	—	—	—
NBC	Virginian (NP)	20.2	16.9	35.1
8:30				
ABC	Shindig (N)	13.5	11.9	22.4
CBS	Beverly Hillbillies (NP, NT)	22.1	20.5	38.7
NBC	Virginian (NP)	18.3	16.5	31.2
9:00				
ABC	Mickey (N)	11.6	13.3	25.2
CBS	Dick Van Dyke (NP, NT)	22.3	20.8	39.4
NBC	Wednesday Movie (N)	17.0	15.9	30.2
9:30				
ABC	Burke's Law (NP, NT)	14.0	15.2	29.3
CBS	Cara Williams (N)	17.3	15.2	29.3
NBC	Wednesday Movie (N)	17.2	18.7	35.9
10:00				
ABC	Burke's Law (NP, NT)	13.2	14.8	29.4
CBS	Danny Kaye (NP)	18.1	15.0	29.8
NBC	Wednesday Movie (N)	16.2	17.8	35.5
10:30				
ABC	Politics '64 (S)	2.5	3.8	9.0
CBS	Danny Kaye (NP)	17.1	13.8	32.9
NBC	Wednesday Movie (N)	17.4	16.4	39.1

Success of program clinics extends life

The success and future promise of the National Association of Broadcasters' just-completed series of radio programming clinics is to be spelled out today (Monday) by Sherril W. Taylor, NAB vice president for radio, in a speech to the fall meeting of the Texas Association of Broadcasters in Fort Worth.

Mr. Taylor said the clinics "were singularly successful and that in one form or another" and subject to board approval "they will be extended and offered as a brand new and needed service of the NAB for its radio members."

The clinics, Mr. Taylor said, led him to five general conclusions:

- New musical sounds and techniques, news and a high "circulation factor" have given radio "an unmatched wedge among communications media."

- "Radio is so mobile, always present and personal today," that often it "no longer has to grapple with the once ominous threats of television."

- The clinics have sparked a much-needed "cross-pollination of creative thinking in programming. . . ."

- By adding even more listener appeal, "more and more radio today is emphasizing the art of extemporaneous conversation. . . ."

- "Modern music along with news continue as our medium's most important phases of productivity. And, in addition, FM and stereo are adding millions of different types of listeners to concert music."

Mr. Taylor noted that within a decade, advertising revenue increases had lagged behind increases in the number of stations, but he said the fault does not lie with salesmanship. He cited a need for improved programming and an ineptness at measuring radio's audience. The clinics demonstrate a revival of creative programming, and he outlined the attempts of the All-Radio Methodology Study committee to improve listener measurement (BROADCASTING, Sept. 28).

Film Sales . . .

Highway Patrol (UA-TV): WKEF-TV Dayton, Ohio; WWOR-TV Worcester, Mass.; WHDH-TV Boston; WWL-TV New Orleans; WICU-TV Erie, Pa.; WKBW-TV Buffalo, N. Y., and WEAT-TV West Palm Beach, Fla. Now in 186 markets.

Men in Crisis (Wolper): WFBM-TV Indianapolis; KXLF-TV Butte, KFBB-TV Great Falls, KOOK-TV Billings and KMSO-TV Missoula, all Montana.

20th Century-Fox Features (NTA):

KSWO-TV Lawton, Okla.; WSOC-TV Charlotte, N. C.; WFLA-TV Tampa, Fla.; WKAB-TV Montgomery, Ala.; KELP-TV El Paso, and WWAY-TV Wilmington, N. C.

Best of Groucho (NBC Films): WWL-TV New Orleans.

Outlaws and Life of Riley (NBC Films): WNBE-TV New Bern, N. C.

Funny Manns (NBC Films): KSD-TV St. Louis.

Science Fiction Features (NTA): KGO-TV San Francisco.

NTA Color Features (NTA): KTNT-TV Tacoma-Seattle and WTAE-TV Pittsburgh.

Top Rank Features (NTA): WTAE-TV Pittsburgh and KTAR-TV Phoenix-Mesa, Ariz.

Shirley Temple Features (NTA): KOOL-TV Phoenix; KOLD-TV Tucson, Ariz.; WBTW-TV Charlotte, N. C., and KAKE-TV Wichita, Kan.

Big Six Features (NTA): KMSP-TV Minneapolis-St. Paul.

Four Star acquires more foreign films

Four Star Distribution Corp. has acquired additional foreign-made feature films which will be offered shortly to TV stations, Len Firestone, vice president and general manager of the company, reported last week.

Mr. Firestone, who has just returned from a fact-finding trip to Europe, regards foreign-made motion pictures, particularly "action spectacles," as a key to solving TV's "growing demand for fresh features." He said the "backlog of playable American features is almost exhausted" while the "swashbuckling adventure yarns turned out extremely well by overseas studios have been gaining in popularity . . . and are in demand by television stations."

He cautioned that foreign-made features must be carefully re-dubbed, re-scored and edited before they are offered to U. S. TV stations. He noted that Four Star recently offered the "Spectacular Showcase" of 15 foreign features to TV and said the success of this package has led to the acquisition of similar films.

Carson to add Saturday show

NBC-TV will carry *The Tonight Show Starring Johnny Carson* six nights a week, starting Jan. 9, 1965, it was announced last week by Walter D. Scott, executive vice president in charge of

the television network. The program currently is presented Monday through Friday, 11:15 p.m.-1 a.m. and the Saturday show will be carried at the same time. The current shows are on about 185 stations.

The Saturday programs will be re-broadcasts of recent outstanding *Tonight* shows. Johnny Carson became host of the *Tonight* show on Oct. 1, 1962. The program reportedly has grossed more than \$15 million a year in billing over the past two years.

VPI opens Chicago production office

Entry of Video Pictures Inc. of New York and Hollywood into the Midwest television commercial and program production market at Chicago was announced last week by George Tompkins, president.

The new Midwest studio will specialize in video tape and will include a mobile facility now under construction. It also will handle film production through its East and West Coast studios.

Mr. Tompkins said a new firm, VPI of Illinois Inc., is being formed. He also announced the appointment of Fred Olsen, who resigned two months ago as president and minority stockholder of Ray-Eye Productions, as president of the new company.

VPI of Illinois has acquired the studios and physical assets of Ray-Eye at 1822 Ridge Avenue, Evanston, Ill. Phone: 273-3993. Ray-Eye suspended operation earlier and then resumed for a period before Mr. Olsen left the firm.

VPI of Illinois will have 48,000 square feet of space. The studio includes three Marconi cameras, two Ampex 1000-C video tape recorders plus special effects, dubbing and control facilities.

Program notes . . .

Media tie ■ KHOW Denver has arranged a news coverage affiliation with five weekly newspapers in the Denver metropolitan area, which have assigned their reporters to work with the KHOW news staff on the airing of local news, in effect making 13 reporters available to the station. The papers, with a combined circulation of 100,000, are: *Jefferson Herald*, *Adams County Dispatch*, *Adams County Almanac*, *Washington Park Press* and *Southwest Bulletin*.

Religious recordings ■ Goodway Records, New York, has been formed to develop a diversified line of religious-interest recordings that will be offered to religious broadcasters and other outlets. The company, a division of Good-

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.

American Steel Industry at dangerous disadvantage against politically subsidized foreign competition

The tonnage of imported steel into this country continues to grow, while steel exports fall precipitously. Effects on national employment and the national balance of payments are already alarming. In the last seven years, the steel industry's balance of trade has shifted drastically. From a net *export* position of three million tons, we have fallen to a net *import* of three million tons, a direct loss to the American Steel Industry of six million tons.

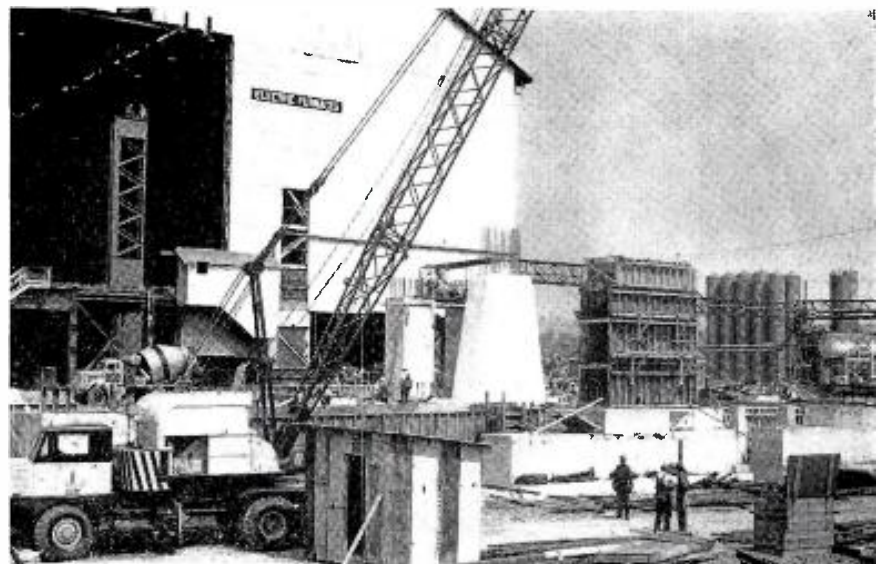
If a domestic steel company had produced these six million tons, its revenues would have approximated one billion dollars. This country lost, therefore, about \$360 million in wages; the Federal Government lost some \$80 million in taxes; plus the widespread multiplier effect which this money in circulation would have created.

Causes for this rapid deterioration in our world trade posture are: (1) U.S. fixed tariffs are among the lowest of all nations; (2) foreign countries add onto their import duties a variety of nontariff barriers in the form of taxes under many names; (3) foreign steel is sold in this country at lower prices than those in the country of its origin, commonly called "dumping."

Also, since World War II, foreign countries have built, with U. S. tax money, all new, modern mills, incorporating the most modern, cost-saving production techniques. In contrast, this country's steel plants not only carried the main burden of supplying steel for foreign countries during the war, but they also provided the bulk of steel required by most free nations during the long reconstruction period abroad.

Steel mills in the U. S. have

been continually modernizing, too. Republic Steel's current program has one phase alone costing \$400 million. What we now need is an opportunity to compete on an equitable basis. This is why leaders in the steel industry trust that current GATT conferences will be able to effect changes in laws and regulations so that American steel will receive equal treatment to compete in world markets, and thereby improve the situation endangering the nation's economic health.



INSTALLATION OF NEW BASIC OXYGEN FURNACES STRENGTHENS REPUBLIC'S COMPETITIVE POSITION

Latest evidence of Republic Steel's continuing modernization program to cut production costs and strengthen competitive capabilities is the installation of new furnaces for steelmaking by the basic oxygen process. Installation is now under way at three Republic plants—Cleveland and Warren, Ohio, and Gadsden, Alabama. For Republic, the basic oxygen process has the greatest proven cost-reduction possibilities of all present technical developments.



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way Printing Co., Philadelphia, has established headquarters at 157 West 57th Street, New York.

Winter gardening ■ More than 400 radio stations have accepted a series of 13 five-minute programs on fall and winter gardening information featuring Mary Healy and Peter Lind Hayes. The programs, *Gardening Without Tears*, available from Edward Gottlieb & Associates, 640 Fifth Avenue, New York.

Musical comedy ■ *Once Upon a Mattress*, a 90-minute musical comedy special starring Carol Burnett, will be rebroadcast by CBS-TV Nov. 14 (8:30-10 p.m. EST). It was originally presented June 3. The program will be sponsored by Thomas J. Lipton Inc., through Sullivan, Stauffer, Colwell & Bayles, New York.

Exclusivity ■ Under a long-term contract, Screen Gems will finance upcoming theatrical productions of Joseph

Editorial comment ■ A series of five editorials designed to encourage respect for law and order, produced and broadcast by KMPC Los Angeles, is being distributed to major radio stations, newspapers and government officials throughout the country by Golden West Broadcasters, licensee of KMPC. Golden West is distributing more than 1,000 sets of the series, produced and narrated by Russ Barnett, KMPC's director of programming.

More golf ■ Sports Network Inc. will televise the two closing rounds of the Sahara Invitational golf tournament from Las Vegas, Oct. 17 (5-6 p.m. EDT) and Oct. 18 (4-5 p.m. EDT).

Sneak preview ■ A special color presentation of *Allan Sherman's Funny Land*, projected as a possible half-hour series for NBC-TV's 1965-66 season, will be telecast in mid-January. United States Time Corp. (Timex watches),

(FM) Ann Arbor, Mich.

JFK Tribute ■ The half-hour film, "A Thousand Days—a Tribute to John F. Kennedy," produced by David L. Wolper Productions for use during the Democratic National Convention, has been made available to all TV stations. Wolper Television Sales, Hollywood, is handling the distribution, with all proceeds to go to the John F. Kennedy Library. The program has already been purchased by Metromedia for its six TV outlets.

Daytime switches ■ CBS-TV juggles its morning lineup starting today (Monday) when it moves *The McCoys* from 11-11:30 a.m. EDT to 11:30 a.m.-12 noon replacing *Pete and Gladys*. *Andy of Mayberry*, reruns of the *Andy Griffith Show* on CBS-TV Monday nights, will move into the 11-11:30 slot.

Singer signed ■ Carol Channing has been signed to a long-term contract by General Foods Corp., White Plains, N. Y., and its agency Young & Rubicam, New York. The actress is expected to star in a weekly TV series projected for the 1966-67 season and to star in several network specials before then, the first of which is planned for next spring.

More oaters ■ National Telefilm Associates Inc., Los Angeles, has acquired 92 western features from Link Industries and is putting them into immediate distribution. John Wayne stars in 15 of the pictures. Other stars include Tex Ritter, Buster Crabbe, Lash LaRue and Tim McCoy.

One more for the road ■ The Ford Motor Co. and J. Walter Thompson Co., Detroit, have negotiated an agreement with Screen Gems Inc. to produce a half-hour TV comedy series, *My Gidget*. The series, with Sally Field and Don Porter in leading roles would be produced by Harry Ackerman. The plot turns on the character Maggie Mahoney, a high school student.

Three in can ■ Bourne-Hill Productions, New York, has taped three of a projected 13-episode half-hour series, *Firing Line*, featuring editor-writer William Buckley Jr. in debate with various political figures. Bourne-Hill intends to make the series available for syndication to stations. The three taped episodes have featured Mr. Buckley, with Senator John O. Pastore (D-R. I.), Senator Joseph Clark (D-Pa.) and William Haddad, campaign manager for Robert F. Kennedy.

New series ■ A 13-week radio series of 15-minute programs, *Successful Living*, consisting of speeches of Dr. Kenneth McFarland, former Kansas educator, is being made available to stations through Edward M. Miller and Associates Inc., Grand Rapids, Mich.

Oct. 10 is sports day on NBC-TV

NBC-TV on Oct. 10 will telecast what it claims to be the most widespread one-day live sports coverage in the history of television.

The network will start in the early morning (at about 1 a.m.) by covering the opening ceremonies of the Tokyo Olympics, relaying them to this country by the Syncom III satellite. Programming of the Olympics could run as long as three hours. NBC-TV then plans to telecast a World Series game in the afternoon followed by the Texas-Oklahoma football game from Dallas.

NBC's sports coverage for the day will also include pre-game and post-game World Series shows, a tentative 30-minute sports program between the World Series and the football game, as well as pre- and post-game football shows. Some of this coverage will be live and some on tape.

In addition, the network's San Antonio, Tex., affiliate (WOAI-TV) will route the Syncom III transmission throughout Mexico via Telesistema in Mexico City.

NBC expects to resume its regular programming around 8 p.m.

Beinhorn and his Musical Theater for Children in exchange for the TV recording, and publishing rights to the productions. Screen Gems will also have first refusal rights on motion picture and Broadway productions of all Beinhorn projects.

Teaming up ■ Four Star Television, Robert Wagner and Sheldon Reynolds will jointly produce a half-hour criminal-adventure series. Mr. Wagner will star in the series to be written, produced and directed by Mr. Reynolds.

Battle epic ■ NBC News' TV special, *The Battle of the Bulge*, is scheduled for Dec. 15, (10-11 p.m. EST), marking the 20th anniversary of the battle. The story will be told through first person narratives of American, Allied and German soldiers and officers who fought in the battle. Original NBC Radio news tapes made during the battle will also be used to describe the action.

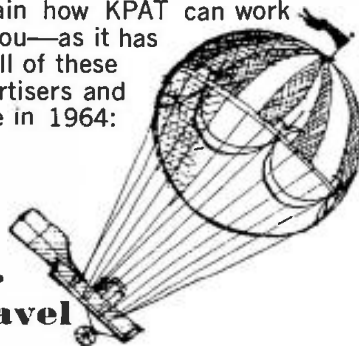
New York, through Warwick & Legler, that city, will be sole sponsor of the show.

Educational film service ■ Association Films, New York, has inaugurated a new film service, Association Instructional Materials. The new division is now distributing 63 films for use in high school and college chemistry courses. AIM has also concluded an agreement with the Westinghouse Broadcasting Co. for the distribution of two film series, *The Meaning of Communism* and *The Fair Adventure*, to schools and educational television stations.

Another look ■ National Educational Radio, newly formed radio division of National Educational Radio Network, has prepared *The News from Dallas*, a one-hour documentary on reports from Americans who were abroad on Nov. 22, 1963. It is being prepared for distribution to 135 NER stations by WUOM

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Ford
Jackson Goldie Ford
Lincoln/Mercury/Comet
Merit Lincoln/Mercury
Oakland Zone Chevrolet
Plymouth Dealers Association
Thunderbird
Val Strough Chevrolet
Varner-Ward Leasing Company
Volvo



Beverages

Burgermeister Beer
Campari Wines
Del Monte Beverages
Diet Pepsi
San Miguel Beer
Schweppes
Seven-Up
Tab



Entertainment

Harrah's Club
1964 International HiFi Show
Paramount Pictures



Financial

Cal-Mar Mortgage Co.
Guaranty Savings & Loan
Mechanic's Bank
Morris Plan
National Bank of Berkeley
Paine, Webber, Jackson & Curtis
Peninsula Savings and Loan Association
Schwabacher & Company



Armour & Co.
California Beef Council
Edy's Candies
Foremost Dairies
Interstate Bakeries
Kellogg's Corn Flakes
Langendorf Bakeries
Roman Meal Cereal



Hotels & Restaurants

Berkeley House
Black Sheep Restaurant
Forum Restaurant
Leamington Hotel
Mitch's Restaurant
Natchez Trace Restaurant
Riverside Hotel in Reno

Perfumes & Toiletries

Arpege
Command Hair Dressing
Monsieur Lanvin



Public Utilities

Pacific Gas & Electric Co.
Pacific Telephone
& Telegraph Co.



Real Estate

Brad-Rich Homes
Cove of Tiburon
Crystal Tower
D. M. Christensen/400 San Rafael
Duffel-Smoot Real Estate
Mid-Town Park Apartments
Park Viking Condominium
T. Larkin Woods
Van Buren Towers



Tobacco Products

The American Tobacco Co.
("Montclair")
P. Lorillard Company ("Kent",
"Newport")
R. J. Reynolds Tobacco Co. ("Camel",
"Salem", "Tempo", "Winston")

Miscellaneous

Boysen Paints
Canova Marble
Danish Furniture
Importers Inc.
Don Faber Yacht Sales
Downtown Oakland
Association
Fisher Electronics Inc.
General Electric
International Atlas
Service
Macy's
Mobilia of Denmark
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KCET(TV) gets grant

KCET(TV) Los Angeles ETV, which began regular programming on channel 28 last Monday (Sept. 28), got a fine debut present from the Ford Foundation—a grant of \$500,000 for the production of “quality programs not otherwise possible.” The grant makes \$250,000 available during the first year of KCET’s operation, \$150,000 the second year and \$100,000 the third year.

Dr. Lee A. DuBridge, chairman of the station’s board of directors, pointed out that the grant was made “with the expectation that our community itself will provide the basic dollars to pay salaries and operating expenses. This means we must apply ourselves even harder to securing \$1 million in tax-deductible contributions from business, industry and the general public to assure KCET’s sound operation for its first two years.”

The grant is the largest gift to KCET

to date. The Department of Health, Education and Welfare made a matching grant of \$476,790 to help buy equipment, and commercial broadcasters have contributed \$850,000 to Los Angeles’s first educational TV station (\$250,000 each from NBC, CBS and KTTV[TV] Los Angeles and \$100,000 from KCOP[TV] Los Angeles).

Radio series sales . . .

The Shadow (Charles Michelson): WBNS Columbus, Ohio and WGGA Gainesville, Ga.

The First Christmas (Woroner Productions): WRYT Pittsburgh; WBZE Wheeling, W. Va.; WMOA Marietta, WMPO Middleport-Pomeroy, and WATH Athens, all Ohio; WRVM Rochester, and WGVA Geneva, both New York; WTOG Savannah, Ga., and WAVY Portsmouth, Va.

July 4, 1776 (Woroner Productions):

WRYT Pittsburgh; WATH Athens and WMPO Middleport-Pomeroy, both Ohio; WFSR Bath and WRVM Rochester, both New York.

IATSE begins negotiations

Negotiations for a new contract for the International Alliance of Theatrical Stage Employees with the Association of Motion Picture and Television Producers start today (Oct. 5) at AMPTP headquarters in Hollywood. Each of the 22 IATSE locals will meet individually with the producers committee to work out problems of concern only to that particular type of worker. After these sessions are concluded, the producers will meet with a union delegation headed by Richard Walsh, IATSE national president, to negotiate a new over-all agreement covering the basic wages and working conditions for all IATSE locals. The current agreement expires Jan. 31, 1965.

THE MEDIA

NAB presidency: up for grabs

Anybody know a hot executive with political savvy, intelligence, integrity, energy and a liking for commercial broadcasting who’s looking for a job?

The committee that was appointed to find a new president for the National Association of Broadcasters sent out a cry for help last week. To the more than 3,000 members of the NAB the committee dispatched a letter soliciting recommendations of candidates.

Over the signature of Willard Schroeder, WOOD-AM-FM-TV Grand Rapids, Mich., chairman of the NAB boards and of the 10-man presidential selection committee, the letter was mailed last Thursday. Mr. Schroeder said he hoped it would produce results the selection committee could consider when it meets in Washington Thursday (Oct. 8).

So far the selection committee has settled only on broad criteria that are wanted in an NAB president. As described by Mr. Schroeder’s letter last week, the man to head the broadcasters’ association ought to be “an already proven executive, with a capacity for leadership and administration.” He must be sympathetic to commercial broadcasting and must have “adequate political talent to deal with government en-

titles and the diverse community of broadcasters who are NAB members.”

Additional qualities that are being sought, wrote Mr. Schroeder, are “high intelligence and judgment, credibility, imagination, integrity and courage, and energy and enthusiasm.”

Sounding Out ■ In the past month 24 men who have been considered, with varying degrees of seriousness, as candidates for the NAB presidency have been talked to by members of the selection committee. Nine others have been suggested but not yet approached. Some of the 24 are known to have rejected the advances.

Mr. Schroeder has refused to identify any of those who have been under consideration. “It would be unfair to them and to us,” he explained. “The final selection may be one of them or someone who is not on the list at all.”

In his letter seeking recommendations from NAB members, Mr. Schroeder said that the committee had fewer candidates than it thought it should have.

The deficiency in names now before the committee was what prompted him to seek the “active assistance” of the membership, he wrote.

The contacts made so far have been tentative, said Mr. Schroeder. No individual member of the selection committee or of the NAB has the authority to offer the presidency to anyone. The selection committee is empowered to make recommendations to the joint NAB radio and TV boards which alone have the authority to hire a president.

The NAB presidency has been vacant since Aug. 1, when LeRoy Collins left to become director of the Community Relations Service that was set up under the Civil Rights Act. As NAB president Mr. Collins was paid \$75,000 a year plus expenses.

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

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Euclid Ave., (216) CH 1-3450; CHICAGO, ILL.: Merchandise Mart, (312) 467-5900;
DALLAS 7, TEXAS: 7901 Carpenter Freeway, (214) ME 1-3050; KANSAS CITY 14, MO.:
7711 State Line, (816) EM 1-6462; HOLLYWOOD, CALIFORNIA: 6363 Sunset Boulevard,
(213) 461-9171; SAN FRANCISCO 2, CALIFORNIA: 420 Taylor St., (415) PR 5-5135-6-7.

Broadcasters dunned for anti-pay campaign

The bite comes from Don Belding, who's fronting drive to vote Weaver's STV out of business

Broadcasters throughout the country have been asked to contribute money to the campaign to outlaw subscription television in California.

The solicitation has been made in a letter signed by Don Belding as California state chairman of the Citizens Committee for Free TV and as "consultant—Foote, Cone & Belding." Foote, Cone & Belding is the agency for some of television's biggest advertising customers. Mr. Belding, a co-founder of the agency, retired from active direction of its western operations several years ago.

In his letter to broadcasters Mr. Belding says that Subscription Television Inc., which has begun wired pay-TV operations in Los Angeles and San Francisco, has earmarked \$1 million to defeat Proposition 15 on the California ballot Nov. 3. The proposition, if approved by a majority of voters, would make all forms of pay TV illegal in the state.

To the broadcasters Mr. Belding wrote: "If pay television is defeated here, it will give notice to the Federal Communications Commission, to Congress and to potential investors that the public is on the side of free television and is opposed to pay television."

The letter quotes the prices of buying television, radio and newspaper advertising to advance the anti-pay-TV view and says that "something near" the \$1 million that STV intends to spend on pro-pay-TV campaigning is needed "if we are to get our message to the voters."

Results? ■ The extent of broadcaster response to Mr. Belding's appeal could not be learned. So far only fragmentary reports of political spending by the several California groups that are supporting Proposition 15 have been made available.

The California law calls for organizations conducting political campaigns to make periodic reports on their finances, listing the amount and source of all donations to the campaign and itemizing expenditures. The first report of the Northern California Crusade for Free TV (which collected signatures to petitions that put Proposition 15 on the ballot) shows total donations of \$134,-

872.57 and total disbursements of \$89,-096.95, as of Sept. 19.

Similar reports from the Southern California Crusade and the Citizens Committees for Free TV in both parts of the state have reportedly been filed, but they have not yet been made public by the secretary of state through the county clerks of Los Angeles and San Francisco, who late last week were



Mr. Belding (left) and Mr. Harris

expecting them at any time.

All of the reported contributions came from organizations and individuals connected with the motion picture business. Those over \$10,000 were: United California Theaters—\$30,650.36; National Theaters & Television Inc.—\$20,906.46; Joint Committee on Toll TV—\$22,263.04. The joint committee, with headquarters in New York, was formed some years ago by Theater Owners of America to fight pay TV throughout the country.

The major expenditures of the Northern California Crusade were: \$44,000 to Robinson & Co., which handled the collection of signatures on the petitions; \$14,320.62 to Broad, Busterud & Khourie, San Francisco law firm; \$13,-

108.92 to Graham Kislingbury, San Francisco public relations organization.

Broken Ranks ■ Not all broadcasters are in sympathy with the principle of outlawing pay TV by public vote.

Last Thursday KNX Los Angeles, which is owned by CBS, broadcast an editorial urging voters to defeat Proposition 15 and let STV have its chance in the market place.

STV also picked up support in other influential quarters.

The *San Francisco Chronicle*, which had been critical of STV at the time it was preparing to start operations in that city, published an editorial urging voters to vote "no" on Proposition 15. Noting that this proposition "would, in effect, legislate out of business a private enterprise," the *Chronicle* stated: "Regardless of the merit or lack of merit of subscription television, we cannot sanction the use of improper legislation as a weapon to stifle free competition."

The board of directors of the California Manufacturers Association also announced its opposition to Proposition 15.

Subscription Television Inc. claimed "another moral victory" Thursday when Judge William C. Mathes, chief U. S. district judge for the southern district of California, refused to reconsider his Sept. 21 ruling denying the motion of defendants of STV's \$117 million damage suit to dismiss the amended complaint (BROADCASTING, Sept. 28). Specifically, Judge Mathes denied motions by the five motion picture theater organizations, 12 theater chains and three individuals for reconsideration of his earlier ruling.

Bell says FCC curbs lessens initiative

Howard H. Bell, code authority director of the National Association of Broadcasters, last week told a luncheon meeting of the Federal Communications Bar Association that "every time the FCC imposes a standard of conduct on the broadcaster it tends to dampen that spirit of individual initiative and competition. And if it imposes too many requirements and restrictions on the freedom of the licensee that spirit may be destroyed altogether. And we know, too, that the spirit can suffer from erosion—by the implied threats of a lifted eyebrow."

In defending the NAB codes as voluntary expressions of self-regulation, Mr. Bell was condemning the FCC's aborted attempt to adopt code commercial time standards. Besides lawyers, his audience included members of the NAB radio code board, which had just ended a

meeting in Washington (see page 37), and FCC Chairman E. William Henry and Commissioner Rosel H. Hyde.

Mr. Bell quoted the FCC as saying, after scuttling the time-standards rule-making, that in the future it would give "closer attention" on a case-by-case basis to commercial time. "Does the commission already have a standard they have not announced?" Mr. Bell asked. "Clearly, the implied threat is there, and with it that process of erosion." He said the FCC "should concede that the government has no business considering this subject at all."

The code authority director said the FCC attempt to turn the codes into government rules caused a temporary hiatus in broadcaster support of the codes. "There was no incentive to raise standards and strengthen the industry's own self-regulatory machinery if the government was going to assume this role," Mr. Bell asserted. Although one reason advanced by the FCC for converting the codes to rules was that code support was low, Mr. Bell said, this was primarily because of a poor job of communication with stations. The code authority has polished its communications, he said, and radio code support in particular has been growing encouragingly—it is now almost 42% of all radio outlets and the NAB's "immediate goal of 50% no longer seems illusory."

Codes Defended ■ Although it is true that the FCC wanted to adopt the rules, they were not a trap for broadcasters, he said. Without "any program of self-regulation," Mr. Bell said, "the best argument for government to stay out" would have been lost.

