

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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ABC urges FCC to adopt rules regulating all CATV's. p27

Bell system wants its finger deeper in CATV pie. p28

Business flourishes despite Detroit newspaper strike. p32

Fairness policy under fire at NAB regional meeting. p54

COMPLETE INDEX PAGE 7



"It's a Small World"—A salute to UNICEF is featured in the Pepsi-Cola Pavilion at the 1964-1965 New York World's Fair.

Successful selling requires precision, flexibility and economy. These come with Spot Television. That's why you'll find more and more important national advertisers using Spot TV on these outstanding stations.

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WGR-TV	Buffalo	KARK-TV	Little Rock	WROC-TV	Rochester
WGN-TV	Chicago	KCOP	Los Angeles	KCRA-TV	Sacramento
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WLW-C	Columbus*	KSTP-TV	Minneapolis-St. Paul	WOAI-TV	San Antonio
WFAA-TV	Dallas	WSM-TV	Nashville	KFMB-TV	San Diego
WLW-D	Dayton*	WVUE	New Orleans	WNEP-TV	Scranton-Wilkes Barre
KDAL-TV	Duluth-Superior	WTAR-TV	Norfolk-Newport News	WTHI-TV	Terre Haute
WNEM-TV	Flint-Bay City	KWTV	Oklahoma City	KVOO-TV	Tulsa
				WTRF-TV	Wheeling

*West Coast only

MODERN SELLING IN MODERN AMERICA

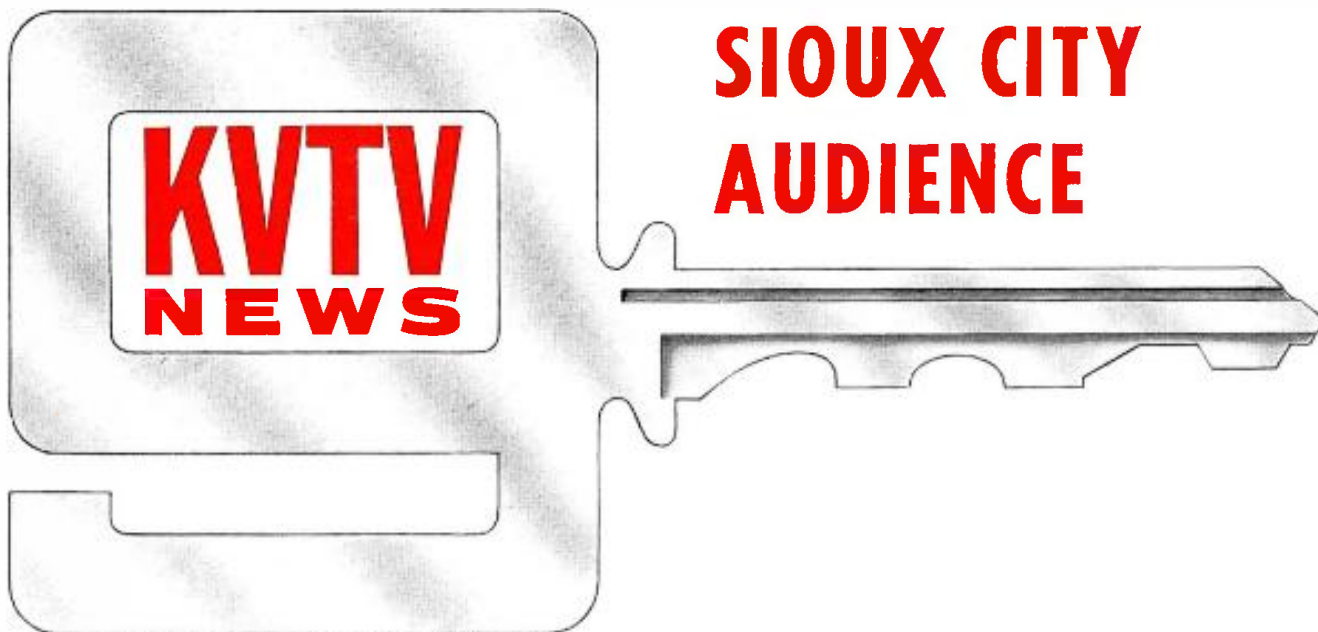
TELEVISION DIVISION

EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

SPOT TV

KEY TO THE TOP SIOUX CITY AUDIENCE



Nine means News in Siouxland. It has for nearly twelve years now. Viewers in Siouxland—and there are 752,400 of them*—get the facts first and get them accurately from the largest and most experienced news staff for miles around, on KVTU Channel 9. Having the facts gets the viewers. And viewers are what you want. See your Katz man.

* Sales Management—Survey of Buying Power, 1964

K THE KATZ AGENCY, INC.
National Representatives



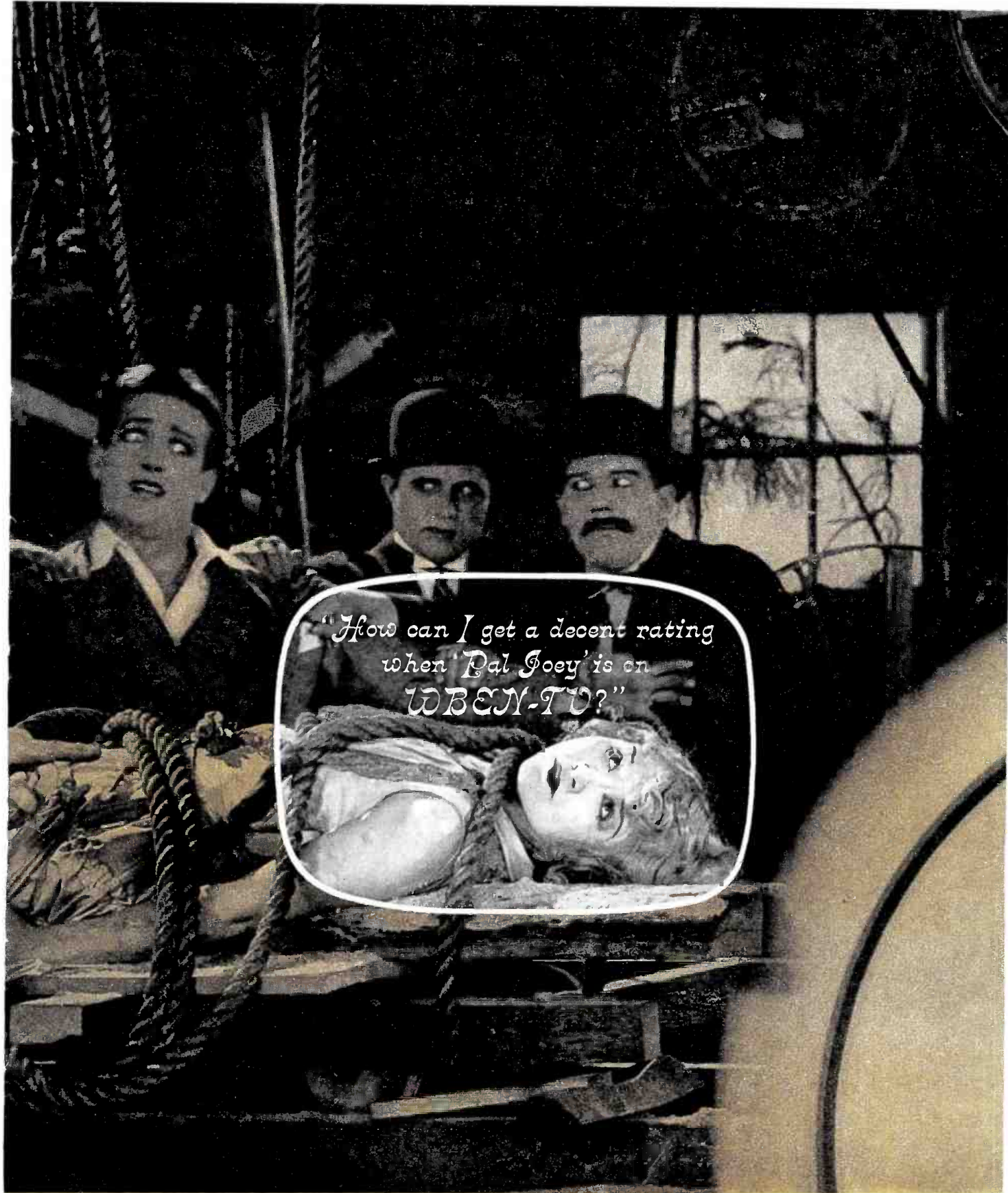
KVTU

CHANNEL 9 • SIOUX CITY, IOWA
CBS • ABC



PEOPLES BROADCASTING CORPORATION

KVTU	Sioux City, Iowa
WNAX	Yankton, South Dakota
WGAR	Cleveland, Ohio
WRFD	Columbus, Ohio



WBEN-TV

IN BUFFALO, IS ONE OF THE MANY STATIONS WHO HAVE LICENSED THE 60 NEWLY-RELEASED COLUMBIA POST-'50 GROUP II FEATURES, WHICH INCLUDE SUCH OUTSTANDING FILMS AS PAL JOEY, PICNIC, THE GODDESS AND THE MOUSE THAT ROARED. DISTRIBUTED BY

SCREEN GEMS



Reach the **whole** market

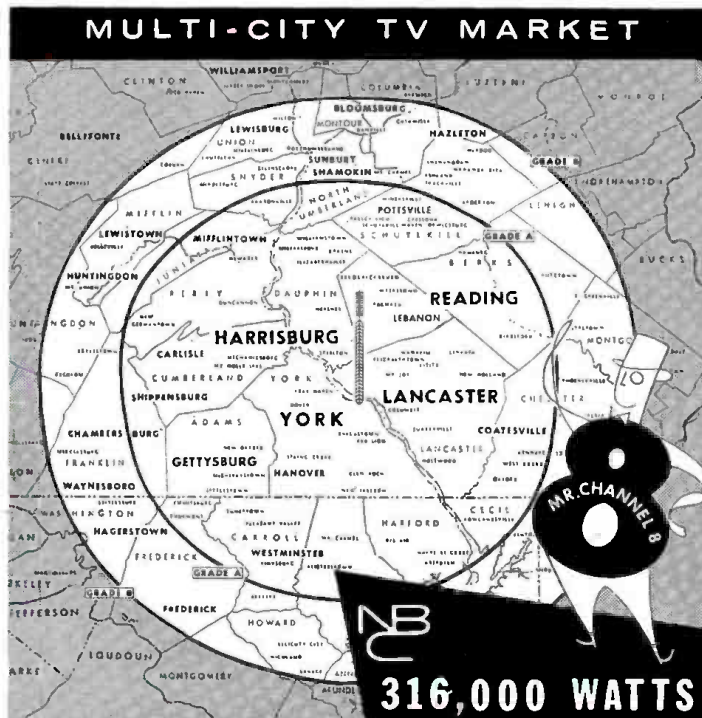
Not ONE segment over and over—Whether your product is food, drugs, gasoline, appliances, automotive, or general merchandise—WGAL-TV SELLS because you reach the *whole* market every time. No other station or combination of stations in the Channel 8 area can claim total-market reach.

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. • KOAT-TV Albuquerque, N. M. • KVOA-TV Tucson, Ariz.

Ground rules for microwave-fed CATV will be established within next fortnight by FCC in case involving first venture of Westinghouse Broadcasting Co. into CATV field (CLOSED CIRCUIT, Aug. 31). Indications are FCC will approve transfer of microwave construction permit from Clear View of Georgia to Westinghouse, but with proviso that it will feed other CATV systems if called upon and also provide equitable exposure for any TV stations in immediate markets served.

Westinghouse, under transaction, would acquire construction permit for microwave from Clear View for \$350,000 and assume commitments for construction of four CATV services with 15,000 connections for \$800,000. For overall investment of \$1,150,000, Westinghouse would have services in Milledgeville, Statesboro, Dublin and Valdosta, Ga.

Profits and losses

As sidelight to FCC's recently released financial figures on radio (BROADCASTING, Oct. 12) is report that mutual earned profit of \$1.3 million in 1963. Network, owned by 3M Co., had tax carry-forward because of losses in prior years. Because all four radio networks showed combined profit of only \$929,000 in FCC report it's obvious that at least one radio network showed loss last year.

Braves' new world?

Board of directors of Milwaukee Braves is expected to decide this week whether to move club to Atlanta. One of key inducements is radio-television package that would guarantee sponsorship of team broadcasts for at least two years and possibly five, with club getting \$1-1.5 million annually in rights for special network that would blanket South from Carolinas to Louisiana.

Key to broadcast plan is reported to be chairman of Atlanta Stadium Authority, Arthur L. Montgomery. He is major stockholder of Coca-Cola Co. and his father is chairman of board. Negotiations on broadcast portion of proposal to Braves have reportedly been handled by McCann-Erickson, Coca-Cola's agency. There are also reports that oil company, possibly Gulf, Humble or Standard affiliate in South, would take big piece of net-

work sponsorship. If team moves to Atlanta, and Atlantans are sure it will, stations may have to bid for rights from McCann-Erickson.

Computers on spot

Some highly placed radio station operators are becoming increasingly concerned over national spot business out of New York (which produces about 80% of nation's total). And they blame widespread use of computers by agencies for condition that they hope will be temporary. Proliferation of radio stations has fragmented ratings in many markets, it's contended, so that radio audience figures that show up in agency computers are small. Agencies that base media selections on computer results, without considering other factors, turn away from radio and buy other media that turn up bigger figures on machines. Some broadcasters are urging Radio Advertising Bureau and perhaps special task force to attack problem.

Attack in Yankee deal?

Almost immediately after close of World Series, reports gained credence in Washington and New York that Department of Justice has decided to seek injunction against acquisition of New York Yankees by CBS. Basis for move, it's speculated, is restraint-of-trade provisions of antitrust laws. Move, if made, is expected before Nov. 2 when \$11.2 million deal (for 80% of ball club with option for remaining 20%) is scheduled to be consummated.

When transaction was announced three months ago (BROADCASTING, Aug. 17), Justice Department investigators moved into what was defined as "a study." Two American League clubs, Chicago White Sox and Kansas City Athletics, have urged action, as have several congressmen and senators.

Feds on the prowl

Antitrust lawyers of Department of Justice have begun investigation of newspaper ownership, primarily in monopoly markets. Charles D. Mahaffie Jr., trial attorney of Antitrust Division, has been inspecting circulation records of Audit Bureau of Cir-

culations, Chicago, with particular reference to such cities as Cincinnati, Dallas, Omaha and Salt Lake City. Fact that there are newspaper owned radio and TV properties in each of cities may be significant.

Inquiry at highest levels at FCC failed to indicate any liaison between that agency and Justice on newspaper ownership inquiry. FCC's own economic and legal staff, however, has been studying whole question of multiple ownership, newspaper ownership and so-called "concentration" of news media for some months.

UHF building plans

Kaiser Broadcasting Corp.'s first UHF venture, ch. 50 WKBD-TV Detroit, expects to be in operation by Jan. 1 with investment of \$1.8 million and with anticipated first year revenues of \$1 million. According to Richard C. Block, vice president and general manager of Kaiser, station, first of four UHF's already authorized, will become practically all-sports operation and already has sold package on coverage of Detroit Redwings hockey team to Stroh's beer for more than \$200,000. Detroit basketball *Pistons* also will be carried and microwaves direct to Ann Arbor (U. of Michigan) and East Lansing (Michigan State) are being installed.

To be completed within next 18 months under Kaiser timetable are ch. 44 KHJK-TV San Francisco; ch. 52 operation on Mt. Wilson to cover greater Los Angeles area, and WKBT-TV Burlington, N. J. to cover Philadelphia, CP granted but channel not yet assigned.

Backlogs and workloads

Study into backlogs and workloads of "big six" regulatory agencies, including FCC, has been undertaken by staff of House Commerce Committee at request of Chairman Oren Harris (D-Ark.). Being covered, through personal contact by staff headed by Charles P. Howze Jr., chief counsel, Special Subcommittee on Investigations, are performances of agencies for fiscal 1958 through 1963, although some agencies want to cover fiscal '64, too. Committee isn't studying comparative performances of various agencies but rather of each agency independently over six to seven year span.

NEWS



CLEVELAND
the "one-buy" market

WJW-TV

the one to buy!

On the spot while it happens, WJW-TV's leading local newscasts, award winning "City Camera" and hard hitting "Channel 8 Reports", telecast first with the drama of tomorrow's headlines. Cleveland, delivering the nation's 7th largest TV homes is the only large "one-buy" market—and WJW-TV is the one to buy.

LOS ANGELES KCBS	PHILADELPHIA WPTZ	DETROIT WJLB	MIAMI WTOG	TOLEDO WSPD	CLEVELAND WJW-TV	CLEVELAND WJW-TV	NEW YORK WABC	DETROIT WJLB-TV	MILWAUKEE WITI-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	STORER BROADCASTING COMPANY
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WEEK IN BRIEF

ABC asks for federal reins on community antenna television systems. Proposal, first by major broadcast entity, tells FCC it should regulate all CATV's, not just those using microwave links. See . . .

FEDERAL CONTROL OF ALL CATV'S . . . 27

Economy of auto center still flexing muscles in spite of newspaper strike. Many advertisers switch to broadcast and maintain sales growth. Consensus ad dollar winner in Detroit strike: radio. See . . .

DETROIT BOOMS DESPITE STRIKE . . . 32

Southern Bell Telephone and community antenna television operators may find themselves in messy brawl. Southern Bell won't let poles be used for CATV cables, will install and service systems for fee. See . . .

NO POLES FOR CATV . . . 28

Latest Arbitrons show three television networks still in tight ratings race. Political pre-emptions and news reports influence standings. First national Nielsen confirms ABC's strong start. See . . .

RATINGS RACE UP FOR GRABS . . . 40

Bitter battle brews to boiling point as pros and cons of pay TV are volleyed back and forth before voters. Subscription Television Inc. hasn't advertised yet, but friends and foes emphasize radio. See . . .

PAY-TV CONFLICT INTENSIFIES . . . 66

Section 315, FCC's fairness doctrine, community antenna television and pay TV—all were fair game at National Association of Broadcasters' first regional conference. Role of government prime topic. See . . .

FOCUS ON GOVERNMENT . . . 54

NBC lashes back at charges by Joseph Charyk and Fred Friendly that it abused its Olympic coverage rights. Japanese satisfied with coverage, Sarnoff says, and State Department won't complain. See . . .

SINNING WITH SYNCOM DENIED . . . 46

FCC must rule on fate of airborne educational television. Midwest Program for Airborne Television Instruction is on air experimentally, wants system regularized. Foes argue too much of spectrum is used. See . . .

FCC PONDERES AIRBORNE ETV . . . 70

New ratings measurement plan will pick figures out of the air—literally. System, to be used during American Research Bureau check, has capacity to count sets at rate of 1-1.25 million an hour. See . . .

RATINGS SPY IN THE SKY . . . 73

Problem of citizens band tinkering leading to television signal interference is "serious," FCC says. Thousands of complaints annually pour into commission, which is hard pressed to clear up difficulties. See . . .

COMPETITION FROM CITIZENS BAND . . . 72

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Broadcasting⁴

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If it's in the public interest **MATTHEW WARREN** will make it interesting to the public

When something interesting happens in the Washington area—whether it's 50 feet or 50 miles from our center of operation—WMAL's Public Affairs Department will cover it.

As Director of Public Affairs programing, Matthew Warren keeps the Nation's capital informed through the provocative "Close-Up" series on WMAL-TV and "Perspective" on WMAL-Radio. A key member of our 25-man staff of news and public affairs specialists, Warren helps make WMAL-Radio and WMAL-TV the news authority in the Nation's capital.



News Authority in the Nation's Capital

wmal radio and television

Daren F. McGavren Co.

Harrington, Righter & Parsons, Inc.

Evening Star Broadcasting Company, Washington, D. C.

Philco drops off of ch. 3 merry-go-round

Philco Corp. Friday (Oct. 16) gave up on Philadelphia channel 3, announcing it planned to take no further action. Only party still undecided whether to continue battle is RKO General.

In statement Philco said that although it was still certain of justice of its cause "further appeals will serve no useful purpose in face of the commission's attitude."

FCC ordered NBC to reswap Philadelphia stations with Westinghouse's Cleveland outlets—to bring about status before original exchange took place in 1956.

Battle over Philadelphia TV channel was initiated when Philco filed for facility after NBC was ordered to divest itself of Philadelphia properties following consent judgment in government anti-trust case. Government charged NBC coerced Westinghouse into making swap.

NBC made deal with RKO General to exchange Philadelphia stations for RKO General's Boston stations. After FCC decision, NBC canceled agreement with RKO General and filed, with Westinghouse, applications in line with FCC order (BROADCASTING, Oct. 5).

Pay TV's in South anticipate success

Despite "unfortunate turn of events involving Subscription Television Inc. in Los Angeles and San Francisco," spokesman for Atlanta Telemeter Inc. said Friday (Oct. 16) that Telemeter groups in Atlanta, Houston, Dallas and Miami "are completely optimistic as to the ultimate success" of their wired pay TV ventures.

W. Robert McKinsey, executive vice president of Atlanta firm, said he expects to sign contract with Southern Bell Telephone company early this week for construction of plant to serve 15,000 subscribers. Houston, he said, already has signed with Southwestern Bell. Bell companies are also trying to sell CATV service (see page 28).

Atlanta firm sees itself on air in 1966, in black by late 1967 after investment of \$4 million if it has 15,000 subscribers by that date. Installation by phone company will cost about \$600,000 and will

run \$200,000 for annual rental.

This contrasts with more than \$20 million already invested by STV, which uses complicated circuitry to keep track of who watches what and when (BROADCASTING, Sept. 28).

Bell system driving for CATV business

Bell Telephone System companies are setting out in earnest to attract customers for installation and rental of community antenna TV service, company spokesman said Friday (Oct. 16).

News followed earlier reports that Bell companies had filed tariffs in many states within past month offering lower rates than in past when prices were considerably higher (see page 30).

Spokesman claimed decision to exploit swiftly growing CATV market was made after installation of wired pay-TV system for Subscription Television Inc. in California year ago which, he said, generated requests to phone company for wired CATV service from many parts of country—at lower rates than Bell has been offering.

Bell companies now will build systems for less than \$4,000 per mile, he said, and definitely will compete with terms of private CATV equipment manufacturer. One said last week that \$4,000 per mile is industry "ballpark" figure for what it costs to build modern 12-channel CATV, but he said Bell rates would exceed that.

Bell source said phone company is likely to conclude first sale of CATV service within few weeks, probably in South. It's been offering service for many years.

Source said phone company offers superior quality feeder cables at lower cost than manufacturers, which can't get it (Bell's comes from Western Electric, sister company) and would service better equipment than anyone else.

Belk switches AM's in Charlotte

Three station sales were announced Friday (Oct. 16), all subject to FCC approval:

▪ **WAYS** Charlotte, N. C.: Sold by Harold H. Thoms and group to Hen-

Up & down, up & down

Double communications satellite bounce was used Thursday and Friday (Oct. 15-16) to relay Olympics television coverage to Europe, Communications Satellite Corp. said Friday.

European Broadcast Union feeds have been coming into Point Magu, Calif., via Syncom III, being microwaved to Montreal where tapes are jetted across Atlantic to Hamburg, West Germany. On Thursday and Friday, coverage was microwaved to Andover, Me., where it was beamed to Relay satellite for reception in England and France. Pictures, Comsat sources said, were fine.

derson Belk for \$500,000. Mr. Belk already owns WIST-AM-FM Charlotte and is selling WIST to Don Burden (see below). WAYS is fulltimer on 610 kc with 5 kw day, 1 kw night.

▪ **WIST** Charlotte, N. C.: Sold by Henderson Belk to Don Burden for \$225,000. Mr. Burden also owns WIFE Indianapolis, KOIL Omaha and KISN Portland, Ore. WIST is fulltimer on 1240 kc with 1 kw day and 250 w night.

▪ **KUDL** Fairway (Kansas City), Kan.: Sold by Tele-Broadcasters Inc. (H. Scott Killgore) to author Eugene Burdick and wife (80%) and station manager William Zimmerman (20%) for \$550,000. KUDL is fulltime on 1380 kc with 5 kw day and 500 w night.

Revision nearing on radio program form

FCC appeared last week to be nearing end of long road toward revision of radio program reporting form.

It was learned Friday (Oct. 16) that commission staff members met with broadcasters and representatives of National Association of Broadcasters and Federal Communications Bar Association in final touch-up job on form and on accompanying proposed logging rules.

Changes made during all-day session were suggested in light of experience of five AM broadcasters who had filled out form to help determine what practical problems it would pose for sta-

tions (BROADCASTING, Aug. 31).

Group is also said to have proposed changes that would simplify logging rules on commercials. This section encountered heavy criticism when proposed logging requirements were issued for comment three years ago.

FCC has been attempting to revise program reporting form since 1960. One decision was to prepare two—one for radio, one for TV.

Proposed television form is now undergoing "field test" by two TV station operators who are expected to report their experience in week or two.

CBS takes four on Thursday

Politics, Nikita Khrushchev and Olympics coverage served to cloud overnight ratings in Arbitrons reported for Thursday (Oct. 15). On basis of half-hour wins, CBS had four, ABC two and NBC one. But CBS carried political broadcast at 9 p.m. and Khrushchev special at 9:30 while NBC ran its special on ousted premier at 7:30-8:30 and Olympics coverage at 10-11. Averages for week ending Oct. 15: CBS had 17.2 rating, NBC 16.2 and ABC 15.6, covering 7:30-11 p.m.

Thursday, Oct. 15

		Arbitron Rating	Share
7:30			
ABC	Flintstones	11.1	21.0
CBS	Munsters	19.5	37.0
NBC	Khrushchev Special	15.3	29.0

ABC high on weekly Nielsens

Average rating data based on 30-market Nielsens for 7:30-11 p.m. periods, Monday-Sunday, ending Oct. 11 and released Friday (Oct. 16) shows ABC with average rating of 22.2 and 34.4 share; NBC with 18.2 and 28.5, and CBS with 17.2 and 26.9. ABC announced top 35 programs based on 30-market reports covering Oct. 5-11, shown here without individual ratings but in proper ranking.

Of top 35, ABC had 21, CBS, 10 and NBC, 4.

Rating		
Oct. 5-11	Sept. 28-Oct. 4	
1	1	Bewitched (ABC)
2	25	Gomer Pyle (CBS)
3	4	My Three Sons (ABC)
4	9	Bonanza (NBC)
5	2	Fugitive (ABC)
6	3	Addams Family (ABC)
7	17	Combat (ABC)
8	—	Shindig (ABC)

		Arbitron Rating	Share
8:00			
ABC	Donna Reed	18.8	33.0
CBS	Perry Mason	19.1	33.0
NBC	Khrushchev Special	15.1	26.0
8:30			
ABC	My Three Sons	19.2	33.0
CBS	Perry Mason	19.5	34.0
NBC	Dr. Kildare	14.7	26.0
9:00			
ABC	Bewitched	27.2	47.0
CBS	Johnson-Democrats	12.6	22.0
NBC	Dr. Kildare	16.6	28.0
9:30			
ABC	Peyton Place II	23.1	40.0
CBS	Khrushchev Special	13.0	23.0
NBC	Hazel	15.7	27.0
10:00			
ABC	Jimmy Dean	15.6	30.0
CBS	Defenders	14.9	29.0
NBC	Olympics	14.3	28.0
10:30			
ABC	Jimmy Dean	12.4	27.0
CBS	Defenders	13.4	29.0
NBC	Olympics	15.8	34.0

CBS buys chunk of Vancouver CATV

CBS has acquired "substantial" interest in community antenna TV system in Vancouver, B. C., making it first U. S. network to have announced financial interest in CATV property.

CBS acquired option to buy into future CATV holdings of Canadian Wirevision Ltd. in October 1963. It executed option last April conditioned on grant of license from Canadian Ministry of Transport allowing Canadian Wirevision to purchase Vancouver Cable Co.

Vancouver Cable operates CATV system in Vancouver area serving 25,000 subscribers—up from 17,000 when CBS acquired option. Canadian government approval which may have been delayed over question of American interest in company, came last month. CBS interest in Canadian Wirevision is "not controlling." Other interests in company are held by Sidney Welsh (president), B. J. Shepard (general manager) and other minor partners, all Canadians. CATV holdings of Canadian Wirevision may be increased if attractive opportunity presents itself, according to CBS official. CBS is not actively seeking CATV properties in U. S., he said, though this possibility was not ruled out for future.

Broadcast freedom defended by Hyde

Broadcasters by law are not common carriers and so do not fall into telephone, telegraph and public utility category with requirement to accept all messages, FCC Commissioner Rosel H. Hyde said Friday (Oct. 16). "It's your responsibility to decide which message you will accept and which you will not," he told Los Angeles regional National Association of Broadcasters meeting. Commissioner Hyde urged broadcasters to do their utmost to convince public and Congress that they are capable of operating in "public interest, convenience and necessity." "Only in that way," he said "can broadcasters free themselves of what they consider to be restrictive governmental regulations."

On question of licensing too many stations for community to support, Commissioner Hyde said "Let's not abandon the competitive system to solve a temporary problem. The alternative could be worse." He said that while too many stations, perhaps including one or more irresponsible operators, could disrupt broadcasting economy in community, any attempt on part of FCC to consider economic aspects might very well lead to common carrier rate establishing philosophy.

New U for L.A. market

FCC Friday (Oct. 16) granted application of Broadcasting Service of America for channel 46 Guasti, Calif., in Los Angeles market.

Principals of Broadcasting are William A. Myers (38.1%) and Ethel J. Myers (27.8%).

Broadcasting had been competing for facility with Cavalcade Telecasters Inc. FCC approved Cavalcade agreement to pull out in return for \$3,000 spent in prosecuting application.



"NO, I DON'T LISTEN TO KISN"

"What were those other questions, young man?"

Have I bought a new car, new house, new refrigerator lately?

Land sakes, no.

My wants are few these days. My main pleasure is to see my children and grandchildren happy. They're the ones that need all those new things you mentioned.

They listen to KISN . . . Not me!"

KISN COMMERCIAL FOR BUSINESSMEN (only 20 sec.):

Next year over half the people in the country will be under 25.

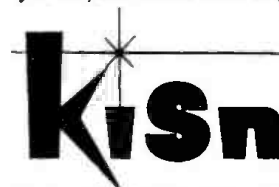
These young marrieds and young people need almost everything there is to sell.

Selling this market is simple.

Advertise on KISN.

More people, young and old, in greater Portland listen to KISN than any other local station (we've got the figures to prove it. Ask us.)

*Today's Youth is Today's Market . . .
in PORTLAND
you'll find them listening to*



NUMBER ONE IN THE WEST



One good will razor
free with one
package of blades

**What makes
a great
salesman?**

In 1903 an obscure bottle salesman decided to make money by inventing a new product—a product that would be used up, thrown away, and repurchased. Standing in front of his mirror one morning, King Camp Gillette came up with the answer—a safety razor that used thin, disposable blades.

To get his razors into circulation as quickly as possible,



Gillette had the government furnish every World War I soldier with a free razor. Then, after selling thousands of razors, he decided the razor should be used primarily to sell *blades*. Gillette reduced the razor's price, and saw to it that millions were given away as premiums.

In a very competitive field, Gillette surged ahead because he believed in continually improving his product

...his advertising...and his merchandising. The Storer stations have paced competition in their markets by programming to individual community preferences—the kind of programming that consistently turns more listeners and viewers into *buyers*. In Milwaukee, Storer's great salesman in WITI-TV, an important station in an important market.



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

**YOU NEED
TERRE HAUTE,
TOO...**



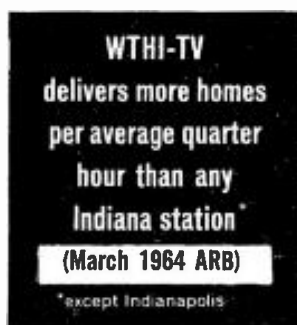
• More and more leading advertisers are choosing the Top Two Indiana Markets (Indianapolis and Terre Haute) for maximum TV impact on the more than Six Billion Dollar Hoosier Sales Potential.



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



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



WTHI-TV

CH 10 TERRE HAUTE, IND.

REPRESENTED BY



THE ORIGINAL STATION REPRESENTATIVE

DATEBOOK

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

■Indicates first or revised listing.

OCTOBER

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 Prestonburg.

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 affiliates meeting, Oklahoma City.

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

■Oct. 20—FCC Commissioner Robert E. Lee to speak on "Broadening the Base of Advertising with UHF-TV" at luncheon during 36th Annual Boston Conference on Distribution. Statler-Hilton, Boston.

■Oct. 20—Broadcast Seminar of Radio-TV Education Department of University of Cincinnati and Rho Tau Delta professional Radio-TV fraternity. John T. Murphy, president of Crosley Broadcasting Co., will speak on "Commercial Values of Color Television." Concert Hall, University of Cincinnati College-Conservatory of Music.

■Oct. 20—Second session of fall 1964 International Radio & Television Society Time-buying & Selling Seminar. George J. Abrams, founder of Maradel Products Inc., will discuss "Radio and Television Today: The Advertiser's Problem." Chemical Bank New York Trust Co., Madison Avenue and 59th Street, New York.

Oct. 21—Presentation of The Pulse Inc.'s Man-of-the-Year award to Chet Huntley and David Brinkley of NBC. Plaza hotel, New York.

■Oct. 21-22—National Community Television Association executive committee meeting. Madison hotel, Washington.

■Oct. 21-22—Annual meeting of the Central Region of the American Association of Advertising Agencies, will hear, among others, Norman H. Strouse, J. Walter Thompson Co., New York; Carl Schneck, Fuller & Smith & Ross Inc., Chicago; Stephen Frankfurt, Young & Rubicam Inc., New York, and Donald Tennant, Leo Burnett Co. Inc., Chicago. Hotel Continental Plaza, Chicago.

■Oct. 21-23—Fourth annual general meeting of the Institute of Broadcasting Financial Management. Willard Schroeder, general manager, WOOD-AM-FM-TV Grand Rapids, Mich., and chairman of National Association of Broadcasters Joint Board of Directors, to speak. Sheraton-Cadillac, 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 Ad-

vertising 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. 23—Meeting of Joint Committee for Research on Television and Children to discuss research grants. New York.

Oct. 23—Chicago Unlimited benefit ball for midwest radio-TV production industry. Sheraton-Chicago.

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 affiliates meeting, New Orleans.

Oct. 27—Annual convention of Massachusetts Broadcasters Association, Sheraton-Plaza, Boston.

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, 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 Fred-

Please send me a PGW Colonel in living color.

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____

REMARKS: _____

For free color, fill in coupon.

Don't be confused by the coupon. It's really very simple: WFGA-TV doesn't charge anything extra to air your commercials in full color, and your Peters, Griffin, Woodward "Colonel" will be happy to give you full de-

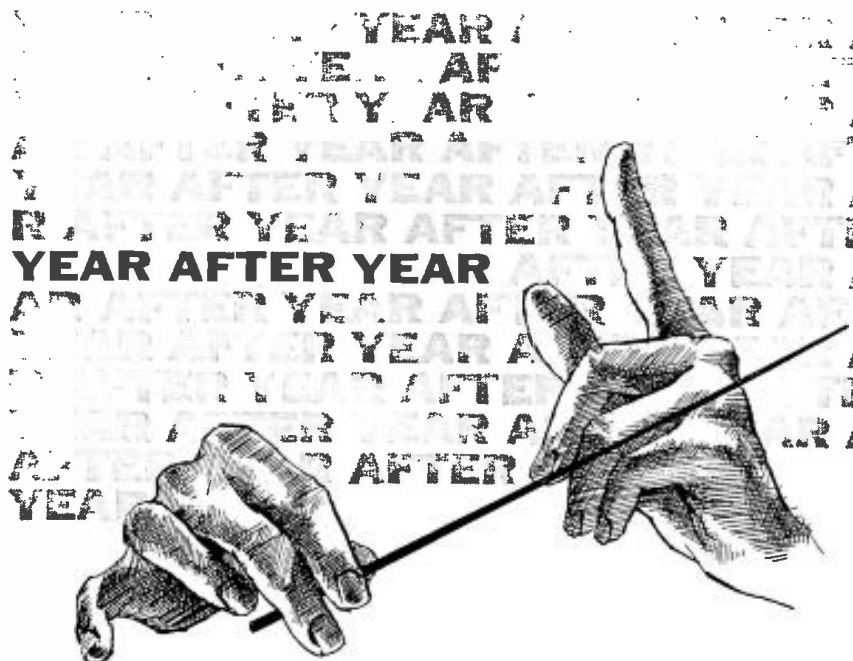
tails. You see, WFGA-TV airs everything possible in color...news, weather, station breaks, feature programs, even promos. This is a great place to test new color commercials, too—we've had over six years' experience.



WFGA-TV/JACKSONVILLE



AN AFFILIATE OF WOMETCO ENTERPRISES, INC.



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

erick W. Ford and Robert E. Lee. University campus, Bloomington, Ind.

■Oct. 29—Federal Communications Bar Association luncheon. Speaker will be Martin Codel, television consultant and former radio and TV trade publisher, who will speak on "Television Overseas." National Press Club, Washington.

■Oct. 31—United Press International Broadcasters of Wisconsin meeting will hear Charles Klensch, ABC, discuss election coverage. Park Motor Inn, Madison, Wis.

NOVEMBER

Nov. 5—Second Canadian Radio Commercials Festival, sponsored by the Canadian Radio Sales Bureau and the Radio & Television Executives Club. Entries closed 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, Gaithersburg, Md.

Nov. 6-7 — WSM's Grand Ole Opry 39th birthday celebration. Nashville.

Nov. 6-8—Fourth annual conference of Advertising Federation of America's second district. Saturday program includes speech "Freedom Must Advertise" by Thomas C. Dillon, president, BBDO. Panel members for "How Well Has America Advertised Itself" include: Josephine Foxworth, vice president, Calkins & Holden; Melvin S. Hattwick, advertising director, Continental Oil Co.; Carl W. Nichols Sr., president, Cunningham & Walsh; Armando M. Sarmento, president, McCann-Erickson; William E. Steers, chairman, Doherty, Clifford, Steers & Shenfield, and Walter Weir, chairman, executive committee, West, Weir & Bartel. Pocono Manor Inn, Pocono Manor, Pa.

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

Nov. 10—ABC Radio regional affiliates 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 affiliates meeting, Albany, N. Y.

■Nov. 13—OK-CATV Association (Oklahoma and Kansas) annual meeting. Sheraton-Oklahoma, Oklahoma City.

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

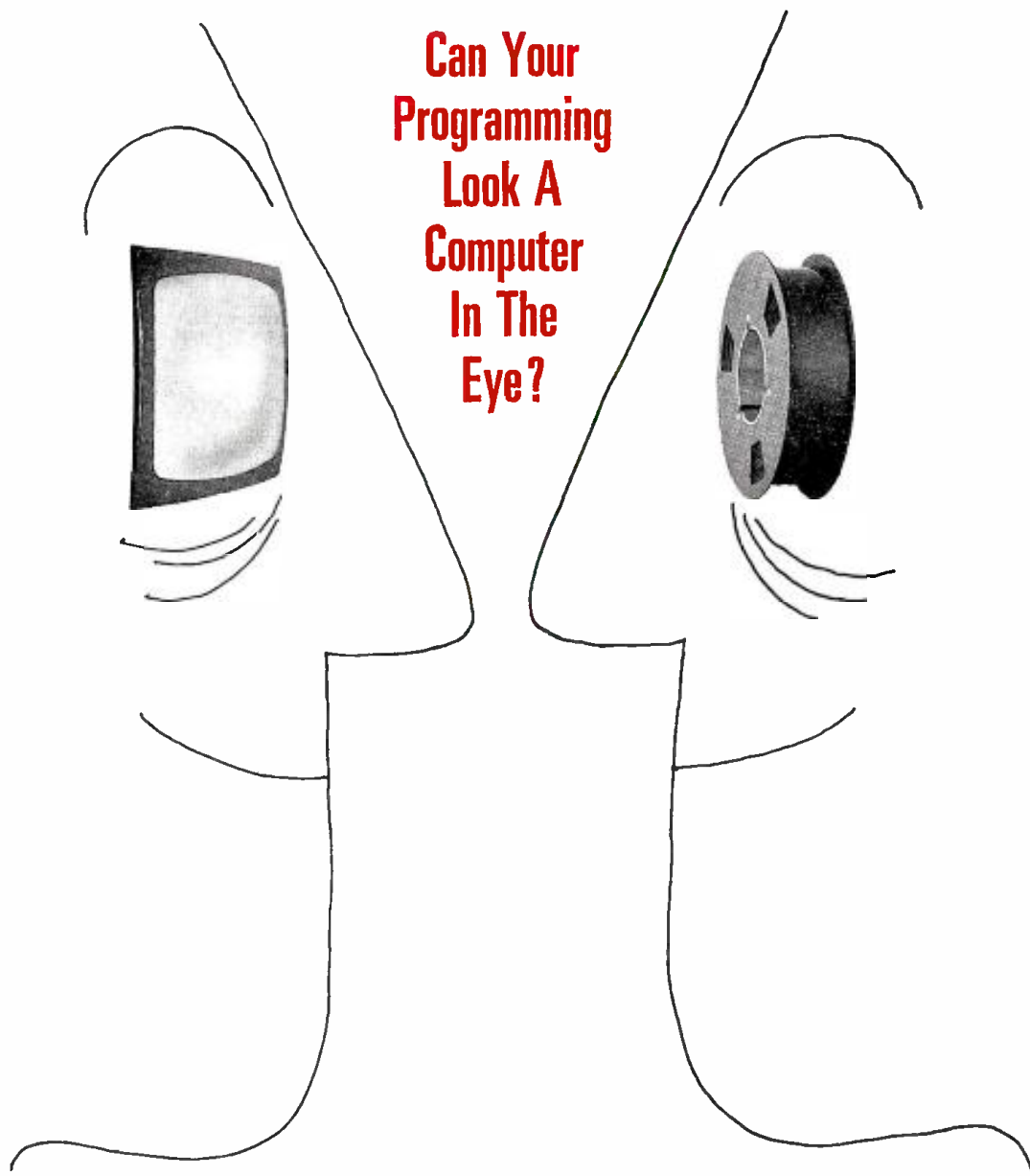
■Nov. 16—FCC deadline for comments regarding common carrier eligibility and the transfer of noncommon carrier stations from the Business Radio Service to a new Community Antenna Relay Service.

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

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

Nov. 16-18—Annual convention of the

■Indicates first or revised listing.



If you bought off-network series by the numbers which indicate the *kind of viewers* the program can be expected to attract on your station, then there'll be no blinking of eyes—no wincing at results.

Today spot money is facing facts.
Ask your MGM-TV representative about the inside facts on his available series.



NEW YORK • CHICAGO • ATLANTA • CULVER CITY • TORONTO



You're only HALF-COVERED IN NEBRASKA if you don't use KOLN-TV/KGIN-TV!



X denotes counties where circulation is established but where not enough diaries were placed for penetration figures.

Lincoln-Land map shows KOLN-TV/KGIN-TV penetration

Here's real proof that you can't begin to cover Nebraska without Lincoln-Land... and that you can't cover Lincoln-Land without KOLN-TV/KGIN-TV. The map shows an average of Total Net Weekly Circulation (combined ARB 1960 and 1964) of KOLN-TV/KGIN-TV.

Lincoln-Land is the 78th* largest market in the U.S., based on the average number of homes per quarter hour prime time delivered by all stations in the market. KOLN-TV/KGIN-TV provides 206,000 homes—homes you need to effectively cover this top market.

Ask Avery-Knodel for complete facts on KOLN-TV/KGIN-TV—the Official Basic CBS Outlet for most of Nebraska and Northern Kansas.

AVERAGE HOMES DELIVERED PER QUARTER HOUR

(March 1964 ARB—6:30 to 10:00 p.m.)

OMAHA "A"	62,500
LINCOLN-LAND* "A"	
KOLN-TV/KGIN-TV	56,300
OMAHA "B"	56,000
OMAHA "C"	55,300
LINCOLN-LAND "B"	28,700
LINCOLN-LAND "C"	16,500

*Lincoln-Hastings-Kearney

*March, 1964 ARB Ranking. Rating projections are estimates only, subject to any defects and limitations of source material and methods, and may or may not be accurate measurements of true audience.

The Folger Stations

RADIO
WZZD KALAMAZOO-BATTLE CREEK
WJEP GRAND RAPIDS
WJIM GRAND RAPIDS-KALAMAZOO
WNTA-FM CADILLAC

TELEVISION
WZZD-TV GRAND RAPIDS-KALAMAZOO
WNTV CADILLAC-FRANKLIN CITY
WNTV-TV SHELBY ST. MOBILE
KOLN-TV LINCOLN, NEBRASKA
KGIN-TV GRAND ISLAND, NEB.

KOLN-TV/KGIN-TV

CHANNEL 10 • 316,000 WATTS
1000 FT. TOWER

CHANNEL 11 • 316,000 WATTS
1069 FT. TOWER

COVERS LINCOLN-LAND—NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representative

United Press International news produces!

Broadcasters' Promotion Association, Pick-Congress hotel, Chicago.

Nov. 16-18—Board of directors meeting, National Community Television Association, Nassau Beach hotel, Nassau, Bahama Islands.

Nov. 17—First annual Georgia FM Day seminar sponsored by Georgia Association of Broadcasters, Riviera motel, Atlanta.

Nov. 17—ABC Radio regional affiliates meeting, Richmond, Va.

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

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

Nov. 19-20—Fall convention of Ohio Association of Broadcasters. Speakers include George Storer Jr., chairman of National Association of Broadcasters-Radio Advertising Bureau Methodology Steering Committee 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 Licensing Committee. Christopher Inn, Columbus.

Nov. 23 — Comments are due on FCC's notice of inquiry and proposed rulemaking regarding mutual funds and other investment 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 convention at Hotel Muehlebach, Kansas City, Mo. Keynote address to be given by Benjamin M. McKelway, Washington Star (WMAL-AM-FM-TV Washington and WSVA-AM-TV Harrisonburg, Va.).

Dec. 4—FCC deadline for reply comments regarding common carrier eligibility and the transfer of noncommon carrier stations from the Business Radio Service to a new Community Antenna Relay Service.

Dec. 7—Hollywood Advertising Club luncheon. Howard Bell, director of National Association of Broadcasters code authority will speak. Hollywood Roosevelt hotel.

Dec. 8—Los Angeles Advertising Club luncheon. Mayor Samuel Yorty will pay tribute to city's broadcasters. Statler-Hilton.

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.

■Indicates first or revised listing.

NAB FALL CONFERENCE SCHEDULE

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

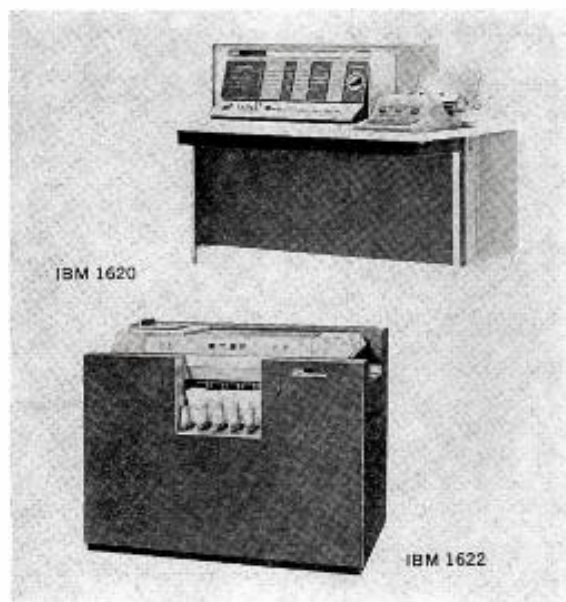
- Oct. 19-20—Hotel Skirvin, Oklahoma City.
- Oct. 22-23—Fort Des Moines hotel, Des Moines, Iowa.
- Oct. 26-27—Jung hotel, New Orleans.
- Nov. 9-10—Statler hotel, Detroit.
- Nov. 12-13—Hotel Ten Eyck, Albany, N. Y.
- Nov. 16-17—John Marshall hotel, Richmond, Va.

PULSE IS PEOPLE AND MACHINES



**personal
interviews
make the
PULSE
run true**

Nothing takes the place of interviews in the home—interviews personally conducted . . . interviews personally validated (WATS Line) . . . interviews which encompass members of the family, listening whether in or out of the home. The Pulse interviewee doesn't know at the time of listening that he will be interviewed—hence, no data-distorting self-consciousness.



**IBM
makes
the PULSE
run fast
with electronic accuracy**

Pulse's IBM 1620 Data Processing Unit performs 39 different arithmetic and logic operations with simultaneous validity check at each step.

IBM 1622 Read-Punch Unit reads 80-column cards at a rate of 250 cards per minute. Together they enable Pulse to quadruple its card data capacity; punch out audience composition at 125 cards per minute; compute a maximum of 30 station markets in 30 seconds; print ratings and shares on the IBM 407 by time periods and by stations at the rate of 160 characters per second; automatically checking validity every step of the way.

Result: Reliable data, to begin with. Speed, validity and accuracy in processing.

The Pulse, Inc.

Where personal proficiency and machine efficiency join hands in your interest.

730 Fifth Avenue, New York, N.Y. • Phone: JUdson 6-3316

More radio reprints

EDITOR: This is an authorization for 50 reprints of "Special Report — Radio" which appeared in your Sept. 28th issue. You are to be congratulated for this excellent study which once and for all puts to death the curse that radio ever went away.—*Manning Slater, president, KRAK Sacramento, Calif.*

Question and answer

EDITOR: Is there any law or rule, now in effect, that specifically demands that a station use a "beeper" device when broadcasting a telephone interview or report?—*PFC Michael B. Wall, 24th Infantry Division, APO 112, New York.*

(The telephone company is required by an FCC order, issued years ago, to require use of beeper phone in recording telephone conversations. The FCC order stipulated that tariffs filed by the telephone company include requirements for use of beeper phones. The commission's policy is not aimed specifically at broadcasting stations.)

Sense of humor

EDITOR: We are delighted with the Sid Hix cartoon in BROADCASTING, Sept. 21.

We would, of course, very much like to have it.—*Layne Beaty, chief, radio and television service, U.S. Department of Agriculture, Washington.*



Drawn for BROADCASTING by Sid Hix

"Just how long have these crop allotment checks been going out to Ben Cartwright on the Ponderosa?"

(The cartoon is on its way to USDA.)

Similarity?

EDITOR: The office of women's activities of the Democratic National Committee has announced that Mrs. David Brinkley, wife of the news commentator, is

making her debut this year as an active campaigner for the Democratic party.

Why is it bad for Lisa Howard, of ABC, and all right for David Brinkley and wife, of NBC? Unless I am mistaken, the Brinkleys, husband and wife, recently entertained at a prefunction dinner for Democratic fund raisers.—*Sarah McClendon, news correspondent, Washington.*

Aid and comfort

EDITOR: Your magazine was a tremendous help to me during the year it took to make my application, get a construction permit, build the station and put it on the air (all of this by myself). I read every word of every issue of your magazine and I think it is great.—*Harry Pennington Jr., president, KMFM (FM) San Antonio, Tex.*

International thank-you

EDITOR: Your Oct. 5 issue made note of the healthy state of Canadian radio and television advertising expenditures in the first half of 1964. It should be noted

PRIME TIME?

NO

We leave that to the networks.

But, we know how to make money for you in Class C and D times.

In only 16 of our markets BOB POOLE'S GOSPEL FAVORITES delivers 371,400 homes.

America's Number 1
Gospel Music Program

Do viewers like it?

Here are more than 7000 (count 'em) who paid to see a live production.

More than 100 hrs.
now available on VTR
for TV and audio tape
for radio.

Rates from ridiculously low
to
Absurdly high



BOB POOLE'S GOSPEL FAVORITES

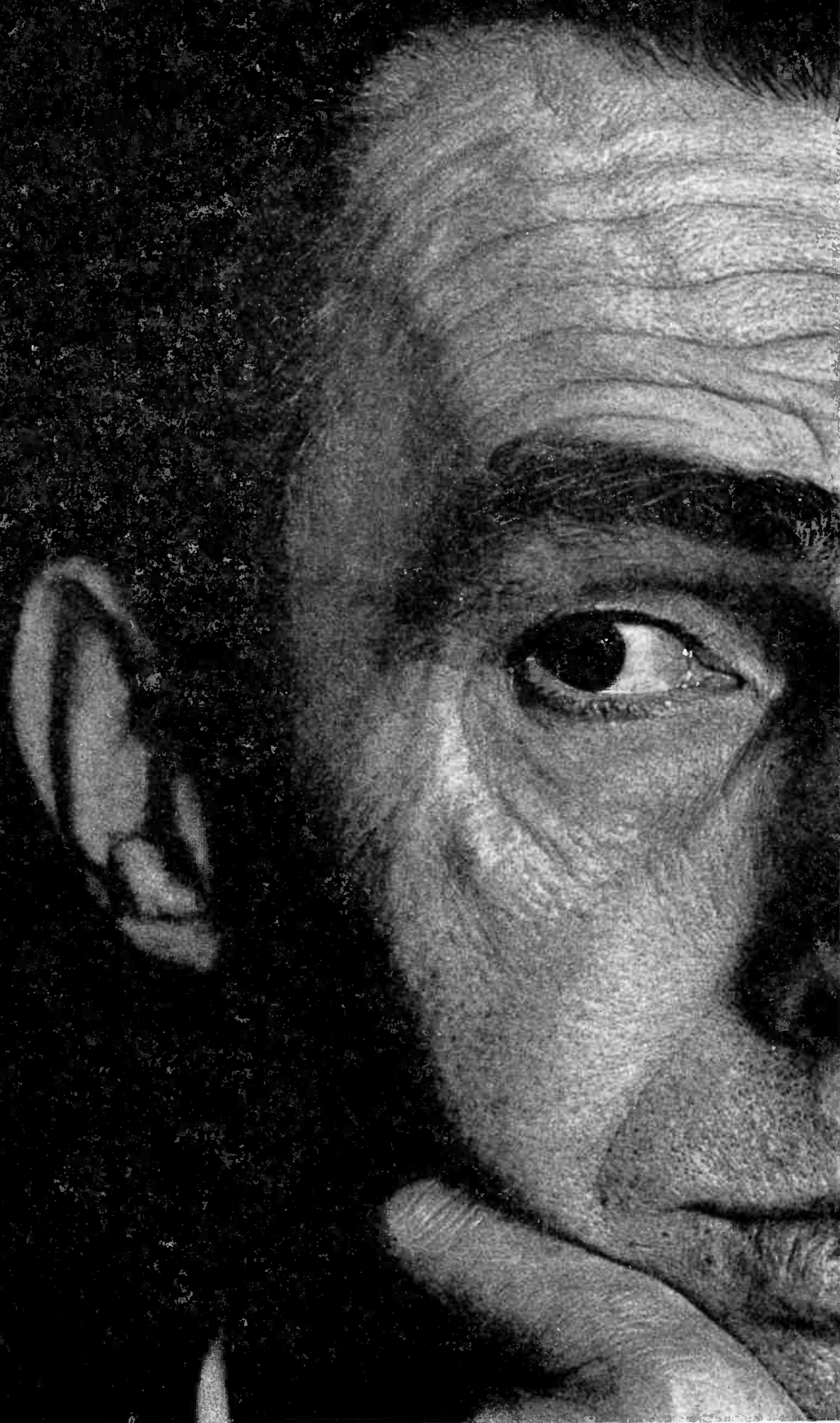
For auditions
rates or details
write or call

Poole Productions
Lawyers Building
Greenville, S.C.

Tel. 803 239-7821
TWX 803 282-1098

John Tillman's award-winning on-the-spot news and Kevin Kennedy's early and late evening reports are Television News Programs that penetrate . . . inform . . . enlighten. Gloria Okón and Marilyn Grey, the only television weather girl personalities in New York add a special vitality of their own to comprehensive weather reporting. Programming that keeps people more than informed is one of 20 Different Worlds of Entertainment this year that give WPIX TV/11 the scope, quality and appeal of a network. WPIX TV/11, New York's One-Station Network.

People
hear
more
with
WPIX
NEW YORK





**Look! If I wanted
Syracuse
or San Diego
I'd call
a travel agent.
Just tell me about
KELO-LAND!**

Sure! KELO-LAND is the Sioux Falls-98 County Market. A whale of a market prize for any advertiser—and only KELO-LAND TV, with three transmitters operating as one station, has the coverage to get it for you. To realize how very important KELO-LAND TV is to you in your national campaigns, hold the phone for this! KELO-LAND TV plays to a bigger prime-time audience among CBS affiliates than does Syracuse, San Diego, Norfolk, Sacramento, Albany or Jacksonville. Your one film or live commercial on KELO-TV SIOUX FALLS sweeps through KELO-LAND's 98 counties, simultaneously, powerfully!

ARB, 6:30-10 p.m. March '64.
Submitted as estimates, not necessarily exact measurements.

KELO^{tv} LAND
CBS • ABC

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

Gen. Offices: Sioux Falls, S. D.



JOE FLOYD, President
Evans Nord, Executive Vice-Pres.
& Gen. Mgr.
Larry Bentson, Vice-Pres.
Represented nationally by H-R
In Minneapolis by Wayne Evans

A **MIDCO** STATION

that this is partially due to the many fine agency people and clients in the New York area, who have increased their spending and business, with both Canadian radio and television stations, substantially over the last year.

Our hearty thanks to New York buyers.—*Harold Abernathy, director-radio division, All Canada Radio & Television Ltd., New York.*

Another look at 315

EDITOR: From a broadcasting point of view it is easy to see why Section 315 should be suspended. However, from a voter's point of view, which I have for the first time this year, suspension or elimination of the act is a completely different matter.

As a voter I would like to know who is running. . . . It seems that it should be up to me to decide whom I want, not up to the news media to narrow the selection to only two candidates before I even go to the polls.

The problem is one of determining who is a legally qualified candidate. Certainly, anyone who has attempted to find out about these "minor parties" would not classify such parties as the Prohibition and Socialist Labor with such men as Lar Daly.

If broadcasters would give fair coverage to all legally qualified candidates, there would be no need for Section 315 and free speech could be maintained without it.—*Dave Pomeroy, radio & TV student, University of Kansas, Lawrence.*

BOOK NOTE

"Effective Public Relations, 3rd Edition," by Scott M. Cutlip and Allen H. Center. Prentice-Hall Inc., Englewood Cliffs, N. J. 512 pages. \$11.95.

The inexperienced and veterans wanting to brush up on theory will find *Effective Public Relations* an excellent textbook. It deals thoroughly and lucidly with the various categories of subject matter likely to be encountered by a PR man, detailing preferred practices and possible pitfalls for each. Practical information, however, tends to be sacrificed to theory. For a book this size, the section on television and radio is quite small. The characteristics and potentialities of the electronic mass media are well handled, but there is little information on the mechanics of using them. Mr. Cutlip is professor of journalism at the University of Wisconsin. Mr. Center is vice president-public relations of Motorola Inc. and a lecturer in public relations at Northwestern University.

**LAST
CALL FOR
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
office

BROADCASTING PUBLICATIONS INC.
 PRESIDENT SOL TAISHOFF
 VICE PRESIDENT MAURY LONG
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 COMPTROLLER IRVING C. MILLER
 ASST. TREASURER JOANNE T. COWAN

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters:
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 20036. Telephone: 202 Metropolitan 8-1022.

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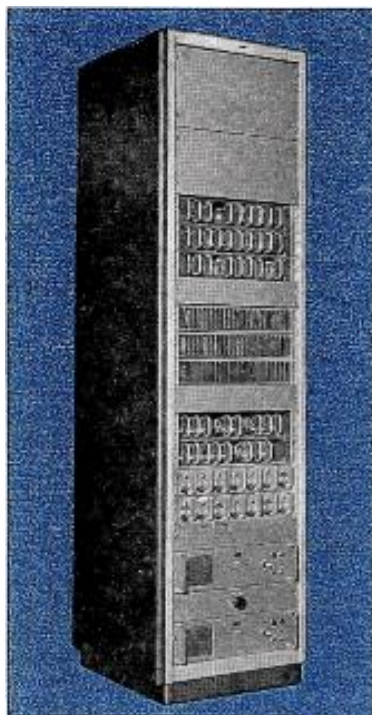
BROADCASTING* Magazine was founded in 1931
 by Broadcasting Publications Inc., using the
 title, BROADCASTING*—The News Magazine of
 the Fifth Estate. Broadcast Advertising*
 was acquired in 1932, Broadcast Reporter in
 1933 and Telecast* in 1953. BROADCASTING-
 TELECASTING* was introduced in 1946.

*Reg. U. S. Patent Office
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solid-state television intercom system

performance-proven by broadcasters throughout the world



WFIL	Canadian Broadcasting	CFTO-TV
WTOP	Corporation	CHCH-TV
WTTG		CJAY-TV
KGW	Florida Atlantic	ATVO-Melbourne
	University	and others

Literally dozens of McCurdy Solid-State Television Intercom Systems are in use by large and small TV stations. Each McCurdy intercom system is one of a kind — custom-designed for a station's specific applications — yet is turned out with the efficiency and economy of a mass-production item. The secret is in McCurdy's advanced design concepts and the use of standard modular components which can be completely assembled, wired and tested prior to installation . . . saving the high cost and headaches of on-site construction!

Couple this with minimal maintenance requirements, low power consumption and solid-state space savings . . . and you can see why McCurdy is proud to offer this as part of their complete quality line of audio products for the television industry.

Why not let McCurdy mass-produce your one-of-a-kind Television Intercom System?

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

VISUAL . . . first to offer a complete
solid-state broadcast facility



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

Keeps You in View!

Chrysler's sterling salesman, Grover, returns to radio

Now that Grover, Chrysler's whopper champion, is back on radio, it might be a good time to say a few words about this little character who sold automobiles on the air by making Baron Munchausen sound like a choir boy.

Grover's voice is that of Mel Blanc, also known as the voice of Bugs Bunny, among many others. Grover's personality came from the agile mind of a copy writer who needed an "idiot-type," but not a stupid character, who was continuously getting himself into ridiculous situations through his exaggerations of the selling features of new Chryslers.

The little salesman did so well with his droll falsehoods during the 1962 and 1963 car-years that radio and television personalities and disk jockeys all over the country used to talk about Grover, frequently quoting him as one of their gimmicks. After being off the air for a while, he's coming back with another series of radio commercials which Mel Blanc Associates, Hollywood, has been commissioned to produce by Young & Rubicam. The same humorous concept used before will be continued with this new group of commercials.

A Good Comeback ■ According to reports from Chrysler-Imperial dealers around the country, Grover, through Mel's voice, is seemingly attracting as much attention as he did the first time.

Mr. Blanc, whose slogan is: "To make the weeper laugh, the laughter buy," has become an American institution as "the man with a thousand voices." A few years ago when he was injured in a sports car accident, he made front page news.