Mr. Bell said that "what evolves through the codes is a consensus judgment of what is a reasonable course of conduct. . . . Further, the standards adopted are not rigid and inflexible as government rules must be of necessity." He summed up the NAB's attitude by saying "the code is the broadcaster and those who argue otherwise do an injustice to the whole process of self-regulation as opposed to government interference."

Backing his position that the codes are much more than a "printed document or a plaque to hang on the wall," Mr. Bell said that in the NAB's last fiscal year the code's monitoring in television covered 52,000 hours and an additional 800 hours of qualitative monitoring of program content. In radio, he said, more than 67,000 hours were monitored during the same time.

Citing more stringent code rules adopted during 1964—particularly on piggybacks and cigarette advertising—Mr. Bell said "the fact that our enforcement is getting tougher is an indication of the desire of the broadcaster to back up a meaningful program in his interests and those of the public."

Who'd suffer most from pay television?

Jack Harris says the viewers, not broadcasters, would be hurt; STV's Weaver disagrees in Hollywood debate

Pay TV offers a real danger to free television, but it is the viewers, not the broadcasters, who will be hurt, Jack Harris, vice president and general manager of KPRC-AM-TV Houston, said Tuesday (Sept. 29) in Los Angeles.

Once three million homes are equipped to receive programs from a subscription television service, the operators of this service could then outbid an advertiser for the rights to a sporting event, or any other program feature now presented to viewers without charge by the American system of television, Mr. Harris declared.

"I believe three million pay TV customers could siphon off from the free screen a great deal of today's fine entertainment," he said. "Thus 5% of the public could disenfranchise the other 95% who either cannot afford pay TV or live in areas where it is not available."

Using the World Series as an example, Mr. Harris commented that with regular season ball games priced at \$1.50 on the pay-TV service in Los Angeles and San Francisco, it would be reasonable to assume that this price would be doubled for the series. If there were three million subscribers and half of them watched the series, "that would mean \$4.5 million dollars a game, more than Gillette pays for the entire series. So, more than 50 million homes would be blacked out from an annual event that has become as traditional as Thanksgiving or New Year's Day," he stated.

The Public's View ■ But when that happens, when the "TV freeway becomes a toll road," the viewing public, "accustomed to the best television in the world brought them by the American system of broadcasting," won't let it happen without a protest. "I suspect our men in Washington will begin to hear from their constituents as they have never heard before," Mr. Harris declared. "I believe there will be such a tidal wave of protest as to make last year's March on Washington appear as nothing more than a ripple on a calm day."

But to the TV broadcasters pay television is no threat at all, Mr. Harris told the Hollywood chapter of the National Academy of Television Arts and

Sciences. There, as chairman of the NAB Freedom of Information Committee, he was representing the American system of TV broadcasting in a debate with Sylvester L. (Pat) Weaver, president of Subscription Television Inc., which inaugurated cable pay-TV program service in Los Angeles and San Francisco during the summer.

"While pay TV is getting its three million subscribers, we'll be adding at least that many families to our audience and the subscribers to pay TV will still be spending most of their viewing hours with us. Pay TV won't cut into our audience and it won't cut into our revenue," the Texas broadcaster declared.

"I'm not here for any selfish reason, to protect my own interests or those of the television station operators, because pay TV isn't going to hurt us. I'm here as a public service, to speak on behalf of the more than 52 million American families who now depend on television as their principal source of entertainment, news and information."

Not Stupid ■ When Mr. Weaver denied that pay TV would "be stupid enough to siphon off programs now on free TV because nobody will pay to see what he's been watching for free," Mr. Harris said he did not believe that other pay-TV operators would accept Mr. Weaver's philosophy.

"They will be investing heavily in their pay TV systems," he said, "and they'll want to get their money back and they'll go after the entertainment that is most popular on free TV. Not only sporting events, but other programs. I predict that Ed Sullivan and *The Hollywood Palace* will have a hard time getting top performers once pay TV gets going. Entertainment will go where the dollars are."

Mr. Weaver agreed that pay TV would compete for top talent along with theaters, motion pictures, night clubs and the broadcast media, but he insisted that pay TV's great strength lies in its ability to do the kind of programing that would be impossible for commercial TV stations and networks.

"There'll never be a first-run movie on a TV network," he declared, "because that would destroy the box office in one night and no advertiser could

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afford to pay what the producer would have to charge for the picture."

The Sports Scene ■ In sports, the story is much the same, Mr. Weaver said. Many major league baseball teams have left cities where telecasting of home games was leaving them with empty ball parks and have moved to new cities, where they are not allowing their home games to be televised. The ideal formula is that developed by professional football, he said, where the out-of-town games are put on free TV to whet interest in attending the games when the team plays at home. Pay TV can carry the at-home games without hurting the club's revenue, Mr. Weaver noted.

But the most important part of pay-TV's service, the STV president stated, is its ability to serve minority audiences, special-interest groups too small to interest the commercial sponsor who must have a mass audience. The noncompetitive multiple-channel service makes special interest programming not only possible, but profitable for the pay-TV operator, he asserted, where it could never be either for commercial television broadcasters.

Many UHF's in areas served by CATV's

Video Service Co., in response to a petition to deny the company's applications for microwave relay facilities for a community antenna television system in Fostoria and Findlay, both Ohio, last week told the FCC that one out of six presently operating UHF-TV stations came on the air in communities already served by CATV.

The microwave applicant, a subsidiary of Cox Broadcasting Co., which owns 50% of the Findlay-Fostoria CATV, said 22 of the 92 UHF outlets now on the air face competition from CATV's, and that 14 of the 22 UHF's began operation after the CATV service was functioning. Video Service also pointed out that of the 107 UHF stations that have gone dark over the last 12 years, only 10 were in towns served by a CATV system.

Video Service made its filing in answer to a charge by D. H. Overmyer. Mr. Overmyer is applicant for a new TV on channel 79 in Toledo, Ohio. He claims that the proposed CATV system for Findlay and Fostoria would be adverse to the development of UHF service in that area. Mr. Overmyer told the commission that his proposed station would service Findlay and Fostoria with a grade B signal. The channel 79 applicant said if a CATV brings, as proposed, the NBC programming of WLWT (TV) Cincinnati he "might well find it

impossible to obtain and retain an NBC affiliation." (BROADCASTING, Aug. 3).

Notwithstanding a change in Cox's plans for the CATV, dropping all stations except WGN-TV Chicago, Video Service told the commission that Findlay and Fostoria represent only 2% of the 2.2 million residents of channel 79's projected service area. A network affiliation could hardly hinge, Video Service added, on NBC-TV programming being microwaved to the 2%.

Video Service said that when channel 79 goes on the air the CATV will carry its signal, actually increasing its service area. The microwave applicant said its own engineering study indicated the Overmyer proposal would not put a receivable signal over Findlay and would "just barely" reach Fostoria.

Marquette center to study the media

With radio-TV as one of its focal points, a Center for the Study of the American Press has been established by Marquette University, Milwaukee. Purpose of the project will be an evaluation of the news and editorial performance of American newspapers, magazines, radio and television stations.

Donald McDonald, dean of the university's College of Journalism, will direct the center. "This will be a fact-finding, not a fault-finding research program," he commented. "If some of the facts we find happen to be faults, we will not shrink, of course, from reporting them. By the same token, when we find examples of superior journalistic performance, we will report them. . . ."

The center will be staffed by 10 members of the journalism faculty, nine consultants from other Marquette departments, three professional consultants and three graduate research assistants. No professional broadcasters are listed among the consultants, although one, Irwin Maier, president and publisher of *The Milwaukee Journal*, is connected with the licensee of WTMJ-AM-FM-TV Milwaukee.

An initial five-year projection calls for examination of news media performance in the areas of science, government, education, interracial relations, religious groups, health and medicine, urban affairs, economics, the arts and international relations. Ethical standards of the press and its persuasive function will also be subjects of the study.

Dean McDonald announced plans for annual publication and distribution of the results to "practicing journalists . . . as well as other individuals and groups who are interested in the media of mass communications. . . ."

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NBC, WBC start rewinding

Applications filed to return Cleveland, Philadelphia outlets to original owners; compliance date now Nov. 30

NBC and the Westinghouse Broadcasting Co. last week began unscrambling the trade of broadcasting properties they entered into nine years ago.

The two companies on Monday (Sept. 28) filed applications with the FCC providing for the exchange of NBC's WRCV-AM-TV Philadelphia for WBC's KYW-AM-FM-TV Cleveland.

The action is the outgrowth of actions by the Justice Department and the FCC, both of which held that the network coerced WBC into making the original swap in 1955.

An antitrust suit brought by Justice as a result of that trade led in 1959 to a court-entered consent decree, under which NBC agreed to dispose of its Philadelphia properties.

The deadline for complying with the decree has been postponed three times—most recently last week, when a federal court in Philadelphia moved the date back to Nov. 30. It had been Sept. 30, but was extended at the request of both the network and the Justice Department.

NBC Wanted Boston ■ NBC had proposed complying with the court order by trading its Philadelphia properties for RKO General Inc. stations in Boston, WNAC-AM-TV and WRKO-FM.

But the FCC on July 30 held that such a move would enable the network to profit from its "misconduct." And, in effect, it ordered the Cleveland-Philadelphia swapback by making renewal of the network's stations in Philadelphia conditional on such a trade (BROADCASTING, Aug. 3).

The trade will be even, in accordance with a requirement laid down by the commission, with WBC keeping a \$3

million payment the network made to sweeten the 1955 agreement. The commission order also prohibits negotiations for repayment to WBC of profits NBC earned in the more lucrative Philadelphia market.

However, the NBC-WBC agreement provides for some "adjustments," including a \$150,000 payment to WBC by NBC. This is said to represent the excess of net additions WBC made to the Cleveland plant over those NBC made to the Philadelphia properties since 1956.

Other adjustments, including the amount each owes the other for payments made for feature films, will be computed on the closing date. This will be within 15 days of the date on which the commission order directing the swapback becomes final.

Before the order can become final, the commission must act on petitions for reconsideration of the July 30 order which were filed by RKO and Philco Broadcasting Co. Philco had sought to supplant NBC on Philadelphia channel 3.

NBC Withdraws Petition ■ NBC had also sought reconsideration, but it withdrew that petition last week as a preliminary to filing its application for a trade with WBC. The network at the same time filed a notification that it didn't intend to further prosecute its application for a trade with RKO.

The commission, which adopted the order by 5-0 vote, is virtually certain to reject the petitions for reconsideration. Philco and RKO can appeal the commission's decision to the courts. But unless either party requests and is granted a stay by a court, the commission would be free to approve the

Cleveland-Philadelphia exchange.

TV viewers in the two cities are not likely to notice much change in programming on channel 3, insofar as network shows are concerned. KYW-TV has been affiliated with NBC, and the trade agreement provides for a network affiliation for WBC in Philadelphia.

However, the swap will cost NBC an outlet for network radio in Philadelphia. WBC radio stations dropped their network affiliations—four of them with NBC—seven years ago, and there was no indication in the agreement that WBC intends to affiliate with NBC Radio in Philadelphia.

The trade—if it is consummated—will mean the return to Philadelphia of not only WBC but the KYW call letters. WBC introduced that designation to Philadelphia when it began broadcasting there in 1935, and the company has asked the commission to change WRCV-AM-TV to KYW-AM-TV. NBC has not indicated what call letters it intends to use in Cleveland where it had WTAM and WNBK(TV) before the original exchange.

D.C. lawyers get CP's for 3 TV's

Construction permits for new UHF TV stations in Miami, St. Louis and San Jose, Calif., have been granted by the FCC to a group principally headed by Vincent B. Welch and Edward P. Morgan of the Washington communications law firm of Welch, Mott & Morgan (BROADCASTING, Sept. 14).

The commission voted 5-2 in favor of the grants. Dissenting were Chairman E. William Henry and Commissioner Kenneth A. Cox because of insufficient information by the applicants on their commercial policies.

Principals of the three corporations, who also have applications pending for TV stations in Minneapolis; Columbus, Ohio, and Henderson, Nev., are Messrs. Welch and Morgan, each holding 27.5%; Esterly C. Page, with 20% of the Miami and San Jose stations; Lawrence J. Henderson Jr. and James L. McIlvaine who each have 12.5% of the Miami and San Jose facilities and 22.5% of the St. Louis station.

The Miami facility, on channel 33, is authorized to Gateway Television Corp.; the San Jose station on channel 48 and the St. Louis facility on channel 30 are authorized to Urban Television Corp. and Globe Television Corp., respectively.

According to Mr. Morgan, the three stations are expected to be on the air by June 1, 1965.



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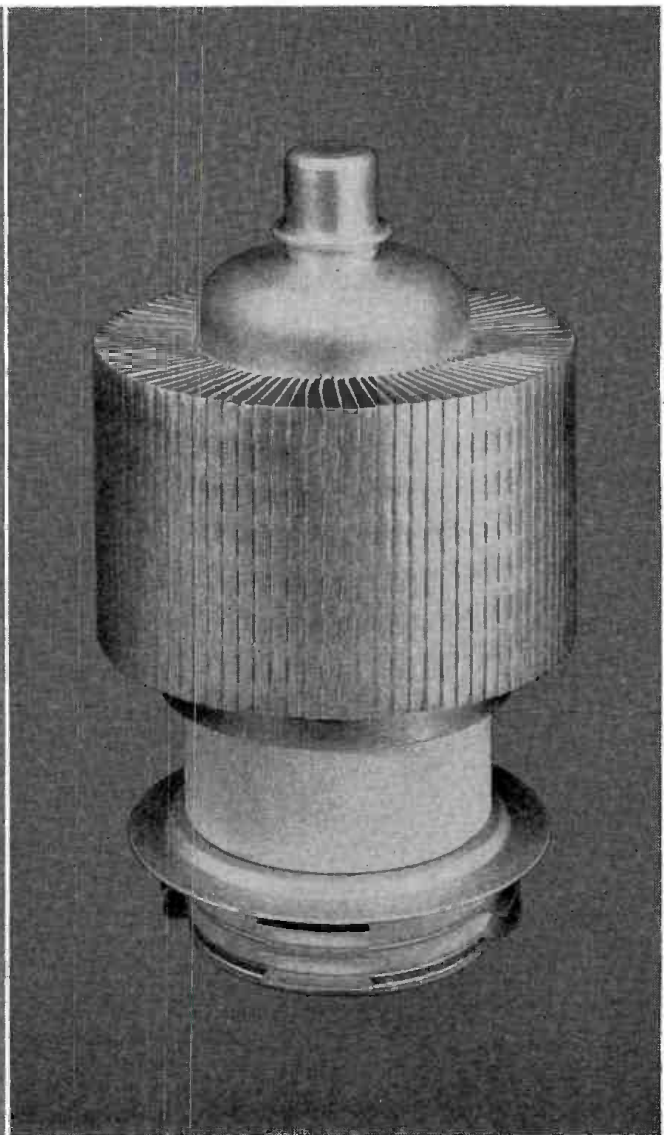
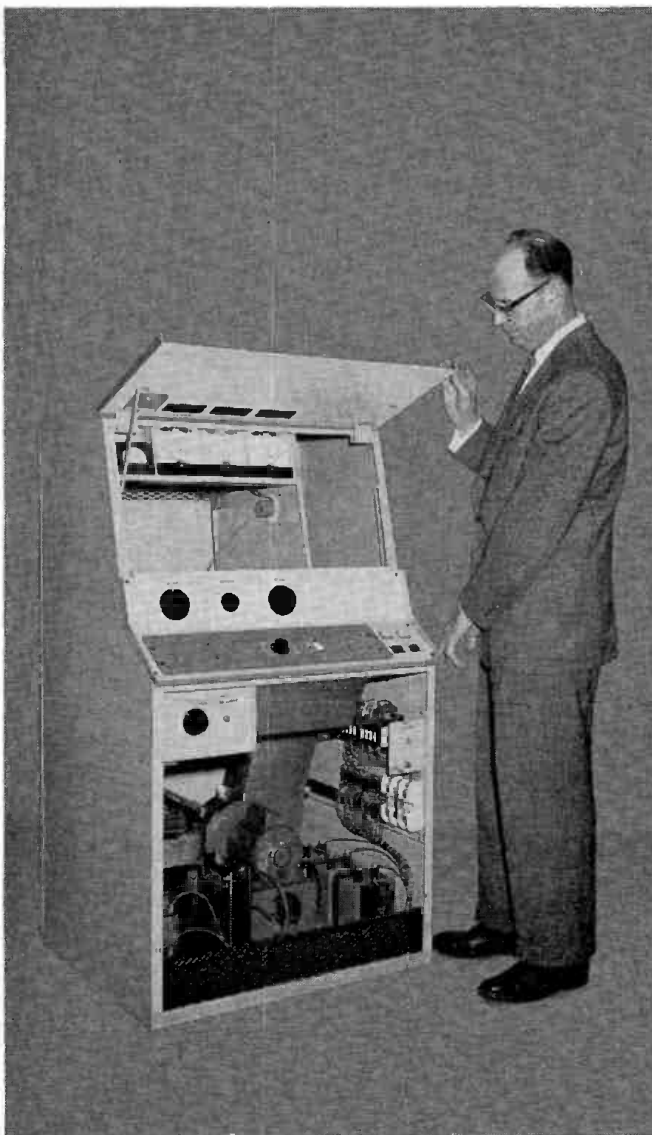
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Renewals deferred over CATV ownership

FCC takes prolonged look at renewal applications of TV stations owning CATV systems in same city

The FCC is taking a long, hard look at license-renewal applications of television stations whose owners have interests, real or potential, in community antenna television systems in the same communities.

This became apparent last week when the commission deferred the renewal applications of two Ohio stations whose owners are interested in CATV's in the communities served by the stations.

The licensees — Cox Broadcasting Corp. and Northwestern Ohio Broadcasting Corp.—reportedly will be asked, in effect, to justify ownership of both CATV and television stations in the same community.

The commission last week, in addition, attached a condition to the license renewals it granted three Ohio stations owned by Crosley Broadcasting Corp., which is connected with CATV's outside that state.

The applications deferred were those for WHIO-TV Dayton, owned by Cox, and WIMA-TV Lima, owned by Northwestern. Cox has applied for a CATV franchise in Dayton. And, with Northwestern, it owns a franchise for Lima. The system is not yet operating.

The decision to defer the renewals is in accordance with previous expressions of concern by the FCC in connection with cross-ownership of CATV's and TV stations in the same community.

The commission last January held an oral argument before approving the sale of the only TV station in Clarksburg, W. Va., WBOY-TV, to the owner of the CATV system there, Northern West Virginia Television Broadcasting Co. (BROADCASTING, Jan. 13).

Following its approval of that sale, the commission issued a notice of inquiry soliciting comments and information on the question of cross-ownership of CATV and television stations (BROADCASTING, April 20).

The commission also indicated, in announcing approval of the Clarksburg sale, that pending conclusion of the notice of inquiry proceeding, it would scrutinize carefully all applications involving common ownership (BROADCASTING, March 16).

The principal question concerning the FCC in the Clarksburg case was

whether Northern West Virginia would subordinate the interests of the television station, which relies on the sale of advertising time, to those of the cable operation, which has a stable income provided by subscribers.

The commission, presumably, will ask Cox and Northwestern whether they are prepared to offer assurances that their television stations would be protected from any adverse impact from a commonly owned CATV system.

The condition imposed on the renewals granted the Crosley stations—WLWT (TV) Cincinnati, WLWD (TV) Dayton, and WLWC (TV) Columbus—relates to the notice of inquiry. The commission said the renewals were "without prejudice" to the action it might take as a result of that inquiry.

Crosley is a subsidiary of Avco Inc., which has joined with Meredith Publishing Co. to build and buy CATV systems. The new company, called Meredith-Avco Inc., now owns or holds franchises for 17 CATV systems in six states.

Commission officials indicated that the procedures followed in the cases of Cox, Northwestern and Crosley will be followed in all license-renewal proceedings involving licensees having CATV interests.

Although the groundwork for the procedure followed by the commission last week was laid months ago—in the Clarksburg case and the notice of inquiry—the agency has only recently acquired the information on which to act.

The data was provided by licensees in their responses to a questionnaire on CATV ownership that the commission issued in August (BROADCASTING, Aug. 24).

Forest fire levels KGUD Santa Barbara

Fires hit California late last month, bringing damage and destruction to the vineyard country north of San Francisco and Santa Ynez mountains area surrounding Santa Barbara. Hardest hit of broadcast operations was KGUD-AM-FM Santa Barbara, whose transmitting

facilities were completely destroyed. State officials refused to even estimate the dollar loss, but said that the AM and FM transmitters, microwave facilities, studio equipment and test apparatus were virtually disintegrated. A small generator building, the broadcast towers and the charred walls of the studio building are all that remain standing.

Joe Benes, general manager, said that Sherrill Corwin, president of Metropolitan Theaters, licensee of the KUDL stations, is determined to rebuild as rapidly as possible, but that the imminent rainy season might disrupt these plans. The station location, on national forest land, is accessible from Gibraltar Road, three miles beyond the Santa Barbara city limits, but heavy rains could make the normally hazardous road impassable for extended periods.

Baseball's status is now in question

A quiet investigation of the CBS-Yankees deal being conducted by the staff of the Senate Antitrust and Monopoly Subcommittee isn't to determine whether any laws have been violated.

The subcommittee is concerned whether there should be any antitrust laws to prevent such a transaction.

And it's also looking into the deal because enough senators and congressmen think it proves baseball is "big business" to hold up Senate action on an omnibus antitrust exemption bill that was pending when the CBS purchase of 80% of the Yankees for \$11.2 million was announced (BROADCASTING, Aug. 17).

Subcommittee sources said last week that until the CBS-Yankee deal is cleared up chances are very bad for passage of the sports bill, S. 2391, and in any case, nothing is likely to happen to it until next year. Other sources say prospects for the bill were dim anyway, partly because some legislators objected to the rumored plans of some teams to move to new cities in search of economic gain.

If any laws have been violated, a subcommittee spokesman said, it's the Justice Department's job to find out. But even if none have, he continued, some of the subcommittee members wonder whether new legislation may be needed to prevent future actions like this. He said the staff is examining the whole question to try to resolve these doubts.

CBS maintains that its purchase of the Yankees doesn't violate any antitrust laws and doesn't make baseball "big business." Furthermore, it said, the deal doesn't give CBS a privileged position in

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° Source: ARB Market Coverage Information.

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baseball-broadcasting negotiations.

Subcommittee staff have interviewed some of the principals involved in the transaction and a number of people in sports who aren't. The staff will report its findings to Senator Philip A. Hart (D-Mich.), chairman.

The bill that has been held since the transaction was announced has been floating around in various forms for several years. It would give professional baseball, as well as football, hockey and basketball, exemptions from the antitrust laws for certain aspects of their activities that are peculiar to professional sports, especially in the area of player relations.

The bill also would make these sports subject to the antitrust laws in all other areas and would serve to clear up what has been a vague area in the law. Organized baseball enjoys a tacit exemption from the antitrust laws, having been considered "the national pastime," not business.

New home for Denver stations

KDEN, KMET(FM) Denver is expanding into a new, \$100,000 building. The enlarged facilities of 5,500 square feet, contains seven studios, executive, administrative and sales offices. KDEN is 1 kw day, 250 w night, on 1340 kc. KMET broadcasts on 99.5 mc, 30 kw.

Norfolk media group buys Greensboro TV

The application for the sale of the Greensboro News Co., Greensboro, N. C., which owns WFMV-TV, two newspapers and an engraving plant, to Norfolk-Portsmouth Newspapers Inc., was filed last week with the FCC. Purchase price would be \$17,164,875.

Though not specified in the filing, it is believed that the TV property consideration is in the \$7.5-\$10 million neighborhood (BROADCASTING, Sept. 7).

Greensboro News publishes the morning *Daily News*, with 92,000 circulation, and the evening *Record* with 33,000 circulation. WFMV-TV, a CBS affiliate on channel 2, covers Greensboro-High Point-Winston-Salem.

The selling company is principally owned by the family of the late Edwin B. Jeffress (Carl O. Jeffress, president; Edwin B. Jeffress Jr., Sara J. Jolly, Rebecca J. Barney and Mary L. Jeffress McLean, all 11.4% each). Other stockholders are Jefferson Standard Life Insurance Co. (19.95%), which owns WBT and WBTW(TV) Charlotte, N. C., and WBTW(TV) Florence, S. C.; Margaret A. Godbey (19.95%) and attorney Beverly C. Moore (2.65%).

Norfolk-Portsmouth Newspapers, a

subsidiary of The Ledger-Dispatch Corp., owns WTAR Radio-TV Corp., licensee of WTAR-AM-FM-TV Norfolk, Va., and community antenna systems in Beckley and Princeton, both West Virginia, and Roanoke Rapids, N. C. Also, it publishes the morning *Virginian-Pilot* and the afternoon *Star-Ledger*.

Under the sales proposal, Greensboro News would transfer 7,545 shares of no-par value common stock to Norfolk-Portsmouth Newspapers for \$2,275 per share.

Frank Batten is publisher of Norfolk-Portsmouth, while Robert M. Lambe is president and director of WTAR Radio-TV Corp., licensee of the stations.

Changing hands

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

■ WONE-AM-FM Dayton, Ohio: Sold by Brush-Moore Newspapers to S. Bernard Berk and family for \$1.5 million. Mr. Berk is president and, with his son, Roger G. Berk, principal owner of WAKR-AM-FM Akron, Ohio. Brush-Moore also owns WHBC-AM-FM Canton, Ohio, where it publishes the *Canton Repository*. It also publishes other newspapers in Ohio and other states. WONE, founded in 1949, operates fulltime on 980 kc with 5 kw. WONE-FM, established in 1959, operates on 104.7 mc with 14.5 kw.

■ KDON Salinas, Calif.: Sold by John B. Rushmer and associates to Sheldon F. Sackett for \$237,500. Mr. Sackett, publisher of the *Coos Bay (Ore.) World*, is the licensee of KOOS in that city and is the former owner of KVAN (now KISN) Vancouver, Wash.-Portland, Ore., and of KROW (now KABL Oakland-San Francisco). He also has interests in a cable system serving Twin Falls, Idaho, and in the Olympic Press, Oakland. KDON operates fulltime on 1460 kc with 5 kw; it was founded in 1935. Broker: Blackburn & Co.

■ WQDY Calais, Maine: Sold by John H. Vondell Jr. to (Buffalo) Bob Smith for \$110,000. Mr. Smith, of Howdy Doody fame, has a summer residence in Maine and a camp in the Calais area. WQDY is fulltime on 1230 kc with 1 kw day and 250 w night. Broker: Hamilton-Landis & Associates.

■ KGST Jackson, Wyo.: Sold by Gene Shumate to Max Lindberg, Jack Schroeder and Jules Lytton for \$40,000. KGST is fulltime on 1340 kc with 250 w. Broker: Hamilton-Landis & Associates.

APPROVED ■ *The following transfers of station interests were among those approved by the FCC last week (FOR THE RECORD, page 85).*

■ WYOU Tampa, Fla.: Sold by John M.

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McLendon to W. W. Giles and Salvador Gianquinto for \$183,000. Other McLendon Ebony Stations are WOKJ Jackson, Miss., and WENN Birmingham, Ala. WYOU is a daytimer on 1550 kc with 10 kw.

▪ KUKI Ukiah, Calif.: Sold by Marguerite E. Sims to Daniel S. Gubberly for \$175,000 and agreement not to compete. KUKI operates fulltime on 1400 kc with 1 kw day and 250 w night.

▪ KWEL Midland, Tex.: Sold by George Harrell Vaught to Winston Joe and Helen B. Deane for \$117,000 plus \$12,500 for agreement not to compete. Mr. Deane owns KOTN-AM-FM Pine Bluff, Ark. KWEL is a 1 kw daytimer on 1600 kc.

Station sale doesn't affect \$1,000 fine

The FCC ordered Forrest G. Conley, former owner of KTOW Sand Springs, Okla., last week to pay a fine of \$1,000 for failure to have a licensed full-time, first class operator at KTOW during a three-month period in 1963.

The commission notified Mr. Conley of his penalty in a July 22 notice of apparent liability. Six days later, the FCC granted assignment of KTOW's license to Big Chief Broadcasting Company of Tulsa Inc.

In the order the FCC stated that Mr. Conley's response "advanced no valid reasons to warrant reduction" of the fine. Mr. Conley had said he thought employment of a first-class operator on a parttime basis was permitted under the commission's revised rules.

The commission staff said that the fact Mr. Conley is no longer the station's owner does not prohibit the FCC from imposing the fine.

Media reports . . .

Acquisition ▪ John F. Hurlbut and his wife, majority owners and operators of WVMC Mount Carmel, Ill., have purchased the *Oblong* (Ill.) *Oracle*, a weekly newspaper founded in 1874, effective Oct. 1. They acquired WVMC in 1961 and purchased the *Mount Carmel Daily Republican-Register* in 1963.

Denver outlet ▪ KTLN Denver announced last week its affiliation with Intermountain Network Inc. KTLN, owned by Radio Denver Inc., will become the Denver affiliate of IMN. The Denver Broncos football games and other features broadcast by KTLN will be fed to IMN affiliates and news coverage will be fed from KTLN to the network.

New affiliate ▪ WOND Pleasantville, N. J., affiliated with ABC Radio last Monday (Sept. 28). The station, for-

TV's social importance

Television, "... in its brief history . . ." NBC Board Chairman Robert W. Sarnoff believes, "... has already done as much as any other single force to bring to the consciousness of the total public a range of social problems extending from those as ancient as racial prejudice to those as modern as juvenile delinquency."