Mel goes back quite a way in the automotive industry, as he was the sound of Jack Benny's old Maxwell on radio. He has been the voice of Jack's parrot on television, and is also known for his Bugs Bunny, Porky Pig, Tweetie, Daffy Duck, Sylvester, and, more recently, Barney Rubble, on *The Flintstones*. Summing up his career, one could say Mel is as well-known as Grover.

This might clarify Grover's employment situation a little: Chrysler dealers throughout the country are organized into Chrysler-Imperial Dealers Advertising Associations represented by Y&R, which is also the agency for Chrysler and Imperial automobiles and Chrysler Corp.

The Right Formula ■ CIDAA and the agency recognized the need to tailor advertising to the requirements of individual dealer groups, wherever feasi-

ble and practicable. In the West, dealers and Y&R have found that radio is effective when faced with a limited budget and a particular market. It was found that maximum coverage of medium-priced car prospects could be obtained by using a selected list of radio stations which seem to attract an audience that fits into the profile of the average Chrysler prospect.

It was decided that radio fit the budget and market. The next decision was how to talk to the audience. Analyzing what had been done in the past, it was felt humor and an interesting musical sound, properly done, would give us a chance to tell the story in a fashion that people would enjoy and remember.

This, we felt, would compensate for our inability to saturate the market.

To give continuity, we developed Grover, who would be a naive fellow learning to be a Chrysler salesman from a car dealer acting as straight man. In trying to sell a prospective customer, under coaching from the dealer, Grover would exaggerate the features of the car in his enthusiasm.

For instance, in 1962 one of the strong selling points of the Chrysler Newport was the fact that only full-sized cars carried the Chrysler name—there were no junior editions, no compacts. We wanted to make the public aware of the large size of the car, and that it had a low, interesting suggested price. Chrysler dealers were offering a full-sized car competitive in the field.

The Full Trunk ■ The first commercial started off with a dealer trying to get Grover to point out the size, which, of course, he exaggerates. For example, he says: "The Newport trunk is so big there's room to hold a baseball game." While the dealer makes a vain attempt to shush him, Grover proceeds to open

the trunk. As the sound of the trunk opening is heard, it is followed by the sounds of cheering and a bat smacking against a baseball—all of the sounds associated with a full-fledged ball game. The customer wants to buy the car right away. But Grover says, "No, you'll have to wait . . . Why? . . . Because it's only the fifth inning."

Naturally, this year, when we wanted to reach the same cross-section of the buying public with a similar message and budget, we thought of Grover.

Mr. Blanc's company has developed a series of nine commercials, intended to bring out key product sales points, which are now being broadcast up and down the Pacific Coast and into parts of Texas. If they are well accepted, other areas will probably follow suit.

Clean-up time, or summer clearance time, is a period in every car dealer's life when he is faced by the same problems every year—namely, having limited funds with which to get people to listen to him. Chrysler dealers hope they're listening to Grover when he plays up the slashing of prices by introducing a famous French swordsman who punctuates Grover's pitch with terrific swooshes of his foil. "The only problem," says Grover, "is—when we have sold all of our cars on hand, who's going to fire the slasher?"

In another commercial, Grover is approached by a tout-like, gangster character who says, out of the side of his mouth, things like: "Hey, Bub, you want the hottest deal in town? Try the Chrysler dealers." When Grover wants to know what the tout means by "hot," the man says: "You know, borrowed. Like you can get any type car and in any color you want, through my connections. You heard of the Mafia?"

"What color is that?" asks Grover.



Robert A. Bott, manager of field contact department of Young & Rubicam, Detroit, joined the agency in 1956 in merchandising and dealer promotion. He had served six years with the Pontiac Motor Division of General Motors. Before joining Y&R, he had been service promotion manager in Pontiac's Chicago zone. In 1958 Mr. Bott moved to Y&R's New York office, first in merchandising, later in field contact. In May 1963, he was promoted to his present position and transferred to Detroit.

KXOK

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Federal control of all CATV's?

In first policy proposal by major broadcast entity

ABC urges FCC to protect national TV service

by asserting authority over all community systems

For years, the FCC has been teetering on the edge of a policy decision on regulation of some community antenna television systems. ABC last week sought to nudge the commission over the brink and into the regulation of all CATV systems.

ABC says the commission has not only the responsibility but the authority to regulate CATV's—those that do not rely on microwaves as well as those that do—to “provide for the coordinated development of free television and CATV.”

The network's major proposal was for regulations to limit the area within which a station's signal could normally be carried by a CATV system. It warned that if the commission fails to act promptly, the proliferation of cable systems will stunt the growth of free television, pave the way for pay television and make a shambles of the commission's TV allocations policy.

The network likened the present situation in CATV to that in radio in the days before the Radio Act of 1927, when the unregulated growth of radio led to chaos in the spectrum.

Policy Statement ■ The ABC statement, filed with the commission Friday, represented the first policy statement on CATV regulation by a network.

It also represented the first major broadcasting voice to argue that the commission has authority over all CATV's. Until now that position was expressed mainly by FCC lawyers—and in private.

The commission's authority over microwave-fed CATV's—about 250 of 1,300 systems in operation—is well established. The commission has licensing jurisdiction over the use of microwaves, and it is now considering rules to require such systems to protect local TV stations. But its authority over cable systems that relay signal by cable is in dispute, and the commission has been seeking a grant of congressional authority in this area.

The Washington law firm of Covington and Burling, in a pleading filed in behalf of 12 TV stations last week, said “cogent arguments” could be made in support of the argument that the commission has authority over all CATV's, and the firm urged the commission to consider that matter. But the firm's primary interest was in prompt action to regulate microwave-fed CATV's.

In that proceeding, the commission has proposed requiring microwave-fed CATV's to protect local stations within whose grade A contour they operate. The systems would be required to carry the signals of those stations and to refrain from duplicating their programs for 15 days before and after they are broadcast. Stations with CATV's in

their grade B area would be given protection on a case-by-case basis.

The Covington & Burling filing and one by Black Hawk Broadcasting Co., owner of KWWL-TV Waterloo, Iowa, and KMMT-TV Austin, Minn., supported the proposal with many of the same arguments advanced by ABC in advocating the broader approach.

Urge Extension ■ But both filings urged the commission to extend protection by rule to include a station's grade B contour. And Covington & Burling suggested a further rulemaking to consider such questions as CATV sales of advertising time, program origination, relay programs from “distant stations” and the reproduction of broadcast signals without consent, as well as the question of regulation of CATV systems not served by microwave.

Opposition ■ The proposed rulemaking was opposed by Jerrold Electronics Corp., of Philadelphia, an important manufacturer of CATV equipment and an operator of cable systems. Jerrold disputed the contention that CATV's have had an adverse economic impact on television stations and urged the commission to adopt a case-by-case approach in deciding whether stations needed protection.

The deadline for filing reply comments in that proceeding was to have been today (Oct. 19). However, at the request of the National Association of Broadcasters last week, the commission has extended the deadline to Oct. 26. The NAB is preparing a document based on a study by Dr. Franklin M. Fisher, an associate professor of economics at the Massachusetts Institute of Technology, on the economic impact of CATV's on local television.

The ABC position was in a pleading unrelated to any of the myriad FCC proceedings involving CATV. It was in a “petition for commission regulation of the carriage of television signals by community antenna television systems.”

Second Service ■ It urged the com-

CATV: a big problem that's getting bigger

Community antenna television becomes a more intriguing and perplexing conundrum every day. It is variously embraced, scorned and feared—but no longer ignored by anybody with an interest in the television business.

Some think the federal government must step in to regulate CATV's growth against the possibility of its strangling on-the-air television (see story this page).

The federal government itself is still groping for a policy on CATV. Among questions its considering is whether broadcasters ought to be permitted to extend their influence by ownership of CATV (see page 67).

Meanwhile the mammoth communications empire of AT&T has staked a claim to CATV's future. And when the Bell system moves in, it makes waves (story page 28).

No poles for CATV, but Bell has service to sell

Operators can't use facilities but phone company can offer installation and service

A storm brewing on the CATV horizon could sweep the rapidly developing industry into a head-on collision with the Southern Bell Telephone & Telegraph Co.—and possibly the entire 48-state Bell system.

Broadcasters, many already either on their way into CATV or seriously considering the idea, may find themselves in the thick of the fight.

Virtually any prospective CATV operator—and broadcasters account for upwards of 20% of the groups winning franchises these days—would be caught in the conflict if he sought business in a community served by a Bell system.

According to a new Southern Bell policy, the company now refuses to permit CATV operators to string cable on its telephone poles. At the same time the company is proposing that prospective CATV's pay Bell to install and service most of the equipment, circuitry and cables needed for a CATV system—all on a monthly basis like any other telephone company service.

The rub is, as CATV veterans see it, that on the one hand Bell's proposed

rates are prohibitive and on the other the company is making it as difficult as possible for a prospective CATV to put in his own system.

The irony in Bell's stiffening policy on poles and its renewed effort to attract CATV customers is that AT&T companies have been trying to sell a CATV service for almost a decade—and to date haven't sold one. Various proposals have been around for years.

Lower Rates ■ Rates being quoted today are appreciably lower than the last set offered a few years ago—but an analysis by a veteran CATV operator shows he'd have to raise his rates to subscribers one-third just to make the same profit he makes now (see page 30).

A CATV equipment manufacturer said last week Bell's proposed rates are too high to be considered competitive and that most any manufacturer could better them.

Access to pole lines is a critical factor in setting up a CATV system, and operators usually have three alternatives: use telephone company poles, power

company poles or install their own—an expensive job.

There were indications last week that Southern Bell's tough pole policy might not be limited to its own nine-state territory. At least four other Bell companies were found to have filed tariffs proposing rates for CATV services in seven western and eastern states. It was not known whether these companies had, like Southern Bell, adopted a policy of noncooperation with CATV's on pole line contracts.

A CATV veteran recalled that Bell telephone companies in Canada built and serviced many CATV systems in the late 1950s but has subsequently abandoned the field and has sold the systems to the operators for whom they were built.

CATV operators in New York were threatened by a policy similar to Southern Bell's in 1960-61, an industry source said. The company refused to permit any new firms to rent its poles, raised the rentals of existing systems from \$3 to \$5 annually per pole and would not permit companies to expand by adding phone company poles to their systems. A lease-back CATV service plan was offered subsequently but the phone company reversed its field in about 1962 and again permitted attachments, although at its higher rentals.

Policy ■ A spokesman for American Telephone & Telegraph, parent of the Bell telephone companies, said last Thursday (Oct. 15) that it isn't AT&T policy to refuse cooperation on pole line agreements, but he stressed that since space on its poles was limited, the company couldn't put on more than one CATV. And, he pointed out, Bell companies finding more than one applicant

mission to adopt a program aimed at retaining CATV's as a complementary service and preventing them from carrying stations' signals far beyond the station's own area.

In proposing that the commission limit the area within which a station's signal might be carried, the network said the commission has the authority under the Communications Act to establish zones or areas that each station may normally serve. And the network suggested that the commission define the area normally served by a station as extending out to its Grade B contour.

Unless the zones are established, the network said, CATV's carrying a signal far beyond a normal area "will negate commission action taken to provide for . . . the orderly overall development of television service."

The network also proposed that the commission prescribe the conditions under which a station's signals might be extended beyond its "normal" service area. These might include situations in

which the area in question receives fewer than a specific number of signals, or where CATV service would not prevent the establishment of a local station, translator or satellite.

ABC in addition suggested that the commission provide explicitly that its rules "are applicable to any person—i.e. CATV entrepreneurs or anyone who knowingly violates the commission's regulations. . . ."

But if the network was for tight regulation of CATV's, it was equally in favor of broadcaster ownership of cable systems. ABC said the commission should issue "as promptly as possible" a statement urging communities where CATV franchises are being sought to give preference to broadcasters.

ABC said the broadcaster is the one "most affected" by the emergence of CATV in a community. The network also said that since a broadcaster who owns a CATV system is subject to FCC licensing authority, there is "greater assurance" that the two systems will be

operated in the public interest.

While the ABC proposal would put all CATV's under the authority of the FCC, it would not, apparently, eliminate state and local governments from the field of CATV regulation. There has been some question whether federal regulation would preempt the field of CATV legislation from the localities. An FCC official last week said that the ABC plan appeared to leave room for "concurrent jurisdiction"—with the FCC setting rules to protect local television and the localities setting rates and specifying areas to be served.

ABC's contention that the commission has authority to regulate CATV's is based principally on the "actual and likely impact of CATV development on the commission's ability to discharge its . . . responsibilities respecting the nationwide development of television service" and, in this context, on specific provisions of the Communications Act.

Need for Ruling ■ The network cited Section 303 (h) of the Communications

in a community are told to refuse space to more than one.

When it became clear early last week that Bell was trying to get into CATV again, knowledgeable CATV operators said they were worried; feared the new sales approach might be coupled by noncooperation on pole attachments. But they had no evidence that it would. If it did, they said, the industry would have to fight—and very hard.

Then, on Thursday, a spokesman for Southern Bell, responding to a BROADCASTING query, said the company had recently reviewed its CATV policy because "of a large number of inquiries" about pole agreements and had decided not to permit them now.

Many Interested ■ "At some places there are three possible operators talking about rendering CATV service, and in others up to five . . ." he said. "If we were to permit a large number of attachments, our primary job of providing telephone service would be jeopardized and a hazard presented to our employees. In the past, where satisfactory TV signals have been received in some of the smaller cities, we have permitted some of these attachments."

He denied that the noncooperation policy was adopted to pressure CATV operators into contracting for Bell service. However, he continued, "This is a service [CATV] we feel we can and should render as a regulated common carrier . . . efficiently and economically in the best interest of the CATV operator as well as our subscriber body in general. We feel we can serve these operators well in everyone's interests."

In the only known face-off on the new Bell tariffs, Southeastern Cablevision Co., which a spokesman says has

CATV included by ARB

The American Research Bureau, Beltsville, Md., has announced that beginning with its first all-country survey of the season in November, "new control methods" will be initiated to take into account the "pronounced effect of CATV systems."

Changes were being made, ARB explained, in recognition of the fact that the more than 1450 CATV systems collectively serve over a million homes. The company will collect CATV data when diary placement calls are made to enable their research-production unit to establish CATV homes-per-diary values.

Plans call for keeping up with CATV growth through use of the same procedures in future surveys.

won permission to operate from the Raleigh, N. C., city council, has filed an objection with the state public utilities commission to Southern Bell's proposal. Southern Bell has refused to permit Southeastern on its poles and its proposed rates are "prohibitive," said A. J. Fletcher, president of the cable firm and of Capitol Broadcasting Company, licensee of WRAL-TV Raleigh.

A Bell ban on pole line agreements would not necessarily shut out prospective CATV's from a place to hang their

cables. There's always the local power company—if it has poles and is not underground—and the CATV could erect its own poles, a costly business. But city councils discourage duplicate poles. Some may help CATV's try to persuade a telephone company to accept a CATV.

Generally, however, Southern Bell's new policy is viewed as hostile by CATV operators, and some see it as a Bell move to gain an influential hold on the fledgling industry.

AT&T sees its entry into CATV as a natural extension of its role in communications.

Others have found the Bell rates too high to be competitive with what CATV equipment manufacturers presently charge for what amounts to the same equipment, and they find they can handle the servicing cheaper themselves (see page 30).

High rates aren't the only objections BROADCASTING found to Bell proposals. Among others:

- Being a common carrier the phone company would have to make its lines and equipment available to anyone else seeking a CATV system and therefore the first CATV operator would find himself helping pay the cost of a prospective competitor.

- Financing plans outlined in various Bell proposals either require an operator to put up the entire cost of equipping "his" system even before construction begins or guarantee he'll pay for the equipment even if the business fails by providing sufficient bond. CATV equipment manufacturers say they give much easier terms, such as 20% down and up to five years to pay.

- Ten years is the minimum service

Act, which authorizes the commission to establish "areas or zones to be established by any station." Furthermore, ABC says, the Communications Act provides authority to adopt the necessary regulations and to enforce its decisions.

And the enforcement provisions—providing for the issuance of cease-and-desist orders and the levying of penalties—can be applied to non-licensees as well as licensees of the commission, the network said.

The network said adoption of its proposals is necessary in view of the rapid growth of CATV systems. It said that indications are that "what started in 1949 as a means of bringing service to sparsely populated portions of the country . . . now threatens to expand to the major population areas of the country and, if it remains unregulated, to stifle or even replace in major part the free television . . . on which it has been spawned."

The network noted that proposals

have been filed to extend signals of New York television stations to substantial communities "many miles away." The network also said there are a number of applications to establish CATV systems in Philadelphia.

"With a secure economic base established by coverage of these major markets," the network said, "systems carrying programs originated by the New York . . . stations, and by the CATV entrepreneurs themselves, would ultimately spread throughout most if not all of the country."

Combination ■ The network said that this in turn would lead to a combination of CATV and pay TV, with the CATV developing its own programing after building the necessary circulation. ABC said this would permit CATV's to grow on the investment viewers made in their TV receivers and on the free programs supplied by broadcasters.

ABC also warned that unregulated CATV would threaten local television in general and UHF in particular. The

network said the fragmentation of a station's audience by a CATV would cost the station revenue from national as well as regional and local advertisers. And the grant of CATV franchises in communities where UHF channels are allocated "would kill the development" of UHF TV, ABC said.

ABC said the situation in CATV has changed drastically even since 1959, when the commission last studied the matter and found the problems created by CATV to be "small." At that time, the network noted, some 1,500,000 persons were served by 550 CATV systems, each offering perhaps three channels of service. Today, 4 million viewers are served by some 1,300 systems, each offering up to 12 channels.

Consequently, the network said, the protection of local stations against degradation of their signal or duplication of its programing, as the commission has proposed, "may be wholly inadequate to insure that local television service can survive effectively."

BELL HAS SERVICE TO SELL **continued**

period and any earlier termination would require the operator to pay a proportion of "estimated in-plant cost of the facilities plus cost of removal less salvage."

- Bell's CATV would not guarantee transmission of color.

An AT&T spokesman said last week that CATV tariffs have been filed by Bell companies in these states: Southern Bell in Alabama, Georgia, Kentucky, Louisiana, Mississippi, North Carolina and Tennessee (soon in Florida but nothing yet in South Carolina); New York Telephone Company in New York; Southern New England Telephone Company in Connecticut; Southwestern Bell in Arkansas, Missouri, Oklahoma and Texas, and New England Telephone Company in Maine.

A broadcaster with CATV interests said Bell officials in Ohio had discussed similar tariffs with his firm, although none has been filed. Illinois Consoli-

dated Telephone Co. (Mattoon) also has proposed a CATV service, a system operator reported.

A check with non-Bell telephone companies last week found none had adopted Southern Bell's CATV policy. George H. Gage, vice president for marketing and sales, General Telephone Co., said it was his firm's policy to permit CATV's to use its poles. It does not presently offer any CATV service such as Bell proposes, he said. General operates in 33 states and serves almost 5 million telephones; the Bell system serves about 71 million—about 85% of the domestic business.

The 1,051 independent telephone companies that are members of the U.S. Independent Telephone Association (there are a total of 2,645 independents) is seeking information from members on CATV activities, but it is not known how many are in CATV. Some operate CATV's on their own.

as the Bartlesville, Okla., pay-TV experiment, a telephone company built and installed the equipment, but the pay-TV firm put up the cash.

A CATV equipment manufacturer asked last week why anyone able to raise the money a telephone company wants wouldn't want to build—and own—his own system. And if he can raise the bond Bell asks, a CATV manufacturer would be able to raise suitable financing for an owned system, he said.

The manufacturer suggested, however, that Bell's proposal would be more feasible in a small, densely populated area where fewer than 10 miles of cable might be strung. Here it might not be worthwhile for an operator to own the equipment, and plant costs would be little enough so that he could make a profit because subscribers would be located close together.

These are the monthly Bell rates found being widely quoted last week:

- Feeder and distribution cable, each ¼ route mile or fraction thereof—\$18.

- Input equipment at the pickup point for off-the-air signals delivered at standard broadcast frequencies, per system—\$155.

- Input equipment for incidental program material (weather, etc.)—\$75.

- Connection of first receiver—50 cents (plus \$10 installation charge).

- Each additional receiver—25 cents (\$10 installation).

Bell also would require termination charges, considered by CATV operators to be one of the major drawbacks. If the system is terminated before the end of a 10-year period, an operator would be required to, in effect, reimburse the phone company for its capital outlay. This is reduced by 1/120 each full month the system is in operation.

Termination charges for the services already quoted are respectively, \$700 per ¼ route mile of cable, \$5,500 for input equipment for off-air signals and \$2,500 for other input equipment.

Private systems cost less to run

At least that's the way one operator figures it based

on rates proposed in telephone company package deal

A 2,100-subscriber, 45-mile CATV system that cost \$69,877 to operate in 1963 would have required \$109,387 if it had been run according to rates now being proposed by Bell telephone company systems in at least 14 states (see page 28).

These costs were estimated by the owner at BROADCASTING's request to provide a basis for determining what the Bell proposal looks like in the present CATV market.

The Bell plan is not expected to entice CATV owners to abandon their systems, but the telephone company is trying to interest prospective operators, such as broadcasters, who haven't yet put a nickel into CATV.

Since no one has bought the Bell plan—an AT&T spokesman confirmed this last week—the only comparison possible is between the Bell proposal, now only on paper, and the record of a presently operating system.

A CATV equipment manufacturer who saw the Bell proposal last week suggested that he could build BROADCASTING's model CATV system for approximately \$180,000, figured at about \$4,000 a mile. This would be a transistorized, wide-band system providing 12 channels.

It was estimated that a similar plant built by Bell would cost a CATV operator \$54,810 in rental each year. Since

the phone company plan requires a minimum 10-year contract, this would total \$548,100.

To both the CATV manufacturer's \$180,000 and Bell's \$548,100 plant costs it would be necessary to add the cost of other services for 10 years, which the operator figures on his 1963 experience at \$54,577 a year. Thus at the end of 10 years, roughly speaking, Bell would cost \$1,093,870 (\$548,100 + \$545,770) and the own-it-yourself plant would cost \$728,100 (\$548,100 + \$180,000).

To make his 1963 profit with a Bell plant, the operator said, he would have to raise his rates about one-third. A study made of this plant compared a Bell proposal offered in 1962 with his 1961 operating costs. The Bell rates would almost have doubled his costs.

The Bell proposal requires protection for the telephone company's capital outlay. A customer would either have to put up all the cash necessary to equip "his" system (to reimburse the phone company for the cost of supplying unusual equipment) or guarantee payment of termination charges by posting bond.

This apparently is standard telephone company procedure. The special equipment installed by Pacific Telephone and Telegraph Co. for Subscription Television Inc.'s pay-TV in California has been financed by STV. And as far back

Reeves completes buy of Alabama CATV system

Reeves Broadcasting Corp. last week reported it has completed its purchase of Alabama Cablevision Co., CATV operator in Gadsden, Ala. The stock of Alabama Cablevision was acquired at a cost estimated at \$500,000 (BROADCASTING, Aug. 24).

Reeves said it would add 60 miles of cable to the present Gadsden system giving it a potential of 15,000 homes. The company has acquired five CATV systems since March 1, 1964.

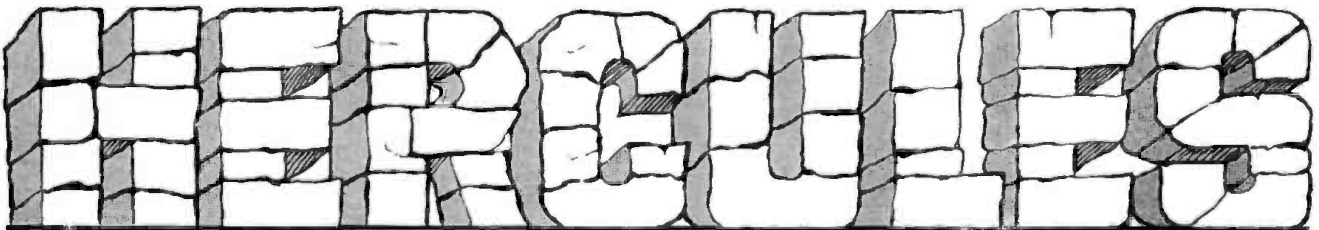
Reeves owns CATV's in Opelika, Ala., and Grundy, Richlands and Tazewell, all Virginia.

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Detroit booms despite strike

Four-month-old newspaper famine does nothing to daunt business, which is 14% ahead of last year, as many advertisers turn to radio and TV

Business is booming in Detroit despite a strike at the city's two major daily papers, the morning *Free Press* and the afternoon *News*. The strike now is in its fourth month with no immediate prospect for settlement.

Radio-TV there have worked overtime to help fill the communication gap as they have traditionally. In the process too they have made new advertising friends—especially radio, as the Radio Advertising Bureau has highlighted in a new brochure on the subject (see below) and as disclosed last week by a check on the scene.

Detroit's sales gains soared even higher after the newspaper strike began last July 13. Since then, Detroit has topped the nation's other major markets and now exceeds last year by 14%.

Add to the picture a major strike against General Motors, a factor which

traditionally has depressed Detroit's buying mood but didn't seem to make a dent this time, and it's easy to see why both the economists and the media protagonists are so busy sharpening their hypotheses.

Expanded News ■ Detroit's broadcasters immediately jumped into the emergency with expanded news and public-service programming. Some of this now has been cut back to that which originally had been considered extensive, diverse and more than adequate by many. Others continue special features.

The added business enjoyed by most stations has come with mixed blessings. Availabilities in certain cases—especially TV—already were scarce. The switch of money from print caused an embarrassing image of overcommercial "clutter" in the view of some opera-

tors and viewers.

But not all the heavy newspaper spenders switched. Some have been content to ride the current momentum of impression carryover and general prosperity, feeling the city's temporary "emergency" press and secondary print media able to fill the gap.

Some of those who did move into broadcast for the first time in any depth have been quite surprised at the results, according to reports from several sources. And some have told the stations they plan to continue in broadcast even after the papers return. The biggest winner in this respect: radio.

Newspaper-oriented sources also have suggested that despite the general sales gains, some segments of the market have been especially hard hit, such as the smaller specialty stores, the special events or promotions or the "price"

RAB cites gains of those who are using radio

A report issued by the Radio Advertising Bureau on the Detroit newspaper strike noted that an RAB survey reveals that a number of retailers that turned to radio because of the strike recorded sales gains. It cited these examples:

"Gem Discount Stores, which went into radio for the first time because of the strike, and United Theaters—a nine-house chain which tripled its radio budget—reported sharp gains over their newspaper norm.

"Radio promoted attendance at two charity games: The Red Wings hockey game and Lions pro football game. Attendance at the hockey game was 8,000—double the usual turnout. The Lions drew 55,000—10,000 better than the same game pulled in '63. Both events are normally advertised and promoted in the papers." The Lions game was a *Detroit Free Press* charities event. This year the newspaper used spots on six stations to promote the game.

RAB observed that despite a prolonged newspaper blackout, Detroit's retail sales during the strike show a substantial gain over last year and sales gains by the city during the period are "greater than in any of the nation's other top 10 markets."

RAB concluded that although newspapers are a vital part of a community's media mix, they are by no means indispensable. The outstanding performance of substitute media, such as radio, can perform effectively for retailers, RAB contended.

Federal Figures ■ RAB's findings were based in part on figures compiled by the Federal Reserve Board. They showed that since the beginning of the strike last July 13 and through mid-September, retail sales averaged 14% higher than for a comparable period last year.

Federal Reserve Board figures also show that retail sales at the time the strike began were running 14% ahead of 1963's comparable figures.

Sales figures for Detroit this year have run consistently higher than for the other four major cities in what the FRB considers its "northern area"—Chicago, Indianapolis, Grand Rapids, Mich., and Milwaukee.

The Television Bureau of Advertising, New York, is advising Detroit TV stations not to seek new business, but to service more closely existing TV advertisers. The advice is based on the theory that if advertisers new to TV use it badly now, under pressure of the strike, they may never return to it after the strike is over.

TVB has not compiled a listing of advertisers new to TV since the strike began, except to note that Sears-Roebuck has increased its TV advertising considerably for Detroit since the strike began and also that Hudson's, Detroit's biggest retail store, has expanded its television advertising slightly. Hudson's also produced a one-hour daytime TV fashion show this summer.



A picket, a policeman and a portable: Monday afternoon duty kept striking pressman Ed Koester and police officer Carlos G. Crawford in front of the 'Detroit News'. But the

portable was there too, keeping them abreast of the latest play-by-play in the fifth game of the World Series from Yankee Stadium.

merchants who need the papers to communicate a flood of details in their advertising.

Not Necessarily So ■ A check of some of these points last week, however, showed that those who increased their broadcast budgets or switched to radio-TV have not been hurt by the strike at all while those that failed to make use of broadcast did not do as well.

Detroit's broadcasters don't presume to claim all the credit for the rising retail sales charts during the newspaper strike. Along with the RAB they will agree that "undoubtedly the resilience of the city's economy is one answer" along with "the outstanding performance of substitute media."

Nor will some of the major advertisers, chains like Sears, Federal Stores and Robert Hall which broke attendance records with new store openings there in the past two months, give exclusive recognition to the broadcast media. Their heavy use of other print media such as the two emergency dailies, the expanded "shopping news" and multiple weekly papers plus promotions apart from broadcast has been too diversified.

But they or sources close to them report they give broadcast media special salutes for helping to achieve these

exceptional results. Others making heavy use of broadcasting include the automotive accounts, the big food marketers like Food Fair and A&P, as well as the more specialized chains like Allied Florist.

Huge Crowds ■ A new suburban store opening by Kinney Shoes two weeks ago, which included broadcast support, drew such large crowds extra sales help had to be summoned from downtown headquarters. Another retail chain, Crowley's, plans to open two new stores soon and radio will be used.

Many last week mentioned that even the city's biggest department store, J. L. Hudson Co., was finally getting around to putting some of its print money into broadcast. But the store's advertising manager, William Bond, said the press blackout had nothing to do with it. Rather, he said, Hudson's is slowly expanding its use of radio-TV and it had planned to do so long before the strike.

"We are gradually becoming more interested in radio and television as part of our media mix," Mr. Bond said. "As a progressive store," he explained, "we realize we are going to have to make better use of other media."

Hudson has been increasing its radio-TV use over the past two or three years, Mr. Bond said, and "we feel the broadcast media make a significant con-

tribution in two areas. These are promotion of a major department event and the selling of a concept."

He said the store doesn't expect radio-TV to sell "pencil sharpeners, brassieres or blouses." Instead, he said, Hudson looks to broadcast "for the broad reach."

Near Sellout ■ Detroit's big convention center, Cobo Hall, was host to Lawrence Welk Sept. 20 and with the use of radio-TV the event was "almost a sellout," according to Cobo Hall's Ward Edwards. He noted that a food and culinary arts show there last week pulled but one-half its usual attendance. It did not use broadcast and normally is a newspaper advertiser.

Mr. Edwards said a biweekly wrestling event at Cobo Hall which has a show on CKLW-TV Windsor-Detroit consistently pulls 8,000 to 9,000 fans and has not lost ground because of the strike.

Saul Bernat, business manager of the Detroit Symphony, said all of the local stations have been "wonderful" and "very cooperative" in their public-service promotion of the new season that is just two weeks underway. He said advance sales were not hurt at all and attendance so far actually may be running slightly ahead of last year.

Detroit's convention bureau reported

that while radio and TV have covered the news and features of the city's conventions, the broadcast media can't help them solve a public relations problem with conventioners who like the newspaper stories because they can take copies home with them to show around.

Promotion Up 25% ■ Diane Edgecomb, promotion director for the Central Business Association which includes the big downtown retailers, said the semiannual "Shop Downtown" promotion held last Monday through Wednesday was pulling an average 25% more traffic than a year ago. She said the association's radio budget had been doubled to 300 spots on about 10 stations over the lead-in weekend because of the strike. Some radio has been used all 10 years the events have been held.

Miss Edgecomb, however, credited the diversity and depth of the group's promotion efforts this year for the traffic increase despite the newspaper strike. She particularly cited the "shopping news," published by retailers and whose size has doubled to 64 pages and whose circulation has grown by more than 100,000 for a total of 664,000 copies.

WJR Detroit has added numerous public service projects to its programming during the press blackout but because of its already highly saturated schedule of local and CBS news the station did not feel it necessary to add more.

WJR reported good business before the strike and estimated it has resulted in about another 15% on top of this with roughly 70% of the increase representing national business and 30% local. Major national business has been automobiles and airlines while local retail includes mostly large department stores, big furniture outlets and local stores of national chains.

"Many of the 'locals' are first-time broadcasters," WJR reported, "who say they'll continue, at least to some extent, after the strike." WJR also sends 1,000 copies daily of its own news bulletins to local clubs and restaurants.

More News ■ Wxyz Detroit, within hours after the strike began, developed its new 24-hour "continuous action news" format for around-the-clock coverage. Prominent political candidates, including Barry Goldwater, have substituted on the air for vacationing disk jockeys as part of Wxyz's expanded feature coverage.

Sister operation WXYZ-TV noted the tight availability problem in the market as newspaper accounts sought "a lot more than we can deliver." WXYZ-TV also added some to its news.

WKNR Detroit also emphasized the problem caused by the sudden flood of new money from newspaper advertisers. With business already very good this additional business requires careful



TV to trigger Big Shot

Pet Milk Co., St. Louis, is planning a heavy schedule in spot TV for Big Shot, self-mixing chocolate-flavored syrup for use in hot or cold milk. The aerosol action fizzes the syrup for instant mixing. The product has already been test-marketed in Phoenix, Oklahoma City, Syracuse, N. Y., and Columbus, Ohio. Gardner Advertising Co., St. Louis, is agency.

handling to avoid any possible clutter problem, the station indicated.

WJBK-TV Detroit felt that its present news schedule plus news capsules are more than sufficient in the light of viewer reaction to the extra news efforts undertaken during the city's previous newspaper strike in 1962. "The public was not happy with the pre-emption of regular programming," Larry Carino, vice president-general manager, recalled. WJBK-TV has had a slight increase in local business due to the strike.

Radio companion WJBK changed format from top 40 to quality music in

August but the switch was not related to the strike. WJBK has increased its news staff and depth of coverage. Local business is good, WJBK reported, but little of this came from the strike except for a highly successful Labor Day promotion for Gem Discount, new to radio.

The Detroit News stations, WWJ-AM-FM-TV, have expanded their already considerable news coverage, especially radio, and have endeavored to accommodate newspaper advertisers wherever possible although they have not solicited this business. WWJ even has an "obituary column" on the air each evening at 11:30 p.m. with appropriate music.

Not Enough Happening ■ CKLW-AM-TV Windsor-Detroit expanded news coverage too but after several weeks began to trim back "because there just wasn't enough news happening every 10 or 12 minutes."

WQTE Monroe, suburban based outlet which plays good music, said a half-dozen of its new Detroit accounts which previously were newspaper advertisers have found their radio experiences so successful they have expressed their intentions to continue in broadcast. Among these is Capper & Capper, men's clothier. The others include three furniture firms and two home builders.

Two affiliated suburban stations, WERB Garden City and WBRB Mount Clemens, serving opposite areas of greater Detroit, reported sales success stories for advertisers caught by the strike. These included record-breaking openings of two new huge Sears stores at the twin shopping malls in these areas as well as openings of a new Federal store and Kinney shoe store at the center near WBRB.

WEXL Royal Oak said because of the strike it picked up a lot of new business, including Arlan's Discount, a multiple-outlet group, which since has signed a year's contract with the station.

Except for WLDN(FM) Detroit, the market's FM outlets did not appear to gain much new business from the strike. WLDN reports several of its new major accounts plan to continue on the air and in the case of at least one major airline generally will use radio more heavily.

Alcan buys into 'profiles'

Aluminum Limited (Alcan) has purchased alternate week full sponsorship of *Profiles in Courage*, which starts on NBC-TV on Nov. 8 (6:30-7:30 p.m., EST).

Aluminum Limited will be returning to television for the first time since April 1961 when *Omnibus* went off the air. *Omnibus* had been sponsored on NBC-TV by Aluminum Limited from 1957 to 1961.

FOR A NEWS-HUNGRY PUBLIC

...THE LARGEST STAFF
AND BEST FACILITIES IN
OUR PART OF AMERICA

These are the men—and the machines—that collect, photograph, and broadcast WHIO news via AM, FM and TV. There is no comparable service in our part of the nation. The natural consequence: around the clock more news-hungry people listen to WHIO-AM and FM—watch WHIO-TV. Ask George P. Hollingbery to prove it.



TOM FRAWLEY—WHIO Radio/TV Director, current President of the Ohio Associated Press Broadcasters Association



DON WAYNE
Newsreader



PHIL DONAHUE
Newsreader



MAC MCFARLIN
Newsreader



TOM ANDREWS
Newsreader



ANDY CASSELS
Newsreader Photographer



AL BROWN
Newsreader Photographer



CHUCK UPTHEGROVE
Newsreader Photographer



The WHIO News Scout—first on the scene for at-the-scene reporting.



The WHIO Air Scout—puts our reporter only minutes away from all corners of our area.



WHIO COPTER for twice daily traffic reports with Lieutenant Russ Guerra, from the Dayton Police Traffic Bureau.



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,

WHIO-TV • CBS • CHANNEL 7

WHIO

WHIO-AM-FM • DAYTON, OHIO

TV networks billings up 7.8% in '64

Network TV gross time billings (\$'000)					
	JULY 1963	1964	% Chg.	1963 JANUARY-JULY 1964	% Chg.
ABC	\$15,927.8	\$17,633.9	+ 9.03	\$124,953.8	\$127,590.9 + 9.79
CBS	27,401.9	29,838.9	+ 9.18	185,311.0	203,983.2 + 9.08
NBC	23,333.8	27,541.5	+ 8.47	167,547.3	189,709.5 + 8.83
TOTAL	\$66,663.5	\$75,014.3	+ 8.88	\$477,812.1	\$521,283.6 + 9.16

Network TV gross time billings by network, month-by-month 1964 (Source: TVB/LNA-BAR)

	ABC	CBS	NBC	TOTAL
Jan.	\$18,474.6	\$29,134.7	\$26,801.0	\$74,410.3
Feb.	18,330.4	27,716.2	25,822.4	71,869.0
March	18,980.2	30,051.9	28,966.4	77,998.5
April	18,159.0	28,852.3	27,467.4	74,478.7
May	17,859.4	30,189.9	27,290.4	75,339.7
June	18,153.4	28,199.3	25,820.4	72,173.1
July	17,633.9	29,838.9	27,541.5	75,014.3

Figures for April changed as Oct. 6, 1964.

Network TV net time and program billings by day parts (Source: TVB/LNA-BAR)

	JULY 1963	1964	% Chg.	1963 JANUARY-JULY 1964	% Chg.
Daytime	\$17,988.6	\$19,486.1	+ 8.3	\$158,962.5	\$165,888.8 + 4.4
Mon.-Fri.	14,517.1	16,578.3	+ 14.2	122,639.5	127,094.1 + 3.6
Sat.-Sun.	3,471.5	2,907.8	- 16.2	36,323.0	38,794.7 + 6.8
Nighttime	48,417.2	50,830.1	+ 5.0	433,754.3	472,946.3 + 9.0
TOTAL	\$66,405.8	\$70,316.2	+ 5.9	\$592,716.8	\$638,835.1 + 7.8

Court hears arguments in Minneapolis ad case

The question of whether WTCN-TV Minneapolis-St. Paul was willful when it ran a series of announcements on a local issue without identifying the sponsor was argued in federal court in that city last week.

WTCN-TV was one of four Twin City TV stations fined in 1963 by the FCC for failing to identify the sponsor of a series of spot announcements on a local controversial issue. The fine is \$500, and all the stations have refused to pay it. The other stations are WCCO-TV, KSTP-TV and KMSP-TV. They do not deny that they broadcast the announcements but they do object to the FCC's charge that the broadcasts were willful and repeated.

Before ordering argument on the merits, U. S. District Judge Edward J. Devitt heard argument on a motion for summary judgment filed by WTCN-TV. After the government admitted there was no basic disagreement on the facts in the case, but contended there should be a regular trial, Judge Devitt said he would give the government one week to introduce new testimony or challenge any of the facts. If the government failed to do so, he said, he would take the case under advisement for a decision

based on the briefs submitted by the parties.

WTCN-TV, then owned by Time-Life Broadcast Inc. but which has been sold to Chris Craft Industries since then, was represented by Vernon Kohlhaas, Washington attorney. The government was represented by William E. Nelson of the Department of Justice's civil division in Washington.

Business briefly . . .

Transogram Co., through Helitzer, Waring & Wayne, both New York, is extending its spot TV campaign for its Trix-Trax toy through March 1965. Two 60-second commercials will be run on children's shows in the country's top 48 markets.

Gulf Oil Corp., Pittsburgh, through Young & Rubicam, New York, has renewed sponsorship of NBC-TV's "instant news specials," for the fifth consecutive year. The specials are determined by the number of important news breaks throughout the year. Gulf will also sponsor *Projection '65*, Dec. 29, 10-11 p.m. EST, a program featuring forecasts by NBC correspondents of big news events in 1965.

The Milton Bradley Co., Springfield, Mass., through Richard K. Manoff, New York, will participate in NBC-TV's

Today (Monday-Friday 7-9 a.m. EST) for the second consecutive year, beginning Nov. 7 and ending Christmas Day.

Carling Brewing Co., Cleveland, has purchased one-half sponsorship of the full 72-game schedule of the American Hockey League's Cleveland Barons. The games are being carried on WJW-AM-FM Cleveland.

Rep. appointments . . .

■ **KSD-AM-TV** St. Louis: Blair Radio and Blair Television, New York, respectively.

■ **WWTC-AM-FM** Minneapolis: Metro Radio Sales, New York.

■ **KBON** Omaha: Mid-West Time Sales, Kansas City, Mo., as regional representative.

■ **KRFM(FM)** Phoenix: Herbert E. Groskin & Co. as New York representative.

■ **WQK** Jacksonville, Fla. and New England Sports Network: Vic Piano Associates, New York.

■ **WTMA** Charleston, S. C.: Robert E. Eastman & Co., New York.

Agency appointments . . .

■ **O'Sullivan Rubber Corp.**, Winchester, Va., has named Palmer Willson & Worden Inc., Washington, to handle advertising and public relations for the firm's rubber, plastics and sales divisions and its wholly owned subsidiary, Gulfstream Plastics Inc., Hialeah, Fla.

■ **The Morris Plan Co.** of California, San Francisco, has appointed J. Walter Thompson, San Francisco and Los Angeles, to handle the company's 50th year expansion program, effective Dec. 1. The account is currently handled by Campbell-Ewald, Detroit.

■ **Goodway Records**, New York, appoints the Zakin Co., New York, as its agency. Goodway produces religious-interest records available to radio-TV stations.

GF buys heavily

General Foods Inc., White Plains, N. Y. through Young & Rubicam, New York, has purchased full sponsorship of six NBC-TV Monday-Friday daytime programs for 1964-65, and half sponsorship of the 10:55 a.m. EDT *NBC News Morning Report*. The six daytime programs are: *Concentration*, *Say When*, *Truth or Consequences*, *The Loretta Young Show*, *The Doctors*, and *You Don't Say!*

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

Says Al Hunter:

"We decided to open up a prime time slot for feature film programming provided we could find an exceptionally outstanding feature film library. This, by the way, would be the first time we would be programming feature films in AA prime time.

After carefully checking all the feature film product available, we decided to buy Seven Arts' 'Films of the 50's', Volumes 1, 2, 3, 4, 5, 7, & 8 because we were convinced they were

strong enough to crack this new prime time position

There is no doubt about it, we are positive that Seven Arts' 'Films of the 50's', when combined with the outstanding ABC-TV fall lineup, will give our viewers the "finest in entertainment available". This is our aim and the established policy of all the CROWN stations."

Al Hunter, Station Manager
KREM-TV Spokane, Washington



Seven Arts
ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 200 Park Avenue, YUkon 6-1717
CHICAGO: 4630 Estes, Lincolnwood, Ill., ORchard 4-5105
DALLAS: 5511 Royal Crest Drive, EMerson 3-7331
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif., STate 8-8276
TORONTO, ONTARIO: 11 Adelaide St. West, EMpire 4-7193

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



Commercials in production ...

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

Chuck Blore Creative Services, 10439 Valley Spring Lane, North Hollywood.

Grand Taste Packing Co., Los Angeles (hot dogs); one 20 for radio, musical, stereo. Chuck Blore, production manager. Agency: Safyan & Reisman, Los Angeles. Emil Reisman, account executive and agency producer.

Bekins Van & Storage, Los Angeles (moving); three 60's and one 30 for radio, musical, stereo. Chuck Blore, production manager. Agency: Doyle Dane Bernbach, Los Angeles. Ted Warfield, account executive. Bob Milford, agency director.

Rambler Dealers Association, Los Angeles, San Francisco and Phoenix (autos); one 60 for radio, musical, stereo. Chuck Blore, production manager. Agency: Anderson-McConnell, Hollywood. Stu Heinemann, account executive. Mauri Vaughn, agency producer.

Mid American Video Tape Productions, Div. of WGN Inc., 2501 West Bradley, Chicago 18.

Eckert Packing Co., Chicago (Dinner Bell

meats); four 60's and four 20's for TV, on tape. Dale Juhlin, director. Agency: Don Kemper, Chicago. Lee Randon, agency producer.

Winegard Co., Burlington, Iowa (TV antennas); one 60 for TV, on tape. Dale Juhlin, director. Agency: Reach-McClinton, Chicago. Bob Williams, agency producer.

Evans Fur Co., Chicago (fur coats); ten 60's for TV, on tape. Dale Juhlin, director. Agency: Malcolm-Howard, Chicago. Bunny Berman, agency producer.

Jewel Food Stores, Melrose Park, Ill. (foods); one 60 for TV, on tape. Dale Juhlin, director. Agency: Earle Ludgin, Chicago. Don Hockstein, agency producer.

Shield Productions Inc., 919 North Ernst Court, Chicago 60611.

LaChoy Food Products, Archbold, Ohio (Chinese foods); three 60's for radio, humorous on tape. James Dolan, production manager. Agency: Maxon, Detroit. Dan Waldren, account executive and agency producer.

Iowa Power & Light Co., Des Moines, Iowa (electricity); three 60's for TV, musical tracks. James Dolan, production manager. Agency: Campbell-Mithun, Minneapolis. Chuck Mantia, agency producer.

Kellogg Co., Battle Creek, Mich. (cereals); one 60 for TV, musical track. James Dolan, production manager. Agency: Leo Burnett, Chicago. Maurice Stevens, account executive and agency producer.

Procter & Gamble Co., Cincinnati (Camay soap); two 60's for TV, musical tracks. James Dolan, production manager. Agency: Leo Burnett, Chicago. Maurice Stevens, agency producer.

Paper Mate Co., Chicago (pens); one 60, two 20's and two 10's for TV on film. James Dolan, production manager. Agency: Foote, Cone & Belding, Chicago. Earl Duggan, account executive. Tom Rook, agency producer.

Texize Chemicals Inc., Greenville, S. C. (cleaner); one 30 for TV. James Dolan, production manager. Agency: Henderson, Greenville, S. C. Warren Ambrose, agency producer.

Philadelphia, Providence and New Orleans, markets in which teams of RAB executives were brought in to sell local advertisers, under the sponsorship of all the RAB member stations within the market.

Local farm retailers count on TV—Evans

TV is the ideal way to reach the farm family, according to Jack Evans, vice president of Television Bureau of Advertising and director of its central division, Chicago.

Speaking last week at a meeting of the North Dakota Broadcasters Association in Minot, Mr. Evans related highlights of TVB's presentations to national advertisers in behalf of farm television. He said local farm retailers long ago discovered the cost efficiency and reach of farm TV which enables them to make small budgets produce more than they ever could obtain in print media but many of the bigger advertisers must still be told.

Mr. Evans said 85% of the farm families in the U. S. own at least one TV set and they spend an average of 4 hours and 31 minutes daily watching TV. He counted seven million farm-TV homes in counties of 32,000 population or less outside metropolitan areas (Nielsen "D" counties).

In an example of how good a buy may be made in farm TV, Mr. Evans said \$224 will buy a minute spot at minimum rate on nine stations in Nebraska, Kansas, Iowa and South Dakota reaching virtually all of the available farm audiences in those states.

He also recalled a W. D. Lyon Co. study of Iowa farmers showing that between 11:30 a.m. and 1:30 p.m. 42% of the farmers (not just farm homes) are watching TV. During the same period, Mr. Evans said, the national sets-in-use total is but 25%.

Also in advertising ...

Telling the story ■ A series of presentations for WBBM Chicago in New York drew more than 200 agency and client executives. The presentation series, which ended in New York last week, is to be given in Philadelphia, Chicago, Detroit, Los Angeles, San Francisco and Minneapolis.

Branch office ■ Geyer, Morey, Ballard, New York, announced last week it would soon open a San Francisco office. The new office will principally service three local accounts: Distmark Inc.; Sharkey's Inc., a chain of 100 West



Armour's \$1 million

Armour & Co.'s grocery products division is investing \$1 million in TV for a two-network campaign featuring 30-second spots with comedian-singer Dennis Day for Aqua Lotion Chiffon. The drive, now underway, runs for a year and is using morning, daytime and evening shows on ABC-TV and NBC-TV. Agency: Foote, Cone & Belding, Chicago.

Group-sell project clicking, says Bunker

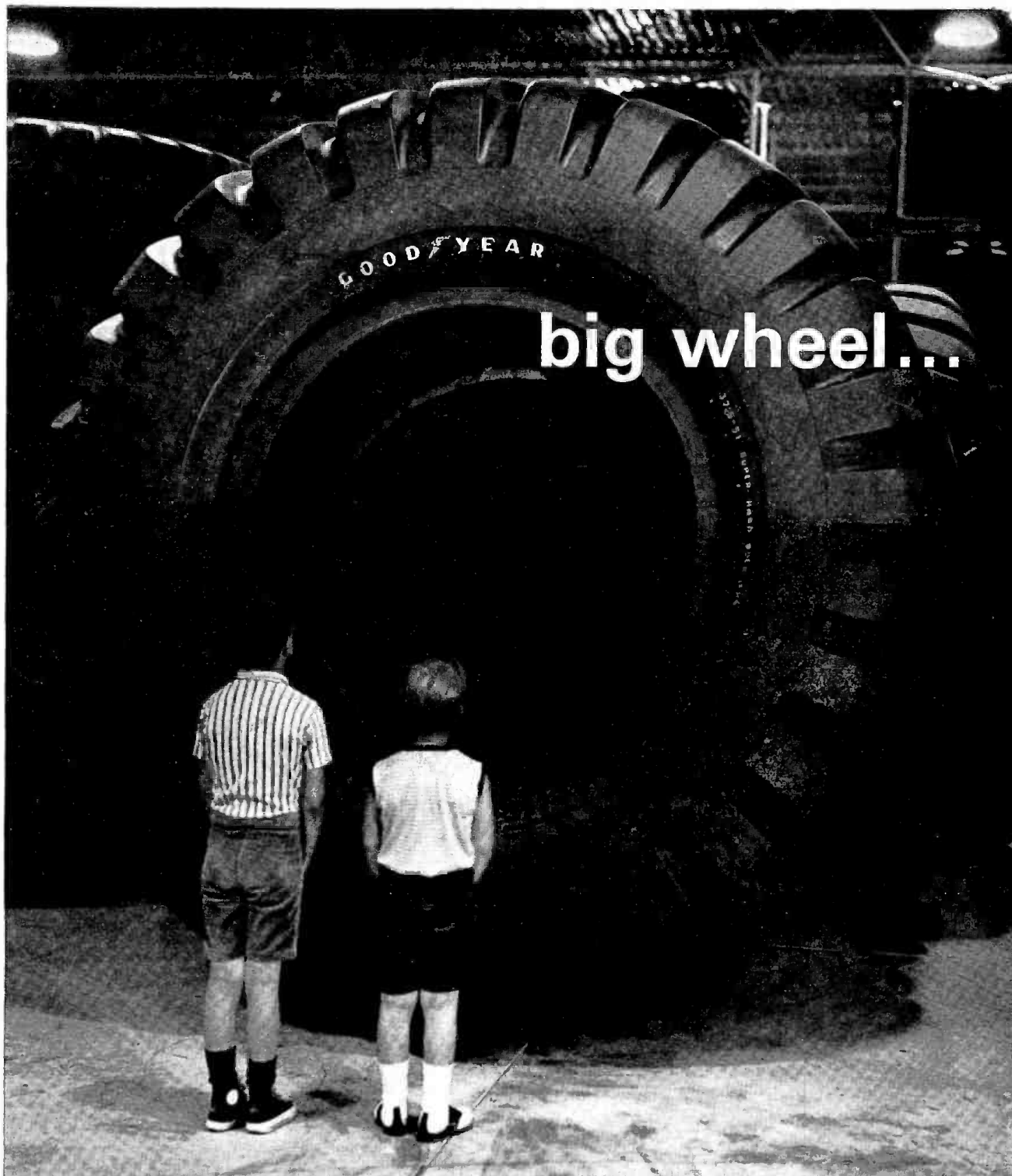
Edmund C. Bunker, president of Radio Advertising Bureau, last week cited that "a new spirit of maturity and unity characterizes today's radio industry." He spoke at the fall meeting of the Illinois Broadcasters Association in Chicago (also see page 62).

Mr. Bunker saw "excited and interesting response from radio stations to the formation of RAB's radio marketing committee" and that a similar "group-sell" approach is now being adopted by stations all over the country under the guidance of the RAB.

In these efforts stations would organize teams of executives who cooperate in presentations made to major local advertisers. The efforts will have two major aims, according to Mr. Bunker:

"To keep current radio advertisers aware of developments in radio advertising, and bring more advertisers into the medium."

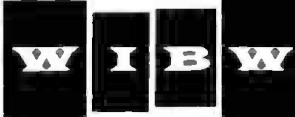
He told the Illinois broadcasters that the selling potential of the group-sell technique was already successful in



This Goodyear Tire is approximately 10 feet high. Weighs nearly 1½ tons. Retail for more than \$10,000. It was made in Kansas at Goodyear's Topeka plant, second largest of the 75 Goodyear installations. The Goodyear plant area, including warehouse, covers 44 acres, employs 2150 people. Their payroll and purchases add more than \$20 million annually to the Kansas economy.

So, if you think of Kansas as just wheat, cattle and "corn as high as an elephant's eye"—look again. You'll find BIG WHEEL industrial operations all over the place.

To be a BIG WHEEL in Kansas concentrate on WIBW air media. This is a combination with the power to get the job done. WIBW RADIO covers 69 Kansas counties, dominates in 45 of them. WIBW-TV gives you dominant day and night coverage in 38 counties. In no other way can you cover so much of Kansas—so well. Ask Avery-Knodel.



RADIO • AM-FM • TELEVISION
 Topeka, Kansas
 Broadcast Services of
 Stauffer Publications
 Represented nationally by
 Avery-Knodel

Coast restaurants, and Heggla-Mar-guleas Inc., a produce concern.

Start of a series ■ An audience study, compiled by the Business Research Bureau, New York, covering the listening and reading habits of Pittsburgh area businessmen has been released by KDKA Pittsburgh. It is the first of a series of audience profile studies to be released by the station. The next study, scheduled to be available later this year, will be on the shopping habits of area housewives.

Schmidt buys Horne TV show

The C. Schmidt Brewing Co., Philadelphia, will sponsor a one-hour special featuring singer Lena Horne in 15 markets. The program is said to represent Miss Horne's first appearance on TV on her own show. She has done guest spots on several shows. The special was produced by International Television Corp., which has sold it to Schmidt in Philadelphia; Baltimore; Cleveland; Washington; Pittsburgh; Buffalo, N. Y.; Hartford and New Haven, Connecticut;

Back-to-back politics

Paid political programing by the two major national parties appeared back to back last Thursday (Oct. 15) on CBS-TV between 9 and 9:30 p.m. EDT.

A 25-minute program featuring President Johnson was purchased by the Johnson-Humphrey Committee and ran from 9 to 9:25 p.m. A previously announced five-minute segment bought by the Republican National Committee went on in the 9:25-9:30 p.m. slot. The political broadcasts preempted *Password*.

Another Republican broadcast, scheduled to run yesterday (Oct. 18, 3:30-5 p.m. EDT), was purchased for the TV for Goldwater-Miller Committee through P. R. Counselors Ltd.

Bangor and Portland, Maine; Clarksburg, W. Va., and Scranton, Lancaster, Johnstown and Altoona, all Pennsylvania.

Schmidt's agency: Ted Bates & Co., New York. ITC is offering it for regional sponsorship in other markets.

Candidates aren't goods

Fairfax Cone, executive committee chairman, Foote, Cone & Belding, Chicago, appears to have his doubts about the role of advertising agencies in "selling" political candidates.

FC&B last week circulated copies of Mr. Cone's remarks on the subject for *The Christian Science Monitor* and in which he observed: "Advertising's role is to sell goods. I do not believe you can sell a candidate like a product." Mr. Cone described as "scurrilous" the TV commercials prepared and subsequently modified for the Johnson-Humphrey slate. He thought the Goldwater-Miller slogan is meaningless.

"If candidates want to act like street fighters, that's their business," Mr. Cone told the *Monitor*, "but I don't believe that advertising needs to get involved in this kind of thing."

PROGRAMING

Ratings still a three-way race

Latest Arbitrons show no one network can claim dominance over another, but political specials have their influence on the over-all picture

A settling down of the ratings picture was evident last week in the national overnights, as no one network could claim undisputed dominance in half-hour wins in the Monday-Sunday, 7:30-11 p.m. periods.

As reported by the Arbitrons, American Research Bureau's overnight rating service, provided on order: NBC had four, CBS two and ABC and CBS tied in one-half-hour periods on Friday (Oct. 9). NBC was tops also with four and CBS had three on Saturday. A near three-way tie developed on Sunday (CBS three, NBC and ABC two each). CBS came up with four, ABC two and NBC one on Monday. ABC led with four while CBS had three on Tuesday. NBC had six and CBS one on Wednesday.

The first national Nielsen report since the season's beginning reflected the already indicated high ratings by ABC's lineup on the basis of the network's early-season start. For the two weeks

ending Sept. 27, ABC had a 20.9 average rating and 35.7 share; CBS 16.9 and 28.9, and NBC 16.3 and 27.9. In the top 15 program list on the basis of that report (see table for ranking), ABC had nine, CBS five and NBC one.

Political pre-emptions or special political coverage continued to dot the network schedules during the week covered by the Arbitrons. Politics pre-empted all of the 9:30-11 p.m. period on NBC-TV on Tuesday (Oct. 13), for example, knocking out *That Was the Week That Was* and *Bell Telephone Hour*. NBC did not win a single half hour that night in the Arbitrons.

For the week ending Oct. 14, both CBS-TV and NBC-TV picked up points in the average ratings as compared to the week previous. CBS-TV was first with 17.1 (16.2 the week before), NBC-TV had 16.2 (16.0 the previous week) and ABC-TV moved down slightly from 15.7 in the previous week to 15.5 in the more recent period.

		Arbitron	
		Rating	Share
Friday, Oct. 9			
7:30			
ABC	Jonny Quest	12.7	26.0
CBS	Rawhide	15.7	32.0
NBC	International Showtime	11.5	24.0
8:00			
ABC	Farmer's Daughter	16.2	31.0
CBS	Rawhide	16.2	31.0
NBC	International Showtime	13.1	25.0
8:30			
ABC	Addams Family	14.5	27.0
CBS	The Entertainers	14.1	27.0
NBC	Bob Hope	18.6	35.0
9:00			
ABC	Valentine's Day	14.0	27.0
CBS	The Entertainers	15.5	29.0
NBC	Bob Hope	18.6	35.0
9:30			
ABC	GOP Special	6.0	11.0
CBS	Gomer Pyle	24.0	46.0
NBC	Jack Benny	16.1	30.0
10:00			
ABC	Politics '64	3.2	6.0
CBS	The Reporter	15.3	31.0
NBC	Jack Paar	19.0	38.0
10:30			
ABC	Local	—	—
CBS	The Reporter	14.1	30.0
NBC	Jack Paar	18.5	40.0

BROADCASTING, October 19, 1964

73% of all KSFO advertisers run schedules consistently: 52 weeks each year. 104 year-round advertisers out of a total of 142.

63 of KSFO's 142 accounts are packaged goods advertisers.

Do these sales points make KSFO unique among radio stations? Very likely. Consistency is a virtue not always found in radio advertisers. Besides, the advertisers of packaged goods are said to be enamoured of other media. Even so, KSFO is obviously a first-choice medium for all types of advertisers. In fact, the solid confidence that so many of these advertisers place in this unusual station is another reason why KSFO is often referred to as

*The World's
Greatest
Radio Station*

—particularly in San Francisco.

A Golden West Broadcasters station **GWB** Represented by AM Radio Sales Co., KSFO
San Francisco KMPC Los Angeles KEX Portland KVI Seattle-Tacoma KTLA (TV) Los Angeles.

Stability and shifts in Arbitron top 50

There was some settling down and some bouncing around of programs in the weekly comparison of the top 50 programs based on overnight Arbitrons.

Comparing the Arbitrons for the week Oct. 8-14 with Oct. 1-7, CBS's *Ed Sullivan* moved back into first place after dropping to fourth the week before. *Dick Van Dyke* (CBS), *Bonanza* (NBC) and *Bewitched* (ABC), were second, third and fourth, respectively in the new listing. It was the third straight week that those four programs had led the list.

On the Oct. 8-14 list, CBS had 22 shows, ABC 19 and NBC 12. On the Oct. 1-7 list, ABC had 21 shows, CBS 18 and NBC 11. The Oct. 8-14 top 50 contains 53 shows due to a four-way tie for the 50th position.

Of the 44 shows on the list in both rating periods, 20 moved up and 23 dropped with *Andy Griffith* (CBS) standing pat in sixth place.

The largest jumps in the two rating periods were *The Virginian* (NBC) from 22 to 6; *Wednesday Night Movie* (NBC) from 27 to 17; *Jack Paar* (NBC) from 41 to 22; *Bob Hope* (NBC) from 46 to 25; *Gilligan's Island* (CBS) from 40 to 28, and *Wendy and Me* (ABC) from 48 to 30.

There were also several large drops from the Oct. 1-7 list to the Oct. 8-14 list. Among them were *Shindig* (ABC) from 7, when it had the Beatles, to 45; *Walt Disney* (NBC) from 13 to 46; *Perry Mason* (CBS) from 19 to 34; *What's My Line* (CBS) from 32 to 50; *Bing*

Crosby (ABC) from 32 to 48; *Perry Mason* (CBS) from 19 to 34, and *Gunsmoke* (CBS) from 28 to 44.