Mr. Sarnoff addressed his observations on television's sociological importance at the "kickoff" dinner for the United Givers Fund held at the International Inn, Washington, last Thursday (Oct. 1). The speech was entitled "A New Renaissance of Creativity in the Arts and Sciences" that, according to Mr. Sarnoff, is symbolized by television and the computer.

merly independent, operates with 1 kw day and 250 w night on 1400 kc and is owned by South Jersey Radio Inc. WOND is affiliated with WMGM(FM) Atlantic City.

WMCA agency ▪ Van Brunt & Co., Advertising Marketing Inc., New York, has been named to handle advertising and promotion for WMCA New York and its parent organization, the Straus Broadcasting Group. Edwin Van Brunt, executive vice president of agency, is account supervisor.

High school seminar ▪ Some 125 students have signed up for the annual fall meeting of the West Virginia High School Broadcasters Association, the WVBA announced last week. The seminar will be held Oct. 10 at Morris Harvey College, Charleston. Harry Brawley, WCHS-TV Charleston, will be chairman of the meeting.

Boston UHF television begins operations

A new Boston UHF television station, destined to perform both commercial and educational functions, began equipment tests Sept. 29.

Austin A. Harrison, general manager, announced that initiation of commercial programming is planned for today (Oct. 5), with educational programming to follow a week later. WHHS-TV (ch. 38) will feature educational material from

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(Information on these and other stations will be available from our representatives attending the NAB Fall Conferences in Salt Lake City and Los Angeles this week.)

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9 a.m. to 3 p.m., and a regular commercial schedule from 3 p.m. to 12 midnight.

The station is owned by the Boston Catholic Television Center, under the direction of the Rt. Rev. Walter L. Flaherty.

ARB starts overnight radio measurements

The American Research Bureau last week offered radio surveys of in-home listening as a regular part of its overnight measurement service. Such surveys previously were made only on a special basis.

Stations listened to, programs, shares of audience and sets-in-use estimates will be tabulated from the radio data, taken by the telephone coincidental survey technique in local markets throughout the country. The methods are basically the same as those used for ARB's local television audience reports, and a combination radio-TV survey will be offered to clients with dual interests.

NARA makes plans for Negro training program

The National Association of Radio Announcers has completed plans for a technical training program for radio station operation, Chuck Johnson, West Coast regional director of NARA and president of the Los Angeles chapter, announced.

The plan calls for an 8-to-10 week seminar, to be taught by professionals. It will use the facilities of KCRW(FM) Santa Monica, Calif., educational station owned and operated by that community's school system. The purpose is to provide training for men and women to prepare them for work in the field of radio broadcasting, with minority group members particularly in mind. NARA is predominantly a Negro organization.

The course, as outlined by Mr. John-

Commemorative calls

The initials of a pioneer high-power broadcaster will be enshrined in the call letters of a new station at the university he served as dean of engineering — New Mexico State.

KRWG(FM), a 1-kw stereo education outlet, will honor Ralph W. Goddard. He built KOB at the university in 1919, and, driven by a dream of covering the whole state from one station, continually increased its power to a high of 10 kw a year before his accidental death in 1929.

After his death, New Mexico State sold KOB, which was moved from University Park to Albuquerque. The university was scheduled to return to the air with KRWG on Thursday (Oct. 1).

son, comprises 12 courses, each to be offered on a five-days-a-week schedule, with a minimum of five hours and a maximum of 10 hours a week in any one subject. The courses are: equipment maintenance, controls handling and logging, remote control techniques recording techniques, programming and program scheduling, station management, directing, writing, performing arts — announcing and acting, sportscasting, newscasting, disk jockey techniques.

"We believe that this kind of activity is of the utmost importance if the disadvantaged minority are to find an acceptable place for themselves in society," Mr. Johnson said. "These men and women can be helped toward becoming functioning and contributive members in the broadcasting industry. It is our conviction that a professional training program is one solution to this problem and should be coordinated with other activity currently being undertaken by other agencies." If the California school proves successful, NARA hopes to establish similar institutions in other cities across the country.

Theater TV draws football fans

Theater television is finding football a profitable commodity. Last Monday's (Sept. 28) game between the Detroit Lions and the Green Bay Packers, picked up live and fed to three Detroit theaters via closed circuit TV, attracted 5,426 customers at \$5 each, nearly three-quarters of the total capacity of 7,493 seats in the three houses. The game was the first of four home games of the Lions which will be shown in Detroit theaters this season.

Irving H. Levin, head of TCT, which is handling theater presentation of football games in New York, Chicago and Detroit, observed that "the unprecedented success of this initial theater telecast of the Lions' 1964 home games is clear proof of the dramatic future of closed-circuit TV in theaters presenting top flight sporting and other entertainment." TCT is a joint venture of National General Corp.'s Theater Colorvision subsidiary and International Telemeter Corp., a subsidiary of Paramount Pictures.

ETV channel change OK'd

The FCC last week reserved channel 33 in Harrisburg, Pa., for educational use. It also granted the South Central Educational Broadcasting Council permission to operate WITF-TV Hershey, Pa., on that channel, instead of channel 65.

The construction permit for silent WDTV(TV) on channel 33 in Harrisburg, held by the Hudson Broadcasting Corp., was deleted after Hudson's consent to the reservation and deletion.

Channel 65 in Harrisburg was made available for commercial use in place of channel 33.

Empire State leases renewed

New York City's seven VHF stations have renewed their leases to transmit from the top of the Empire State Building, it was announced last week. The new leases extend for 20 years and cover related office space in the building. Fees and rentals will amount to almost \$25 million, according to Helmsley-Spear Inc., managing and leasing agent for the building.

The VHF stations in the transaction are WCBS-TV (ch. 2), WNBC-TV (ch. 4), WNEW-TV (ch. 5), WABC-TV (ch. 7), WOR-TV (ch. 9), WPIX (ch. 11) and WNDT (ch. 13). An agreement is expected to be signed shortly with the New York City-owned UHF station, WNYC-TV (ch. 31).

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PKL stockholders OK new stock and split

Papert, Koenig, Lois, New York advertising agency, last week took the first steps toward listing of its stock on the American Stock Exchange. PKL's stock is now traded over the counter.

A stockholder meeting unanimously approved the following amendments to the corporation's charter: an increase in the amount of capital stock by 200,000 class A shares and 41,818 class B shares, with a par value of 30 cents each, a three-for-two stock split of all class A and class B shares of capital stock, and approval of a stock option plan that would increase the number of shares available for option.

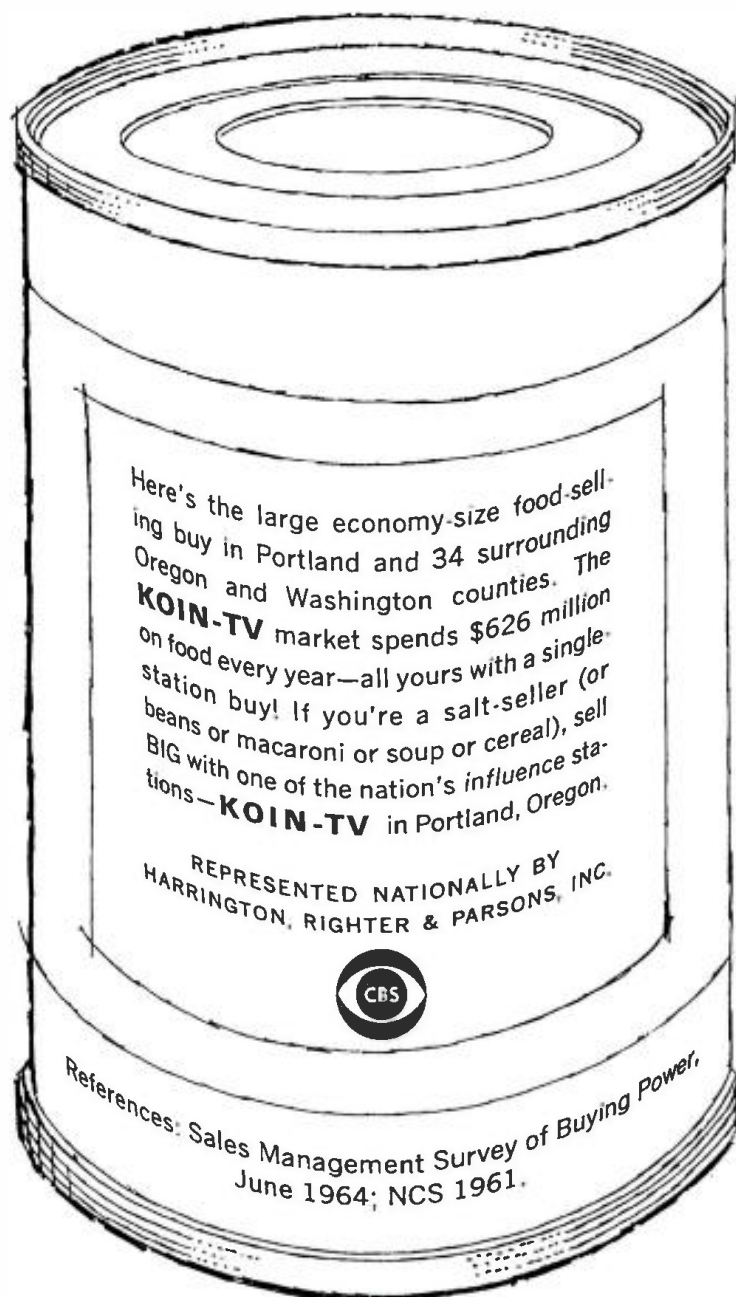
An increase in the number of shares and the stock split would enable PKL to fulfill certain ownership requirements needed for listing on the American exchange. Increased prestige was cited at the meeting as one factor behind the move for listing on the exchange.

The stock option plan, which will be registered with the Securities and Exchange Commission, will make more shares available for option, and is designed as an inducement for employees of the corporation.

Two other advertising agencies, Doyle Dane Bernbach, and Foote, Cone & Belding, are publicly owned. FC&B stockholders will vote Oct. 15 on a stock-split proposal. The stock split would enable FC&B to fulfill one of the requirements for its proposed listing on the New York Stock Exchange.

AB-PT wins report Oscar

American Broadcasting-Paramount Theaters, New York, will receive a first place award for the best stockholder annual report in the broadcasting industry. The award will be presented as part of the 24th annual report survey sponsored by *Financial World*, the nation's oldest business and financial weekly. In the broadcasting classification, Taft Broadcasting was runner-up, while Storer Broadcasting placed third. AB-PT will receive a bronze Oscar-of-industry trophy symbolizing the award at this year's annual awards banquet in New York on Oct. 27.



New attack aims at excise tax

TV set manufacturers will ask new Congress to repeal

10% tax; move follows attempt to get reduction this year

Television manufacturers, unable to persuade Congress to provide excise tax relief for all-channel TV receivers, have decided to concentrate on seeking complete repeal of the 10% manufacturers' excise tax on all TV sets when Congress resumes next year.

The move was voted by the executive committee of the consumer products division of the Electronic Industries Association at the EIA meeting in Boston a fortnight ago.

The committee decided that the industry's initial proposal of a reduction from 10% to 5%, with a limitation of \$8 on all-channel TV receivers would no longer be adequate relief for the industry. It voted to seek complete repeal of the tax on all radio and TV sets and on phonographs when the House Ways & Means Committee begins drafting an excise tax reduction for the new Congress.

The manufacturers began seeking tax relief immediately after April 30 when all TV sets manufactured in the U. S.

had to be capable of receiving all channels. This was in response to a law passed by Congress in 1962. The FCC established the April 30 cut-off date for the production of anything other than all-channel sets.

At first EIA, speaking for the TV makers, sought a decrease of the 10% tax on manufacturers' prices to 5%. After it was alleged that this would give some manufacturers a windfall—since the cost of the additional tuner for UHF would be less than the amount reduced—the industry accepted the proposal that the tax be reduced by \$8 to cover the additional cost. Representatives of the industry appeared before the House committee in early summer, but no action was ever taken on the request.

Zenith shows 25-inch color set

Zenith Sales Corp., Chicago, introduced the company's first 25-inch rectangular color-TV set to distributors

last week. The set carries a suggested retail price of \$795 and limited quantities will start into distribution lines in October, according to L. C. Truesdell, president.

Zenith's new 25-inch rectangular tube is a three-gun shadow mask model, four inches shorter than the round 21-inch tube. It is being produced by a Zenith subsidiary, Rauland Corp., which is also producing the 21-inch tube.

Metro/Kalvar unveils instant film processor

Metro/Kalvar, a division of MGM, last week demonstrated its new 16 mm motion picture printer-processor. The instant black-and-white prints provided by the printer-processor were exhibited via closed-circuit television.

Metro/Kalvar was formed in 1961 to develop, market and distribute the film process in its application to TV and films. The film is sensitive only to ultra-violet light, and therefore, the entire duplication process is carried out under normal room light. Printing and processing are accomplished in a single, continuous, completely dry operation.

The film and equipment, MGM said, will be made available to the television

Color set sales to top 1 million in 1964

The sale of color television receivers will reach 1.3 million units this year, up from the estimated 747,000 shipped by manufacturers to distributors last year, and three times the 438,000 shipped in 1962.



Dr. North

This is the prediction of Dr. Harper Q. North, Thompson Ramo Wooldrige vice president and president of the Electronic Industries Association. Dr. North made his observations at the EIA fall conference in Boston Sept. 24 (BROADCASTING, Sept. 28).

The 1.3 million color TV units predicted by Dr. North are valued at \$750 million, it is estimated. This is more than half the total valuation of \$1.2 billion estimated by Dr. North for the sale of all TV receivers,

both black-and-white and color, this year which covers about 9.2 million sets (including those made for export). In 1963, approximately 7.13 million TV receivers were valued at \$1.03 billion.

In 1963, according to the Census Bureau's most recent survey of manufacturing, there were 747,000 color TV units, valued at \$257.65 million, shipped to distributors. In 1962, 438,000 units, valued at \$154.4 million, were shipped, the Census Bureau estimates.

By mid-September, Dr. North noted, the number of color TV sets shipped had already exceeded the full shipment of 747,000 for the whole year of 1963. The total by the week ending Sept. 18, it is learned, was 923,000.

Portables Slide ■ The picture for home radio shipments is not as bright as that for TV.

The sale of home radios is seen as declining, Dr. North said. This is due primarily, he observed, to a 20% drop in the sale of portables

this year. Manufacturing sources indicate, however, that about half of this decline will be made up by imports.

Dr. North estimated the total value of 1964 home radios to be \$155 million, compared to \$177 million last year. Auto radio sales, however, should move forward, he said, with a value of \$210 million for this year, compared to \$206 million last year.

In 1964, there will be 9.8 million home radios sold, it is estimated, compared to 10.135 million units sold in 1963. Auto radio sales, which reached 7.95 million last year, should reach 8.5 million, EIA sources said.

Thus far, according to trade estimates, more than 4.7 million portable radios were imported through July 31 from Japan. This compares to about 4.2 million imported from Japan last year for the same period.

For the first seven months, over 300,000 TV sets were sent to the U. S. from Japan; in the same period last year this figure was almost 195,000.

industry in early 1965 and later to the theatrical and nontheatrical markets. The printer-processor was exhibited and demonstrated at the MGM home office in New York and at the Sept. 28-Oct. 2 conference of the Society of Motion Picture and Television Engineers in New York.

FCC extends time for CAR comments

The FCC last Monday (Sept. 28) granted the National Community Television Association and the National Association of Microwave Common Carriers an extension of time for filing comments on licensing of microwave facilities to relay TV signals to community antenna TV systems.

The commission action failed to establish a definite date for the filings, pending a further order. The original deadline was Thursday (Oct. 1).

The associations had requested that the deadline be extended to Jan. 4, 1965 (BROADCASTING, Sept. 28).

The commission's proposed rules would establish a new service, community antenna relay (CAR), designed to accommodate the potential growth of CATV systems and provide more

efficient usage of the spectrum allocated to them.

Meanwhile, Tri-State TV Translator Association, representing translator owners in Idaho, Montana and Wyoming, asked the commission to halt its inquiry into the proposed rulemaking.

In a petition filed Thursday (Oct. 1), Tri-State noted that the FCC has no orderly plan for the expansion of microwave facilities servicing CATV systems and that the proposed rulemaking would in no way improve matters. Also, that the commission's TV allocations plan, at this time, considers only existence and development of the free broadcast TV system.

Comments on legal and other aspects of the proposed rules are due January 4, 1965.

EIA divisions at odds on TV set labeling

Does the American consumer care whether the TV receiver he buys is made with foreign parts? It depends on which division of the Electronic Industries Association you speak to—consumer products or parts.

Both have submitted letters to the Federal Trade Commission on the sub-

ject of labeling of radio and TV sets with imported parts, and each disagrees with the other.

Consumer Products' Jack L. Wayman told the FTC's H. Paul Butz, trade regulation rules chief, that no such labeling is needed. There's no deception to the consumer, he said, and neither the Better Business Bureau nor the Washington BBB report ever having any complaint on this score.

The rule would be exceedingly difficult to administer, Mr. Wayman said, because there would have to be a determination whether the imported parts are important parts of the receiver.

American consumers seem to like imported articles, Mr. Wayman observed. Over 50% of all home radios sold annually in the United States are imported from abroad, he noted; this becomes 75% for transistor portable radios.

The opposite tack is taken by Eugene L. Stewart, special counsel for EIA's parts division. He reported to Mr. Butz that a special survey made for the parts division shows that 81.5% of the families responding said they are interested in knowing whether foreign parts are in the radio or TV set being considered for purchase. Of this group, 94.1% are in favor of 100% U. S.-made sets. And, 76.8% of all respondents oppose U. S. sets containing parts or components



suffice to...

"Why don't we," oriental advertising man Suffice To's boss-san asked, "proclaim our all-new, exciting fall programming which CKLW-TV premiered September 7 in the Detroit area?" Bowing, Suffice To answered: "Time Buyer, he know about the 1964-65 season over CKLW-TV." The boss-san nodded: "Ah, so! But then what should we say, Suffice To?" Replied the latter: "Suffice to say we have low-cost per thousand one-minute Avails in Prime Time using CKLW's Orbit Plan or fixed position spots in our newly acquired first run off-the-networks properties—most honorable THE DETECTIVES, venerable GREATEST SHOW ON EARTH, esteemed TARGET: THE CORRUPTORS, exalted STAGECOACH WEST!"

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Weaver has interest in \$3,000 home-TV tape recorder

A home-television tape recorder, developed in West Germany by Loewe-Opta A. G., was demonstrated in New York last week by Video-Medical Electronics Corp., which expects to distribute the equipment in this country. The unit would be priced to consumers at approximately \$3,000.

Considerable attention had been drawn to the introduction of the prototype recorder when it was learned that Sylvester L. (Pat) Weaver, president of Subscription Television Inc., is a director of Video-Medical Electronics and is considering the equipment in relation to pay-television service of STV (CLOSED CIRCUIT, Sept. 28).

Mr. Weaver has a financial interest in VME. The amount was not disclosed, but it is said to be a per-

sonal investment not made through STV.

Viewers of last week's demonstration were impressed by the reproductive fidelity of the recorder, although there were doubts expressed about the popularity of the equipment at a \$3,000 price level.

The recorder has a tape speed of six inches per second; an eight-inch reel of tape would give a running time of one hour. It uses video tape of one-inch width priced at about \$40 for an eight-inch reel. The unit, which has a head speed of 20 meters (787.4 inches) per second, is fully transistorized.

Officials of Loewe-Opta present at the demonstration said production of the recorder would begin in 1965 and that by the end of that year, 3,000 units might be available.

There are still no reports of manufacturers obtaining rights for production of the Fairchild, Telcan or Par Vision home-TV tape recorders. These are projected as lower-priced models—\$200-\$500—all having stationary recorder heads, said to be the principal factor in producing a low-cost model. However, these models have much higher tape speeds, ranging from 30-120 inches per second.

Cinerama Inc., which has rights to the British-developed Telcan, has been in financial difficulty. The company has announced it would have to seek protection from creditors under a bankruptcy proceeding unless it could gain a new financing arrangement. Cinerama had a reported loss of more than \$5 million in the first half of the current year.

made by foreign companies.

Mr. Stewart recommended that a rule be promulgated requiring disclosure that a radio or TV set contains foreign parts.

The Federal Trade Commission

earlier this year issued a complaint against Motorola, charging that it did not disclose that it uses some foreign parts in its TV receivers. The case was dismissed without adjudication, but the FTC asked for comments on whether a rule should or should not be established.

thus lessening diversity and competition."

The FCC added it does not think that "... the number of UHF stations authorized is not large enough that their overlap would substantially impinge on over-all diversity of programming and opportunity for competition."

New Curves for UHF ■ The commission said "... in the near future ..." it plans to propose new curves to be used in computing grade B contours of UHF operations, replacing the Figure 9 standard adopted with the new overlap standards. This announcement was made in denying a petition of American Broadcasting Stations Inc. which asked the commission to return to the "Appendix A" curves adopted in 1956.

An FCC staff official said that the curves soon to be proposed would be somewhere in between the Figure 9 and "Appendix A" curves. The present Figure 9 curves are based on the signal intensity for channels 2 through 6.

The new curves result from the commission's UHF propagation study in New York and recommendations of the Television Allocation Study Organization, founded in 1956 to study technical aspects of UHF and VHF television.

The commission said that the duopoly rules state that "... in individual cases, if the applicant can show it to be in the public interest not to use Figure 9, its application will be given individual consideration."

Clarifications ■ A TV satellite station having a grade B contour overlap with "a commonly owned, operated or controlled nonsatellite parent station may subsequently become a nonsatellite with local studios and locally originated pro-

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Duopoly rules changed on UHF

The FCC's duopoly rules were changed last week to allow UHF television station licensees to apply for major changes in the facilities of commonly-owned stations with grade B service contour overlap. The commission said such applications will be considered on a case-by-case basis and that the rule amendment applies only to stations granted before last Wednesday (Sept. 30).

The public notice also said that the FCC denied all petitions for reconsideration of the new overlap rules adopted May 20. The request for reconsideration was filed by CBS and a number of TV station group owners (BROADCASTING, July 13). The rules became effective July 13.

In easing the rules for UHF, the commission said: "A number of UHF stations filed originally for relatively limited facilities with the hope of expanding later as the economics of this service warranted. The commission feels that to deny such stations the opportunity to improve service might thwart the development of UHF and conceivably lead to a station's demise,

graming," the commission said. It added "language" to the duopoly rules "to make clear" such conversion of a satellite is possible.

However, it added, "such commonly owned nonsatellite stations with grade B overlap may not be transferred or assigned to a single person, group or entity."

The FCC also clarified the rules to show that they permit major changes in AM, FM and TV stations if the resulting overlap is not greater than it was before the change. CBS and American Broadcasting Stations asked for this clarification, the commission said.

Technical topics . . .

Exciting exciter ■ Gates Radio Co., Quincy, Ill., has developed an SSB exciter, SG-70, featuring a simplified control system with only two tuning adjustments. Other features, according to the manufacturer, include 10 crystal controlled channels, positive channel selection, input for external synthesizer, and adjustable carrier insertion. The SG-70 will be available in December.

Expansion coming ■ National Video Corp., Chicago, plans to double its color picture tube capacity by next May,

Asher J. Cole, president, reported to the firm's stockholders. He said at that time the firm also would be able to sell color tubes to customers other than Motorola. The firm now is turning out more than 3,000 tubes a week and by the end of this year will have delivered 100,000 rectangular 23-inch models to Motorola.

Two GE divisions are combined

General Electric Co.'s visual communications products division, Syracuse, N. Y., last week was integrated with GE's radio and television division.

The radio and television division consolidates GE's television receiver department in Syracuse; audio products department, Decatur, Ill.; radio receiver department, Utica, N. Y., and the Schenectady, N. Y., stations WRGB(TV), WGY and WGFM(FM).

The visual communications products division manufactures and markets color and monochrome TV broadcast equipment and closed-circuit television systems. R. C. Wilson is division manager.

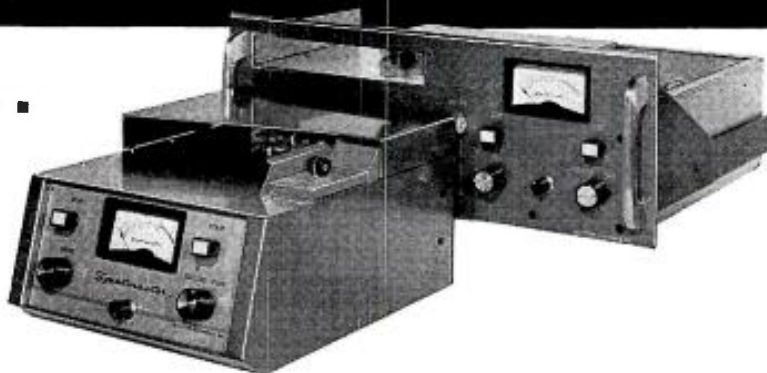


Elcon on exhibit

The Elcon TV camera tube, developed by English Electric Valve Ltd. and described to engineers attending the Sept. 24-26 Broadcast Seminar in Washington is shown by Walter E. Turk (c), manager of the British company's photoelectric tube division, to Leo L. Darrigo (l), product manager for the tube, and James B. Tharpe, president, both of Visual Electronics Corp., New York, the firm handling U. S. sales. The tube combines, it's said, the advantages of the vidicon, image orthicon and plumbicon.

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Commercial TV gross in Britain goes up

Advertising expenditures in TV and print in Britain during the April-June period this year was 12% higher than the corresponding period in 1963, according to the *Statistical Review of Press and TV Advertising*.

Advertisers spent \$84,607,600 on

television, an increase of nearly 13%. This includes the 11% time sales tax. Press advertising revenue was \$126,137,200, a rise of 12%.

For the first six months of 1964, the *Review* said that the gross expenditure on TV, excluding taxes,

was \$151,636,800, a 13.37% rise over the first six months of 1963.

Details of commercial television companies' revenue given by the *Review* were (Gross revenue excluding time sales tax):

	April-June 1963	April-June 1964	Rise %	Jan.-June 1963	Jan.-June 1964	Rise %
Rediffusion	\$11,656,400	\$13,050,800	11.95	\$ 23,153,200	\$ 25,614,400	10.63
Associated Television	12,518,800	14,137,200	12.98	24,786,000	28,910,400	12.69
ABC Television	9,270,800	10,309,600	11.4	18,771,200	21,112,000	12.36
Granada	13,507,200	15,069,600	11.56	25,474,400	29,817,200	17.05
Scottish	3,956,400	4,631,200	17.07	7,868,000	9,116,800	15.87
Television Wales & West*	3,578,400	4,424,000	23.63	7,168,000	8,859,200	23.6
Southern	3,956,400	4,426,800	11.9	7,910,000	8,755,600	10.69
Tyne Tees	3,236,800	3,897,600	20.42	6,557,600	7,571,200	15.46
Anglia	1,887,200	2,097,200	11.19	3,850,000	4,174,800	8.44
Ulster	954,800	1,156,400	21.72	1,951,600	2,304,400	18.08
Westward	1,173,200	1,425,200	21.5	2,312,800	2,850,400	23.24
Border	638,400	691,600	8.44	1,355,200	1,503,600	10.95
Grampian	649,600	728,000	11.9	1,313,200	1,517,600	15.56
Channel	156,000	210,000	34.3	280,000	436,800	56.0
Wales, West & North	389,000	*	*	1,022,000	92,400	*
	\$67,530,400	\$76,255,200	12.92	\$133,753,200	\$151,636,800	13.37

*Wales, West & North merged with Television Wales & West on Jan. 27, 1964.

Switzerland plans for commercial TV

Commercial television in Switzerland will probably start Feb. 1, 1965, according to Swiss agency reports. Commercials will be confined to weekdays and to nighttime slots between 7 p.m. and 8:30 p.m. The rate quoted for a 60-second commercial is 10,000 Swiss francs (about \$2,500). This would comprise the entire network with German, French and Italian-language regional sub-networks. Price quoted for the German sub-net alone is sfr 6,000 for 60 seconds, sfr 2,000 for the French-speaking area of Switzerland and sfr

2,000 for the Italian-language area.

The figures given are estimates. There has not yet been an official announcement. However, the Swiss government has passed a bill permitting commercial TV.

Move to promote U.S. color abroad starts

A group of U. S. executives, representing American manufacturers, met last week in New York to organize an attempt to "sell" the U. S. color TV standards to European countries.

The group plans to work with international organizations, through U. S. government agencies and private chan-

nels to convince the European countries that the National Television System Committee's technical standards for color TV are best.

European broadcasters have been considering color standards; in addition to the NTSC standards, proposed has been a French development known as SECAM, and a German proposal known as PAL. Both are variations on the NTSC standards.

Meeting under the auspices of the Electronic Industries Association, the group included Fred Lack and Virgil Graham, both EIA engineering department; Jack L. Wayman, EIA consumer products division; Dorman Israel, Emerson; Theodore A. Smith, RCA. Also attending was Donald S. Parris, director, office of scientific and technical equipment, business and defense services administration, Department of Commerce.

BBG sets '65 dates; postpones color talks

Canada's regulatory body, Board of Broadcast Governors, will hold five public hearings during 1965: on Jan. 19, March 23, June 15, Sept. 14 and Nov. 2. The announcement from Ottawa, BBG headquarters, said all the meetings will be in Ottawa, except that of March 23 which will be held at Vancouver, B. C. The sessions will last from a few days to a week, dependent

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on the work load.

A planned discussion on color television set for Nov. 3 at Ottawa has been postponed, because a special commission appointed by the Canadian government, is still studying the question, along with other television broadcasting problems. This special commission, headed by Robert M. Fowler, who was chairman of the 1957 Royal Commission on Broadcasting, is to have its report ready early next year.

International film sales . . .

The Lucy Show (Desilu Sales): Associated Rediffusion, England; CTV Network, Toronto.

Greatest Show on Earth (Desilu Sales): CBC-TV (French), Toronto.

Glynis (Desilu Sales): RAI, Rome.