There were five programs in the Oct. 1-7 list that failed to make the top 50 for Oct. 8-14. Three of them were on ABC and two on NBC. Dropped were ABC's *Addams Family*, which had been 23; *Burke's Law*, which had been 36, and *Voyage to the Bottom of the Sea*, which had been 47; NBC's *Mr. Novak*, which had been 38, and *Kentucky Jones*, which had been 44. *Mr. Novak* was pre-empted for Olympics coverage.

The four-way tie for 50th place resulted in eight shows added to the Oct. 8-14 list that weren't on in the previous survey. Of the eight, CBS had four, one of them new to the list; NBC had three, two new to the list, and ABC one, new to the list.

The new CBS show was *The Doctors and the Nurses*, 32. The other three CBS shows, which had been on the Sept. 23 list were *Danny Kaye*, 27 last week; *To Tell the Truth*, 36, and *Many Happy Returns*, 37.

NBC's *Kraft Theater* was 50 and *Dr. Kildare*, 40, in their first appearances on the list. *Hazel*, on the Sept. 23-30 list, was 40 last week.

ABC's new entry on the top 50 last week was *Farmer's Daughter*, 46.

The top 50 for Oct. 8-14:

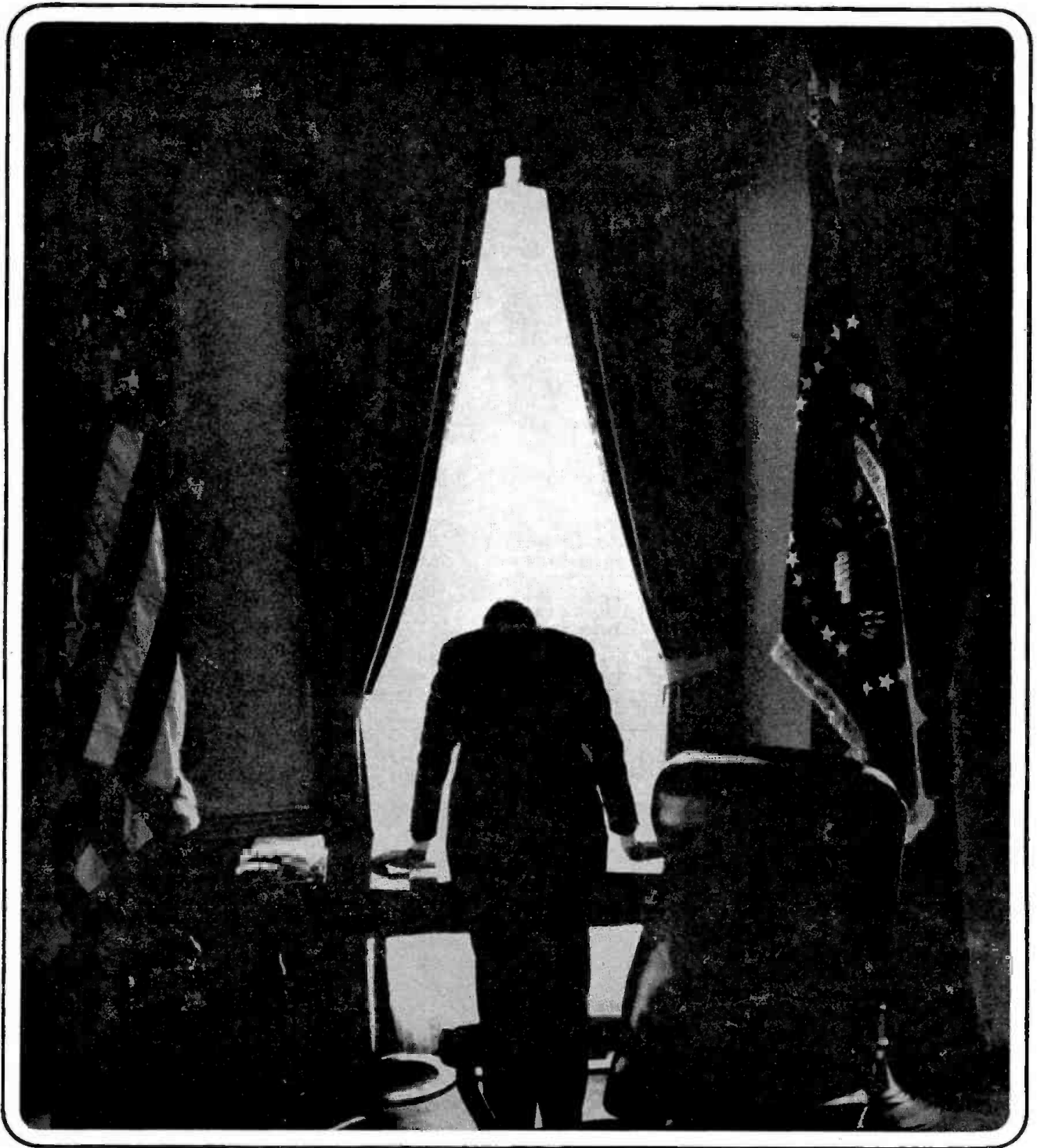
Rank		Show	Rating
Oct. 8-14	Oct. 1-7		
1	4	Ed Sullivan Show (CBS)	26.6
2	3	Dick Van Dyke (CBS)	25.2
3	1	Bonanza (NBC)	25.1
4	2	Bewitched (ABC)	24.9

Rank	Oct. 8-14	Oct. 1-7	Show	Rating
5	12		Gomer Pyle (CBS)	24.0
6	22		Virginian (NBC)	23.0
6	8		Petticoat Junction (CBS)	23.0
6	6		Andy Griffith (CBS)	23.0
9	15		Lucy Show (CBS)	22.9
10	5		Red Skelton (CBS)	22.3
11	10		Fugitive (ABC)	22.1
12	11		Favorite Martian (CBS)	21.1
12	9		Peyton Place II (ABC)	21.1
14	17		Peyton Place I (ABC)	20.7
14	17		Jackie Gleason (CBS)	20.7
16	13		Saturday Movie (NBC)	20.1
17	27		Wednesday Movie (NBC)	19.9
17	15		I've Got a Secret (CBS)	19.9
17	30		Combat (ABC)	19.9
20	24		No Time for Sgts. (ABC)	19.1
21	32		Tycoon (ABC)	18.9
22	41		Jack Paar (NBC)	18.8
23	20		Andy Williams (NBC)	18.7
23	32		Munsters (CBS)	18.7
25	46		Bob Hope (NBC)	18.6
26	25		Beverly Hillsbillies (CBS)	18.5
27	—		Danny Kaye (CBS)	18.4
28	40		Gilligan's Island (CBS)	18.1
29	42		Sunday Movie (ABC)	18.0
30	48		Wendy & Me (ABC)	17.8
31	20		Patty Duke (ABC)	17.7
32	—		Doctors & Nurses (CBS)	17.6
33	36		McHale's Navy (ABC)	17.5
34	19		Perry Mason (CBS)	17.3
35	30		Candid Camera (CBS)	17.2
36	—		To Tell the Truth (CBS)	16.9
37	45		Donna Reed (ABC)	16.8
37	28		My Three Sons (ABC)	16.8
37	—		Many Happy Returns (CBS)	16.8
40	25		Ben Casey (ABC)	16.5
40	—		Hazel (NBC)	16.5
40	—		Dr. Kildare (NBC)	16.5
40	39		Lawrence Welk (ABC)	16.5
44	28		Gunsmoke (CBS)	16.4
45	7		Shindig (ABC)	16.3
46	—		Farmer's Daughter (ABC)	16.2
46	13		Walt Disney (NBC)	16.2
48	43		Jack Benny (NBC)	16.1
48	32		Bing Crosby (ABC)	16.1
50	—		Kraft Theater (NBC)	16.0
50	44		Rawhide (CBS)	16.0
50	48		Hollywood Palace (ABC)	16.0
50	32		What's My Line (CBS)	16.0

Saturday, Oct. 10			
	Arbitron Rating	Share	
7:30			
ABC Outer Limits	8.3	17.0	
CBS Jackie Gleason	19.0	38.0	
NBC Flipper	14.5	29.0	
8:00			
ABC Outer Limits	8.8	16.0	
CBS Jackie Gleason	22.4	41.0	
NBC Mr. Magoo	14.0	26.0	
8:30			
ABC Lawrence Welk	15.0	27.0	
CBS Gilligan's Island	18.1	32.0	
NBC Kentucky Jones	14.6	26.0	
9:00			
ABC Lawrence Welk	17.9	31.0	
CBS Mr. Broadway	12.4	22.0	
NBC Saturday Movie	20.7	36.0	
9:30			
ABC Hollywood Palace	17.9	32.0	
CBS Mr. Broadway	11.4	21.0	
NBC Saturday Movie	20.7	37.0	

Sunday, Oct. 11			
	Arbitron Rating	Share	
10:00			
ABC Hollywood Palace	14.0	26.0	
CBS Gunsmoke	16.2	30.0	
NBC Saturday Movie	19.9	37.0	
10:30			
ABC Local	—	—	
CBS Gunsmoke	16.6	34.0	
NBC Saturday Movie	19.1	39.0	
7:30			
ABC Wagon Train	10.4	19.0	
CBS My Favorite Martian	21.1	29.0	
NBC Walt Disney	17.8	32.0	
8:00			
ABC Wagon Train	15.3	27.0	
CBS Ed Sullivan	24.0	43.0	
NBC Walt Disney	14.5	26.0	
8:30			
ABC Broadside	13.9	23.0	
CBS Ed Sullivan	29.1	48.0	
NBC Bill Dana	11.5	19.0	

Monday, Oct. 12			
	Arbitron Rating	Share	
9:00			
ABC Sunday Movie	16.2	27.0	
CBS Living Doll	13.1	22.0	
NBC Bonanza	23.9	40.0	
9:30			
ABC Sunday Movie	18.3	30.0	
CBS Joey Bishop	9.8	16.0	
NBC Bonanza	26.2	43.0	
10:00			
ABC Sunday Movie	18.9	34.0	
CBS Candid Camera	17.2	31.0	
NBC The Rogues	15.8	28.0	
10:30			
ABC Sunday Movie	18.5	35.0	
CBS What's My Line	16.0	30.0	
NBC The Rogues	15.4	29.0	
7:30			
ABC Voyage to Bottom of the Sea	14.8	26.0	
CBS To Tell the Truth	16.9	30.0	
NBC 90 Bristol Court	13.2	24.0	



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A Tribute to John Fitzgerald Kennedy

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BROADCASTING, October 19, 1964

				Arbitron						Arbitron						Arbitron	
				Rating	Share					Rating	Share					Rating	Share
8:00																	
ABC	Voyage to Bottom of the Sea			15.3	26.0	9:00	ABC	Tycoon		18.9	32.0	10:30	ABC	Politics '64		2.8	6.0
CBS	I've Got a Secret			19.9	34.0		CBS	Red Skelton		22.8	38.0		CBS	Danny Kaye		18.8	39.0
NBC	90 Bristol Court			12.7	22.0		NBC	Man from U.N.C.L.E.		13.2	22.0		NBC	Wednesday Movie		19.3	40.0
8:30																	
ABC	No Time for Sergeants			19.1	31.0		ABC	Peyton Place I		20.7	37.0						
CBS	Andy Griffith			23.0	38.0		CBS	Petticoat Junction		23.0	41.0						
NBC	90 Bristol Court			11.9	20.0		NBC	GOP-Goldwater		7.4	13.0						
9:00																	
ABC	Wendy and Me			17.8	29.0		10:00	ABC	Fugitive		21.5	43.0					
CBS	Lucy Show			22.9	37.0			CBS	Doctors & Nurses		17.8	36.0					
NBC	Andy Williams			17.4	28.0			NBC	Campaign & Candidates		5.2	11.0					
9:30																	
ABC	Bing Crosby			16.1	27.0		10:30	ABC	Fugitive		22.6	48.0					
CBS	Many Happy Returns			16.8	28.0			CBS	Doctors & Nurses		17.3	37.0					
NBC	Andy Williams			20.0	34.0			NBC	Campaign & Candidates		5.2	11.0					
Wednesday, Oct. 14																	
7:30																	
ABC	Ozzie & Harriet			17.2	35.0		ABC	Ozzie & Harriet		14.7	28.0						
CBS	Slattery's People			11.7	24.0		CBS	News Special		6.7	13.0						
NBC	Alfred Hitchcock			13.2	27.0		NBC	Virginian		22.6	43.0						
8:00																	
ABC	Patty Duke			15.7	35.0		ABC	Patty Duke		17.7	33.0						
CBS	Slattery's People			10.3	23.0		CBS	Local		—	—						
NBC	Alfred Hitchcock			12.8	28.0		NBC	Virginian		24.3	45.0						
8:30																	
ABC	Shindig			17.5	30.0		ABC	Shindig		16.3	28.0						
CBS	Beverly Hillbillies			21.8	37.0		CBS	Beverly Hillbillies		18.5	31.0						
NBC	Virginian			12.5	21.0		NBC	Virginian		22.1	38.0						
9:00																	
ABC	Mickey			12.5	21.0		ABC	Mickey		10.7	18.0						
CBS	Dick Van Dyke			12.5	21.0		CBS	Dick Van Dyke		25.2	42.0						
NBC	Wednesday Movie			12.5	21.0		NBC	Wednesday Movie		20.6	34.0						
9:30																	
ABC	Burke's Law			12.5	21.0		ABC	Burke's Law		14.3	25.0						
CBS	Cara Williams			12.5	21.0		CBS	Cara Williams		15.2	27.0						
NBC	Wednesday Movie			12.5	21.0		NBC	Wednesday Movie		20.3	36.0						
10:00																	
ABC	Burke's Law			12.5	21.0		ABC	Burke's Law		13.5	25.0						
CBS	Danny Kaye			12.5	21.0		CBS	Danny Kaye		17.5	33.0						
NBC	Wednesday Movie			12.5	21.0		NBC	Wednesday Movie		19.5	37.0						

First Nielsen report of new TV season

The first National Nielsen measurement that dips into the new season was in circulation last week. The top 15, as rated by Nielsen for the two weeks ending Sept. 27, showed eight new series breaking into the list, four of them in the top 10.

All of ABC-TV's and CBS-TV's nighttime schedule had made new season introductions, but only part of NBC-TV's new offerings. The top 15:

1. Bonanza (NBC)
2. Bewitched (ABC)
3. Fugitive (ABC)
4. Dick Van Dyke (CBS)
5. Gomer Pyle (CBS)
6. Petticoat Junction (CBS)
7. No Time for Sergeants (ABC)
8. Beverly Hillbillies (CBS)
9. Peyton Place I (ABC)
10. Addams Family (ABC)
11. Ben Casey (ABC)
12. Munsters (CBS)
13. McHale's Navy (ABC)
14. Tycoon (ABC)
15. Wendy and Me (ABC)

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1. Bonanza (NBC)	33.9
2. Bewitched (ABC)	33.4
3. Fugitive (ABC)	29.8
4. Dick Van Dyke (CBS)	28.5
5. Gomer Pyle (CBS)	27.9
6. Petticoat Junction (CBS)	27.4
7. No Time for Sergeants (ABC)	27.0
8. Beverly Hillbillies (CBS)	26.7
9. Peyton Place I (ABC)	26.7
10. Addams Family (ABC)	26.6
Ben Casey (ABC)	26.6
12. Munsters (CBS)	26.3
13. McHale's Navy (ABC)	26.1
14. Tycoon (ABC)	26.0
15. Wendy and Me (ABC)	25.7

Like they say, man, that postman rings twice

The U. S. post office last week issued a 5-cent stamp commemorating "American music," and just about everybody got into the act.

In a ceremony at New York's

main post office last Thursday (Oct. 15) Ralph W. Nicholson, assistant postmaster general for finance and international affairs, presented portfolios of the stamp to officials of the

American Society of Composers, Authors and Publishers.

In a ceremony in Washington's Madison hotel on the same day Frederick C. Belen, deputy postmaster general, presented portfolios of the stamp to officials of Broadcast Music Inc.

ASCAP is celebrating its 50th anniversary, BMI its 25th. Neither of the two major music-licensing organizations is giving the other anything but loaded birthday candles.

Ideas for commemorative stamps seldom originate spontaneously. Who got the post office interested in issuing a stamp for "American music"?

"The initiative," said Deputy Postmaster General Belen, "came from people with ASCAP. And the stamp happened to be issued in the week that ASCAP is celebrating its 50th anniversary.

"But," he added after leaving the BMI luncheon at which he was the honored guest, "we were pleased that the stamp was issued during BMI's 25th anniversary. Many people took an interest in this stamp, including congressmen and senators."



At last week's Washington luncheon celebrating the issuance of the post office's new stamp for "American music" were (at extreme left and right) Sheldon Harnick and Jerry Bock, who won a Pulitzer prize

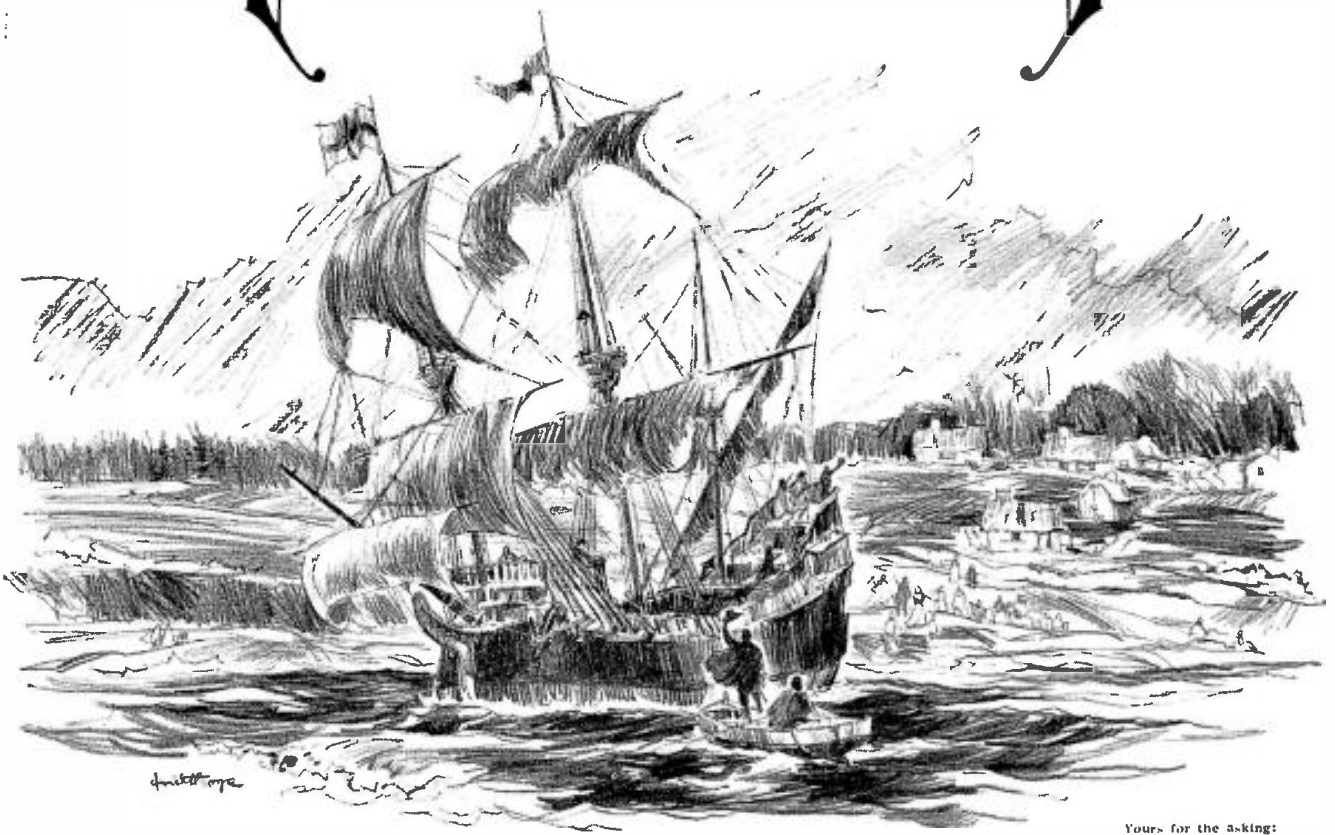
for "Fiorello" and are creators of the current Broadway show, "Fiddler on the Roof"; (second from left) Robert J. Burton, president of BMI, and Frederick C. Belen, deputy postmaster general.

For the courage to begin . . .

"I don't s'pose any of us, unless he's come close to starving — unless he's lived half-frozen in the snow — unless he's watched his wife or little one die in his arms — can come close to the real feeling of the first Thanksgiving.

"Our Pilgrims were thanking God for a square meal — for just being alive! Now with near 200-million of us around the table — mostly fat, rich and sassy — we can thank God for the spunk that kept them alive."

People in the "Providence Market" are particularly proud that Thanksgiving and our country were born here — that New England spunk and vitality continue to brighten this area. Providence is Plimoth Plantations as well as the rest of Southeastern Massachusetts, Western Connecticut and Rhode Island. People in television say **Providence is WJAR-TV.**



Yours for the asking:
a personal print,
suitable for framing.
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NBC denies it plugged Syncom

Network counters charges it's monopolizing coverage of Olympics by satellite

NBC struck back hard last week at published reports that it was inhibiting the use of Syncom III to protect its exclusive showing of the Tokyo Olympics.

There's not a word of truth in the innuendoes, a network spokesman said, backing his statement with comments from Japanese officials and a State Department public relations officer.

The charges were summed up by Joseph V. Charyk, president of the Communications Satellite Corp., who claimed Oct. 11 that NBC had (1) promised "live" coverage of the opening ceremonies on Oct. 10, but had delayed West Coast broadcasts and (2) used its influence to delay pool coverage via the satellite until after its programs had been broadcast.

NBC paid the Japan Broadcasting Co. (NHK) \$1 million for exclusive broadcast rights to the Tokyo Olympics in the U. S.

Fred Friendly, president of CBS News (CBS is the pool coordinator for satellite transmissions this month), also complained that NHK was attempting to delay the pool coverage until after NBC programs had been broadcast. The pool coverage consists of 15-minute transmissions from Tokyo via Syncom III with any network or station authorized to use a three-minute segment in a regular news show, but not more than three such segments during each day.

False, False ■ NBC rebutted each of the allegations last week.

The Japanese are not unhappy about the NBC coverage, Robert W. Sarnoff, network chairman, said. He said that he had met with Japanese officials Oct. 12 and they had expressed to him their "complete satisfaction with the successful Saturday [Oct. 10] transmission and NBC's broadcast of the opening ceremonies." Mr. Sarnoff said the Japanese officials expressed their surprise at reports alleging that they and the U. S. State Department were dissatisfied with the handling of the opening ceremonies.

James L. Greenfield, assistant secretary of state for public affairs, the network said, reports the State Department is not, and has not, protested NBC's handling of the games. Mr. Greenfield said that the network's coverage has met the standards requested by the Japanese government (optimum

Talent in management

Something new in talent-agent relations has been added by the Robert Longnecker Agency. It has organized Telepak Inc. as a parent corporation in which the agency's clients will participate in management and profits.

In addition to President Longnecker, Telepak officers include: Ruth Hussey, vice president; Art Gilmore, vice president and board member, heading the commercial workshop. Stuard Wade is head of the music department. Clients on the advisory board of directors include: Dr. Frank C. Baxter, Art Balinger, Dick Tufeld, Ray Montgomery, Robert Shield, Joyce Aehle, Sue Casey, Frank Butler and Cynthia Stone.

coverage), NBC sources said.

The West Coast received delayed coverage of the opening ceremonies, a network spokesman said, because this is standard network practice—to broadcast programs on the West Coast at the clock time they are scheduled for in the East. He disassociated the network completely from any problems regarding the pooled package and reminded that RCA had contributed \$200,000 to the expense of modifying the Point Mugu installation (NHK contributed \$100,000).

Regular transmissions of the pooled coverage via Syncom III were scheduled to begin Thursday (Oct. 15) at 6 p.m. Signed to take the package were CBS and UPI-TV.

Cox, Quaal debate FCC program policy

Program regulation by the FCC was the chief issue discussed before the Milwaukee Radio and Television Council last week by FCC Commissioner Kenneth A. Cox and Ward Quaal, executive vice president and general manager, WGN Inc., Chicago.

Mr. Quaal renewed his stand that the commission has no business in programming while Mr. Cox contended the FCC is only very modestly involved in the area of program control and broadcasters like Mr. Quaal shouldn't get so worked up about it. Some 500 Milwaukee businessmen and civic leaders attended the council's luncheon meeting Tuesday.

Commissioner Cox said the commission concedes the broadcasters rights of free speech. But, he said, the present

majority feels that the requirement of the Communications Act that applications be granted only where the public interest will be served "requires us to review an applicant's overall programming proposal or record before making that public interest determination."

He said the commission can, in an effort to promote good broadcasting, check a broadcaster's performance against promise, determine whether his program proposals are balanced and "exhort" broadcasters to produce quality programming.

In a subsequent half-hour program taped for weekend airing on WITI-TV Milwaukee, Commissioner Cox asked Mr. Quaal if he was afraid the FCC members might censor programs. Mr. Quaal replied, "No, not you, Commissioner Cox, nor any member of the FCC. But I don't feel as confident in regard to people at the staff level." Mr. Quaal added he still feels the commission staff is much too involved with FCC policy.

During discussion of pay TV on the WITI-TV show, Mr. Quaal said it was a myth that pay television promoters will air nothing but highly cultural shows such as ballet, theater and concerts. He noted the Los Angeles system began with a ball game. The pay-TV people are in business for a profit, he continued, and they will air the "bread and butter" popular shows that draw boxoffice, competing with free TV for such material.

As for the FCC's basic role, Mr. Quaal held that the commission has but two basic functions: (1) to interpret and administer the Communications Act and to allocate in the broadcast band to the best of its ability and (2) to seek out possible violations of the law.

These functions are limited to the "public interest, convenience and necessity" clause of Section 303 of the act, he noted, the brief phrase upon which the FCC seeks to hang its entire program-control philosophy. In turn such activity is banned by another part of the law, Section 326, Mr. Quaal held, which was based upon the first amendment of the Constitution and prohibits censorship of programs.

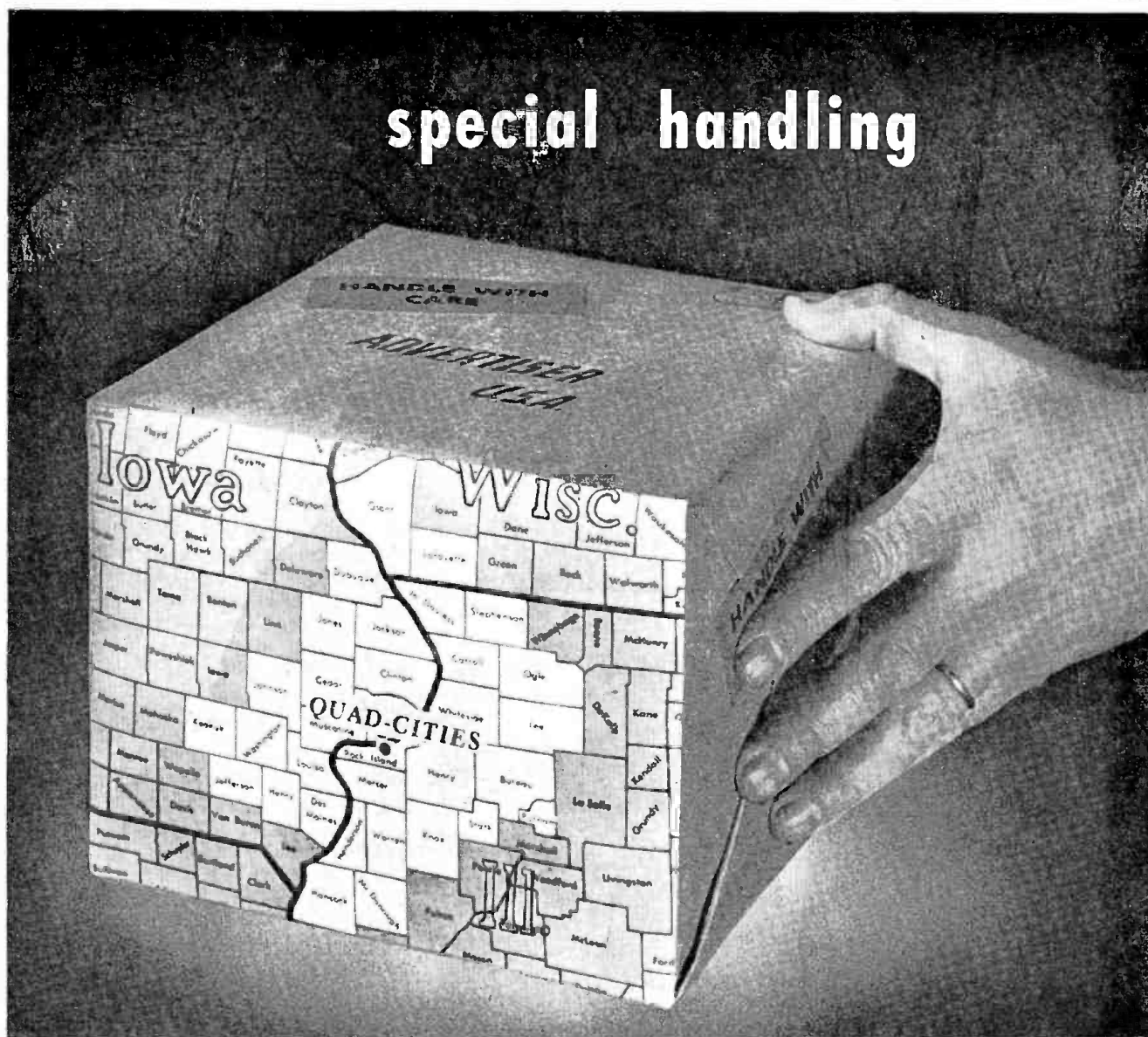
Program notes . . .

Sonic boom ■ The Air Force is sending to radio stations a record designed to explain the sonic boom that trails supersonic aircraft. It contains an explanation of the noisy phenomenon in two spot announcements and an expanded, open-end treatment of the subject. Additional copies are available from SAF-OIIC, Building S-516, Bolling AFB, Washington 20332.

Cartoon series ■ Banner Films, New York, will syndicate a new animated

DAVENPORT, IOWA (WOC-TV) BELONGS ON YOUR TOP 50 LIST

special handling



**THIS IS THE 50th MARKET —
and WOC-TV delivers it!**

The final 1963 FCC spot TV revenue figures rank the QUAD-CITIES (Davenport-Rock Island-Moline) as #50.

WOC-TV has long served this market — the largest of any between Chicago and Omaha, Minneapolis and St. Louis. Retail sales of more than 1½ billion dollars annually *deserves special handling* and it gets just that from WOC-TV . . . and so do you!

WOC TV 6

Exclusive National Representatives — Peters, Griffin, Woodward, Inc.

SERVING THE QUAD CITY MARKET

DAVENPORT, BETTENDORF/ROCK ISLAND, MOLINE, EAST MOLINE

'Showtime' goes behind Curtain for 8 shows

Eight programs in the *International Showtime* series (NBC-TV, Friday, 7:30-8:30 p.m. NYT) were produced behind the Iron Curtain for showing during 1964-65, according to Gil Cates, producer of *Showtime*.

For the past several years, the series has had some representation from Communist nations, according to Mr. Cates, but the eight programs represent a "high mark" for *Showtime*. They were produced in Hungary and Czechoslovakia and comprised both circus and ice show specials.

Mr. Cates indicated that Iron Curtain countries are "interested" in having U. S. producers tape and film programs there and extended "whole-hearted cooperation" to his staff. Requests for production behind the Iron Curtain, he said, are handled by the cultural ministry of the respective countries.

"I was told last February that our television crew was the first from

the U. S. to produce programs in Prague since 1949 when Ed Murrow did some [CBS] shows there," Mr. Cates said.

Performers behind the Iron Curtain have some familiarity with U. S. television, Mr. Cates reported, and many expressed a wish to work on our top-rated variety programs such as *The Ed Sullivan Show* because they had heard the fees were high.

In Communist bloc nations, the fees of performers are established by a committee appointed by the appropriate government agency which, in effect, gives the artist a "rating," Mr. Cates remarked. Performers may request an appearance to be upgraded if they feel their act has improved or their popularity has increased.

International Showtime is in its fourth year on NBC-TV and during that time approximately 120 programs have been produced in virtually every country of Europe and in Japan and Canada.



Gil Cates (l), producer of 'International Showtime' on NBC-TV and Andre Kopeptchek, manager of the Czechoslovakia State Circus, greet each other in Prague where three

one-hour 'Showtime' programs were taped for 1964-65 season. Eight programs in the series were produced behind the Iron Curtain for showing this season.

cartoon series *The Big World of Little Adam*. The series, dealing with adventures in space, consists of 104 5¼-minute episodes and will be available this fall.

Couch session ■ *Tell Me, Dr. Brothers*, new video tape and color film series

featuring psychologist Dr. Joyce Brothers, is syndicated by Triangle Film Sales. A total of 169 half-hour episodes are available; 130 on film, in color or black-and-white, and 39 on tape, black-and-white only.

Cinema-verite on TV ■ PGL Produc-

tions Inc., New York, producer of documentary TV commercials, has filmed a study of the U. S. Grand Prix auto race, held Oct. 4 at Watkins Glen, N. Y. The documentary, filmed in the cinema-verite style as seen through the participants' eyes will be shown as a one-hour CBS-TV show in January.

New package ■ SESAC Inc., New York, is offering a series of holiday programming aids, *The Christmas Package*. The series contains five LP albums of Christmas carols and secular songs.

Fair films ■ The New York World's Fair Inc., is producing a half-hour color film on the World's Fair to be distributed to every TV station in the U. S., after Jan. 1, 1965, as well as to many TV stations in Europe, South America, Africa and the Far East. Francis Thompson is producing the film through his own company, at 935 Second Avenue, New York.

Old day's return ■ *The Chase & Sanborn 100th Anniversary Radio Show*, a special program recalling "the golden age of radio" will be on NBC Radio, Nov. 15, 7:05-8 p.m. EST, pre-empting *Monitor*. The program will feature material taped from transcriptions of the old *Chase & Sanborn Hour* of the 1930's and 1940's.

Rockets away ■ Embassy Pictures Corp., New York, will syndicate a cartoon series, *DODO—the Kid from Outer Space*. The color science-fiction series is being produced for distribution in the fall of 1965. Lady Robinson is its creator.

Not for wives ■ KTVU(TV) San Francisco-Oakland, Calif., has begun its *Saturday Night Sports Spectacular* which will feature professional ice hockey or a professional or collegiate basketball every Saturday through April. Most of the games, both at home and away, will be live.

Payments ■ Television writers got \$90,048 in residuals, \$47,602 in royalties and \$541 from theatrical motion pictures released to television during September, according to the Writers Guild of America West. For the year from Jan. 1-Sept. 19, WGAW reported, residuals and royalties for writers have totaled \$2,467,079, up 2.85% from the like period of 1963, when the total was \$2,398,658.

Folk show ■ *Hootenanny Jamboree*, a two-hour country & western and folk music show, is being presented by North Star Syndicated Productions, Minneapolis, over 18 Minnesota radio stations. The series will be broadcast live Monday-Friday from the Flame cafe, Minneapolis. Each Saturday it will originate from one of the other cities on the network.

About this business of adjacencies ...

TAKE YOUR PICK FROM THE "SPOT" THAT BEST SUITS YOUR PRODUCT PURPOSE

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Cream of NBC and CBS
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"Bear" Bryant (Alabama Football)
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(Plus new RCA Traveling Wave Antenna)
Pick Birmingham ... pick

WAPI-TV

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



Rhyme or reason is required

Commission fines KLTV(TV) for rebroadcast without permission; charges KSLA-TV was unreasonable in act

Broadcasters who deny other stations permission to rebroadcast the network programs had better have reasons that will bear close FCC scrutiny.

This was the message the commission made clear in disclosing the outcome of a controversy involving the rebroadcast by a Tyler, Tex., television station of a CBS telecast of a Dallas Cowboys football game without the consent of the originating station.

The commission notified the Tyler station, KLTV(TV), that it faced a \$250 fine for violating commission rules requiring stations to obtain permission before rebroadcasting programs.

But at the same time, it held that the other station involved, KSLA-TV Shreveport, La., was unreasonable in refusing permission. It added that continued refusal to allow the Tyler station to rebroadcast the home games of the National Football League team "would raise a question as to whether KSLA-TV is operating in the public interest." The rebroadcast in question occurred on

Sept. 20. The Cowboys have four more home games.

Wanted to Give Choice ■ KSLA-TV had said it refused rebroadcast permission because it felt the public in the area where the stations' signals overlap should have a choice of programing. KSLA-TV's grade B contour overlaps 30% of KLTV's grade B.

KSLA-TV had granted KLTV permission to rebroadcast the Cowboys home games, which are blacked out in Dallas, for the past two years. During those years, CBS and sponsors of the NFL games had ordered the Tyler station for the games, and the network had ordered it again this year.

But KSLA-TV last December had notified KLTV it would deny future requests for rebroadcast permission. The Shreveport station confirmed this position by telephone and mail during the week preceding the Sept. 20 game.

The Tyler station, in a letter dated Sept. 17, requested rebroadcast permission for the Sept. 20 game. But, ac-

cording to that station's statement to the commission, Marshall Rengra, KLTV's vice president and general manager was "out of town" when the KSLA-TV denial was received, and didn't read it until after the Sept. 20 rebroadcast.

No Excuse ■ The commission said this was no excuse and that, regardless of whether KSLA-TV's refusal was in the public interest, KLTV's action "constituted a willful violation" of the rules.

The station has 30 days to contest or pay the fine.

In discussing KSLA-TV's refusal, the commission said that in view of the "recognized popularity of NFL telecasts and especially the interest in the games in the home area," the programs whose "wide dissemination to the public [is] clearly desirable."

This is one of the standards the FCC uses in passing on the reasonableness of a refusal to rebroadcast.

In declaring KSLA-TV was unreasonable in refusing rebroadcast permission because it felt the viewers in the overlap area should have a choice of programing, the commission noted that 70% of the KLTV service area (50,600 TV homes) does not receive KSLA-TV.

Other Duplication ■ Furthermore, the commission said that even in the overlap area KLTV might choose network programming that would be duplicated by KTBS-TV Shreveport or KTAL-TV Texarkana, Tex-Shreveport.

The commission also noted that despite "substantial overlap" of the service areas of KLTV and KSLA-TV, which existed before the commission authorized the Shreveport station to increase its antenna height, KSLA-TV had granted rebroadcast rights for two years.

The FCC said it had approved the antenna height increase from 1,210 to 1,800 feet, last March, after satisfying itself that there was "no substance" to allegations that the higher tower would have an "adverse impact" on the service of other stations.

Film sales . . .

Duel in the Sun and *Ruby Gentry* (NTA): KLBK-TV Lubbock, Tex., and WSEE(TV) Erie, Pa.

NTA Color Cartoons (NTA): KSD-TV St. Louis.

Science Fiction Features (NTA): KSBW-TV Salinas, Calif.

TV Hour of Stars (NTA): WEHT(TV) Evansville, Ind.

20th Century-Fox Pictures (NTA): WBAP-TV Fort Worth-Dallas; WOSU-TV Columbus, Ohio; KFME(TV) Fargo, N. D., and KSBW-TV Salinas, Calif.

Adventure 26, Sons of Hercules, Kickoff Catalogue, DODO—the Kid From Outer Space (Embassy): WCPO-TV Cincinnati; WSPD-TV Toledo, Ohio;



ACCELERATE CAR SALES

Metropolitan Toledo is 42nd in U. S. passenger car sales.* A bustling city on wheels. But are these wheels yours? You can help influence car-buying decisions through WSPD-Radio.

Your Katz man will tell you how you can accelerate automobile sales by reaching the ears of Toledo's motoring families through WSPD-Radio, Toledo's No. 1 Station† . . .

In the Nation's 44th Metropolitan Market

*SRDS Consumer Market Data

†Hooper, July-August, 1964

NCS '61

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THE BIG NEWS IN BUFFALO



WBEN-TV DAILY NEWS COVERAGE

The complete news — accurately reported first — that's the aim of WBEN-TV and what its viewers expect.

Fourteen men deep, an experienced staff gets the news fresh, gives it the full treatment, digs below the headlines and films the action on the local scene.

WBEN-TV focuses on the news at 12 noon, 6:15 and 11 pm —complementing the CBS news periods at 10 am, 3:25 and 6:30 pm. And WBEN-TV is the only Buffalo television station with its own mobile unit— instantly available for extraordinary news events.

WBEN-TV is the source of reliable news reporting in the Buffalo area. This extensive, intensive news presentation makes WBEN-TV the Big Buy — whether it's participation in or availabilities around our six-a-day news programs.

Nationally represented by: Harrington, Righter & Parsons

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CH. **4**
CBS in Buffalo

WWDC^{radio} salutes Washington's finest



Less than a year ago, Tom Bradford and Martin Deskin opened the doors of Tom and Martin Ford and made the brave promise to sell "the most affordable Fords." Brave, because Washington is well known as one of the nation's most fiercely competitive automobile markets. How well Tom and Martin are living up to their promise was shown this past summer, when they passed 143 other Ford dealers to challenge for the number one sales position in their district. A pretty impressive record for a suburban dealership in business less than a year. WWDC thanks Mr. Bradford and Mr. Deskin and their agency, Leon Shaffer Golnick Advertising, Inc., for the privilege of playing an important part in this Washington sales success story.

Represented nationally
by Blair Radio



WWDC RADIO WASHINGTON D. C.

WTVD(TV) Durham, N. C.; WCSC-TV Charleston, S. C.; KELP-TV El Paso; KEZI-TV Eugene, Ore.; WCNY-TV Carthage-Watertown, N. Y.; CKLW-TV Windsor, Ont.-Detroit; WHBQ-TV Memphis, and WNAC-TV Boston.

A Thousand Days—A Tribute to John F. Kennedy (Wolper TV Sales): WNEW-TV New York; KTTV(TV) Los Angeles; WTTG(TV) Washington, and KSHO-TV Las Vegas. Sold in 12 markets.

Decision: the Conflicts of Harry S. Truman (Screen Gems): KTVK(TV) Phoenix; WWL-TV New Orleans; KOCO-TV Oklahoma City; KHSL-TV Chico, KMJ-TV Fresno, both California; WJHG-TV Panama City, Fla.; WALB-TV Albany, Ga.; KARK-TV Little Rock, Ark.; WILX-TV Lansing, Mich.; WMT-TV Cedar Rapids, Iowa, and KCRL(TV) Reno. Now in 51 markets.

Volumes 7, 8 and 9 (Seven Arts): WOW-TV Omaha.

Pro Football Special (UA-TV): WPIX-TV New York; KTLA(TV) Los Angeles; KPIX(TV) San Francisco; WCAU-TV Philadelphia; WEWS(TV) Cleveland; WHDH-TV Boston; WLWT(TV) Cincinnati; KBTB(TV) Denver; KVOO-TV Tulsa; WJAR-TV Providence, R. I.; KOMO-TV Seattle; WLWI(TV) Indianapolis; WAVE-TV Louisville, Ky.; WALB-TV Albany, Ga.; WGAN-TV Portland, Me.; WREX-TV Rockford, Ill.; KCND-TV Pembina, N. D.; KPRC-TV Houston; KXTV(TV) Sacramento, Calif.; KHAS-TV Hastings, Neb.; WSIX-TV Nashville; WFRV(TV) Green Bay, Wis.; KORK-TV Las Vegas; WLOS-TV Asheville, N. C.; WICS(TV) Springfield, Ill.; WICD(TV) Danville, Ill.; WNEM-TV Bay City-Saginaw, Mich.; WOOD-TV Grand Rapids, Mich.; KATU(TV) Portland, Ore.; WROC-TV Rochester, N. Y.; KTVT(TV) Fort Worth; XETV(TV) Tijuana, Mexico-San Diego; WJIM-TV Lansing, Mich.; WHEN-TV Syracuse, N. Y.; WATE-TV Knoxville, Tenn.; WRDW-TV Augusta, Ga.; WDSM-TV Superior, Wis., and WDAY-TV Fargo, N. D. Now in 50 markets.

Radio series sales . . .

The Shadow (Charles Michelson): WILK Wilkes-Barre, Pa., and KMAD Madill, Okla.

The Green Hornet (Charles Michelson): KMAD Madill, Okla.

The Hidden Truth (Charles Michelson): WJRZ Newark, N. J.

Tales to Dream By (Mason Enterprises): KLZ Denver and KPAS Zephyrhills-Dade City, Fla.

Theatre Five (ABC Radio): KWKH Shreveport, La.; KOMO Seattle; KWJJ Portland, Ore.; KOME Tulsa, Okla., and WJBS Deland, Fla.

CBS-owned stations disagree on pay TV

Editorial independence of commonly owned stations was demonstrated last week by two CBS radio properties which have taken opposing views on the right of Subscription Television Inc. to operate wired pay-TV systems in California.

The two stations—each located in a city where STV has begun its service—are CBS-owned KNX Los Angeles and CBS-owned KCBS San Francisco.

Last Wednesday (Oct. 14) a KCBS editorial came out strongly in favor of Proposition 15, that is, against the pay service, stating, "we are being asked to vote on the propriety of an enterprise invading an area where the people—all of the people—already have dominion."

Only two weeks earlier KNX took an editorial stand against proposition 15 noting "the measure was sponsored by theater owners and operators who fear pay TV will cut into their profits."

Blanc chooses sales rep

Mel Blanc Associates, Hollywood-based producer of broadcast commercials, has appointed Roosevelt, Provol Associates as its sales-service representative in Chicago, St. Louis, Kansas City, Minneapolis, Detroit, Dallas, Miami and Charleston S. C. Appointment followed MBA's expansion into the field of musical jingles as well as humorous radio and TV commercials and into nonbroadcast activities.

Mid-season replacement show

Richelieu Production Co., Hollywood, announced last week it has agreed with Nat Hiken's Eupolis Production Co. to co-produce a new half-hour television comedy series.

Titled *Mr. Fluglehorn*, it will be written and directed by Mr. Hiken. Pilot production for the series, is scheduled to begin Nov. 15, giving rise to speculation that it might be under consideration as a mid-season replacement.

Pittsburgh co-op ETV show

Pittsburgh's educational and three commercial television stations have announced plans to cooperate with the city's school board in creating a series of monthly half-hour specials on the public school system.

The programs will be produced by WHC(TV), WTAE(TV), KDKA-TV and WQED(TV). Each commercial outlet will run the shows in prime time, with WQED, the educational station, repeating them twice.

Ever hear of a radio station with 80% of its nighttime programs sponsored?



From 7 PM to midnight Monday through Saturday and on Sunday from 1 PM to midnight, 80% of WQXR programs are sponsored by some of the most distinguished and experienced advertisers in the country.

Here they are:

Elizabeth Arden
General Telephone & Electronics
Italian State Tourist Office
Panagra Airlines
The Antiquary Scotch
Guerlain Perfumes
Trans World Airlines
RCA Victor
Association of German Broadcasters
Schenley Industries
Columbia Records
Dennis & Huppert
Baldwin Piano
London Records
F. R. Tripler & Co.
Cadillac
Steinway Piano

Blue Cross and Blue Shield

E. J. Korvette

Smith, Barney & Co.

Dime Savings Bank of Brooklyn

Savings Banks Assn. of New York State

Dictaphone Corporation

Chemical Bank New York Trust Co.

Northwest Orient Airlines

Empire Lincoln Mercury

Bowery Savings Bank

Volvo

Where else could you find better evidence of the selling power of WQXR?

WQXR's programming, as you might expect, appeals to quality adults... people who appreciate the best things in life as well as the best in radio programs... and people who respond to advertising messages they hear on WQXR.

We still have some time for you.

Give us a call. LA 4-1100.

WQXR / 1560AM 96.3FM, radio station of The New York Times,

Fall meet's subject: government

Salt Lake City NAB session gives Section 315

and FCC's fairness doctrine a workover;

CATV and pay television debated by broadcasters

Government relations were the number one topic at the National Association of Broadcasters' first regional conference, held last week in Salt Lake City.

And at the top of the government list was the FCC's fairness doctrine, stressed by Rex G. Howell, KREX Grand Junction, Colo., NAB radio board chairman, and by Douglas A. Anello, NAB general counsel.

■ Mr. Howell called the fairness doctrine "censorship." He charged that the commission's policy is being used to discourage broadcasters from carrying programs involving controversial subjects.

■ Mr. Anello's advice, responding to questions, was: Be fair, but don't give it away. Where issues are raised in a sponsored broadcast, Mr. Anello warned, don't offer free time if you have already carried a program in which the other side of the subject has been aired.

The fairness doctrine was the prime topic in a panel discussion by NAB staff executives directed primarily at government and public relations.

Other sessions of the day-and-a-half meeting Oct. 12 and 13, which drew 175 registrants, were a TV session

whose highlight was a panel discussion on community antenna TV and pay TV, and a radio session keyed to operating for increased profits.

Can't Stop ■ Delivering the keynote speech, Mr. Howell noted that both the FCC and the Congress have moved to free broadcasting from censorship, but both have withdrawn the purpose of the grants by adding inhibitions.

If the commission had just stated that broadcasting serves best when it is open to free discussion of all sides, that would have been fine, Mr. Howell said. But the FCC had to spoil it by adding words. "The FCC seems to have a proclivity for saying too much and nullifying an otherwise clear-cut statement by adding confusing verbiage of dubious propriety," Mr. Howell said.

Even Congress seems to suffer from this fault, Mr. Howell said. He referred to the 1959 revisions of Section 315 and the exemption of bona fide news programs. But Congress, he said, added a statement to that provision of the Communications Act declaring that broadcasters have an obligation to provide reasonable opportunity for the discussion of controversial issues.

What has happened, Mr. Howell stated, is that a large number of stations

are dropping programs with controversy. "The commission's own doctrine on fairness," he said, "is being used to discourage broadcasters from expressing anything but innocuous palliatives in lieu of forthright expressions of opinion."

He was referring, he said, to the attacks by the Democratic National Committee, the American Civil Liberties Union and the Rural Electrification Administration on so-called right-wing programs. The attacks, he complained, take the form of asking for equal time under the fairness doctrine, but in reality they are designed to eliminate the programs from the air.

Mr. Howell is a Republican state senator in the Colorado legislature.

Alluding to the FCC's ruling that presidential news conferences must be considered as coming under the provisions of Section 315 (BROADCASTING, Oct. 5), Mr. Howell argued that there is "a clear and present danger" of the "probability of abridgement [of freedom] through misconstrued interpretations of the law." The problem, he said, "lies in a government fiat that requires us to do something by formula."

The FCC, he said, "should continue to encourage the voicing of controversy on the air, but it should recognize the basic inconsistency in a policy which at the same time insists that the execution of fairness will be closely supervised."

"Instead of nationwide efforts to remove controversial programs, we should all be more concerned with making sure we are keeping the airwaves open to the widest possible latitude of discussion. The worst conspiracy is the one of silence."

How-To Questions ■ Fielding inquiries on specific problems involving the fairness doctrine, Mr. Anello emphasized time and again that there is no requirement that a broadcaster has to offer free time to present the other side of a controversy initiated during a sponsored program.

"Don't give free time if you can help it," Mr. Anello warned. "Once begun, you'll never get rid of it."

The broadcaster, Mr. Anello noted,



A nuts and bolts discussion of how radio station costs can be controlled was delivered by this trio at the radio session at NAB's meeting in Salt Lake

City last week. Shown are (l to r): Glenn Shaw, KOVO Provo, Utah; Al Ross, KGEK Sterling, Colo., and C. O. Kendrick, KENN Farmington, N. M.



Jack Hawkins, KVFC Cortez, Colo. (r), talks to fellow broadcasters James M. Davison, KIDO Boise, Idaho (l) and Robert R. Michael, KCUB Tucson, Ariz. (c), at the Salt Lake City meeting of the NAB last week.



Swapping experiences at the NAB meeting were these Utah broadcasters (l to r): Dan Rainger and Douglas J. Elleson, KCPX-AM-FM-TV Salt Lake City, Reed Bullen, KVNU Logan and Ashley L. Robinson, KOVO Provo.

has wide latitude in meeting the commission's requirements that he present both sides of disputed issues. He can, Mr. Anello observed, refer to network programs which carry other sides of an issue in dispute, or to other programs that have appeared on his station in which a fair presentation has been made. It is not necessary, he emphasized, that pro and con speakers be paired on a particular issue.

CATV and Pay TV • One of the liveliest sessions at the meeting was the one on CATV and pay TV. Its outline was set by two protagonists: Norman Boggs, Golden West Broadcasters chief CATV and pay TV executive, on the one side, and Joseph S. Sample, KOOK-TV Billings, Mont.

Mr. Boggs, who oversees Golden West's CATV system in Santa Barbara, Calif., as well as a microwave relay

system between San Francisco and Los Angeles, put his prophecy of pay TV ("it's inevitable . . . some place down the line") on a cold economic basis.

At any given moment in prime evening hours, he said, half of the nation's 50 million TV sets are dark. This means there isn't anything on the air at that time attractive to those families. If someone were to provide special programs which might interest 1 million of the 25 million sets now dark, and charge a fee, this could mean over \$1 million a week. This makes a market for pay TV, he asserted.

Equipment and engineering for pay TV is available, Mr. Boggs said. Much of it is prototype, he acknowledged, but once manufacturers have their orders, production will result.

Pay TV, he ventured, may be not only for entertainment and information.

Technically it can and may be used for selling merchandise through a feedback arrangement by which a viewer can order goods, he noted.

Mr. Sample, expressing the opinion that CATV and pay TV are one and the same ("the public pays for both"), foresaw pay TV carrying "bread and butter" programs that are now on free TV. Pay TV will not only "cannibalize" free TV, he warned, it will also carry commercials.

Protesting the freedom from regulation of CATV systems, Mr. Sample charged that cable companies have grown into "monsters" with which local TV stations cannot compete. CATV skims the cream of the audience by bringing in distant big city TV stations and leaves service to less populated areas to broadcast TV, he said.

Calling for action, Mr. Sample asked



George C. Hatch, KALL and KUTV(TV) Salt Lake City (l), and Homer E. Peterson, general manager, KALL, are shown at the NAB meeting last week.



Five panelists kicked CATV and pay TV around at the NAB conference. They were (l to r): Douglas A. Anello, NAB; William C. Grove, KFBC-TV Cheyenne,

Wyo.; Joseph S. Sample, KOOK-TV Billings, Mont.; Don Tannehill, KWYO Sheridan, Wyo., and Norman Boggs, Golden West CATV executive.

ABC and CBS are going to be next-door neighbors

ABC and CBS offices will occupy buildings nearly side by side along New York's Avenue of the Americas (or Sixth Avenue as the natives call it) next summer. It was confirmed last week by American Broadcasting-Paramount Theaters that ABC expects to occupy a new 40-story office building at 1330 Avenue of the Americas by June 1965 (AT DEADLINE, Oct. 12). The skyscraper building now being erected, is on the east block between 53d and 54th streets. The new 38-story CBS building is located on the same side of the avenue between 52d and 53d streets.

ABC is not buying the building outright, according to an announcement by Leonard H. Goldenson, president of American Broadcasting-Paramount Theaters, but will acquire a long-term lease. It is believed ABC may decide to lease some of the building to others in addition to the ground floor which will house the midtown office of the Central Savings Bank. Currently under study is the possible installation of a new studio for both radio and TV that would

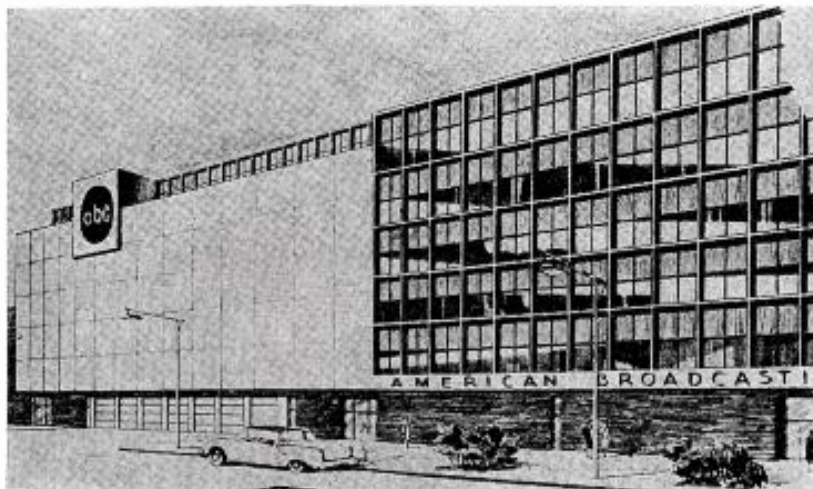
face the avenue—called "Broadcast Boulevard" by some ABC officials.

Two blocks south of CBS is the Rockefeller Center complex of which the tallest building is the RCA skyscraper. NBC's offices and several studios are located in the RCA building (30 Rockefeller Plaza). ABC will retain its present complex of buildings bounded by Central Park West, Columbus Avenue, 66th Street and 67th Street. Renovations will create an operations center for ABC-TV and radio broadcast facilities, a feature of which will be a modern new studio facility for color TV origination (see picture below).

CBS's building is not yet ready for occupancy. CBS departments will begin moving into their new home in late fall and early winter.

The ABC steel skyscraper (see picture at right) will have an exterior facade of bronze anodized aluminum and tinted glass, and will provide approximately 350,000 square feet of office space above ground and 60,000 square feet of underground garage space. ABC leased the building from

the First National Realty and Construction Corp. and the Central Sixth Co., whose agents in the transaction were Cross and Brown Co. Design of the building was by the architectural firms of Emery Roth and Sons and Horace Ginsberg and Associates. The building, Mr. Goldenson said, will place administrative offices of AB-PT divisions and ABC under one roof.



that CATV's be licensed by the FCC and required to carry local stations on the cable. He also advocated that local stations be permitted to have their own translators and boosters.

Join 'Em ■ Broadcasters should own their own CATV systems, Don Tannehill, Kwyo Sheridan, Wyo., and owner of a CATV system there, said. "CATV and pay TV won't destroy free TV," he said, referring to the situation in Casper, Wyo., where 50% of the audience of Ktwo-TV in that city is on the cable. This is beneficial to that station, Mr. Tannehill claimed.

William C. Grove, KFBC-TV Chey-

enne, Wyo., and a member of the NAB's Future of Television in America Committee, warned that in some localities the impact of CATV on local TV stations has been "disastrous" due to the "fragmentation" of the audience.

And pay TV, if successful, Mr. Grove said, could buy out all regular TV programs which means, he added, that pay TV would be carrying the same programs now on free TV.

Mr. Anello complained that there is no pattern to CATV expansion and no logic to the FCC's policy on CATV. "One of the things that is bothering me," he stated, "is that no one is an-

swering the basic question: Which broadcast system, wireless or wire, is best for the country?"

In other sessions:

■ FCC Commissioner Robert T. Bartley urged compliance with the NAB codes. The decision to publicize the names of stations which are members of the codes, and those which resign from membership "is one of the most mature steps taken by the industry" in many years, Mr. Bartley said.

The FCC commissioner also said that he is not convinced the FCC has the legal authority to do anything about forcing CATV systems to protect local

Aunt Eve has found a new friend. Mr. Atom.

Mr. Atomic Electric Power, to be formal about it. And he's one of the most promising fellows to come on the energy scene since Aunt Eve was a girl in pigtails. For the atom is the newest of the fuels used for producing electricity.

Already, in areas where it's economical, Mr. Atom is helping Aunt Eve—and a lot of other ladies—do their housework, cook their meals, enjoy the pleasures of electric living. And surely he'll be doing more and more of the hard and heavy work as time goes on, and atomic fuel becomes more economical to use in more sections of the country.

America's investor-owned electric light and power companies are now working on 25 projects which will help atomic electric power do its stuff. It's a \$1,000,000,000 program!

And this billion-dollar program is just one part of the investor-owned companies' constant search for new and better ways to go on bringing people the benefits of electric life, for work, for play, for whatever good things there are to do.

Investor-Owned Electric Light and Power Companies*

People you can depend on to power America's progress

*Names of sponsoring companies available through this magazine



TV stations. This may be a question for Congress to decide, he stated.

■ Howard H. Bell, NAB code director, called for more stations to publicize the fact that they are code members. He also questioned whether the code boards would relinquish the ban on advertising hard liquor.

■ Paul Comstock, NAB government relations vice president, said that the climate in Washington is better this year than for some years in the past. Mr. Comstock urged more affirmative moves to seek congressional support for longer license periods, repeal of Section 315 and removal of the FCC's claimed authority to control programs (CLOSED CIRCUIT, Oct. 12).

■ George W. Bartlett, NAB manager of engineering, announced that the NAB will seek relaxation of FCC regulations requiring a first class operator at radio stations using directional antennas (this already has been obtained for nondirectional radio stations), and a petition is being prepared to permit remote control of TV stations (this already is permissible for radio stations).

■ Charles M. Stone, NAB radio code manager, told how code stations can "sell" their membership. Subscribing to

the code, Mr. Stone said, means that a "sense of integrity" can be passed on to advertisers; they "can rest assured that in no event, even during top listening and selling hours, will you allow over 30% of any hour to be used for commercial advertising purposes. . . . This is something you can sell."

■ John M. Couric, NAB public relations vice president, called for the public to accept its responsibility by understanding that the threat of censorship against broadcasters is a threat against freedom of expression.

The NAB's fall conference schedule resumed last Thursday and Friday (Oct. 15-16) in Los Angeles.

315—No ■ In Los Angeles, Mr. Howell on Thursday called for the repeal of Section 315 because it was interfering with free discussion. "The First Amendment," he said, "should not be limited to owners of printing presses." He made his remarks at a news conference.

FCC Commissioner Rosel H. Hyde, who was scheduled to deliver his address on Friday, also at the news conference noted that the political candidates section went all the way back to the 1927 Radio Act. He expressed his

doubts, however, that Section 315 today promotes free discussion. He said that perhaps it was time to "re-examine" the provision.

Opening the Los Angeles conference, Loyd C. Sigmon, Golden West Broadcasters and radio board member for the 16th District, urged broadcasters to support NAB and the codes. Broadcasters, he said, should get to know their congressmen and senators and continually present the case for free broadcasting without restrictive government regimentation.

Mr. Anello, responding to a question from the floor, announced he was planning to petition the FCC to remove the requirement that stations advertise renewal and major-change applications in newspapers as well as on the air.

"This doesn't make any sense," he said, "broadcasting the announcement on your own facilities should be enough to alert the populace and to let anyone who wants to comment to the commission." Earlier this month it was learned the Federal Communications Bar Association is also planning to get the print advertising requirement removed (CLOSED CIRCUIT, Oct. 5).