You Asked for It (You-Asked-For-It Productions): V.N. Enterprises Ltd., Vancouver, B. C.

Abroad in brief . . .

More sets ■ The number of registered television sets in Austria on Aug. 1 was 537,280, an increase of 4,375 in one month. In Holland, 1,729,297 sets were registered on Aug. 1, an increase of 282,178 since August 1963.

Music in the air ■ Columbia Records Division of CBS has announced its acquisition of Oriole Records Ltd. and Levy Sound Studios, both English firms based in London.

Brighter view ■ TV will come to Saudi

Arabia on April 1, 1965, NBC International said in noting it will open two stations on that date. The stations, to be located in Jidda and Riyadh, are the first of 13 that NBC International plans to build in the country.

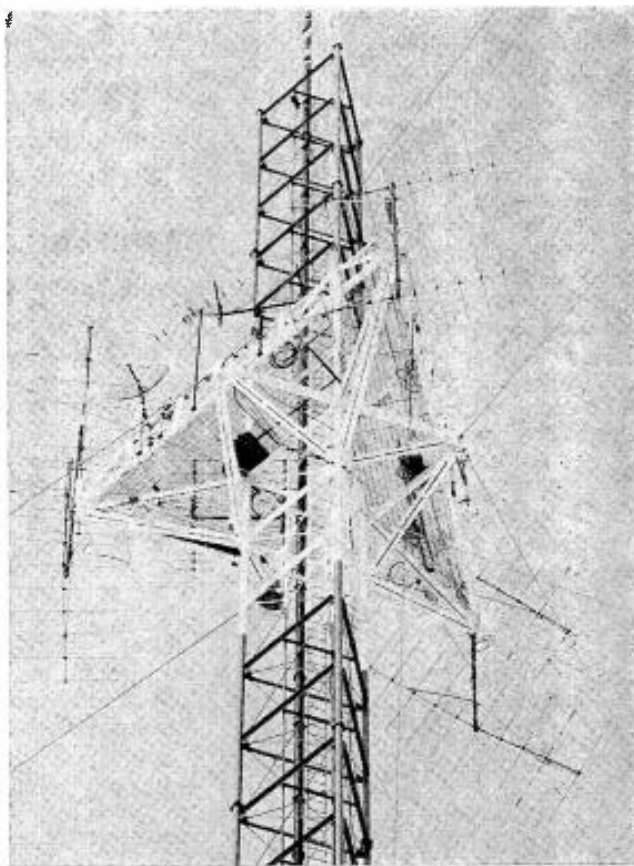
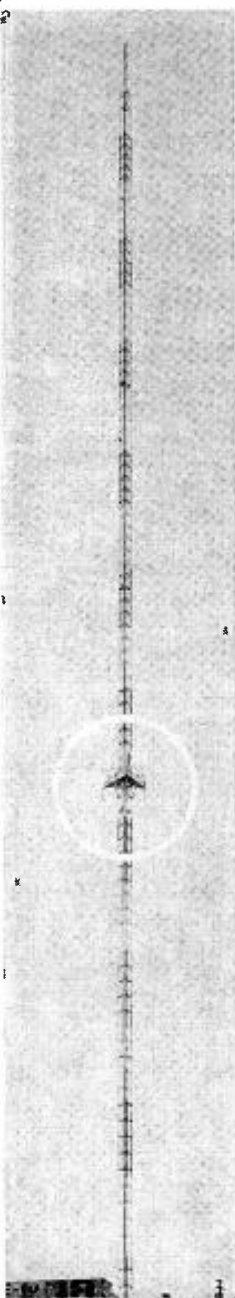
Canadian radio-TV has good first half

Canadian radio and television advertising expenditures in the first half of 1964 were well ahead of last year, according to estimates of Elliott-Haynes

Ltd., Toronto market research firm, published in the Toronto advertising weekly *Marketing*.

Radio expenditures were estimated at \$13,120,444 for the first half of the year, up 17.6% in the year, while TV advertising expenditures were up 19.1% at \$37,828,659.

Largest advertising group in both media was foods and food products with \$3,624,454 in radio and \$9,709,047 in TV, the latter up 33.9% in the year. Drugs and toilet goods were second in both media with \$1,604,195 in radio and \$8,988,298 in TV.



VHF, UHF and microwave community TV antennas on 300'-high platform

Multi-Purpose TV Tower

The "bulge" you see in WSYE-TV's new 843' STAINLESS tower is a 25' platform supporting Elmira's CATV system. This called for a custom tailored tower, as all STAINLESS' towers are—at no extra cost.

Make yours a
STAINLESS



Write today for
information

Stainless, inc. NORTH WALES • PENNSYLVANIA
IN CANADA: WALCAN, LTD., CARLETON PLACE, ONTARIO

Dutch crack down

The lower house of the Dutch legislature has approved by a 114-19 vote a bill giving the government power to act against a private commercial television station broadcasting from an artificial concrete island in the North Sea just outside Holland's territorial waters. If the Senate passes the bill, the island structure will come under Dutch jurisdiction.

The station, called TV North Sea, started operating Sept. 1. It broadcasts only in the evenings. The government believes it can control the station because the structure is not a ship protected by a foreign flag. The government has not interfered with the offshore radio station Veronica, which has been on the air from a former lightship for more than five years.

Ad Council drives get \$100 million in time

More than \$234 million in time and space was given to major public service campaigns by broadcasters and the print media (as well as outdoor and transit advertising) in support of The Advertising Council's activities during the 1963-64 fiscal year.

The council, in releasing last week its annual report for the year ended June 30, 1964, said the media broke previous peace-time records in their contributions in 1963-64 to the public service advertising campaign of the council. For the previous comparable year, advertising support was estimated at \$187 million.

The Advertising Council by policy does not break down its time and space estimates. But it's estimated that more than \$100 million of the \$234 million represented the value of radio and TV time donated.

Among next year's campaigns, special emphasis will be placed on two national problems, "job opportunities" and "mental retardation."

The chief concerns of the job oppor-

tunities campaign will be to alert members of minority groups to the availability of jobs, and to encourage small business firms to follow the lead of many larger firms in endorsing and making available equal job opportunities for all.

The mental retardation campaign will attempt to remove the stigma usually attached to mental retardation by parents, and to help parents of retarded children in solving their problems.

The Advertising Council will sponsor approximately 80 causes next year. The council is a private, nonprofit organization supported by American business. Through volunteer advertising agencies and campaign coordinators it conducts national ad campaigns on noncontroversial programs in national problem areas.

Mutual affiliates OK Hurleigh promotion plan

The Mutual Affiliates Advisory Committee last week approved a proposal made several weeks ago by MBS President Robert F. Hurleigh. Under the plan, local radio stations will use their airwaves to promote radio as an advertising and communications medium (BROADCASTING, Sept. 21).

An MBS spokesman said approval by MAAC is tantamount to acceptance of the proposal by the network's 490-odd affiliates. In addition, he said, more than 100 stations not affiliates with MBS have written or wired that they will participate in the undertaking.

Mutual is in the process of creating "sell radio" spots, using its own talent as performers. In two weeks, it will make them available to its affiliates and permit other stations in the market to make use of them. Mr. Hurleigh suggested that radio stations allocate at least 10 minutes a day to announcements pointing up the value of the medium.

TVB aids big spenders

The Television Bureau of Advertising is sending TV stations a one-minute filmed spot in support of a "Food is a Bargain" campaign scheduled for Oct. 19-31.

TVB produced the announcement which offers an international comparison of the relative value which food products represent to the consumer. In the U. S., according to the spot, only 19% of after-tax income is spent for food.

Drumbeats . . .

Scholarly gift ■ Jefferson Standard Broadcasting Co., (WBT-AM-FM, WBTV [TV] Charlotte, N. C., WBTW [TV] Florence, S. C. and WBIG Greensboro, N. C.) has donated \$5,000 to the Charlotte-Mecklenburg school system to bring speakers of national stature to speak to students. The lectures, one each in fall, winter and spring, will be open to students from more than 30 school systems.

UHF push ■ Ira Kamen, director of Kamen Associates, New York, has instituted the idea of giving trading stamps in areas where UHF TV stations are pioneering. The plan is for merchants to give away the stamps with purchases (the merchants do not pay for the stamps) and the stamps, in return, can be redeemed for UHF equipment.

Sneaky approach ■ KCBS San Francisco is sending a promotional folio to agencies and advertisers relating the findings of a station research study done by Charles Harriman Smith Associates, Minneapolis. The findings of the survey are contained in a glossy mystery folder that follows an espionage style.

Personal attention ■ Metro TV Sales, the Metromedia representative firm, New York, purchased a billboard in the Trattoria restaurant, that city, but the inscription had to be in Italian to keep with the general decor of the restaurant. Foote, Cone & Belding's Frank Hajek is shown as he sees his name on the



sign which asks, "Do you want to be on television?" and lists the stations and cities the firm represents. The sign is arranged so that each time a salesman from Metro TV Sales takes a buyer to lunch at the Trattoria, the buyer's name can be added to the sign.

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OCTOBER-NOVEMBER-DECEMBER

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BROADCAST ADVERTISING

Frank M. Nolan, account executive at Kudner Agency, New York, named senior media buyer for special assignments. He will report directly to Kudner's VP and media director, Donald E. Leonard.

Quentin H. McDonald, VP, named management supervisor at Benton & Bowles, New York. Mr. McDonald is supervisor of Post cereals and Shulton accounts.

Donald Stone, associate creative director, elected VP at Sullivan, Stauffer, Colwell & Bayles, New York.

John T. Hartigan joins The Katz Agency, Detroit sales staff. He was formerly VP, sales, for Keystone Broadcasting System, Chicago.

John L. Zimmer, formerly senior radio-TV producer for Cunningham & Walsh, joins broadcast department of Griswold-Eshleman Co., Cleveland, in same capacity.



Mr. Zimmer



Mr. Lefton

Al Paul Lefton Jr., formerly VP and secretary-treasurer, elected president and chief executive officer of the Al Paul Lefton Co., Philadelphia. He succeeds his father, Al Paul Lefton, who died Sept. 19 (BROADCASTING, Sept. 28).

Thomas Heapes, account executive at WIL St. Louis, promoted to local sales manager. Before joining WIL in 1962,

WRCB-TV
Chattanooga market's
widest coverage

A RUST CRAFT
STATION

he was divisional manager for Philip Morris Ltd.

John E. Rowan promoted to VP in copy department of Street & Finney, New York. He has been with agency since 1962.

Donaldson B. Thorburn, senior VP and director of J. Walter Thompson Co., New York, retires Jan. 1, 1965, after 25 years with company. Mr. Thorburn has been management supervisor on RCA and Phillips Petroleum Co. accounts.

George E. Walker, manager, sales development for NBC-TV, New York, assigned overall supervision of sales development for network. Mr. Walker replaces **Nicholas Gordon** who was named account executive in eastern division of NBC-TV sales department.

Gerry Mulderrig appointed manager of Metro TV Sales' Chicago office. Mr. Mulderrig has been with company since its founding two-and-a-half years ago.

Allyn J. Marsh, formerly sales executive for CBS, joins Radio TV Reports, New York broadcast monitoring service, as account and agency representative.

Hugh MacPherson promoted from sales staff to local sales manager of KLIV San Jose, Calif.

Stephen Potter, formerly on creative staff of Benton & Bowles, joins Compton Advertising Inc., New York, as copy group head.

James B. Winston Jr., with merchandising department of Needham, Louis & Brorby, Chicago, promoted to account executive. **Jack Harris**, formerly with Ray-Eye Productions, Evanston, Ill., and D'Arcy Advertising, Chicago, joins NL&B as copywriter.

Margaret McNamara, formerly with Young & Rubicam and Ted Bates & Co., both New York, joins Foote, Cone & Belding, Chicago, as assistant merchandising supervisor.

Elwood J. Robinson, president and principal owner of Robinson & Haynes, Los Angeles, closed that agency Oct. 1 to join MacManus, John & Adams, Los Angeles, as VP and account supervisor. Other R&H personnel moving to MJ&A are: **Robert C. Neuman** and **Jerry Mathai**, account executives; **Eola E. Gass**, food publicist, and **Rex Grillo**, art director. Former R&H accounts will be handled by MJ&A.

William J. Dobbins, formerly with Reach, McClinton Co., Boston, joins WNAC-TV Boston as account executive.

Nebraskans elect Fogarty



Mr. Fogarty

Frank P. Fogarty, executive VP, Meredith Broadcasting Co., elected president of Nebraska Broadcasters Association succeeding **A. James Ebel**,

VP-general manager, KOLN-TV Lincoln, Neb. **Roger Larson**, KFOR Lincoln, elected VP and **Dick Chapin**, Stuart Stations, is new treasurer of association. Elected directors: **Joe DiNatale**, KODY North Platte; **Harvey Swenson**, KLMS Lincoln; **Ken Hedrick**, KFAB Omaha; **Max Brown**, KRNV Lexington, and **Vern Stedry**, KHUB Fremont.

Dean Behrend, formerly administrator, client presentations, sales planning at NBC-TV, New York, promoted to manager, sales promotions. **Paul Klempner**, formerly manager, sales promotion, named manager, client presentations for

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THE DYNALIZER

the Psycho-acoustic way to achieve a bright, full bodied easy-to-listen-to, easy-to-perceive station sound. The Dynalizer contours your station's frequency response to fully utilize the listening capabilities of your audience. Makes your station sound really big, big, big even on the smallest pocket receivers.



THE CONAX

the world-accepted way to control high frequency spillovers in FM due to preemphasis. Lets your station maintain real high levels even with brass and crashing cymbals and still avoid FCC citations.

THE REVERBERTRON



the new compact reverberation system which gives your station that real big voice. With the Reverbertron you can have that Carnegie Hall effect as close as the gain control on the Reverbertron. And there's the added plus of an increase in apparent loudness of your station sound due to reverberation, as originally described by Dr. Maxfield.

For complete details on psycho-acoustic sound that sells write to Fairchild — the pacemaker in professional audio products.

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NBC-TV network.

Marshall Harris, formerly with WPOP Hartford, Conn., named sales representative at WQMR Silver Spring, Md., and WGAY-FM Washington.

James B. Daly, formerly media and research associate at Lambert & Feasley, New York, and **Mrs. Elin C. Danien**, Foote, Cone & Belding, Chicago, named media director and senior copywriter, respectively, at S. E. Zubrow Co., Philadelphia.

Frank Baker, formerly with Sullivan, Stauffer, Colwell & Bayles, joins Dohererty, Clifford, Steers & Shenfield Inc., New York, as account executive.

John E. Rhone joins radio-TV department of McCann-Erickson Inc., Los Angeles. Mr. Rhone had been with Filmways Inc. as assistant producer of *Petticoat Junction*.

Charles Adell, **Don H. Jumisco** and **Thomas Gorman** appointed account executives, CBS Radio network sales. Mr. Adell has been transferred from New York to Chicago where he served since 1952. Mr. Jumisco, formerly with Maxon Advertising, New York, will work for Detroit sales staff, while Mr. Gorman will move from CBS, New York, to succeed Mr. Adell in Chicago.

Lex Diamond, formerly sales manager of KSBY-TV San Luis Obispo, Calif., joins KRLA Pasadena, Calif., sales staff.

Wilbur A. Thomas, formerly western divisional manager of Allied Artists TV Corp., Los Angeles, joins KGO San Francisco as account executive.

Morton Slakoff joins NBC Films as director of advertising and sales promotion. He formerly was advertising and promotion manager at Allied Artists Television Corp. the past two years and

before that was sales promotion manager at WNTA-TV (now ETV station WNDT-TV) Newark (New York).

Shirley Fell joins KGFJ Hollywood as commercial business manager. Miss Fell had been business manager of KHJ Los Angeles for three years. **Doug Campbell**, formerly sales manager of KABC Los Angeles, joins sales staff of KGFJ.

THE MEDIA

Frank D. Ward, formerly general manager, has been named executive VP of WWRL New York.



Mr. Ward



Mr. Keenan

John J. Keenan appointed station manager of KNOE Monroe, La., and general commercial manager of KNOE-AM-TV. Mr. Keenan was commercial manager of WANE-TV Fort Wayne, Ind., for the past seven years.

Donald C. Cripe, formerly with Delco Radio Division of General Motors, appointed business manager of WFBM-AM-FM-TV Indianapolis. Mr. Cripe replaces **Robert J. Arnold** who moves to Time-Life Broadcast, New York (owner of WFBM stations).

Henry H. Franz, station manager at WFBM Indianapolis, joins WFBG Altoona, Pa., as assistant to general manager in charge of radio.

Ken Goldblatt, operations and sales manager of WAOK Atlanta, appointed station manager.

PROGRAMING

Harold Graham Jr. appointed senior VP of TV Division of General Artists Corp., New York. Mr. Graham was formerly CBS-TV VP, programs, New York, and before that, senior VP TV programming at McCann-Erickson.



Mr. Graham

William R. Gibbs joins MGM Telestudios, New York, as VP in charge of sales. Mr. Gibbs, who for past three and a half years was VP at J. Walter Thompson, that city, replaces **Jerry Salzer** as sales manager. Mr. Gibbs managed JWT's film and tape production groups and traffic department.

Wayne Upchurch, formerly at WUNC-

Senate confirms trio

Three members of Communications Satellite Corp. board of directors who are subject to presidential appointment were confirmed by Senate Wednesday (Sept. 30) following nomination week earlier (BROADCASTING, Sept. 28).

Confirmed were **Frederick G. Donner**, chairman, General Motors Corp. board of directors; **George Meany**, president, AFL-CIO, and **Clark Kerr**, president, University of California.

Mr. Donner's term on 15-member board ends next year, Mr. Meany's in 1966 and Mr. Kerr's in 1967.

Jones named to fill FTC vacancy

Mary Gardiner Jones, New York lawyer, last week was nominated by President Johnson to fill vacancy on Federal Trade Commission left by resignation of Republican member Sigurd Anderson, who left March 1 to make unsuccessful bid for third term as governor of South Dakota (BROADCASTING, Feb. 17). She will fill Mr. Anderson's unexpired seven-year term, which began Sept. 26, 1959.

Formal announcement of Miss Jones's nomination confirmed earlier reports she was in line for job (BROADCASTING, Aug. 24). She is now with law firm of Webster, Sheffield, Fleischmann, Hitchcock & Chrystie. Miss Jones, 43, is graduate

of Yale Law School and has extensive experience dealing with anti-trust and restraint-of-trade matters. From 1953-61 she was chief trial attorney in Justice Department's New York Regional Antitrust Office.

Senate Commerce Committee is panel to which Miss Jones's nomination was sent, and sources indicated last week hearing likely will not be held until next Congress convenes this coming January. In that case, President could give Miss Jones recess appointment until Senate acts.



Miss Jones

news director and assignment editor of KNXT(TV) Los Angeles, appointed director of news operations, executive producer of *News Makers* and managing editor of *The Big News*, Monday-Friday, 6-7:30 p.m. Staffer **Chuck Riley** succeeds Mr. Fischer as news assignment editor. **Chuck Stokes** is new member of KNXT news staff, replacing **Jim Wilson**, transferred to KNXT news bureau in Washington.

Frank Kinsman, formerly news director at WKNR Dearborn, Mich., joins news department of KWK St. Louis.

Ken Alvord joins news department of WBT-WBTV(TV) Charlotte, N. C. Mr. Alvord had been serving in Peace Corps, Lima, Peru, working on production of ETV programs.

Stephen Ferdo, former faculty member of Delaware Valley College of Science and Agriculture, Doylestown, Pa., appointed farm director for WBNF-AM-FM-TV Binghamton, N. Y. Mr. Ferdo replaces **Wally Wagoner** named farm consultant of station.

TV Chapel Hill, N. C. (educational), appointed producer-director of WGHP-TV High Point, N. C.

Al Daneri appointed program director of WKYW Louisville, Ky. Mr. Daneri moves to WKYW from programing department of another Polaris Broadcasting station, KXOA Sacramento, Calif.

Loring d'Usseau, executive producer, named director of programing at KTLA (TV) Los Angeles, replacing **Robert Quinlan** who has resigned to do freelance production and direction. Mr. d'Usseau has been with KTLA since 1950.

Richard Brill, associate producer of *The Steve Allen Show*, appointed producer of the new *That Regis Philbin Show* (BROADCASTING, Sept. 28).

Bernie Mannion, formerly chief vocal arranger for the Canadian Broadcasting Corp., named creative director of the newly formed Strip Studio Productions, 810 Kend Lane, Las Vegas.

Donn Shelton joins Reilly Bird Associates, Detroit, as a TV writer and producer. Mr. Sheldon was formerly with Storer and Westinghouse broadcasting stations.

David Jones, teen-age star of Broadway show, "Oliver," signed to long-term contract by Screen Gems. He will appear in future TV series for Screen Gems, will record for the firm's Colpix record division and make feature films for Columbia Pictures.

Calvin Stillman, appointed VP of Broadcasting Foundation of America. Mr. Stillman is member of faculty of New School for Social Research, New York.

Vermont Royster, editor of *Wall Street Journal*, joins Corinthian Broad-

casting Corp.'s roster for *Columnists on the Air*.

Paul Wyatt joins Columbia Records' recording studios, Nashville, as studio sales manager. He was formerly VP and national sales manager for Nashville pressing plant.

Robert E. Shay, formerly producer-director of news and sports at WBZ-TV Boston joins WLWT(TV) Cincinnati as production manager.

Charles J. Ticho, formerly general manager of Fred A. Niles Communications Center Inc., New York, promoted to VP of that firm.

NEWS

Ray J. Moloney joins ABC News London bureau as correspondent Oct. 5. Mr. Moloney had been with United Press International for past 12 years.

Georges Fischer, former assistant

EQUIPMENT & ENGINEERING

Ethan M. Stifle, manager of engineering services for Eastman Kodak motion-picture products sales department's east coast division, New York, elected president of Society of Motion Picture and Television Engineers.

Gerard J. White, regional product manager for the Jerrold Corp., Philadelphia, named regional manager of Jerrold's distributor sales division's northeastern territories.

Frank Thompson, formerly senior development engineer at Ampex Corp., Redwood City, Calif., joins Logos Ltd. as chief engineer. Also joining Logos from Ampex are **Bob Day**, video market supervisor and **Tom Washburn**, shows and exhibits supervisor, who are named director of programs and production

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and top guest stars!

and production supervisor, respectively. Firm will be moving into Logo's new studio center at 3620 South 27th Street, Arlington, Va.

Anthony Verdemia named manufacturing manager for Entron Inc., Silver Spring, Md. Mr. Verdemia had been assistant to the president of Ravenswood Corp., Annapolis, Md.

Hugh P. Bannon promoted from general products manager, commercial, to marketing manager for Raytheon Co.'s Communications & Data Processing operation in Norwood, Mass.

Robert F. Jernigan, director of operations for Southern CATV Systems Inc., National General Corp. subsidiary, named director of operations, NGC, succeeding **Harry B. Green**.

Tom Brask, formerly with National Educational Television, Ann Arbor, Mich. joins staff of WFSU-TV (ETV) Tallahassee, Fla., as chief engineer.

INTERNATIONAL

George G. Sinclair, general manager of MacLaren Advertising Ltd., Toronto, named president of agency, succeeding **Einar V. Rechnitzer**, who becomes chairman of board. **C. Edmund Brown**, executive VP, to vice-chairman of board. **Hugh Horler**, formerly radio-TV director, moves to general manager, and **William H. Graham** to executive VP.

Norman P. Aldred, formerly program-production manager, promoted to sales manager at ckww Windsor, Ont.

David Levy, Canadian specialist in Russian history and language, has been appointed first Canadian Broadcasting Corp. correspondent at Moscow, effective mid-October.

Benoit Jobin named to radio-TV producer in French-language at Montreal office of Spitzer, Mills & Bates Ltd., Toronto agency.

Allan S. Watanabe moves to senior radio-TV producer of Cockfield, Brown & Co. Ltd., Toronto agency.

Jacqueline La Perriere appointed assistant secretary to the Board of Broadcast Governors, Ottawa, succeeding **G. A. Plante**.

Don MacDonald, general news editor of the Canadian Broadcasting Corp., Toronto, named CBC television news director and deputy head of CBC news service. **Robert H. Buchanan** to assistant to chief news editor of CBC, Toronto.

John Lant, CBC television news director, to manager of CBLT(TV) Toronto, succeeding **Len Starmer**, who has been moved to CBC national supervisor of light entertainment.

Stewart wants to leave

Dr. Andrew Stewart, chairman of Canadian Board of Broadcast Governors, Ottawa, wants to retire for personal reasons, when his term of office is up next year, according to Prime Minister Lester B. Pearson. Dr. Stewart became chairman of Canada's broadcasting regulatory body when it was formed in 1958.

FANFARE

Martin Greenberg, member of sales promotion department at WMCA New York, joins wxyz Detroit as director of sales promotion and advertising. He succeeds **David R. Klemm** recently named director of operations of wxyz.



Mr. Greenberg



Mr. Klemm

Charlie Cash appointed director of promotion on the *Atlanta Times*. Mr. Cash had been director of promotion at WSB-TV Atlanta and before that associated with KTVI(TV) St. Louis and WSM-TV Nashville. Mr. Cash plans to eventually set up his own public relations firm.

Franz Allina, director of public relations for Straus Broadcasting Group and WMCA New York, named director of marketing and public relations.

Mrs. Marjory Kirk, formerly on the public relations staff at Gray & Rogers, Philadelphia agency, joins WCAU, that city, in radio promotion department.

DEATHS

George A. Donham, 60, VP of Cunningham & Walsh, New York, died Sept. 24 in Northern Westchester hospital, Mount Kisco, N. Y. Mr. Donham had been with Cunningham & Walsh and its predecessor agency, Newell-Emmett, for past 22 years. Before that he was at J. Walter Thompson and T. J. Maloney Inc. Survivors include wife, Mary, and daughter, Sandra.

John W. Pauling Jr., 40, manager of Liller Neal Battle & Lindsey's Dallas office, died Sept. 22 in Dallas following heart attack. Mr. Pauling had been with LNB&L since February 1963 and before that with Stevenson Advertising Co., and Sanders Advertising Agency, both Dallas.

ON THE NETWORKS THIS FALL

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: (C), color; sust., sustaining; part., participating; alt., alternate sponsor; co-op, cooperative local sponsorships; cont., continued. All times Eastern. Showsheets are published in the first issue in each quarter.

SUNDAY MORNING

10 a.m.-Noon

ABC-TV 10-10:30 No network service; 10:30-11 *Porky Pig*, part.; 11-11:30 *Bullwinkle*, part. 11:30-12 *Discovery '64*, part.
CBS-TV 10-10:30 *Lamp Unto My Feet*, sust.; 10:30-11 *Look Up and Live*, sust.; 11-11:30 *Camera Three*, sust.; 11:30-12 No network service.
NBC-TV No network service.

SUNDAY AFTERNOON-EVENING

Noon-1 p.m.

ABC-TV No network service.
CBS-TV 12-12:30 No network service; 12:30-1 *Face the Nation*, sust.
NBC-TV 12-12:30 No network service; 12:30-1 *Watch Mr. Wizard*, part.

1-2 p.m.

ABC-TV 1-1:30 *Directions '65*, sust.; 1:30-2 *Issues and Answers*, sust.
CBS-TV 1-1:45 No network service; 1:45 conclusion NFL Spectacular, part.
NBC-TV 1-1:30 No network service; 1:30-2 Religious programs & public affairs, part.

2-5 p.m.

ABC-TV 2-3:30 No network service; 3:30-6:15 *AFL*, part.
CBS-TV *NFL*, cont.
NBC-TV 2-4 No network service; 4-5 *Sunday*, part.

5-6 p.m.

ABC-TV *AFL*, cont.
CBS-TV 5-5:30 *Sunday with Jack Benny*, P&G, Block, Gen. Foods; 5:30-6 *Amateur Hour*, J. B. Williams.
NBC-TV 5-5:30 *Wild Kingdom* (C), Mutual of Omaha; 5:30-6 *GE College Bowl* (C), General Electric.

6-7 p.m.

ABC-TV 6-6:15 *AFL*, cont.; 6:15-6:30 *All-Pro Scoreboard*, Gen. Mills, Skil, Bristol-Myers; 6:30-7 No network service.
CBS-TV 6-6:30 *Twentieth Century*, Prudential; 6:30-7 *Mr. Ed*, part.
NBC-TV 6-6:30 *Meet the Press* (C), co-op part.; 6:30-7:30 *Profiles in Courage*, part. (starts 11/8).

7-8 p.m.

ABC-TV 7-7:30 No network service; 7:30-8:30 *Wagon Train*, part.
CBS-TV 7-7:30 *Lassie*, part.; 7:30-8 *My Favorite Martian*, Kellogg, Toni.
NBC-TV 7-7:30 *Profiles in Courage*, cont.; 7:30-8:30 *Walt Disney's Wonderful World of Color* (C), Eastman Kodak, Ford Motor Co.

8-9 p.m.

ABC-TV *Wagon Train*, cont.; 8:30-9 *Broadside*, part.
CBS-TV *Ed Sullivan*, Pillsbury, P. Lorillard, Whitehall, Lever.
NBC-TV 8-8:30 *Walt Disney*, cont.; 8:30-9 *Bill Dana Show*, P&G.

9-10 p.m.

ABC-TV 9-11 *Sunday Night Movie*, part.
CBS-TV 9-9:30 *Living Doll*, Am. Tobacco; 9:30-10 *Joey Bishop Show*, part.
NBC-TV *Bonanza* (C), Chevrolet.

10-11 p.m.

ABC-TV *Sunday Night Movie*, cont.
CBS-TV 10-10:30 *Candid Camera*, Bristol-Myers, Lever; 10:30-11 *What's My Line*, J. B. Williams, Kellogg, Am. Tobacco.
NBC-TV *The Rogues*, Am. Tobacco, Miles, Nabisco.