Liquor Ban ■ Mr. Bell was asked why liquor drinking was permitted in programs but banned in advertising. Programing, Mr. Bell replied, "is a never-never land" and if the code attempted to reduce drinking scenes, creative people would complain that the code was attempting to impose its judgment over theirs.

At a radio panel on controlling costs, one broadcaster electrified the audience by announcing that his success was due to higher salaries for his employees.

Hugh Turner, KTIM San Rafael, Calif., said that his salary program had reduced turnover to the point that most of his employees had been with him from eight to ten years and thus performed their jobs more efficiently.

Other members of the panel stressed strict adherence to an annual budget (Clayton H. Brace, KOGO San Diego), and strong controls over such "hidden" expenses as entertainment, expense accounts, mileage, telephones (Joe Drilling, Crowell-Collier Broadcasting Co.).

This week's conference dates start today and tomorrow (Oct. 19-20) in Oklahoma City and Thursday-Friday (Oct. 22-23) in Des Moines.

BMI charges unauthorized performances by Beatles

Good Guys Inc. has been named a defendant in a suit brought by Broadcast Music Inc. charging that BMI copyrighted songs were used by the Beatles without authorization during an appearance at the Cincinnati Gardens

Past is prologue to actions of present

FCC Commissioner Robert T. Bartley has been notorious as the dissenting commissioner in FCC cases involving the transfer of ownership of stations where multiple ownership, newspaper ownership or large entities



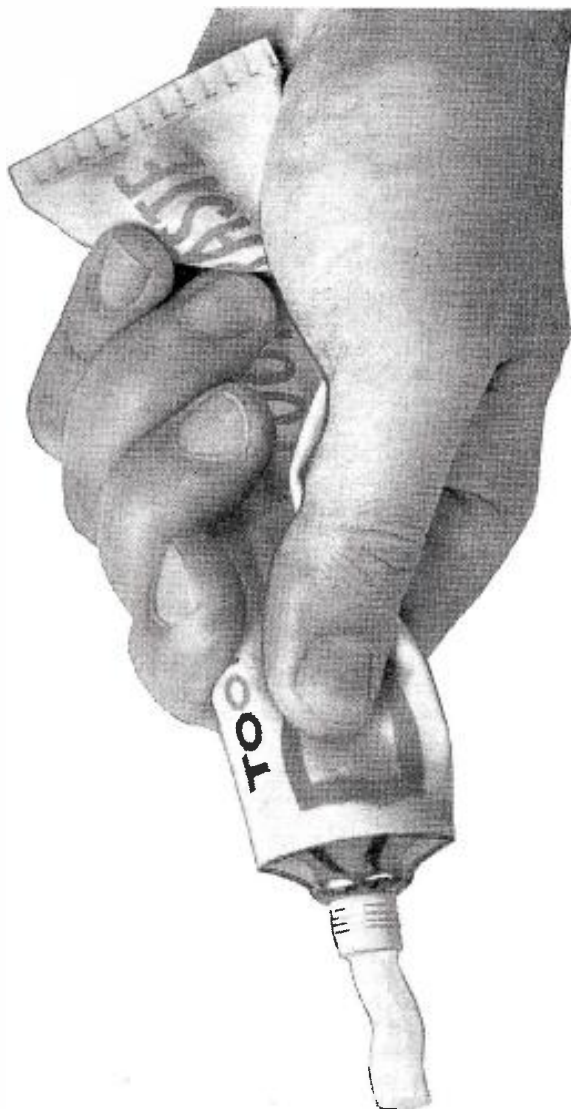
are involved. Last week, for the first time, he acknowledged that his philosophy in this field is tempered by his experiences in the 1930's when he was chief investigator for the House Commerce Committee in its investigation of public utilities.

Mr. Bartley made his remarks in Salt Lake City at the first regional conference of the National Association of Broadcasters (see page 54). He was answering a question on why he often dissents in transfer cases.

Back in the '30's, he said, half-a-dozen companies had a "stranglehold" on public power. That was economic concentration, he emphasized, and it was almost an impossible task to correct this imbalance.

"How much more serious and dangerous is this kind of concentration in radio and television which have so powerful an impact on the minds of men," he observed. The heavier the concentration in radio-TV, he said, the more difficult it will be to curb such abuses later. "So," he stated, "I don't want to let that concentration start."

And, he warned, such concentration in radio-TV makes it more possible that a government "power" can more easily sway a small group to comply with its wishes.



HOW TO SQUEEZE THE MOST OUT OF A DETROIT MINUTE

The WWJ Stations occupy a position of **solidity** in the Detroit community. For many reasons: Special emphasis on local affairs and news. A knowledgeable approach to total programming. A sincere devotion to community service. An affiliation with NBC dating back 38 years. And home ownership by The Detroit News.

Because of this **solidity**, both WWJ and WWJ-TV provide advertisers with a more receptive atmosphere for their sales messages. Consistent results through the years have proved that the way to squeeze the most out of a Detroit minute is to spend it on the WWJ Stations. Whether you sell toothpaste or tires.

WWJ and WWJ-TV

Owned and Operated by The Detroit News • Affiliated with NBC • National Representatives: Peters, Griffin, Woodward, Inc.

THE NEWS STATIONS

Inc., Cincinnati, on Aug. 27. Cincinnati Gardens was named a defendant along with Good Guys Inc., which presented the Beatles in that appearance.

According to Steve Kirk, a disk jockey at WSAI Cincinnati, Good Guys Inc. is a corporation formed by five disk jockeys at WSAI to promote shows in Cincinnati by recording artists. Mr. Kirk said that the founders of the corporation were himself, Bob Harper, Dusty Rhodes, Mark Edwards, and Paul Purtan. He said that the Cincinnati Gardens is an indoor arena used for shows and basketball games.

BMI, which earlier this year announced that it would charge a 1% fee for the use of its music in personal appearances, said it had not been paid for the Beatles' Cincinnati appearance although they used 15 songs copyrighted by BMI. The suit asked statutory damages, attorney's fees and court costs. Under copyright law the minimum fine in such cases, upon conviction, is \$250 per infringement.

The suit was filed in Cincinnati in the U. S. District Court for the Southern District of Ohio.

Should NAB leader have two-year term?

Rex G. Howell, KREX-AM-FM-TV Grand Junction, Colo., chairman of the radio board and a member of the presidential selection committee of the National Association of Broadcasters, has revived an old idea: rotate the presidency of the NAB among industry leaders on a two-year basis.

Mr. Howell made these suggestions twice during the NAB regional conference in Salt Lake City last week; once in response to a plea from the floor that a "practical" broadcaster be appointed to the post, and again at a news conference.

Volunteering that there is a lack of qualified candidates for the presidency, Mr. Howell suggested that the solution may be the appointment of a temporary president from among NAB members for a term running two years.

A check with other members of the selection committee indicates that the idea is considered a fall-back position if the committee fails to find a qualified candidate to be a permanent, paid president.

Mr. Howell also told broadcasters at the inter-mountain meeting that a number of competent broadcasters already have been approached for the job and that all have asked not to be considered. Although 40 to 50 names have been suggested to the committee by NAB

members, in response to a request for the names of candidates sent to the NAB membership earlier this month (BROADCASTING, Oct. 12), most of them already were on the list, Mr. Howell said.

Try Again ■ In discussing the idea that the NAB presidency might be rotated among industry members, Mr. Howell expressed the hope that some of the broadcasters already contacted about the job might reconsider if they were assured the job was only for two years and did not require them to divest themselves of their broadcast holdings.

"Their companies," Mr. Howell observed, "might give them a two-year leave of absence to be president of NAB just like they do in the National Association of Manufacturers."

At another point, Mr. Howell stressed that the belief the president of NAB must divest himself of any financial interest in broadcast properties is fallacious. "There is nothing in the NAB by-laws that requires divestiture," he added.

He also remarked that he didn't think an NAB president would be chosen until after the first of the year.

Fellow committeemen on the selection committee expressed surprise at Mr. Howell's emphasis. They stated that as far as they knew the committee was still seeking a permanent president, although they acknowledged that the idea of a rotating president among industry leaders was a possibility failing a choice of a permanent president.

"At the present time," one of them said last week, "we're still looking for a paid, permanent president."

KODA employes killed in helicopter crash

The aerial traffic reporter and pilot of KODA-AM-FM Houston's helicopter were killed last Wednesday (Oct. 14), when the craft crashed while on its regular morning run.

Ted Carr, 39, the reporter, and William L. Holmes Jr., 28, the pilot, had made their normal report at 7:50 a.m. They failed to answer the station's call for an 8 a.m. feed. Witnesses said the helicopter exploded and fell in flames.

Mr. Carr had been the "KODA-bird reporter" since the station initiated the service Sept. 1, 1963. Mr. Holmes had accumulated more than 1,000 hours of flight time as a helicopter pilot in the U. S. Army before joining KODA in August.

Paul Taft, president of the station, said the helicopter had been maintained according to factory specifications. The Civil Aeronautics Board is investigating the crash.

FM loses license for failure to reply

Tardiness of licensees in responding to FCC correspondence has been one of the most frustrating aspects of the commission's effort to deal with its backlog problem. Last week, the commission indicated its patience in this matter can run out by dismissing the renewal application of WFHA-FM Red Bank, N. J., and ordering it off the air by midnight Nov. 13.

Commission officials could not recall another occasion when a station was given the death sentence for failure to reply to commission correspondence.

The application of WFHA-FM has been pending since June 1, 1963, as a result of questions concerning double billing and technical violations. And the commission wrote the station, requesting information on these matters, in December 1963.

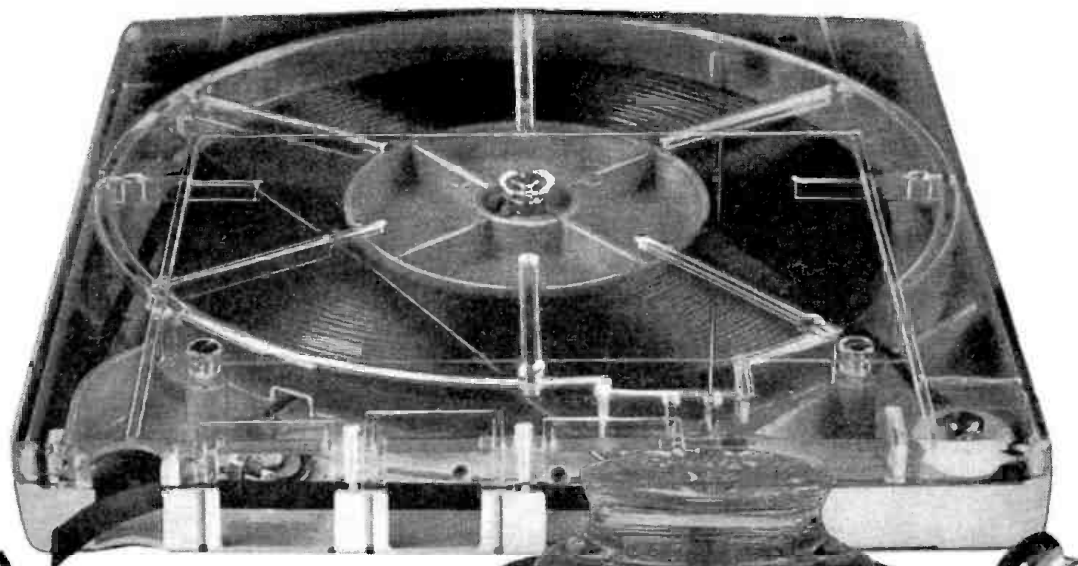
When no reply was received, the commission wired the station on Feb. 18. Still no response. On May 19, the commission sent Frank J. Accorsi, the station's owner, a certified letter, warning him that failure to respond in 20 days would result in dismissal of the renewal application. Commission officials, in addition, had telephoned.

Letter Written ■ Mr. Accorsi, contacted Thursday, a day after the commission's action, told BROADCASTING he had written the FCC "a day or two ago" in response to its inquiries. He also said he "might" go to Washington to confer with FCC officials this week.

Mr. Accorsi said he hadn't written sooner because he had been awaiting the results of an investigation by his lawyer into the double-billing matter. Mr. Accorsi said he had not engaged in the practice but wanted his attorney to determine what gave rise to the questions. Mr. Accorsi said the investigation, which found "no evidence" of the practice by anyone at the station, was completed "a month ago." He said he had told commission officials who telephoned him two weeks ago that a reply, which would incorporate the results of the investigation, was in preparation.

Commission staffers have often cited failure by licensees to respond promptly to commission queries as one reason for the delays in processing applications. However, the failure of a licensee to respond after being warned that his application was in danger of being dismissed, one staffer said, is rare.

Presumably, Mr. Accorsi could still hang onto his four-year-old station, at least until the commission satisfies itself about the double-billing and other matters. In the four weeks remaining before he is to go off the air, he could file a petition for reconsideration.



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Street _____

City _____ State _____ Zip _____

Loevinger swings at backlog problem

FCC Commissioner Lee Loevinger last week maintained that his fellow commissioners could be more realistic in their exertions for a more simplified reporting form.

Speaking at the Illinois Broadcasting Association meeting in Chicago (see page 38), he noted the backlog problem at the FCC and suggested that if the commission ever got all the answers sought in the lengthy program forms now planned, "We wouldn't have the staff to handle it." He added, "We've got more information than we know what to do with now."

Mr. Loevinger also reiterated his view that the FCC doesn't have any business in programing, not because broadcasters are doing so wonderful a job, but because the FCC "is likely to do a much worse job."

Mr. Loevinger said he does not expect "to control the actions of others by lifting an eyebrow, waving a wand, mumbling hocus-pocus, putting on a hex or giving them the evil eye." He disagreed with the feeling of some com-

missioners that they have or should have "the ability to influence broadcast programing by subtle indications of personal disapproval. This has been called the lifted-eyebrow technique. To me this seems both improper and ineffective. I would say that the lifted eyebrow frames the evil eye."

Jesting that he has psycho-analyzed broadcasters' masochistic behavior, Commissioner Loevinger said, "it seems to me that the FCC has become some sort of a Freudian symbol to broadcasters. They spend so much time bawling about the situation. On the one hand they are scared of the fearsome bogeyman (the FCC) and on the other hand they yearn for the comfort of a favorite fuzzy blanket. . . . To a broadcaster, happiness is a warm blanket of fuzzy ratings."

"Broadcasters keep asking the bogeyman (FCC commissioners) to come and tell them scary stories of what happens to the naughty broadcaster. They keep paying tribute to the soothsayers for issuing new and fuzzier blankets. Then they meet together and bawl about the terrible fix they're in."

Commissioner Loevinger used the IBA platform to continue his attack upon the FCC's work backlog problem (BROADCASTING, Oct. 12). He said he

was glad to report progress is being made even though the commission has 10 times as many filings as all of the six other major federal regulatory agencies combined and the same ratio applies between the FCC and all of the federal courts combined.

Mr. Loevinger did not feel that proposals such as the splitting of the FCC into different divisions would help paper-handling efficiency at all. What needs to be done is public and congressional pressure, he said, noting that the major backlog drag is in the broadcast field.

It would be impossible for the commissioners to see every application that is filed, Mr. Loevinger explained, hence there "must be broad delegation to the staff. This is not only proper, it is indispensable."

IBA elected Ralph Beaudin, WLS Chicago, as president for 1964-65. He succeeds Joe Baisch, WREX(TV) Rockford (see FATES & FORTUNES, page 78).

Changing hands

ANNOUNCED ■ *The following sales of station interests were reported last week subject to FCC approval (For commission activities, see FOR THE RECORD, page 82).*

■ WOKZ-AM-FM Alton, Ill.—Sold by Edward N. Palen, Eileen C. Palen and H. T. Bunyan to Morell Broadcasting Corp. for \$210,000. Morell Broadcasting is owned by A. R. Ellman, Chicago accountant. A. C. Morici, California businessman, and Frank M. Levy, president of commercial printing firm in Chicago. Messrs. Morici and Ellman previously have had ownership in various radio outlets. Wokz is a 1 kw daytimer on 1570 kc and WOKZ-FM is on 100.3 mc with 3.2 kw. Broker: Hamilton-Landis & Associates.

■ WIKB Iron River, Mich.—Sold by Edward Phelps Sr. and associates to Eugene A. Halker for \$70,000. Mr. Halker also has interests in WATW Ashland and WXMT Merrill, both Wisconsin. WIKB is on 1230 kc with 1 kw day and 250 w night. Broker: Hamilton-Landis & Associates.

WKBD sets new target date; all-sports format

Final green light for construction of Kaiser Broadcasting Corp.'s new UHF WKBD(TV) Detroit flashed last week as the city council at Southfield, Mich., approved the station's tower site rezoning petition. The revised on-air target date: January 1965.

WKBD (ch. 50) plans to erect a 1,000-

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fulltime station. Top market, good frequency,

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foot Stainless Inc. tower, a candelabra unit that may eventually hold the antennas of three other UHF stations. WKBD plans an all-sports format.

The new Kaiser station estimates 320,000 Detroit area homes will be able to tune UHF in January with this increasing to 535,000 sets within a year through the sale of all-channel sets alone and not counting UHF conversion of existing VHF sets. WKBD will have an effective radiated power of 500 kw.

The basic open-hour rate will be \$800 but the station plans to use a "sports barometer" rate card using a unit principle to weigh the rates according to the drawing power of the particular sports program. National representative is Adam Young Inc., New York.

WKBD's general manager is John Serrao, who formerly managed Kaiser's KHVH-AM-TV Honolulu, sold just recently for \$4 million to Pacific Broadcasting Co. (BROADCASTING, Oct. 12). Kaiser also has grants for new UHF stations in San Francisco, Los Angeles and Burlington, N. J.-Philadelphia and is a contestant for channel 38 in Chicago. Kaiser also operates KFOG(FM) San Francisco.

How to save on music-license fees

A comprehensive music license guideline will receive prime attention at the fourth annual fall conference of the Institute of Broadcasting Financial Management Inc. in Detroit Oct. 21-23.

The guideline, prepared by a committee led by Richard C. Percival, KRNT-AM-TV Des Moines, Iowa, attempts to save radio and television stations money by explaining the intricacies of music license contracts and how station payments can be pared. Also on the IBFM agenda: depreciation, management reporting, network reporting, insurance, local radio co-op billing, automation and data processing, film amortization and record retention. Some 200 members and guests are expected to attend.

The music license guideline stresses the point that many stations are likely to be paying more than necessary because of an unfamiliarity with deductions allowed by their contracts. IBFM says that the ordinary TV outlet, for example, can make its biggest license saving through "the deduction for film expense of participating programs." The printed guideline has separate sections for radio and TV, with sample payment forms for each.

Five new IBFM directors will be elected at the meeting, and the board will also select new officers for the institute.

FCC backs examiner on Saratoga Springs

The FCC last week began wrapping up a situation involving two Saratoga Springs, N. Y., stations that have gone off the air. It denied the applications for renewal and for new facilities for WSPN and dismissed the application of Radio Station WRSA Inc. to move its facilities to Troy, N. Y.

The action followed the recommendation of Hearing Examiner Herbert Sharfman in an initial decision last year (BROADCASTING, Aug. 12, 1963).

Mr. Sharfman had also recommended revocation of the construction permit held by Martin Karig for WIZR Johnstown, N. Y. The cases were related because of Mr. Karig's interests in the two Saratoga Springs stations.

The examiner held that Mr. Karig, who owned 50% of WRSA lacked the character qualifications to be a licensee because he allegedly misrepresented and concealed facts from the commission. WSPN was said to have abdicated management responsibility to Mr. Karig.

But the part of the case involving the revocation of Mr. Karig's CP was

determined as moot. The FCC last month, departing from past policy, permitted Mr. Karig to sell the station because of his "extreme physical disability"—he has a congenital fused spine (BROADCASTING, Sept. 28). The commission normally will not authorize a sale until questions of a seller's character qualifications have been satisfactorily resolved.

WRSA went off the air in 1962, and WSPN went silent last February, temporarily leaving Saratoga Springs with no local radio service. Last March the FCC granted Community Radio (WKAJ) special temporary authority to operate on WSPN's facilities, 900 kc, 250 w daytime only.

The commission dismissed WRSA's application for failure to prosecute. It said it was denying WSPN's applications on the basis of the reasoning in the examiner's decision. It also denied WSPN's request for oral argument.

Review board unchanged on Blue Ridge decision

The FCC's review board has reaffirmed its decision denying what it ruled to be a strike application of Blue Ridge Mountain Broadcasting Co. for an AM

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(Information on these and other stations will be available from our representatives attending the NAB Fall Conferences in Oklahoma City and Des Moines this week.)

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station on 1500 kc in Ellijay, Ga.

The commission two weeks ago, acting on appeal, remanded the case to the review board to clarify and re-evaluate questions in connection with the failure of Blue Ridge principal J. T. Acree to testify at the hearing, and the failure of Mr. Acree's son, James M., to produce a draft of a tentative program schedule he purportedly had made (BROADCASTING, Oct. 5).

The board's action last Tuesday (Oct. 13) concluded that the application should be denied on two grounds. First, the evidence establishes that Gordon County Broadcasting Co., licensee of WCGA Calhoun, Ga., a nearby community, participated in the planning, preparation and filing of the Blue Ridge application; that the application was not filed in good faith, and that it was filed solely or in part to prevent or delay the grant of a construction permit to Reliable Broadcasting Co., at Calhoun.

And secondly, it found that the applicant had failed to make the necessary showing under the strike issue to permit the board to resolve that issue in the applicant's favor.

Supreme Court turns down two appeals

The U. S. Supreme Court last week refused to review two broadcast cases. It denied petitions for certiorari filed by WDKD Kingstree, S. C. and by Mt. Holly-Burlington Broadcasting Co. (WJZZ).

WJZZ had asked the Supreme Court to reverse a circuit court ruling last March remanding the case to the FCC to determine, among other things, what arrangements John J. Farina, principal owner of the station, had made with his family regarding finances, the details of his financial arrangements for future operations and organizational expenses and surveys of community needs. WJZZ claimed the lower court decision "improperly extended the scope of the review by the appellate court of a final decision and order of an administrative agency."

The case was originally brought before the appeals court by Burlington Broadcasting Co., one of the unsuccessful

applicants for the 5 kw daytimer (on 1460 kc) in Mt. Holly.

The denial was made, as usual, without explanation and leaves the circuit court's decision standing.

The court did, however, accept for review a case involving a labor union and WSIM Pritchard, Ala. When the present owners of WSIM bought the station in 1962, Local 1264, IBEW, attempted to force it to hire one of its members. When the station refused, the union picketed the station, wrote to advertisers and the public in an attempt to foster a boycott. The station secured from the state courts an injunction against this activity.

The union claims the injunction is invalid because the dispute belongs in the federal courts under federal labor law.

Down South ■ In Kingstree, nine businessmen have incorporated with the intention of taking over WDKD. Their incorporation was announced Oct. 13, one day after the Supreme Court refused to hear an appeal by E. G. Robinson Jr., present owner of WDKD, to overturn the FCC's refusal to renew its license. A court of appeals previously backed the commission (BROADCASTING, March 23).

The Supreme Court, as usual, refused the plea without comment. The FCC had acted against the station because of purported vulgar and suggestive broadcasts by disc jockey Charlie Walker and because of alleged misrepresentations by Mr. Robinson to the commission regarding his knowledge of the broadcasts. The case became a cause celebre on the freedom of speech issue, but the FCC and the court sidestepped such complaints, contending the misrepresentations were sufficient reason to take the station away from Mr. Robinson.

Santee Broadcasting Inc., the new group that wants to take over WDKD, is headed by Basil Ward, manager of Santee Electric Cooperative, claimed to be the largest electric cooperative in South Carolina. The nine men have equal ownership in the firm.

Santee Broadcasting plans to buy WDKD's physical plant for about \$100,000 and take control, "as a more-or-less community project," without the station having to go off the air. The group plans to file with the FCC shortly. WDKD is a 5 kw daytimer on 1310 kc.

In other cases, the Supreme Court:

■ Denied a petition by a group of songwriters asking for review of a lower court ruling which upheld the right of *Mad* magazine to parody copyrighted songs.

■ Declined to review an appeal from a circuit court decision holding that *Look* magazine is not immune to a libel suit by Orlando Cepeda of the San Francisco Giants for an article in *Look* which said that Cepeda was "in the manager's doghouse."

Rollins finances CATV system

Firm discloses agreement to back construction

of proposed \$9.5 million system in Connecticut

Rollins Broadcasting Co., Wilmington, Del., has agreed to "guarantee" construction of a \$9.5 million community antenna television system in Connecticut. According to an agreement signed by Rollins and Community Antenna Television Systems Inc., of New Haven, Rollins would guarantee construction of the CATV system in return for receiving 50% of the New Haven corporation's stock—worth \$13,500—at a purchase price of \$10. Rollins is a diversified company with broadcast holdings.

The agreement was disclosed at hearings before the Connecticut Public Utilities Commission, which was dealing with 24 applications to operate CATV systems in the state.

The financial arrangement gives Rollins an option to purchase an additional 30% of the stock in Community Television Systems. Rollins has also agreed to cover losses during the first two years of the CATV operation. Prospective losses are estimated at \$2 million for two years.

Community Television Systems proposes to serve the New Haven, Williamantic, Middletown, New London and Ansonia areas of the state.

Million-Dollar Services ■ Henry B.

Tippie, Rollins vice president who testified before the commission, said that the agreement provides for Community Television System's president, William R. Schlank, his son Melvyn and his wife, Helen, to receive \$1 million over a 10-year period for "management services." Mr. Schlank, president of the Connecticut CATV Association, is constructing CATV facilities at Daytona Beach, Fla., and in neighboring communities.

The PUC session also considered a Devon Television Services Inc. application for a CATV license. Devon Television, owned by Jerrold Electronics Corp. of Philadelphia, has said it would post a \$100,000 performance bond with the PUC as evidence of "good faith."

During the hearings, Eugene S. Loughlin, chairman of the PUC, said that the commission had not received indications of public demand for CATV.

Sources said that a year may elapse before a CATV system is licensed to operate in the state. Only six applicants have completed their initial testimony. Cross-examination of the applicants by the commission will take place after all 20 applicants have testified.

The hearings were scheduled to resume Friday (Oct. 16).



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The first to blend the technologies of telecommunications with those of a computer.

Result: a combined message switching and management information system that can switch, store, transfer and process volumes of messages and data at near-instantaneous speeds. With uncanny accuracy.

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The ITT 7300 ADX system is a successful machine, too. Today there are far more 7300's in action than any other similar machine.

Eastern Air Lines uses the ADX system to handle information between 300 teleprinters comprising its Canadian, United States and Mexican network.

Trans World Airlines' ADX system, cut into service on August 5, handles message switching from all corners of its worldwide network as well as certain administrative

management reports.

Other ITT ADX systems are performing a variety of functions for the State Department in Paris, the Aluminum Company of Canada, NASA's Space Flight Center in Alabama and the U.S. Air Force Global Weather Alarm System.

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On the California pay-TV stump

Anti and pro pay-TV groups purchase radio time in their battle on proposition 15

As election day nears, the proponents and opponents of pay TV in California have stepped up the volume of their advertising and their arguments to swing the vote their way on proposition 15 on the general election ballot. Proposition 15 would make pay TV illegal in California.

The Citizens Committee for Free TV added radio to the newspaper, outdoor and theater advertising previously employed. In Northern California, some 40 radio stations are now broadcasting an average of over 25 announcements a week. The committee's northern and southern divisions have individual fundraising operations and also make their expenditures individually, although us-

ing some of the same advertising material.

Baus & Ross, Los Angeles, is in charge in the south; Graham Kislingbury, San Francisco, handles the northern campaign. Both agencies specialize in political campaign operation.

"Citizens Against Proposition 15" has placed 437 spots on seven Los Angeles radio stations through Irvin L. Edelstein Associates, Los Angeles. The spots are brief messages voiced by Hollywood stars to express their pro pay-TV views.

No STV Ads ■ The only party not yet participating in the use of paid advertising to influence the California voters is the one that will be most directly affected by the outcome of the vote,

Subscription Television Inc.

STV was organized for the sole purpose of operating a closed-circuit program service for paying home subscribers and instituted this service in Los Angeles and San Francisco last summer. This caused the formation of the Citizens Committee for Free TV which conducted the campaign that first put the initiative proposal to outlaw pay TV on the ballot and now is trying to get the voters to approve it.

STV's president, Sylvester L. (Pat) Weaver, said last month, when STV's earlier advertising asking for a "no" vote on 15 had been abruptly halted, that a campaign budget of \$1 million had been approved by the STV board, but that it was being held in reserve for use in the last two weeks of the campaign. That time is almost here, but as of late last week there was no sign of any advertising activity on the part of either STV or its agency, Young & Rubicam, Los Angeles. Nor was any explanation forthcoming from either

Weaver tells IRTS that STV is still solvent

"We are still a solvent operation," Sylvester L. (Pat) Weaver Jr. said last week in behalf of Subscription Television Inc. as he brought his continuing fight for STV's livelihood to New York. Mr. Weaver, STV's president, addressed a newsmaker luncheon of the International Radio & Television Society.

Mr. Weaver once again reiterated his oft-repeated arguments that pay television will not compete in any significant sense with commercial broadcasters for either programming or audience, and he inveighed against theater owners and others who have forced STV into a public relations war for the right to operate a wired pay system in California.

He said STV had been forced into a "sham activity"—its propaganda war with antipay-TV groups. Eventually, he said, "it will be definitely established that we have the right to operate in California regardless of the outcome" of the pay-TV referendum Nov. 3, but he continued, "the theater owners are trying to get us to go broke on the way."

"We've anticipated this tactic," Mr. Weaver said, asserting that STV has been spending its money at a slow enough rate to get past its initial difficulties. In the event of an adverse result in the referendum, he said, "we'll go right to court, but in the meantime we won't sit in California with \$10 million worth of equipment." STV would move to

some other more receptive location, he said. In passing he mentioned the possibility of relocating in Chicago or New York, but did not elaborate.



Mr. Weaver
WML fight, might switch

Mr. Weaver skirted a question of just how much additional financing the company would require to become a profitable operation. A notice of a special meeting mailed to STV shareholders two weeks ago announced a proposal to increase the company's authorized stock from four million to six million shares, but mentioned no immediate plans for the sale of stock (BROADCASTING, Oct. 12). The meeting is scheduled for Nov. 6, three days after the referendum.

More Football ■ Viewers taking the pay service, he declared, might eventually see 40 or 50 professional football games a year rather than just those that would still be available over free television.

He offered this breakdown of program popularity gleaned from STV's operations to date: 45% of acceptances have been for movies, 30% for baseball games and 25% for theater, public affairs and cultural programming.

Mr. Weaver was asked about the chance that Congress may eventually give the FCC the right to control wired pay television operations. The FCC, he answered, would be likely to get involved only in the case of interaction of the two systems, pay TV and free TV. By this he explained he meant a case in which a master antenna carrying free TV signals might have a pay channel superimposed on its lines.

the agency or STV.

Weaver Campaigns ■ The silence was only in the field of paid advertising, as Mr. Weaver was speaking almost daily at meetings of various organizations or over the air. His voice was also raised in protest against the citizens committee newspaper ads stating "This could be the last World Series on free TV." He called this "disgracefully dishonest." The protests were filed with the Better Business Bureau of Los Angeles and San Francisco. Mr. Weaver said that STV also intends "to take appropriate legal action since the theater owners [financial backers of the citizens committee] know very well that NBC's contract with major league baseball runs through 1966."