11-11:15 p.m.

ABC-TV No network service.
CBS-TV *CBS News with Harry Reasoner*, Am. Home.
NBC-TV No network service.

MONDAY-FRIDAY

7-10 a.m.

ABC-TV No network service.
CBS-TV 7-8 No network service; 8-9 *Captain Kangaroo*, part.; 9-10 No network service.
NBC-TV 7-9 *Today*, part.; 9-10 No network service.

10-11 a.m.

ABC-TV 10-10:30 No network service; 10:30-11 *Price Is Right*, part.
CBS-TV 10-10:30 *CBS News with Mike Wallace*, part.; 10:30-11 *I Love Lucy*, part.
NBC-TV 10-10:25 *Make Room for Daddy*, part.; 10:25-10:30 *NBC News Morning Report*, Gen. Mills, Bristol-Myers; 10:30-10:55 *What's This Song* (starts 10/26), part.; 10:55-11 *News Morning Report*, Gen. Foods, Leeming.

11 a.m.-Noon

ABC-TV 11-11:30 *Get the Message*, part.; 11:30-12 *Missing Links*, part.
CBS-TV 11-11:30 *Andy of Mayberry*, part.; 11:30-12 *The McCoys*, part.
NBC-TV 11-11:30 *Concentration*, part.; 11:30-12 *Jeopardy* (C), part.

Noon-1 p.m.

ABC-TV 12-12:30 *Father Knows Best*, part.; 12:30-1 *Hello, Peapickers*, part.
CBS-TV 12-12:25 *Love of Life*, part.; 12:25-12:30 *News*, part.; 12:30-12:45 *Search for Tomorrow*, P&G; 12:45-1 *Guiding Light*, P&G.
NBC-TV 12-12:30 *Say When* (C), part.; 12:30-12:55 *Truth or Consequences* (C), part.; 12:55-1 *News*, Gen. Mills.

1-2 p.m.

ABC-TV No network service.
CBS-TV 1-1:30 *Summer Semester*, sust.; 1:30-2 *As the World Turns*, P&G, part.
NBC-TV 1-1:30 No network service; 1:30-1:55 *Let's Make a Deal* (C), part.; 1:55-2 *News*, S. C. Johnson.

2-3 p.m.

ABC-TV 2-2:30 No network service; 2:30-2:55 *Day in Court*, part.; 2:55-3 *Lisa Howard News*, Purex.
CBS-TV 2-2:30 *Password*, part.; 2:30-3 *Art Linkletter's House Party*, part.
NBC-TV 2-2:30 *Loretta Young*, part.; 2:30-3 *The Doctors*, Colgate-Palmolive, part.

3-4 p.m.

ABC-TV 3-3:30 *General Hospital*, part.; 3:30-4 *The Young Marrieds*, part.
CBS-TV 3-3:25 *To Tell the Truth*, part.; 3:25-3:30 *CBS News with Douglas Edwards*, American Home, Gen. Mills; 3:30-4 *Edge of Night*, P&G, part.
NBC-TV 3-3:30 *Another World*, 3:30-4 *You Don't Say* (C), part.

4-5 p.m.

ABC-TV *Trailmaster*, part.
CBS-TV 4-4:30 *The Secret Storm*, part.; 4:30-5 No network service.
NBC-TV 4-4:25 *Match Game*, part.; 4:25-4:30 *News*, Gen. Mills; 4:30-5 No network service.

5-6 p.m.

ABC-TV No network service.
CBS-TV 5-5:10 *News*, sust.; 5:10-6 No network service.
NBC-TV No network service.

6-7:30 p.m.

ABC-TV 6-6:15 *Ron Cochran with the News*, part.; 6:15-7:30 No network service.
CBS-TV 6-6:30 No network service; 6:30-7 *CBS News with Walter Cronkite* (1st feed), part.; 7-7:30 *CBS News with Walter Cronkite* (2d feed), part.
NBC-TV 6-6:30 No network service; 6:30-7 *Huntley-Brinkley Report* (1st feed), part.; 7-7:30 *Huntley-Brinkley Report* (2d feed), part.

11 p.m.-1 a.m.

ABC-TV 11-11:10 *Bob Young with the News*, part.; 11:10-11:15 No network service; 11:15 p.m.-1 a.m. *Les Crane Show*, part. (starts 11/9).
CBS-TV No network service.
NBC-TV 11-11:15 No network service; 11:15 p.m.-1 a.m. *Tonight* (C), part.

MONDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 *Voyage to the Bottom of the Sea*, part.; 8:30-9 *No Time for Sergeants*, L&M; Schick Safety Razor.
CBS-TV 7:30-8 *To Tell the Truth*, Am. Home, R. J. Reynolds; 8-8:30 *I've Got a Secret*, Gen. Foods, Toni; 8:30-9 *Andy Griffith Show*, Gen. Foods.
NBC-TV 90 *Bristol Court*, part.

9-10 p.m.

ABC-TV 9-9:30 *Wendy and Me*, part.; 9:30-10 *Bing Crosby Show*, Lever, Lincoln-Mercury.
CBS-TV 9-9:30 *The Lucy Show*, Gen. Foods, Lever; 9:30-10 *Many Happy Returns*, Gen. Foods.
NBC-TV *The Andy Williams Show/Jonathan Winters Specials*, part.

10-11 p.m.

ABC-TV *Ben Casey*, part.
CBS-TV *Slattery's People*, part.
NBC-TV *Alfred Hitchcock*, part.

TUESDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 *Combat*, part.; 8:30-9 *McHale's Navy*, Olds, R. J. Reynolds, Warner-Lambert.
CBS-TV 7:30-8 No network service; 8-8:30 *World War I*, part.; 8:30-9:30 *The Red Skelton Hour*, Alberto-Culver, Lever, Phillip Morris, Whitehall.
NBC-TV 7:30-8:30 *Mr. Novak*, part.; 8:30-9:30 *Man from U.N.C.L.E.*, part.

9-10 p.m.

ABC-TV 9-9:30 *The Tycoon*, part.; 9:30-10 *Peyton Place*, part.
CBS-TV 9-9:30 *The Red Skelton Hour*, cont.; 9:30-10 *Petticoat Junction*, P&G.
NBC-TV 9-9:30 *Man from U.N.C.L.E.*, cont.; 9:30-10 *TW3*, part.

10-11 p.m.

ABC-TV *The Fugitive*, part.
CBS-TV *The Doctors & The Nurses*, Brown

TV specials in October, November and December

ABC-TV

Oct. 7: 10:30-11 p.m.
Politics '64, Xerox.
Oct. 17: 9:30-10:30 p.m.
Dinah Shore Show, Purex.
Oct. 21: 10:30-11 p.m.
Politics '64, Xerox.
Oct. 28: 3-4 p.m.
Child in Danger, Purex.
Nov. 1: 10:30-11:15 p.m.
Campaign Wrap-Up, part.
Nov. 3: 7 p.m.-conclusion:
Election Coverage, part.
Nov. 4: 10:30-11 p.m.
Election Wrap-Up, part.
Nov. 12: 10-11 p.m.
Sophia Loren in Rome, Chemstrand, Rayette.
Nov. 18: 9:30-10:30 p.m.
Dinah Shore Show, Purex.
Nov. 22: 6:30-7:30 p.m.
JFK, Two Worlds.
Dec. 10: 3-4 p.m.
The Menace of the Age, Purex.
Dec. 12: 7:30-8:30 p.m.
Nobel Prize Ceremonies, Zenith.
Dec. 19: 12:30 p.m.-conclusion.
Liberty Bowl Game, United Motors, Carter, Bristol-Myers.
Dec. 19: 3:30 p.m.-conclusion.
Blue Bonnet Bowl, United Motors, Carter, Bristol-Myers, Mennen.
Dec. 25: 3 p.m.-conclusion.
North-South Shrine Game, see Dec. 19.
Dec. 27: 7:30-8:30 p.m.
Winterland on Ice, Independent Electric Light & Power Co.'s.
Dec. 27: 10:15-11 p.m.
Yearend Report, Rural Electronics

CBS-TV

Nov. 1: 6:30-7:30 p.m.
Election Preview, part.
Nov. 2: 9:30-10 p.m.
Goldwater paid political broadcast.
Nov. 3: 7 p.m.-conclusion.
Election Day Returns, part.
Nov. 6: 7:30-8:30 p.m.
Young People's Concert, Bell Telephone.
Nov. 13: 10-11 p.m.
Miss Teen-age America, P&G, Dr. Pepper.
Nov. 14: 8:30-10 p.m.
Once Upon a Mattress, Lipton.

Nov. 19: 10-11 p.m.
An Hour with Robert Goulet, Savings & Loan.
Nov. 26: 10 a.m.-noon.
Thanksgiving Day Parade Jubilee, part.
Nov. 26: 12-3 p.m.
National Football League, part.
Nov. 30: 7:30-8:30 p.m.
Young People's Concert, Bell Telephone.
Dec. 27:
NFL Championship Game, part.

NBC-TV

Oct. 11: 5-5:30 p.m.
British Election Special.
Oct. 11: 6:30-7 p.m.
1964 Tokyo Olympics, P. Lorillard, Texaco, Schlitz.
Oct. 12: 11:15-11:30 p.m.
1964 Tokyo Olympics (see Oct. 11).
Oct. 13: 7:30-8:30 p.m.
1964 Tokyo Olympics (see Oct. 11).
Oct. 13: 10-11 p.m.
Campaign and the Candidates, Benrus, Abbott, Hartford Insurance, Sherwin Williams.
Oct. 13: 11:15-11:30 p.m.
1964 Tokyo Olympics (see Oct. 11).
Oct. 14: 11:15-11:30 p.m.
1964 Tokyo Olympics, P. Lorillard, Schlitz, Auto Lite.
Oct. 15: 10-11 p.m., 11:15-11:30 p.m.
1964 Tokyo Olympics (see Oct. 11).
Oct. 16: 11:15-11:30 p.m.
1964 Tokyo Olympics (see Oct. 11).
Oct. 17: 5-7 p.m.
1964 Tokyo Olympics (see Oct. 11).
Oct. 18: 6:30-7:30 p.m.
1964 Tokyo Olympics (see Oct. 14).
Oct. 18: 10-11 p.m.
Hallmark Hall of Fame, Hallmark.
Oct. 19: 11:15-11:30 p.m.
1964 Tokyo Olympics (see Oct. 11).
Oct. 20: 10-11 p.m.
1964 Tokyo Olympics (see Oct. 11).
Oct. 20: 11:15-11:30 p.m.
1964 Tokyo Olympics (see Oct. 14).
Oct. 21: 11:15-11:30 p.m.
1964 Tokyo Olympics (see Oct. 11).
Oct. 22: 11:15-11:30 p.m.
1964 Tokyo Olympics (see Oct. 14).
Oct. 23: 7:30-8:30 p.m., 11:15-11:30 p.m.
1964 Tokyo Olympics (see Oct. 11).
Oct. 24: 5-7 p.m.
1964 Tokyo Olympics (see Oct. 11).

Oct. 25: 6:30-7:30 p.m.
1964 Tokyo Olympics (see Oct. 14).
Oct. 27: 10-11 p.m.
Campaign and the Candidates (see Oct. 13).
Nov. 1: 6:30-7:30 p.m.
Campaign and the Candidates (see Oct. 13).
Nov. 2: 10-11 p.m.
Democratic National Committee, paid political.
Nov. 3: 7:30-conclusion.
NBC Election Returns, Gulf.
Nov. 4: 11:30 p.m.-12:30 a.m.
Election Wrap-Up.
Nov. 13: 8:30-9:30 p.m.
Danny Thomas Special, Timex, Consolidated Cigars.
Nov. 17: 10-11 p.m.
The Louvre (C), Xerox.
Nov. 22: 6:30-7:30 p.m.
J. F. Kennedy Remembered.
Nov. 26: 10-11:30 a.m.
Macy's Thanksgiving Day Parade, M&M, Vick, P&G.
Nov. 28: 5:30-6:30 p.m.
Quillow and the Giant.
Nov. 28: 7:30-8:30 p.m.
Your All Time Favorite Songs, Mohawk.
Nov. 27: 10-11 p.m.
NBC Follies of 1965 (C), Timex.
Nov. 28: 8:30-10 p.m.
World's Greatest Showman, Kodak.
Nov. 30: 10-11 p.m.
Hallmark Hall of Fame, Hallmark.
Dec. 1: 10-11 p.m.
French Revolution (C).
Dec. 6: 5:30-6:30 p.m.
Fantasy Special, General Electric.
Dec. 10: 8:30-9:30 p.m.
Danny Thomas Special (see Nov. 13).
Dec. 15: 10-11 p.m.
The Battle of the Bulge.
Dec. 18: 7:30-8:30 p.m.
Mr. Magoo's Christmas Carol, Timex.
Dec. 20: 4-5 p.m.
Through the Children's Eyes.
Dec. 21: 7:30-8:30 p.m.
The Story of Christmas (C), General Mills.
Dec. 21: 8:30-9 p.m.
Coming of Christ, Union Central Life Ins. Co.
Dec. 28: 10-11 p.m.
Projection '65, Gulf.

& Williamson, Ed. Dalton, Menley & James, Noxzema.
NBC-TV Bell Telephone Hour (C), Bell Tel./News Specials, Fed. Savings & Loan Assn.

WEDNESDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8 Ozzie & Harriet, American Gas, C-P; 8-8:30 The Patty Duke Show, Gen. Mills, Breck, Sterling Drug; 8:30-9 Shindig, part.
CBS-TV 7:30-8:30 CBS Reports, part.; 8:30-9 Beverly Hillsbillies, Kellogg, R. J. Reynolds.
NBC-TV The Virginian (C), part.

9-10 p.m.

ABC-TV 9-9:30 Mickey, part.; 9:30-10:30 Burke's Law, part.
CBS-TV 9-9:30 Dick Van Dyke Show, Lorillard, P&G; 9:30-10 Cara Williams Show, Gen. Foods, P&G.
NBC-TV 9-11 Wednesday Night at the Movies, part.

10-11 p.m.

ABC-TV 10-10:30 Burke's Law, cont.; 10:30-11 ABC News Reports, Brown & Williamson (ABC Scope starts 11/11).
CBS-TV Danny Kaye Show, American Motors, Armstrong, Ralston Purina.
NBC-TV Wednesday Movies, cont.

THURSDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8 The Flintstones (C), Best Foods, Welch, Motorola; 8-8:30 The Donna Reed Show, Singer, Campbell; 8:30-9 My Three Sons, Hunt Foods, Quaker Oats, Carnation, Squibb, Intl. Latex.
CBS-TV 7:30-8 The Munsters, Noxzema Gen. Mills, S. C. Johnson; 8-9 Perry Mason, P&G, Am. Tobacco, Sterling, Clairol.
NBC-TV 7:30-8:30 Daniel Boone, part.; 8:30-9:30 Dr. Kildare, part.

9-10 p.m.

ABC-TV 9-9:30 Bewitched, Chevrolet, Quaker Oats; 9:30-10 Peyton Place, part.
CBS-TV 9-9:30 Password, Bristol-Myers, R. J. Reynolds; 9:30-10 Baileys of Balboa, Philip Morris, Reynolds Metals.
NBC-TV 9-9:30 Dr. Kildare, cont.; 9:30-10 Hazel (C), Ford, Lever.

10-11 p.m.

ABC-TV Jimmy Dean, part.
CBS-TV The Defenders, Brown & Williamson, Alberto-Culver, Whitehall.
NBC-TV Kraft Suspense Theater (C), Kraft/Perry Como Specials (C), Kraft.

FRIDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8 Jonny Quest, part.; 8-8:30

Farmer's Daughter, Clairol, L&M; 8:30-9 Addams Family, part.
CBS-TV 7:30-8:30 Rawhide, Brown & Williamson, Max Factor, Pontiac, Norelco; 8:30-9:30 The Entertainers, Alberto-Culver, Gen. Foods, Noxzema, Philip Morris.
NBC-TV 7:30-8:30 International Showtime, part.; 8:30-9:30 Bob Hope's Chrysler Theater (C), Chrysler.

9-10 p.m.

ABC-TV 9-9:30 Valentine's Day, Breck, Goodyear, Gen. Foods; 9:30-10:30 12 O'Clock High, part.
CBS-TV 9-9:30 The Entertainers, cont.; 9:30-10 Gomer Pyle, USMC, Gen. Foods.
NBC-TV 9-9:30 Bob Hope, cont.; 9:30-10 Jack Benny, Miles, State Farm.

10-11 p.m.

ABC-TV 10-10:30 12 O'Clock High, cont.; 10:30-11 No network service.
CBS-TV The Reporter, Alberto-Culver, P&G, Norelco, Am. Tobacco.
NBC-TV Jack Paar (C), part.

SATURDAY

8-10 a.m.

ABC-TV 8-9:30 No network service; 9:30-10 Buffalo Bill Jr., part.
CBS-TV 8-9 Mr. Mayor, Wrigley, Crayola, Welch, Schwinn, Marx, Kellogg, Kenner; 9-9:30 The Alvin Show, Marx, Nestle, De Luxe.

Gen. Mills; 9:30-10 *Tennessee Tuxedo*, De Luxe, Gen. Mills.
NBC-TV 8-9:30 No network service; 9:30-10 *The Hector Heathcote Show*, part.

10-11 a.m.

ABC-TV 10-10:30 *Shenanigans*, Bradley; 10:30-11 *Annie Oakley*, part.
CBS-TV 10-10:30 *Quick Draw McGraw*, Mattel; Kellogg; 10:30-11 *Mighty Mouse*, part.
NBC-TV 10-10:30 *Underdog* (C), part.; 10:30-11 *Fireball XL-5*, part.

11 a.m.-Noon

ABC-TV 11-11:30 *The New Casper Cartoon Show*, part.; 11:30-12 *Beany & Cecil*, part.
CBS-TV 11-11:30 *Linus the Lionhearted*, Gen. Foods; 11:30-12 *Jetsons*, Mattel, DeLuxe.
NBC-TV 11-11:30 *Dennis the Menace*, part.; 11:30-12 *Fury*, part.

Noon-1 p.m.

ABC-TV 12-12:30 *Bugs Bunny*, part.; 12:30-1 *Hoppy Hooper*, DeLuxe, Gen. Mills.
CBS-TV 12-12:30 *Sky King*, Nabisco; 12:30-1 *My Friend Flicka*, Mattel, DeLuxe.

NBC-TV *Exploring* (C), part.

1-2 p.m.

ABC-TV 1-1:30 *Magic Land of Allakazam*, part.; 1:30-2:30 *New American Bandstand '65*, part.
CBS-TV 1-1:30 *CBS Saturday News*, part.; 1:30-2 No network service.
NBC-TV 1-5 *NBC Sports Special*, part./NCAA Football, Gillette, Texaco, Chrysler, Gen. Cigar.

2-5 p.m.

ABC-TV 2-2:30 *New American Bandstand '65*, cont.; 2:30-5 No network service.
CBS-TV 2-4 No network service; 4-6 *Countdown to Kickoff*, part.
NBC-TV *NCAA Football*, cont.

5-7:30 p.m.

ABC-TV 5-6:30 *ABC's Wide World of Sports*, part.; 6:30-7:30 No network service.
CBS-TV No network service.
NBC-TV 5-7 To be announced; 7-7:30 No network service.

7:30-9 p.m.

ABC-TV 7:30-8:30 *The Outer Limits*, part.; 8:30-9:30 *The Lawrence Welk Show*, J. B. Williams, Whitehall, Con. Cigar, Block, Am. Chicle.
CBS-TV 7:30-8:30 *Jackie Gleason's American Scene Magazine*, Drackett, Philip Morris, Ralston-Purina, Socony; 8:30-9 *Gilligan's Island*, Philip Morris, P&G.
NBC-TV 7:30-8 *Flipper*, Mattel, P&G; 8-8:30 *Mr. Magoo*, Libby; 8:30-9 *Kentucky Jones*, part.

9-10 p.m.

ABC-TV 9-9:30 *The Lawrence Welk Show*, cont.; 9:30-10:30 *Hollywood Palace*, part.
CBS-TV *Mr. Broadway*, Alberto-Culver, Pontiac.
NBC-TV 9-11 *Saturday Night at the Movies*, part.

10-11 p.m.

ABC-TV 10-10:30 *Hollywood Palace*, cont.; 10:30-11 No network service.
CBS-TV *Gunsmoke*, Whitehall, P&G, Am. Tobacco.
NBC-TV *Movies*, cont.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Sept. 24 through Sept. 30, and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—special hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. unl.—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

ACTIONS BY FCC

San Jose, Calif.—Urban Television Corp. Granted CP for new TV on UHF channel 48 (674-680 mc); ERP 46.8 kw vis., 23.1 kw aur. Ant. height above average terrain 817 feet, above ground 73 feet. P.O. address c/o Edwin D. Jones Jr., 28 North First Street, San Jose. Estimated construction cost \$229,000; first year operating cost \$240,000; revenue \$270,000. Studio location San Jose, trans. location seven miles west of San Jose. Geographic coordinates 37° 20' 07" north latitude, 121° 44' 11" west longitude. Type trans. RCA TTU2A, type ant. RCA TPU-25G. Legal counsel Vincent B. Welch; consulting engineer Creutz & Snowberger, both Washington. Principals: Vincent B. Welch (27.5%), Edward P. Morgan (27.5%), Esterly C. Page (20%), Lawrence J. Henderson Jr. (12.5%) and James L. McIlvaine (12.5%). See below. Action Sept. 30.

Miami—Gateway Television Corp. Granted CP for new TV on UHF channel 33 (584-590 mc); ERP 120 kw vis., 31.6 kw aur. Ant. height above average terrain 297 feet, above ground 304 feet. P.O. address c/o Vincent B. Welch, 300 Farragut Building, 900 17th Street, N.W., Washington. Estimated construction cost \$338,945; first year operating cost \$240,000; revenue \$270,000. Studio and trans. locations both Miami. Geographic coordinates 25° 46' 48" north latitude, 80° 11' 24" west longitude. Type trans. RCA TTU-12A, type ant. CO-EL DWG 1747-1. Legal counsel Welch, Mott & Morgan, Washington; consulting engineer Serge Bergen, Fairfax, Va. Principals: Vincent B. Welch (27.5%), Edward P. Morgan (27.5%), Esterly C. Page

(20%), Lawrence J. Henderson Jr. (12.5%) and James L. McIlvaine (12.5%). Principals have applied for new TV's in Minneapolis, (UHF ch. 23) as Associated Television Corp.; Columbus, Ohio, (UHF ch. 40) as Farragut Television Corp., and Henderson, Nev., (VHF ch. 4) as Sovereign Television Corp. Action Sept. 17.

St. Louis—Globe Television Corp. Granted CP for new TV on UHF channel 30 (566-572 mc); ERP 209 kw vis., 59.2 kw aur. Ant. height above average terrain 333 feet, above ground 340 feet. P.O. address c/o Vincent Welch, Farragut Building, Washington. Estimated construction cost \$344,030; first year operating cost \$240,000; revenue \$270,000. Studio and trans. locations both St. Louis. Geographic coordinates 30° 37' 46" north latitude, 90° 11' 55" west longitude. Type trans. RCA TTU-10A, type ant. RCA TPU-25G. Legal counsel: Vincent Welch; consulting engineer: Creutz & Snowberger, both Washington. Principals: Vincent Welch (27.5%), Edward P. Morgan (27.5%), Lawrence J. Henderson (22.5%) and James L. McIlvaine (22.5%). Messrs. Welch and Morgan are partners of law firm of Welch, Mott & Morgan. See Above. Action Sept. 30.

New AM stations

ACTIONS BY FCC

Plymouth, N. H.—Pemigewasset Broadcasters Inc. Granted CP for new AM on 1240 kc, 250 w, unl. P.O. address c/o J. Gordon Keyworth, Williamstown, Mass. Estimated construction cost \$18,125; first year operating cost \$32,500; revenue \$36,140. Principals: J. Gordon Keyworth (71.84%) and others. Mr. Keyworth is past broadcast owner. Action Sept. 30.

APPLICATIONS

Homestead, Fla.—South Dade County Broadcasting Inc. 1430 kc, 500 w, D. P.O. address 4 East Mowry Street, Homestead. Estimated construction cost \$27,475; first year operating cost \$55,000; revenue \$70,000. Principals: O. Ralph Matousek, Arnold S. Friedman, Thomas A. Collins, Frank Basso, Richard Accursio, Earle R. Hackett and Paul Losner (each 14.23%), Mr. Matousek is attorney. Mr. Friedman is executive vice president and sales manager of WIII Homestead. Ann. Sept. 28.

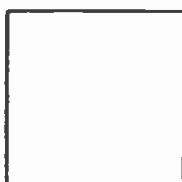
Lemmon, S. D.—Lemmon Broadcasting Inc. 1400 kc, 250 w-D, 1 kw-N, unl. P.O. address c/o Krause & Hanks, Professional Building, Lemmon. Estimated construction cost \$17,107; first year operating cost \$70,000; revenue \$75,000. Principals: William C. Bootz, G. J. Johnson, Vernon Evanson, Arnold Molitor and Newell E. Krause (each 20%). Mr. Krause is attorney; others have business interests in Lemmon and vicinity. Ann. Sept. 28.

New FM stations

ACTIONS BY FCC

Madison, Ill.—Charles H. Norman. Granted CP for new FM on 106.5 mc, channel 293, 5.7 kw. Ant. height above average terrain 146 feet. P.O. address 7552 Wydown Boulevard, St. Louis 5. Estimated construction cost \$29,000; first year operating cost \$30,000; revenue \$36,400. Mr. Norman, sole owner, is majority owner of WGNU Granite City, Ill. Action Sept. 25.

Victoria, Tex.—Cosmopolitan Enterprises. Granted CP for new FM on 92.1 mc, channel 221, 2.67 kw. Ant. height above average terrain 121 feet. P.O. address Box 1819, Victoria. Estimated construction cost \$7,200;



**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

first year operating cost \$6,500; revenue \$6,500. Principals: John J. and Phillip J. Tibiletti (66⅓% and 33⅓% respectively). J. J. Tibiletti is student, P. J. Tibiletti is lawyer. Action Sept. 28.

APPLICATIONS

Bishop, Calif.—Southeastern Sierra Broadcasting Corp. 100.7 mc, channel 264, 12.1 kw vertical and horizontal. Ant. height above average terrain minus 948 feet. P.O. address Box 757 Bishop. Estimated construction cost \$24,361; first year operating cost \$12,000; revenue \$12,000. Principals: Royal S. Deming (60%) and Elwayne L. Clement (40%). Southeastern Sierra is licensee of WIBS Bishop. Ann. Sept. 24.

Iowa City, Iowa—Johnson County Broadcasting Corp. 100.7 mc, channel 264, 25 kw horizontal, 2.38 kw vertical. Ant. height above average terrain 264 feet. P.O. address 108.5 East Washington Street, Iowa City. Estimated construction cost \$30,313; first year operating cost \$12-15,000; revenue \$12-15,000. Principals: Elliot Full (42%), Gene Claussen (42%) and Scott Swisher (16%). Mr. Swisher is attorney. Johnson County is licensee of KXIC Iowa City. Ann. Sept. 24.

Lafayette, La.—Radio Lafayette Inc. 99.9 mc, channel 260, 38.1 kw. Ant. height above average terrain 188.5 feet. P.O. address Box 2046 OCS, Lafayette. Estimated construction cost \$22,000; operating cost per month, \$400; revenue not listed. Principals: Edward L. Francis (76%) and George Crouchet (24%). Mr. Crouchet has controlling interest in KOLE Port Arthur, Tex. Radio Lafayette is licensee of KPFL Lafayette. Ann. Sept. 28.

Houston, Mo.—Radio Company of Texas County Inc. 99.3 mc, channel 257, 3 kw. Ant. height above average terrain 172 feet. P.O. address Houston. Estimated construction cost \$13,422; first year operating cost \$8,000; revenue \$10,000. Principals: Maurice W. Covert, Warren R. McKnight, S. E. Ferguson, Raymond E. Duff, William H. Duff, Nolan R. Hutcheson (each 16.03%) and A. W. Rolfe (3.8%). Mr. Covert is attorney. Applicant is licensee of KBTC Houston. Ann. Sept. 17.

Taos, N. M.—Art Capitol Broadcasting Inc. 99.3 mc, channel 257A, 3 kw. Ant. height above average terrain minus 696 feet. P.O. address Box 665, Taos. Estimated construction cost \$15,800; first year operating cost \$12,000; revenue \$12,000. Principals: Jack W. Hawkins (75%), Louise Hawkins (10%), Donald Boston (10%) and John Hines (5%). Mr. Hawkins has 25% interest in KIUN Pecos, Tex.; 20% interest in KVLF Alpine, Tex.; 67% interest in KVFC Cortez, Colo.; 78% interest in KUTA Blanding, Utah, and 75% interest in KKIT Taos. Louise Hawkins has (0.5%) interest in KUTA. Ann. Sept. 24.

Salt Lake City—Granite District Radio Broadcasting Co. 94.1 mc, channel 231, 31.31 kw. Ant. height above average terrain minus 360 feet. P.O. address 1042 South Sixth West Street, Salt Lake City. Estimated construction cost \$37,025; first year operating cost \$39,000; revenue \$42,500. Principals: Howard D. and Lucile M. Johnson (57.8% jointly), Virginia K. Anderson (18%), Jean M. Latter (10%), Julie P. Miner (8.9%) and others. Mr. Johnson owns 3% of Nevada Broadcasters Fund Inc., licensee of KSHO-TV Las Vegas. Granite District owns 7% of KBLI Inc., licensee of KBLI Blackfoot, and KTLF-TV Pocatello, both Idaho, and 78.25% of Southern Utah Broadcasting Co., licensee of KSUB Cedar City, Utah. Howard D. and Lucile M. Johnson own 45% of Uintah Radio and Television Co., licensee of KVEL Vernal, Utah. Ann. Sept. 24.

Existing FM stations

ACTIONS BY FCC

*KTEC(FM) Oretch, Ore.—Granted CP to change station, studio and trans. location to Klamath Falls; remote control permitted. Action Sept. 30.

Ownership changes

ACTIONS BY FCC

WLAY Muscle Shoals, Ala.—Granted relinquishment of negative control of licensee corporation, Slatton-Quick Inc., by John L. Slatton (50% before, 47.12% after) and C. H. Quick (50% before, 47.12% after) through sale of stock to D. Mitchell Self (none before, 5.76% after). Consideration \$3,220. Mr. Self is employed at WLAY. Action Sept. 23.

WBGM(FM) Tallahassee, Fla.—Granted assignment of license and SCA from J. K. Ballinger to Donald C. Price. Consideration \$40,000. Mr. Price is licensee of WONS Tallahassee, with past holdings of 33⅓% interest in WPAX Thomasville, Ga., and 20% interest in WTNT Tallahassee. Action Sept. 18.

WGNU Granite City, Ill.—Granted assignment of license from Tri-Cities Broadcasting Co., owned by Charles H. Norman (60%),

John Karoly (20%) and George J. Moran (20%) to Norman Broadcasting Co., owned by Charles H. Norman (70%) and George J. Moran (30%). Consideration \$12,000. Action Sept. 28.

WJPS Evansville, Ind.—Granted acquisition of positive control of licensee corporation, WJPS Inc., by Robert S. Davis (49.6% before, 52% after) through purchase of stock from estate of J. L. Kennard (2.4% before, none after). Consideration \$3,504.

CATV BOXSCORE

Permits granted 16
Permits granted since October 1963 229

Communities with applications pending 305

CATV systems in operation 1,400†

Total CATV subscribers 1,600,000†

New permits: Ashland, Ala.—Video Cable System Inc. of Huntsville. Freeport, Ill.—City Council has voted to have TV franchise ordinance drawn up and has appointed committee to recommend from applicants which should be awarded franchise. Greenfield, Mass.—board approved licenses for three new applicants. Breckenridge, Minn.—Hubert Gross Jr. and Alver G. Leighton of Detroit Lakes, Minn. Kirksville, Mo.—City Council granted franchises to KTVO Inc. of Iowa and Kirksville Cable TV Co. Glen Falls, N. Y.—Mohican TV Cable Corp. East Liverpool, Ohio—Rego Industries of Hoboken, N. J., James V. Coofey systems manager. Killbuck, Ohio—Millersburg Community TV Inc., Dr. R. R. Keller, secretary-treasurer. Loudenville, Ohio—Millersburg Community TV Systems Inc. Clark, Pa.—Altoona CATV Corp. Clark's Green, Pa.—William Hunefeld, sales manager for WDAU-TV, Erie, Pa.—City council to award franchise from three applicants. South Abington, Pa.—Universal TV Cable Systems Inc. Henderson, Tex.—Telematic Cable Co. of Henderson, T. A. Bath, chairman of board. Bristol, Va.—National Transvideo Inc. of Dallas. Sparta, Wis.—Suburban TV Co.

* Reported to National Community Television Association Sept. 24-Sept. 30. All figures provided by NCTA.

† NCTA estimate as of Sept. 1, 1964.

Action Sept. 17.

WJPS Evansville, Ind.—Granted assignment of license from WJPS Inc., owned by Robert S. Davis (52%), J. Porter Smith (45.5%) and others to Geyer Broadcasting Inc., owned by Wayne Wyndham Geyer (100%). Consideration \$251,500 and \$100,000 for covenant not to compete. Geyer Broadcasting is licensee of WKEE-AM-FM Huntington, W. Va. Action Sept. 23.

WJAN Ishpeming, Mich.—Granted assignment of license from WJAN Inc., owned by J. J. Belourgy (37.45%), H. Walter Thompson (25%) and Walter D. Steben (25%) to S. Harvey Klein, receiver. No financial consideration. Action Sept. 23.

KLFD Litchfield, Minn.—Granted transfer of control of licensee corporation, C. W. Doebler & Associates Inc., from Gross-Leighton Inc., owned by Herbert P. Gross Jr. and Alver Leighton (each 50%) to Herbert P. Gross Jr. and Alver Leighton (each 50%). No financial consideration. Action Sept. 28.

KDEX Dexter, Mo.—Granted assignment of license from Dexter Broadcasting Co., owned by Jerome B. Zimmer and Lionel D. Speidel (each 50%) to Stoddard County Broadcasting Inc., owned by Messrs. Zimmer and Speidel at same percentages. No financial consideration; transaction of incorporation. Missouri-Illinois Broadcasting Co., owned by Messrs. Zimmer and Speidel is applicant for new AM in Cape Girardeau, Mo. Action Sept. 28.

WNNJ-AM-FM Newton, N. J.—Granted transfer of control of licensee corporation, Sussex County Broadcasting Inc., from Robert A. Mensel (49% before, none after) and Agnes P. Mensel (1% before, none after) to Simpson C. Wolfe Jr. (25% before, 32.9% after), Naomi E. Wolfe (25% before, 32.9% after), and Irving and Ethel Goldberg (none before, 34.2% after). Consideration \$225,000. Action Sept. 23.

WTNS Coshocton, Ohio—Granted acquisition of positive control of licensee corporation, Coshocton Broadcasting Co., by F. Bruce Wallace (38.46% before, 51.5% after) through purchase of stock from estate of Adolph Golden (9.8% before, none after)

and Clarence Miller (5.73% before, 2.4% after). Consideration \$9,000. Action Sept. 28.

KZIP Amarillo, Tex.—Granted assignment of license from David F. Pinkston (66⅓%) and Ray Winkler (33⅓%) d/b as Panhandle Broadcasting Co. to David F. Pinkston (100%) d/b as Panhandle Broadcasting Co. Consideration \$57,600 plus \$3,000 accounts receivable. Action Sept. 28.

KARY Prosser, Wash.—Granted transfer of control of licensee corporation, Prosser-Grandview Broadcasters Inc., from Jack L. Quinn (51.22%) and Robert D. Wilson (46.06%) to Sidney Roach, Judith Rae Roach and Naomi M. Burghardt (each approximately 33%). Consideration \$62,500. Mr. Roach is engineer at KGON Oregon City, Ore.; Mrs. Roach is housewife; Mrs. Burghardt is engineer technician. Action Sept. 23.

KFIZ Fond du Lac, Wis.—Granted transfer of control of licensee corporation, KFIZ Broadcasting Co., from A. H. Lange (35.9%), deceased, to Louie A. Lange (35.9% after), executor of estate of A. H. Lange and from Emery Martin (34.8%), deceased, to Emery W. and R. A. Martin (34.8% after) executors of estate of Emery Martin. No financial consideration. Action Sept. 17.

KFIZ Fond du Lac, Wis.—Granted transfer of control of licensee corporation, KFIZ Broadcasting Co., from Louie A. Lange (35.9%) and Charles F. Coffman (22.7%), deceased, to Louie A. Lange (35.9%) and Henry J. Borne (22.7% after), executor of estate of Charles F. Coffman. See application above. No financial consideration. Action Sept. 17.

APPLICATIONS

KRNO San Bernardino, Calif.—Seeks assignment of license from KRNO Inc., owned by Southwest States Inc. which is owned by George W. Bolling and G. William Bolling III (52.5% jointly), Cecil L. Trigg (23.75%) and Jack Vaughn (23.75%) to Southwest States Inc., owned by same individuals in same percentages. No financial consideration. Ann. Sept. 28.

KDEY Boulder, Colo.—Seeks transfer of control of licensee corporation, Bonanza Broadcasting Corp., from Kenneth G. and Misha S. Prather (80% jointly) to Metro Properties Inc., owned by Barry A. Tucker (50%), Martin J. O'Fallon (16.7%), John Yeros (16.7%), Ray M. Frey (3.3%) and Granville Horstmann (3.3%). Consideration \$19,295. Mr. O'Fallon is attorney; Mr. Tucker was executive vice president of KCMC Denver; Mr. Yeros is Denver restaurant owner, and Mr. Frey is part owner of printing firm. Ann. Sept. 24.

WQDY Calais, Me.—Seeks assignment of license from St. Croix Broadcasting Co., owned by John H. Vondell Jr. (55.6%), Robert D. Hawley (41.6%) and Barbara H. Vondell (2.8%) to WQDY Inc., owned by Robert E. Smith (50%), Mildred C. Smith (49.9%) and Francis E. Day (0.1%). Consideration \$110,000. Mr. Day is attorney. Ann. Sept. 29.

KBXM Kennett, Mo.—Seeks assignment of CP from William L. Miller, tr/as Boothell Broadcasting Co. to Hazel V. Miller, administratrix of estate of William L. Miller, deceased. No financial consideration. Ann. Sept. 28.

WFAS-AM-FM White Plains, N. Y.—Seeks assignment of license from Westchester Broadcasting Corp., owned by Valentine E. Macy Jr. and J. Noel Macy (each 50%), to Westchester Corp., owned by Lucile Stone (46%), Norman Wain (16⅓%), Robert C. Weiss (16⅓%), Joseph T. Zingale (16⅓%), Frank P. Celeste (2.5%) and Nick J. Mileti (2.5%). Consideration \$850,000. Messrs. Celeste and Mileti each have 3.46% interest in Cleveland Telecasting Corp., applicant for UHF-TV in Cleveland. Messrs. Wain, Weiss and Zingale were account executives for WHK Cleveland. Ann. Sept. 18.

WIICTV Pittsburgh—Seeks transfer of control of licensee corporation, WIIC Inc., from H. Kenneth Brennen (16.68% before, none after), Mary Thelma Bregenser (16.64% before, none after), Margaret M. Brennen (16.68% before, none after) and P.G. Publishing Co. (50% before, none after) to WIIC-TV Corp., owned by Cox Broadcasting Corp., which is owned by Atlanta Newspapers Inc. (33.96%); Dayton Newspapers Inc. (14.5%); Springfield Newspapers Inc. (15.36%), each owned by Cox family; Jayren Corp. (4.15%), which is owned by J. Leonard Reinsch (100%); Ernest L. Adams (1.25%); Merrill Lynch, Pierce, Fenner & Smith Inc. (1.29%), and James M. Cox Jr., J. Leonard Reinsch, Marcus Bartlett, Frank Gaither, Clifford M. Kirkland Jr. with others, each less than 1%. P. G. Publishing Co., publisher of Pittsburgh Post Gazette is owned by Toledo Blade Co., publisher of Toledo Blade and owned by Block family. Consideration \$20.5 million. Cox Broadcasting owns directly or through subsidiaries following: WSB-AM-FM-TV Atlanta; WHIO-AM-FM-TV Dayton, Ohio;

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WSOC-AM-FM-TV Charlotte, N. C.; KTVU (TV) San Francisco-Oakland; WIOD-AM-FM Miami, and CATV interests in Lewis-town, Lock Haven, and Tyrone, all Pennsylvania; Aberdeen, Wash.; Astoria, and The Dalles, both Oregon, and new franchises in Lima and Findlay, both Ohio (50%) and Redding, Calif. (25%). Ann. Sept. 24.

WIDD Elizabethton, Tenn.—Seeks relinquishment of positive control of licensee corporation, Holston Broadcasting Corp., by J. H. Lewis (70% before, 40.5% after) through sale of stock by corporation to C. M. Taylor (none before, 42.1% after). Consideration that Mr. Taylor would dismiss his application for CP for new AM in Blountville, Tenn. Mr. Taylor also has option to acquire additional 2.9% of corporation. Ann. Sept. 24.

KBUY Amarillo and KPCN Grand Prairie, both Texas—Seek relinquishment of positive control of licensee corporations, Radio KBUY Inc. and Radio KPCN Inc., by Giles E. Miller and Betty Jane Miller (each 37.6% as family group before, each 37.6% as individuals after). No financial consideration. Ann. Sept. 29.

KKAS Silsbee, Tex.—Seeks assignment of license from Billie Jeanette Holmes and Val D. Hickman d/b as Hardin County Broadcasting Co. to Jewel P. White. Consideration \$65,000. Jewel P. White had 33 1/3% interest in and managed KMIS Portageville, Mo. Ann. Sept. 29.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Millard F. French issued initial decision looking toward granting application of Norristown Broadcasting Inc. to change trans. site, install directional ant. and increase power of WNAR Norristown, Pa., from 500 w to 50 kw. DA, continued operation on 1110 kc, D, and, pursuant to commission's order of designation, holding application without final action pending dispositive action by commission with respect to application of WTSP-TV Inc. for new TV on channel 10 in Largo, Fla., in Doc. 12449. Action Sept. 25.

■ Hearing Examiner Forest L. McClenning issued initial decision looking toward granting application of Sundial Broadcasting Corp. to increase power of KIBE Palo Alto, Calif., on 1220 kc, D, from 1 kw to 5 kw; conditioned to precluding pre-sunrise operation with daytime facilities pending decision in Doc. 14419. Action Sept. 25.

DESIGNATED FOR HEARING

■ By memorandum opinion and order, commission designated for hearing application of International Panorama TV Inc. for new TV in Fontana, Calif., on channel 40, on issues to determine whether Angel Lerma Maler was responsible for actions of Alexander G. Golomb in writing letters and other documents referred to in memorandum opinion and, if so, nature and extent thereof and whether conduct of Maler adversely reflects on qualifications of applicant to be broadcast licensee. Action Sept. 30.

OTHER ACTIONS

■ By order, commission granted motion by Progress Valley Broadcasters Co. to extent of staying effective date of Aug. 7 decision by Review Board pending commission action on application for review of decision which directed Progress to discontinue within 60 days use of call letters KISM for its new AM in Shakopee, Minn.; further ordered that Progress' request for stay pending further administrative or judicial proceedings be held in abeyance pending action on application for review. KYSM Mankato, Minn., objected to KISM call letter assignment to Progress. Commissioner Ford abstained from voting; Commissioner Loevinger not participating. Action Sept. 30.

■ By memorandum opinion and order, commission granted application by Blue Ridge Mountain Broadcasting Inc. and Gordon County Broadcasting Co. (WCGA), Calhoun, Ga., for review of May 7 decision of review board which denied Blue Ridge's application for new AM in Ellijay, Ga. for limited purpose of remanding decision to board for clarification and reevaluation with respect to reliance upon certain evidentiary presumptions adverse to applicant, and to determine whether board's decision would be same without two presumptions and whether it denied application essentially upon one basic ground or upon one or more separate, distinct and unrelated grounds. Commissioner Cox not participating. Action Sept. 30.

■ Commission wishes to announce that it will no longer issue fee refunds for overpayments of \$2 or less. Since fee schedule became effective on March 17 commission

has refunded all fee overpayments irrespective of amount involved. Great number of overpayments which occurred during first few months of effectiveness of fee schedule may be attributed mainly to fact applicants were not thoroughly familiar with fee schedule. However, by this time applicants should be aware of correct amount of fees. Action Sept. 30.

■ By report and order in Doc. 15596, Commissioner Hyde dissented. Action Sept. 30. use in Harrisburg, Pa., and modified out-

ETV fund grants

Following grants for educational television have been approved by Department of Health, Education and Welfare:

■ New Orleans—Greater New Orleans Educational Television Foundation. \$166,235 to expand facilities of channel 8; total project cost \$262,000.

■ Urbana, Ill.—University of Illinois Board of Trustees. \$300,000 to expand facilities of channel 12; total project cost \$560,936.

■ Cleveland—Educational Television Association of Metropolitan Cleveland. \$250,000 to activate channel 25.

Applications

Following applications for educational television have been announced by Department of Health, Education and Welfare:

■ Tampa, Fla.—State Board of Control and Florida Educational Television Commission acting for University of South Florida. \$268,564 to activate channel 16 in Tampa; total project cost \$482,398.

■ Jacksonville, Fla.—Community Television Inc. \$225,780 to expand facilities of channel 7 in Jacksonville; total project cost \$301,040.

■ Bethlehem, Pa.—Lehigh Valley Educational Television Corp. \$200,000 to activate channel 39 in Allentown, Pa.; total project cost \$504,834.

standing authorization of South Central Educational Broadcasting Council to specify operation of WITF-TV at Hershey on that channel instead of channel *65, conditioned to submission of required data. At same time, it deleted CP of Hudson Broadcasting Corp. for WDTV on channel 33 in Harrisburg, which consented to channel reservation and deletion of its permit. Hudson Broadcasting was permitted to submit, within 30 days, brief and further data concerning financial arrangements or understandings between it and South Central, for consideration by commission in passing on question of whether such arrangements or understandings are in public interest. Commission Hyde dissented. Action Sept. 30.

■ By memorandum opinion and order, commission made following change to broadcast rules adopted May 20 which defined prohibited overlap between commonly owned commercial stations in AM, FM and TV broadcast services: (1) Amended Sec. 73.636 to provide that new grade B overlap standard will not apply to major changes of UHF's authorized before Sept. 30 but that applications for major changes of such stations will be considered on case-by-case basis. Number of UHF's filed originally for relatively limited facilities with hope of expanding later as economics of service warranted. Commission feels that to deny such stations opportunity to improve service might thwart development of UHF and could conceivably lead to station's demise, thus lessening diversity and competition. Commission denied petitions for stay and all other petitions for reconsideration of May 20 report and order. Commissioner Lee dissented and issued statement in which Commissioner Hyde concurred. Action Sept. 30.

■ By memorandum opinion and order, commission (1) denied petition by applicant parties for reconsideration and grant without hearing applications of Harry Wallerstein, receiver, Television Company of America Inc. for renewal of license of KSHO-TV Las Vegas and for transfer of control to Arthur Powell Williams, and (2) dismissed as moot request for waiver of Sec. 1.111 of procedural rules. Commissioner Cox not participating. Action Sept. 30.

South Norfolk Broadcasting Co., South Norfolk, Va.—By order, waived Sec. 1.571 (j)(1) of rules and accepted for filing without assignment of new file number amendment to application for new AM on 1600 kc, 1 kw, D, to change location to new city-

county of Chesapeake. Action Sept. 30.

■ By memorandum opinion and order, commission dismissed petition by Neighborly Broadcasting Inc. for reconsideration of April 1 denied of previous petition for reconsideration of order revoking license of WLOV(FM) Cranston, R. I., effective Jan. 30, 1963 for misrepresentations, numerous technical violations and financial inability. Action Sept. 30.

■ Commission renewed licenses of Crosley Broadcasting Co.'s Ohio TV stations WLWT Cincinnati; WLWD Dayton, and WLWC Columbus, without prejudice to whatever action commission may take as result of proceeding in Doc. 15415. Commissioner Bartley dissented to condition. Action Sept. 30.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order in proceeding on applications of Prattville Broadcasting Co. and Billy Walker for new AM's in Prattville, Ala., in Doc. 14878-9, (1) on petition by Broadcast Bureau, reopened record, enlarged issues concerning applicant Walker, and remanded proceeding to hearing examiner for further hearing and issuance of supplemental initial decision to determine, in light of evidence adduced pursuant to review board's new issues, whether Walker has requisite character qualifications to be commission licensee and whether grant of application would serve public interest, convenience and necessity; (2) denied for failure to comply with Sec. 1.229(c) of rules Prattville petition to reopen record, etc., but granted latter's motion to strike certain matter in Walker's opposition; and (3) dismissed as moot Broadcast Bureau's petition for acceptance of late filed pleading and Prattville's request to postpone oral argument. Member Slone not participating. Action Sept. 29.

■ Granted request by North Central Video Inc. and dismissed its petition for leave to intervene in proceeding on application of United Audio Corp. for new FM in Rochester, Minn., in Doc. 15417. By separate order, dismissed Northland Broadcasting Corp. application for review of examiner's June 4 action which denied its petition for leave to amend, and United Audio Corp.'s petition to enlarge issues against Northland. Member Nelson not participating on both actions. Action Sept. 29.

■ In proceeding on AM applications of Wide Water Broadcasting Inc., East Syracuse, and Radio Voice of Central New York Inc., Syracuse, N. Y., in Doc. 14869, 14671, granted Radio Voice petition to extend time to Oct. 15 to file responsive pleadings to Broadcast Bureau motion to reopen record and add issues. Member Nelson abstained from voting. Action Sept. 28.

■ Granted petition by Connecticut Coast Broadcasting Co. to extend time to Oct. 15 to file responsive pleadings to Broadcast Bureau motion to reopen record and add issues in proceeding on its application for new AM in Bridgeport, Conn. Member Nelson abstained from voting. Action Sept. 28.

■ Scheduled oral argument for Oct. 27 in following AM proceedings: Rhinelander Television Cable Corp., Rhinelander, Wis.; Ponce Broadcasting Corp., Cayey, and Abacoa Radio Corp. (WMIA), Arecibo, P. R. Actions Sept. 25.

■ By memorandum opinion and order in proceeding on applications of Community Radio of Saratoga Springs, New York Inc. and A. M. Broadcasters of Saratoga Springs Inc. for new AM's on 990 kc, 250 w, D, in Saratoga Springs, N. Y., denied Community's petition to delete issue as to its qualifications or, in alternative, place burden of proof upon Kenneth H. Freebern. Action Sept. 23.

ACTIONS ON MOTIONS

By commission

■ Commission, upon request by National Community Television Association Inc. and National Association of Microwave Common Carriers Inc. extended time for filing comments pending further order of commission, in matter of amendment of Parts 2, 21, 74 and 91 of rules relative to licensing of microwave radio stations used to relay TV signals to CATV systems. Action Sept. 28.

By Hearing Examiner Basil P. Cooper

■ Granted petition of WXXX Inc. to extent of dismissing, but with prejudice, application to change facilities of WXXX Hattiesburg, Miss. Action Sept. 25.

■ Scheduled further prehearing conference for Oct. 1 in proceeding on application of Camellia City Telecasters for new TV on channel 40 in Sacramento, Calif. Action Sept. 25.

■ Granted motion by Broadcast Bureau to make certain specified corrections to transcript in proceeding on application of Noble

Broadcasting Corp. for renewal of license of WILD Boston. Action Sept. 25.

By Hearing Examiner Charles J. Frederick

■ In proceeding on applications of Nelson Broadcasting Co. and Ubiquitous Frequency Modulation Inc. for new FM's in Kingston and Hyde Park, N. Y., respectively, in Doc. 15535-6, granted Ubiquitous request for leave to amend application by correcting exhibit to show ant. height as 141 feet instead of 157 feet. Action Sept. 28.

■ In proceeding on revocation of license of Radio Station WTIF Inc. (WTIF), Tifton, Ga., WDMG Inc. for renewal of license of WDMG Douglas, Ga., WMEN Inc. for renewal of license of WMEN Tallahassee, Fla., and B. F. J. Timm for new AM in Jacksonville, Fla., upon request by Broadcast Bureau, converted Sept. 29 hearing to further hearing conference and continued same to date not later than Oct. 20 to be ordered by examiner after informal consultation with all counsel. Action Sept. 28.

■ Formalized by order ruling made at Sept. 22 hearing in proceeding on applications of Nelson Broadcasting Co. and Ubiquitous Frequency Modulation Inc. for new FM's in Kingston and Hyde Park, N. Y., respectively, in Doc. 15535-6, and denied Ubiquitous motion to postpone hearing and other dates. Action Sept. 25.

By Hearing Examiner H. Gifford Irion

■ In proceeding on AM applications of KWEN Broadcasting Co., Port Arthur, and Woodland Broadcasting Co., Vidor, both Texas, granted KWEN request to extend time from Sept. 24 to Oct. 1 to file reply findings and conclusions. Action Sept. 25.

By Hearing Examiner Forest L. McClenning

■ In proceeding on applications of Lakeland FM Broadcasting Inc. and Sentinel Broadcasting Co. for new FM's in Lakeland, Fla., in Doc. 15540-1, granted Lakeland request to continue indefinitely Sept. 24 date for exchange of exhibits, and Oct. 8 date for notification of witnesses to be called for cross-examination, and continued without date Oct. 19 hearing. Action Sept. 23.

By Hearing Examiner

Chester F. Naumowicz Jr.

■ Formalized by order certain agreements reached and rulings made at Sept. 23 pre-hearing conference in proceeding on FM applications of WPFA Radio Inc., WTAX Inc. (WTAX), and Capital Broadcasting Co., all Springfield, Ill., in Doc. 15595-7 and scheduled certain procedural dates, and continued Oct. 12 hearing to Nov. 30. Action Sept. 23.

■ Granted request by Symphony Network Association Inc. to continue Oct. 5 hearing to Oct. 7 in proceeding on its application and that of Chapman Radio and Television Co. for new TV's on channel 54 in Fairfield and Homewood, Ala., respectively. Action Sept. 23.

By Hearing Examiner Sol Schildhouse

■ Cancelled all prehearing schedules and hearing dates in Houston, and Boston UHF-TV proceedings pending further rescheduling. Action Sept. 23.

By Hearing Examiner Herbert Sharfman

■ Granted joint motion by Central Coast Television, (KCOY-TV) Santa Maria, Calif., and Lompoc Valley Cable TV Inc. to correct transcript in proceeding on latter's applications for operational fixed stations in business radio service. Action Sept. 25.

■ Granted request by Central Coast Television (KCOY-TV), Santa Maria, Calif., to further extend time from Sept. 30 to Oct. 16 to file initial proposed findings and from Oct. 12 to Oct. 26 for replies in proceeding on applications of Lompoc Valley Cable TV Inc. for operational fixed stations in business radio service. Action Sept. 25.

■ Rescheduled Sept. 25 hearing for Oct. 16 in proceeding on applications of Great Northern Broadcasting System and Midwestern Broadcasting Co. for new FM's in Traverse City, Mich. Action Sept. 24.

BROADCAST ACTIONS

by Broadcast Bureau
Actions of Sept. 30

■ Granted renewal of licenses for following: WIBM Jackson, Mich., *WDTR(FM) Detroit, WBBC(FM) Jackson, Mich., WTOD-AM-FM Toledo, Ohio.

KFYR-TV Bismarck, N. D.—Granted license covering installation of auxiliary ant. system.

KOAM-TV Pittsburg, Kans.—Granted license covering installation of auxiliary ant. at main trans. and ant. location.

■ Granted renewal of licenses for following VHF-TV translators: K08CQ, K10CY, K03AU, K06BS, K07CT, K09CU, K11DB,

Continued on page 94

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RADIO—Help Wanted

Management

Multi-Station operation needs man to assume management of small market, profit-making, one kw. Resume to Box J-241, BROADCASTING.

Detroit: Experienced, aggressive radio salesman. Ready for management or managing now. Salary plus. Unusual opportunity. Multiple Group. Box K-4, BROADCASTING.

Leading Montana radio station needs Manager-Sales manager. Pop music format. Number one pulse. Salary plus profit-sharing. Opportunity for growth. Send resume to Box K-59, BROADCASTING.

Sales

KMUS, Muskogee, Okla., needs experienced time salesman. Contact Horace Boren, Owner, Box G-214, BROADCASTING.

South . . . immediate opening for a salesman with management potential for Negro appeal radio station. Guaranteed beginning salary with liberal compensation plan. Write Box J-56, BROADCASTING.

Young, aggressive salesman for single station market. Present billing assures above average income. Station located in progressive upper-Midwest city. Character references mandatory. Married applicants only. Box J-254, BROADCASTING.

We need a salesman . . . If you're a piddler, peddler or order taker, don't apply. We want a genuine salesman to sell the No. 1 station in a growing, scenic, Western market. Modified Top 40, daytime station. The business is here and just ripe for pickin'. Prefer 26 to 35 years of age, experience and plenty of enthusiasm! Include resume and references to Larry LaVerne, Sales manager, KIMM RADIO, P. O. Box 2006, Rapid City, South Dakota.

Announcers

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.

Announcer needed immediately. 3rd ticket and endorsement required. Old established middle-of-the-road station. Mid-Atlantic area. Box J-213, BROADCASTING.

Experienced announcer with news and sports capabilities. Single station, city of 20,000 near metro market. Additional salary advantages. Start above \$105 weekly. Prefer married man. Send references and sincere letter. Box J-253, BROADCASTING.

Negro station with modern programming in one of the Top 10 markets. Needs experienced disk jockey able to handle modern rhythm and blues format. First class ticket helpful, but not necessary. Solid opportunity for the right party. Send tape and resume to Box J-262, BROADCASTING.

Wanted: Announcer who wants to learn news, to work night shift and help with news under capable news director. Prefer young college man who wants to make radio a career. Must have 3rd phone with endorsement. Midwest. Box J-265, BROADCASTING.

Play-by-play man. Some announcing. Sales combination possible. Great Plains area. Start \$100 weekly. Box J-268, BROADCASTING.

All around men—music, commercial, news. Must be experienced. Top pay, fringe benefits, 40 hour week. Eastern Canada—10 kw. Apply box J-278, BROADCASTING.

Announcers—(Cont'd)

Negro format station needs dependable man who can fit into a tight, modern, swinging R&B format. Man must also be able to handle news and production. The right man will have the opportunity to grow along with one of the countries fastest growing radio chains. Send tape, photo, resume and references to Box J-289, BROADCASTING.

Professional, adult sounding dj with strong teen appeal wanted for evening shift at one of the Midwest's best Top 40 stations. Salary open. 1st phone desirable but not required. Rush aircheck, photo, resume & references to Box J-290, BROADCASTING.

Top grade announcer for major Michigan market modern formula station. Require sharp, experienced man able to do production and run tight board. Good salary, excellent future. Send tape, resume, photo, recent earnings to Box J-291, BROADCASTING.

Large Northeast market seeks wide awake man with bright sound for tight board. Middle of the road music policy. Heavy on local news. Speed complete resume, salary requirements, photo, and air check to Box K-2, BROADCASTING.

Newsman for medium market New York radio/TV operation. Must have college plus several years experience in broadcast journalism. Will be part of expanding aggressive news team offering unlimited personal and professional advancement. Send resume and tape to Box K-27, BROADCASTING.

Wanted . . . Mature first class announcer with a 1st class ticket for modern, middle of the road, adult station in one of the nation's fastest growing metropolitan areas. No one has left. We're expanding. If you good, grow with us. Send air check and resume. Tapes will not be returned. Box K-31, BROADCASTING.

Tired of Top 40? We need an experienced man for a good music format. Prefer one who wants to work in a large metropolitan radio and television station in Minnesota's land of lakes and forests. Box K-34, BROADCASTING.

Florida: Immediate opening—expanding staff—announcer with 1st phone—regional good music, fulltime station looking for top man—this is a progressive organization—many benefits—salary open—air mail resume and tape to Box K-37, BROADCASTING.

Country Music announcer willing to sell, ambitious. Good character. 5000 watt station East. Box K-42, BROADCASTING.

Ann Arbor, Michigan garden spot! WAAM needs first phone announcers! Better than average pay for right people. Middle-road music. Top 40, 7 p.m. to midnight. Rush tape and resume! Box 608, Ann Arbor, Michigan.

KSFR San Francisco—seeks two concert music announcer-programmers. Interested in good production? Careful in your delivery? Ideas of your own? Have program ideas and a very good background heavy in classical music delivery and selection from current material? We are an unusual highly specialized station. Call Al Levitt, YU 6-2825 or send resume to 10 Claude Lane, San Francisco. Only if you know our kind of programming well.

Negro disc jockey . . . WAME wants top notch rhythm and blues personality. Send air check and resume to: 1850 N. W. LeJeune Road, Miami 44, Florida.

WBCM, Bay City, Michigan accepting applications for staff announcer with experience. Send resume etc. to Leo A. Jylha, Manager.

Announcers—(Cont'd)

Immediate opening for intelligent, enthusiastic personality at top rated suburban Detroit station in Michigan's fastest growing market. Advancement opportunities in growing chain. Rush tape and resume to WBRB, P. O. Box 489, Mount Clemens, Michigan.

We need a qualified first phone, 1000 watt daytimer, WCAZ, Carthage, Illinois.

Experienced announcer for Florida 5 kilowatt middle road format. Must have good friendly voice. Send tape, salary requirements and resume to WCWR, P. O. Box 606, Clearwater, Florida.

Immediate opening for morning man, capable on news, sports and announcing. Permanent position. Send tape and resume, WDDY, Gloucester, Virginia.

Enlarging staff. Looking for all around man. Some deejay, news, straight announcing. Contact Rick Rawlins, Program director, WFIN, Findlay, Ohio.

Announcer-newscaster. Immediate opening. Afternoon shift and new equipment/station awaits applicant. Rush tape and resume or phone. WMBT RADIO, Shenandoah, Pa.

Immediate opening for mature announcer with better-than-average ability on news and commercials, capable of running own board, doing production work and with a third class ticket. Also need combination announcer-salesman to handle weekend air shift and sell to area accounts. Experience in radio sales a must. Send tape, photo, resume in first letter to WMIX, Mt. Vernon, Illinois, or Contact Robert L. Whitaker, Vice President.

Immediate opening for top notch air personality at one of America's highest rated stations. Be part of our growing organization. Send tape and resume to: WROV, Roanoke, Virginia.

50 kw—Network coaching! Taped. Also beginners instruction. Brochure free. Consultant, 678 Medford, Patchogue, New York 11772.

Technical

Mature chief engineer with sports or announcing capabilities. Position available within three weeks. Salary range starts at \$498.00 monthly. You will live in a modern progressive upper-Midwest community. References will be thoroughly investigated. Box J-255, BROADCASTING.

Engineer with FM multiplex experience for headquarter station of major market AM and FM chain. Write Box K-41, BROADCASTING.

Production—Programing, Others

Administrator, with background in programming, publicity writing and marketing for major diversified group. Complete resume to Box J-153, BROADCASTING.

We need right now, experienced, aggressive, program-production man who can do some football and basketball play-by-play. Box J-238, BROADCASTING.

Midwest daytimer has immediate opening for copywriter. Announcing experience also helpful. Good salary with opportunity for advancement in production and program department. Box J-279, BROADCASTING.

Production—Programing, Others

Continued

Newsman to write, gather, and broadcast local news. Aggressive, hard-working. \$110. Metropolitan market update New York. Box J-281, BROADCASTING.

Negro newsman who knows how to dig out local news & deliver it with authority is needed now by headquarters station in fast growing R&B format chain. DJ & production experience helpful. You can grow with us. Send tape, resume, references, photo and salary needed to: Box J-288, BROADCASTING.

Newsman—Good opportunity for all around newsman in large Northeast market. Must have several years experience in gathering and writing news. Advancement possible for man with administrative potential. Live wire successful outfit with large news staff. Send complete resume, photo, salary requirements, and air check in first letter. Box K-1, BROADCASTING.

Immediate opening for a full time newsman who is more than average. Swinging modern music station that lacks local news coverage. Married, mature and able to deliver news with force. Send complete details including resume, news work, picture and tape. Box K-6, BROADCASTING.

Negro newsman with non-ethnic sound, for fast-paced R&B operation in Top 5 market. Must be able to write—not just read! Excellent pay in top facility. Send tape and resume to Box K-15, BROADCASTING.

Copy writer wanted for one of Floridas top radio stations. Send information and sample copy to Box K-20, BROADCASTING.

Wanted—Young man with radio programing experience. Must have background in tape editing. Selling ability would be welcome addition but not necessary. This job offers real executive future with up and coming package firm. Location New York City. Write Box K-39, BROADCASTING.

Immediate opening for hard working newsman. Top rated suburban Detroit station with strong local concept including editorials and documentaries. Need mature journalist. Rush tape and resume to WBBR, P. O. Box 489, Mount Clemens, Michigan.

News director/announcer: Who can dig out and write local news. \$100 plus fringes. Send tape, photo, complete info. WFVA AM-FM, Fredericksburg, Va.

Need immediately to complete staff. Must gather, write, report. Heavy local news emphasis. Send complete resume and tape first letter. Will be returned. New station growing fast. Excellent opportunity for hard worker. WLTH, 3669 Broadway, Gary, Indiana 219-884-9409.

Immediate opening for experienced, thoroughly competent news director capable of handling a prestige news department at this 5000-watt Midwest regional station. Must have excellent air presentation, must be able to write local news, and above all, dig it out. Ability to write editorials essential. Men without experience need not apply. Contact Robert L. Whitaker, Vice President, WMIX, Mt. Vernon, Illinois.

Situations Wanted—Management

One of best known, knowledgeable, respected Group administrators in broadcasting available soon. Excellent rating, billing, image-building records. Box J-205, BROADCASTING.

General manager—recently upgraded metro station to highest income and ratings. Station sold for cash at owners price. Have past outstanding success in upgrading other major and metro stations to high volume income, profit and top ratings. Strong on personal sales, sales management, programing and administration. Best references. Box J-273, BROADCASTING.

Working manager, mature, experienced on sales, 1st class license. Salary secondary to opportunity. Will take a dog and build it up. Box K-50, BROADCASTING.

Situations Wanted

Sales

Money-making special events sales campaign available to California, Arizona radio stations. Box J-98, BROADCASTING.

Proven Tiger \$20,000 to invest—radio Television. Heavy sales. Call "Tiger" before breakfast: 212-249-2464.

Announcers

Negro dj, bright delivery, specialty R&R, third phone license, some experience. Prefer small market, will consider all. Box H-391, BROADCASTING.

Southern majors: Dependable format radio personality. 7 years. Must relocate. Box J-135, BROADCASTING.

Available now. Announcer/dj/news/board. \$95. 3rd class. 6 years experience. Box J-215, BROADCASTING.

Top notch modern music pro looking to move presently PD in Florida and one of the most versatile cats in the biz. Want PD post but will consider top jock spot in Top 100 market if the bread is right. A solid, all around man that eats, drinks, and sleeps radio 24 hours a day. Box J-227, BROADCASTING.

Fun personality jock, voices, 1st phone, etc. Available \$150 wk. Box J-259, BROADCASTING.

Ambitious young announcer seeks permanent connection metropolitan New York-New Jersey area. Board experience includes network news, commercials-local newscasts, commercials, sportscasts, special announcements, middle-of-the-road music format. Third class ticket with endorsement. Box J-271, BROADCASTING.

Top 40 dj with 1st phone. Currently employed, but would like to join swinging Top 40 station. Willing to travel. Box J-282, BROADCASTING.

Straight announcer-sales for C/W slot. PD's promotion, C/W artist, twenty years experience. CMA member. Box J-284, BROADCASTING.

Experienced announcer dj, bright personality, fast board, will settle down, married. Box K-5, BROADCASTING.

DJ/announcer, experienced, bright personality, tight board, professional attitude, no floater, TV experience, third phone. Box K-8, BROADCASTING.

Versatile announcer looking for West coast challenge. 6 years radio including network O&O, 5 years TV, news, weather, sports, all types of on camera work. Good music dj with personality. Veteran, family and college journalism degree. At the top in present market I need new horizons. A hard working pro, I can fill your weak spot in radio or TV or both. Will consider any major market, prefer California. Box K-9, BROADCASTING.

Not college grad., but my air work and newsroom knowhow prove my six years experience. Twenty-five, married, children. Box K-10, BROADCASTING.

Presently employed by the Voice of Germany. Disc Jockey (adult programing) returning home mid October. 12 years experience. Enjoy midnight till but will consider other slots. Community minded stations, non format write Box K-12, BROADCASTING.

Dependable dj. Draft exempt, good voice, year experience. Top 40 only, East coast or South. Start at low salary. Box K-13, BROADCASTING.

1st phone announcer, one year experience. Willing to learn. Desire good music station in Northeast. Box K-16, BROADCASTING.

Experienced young man who will work hard, desires chance to prove himself. Box K-18, BROADCASTING.

First phone, family fella, desires to relocate. Presently employed 5 kw, network affiliate, in multi-station Eastern market. For details write Box K-26, BROADCASTING.

Announcers—(Cont'd)

California-Arizona . . . 1st phone, Broadcasting school graduate (12 month course), trained in all phases . . . Marine veteran, former Deputy sheriff, 30 years. Married. Looking for first break. DJ/announcer-authoritative newscaster. Box K-28, BROADCASTING.

Disc-jockeyess—with 1st phone, would like to radiate my "Femme fatale" atmosphere from your towers. Prefer Eastern area. Box K-29, BROADCASTING.

Announcer, dj, news, sports, talk, interviews, sales, TV. Versatile pro presently employed. Box K-30, BROADCASTING.

Comboman. Any format, Adult, polished, professional. Top 5 markets. Excellent references. Prefer college area. Box K-36, BROADCASTING.

Newsman. 11 years radio. Write, program. Now news director East. Box K-40, BROADCASTING.

Funny, Top 40 swinger, currently working in large market wishes to relocate. Box K-43, BROADCASTING.

Deejay announcer, Negro, tight board, versatile, third phone. Box K-44, BROADCASTING.

Professional broadcaster, 5 years experience, college graduate, married, mature, dependable. Knows large and small market AM, FM, TV. If you want a man you can depend on day in and day out, one who will take responsibility, who can work well with people and is no prima donna, I would very much like to discuss working with you. Currently employed but looking for brighter future. Write Box K-46, BROADCASTING.

Negro announcer/dj: Graduate from top broadcasting school. Looking for first job. Young, dependable with bright personality and smooth voice. Knows music. Will relocate anywhere. Box K-47, BROADCASTING.

With current station 9 years. Endorsed third. All-night tasteful jazz desired. U. S. or abroad. (Speak English only) Box K-52, BROADCASTING.

Announcer; linguist, musician. All facets classical music broadcasting, live and tape. News shows; all types commercials. Continuity, copy writing, TV experience, various formats. Seek challenging position. Box K-53, BROADCASTING.

6 years experience. Single, personality, pop jock. Looking. Box K-55, BROADCASTING.

Good DJ/announcer. Experienced part-time college student. Washington-Baltimore area. Available now. 202-529-1267.

3rd class license. Older—mature announcer. 2 years experience on Mobile trans. Sober, dependable, etc. Good voice, (widower). Make good if given opportunity. Joseph Bowlen, 4201½ Cahvenga, North Hollywood, Calif.

First phone—college, married, 7 years all formats. Apt. 14, 4880 Sandyland Rd., Carpinteria, California, or 684-2411.

Eighteen years experience radio and TV. All formats. Four years top rated in Cincinnati market. Phone 251-2141. Dick Provost, 421 Sunland Dr., Cincinnati, Ohio.

Situations Wanted—Technical

First phone engineer. Experienced maintenance and operation. Mature and capable. Box J-184, BROADCASTING.

Universities: Get a top flight recording engineer at minimal cost. 13 years experience as chief engineer, former major market announcer, seek opportunity to contribute talents in exchange for living wage, and opportunity to complete degree. Box J-234, BROADCASTING.

First phone, 25 years experience, 20 as chief. Installation, operation, maintenance. No announcing. Prefer West. Box J-272, BROADCASTING.

Experienced engineer looking for chief job, will consider any location. Box K-33, BROADCASTING.

Situations Wanted

Technical—(Cont'd)

Chief engineer—salesman: 20 years experience, directionals. Now in equipment sales. Prefer South. References. Don Wesley, 139 Sykes Park Circle, Jackson, Miss.

Engineer—first class license; worked as radio transmitter operator, Television studio engineer. For information write William Thomas Knapp, 231 Bland Street, Weston, West Virginia.

1st phone, 25, desires maintenance position East coast. Bob Snider, 4821 Willett Parkway, Chevy Chase, Md.

Production—Programing, Others

Newsman—recent Missouri journalism grad. with radio-TV writing experience desires opportunity to break in on-the-air. Box J-217, BROADCASTING.

Adept, accurate reporting. Seasoned, searching newsman. TV/radio. \$160. Family, Box K-7, BROADCASTING.

Radio-TV promotion man with 5 years experience in writing, editing, layout, marketing and merchandising seeking to relocate, preferably Rocky Mountains or points South or West. Have references. Box K-24, BROADCASTING.

Newsman, 24, B.A. economics, 8 years air experience radio, first phone. Recent newspaperman and correspondent in Paris, now writing for national magazine. Seeks news-casting and documentary writing position. Salary open, tape and resume on request. Box K-25, BROADCASTING.

For work abroad. Speak French, German, Italian, Swedish. Extensive experience, announcer, director, radio, TV; Continuity; foreign and military experience, thorough experience, music, theatre, fine arts; AFTRA: MA. Box K-54, BROADCASTING.

Girl dj/announcer . . . control board . . . news . . . writing . . . clerical . . . sales . . . car . . . please call 906-486-4284.—Write Apt. 2, 634 Empire St., Ispeming, Michigan.

Needs challenge and advancement. 12 years director/supervisor with present employer. Complete experience studio and remotes—technical knowledge. Excellent references. Will relocate. Available now. Jim Lobb, 811 Martin Rd., Duluth Minnesota—218 724-2592.

TELEVISION—Help Wanted—Sales

Wanted: Account executive who wants to grow with a top Southeastern NBC affiliate located in North Carolina's finest living area. A home owned station, you'll work with experienced personnel and become part of a television family that believes in the future of this area. Salary plus commission. Car and expenses to the right man. Send resume to—G. Earl Broome, Vice President—Sales, WITN-TV, Washington, N. Carolina.

Sales manager—aggressive, experienced in selling area markets. Box 1198, Bowling Green, Ky.

Technical

Transmitter supervisor needed for group owned VHF maximum power station in Rocky Mountain region. Send complete resume, present income, and salary desired to Box J-222, BROADCASTING.

Midwest UHF needs an A ticket engineer-switcher. Qualified radio man can convert and gain experience. Full details first letter, please. Box K-48, BROADCASTING.

Engineer experienced with TT-25-BH transmitter and RCA microwave and terminal equipment. Emphasis on maintenance. Box K-56, BROADCASTING.

Immediate opening for TV engineer, 1st phone required. Send resume to Ray Kruger, WQAD TV, 3003 Park 16th St., Moline, Ill.

Production—Programing, Others

News director—for Radio-TV operation in middle West. Should have photographic ability, college journalism background, and TV training or experience. Send information including approximate salary requirement. Box J-220, BROADCASTING.

Production—Programing, Others

Continued

Small market TV wants creative continuity writer. He or she may also do some air work. Send full details. Box K-49, BROADCASTING.

Newsreel photographer wanted by major market station in the East. Aggressive, imaginative, experienced all phases. Write, Box K-57, BROADCASTING.

Wanted—Newsman with reporting and photography background. On camera experience necessary. Send full details to WALB-TV, Albany, Georgia.

Programing director for imaginative, live independent television programing. Energetic, responsible person for smaller market. Box 1198, Bowling Green, Ky.

TELEVISION—Situations Wanted

Management

TV program manager—39; married. Seventeen years radio-television. Last 10 years major market TV program specialist. Thoroughly experience management; programing; film buying; operations; production. Top references. Box J-216, BROADCASTING.

Enthusiastic sales manager 15 years VHF, UHF, radio selling experience. Outstanding record. Now TV sales manager in top 50 market. Family man, 38, civic leader. Box J-275, BROADCASTING.

Sales

Aggressive small market radio sales manager reached \$12,000 ceiling. Desires television opportunity. Box K-22, BROADCASTING.

Announcers

Woman television personality available. Interviews, commercials, MC, etc. Experienced in all phases of broadcasting. Theatre and music background. Attractive, mature University degree. Box K-51, BROADCASTING.

Technical

Studio engineer—1st phone, RCA graduate, experienced, prefer Southeast location. Box J-179, BROADCASTING.

Experience—first phone, TV studio, transmitter, switching and radio, Tech school graduate. Area looking for position, Indiana. Box J-224, BROADCASTING.

Engineer experienced in TV. Transmitter operation and maintenance. Box J-230, BROADCASTING.

Need a supervisor or maintenance technician who thinks "maintenance"? Four years xmtr. Supervisor, six years studio maintenance. Box J-236, BROADCASTING.

Video technician—Seven years experience all phases studio operation. Excellent references. Available now. Box K-14, BROADCASTING.

1st phone, RCA graduate, experienced in operation and maintenance, prefer East-coast. Box K-32, BROADCASTING.

Production—Programing, Others

Newsman—recent Missouri journalism grad. with radio-TV writing experience desires opportunity to break in on-the-air. Box J-218, BROADCASTING.

Producer-director, seven years experience desires step up to larger market in East, increased responsibilities. Box J-231, BROADCASTING.

Director/switcher, 6 years experience. 1st phone if needed. Box K-19, BROADCASTING.

Producer-director presently employed. Ten years live/vtr. production experience. Desire change to progressive station offering challenge and advancement. Family, B.A. references. Box K-35, BROADCASTING.

WANTED TO BUY—Equipment

Video tape (used) all sizes, incl. empty reels and storage cabinets. Box K-3, BROADCASTING.

FM monitor and RCA BST 1B generator. KJAZ, 2328 Santa Clara, Alameda, California.

FOR SALE—Equipment

Television/radio transmitters, monitors, tubes, microwave, cameras, audio. Electro-Bnd, 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.

Antenna—RCA TF6AH adjustable to any channel 7 through 13. Completely assembled on ground for your inspection. Also 3 1/2-inch transmission line. Sanford Terry, WRVA TV, P. O. Box 2370, Richmond, Va.

Complete stock model 450 tape reproducer spares. Used 450's bought and sold. VIF Int. P. O. Box 1555, Mtn. View, Calif.

FM transmitter, Gates BFE-10A reconditioned, write LR, Drawer E, Alamogordo, N. Mexico.

For Sale: Towers, Type (K) welded. 4-400', 6-300', 8-200', 3-160'. U. S. Towers and Construction, 249 Bartow Lane, Petersburg, Va.

PT-6J transport and amplifier. First check for \$125.00. WXVA, P. O. Box 188, Charles Town, W. Va. Complete with carrying case.

Wonderful Gates, mod. BC-250GY, 250 watt transmitter, excellent condition—\$800. Drawer 8, Lake Charles, La.

Good used ST-101 spot recorder. Contact WCPH—Etowah, Tennessee, Phone 263-7401.

Buy, Sell or Trade Used Towers \$4.00 per foot, new \$5.00 and up. Bill Angle, 309 Hillsboro St., Raleigh, N. C. Phone 843-3236.

Everything in used broadcast equipment. Write for complete listings. Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

Westinghouse Type HG 50 kw transmitter complete except blowers and voltage regulators. Converted to 5671 tubes in modulators and PA. Spare set of tubes and numerous spare parts included. Good condition and operating at present. Chief Engineer, WPTF, Raleigh, N. C.

Helix coaxial cable, HJ5-50 type, new 85 ft. FOB, E.E.E.E., P.O. Box 2025, La Mesa, Calif.

Commercial Crystals and new or replacement crystals for RCA, Gates, W. E. Biley and J-K holders; regrounding, repair etc. BC-604 crystals; also service on AM monitors and H-P 335B FM Monitors. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electric Company, Box 96, Temple, Texas.

New and used towers for sale. Also tower erection and maintenance. Southern States Tank & Tower Co., Phone 1321, Central City, Kentucky.

BUSINESS OPPORTUNITIES

Managing partner—Radio. Seasoned radio man will invest up to \$100,000 on terms for 10 to 50% interest in dominant money maker. Desire Northeast. Box K-45, BROADCASTING.

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.

MISCELLANEOUS—(Cont'd)

JOKEY 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, 1735 East 26th St. Brooklyn, N. Y. 11229.

What would you pay for a good radio sales idea this morning? Get baker's dozen per week for \$2.00 per week. Subscribe now and tie up your market to the Brainstorm. Write Box 20498, Dallas, Texas.

"The Weekly Prompter" Radio Division, 4151 West Lake Avenue, Glenview, Illinois. Seven sections sample script.

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

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, 2803 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago. Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing, programing, console operation Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2803 Inwood Road, Dallas 35, Texas.

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Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting 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 Oct. 13.-Nov. 17. For reservations write or call Radio Engineering Institute, 1336 Main St., Sarasota, Florida.

INSTRUCTIONS—(Cont'd)

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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.

Broadcasters seeking first phone in a hurry at low tuition, write Bob Johnson Radio License Training, 1201 Ninth Street, Manhattan Beach, Calif.

Help Wanted—Announcers

ANNOUNCER

One of America's finest good music radio stations (50kw) seeking smooth, professional and dedicated announcer capable of top performance on music and news programs. Personality must be pleasant, warm and believable. Send complete brochure and air-sheek immediately.

Box J-226, BROADCASTING

Production—Programing, Others

Radio—PROGRAM DIRECTOR

Pioneer NBC Affiliated Midwest 5 kilowatt operation with TV associate has good opportunity for experienced program-production man with dedication to, and belief in, good contemporary radio. Address Resume, snapshot, and requirements to:

Box J-269, BROADCASTING

NEWSMAN

The best radio news operation in the nation is searching for a "one-in-a-million" newsmen. The man we want is a solid NEWSMAN who writes his own copy with style and verve. He is accustomed to fast, deadline writing. His voice and delivery will stand out, even in the highly-competitive New York City market. He can adlib intelligently because he does his homework and knows his subject.

If you are this man, or know him, write:

Box K-17, BROADCASTING

PROGRAM DIRECTOR

Florida—First phone preferred—good music 5 kw fulltime—looking for top man—salary open—send resume and tape:

Box K-38, BROADCASTING

Situations Wanted—Announcers

Radio—OUTSTANDING—TV

one 6 1/2" record player looking for place to swing, lightly or politely (pop or rock) versatile. Bright & happy personality with clever ad libs or warm deep voice for pop music. Top references—presently employed at NYC Top 10 station. Can do good production and read news. NBC O & O experience. Seeks position in NYC-Boston-Washington area. Top \$ only. Available October.

Box K-58, BROADCASTING

TELEVISION—Help Wanted

Management

"MAN FRIDAY" WANTED

President of dynamic newly-forming 6-station Television group requires the services of a "man Friday" to handle setting-up operations. Unlimited future, professionally and financially. Possibility of single or group-station management. Must be imaginative, highly competent, aggressive, willing to travel. Should have TV experience (sales and programing), preferably UHF. Excellent opportunity for young executive type with ambition, willing to work an 8-day week. Immediate and prospective return commensurate. Forward photograph and resume to: E. P. Tapich, 900 Seventeenth Street, N.W., Washington, D. C. 20006.

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General Sales Manager

Major market. Experienced Sales Manager plus proven success in New York, Chicago and National TV spot. Contacts and references will demonstrate top flight capacity to direct powerful sales drive.

Box J-267, BROADCASTING

Production—Programing, Others

Hollywood TV Agency Representative

Currently employed by top N. Y. agency, has 50% of time open. Seeks one other major client. Thoroughly experienced as Producer/Director of TV and Radio Commercials. Member of D. G. A. Well known at all three networks. Top qualifications and references.

Box K-21, BROADCASTING

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DENVER, COLORADO 80202**

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—Attention—

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FOR SALE—Stations

IDEAL FOR OWNER-OPERATOR

Less Than \$15,000 Down.
Single Station Market.
Pennsylvania Daytimer.
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Single station market. Equipment and improvements paid for, including xmitter site lease. 3 yrs. old. Low operating cost. Now 250w, can go 5 kw. Station in black, absentee owner asking \$80,000.

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2045 PEACHTREE RD., ATLANTA, GA. 30309

Continued from page 89

K13CY, K04BN, K05BG, K02BO, County of Wayne, Hanksville, Loa, rural Wayne county and Teasdale and Torrey, Utah; K13EF, Weber County School District, Huntsville, Utah; K12CO, County of Wayne, Hanksville, Utah.

■ Granted licenses covering changes for following TV's: WJHG-TV Panama City, Fla.; WTVD Durham, N. C.; WPTA Roanoke, Ind.; aur. ERP 22 kw; KFVR-TV Bismarck, N. D.

■ Granted licenses for following VHF-TV translator's: K10BL, Spotted Horse TV Booster, Club, Bitter Creek area, Recluse area, Wildcat and Spotted Horse areas, Wyo.; K13BP, Lodge Pole Television Inc., Lodge Pole, Neb.; K02AF, Carbondale TV Booster, Carbondale, Colo.; K07BH, K11AU, K13AO, Aspen Television, Committee, Aspen and rural area, Roaring Fork River Valley and Glenwood Springs rural area, Colo.; K02BF, K13CG, Burlington Chamber of Commerce Inc., Burlington, Colo.; K06CF, K08DE, K06CH, K08DC, K08DF, K13ES, Yampa Valley TV Association Inc., Steamboat Springs, Colo.; K03AG, K06AM, K13AV, K07BE, K11AT, Gunnison County Chamber of Commerce TV Division, Jack's Cabin, Sapinero, Sargents, Gunnison and Gunnison Valley rural Area, Colo., and change type trans. and primary station to KOAA-TV (ch. 5) Pueblo, Colo., for K03AG, K08BM, K06CI, K08DD, K02CB, Moffat County, Baggs, Wyo., Lower Snake River, Craig, rural areas northeast, southwest and northwest of Craig, Colo.; K06BZ, K09DM, K11DT, K07DM, Four Corners TV Club, Cortez, Red Mesa rural area and Canone, Colo., and change type trans. for K09DM.

Actions of Sept. 29

*WIPR-TV San Juan, P. R.—Granted license covering installation of auxiliary ant. system at main trans. and ant. location.

*KPEC-TV Pierce County, Wash.; Lakewood Center, Wash.—Granted license covering change in type trans.

WRGB(TV) Schenectady, N. Y.—Granted license covering change in type trans.

KPTV(TV) Portland, Ore.—Granted extension of completion date to Dec. 1.

■ Granted licenses for following TV's: WTAF-TV Marion, Ind.; WBNE-TV Charlotte Amalie, V. I.

■ Granted licenses covering changes for following noncommercial educational TV's: WKNO-TV Memphis; aur. ERP 14.8 kw; WMHT Schenectady, N. Y.; WHA-TV Madison, Wis., and redesign trans. location.

■ Granted licenses covering changes for following TV's: KNDO Yakima, Wash.; WBSA-TV York, Pa.; WLWI Indianapolis; WFAM-TV Lafayette, Ind.; WFIL-TV Philadelphia; KRCR-TV Redding, Calif.; KOLD-TV Tucson, Ariz.; KSLA-TV Shreveport, La.; WTTG Washington.

■ Granted licenses for following VHF-TV translator's: W04AG, Times-World Corp., Garden City, South Salem, Hidden Valley and Sugarloaf, Va.; K11BL, Big Flat TV Association, Hogeland, Turner, South Turner Community, and West Hogeland Community, Mont.; K06CE, Yampa Valley TV Association Inc., Hayden, Colo.; K07FZ, city of Butte, Montana, Butte, Mont.; K06AF, Aspen Television Committee, Aspen, Colo.; K09EK, Costilla County TV Booster Association, San Luis, Colo.; K13EJ, East Glacier TV Association, East Glacier Park, Mont.; W08AO, Spartan Broadcasting Co., Canton, Lake Junaluska-Maggie Valley, N. C.; W13AL, Capital Cities Broadcasting Corp., Roanoke Rapids, N. C.; K04AF, Dubois Community TV Club, Dubois, Wyo.; K02DJ, Gunnison County Chamber of Commerce TV Division, Doyleville, Colo.; K11EI, K09EC, Kettle River Services Association, Ferry, Wash.; K08BF, K13BQ, Black Hills Army Depot, Igloo, S. D., and specify type trans.; K08CG, K10CM, K12CF, Apple Valley TV Association Inc., Malaga and South Wenatchee, and Sunnyslope area, Wash.

Actions of Sept. 28

WSEB Sebring, Fla.—Set aside actions of Aug. 31 which granted renewal of license and assignment of license to Dixon Industries conditioned to (1) consummation within 20 days and (2) resumption of operation

with 45 days thereafter.

WITA-FM San Juan, P. R.—Granted CP to increase ERP to 50 kw, and decrease ant. height to 115 feet, continued operation on channel 229 (93.7 mc); install new trans. and new ant., and make changes in ant. system; remote control permitted.

WVOR(FM) Rochester, N. Y.—Granted license covering change in frequency.

KLIF Dallas—Granted mod. of license to change studio location and remote control point.

WVNA Tusculumbia, Ala.—Granted license covering change in hours of operation, ant. trans. site and ant. system, and installation of DA-N; specify type trans.

WGSM Huntington, N. Y.—Granted license covering an increase in power, installation of DA-D, with non-DA Canadian restricted hours, and installation of new trans.; remote control permitted while using non-DA; conditions (BL-10577); and use of old main trans. as alternate main trans. with non-DA and remote control during Canadian restricted hours and as auxiliary trans. with DA-D at main trans. site.

WIRE Indianapolis—Granted license covering installation of new alternate main trans.

*KUOP(FM) Stockton, Calif.—Granted license covering changes in ant.-trans. location, ERP, ant. height and ant. system, and installation of new trans. and new ant.

WNHC-FM New Haven, Conn.—Granted license covering installation of new ant. and vertical polarization, and changes in ERP and ant. height.

KERI(FM) Bellingham, Wash.—Granted extension of completion date to March 25, 1965.

■ Granted licenses for following AM's: WUPR Utuado, P. R.; WVAK Paoli, Ind., and specify type trans.

■ Granted licenses covering an increase in daytime power for following: WLAF LaFollette, Tenn.; WROL Knoxville, Tenn., and installation of new trans. and change in location.

■ Granted licenses for following FM's: WLAT-FM Conway, S. C.; WXBW-FM Milton, Fla.; WMNB-FM North Adams, Mass.; WCMS-FM Norfolk, Va., and specify type trans.

WUHF(TV) Milwaukee—Granted CP to replace expired permit to make changes in TV.

Action of Sept. 26

Albemarle County School Board, Charlottesville and rural Albemarle county, Va.—Granted CP for new UHF-TV translator on channel 74, to rebroadcast programs of WCVE-TV (ch. 23) Richmond, Va.

Actions of Sept. 24

■ Granted SCA on sub-carrier frequency of 67 kc for following FM's: WDAY-FM Fargo, N. D.; KBIG Los Angeles; WSWG Greenwood, Miss.

*WMEM-TV Presque Isle, Me.—Granted license for noncommercial educational TV, and redesign studio location as Alumni Hall, University of Maine campus, Orono; and mod. of license to reduce aur. ERP to 30 kw.

*WMEB-TV Orono, Me.—Granted license for noncommercial educational TV; and mod. of license to reduce aur. ERP to 30 kw.

WEAT-TV West Palm Beach, Fla.—Granted license covering changes for TV.

*WUAG(FM) Greensboro, N. C.—Granted license for noncommercial educational FM.

*WBS(TV) Muncie, Ind.—Granted license covering change in main studio and trans. location.

WHTI Terre Haute, Ind.—Granted license covering changes in ant.-trans. site, and in ant. and ground systems, and installation of new trans.; specify type trans.

WNAM Neenah-Menasha, Wis.—Granted license covering use of main daytime trans. as alternate main nighttime trans., using DA.

WLS Chicago—Granted license covering installation of an auxiliary trans., ant. and ground system; conditions.

WAYE Baltimore—Granted license covering installation of auxiliary trans.

*WKAR-FM East Lansing, Mich.—Granted license covering installation of new trans. and new ant., and changes in ERP.

WESR Tasley, Va.—Granted mod. of CP to increase ant. height.

WCER-FM Charlotte, Mich.—Granted extension of completion date to March 1, 1965.

■ Granted licenses for following AM's: WADM Decatur, Ind., and redesign studio location and remote control point; WCND Shelbyville, Ky., and specify main studio location and remote control point; condition; WVOZ Carolina, P. R., and specify type trans.; WKYF Greenville, Ky., and specify type trans.; KLSI Salina, Kans., and specify type trans. and main studio location.

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1. MIDWEST. Top market. Daytime. \$30,-000 down.
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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Sept. 30

	Lic.	ON AIR	CP's	NOT ON AIR	TOTAL APPLICATIONS
				CP's	for new stations
AM	3,967		59	80	345
FM	1,172		54	202	276
TV	543 ¹		48	87	172

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Sept. 30

	VHF	UHF	TV
Commercial	509 ²	162	671
Noncommercial	58	50	108

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Aug. 31

	AM	FM	TV
Licensed (all on air)	3,938	1,155	523
CP's on air (new stations)	52	50	56
CP's not on air (new stations)	82	190	88
Total authorized stations	4,072	1,395	667
Applications for new stations (not in hearing)	166	208	79
Applications for new stations (in hearing)	68	54	59
Total applications for new stations	234	262	138
Applications for major changes (not in hearing)	199	49	30
Applications for major changes (in hearing)	42	5	10
Total applications for major changes	231	54	40
Licenses deleted	1	1	0
CP's deleted	0	0	0

¹ Does not include seven licensed stations off air.

² Includes three noncommercial stations operating on commercial channels.

■ Granted licenses for following FM's: KARR-FM Great Falls, Mont.; WTHG-FM Jackson, Ala.; WIRJ-FM Humboldt, Tenn., and specify type trans.; ERP 2.83 kw; ant. height 310 feet.

KODE-AM-TV Joplin, Mo.—Granted mod. of licenses and CP to change name to Gilmore Broadcasting Corp. of Missouri.

KTVR(TV) La Grande, Ore.—Granted mod. of CP to change trans. location to 17.5 miles east of La Grande; specify studio location, and change type ant.

Orchards Community Television Association Inc., Lewiston, Idaho—Granted CP for new UHF-TV translator, on channel 74, to rebroadcast programs of KWSC-TV (ch. 10) Pullman, Wash.

Liberty Television Inc., Eugene, Ore.—Granted CP for new VHF-TV translator, on channel 11, to rebroadcast programs of KEZI-TV (ch. 9) Eugene.

WRAA Luray, Va.—Granted license for AM.

WSRA Milton, Fla.—Granted licenses covering an increase in daytime power; and installation of new trans.

WMTS Murfreesboro, Tenn.—Granted license covering change in frequency, increase in power, and installation of new trans.

WOR New York—Granted licenses covering installation of new trans.; of auxiliary trans. and increase in power, and auxiliary ant.

WABA-FM Aguadilla, P. R.—Granted license for FM.

WSMJ(FM) Greenfield, Ind.—Granted license covering change in ERP, and installation of vertically polarized ant.; correct geographic coordinates.

WAVU-FM Albertville, Ala.—Granted license covering changes in ant. height and ERP, and installation of new trans. and new ant.

WCLV(FM) Cleveland—Granted mod. of license to change name to Radio Seaway Inc.

WCTC-AM-FM New Brunswick, N. J.—Waived Sec. 73.30(a) and 73.210(a) of rules, and granted mod. of licenses to extent of permitting relocation of main studio and remote control point beyond corporate limits of New Brunswick.

KZAM(FM) Seattle—Waived Sec. 73.210(a) of rules, and granted mod. of license to extent of permitting relocation of main studio and remote control point beyond corporate limits of Seattle.

KBLU-TV Yuma, Ariz.—Granted mod. of CP to change ERP to 11.2 kw vis., and 5.6

kw aur.; change type trans. and type ant.; condition.

*WREG(TV) New York—Granted mod. of CP to change ERP to 500 kw vis. and 275 kw aur.; change trans. and studio locations to Brooklyn, N. Y.; type trans. and type ant., and ant. height to 580 feet, and make changes in ant. system.

■ Granted CP's to replace expired permits for following new VHF-TV translators: K02DN, Agness Translator Inc., Agness, Ore.; K13EE, Bison Commercial Club, Bison, S. D.; K12EG, Aztec Non-Profit TV Association Inc. Aztec, N. M.; K07FN, Baker Community Services District, Baker, Calif.

■ Following were granted extensions of completion dates as shown: WENN Birmingham, Ala., to March 19, 1965; WETC Wendell-Zebulon, N. C., to March 15, 1965; KDHL Fairbault Minn., to Dec. 1; WEEZ Chester, Pa., to March 30, 1965; WRAN Dover, N. J., to March 15, 1965; WERX Wyoming, Mich., to Feb. 25, 1965; KXEN Festus-St. Louis, Mo., to March 30, 1965; WFFC Alma, Mich., to March 9, 1965; WLBI New York, to March 15, 1965; WROW-FM Albany, N. Y., to March 24, 1965; WSVL-FM Shelbyville, Ind., to Nov. 14; WTTM-FM Trenton, N. J., to March 18, 1965; WMVR-FM Sidney, Ohio, to Dec. 1; WMJR(FM) Fort Lauderdale, Fla., to March 7, 1965; WXRI(FM) Norfolk, Va., to Dec. 1; WMAJ-FM State College, Pa., to Dec. 31.

WSOC Charlotte, N. C.—Remote control permitted for main and auxiliary-daytime and alternate main-nighttime trans.

WABI Bangor, Me.—Remote control permitted; conditions.

WENR-FM Chicago—Granted CP to change ant.-trans. location, decrease ERP to 17.5 kw, increase ant. height to 720 feet, and install new ant.; conditions.

K72BK Kearney, Neb.—Granted CP to change type trans. for UHF-TV translator.

Actions of Sept. 23

■ Granted CP's for following new VHF-TV translator's: Plentywood Translator Corp., on channel 10, Plentywood, Antelope, Medicine Lake and Wanco, Mont., to rebroadcast programs of CKCK-TV (ch. 6), Regina, Saskatchewan, Canada; Phillip County TV Association, on channel 13, rural area northeast of Malta, Malta and Strater, Wagner and rural area northwest of Malta, Mont., KRTV-TV (ch. 3) Great Falls, Mont.; Southeastern Broadcasting Corp., on channel 5, Fork Mountain and Coalfield, Petros and Wartburg, Tenn., WBIR-TV (ch. 10) Knoxville,

Tenn.

Meeker Area Television Association, Buford, Colo.—Granted CP for new VHF-TV translator on channel 8, to rebroadcast programs of KSL-TV (ch. 5) Salt Lake City.

American Broadcasting-Paramount Theatres Inc., Los Angeles—Granted license for low power auxiliary; conditions.

KDOK Tyler, Tex.—Waived Sec. 73.30(a) of rules, and granted mod. of license to extent of permitting relocation of main studio and remote control point beyond corporate limits of Tyler.

KSTP St. Paul—Granted CP to install auxiliary ant. system, for use during daytime hours of operation; specify type trans.

North Fork TV Association, Bowie and Paonia rural area, Colo.—Granted CP for new VHF-TV translator, on channel 6, to rebroadcast programs of KREX-TV (ch. 5) Grand Junction, Colo.

K08AA Wyodak, Wyo.—Granted CP to change trans. location, and type trans., and make changes in ant. system for VHF-TV translator.

K05CG, K09GA, K13FR Guymon and Straight, Okla.—Granted CP's to include Hardesty, Optima and rural area south of Guymon, all Oklahoma, in principal community, change type trans. and make changes in ant. system for VHF-TV translator.

K04AH, K06AT, K11BP, K13BO Story, Sheridan and Fort MacKenzie, Wyo.—Granted CP's to change type trans. for VHF-TV translator; also make changes in ant. system for K04AH.

K09GL, K09GM Beverly area of Texarkana, Tex., and Allendale area of Shreveport, La.—Granted mod. of CP's to change type trans. for VHF-TV translator.

*WPSX-TV Clearfield, Pa.—Granted extension of completion date to March 22, 1965.

Actions of Sept. 21

Sweet Grass TV Club, Big Timber and Boulder Creek area, Otter Creek and Big Timber Creek and Melville, Mont.—Granted CP's for new VHF-TV translators, on channels 10 and 13, to rebroadcast programs of KOOK-TV (ch. 2), and KGHL-TV (ch. 8) both Billings, Mont.

■ Granted CP's for following new VHF-TV translators: Mohawk-Hudson Council on Educational Television, on channel 4, Schoharie and Middleburg, N. Y., to rebroadcast programs of WMHT-TV (ch. 17) Schenectady, N. Y.; North Platte Television Inc., on channels 9, 10 and 11, Ogallala, Curtis and Grant, Neb., KNOP-TV (ch. 2) North Platte, Neb.

Fines

■ By memorandum opinion and order, commission ordered Forrest G. Conley to forfeit \$1,000 for willful or repeated violations of Sec. 73.93(c) of rules by failing to employ first-class operator on full-time basis at KTOW Sand Springs, Okla., or not having written contract with part-time first-class operator. Conley's response advanced no valid reasons to warrant reduction of penalty specified in July 22 notice of apparent liability. Commissioner Hyde abstained from voting. Action Sept. 30.

Rulemakings

PETITIONS FOR RULEMAKING FILED

■ WHO-TV Des Moines—Palmer Broadcasting Co. Requests institution of rulemaking proceedings to make following changes in FM table of assignments: (all Iowa cities) Oskaloosa: delete channel 292A; add 285A, Ottumwa: delete 257A and 285A; add 224A and 249A, Perry: delete 292A; add 285A, Marshalltown: delete 296A; add 221A, Knoxville: delete 221A; add 257A, Fort Dodge: delete 232A; add 233 and 221A, Cherokee: delete 232A; add 285A, Carroll: delete 286; add 224A, Dubuque: add 225, Muscatine: delete 225; add 237A, Cedar Rapids: delete 238; add 243 and Iowa Falls: add 237A. Received Sept. 17.

■ WIGS Gouverneur, N. Y.—Genkar Inc. Requests institution of rulemaking proceeding to assign class C FM to Gouverneur. Received Sept. 18.

■ West Palm Beach, Fla.—WJNO Radio. Requests petition for rulemaking and order to show cause with respect to following changes in FM assignment table: Miami: delete channel 282; add 298, Cocoa Beach, Fla.: delete 282, add 281, Clewiston, Fla.: delete 280A, add 221A and West Palm Beach: add 283. Received Sept. 22.

■ WMAX-FM Grand Rapids, Mich.—Requests petition for notice of proposed rulemaking to amend FM table of assignments as follows: Grand Rapids: delete 267 and Ionia, Mich.: add 267. Received Sept. 22.

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in radio audience
measurement ?

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ED Wallis is one of those broadcast veterans who always has retained a youthful enthusiasm about radio's dynamic dimensions and its ever-expanding vitality.

Even at a very "tender age," he remembers, "I was just in love with radio." He wanted it to be his life, but he didn't dream then his career would include running one of the nation's most prominent independent stations.

Now general manager of Westinghouse-owned WIND Chicago, Mr. Wallis not only has a good decade of Westinghouse Broadcasting Co. station assignments under his belt but he preceded that with two decades of diversified accomplishment, chiefly at WIP Philadelphia. In fact about the only job Mr. Wallis hasn't done around a station is engineering.

"When it comes to wires and tubes, I know when to leave well enough alone," he says.

Basics Are a 'Must' ■ Just like many other boys who made receiving sets out of old Mother's Oats boxes, young Ed Wallis dreamed of some day commanding the "mike" at the other end of that magic wireless link. He especially wanted to do radio sports.

The motivation may have been the breathless air delivery of Joe Tumeltee, sports commentator for Cities Service, or the fact that while still in school he made some pin money writing for the *Germantown Telegraph*, a suburban weekly, and as high school sports stringer for the *Philadelphia Record*. Today, Mr. Wallis isn't quite sure of the specific inspiration.

But he does recall that when a friend working at the Germantown studio of WIBC Philadelphia offered him the chance to read sports news one evening when the regular man was missing, he didn't hesitate a moment. Soon he had the evening job for good and it was followed by summer relief and part-time work there and at WIP.

Mr. Wallis doesn't hesitate to explain how essential such early practical grounding in all phases of the creative side of radio will always be. It was this broad grasp of fundamentals, he believes, which helped him to better understand the relative importance of sales promotion, public relations and advertising in station operation as well as the varied responsibilities of management.

Need for Empathy ■ When writers of WIND's numerous documentaries and news specials appear to be battling a critical deadline, Mr. Wallis sympathetically can recall his early years at WIP. He wrote weekly drama scripts for the house stock company as well as the weekly dramatization of the news plus various daily features. There was no prerecording then, he points out; everything went "live."

Taking over as manager of WIND in

Wallis secret is interest in the listeners

May 1961 after the station's years of outstanding achievements and its colorful history might have given pause to men of less extensive background. But he bit into this challenge with his usual zest: "The problem is not how to keep the station on top, but 'where do you go from up'."

Mr. Wallis firmly believes "everything is local." He feels that most people today have a much stronger identification with their immediate suburb or community than they do with the great

metropolis which contains them.

Because of this understanding of the orientation and loyalty of his audience, Mr. Wallis has guided WIND into a year-round continuing series of "umbrella" promotions designed to establish identification of the station intimately at the neighborhood level. One recent example was the theme "Nice Things Happen to People Who Listen to WIND."

All Chicagoans heard and read about it for three months through the heavy advertising in many media, but many of them became personally involved with WIND in their own local area.

To cite a few typical examples, WIND paid for all the milk purchased in a supermarket, bought up all the parking meters in another area and fed the coin slots of a laundromat. It also bought all the fares on a Chicago River commuter boat (used by many Michigan Avenue agency and advertising executives) and paid for marriage licenses at city hall.

Radio Listens, Too ■ Each month for more than three years Mr. Wallis and his department executives have individually made visits to different communities in the greater Chicago area. They talk at some length with the governing officials, civic, religious, educational and business leaders there.

A recent serious problem in Elmhurst, Ill., concerned its sewer system. WIND's series of documentaries and news reports on this otherwise mundane subject were cited for helping to produce an overwhelming three-to-one vote in a referendum which met the need and which, but a short while earlier, had been expected to be impossible to carry.

WIND's shows were more than just "about" the sewer problem. They engaged the city officials and citizens in two-way radio talks and included the staging of a major straw vote preceding the referendum.

This is the kind of "listener action" that Mr. Wallis tries to inject into all of the station's wide range of editorials, news and feature documentaries. It holds for WIND's interpretation locally of the Westinghouse station projects such as the *Focal Point* series on basic public issues.

Glamour and Fun ■ He pumps his flair for showmanship into entertainment programming too. A station like WIND with a lineup of strong air personalities may pose a challenge at vacation time. But last year Mr. Wallis solved this by replacing each disk jockey with stars like Eddy Arnold, Sebastian Cabot, Mort Sahl, Phyllis Diller, Charles Farrer, George Jessel, Phil Foster, Les Paul and Frank Parker.

It was such a hit with listeners and advertisers that Mr. Wallis repeated the format this summer. The success of the repeat quite likely assures the idea as a regular feature, he feels.

WEEK'S PROFILE



George Edward Wallis—Gen. mgr., WIND Chicago; b. Nov. 25, 1915, Philadelphia; Geraghty School of Journalism, Philadelphia, 1932-34; Western Reserve U., Cleveland, 1934-36; announcer, WIBC Philadelphia, 1933; announcer, writer, producer-director and production mgr., WIP Philadelphia, 1934-39; sales promotion mgr., WIP, 1939-41; program director, WIP, 1941-46; advertising and sales promotion mgr., WIP, 1946-54; advertising and sales promotion mgr., WPTZ(TV) Philadelphia (now WRCV-TV), 1954-56; advertising and sales promotion mgr., KYW-AM-TV Cleveland, 1956-57; sales mgr., KYW, 1957-59; gen. mgr., WOWO Fort Wayne, Ind., 1959-1961; gen. mgr., WIND, May 1961; m. Gwendolyn E. Ross of Grand Island, Neb., June 21, 1937; children—Gary, 24, and Robin, 17; president, Broadcast Advertising Club of Chicago; VP-director, American College of Radio Arts, Crafts & Sciences; member, Business Advisory Council, Chicago Urban League; vestryman, St. Mark's Church, Barrington, Ill.; hobbies—collecting U. S. specialty stamps and horseback riding.

EDITORIALS

Enlightened self-help

IN tackling the ratings problem broadcasters have gone a long way toward proving that self-regulation as a means of avoiding government intervention sometimes can work.

Only months ago the outlook was bleak for all rating services. It looked very much as if legislation would be enacted to saddle them with direct government control.

Although they are not out of the woods yet, there are hopeful signs, thanks to plans evolved by the Broadcast Rating Council Inc., which remain to be implemented. The plans, outlined to the House investigating subcommittee by Donald H. McGannon, council chairman and president of Westinghouse Broadcasting Co., provide for minimum standards for ratings services, accreditation and audits. Committee members, led by Chairman Oren Harris, praised the council for "remarkable and encouraging progress." Only months before they had thrown the book at the rating services and at broadcasters who were not "masters of their own house."

To work, self-regulation must be enlightened. Rating services are not government licensees. Broadcasters, as their primary customers, are in a unique position to call the plays.

Compare the ratings posture with that of the NAB's self-regulation codes. Here, broadcasters as licensees, saw the regulatory authority, the FCC, attempt to adopt the commercial time provisions of the codes as part of its own rules and thereby destroy the very essence of self-regulation.

It took Congress to vitiate that action. In the ratings situation the dealings are with Congress and not with an agency seeking to make work and garner headlines.

Fruits of competition

ALTHOUGH early ratings in a new television season are by nature inconclusive, the audience measurements of the past couple of weeks suggest the possibility of a real three-way network race in 1964-65.

The true state of competition among the networks will not be known until all the new shows have been introduced and new audience habits have been formed and measured by more comprehensive surveys than the overnight Trendexes and Arbitrons that are so far the only "national" ratings that are available. Yet the evidence at hand indicates little likelihood that any one network is headed for the kind of one-sided dominance that has characterized some seasons in the past.

On the whole the equalization of network competition for the mass audience must be considered a healthy sign of a maturing enterprise. It has been made possible by the availability, to all three networks, of enough advertising support to finance the very great investment of risk capital in new program ventures. The intensifying competition tends to generate both the incentive and the means to search for new program forms and treatments. It can result only in a diversification of program types and an improvement in program quality.

The more nearly even distribution of total audience among the networks will also accelerate the sophistication of advertising placement. Mass alone will no longer be the dominant factor in the advertiser's choice of show. The nature of the audience, its age, its economic status, its educational level, will become at least as important in the selection of the television advertising vehicle as its total size has been. In such a climate shows that attract relatively smaller audiences of relatively higher buying power may in turn have stronger chances of attracting advertising revenue.

From the strong competition that is now developing among the networks, it is the viewing public that emerges as the winner.

Unfinished report

THE Warren Commission report on the assassination of President Kennedy and the incredible events that followed is now official. It will be text for students and historians from now on.

No one can fault the logic of the basic findings. But posterity will learn from the official report, standing alone, that the news media were in "general disorder" and that they lacked "self-discipline."

It is this part of the report that should not forever stand without amplification. Particularly is this so in the case of the broadcast media, and notably television which won the plaudits of all for its restrained and faithful coverage of those four days in November. Walter Lippman, the eminent columnist, recently described the television camera as "the truth machine."

The job of a reporter, whether he works for newspapers or for broadcasting, is to report. He must dig and probe. These reporters covered the biggest story of their time in Dallas during those four fateful days. They didn't make the ground rules. These were the responsibility of the Dallas law enforcement authorities. They erred. The news media simply mirrored those errors.

Steps already have been taken to implement the Warren Commission recommendation that a code of professional conduct for all news media be considered. All news media and news associations (including the networks which are news associations, too) should participate.

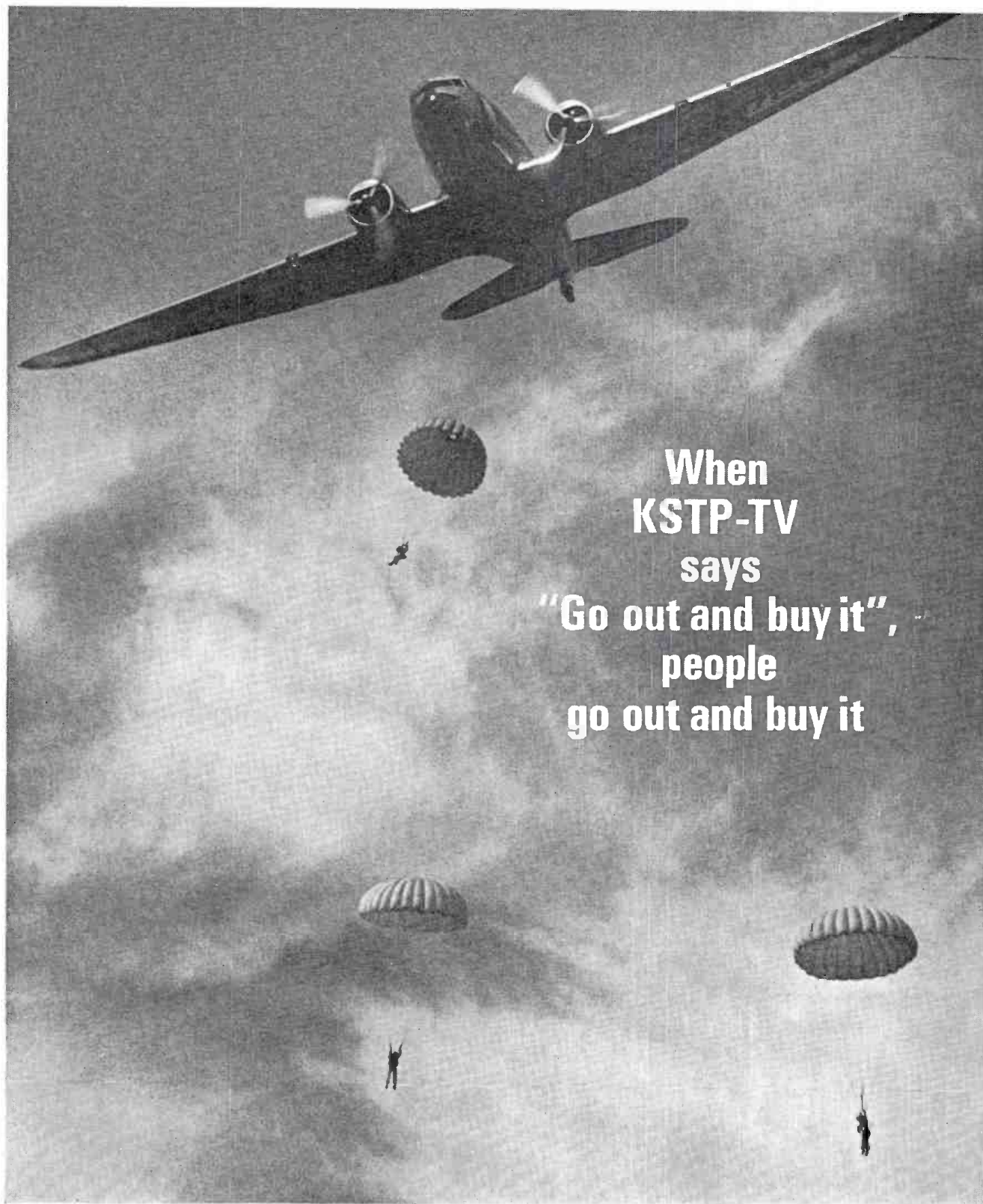
We may be pardoned if we have misgivings about participation of lawyers in this project through a committee of the American Bar Association. The bar, with certain notable exceptions, lives in the dark ages where news media are concerned. Witness, for example, Canon 35 which for decades has precluded access of other than pencil-and-pad-reporters to the courts.

Implicit in any effort to control coverage of the news is the danger of tampering with freedom in our democratic society. The kind of controls that can be invoked to avoid overcrowding without endangering freedom are those which presently are used, for example, in covering trips by the President. Plane capacity is limited so that all who might wish to can't go. The pool arrangement has worked for newspapers, newsmagazines, press associations, as well as for radio and television.



Drawn for BROADCASTING by Sid Hix

"In my case the school was a drop-out. . . . I was enrolled in Continental Classroom!"



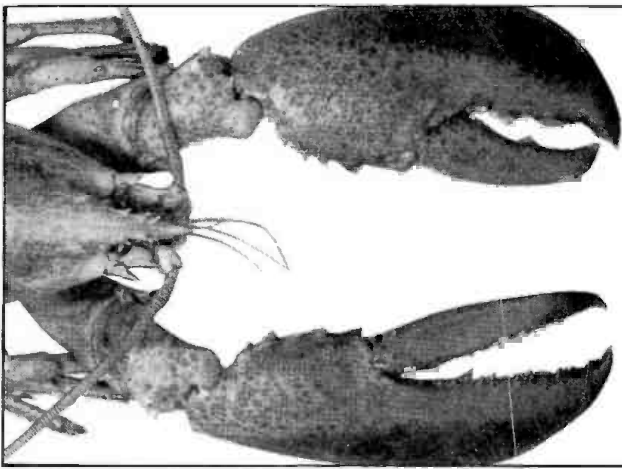
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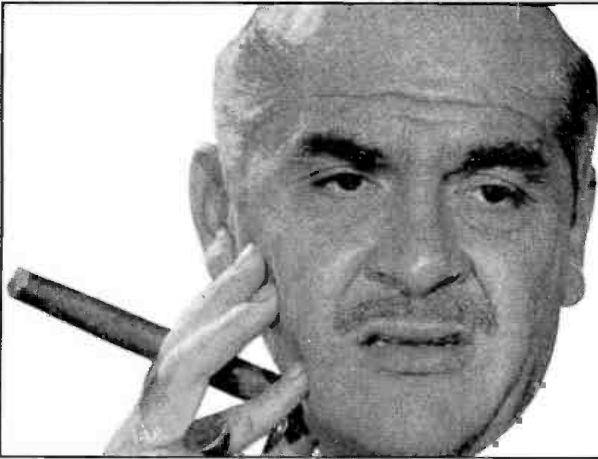
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Attorney George Denham wins suit against Harry



...and loses his heart to client Jane Osgood.

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