Irvin Edelstein, head of the agency for "Citizens Against Proposition 15," protested to the FCC over the refusal of KABC Los Angeles to accept the spot announcements paid for by his group. KABC is owned by American Broadcasting-Paramount Theaters, whose KABC-TV Los Angeles and KGO-TV San Francisco had earlier refused to accept STV spots against proposition 15. Mr. Weaver had protested that refusal to the FCC (BROADCASTING, Sept. 14).

Lack of responsibility by broadcasters cited

A stinging keynote address directed at what was termed "the current lack of broadcasting responsibility" was delivered by Cecil M. Sansbury, executive vice president of WHP-AM-FM-TV Harrisburg, Pa., at the mid-eastern conference of American Women in Radio and Television held in Philadelphia.

Mr. Sansbury noted that unless broadcasters concerned themselves more with their responsibilities to the public, they would leave themselves open to increased government regulation.

Deploring such regulation, he nevertheless assigned much of the blame to the broadcasters themselves, noting that "we in broadcasting . . . have failed miserably as servants of the people . . . have seemingly deliberately invited more and more regulation by regulatory agencies by our own inept, indecisive handling of industry problems."

Mr. Sansbury said the questions about broadcasting in Washington haven't changed over the years but that the answers given have. He cautioned that broadcasters themselves "have muddied the water . . . and directly contributed to the problems at hand." Mr. Sansbury specifically mentioned the disservice to the public "by the 'jukebox radio stations' cluttering up the air lanes" and by the "bland diet of television programming."

At the same time, he said, "we are

laboring under an illusion if we look upon broadcasting, the entire free enterprise system in fact, as sacrosanct because it is not!"

An open door to CATV urged

Broadcasters file with FCC to keep from being banned

The FCC was urged last week not to shut broadcasters out of the community antenna television field.

The National Association of Broadcasters and Storer Broadcasting Co. made the appeal in pleadings filed in the commission's inquiry into the question of broadcaster ownership of CATV's.

NBC is expected to take the same position in comments scheduled to be filed today (Oct. 19), the deadline for listings in the inquiry. CBS also argued against across-the-board denial of broadcaster ownership of CATV's in a comment filed last month.

The inquiry is another in a series of proceedings the FCC has instituted in an effort to devise CATV policy. With broadcasters entering the CATV field in increasing numbers, the inquiry is regarded as one of the most critical of the CATV proceedings. The commission has expressed concern about the impact of such ownership on its multiple-ownership rules.

NAB and Storer said that the inquiry is premature, that the commission should determine the place CATV will occupy in the over-all broadcast picture before writing policy governing the ownership of CATV's by broadcasters.

ABC took a similar position last month (BROADCASTING, June 15). But in a separate pleading filed last week urging the commission to adopt a new policy governing CATV, it said the commission should encourage communities to favor broadcasters in deciding among competing applicants for CATV franchises (see page 27).

Contend No Violations ■ But NAB and Storer said that rules barring broadcasters from entering the CATV field would be discriminatory. And, along with NBC, they feel that ownership of CATV's by broadcasters does not violate the underlying principles of the multiple-ownership rules.

Storer said CATV's that merely relay the programs of outlying stations cannot present any conflict with the commission's policy aimed at providing diversification of programs and service

viewpoints.

NAB said that common ownership of a CATV system and a television station in the same area serves the public interest. The commission has expressed particular concern about such common ownership, but NAB said that it mitigates the "injury" that would be done to the local station if the CATV were not commonly owned. "Thus, common ownership strengthens the possibility of providing each community with at least one television station," NAB said. It added that this is especially true where UHF stations are concerned.

NBC is expected to say that where problems regarding CATV exist, they stem from the operation of the cable systems, irrespective of the ownership.

CBS has urged the commission to take a case-by-case approach to the question of common ownership. It says there are many factors the commission might consider in determining whether a broadcaster should be permitted to acquire a CATV system, including the number of competing stations in the market, and whether the CATV system originates or relays programs.

None of the networks owns CATV properties. Storer owns two cable systems, in Thousand Oaks and Ojai, Calif., along with five TV stations.

WAOW-TV takes ABC-TV

WAOW-TV Wausau, Wis., a new station which expects to begin operation Feb. 1, 1965, has signed as a primary affiliate of ABC-TV.

A joint announcement of the affiliation agreement came last week from Larry Bentson, vice president of Mid-continent Broadcasting Co., which will operate the new channel 9 outlet in Wausau, and Robert Coe, ABC vice president in charge of TV stations relations.

Jenkin's broadcast interests

Walter Jenkins, who resigned last week as President Johnson's special assistant after disclosures that he had been arrested twice for morals offenses, is a minority stockholder in the Johnson family's broadcasting properties. Mr. Jenkins's 3.9% interest in the Texas Broadcasting Co. was put in trust for his children last December, at the time the Johnson family put its interests in a trust.

Mr. Jenkins's name also was mentioned last winter during Senate hearings on the Bobby Baker case. He was accused of having asked an insurance man, Don B. Reynolds, to buy advertising on the Johnsons' KTBC-TV Austin, Tex., after President Johnson bought a policy from Mr. Reynolds. Mr. Jenkins denied the accusation in a sworn affidavit, although he never appeared before the Senate investigating committee.

Metromedia three-quarter gross increases 44%

Metromedia Inc., New York, last week reported a 44% increase in gross revenue for the first three quarters of the year as compared with the same period in 1963. The increase marks the third consecutive year in which Metromedia has reported record earnings and sales for the first three quarters.

Earnings per share increased 14%.

Three quarters ended Sept. 27:

	1964	1963
Earned per share	\$ 1.46	\$ 1.28
Gross revenue	65,298,921	45,767,060
Net income	2,775,699	2,310,346
Cash flow	7,496,114	4,797,110

Sales, net earnings up for Gross Telecasting

Gross Telecasting Inc. (WJIM-AM-FM-TV Lansing, Mich.) last week reported revenues for the first nine months of 1964 at almost \$70,000 higher than the same period last year and

earnings up slightly more than \$50,000.

The firm's directors also declared the regular quarterly dividend of 40 cents per share on common stock and 7.5 cents on class B common. Both are payable Nov. 10 to stockholders of record Oct. 23. Gross has 200,000 shares outstanding of each class of common stock.

Nine months ended Sept. 30:

	1964	1963
Earnings per share	\$1.39	\$1.26
Sales	2,017,175	1,947,337
Pretax earnings	1,094,181	1,038,687
Net earnings	534,090	504,070

FC&B splits its stock on a five-four basis

Stockholders of Foote, Cone & Belding Inc., New York advertising agency, approved a five for four stock split at a special meeting last week. The split was effective at the close of business Oct. 15 and increased the number of outstanding shares of common stock from 1,233,017 to approximately 1,540,000 shares.

The vote also increased the number of shares of authorized common stock from 1,488,408 to 2,360,510 shares and of authorized class B common stock—not publicly traded—from 511,592 to 639,490 shares.

FC&B had previously declared a quarterly dividend of 14 cents a share on its common stock. The dividend will be paid on Dec. 16 to holders of record Dec. 2. It will be paid on the basis of split shares and will be the equivalent of a dividend of 17½ cents on each old share.

The stock split will enable FC&B to fulfill a requirement for its proposed listing on the New York Stock Exchange.

WTSA is bright spot

Atlantic States Industries Inc., a diversified company that owns WTSA Brattleboro, Vt., has reported general financial losses for the six months ended Aug. 31 but a bright sales picture for the station.

In the eight months it has operated WTSA, the company said, the station's sales have increased monthly from \$2,863 in January to \$5,695 in August, 50% over the sales under the prior owner during the same periods in 1962 and 1963.

Six months ended Aug. 31:

	1964	1963
Gross income	\$109,095	\$102,831
Income before taxes (loss)	(7,018)	216
Net income (loss)	(7,018)	141

Collins has lower earnings on higher sales

Collins Radio Co. had a record high of \$281 million in sales in fiscal 1964 (year ending July 31), but the company's net profit fell below 1963 due in part to computer development, Arthur A. Collins, president, reported last week. Gross sales increased 12% over last year.

"Although the attainment of a strong computer capability has had an adverse effect on earnings the last several years," Mr. Collins said, "we are confident that this effort will be significantly reduced and that the positive results of the program will become increasingly clear in 1965."

Mr. Collins reported that the company's year-end backlog also reached a record high of \$262 million compared to \$241 million on July 31, 1963. Mr. Collins said all of the firm's established product lines, including broadcast, remained profitable throughout the year.

For fiscal year ending July 31:

	1964	1963
Earned per share*	\$ 1.08	\$ 1.65
Net sales	280,984,196	250,092,826
Net income	2,404,635	3,682,132

*Common shares outstanding 2,230,080.

NGC dividend

National General Corp., Los Angeles, last week upped its regular quarterly dividend from three to four cents, payable Dec. 1 to shareholders of record Nov. 13. The dividend was raised, the firm said, because of increased earnings from its theater chain.

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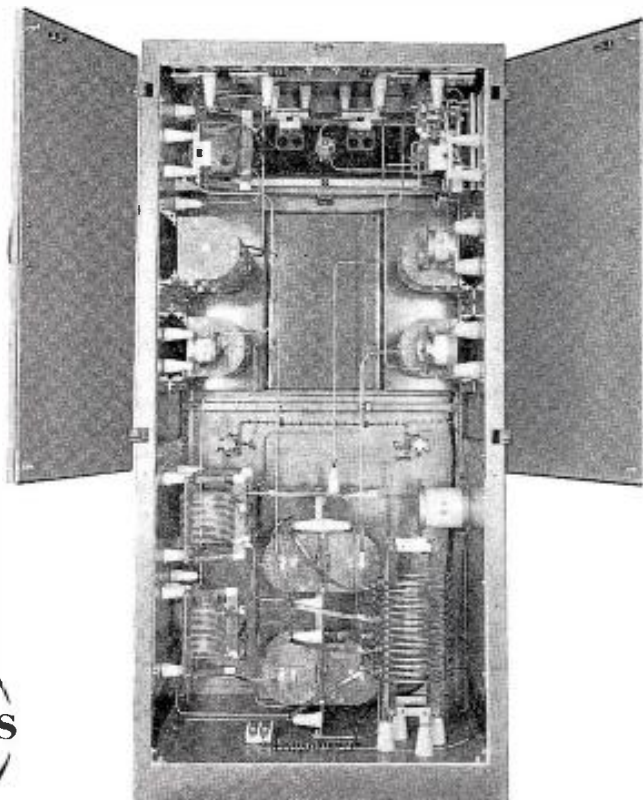
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FCC ponders airborne ETV

Other educational TV
groups and AMST oppose
system's application

The FCC has "in its bosom" a case in which it must decide whether educational television is to be entirely land-based, or whether some—perhaps a substantial amount of it—may become airborne.

The issue has been raised by the Midwest Program for Airborne Television Instruction Inc., an organization created by educational and civic leaders to take over an airborne program initiated by Purdue University in 1959.

MPATI now serves 2,000 member schools in Indiana, Ohio, Kentucky, Illinois, Michigan, and Wisconsin with educational programs beamed via two UHF channels, 72 and 76, from planes

flying at 22,000 feet.

But it operates on an experimental basis, and it has asked the commission to regularize the service and to make six channels available—72, 74, 76, 78, 80 and 82.

The major question involved in the proposal is if it is worth the spectrum space it would take, particularly since MPATI programs are designed primarily for in-school instruction rather than for home viewing. Its backers say MPATI provides an efficient and economical means of enriching the education of Midwest school children. Its opponents call it an inefficient system that wastes spectrum space.

The commission, at the request of MPATI, held a full day of oral argument on the matter Oct. 9. And although educators are ready with advice, they have split on the issue. MPATI and representatives of the local school systems served by the airborne system support it; national groups, including the Joint Council on Educational Broadcasting, which counts among its constituent groups the National Association of Educational Broadcasters and the National Education Association, oppose the proposal. The Association of Maximum Service Telecasters is also in opposition.

Is Precedent Involved? ■ One aspect of the problem that has concerned the commission is whether the proposal would, as Chairman E. William Henry put it at the argument, be a "one-shot affair," or whether it would serve as a precedent for the establishment of airborne systems elsewhere. Westinghouse Electric Co. has suggested that a national airborne ETV system could be established with the use of 18 UHF channels (BROADCASTING, Dec. 30, 1963).

The commission has wondered out loud why MPATI couldn't use channels in the 2500-2690 mc band, which constitutes the Instructional Fixed Service created by the commission last year for point-to-point educational television. MPATI, however, says that band would not provide service of sufficiently high quality.

Opponents of the plan also have sought to raise the classic issue in education of whether control should be taken out of the hands of local administrators. But the commissioners didn't seem impressed with the argument. Commissioner Kenneth A. Cox at one point observed that "no compulsion" was involved—schools could either accept the programs or reject them. "The principle of local control . . . is adequately protected," he said.

And Dr. John E. Ivey Jr., chairman of MPATI, in making MPATI's major

presentation at the oral argument, described the airborne system as a means of enabling local systems to solve their educational problems without relying on federal aid and without forcing them to depend on "the mediocrity" of locally produced ETV programming.

Pooling Resources ■ He said MPATI enables school systems to pool their resources to provide high quality programs they otherwise couldn't afford. He said MPATI spends \$4,000 an hour on programming—well beyond the means of most ground-based ETV stations.

He also argued that the system provided for an economical use of the spectrum. He said a ground-based system would require a total of 114 stations to provide service equivalent to the proposed six-channel facility.

AMST, however, was skeptical. The association says the MPATI program would lop off 40% of the UHF spectrum in the Midwest. And Edgar Czara Jr., counsel for the association, said MPATI hadn't demonstrated that its proposed technical standards—290 miles co-channel separation, 200 miles adjacent-channel separation, and elimination of UHF taboos—would adequately protect ground-based ETV and commercial stations. He also said MPATI hadn't demonstrated that the 2500 mc band would not be suitable for its purpose.

Norman E. Jorgensen, counsel for NAEB, called the MPATI proposal "inefficient and wasteful" since it provides only an in-school service. He stressed that the commission—in its concern for one development of UHF-TV—should consider the day and night service, in both educational and cultural programming, that ground-based ETV stations provide.

Loss of Channels ■ He also said that the MPATI plan would result in the deletion of a number of channels for ground-based use. He based this on the UHF table of allocations the NAEB has proposed in a current FCC rulemaking. The NAEB table, offered as an alternative to one suggested by the commis-



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sion, contains 2,600 assignments, 900 of them for ETV.

MPATI engineers claim they have been able to revise the table to accommodate the airborne system with the loss of only one ETV assignment from the table. However, Mr. Jorgensen said that the system would require the deletion of 45 to 70 commercial assignments.

Mr. Jorgensen and others representing educational groups sought to temper their criticism of the MPATI plan with praise for the educational work MPATI has done. In this connection Mr. Jorgensen noted the educational services provided by MPATI beyond its actual airborne programming. He recalled that MPATI last year had furnished teaching materials to 5,400 schools, while serving only 1,200 from the air—and of those 1,200 he said, some received their programming by ground-based relay, not directly from the plane.

This indicates, Mr. Jorgensen said, that the "airplane is MPATI's weakness." It is of "incidental, not transcendental, importance."

Tarzian has new switching system

A new, solid state, television switching computer was shown last week by Sarkes Tarzian, Bloomington, Ind., to a visiting group of engineering executives.

The device was described by Biagio Presti, manager of Tarzian's broadcast division, as "a totally integrated equipment group consisting of a solid-state computer, video automation switcher-mixer, and computer-switcher control panel. Input is the program log, from which instructions are entered directly without being translated to special computer language, and output is the activation of all video sources—slide and film projection—and video effects." It is reportedly capable of handling a "combination of cuts, fades, dissolves, and supers—utilizing a variety of audio-video sources including live cameras, slides, film and video-tape recorders—all automatically."

Sarkes Tarzian will quote prices on a case-by-case basis only, due to varying installation and useage requirements.

IEEE to give awards

The Institute of Electrical and Electronics Engineers, New York, will give field awards to three top engineers during a special luncheon in Chicago Oct. 21. The luncheon will be held in conjunction with the National Electronics Conference (Oct. 19-21) held each year

Production figures for eight months

Radio and TV sales to distributors and production for the first eight months of 1964 were up, although production of black-and-white television receivers was off slightly in the month of August.

More than half the monochrome television receivers produced in the

January-August period this year were all-channel. During this period, also, 830,517 color-TV sets were produced.

Sales and production for TV and radio for the first eight months of 1964, as reported by the Electronic Industries Association last week:

Period	SALES	
	Monochrome Television	Radio
January-August 1964	4,562,438	5,683,274*
January-August 1963	3,954,670	5,482,987
Period	PRODUCTION	
	Monochrome Television	Radio
January-August 1964	4,885,508**	11,628,155***
January-August 1963	4,409,410	10,828,721

*Excluding auto radios.

**In addition 830,517 color sets were manufactured, and 2,717,643 of the black-and-white sets were all-channel.

***Includes 5,245,404 auto radios and 1,072,087 FM radios.

in Chicago and sponsored by the institute.

Award winners are Harald Trap Friis, consultant, Hewlett-Packard Co., Palo Alto, Calif., in the field of telecommunications; John Gilbert Ferguson, engineering consultant, Lockheed Electronics Co., Plainfield, N. J., and Henri Busignies, vice president and general technical director, International Telephone and Telegraph Co., New York, in the field of electronics.

Fair facilities go to Austin

The educational television facilities of the communications demonstration center at the World's Fair Hall of Education were to be sent to Austin, Tex. when the fair closed Sunday (Oct. 18). The solid-state broadcast equipment of the center is to be exhibited by Visual Electronics Corp. at the National Association of Educational Broadcasters' 40th annual convention and exposition in Austin this week.

Field tests underway for Ampex disk unit

The Ampex Corp., Redwood City, Calif., claims it has the answer to the problem of transferring radio commercials to tape—a process that many advertising agencies assert often provides less than perfect reproduction for their commercials.

Ampex is currently field-testing its new magnetic disk recorder/reproducer for specific use in radio spot announcement recording and playback (BROADCASTING, April 20). The company hopes that the disk recorder will replace the tape cartridge systems currently used by many stations.

The disk recorder is operated by inserting a magnetic disk in a slot in front of the recorder. The disk centers and cues itself automatically for recording and playback. Disks are made of a semiflexible material about twice the

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Citizens band presenting problem to TV

Television broadcasters may not know it, but in their effort to attract and retain viewers they have more to contend with than the offerings of their competitors.

They are faced with the problem caused by interference, to thousands of television sets annually by some of the hundreds of thousands of private broadcasters licensed by the FCC—the citizens-band radio operators, the hams and others—as well as by industrial equipment that emits radio energy.

An indication of the size of the problem was brought to public attention last week in a *New York Times* story that quoted the FCC's New York field engineering office as reporting that the number of complaints about interference to TV receivers from citizens-band operators had risen to 900 a month.

Commission officials in Washington last week said their information is that the figure in New York isn't quite that high, but that the problem of citizens band-caused interference is "serious."

They also said that reports received last week from field offices in other large cities indicate the problem of TV interference from citizens-

band radio is "serious" also in Boston and Atlanta, "not too bad but apparently increasing" in San Francisco. The situation in Detroit and Washington, D. C. was said to be "not bad."

27,000 Complaints ■ No current overall figures are available, but during fiscal 1963, according to commission officials, the 30 engineering field offices reported a total of 27,000 complaints about interference to TV sets, 9,000 of them involving citizens band radio.

The citizens band operator is becoming an increasing problem as his numbers multiply. The band was originally intended for use by businessmen, farmers, ranchers and others in need of simple two-way communications service. However, many people have taken it up as a hobby, and today, because there are virtually no restrictions on who may qualify for a license, there are some 750,000 citizens-band operators.

The commission has adopted rules to prevent use of the band as a hobby. But it has delayed their implementation pending a study of petitions for reconsideration filed by manufacturers of citizens-band radio equipment.

The commission's field offices are hard-pressed to clear up the interference complaints. New York, the largest office, has a total of 16 employees, including clerical help. And the field staff's primary responsibility is clearing interference problems to radio and navigation equipment of aircraft and ships, not TV receivers.

Fix by Mail ■ Commission officials, however, say many of the complaints can be cleared up through correspondence—an experienced field man can often determine the cause of a problem through a description of the symptoms and, therefore, prescribe a remedy by form letter. The field offices "try to investigate the difficult cases," according to a commission official.

A majority of the complaints received concerning citizens-band radio stems from the inability of the receiver to reject unwanted radio signals. Commission officials say a filter that would often solve the problem can be purchased for \$4 or less.

But many complaints about interference from citizen-band radio sets involve channel 2. And these result from improperly set transmitters. This is because citizens-band sets operate on 27 mc, of which 54 mc,

thickness of regular audio tape and are 11¼ inches in diameter. Ampex claims each disk is good for almost 30,000 playings and can also be erased and re-recorded within the 30,000 limit.

Tests of the new equipment are being made at CBS Radio and at KYA San Francisco and KLVJ San Jose, Calif. Enthusiasm for the new product among advertising agencies, recording studios and the stations now testing appears to

be high, according to Ampex.

Currently participating in the experiments are 15 New York agencies and more than 15 recording studios in New York and Hollywood.

An Ampex spokesman said the company would probably have the unit on the market next year.

Technical topics . . .

Name change ■ Orrtronic Inc. is the name for J. Herbert Orr Enterprises, Apelika, Ala. Orrtronic manufactures the Automate tape player for cars, boats and planes, and Orrtronic tape cartridge players and recorders for home, office and industrial use.

Pushing portables ■ For an order of one or more of 14 fixed-location microphones, Shure Brothers Inc., Evanston, Ill., will supply a 575X lavalier unit for \$5. The lavalier mike usually sells for \$24 according to Shure, and is being offered at the low price until Dec. 31.

Rental plan ■ Zolomatics Corp., Hollywood, is offering new Tylon-Hobson Varotal V 10-1 zoom lenses for TV cameras on a daily, weekly or long-

term basis. Tele Measurements Inc., New York, has been appointed agent for Zolomatics, making the rental arrangement available to eastern producers.

Spots on command ■ A television dot bar generator designed to produce selected patterns on the face of a TV picture tube is available from Cohu Electronics Inc., Kin Tel Division, San Diego. The DGB-1 provides patterning for TV systems with scanning rates of 525-945 lines. Controls are provided for changing pattern type, polarity, and bar thickness and number.

In small packages ■ A completely equipped mobile television production unit based on the 14-foot Ford Econoline van has been announced by J. M. Electronics Co., Hampton, N. H. Three versions are available; the first has two video-tape recorders and full playback modes; the second has the features of the first plus a long-range microwave transmitter, with microwave receiving equipment optional, and the third, containing the features of the first two, plus a circuit allowing tandem operation with similarly equipped units. All units have



Ampex's disk recorder/reproducer in a field test at KYA San Francisco.

or channel 2, is a harmonic, or integral multiple. Unless a citizens-band transmitter is set properly, it may generate second harmonic interference. In Boston there have also been complaints about third harmonic interference to channel 5.

The commission has no breakdown on the number of complaints involving amateur operators and other private broadcasters. But generally, they say, the trouble involves either improperly set antennas or the lack of a filter in the TV set.

Radio emissions by a variety of electronic devices are another major source of interference. The use of industrial heaters in New York is cited as an example by commission officials.

The commission has authority under the Communications Act to regulate the use of interference-causing apparatus. But the job of enforcing regulations in this field has strained the resources of the field staff. Consequently, the commission in the last Congress asked for authority to set standards for the manufacture of such equipment. This authority would presumably cut down the size of the policing job. The commission has adopted a similar proposal in the legislative package it has sent for clearance to the Bureau of the Budget for clearance to Congress.

three zoomar-equipped camera chains, a film chain and independent power supply. Assembly time is 80-90 days.

Copy capability ■ Xerox Corp., Rochester, N. Y., showed its new, high-speed "masterless" copying system last week. The machine produces dry copies automatically at 2,400 an hour. Xerox says the "2400" is designed to bridge the gap between slow-speed copying and long-run printing operations. It may be set to produce from 1 to 499 copies automatically, and there is no limit to the total number of copies that may be made from the original document. The "2400" is capable of 10,000 copies without a paper misfeed and 100,000 before routine servicing is required. The machines are not expected to be available until 1965.

The high cost of license examinations

Perhaps one of the most important questions thrown at NAB staff executives in both the Salt Lake City and the Los Angeles conferences (see page 54) had nothing to do with Section 315, the

FCC's fairness doctrine, the code, Congress, CATV or pay TV. It was a simple problem agitating many radio operators:

Can't something be done about Class III operator examinations that won't cost the station the money, and the day lost, to send an engineer several hundred miles to take the examination?

Among the suggestions, repeated at both last week's meetings, was that the local postmaster be authorized to administer the examination, after which he could send it to the FCC for grading.

Commissioner Robert T. Bartley told the Salt Lake City meeting that the FCC's field bureau already had initiated conversations with the Post Office Department on this subject, but that there were a number of complexities, including payment to the Post Office for the time of its postmasters for this chore. NAB executives promised to look into the matter.

AES meeting sees new audio products

A variety of developments and new products in the audio engineering field were discussed and demonstrated in New York last week at the 16th annual convention and exhibition of the Audio Engineering Society.

The technical programs featured sessions on architectural acoustics, magnetic and disk recording and reproducing, speech processing systems, solid-state components in FM stereo, and audio at the New York World's Fair.

The electrical products division of the 3M Co. demonstrated its new professional tape mastering system. The system, which provides up to 15 db improvement in the signal-to-noise ratio, records two different tracks with the same information simultaneously. One track is normal while the other uses a higher recording level. Tape drive performance in improved and operating and editing ease is increased.

AEL set to produce AM-FM transmitters

American Electronic Laboratories Inc., Colmar, Pa., has organized a new division to design and manufacture high-powered broadcasting equipment. According to the firm's president, Dr. Leon Riebmman, the new line will cover AM from 1-50kw; FM, 10w-40kw, and HF & VHF, in AM and FM, to 10kw.

Raymond S. Markowitz, an AEL vice president, is in charge of the division, and Robert Jose, formerly general manager, ITA Electronics division, Triangle Publications, will manage operations.

TV set spy in the sky

Airborne rating gear could measure audience at over

1 million sets an hour

While viewers in Chattanooga fill out diaries for the American Research Bureau study of that area in early November, another count of what set is tuned to what channel will be taken from 3,500 feet above the city.

The airborne counting will be handled by Television Audit Corp., Winter Park, Fla., an organization that has been in business only 18 months.

Dave Nicholson, president of TV Audit, said his system, as yet unnamed, has the capacity to measure 1-1.25 million sets an hour. He said that for the Chattanooga flight the week of Nov. 7, he would probably fly 156-160 miles per hour over selected tracts, representative of the market area in general, and pick up as many sets as possible.

Although this system cannot provide complete demographic breakdowns of just who is watching what, Mr. Nicholson will match the sets recorded in a given area with U. S. census tracts, giving the population, income and other data.

How It Works ■ The principle of the TV audit device calls for the unit to pick up signals given off by the local oscillator in the tuners of the sets. This signal is given off at a set frequency for each channel. The recorder in the plane has a receiver set to each of these frequencies. A simple data processing system sends the pulse from the receiver to a digital display unit to show how many sets are tuned to any of the channels.

Mr. Nicholson said the prototype unit mounted in a leased Twin Beechcraft is designed to cover only three channels. (The Chattanooga market is served by WDEF-TV, WRCB-TV and WTVC [TV].) He added that the unit could, in operational use, count seven or eight channels.

The Chattanooga survey is being conducted in cooperation with Park Broadcasting Inc., owner of WDEF-TV. Mr. Nicholson said he felt local broadcasters would find the airborne counting system most applicable.

The idea for the flying counting machine began about seven or eight years ago, Mr. Nicholson said, when work was being conducted on television set interference with the instrument landing system at the Philadelphia airport. The difficulty was traced to the local

oscillators in the sets. It is these oscillators that TV Audit proposes to count.

TV Audit came into being last winter following 1963's congressional investigation of ratings by Representative Oren Harris (D-Ark.) and his House Commerce subcommittee.

The Differences ■ Mr. Nicholson noted the difference (other than use of a plane) between his system and one offered at the National Association of Broadcasters convention in Chicago by Tanner Engineering Co. (BROADCASTING, April 13).

The Tanner system picks up signals from sets as a truck cruises streets. The signal is received from the horizontal sweep oscillator of the set and is matched against a similar signal received by a set in the truck. Presumably this would limit the capability to the distance the truck's receiver could pick up a given signal.

The TV Audit system can pick up a signal at any distance from the station,

All chiefs, no Indians

WCCF Punta Gorda, Fla., should have no trouble keeping on duty "one or more radio operators holding a valid radio-telephone first-class operator license"—everyone on the staff has one. Four members completed the two-year course in a 10-week crash program, and all six are graduates of the Radio Engineering Institute, Sarasota, Fla.

as long as the set being counted can get the channel.

Mr. Nicholson said that in test flights in the Orlando-Daytona Beach, Fla., area, set signals were received up to 6,000 feet. However, at 3,500 feet,

the airborne unit could pick up sets in a path one mile wide.

All-Weather Gear ■ Bad weather would offer no problems to the TV Audit system since all planes used for counting sets would be equipped with all-weather navigation gear.

Mr. Nicholson said he felt the top 60 or 70 markets could be covered with six or seven planes, at a cost of \$100,000-\$150,000 per plane. This would include all navigational equipment as well as the solid-state unit to count the sets. For ordinary coverage, he said, only a pilot and operator would be needed. For work in the air above dense air-traffic markets like New York, Washington or Los Angeles, a co-pilot would also be required.

The plane with the prototype equipment, which will make the Chattanooga test, is a 10-seater and would be too big for regular operations. He said a small Cessna 310 or Piper Aztec would be sufficient.

INTERNATIONAL

Pirate radio to beam program to Germany

The growing lists of European "pirate" off-shore private and commercial radio stations will be supplemented soon by a German shipboard station to be located in the Elbe estuary near Hamburg, Germany's largest city. Private stations are still outlawed in Germany and the Hamburg project will be the first one offering German listeners a privately produced commercial radio program.

Name of the new station is Star Radio One. It will start operation in October or November. It will have an effective radiated power of 150 kw which will give it a coverage area with a radius of 200 to 250 miles in the medium wave

band. Programs will consist entirely of popular music (plus commercials).

Coverage area of the off-shore station will also include the larger part of Northern Germany. Radio Bremen, one of the licensed (nonprivate) radio stations in that area and one of the prospective competitors of Star Radio One has announced that it will use all legal and "technical" means to silence the shipboard station which is reportedly now under construction in Ireland.

Anton Weissleder, a former Hamburg restaurant chain owner, announced recently that he is prepared for any hassle from the competitors. He will be program director of the station and reportedly has a controlling interest in it. Additional financial aid is said to be coming from unidentified British companies. Star Radio One will be the fifth "pirate" radio station in the English

Channel and North Sea area transmitting into Britain, Holland and now into Germany.

Unsolved problem for the new German-language shipboard station is to find a frequency. Medium-wave channels in Europe are so overcrowded, due to the lack of sufficient international regulation, that only a few area stations are able to operate without interference. This is one of the reasons for the almost 100% FM coverage in Europe by low-powered local and small-area transmitters.

Border TV's profit down

Border Television, one of Great Britain's smaller TV companies, made a net profit of \$16,441 for the year ended April 30, down from a \$76,187 profit the previous year. Chairman John Burgess said there was a recession in advertising revenue in the early months of 1963 which was general throughout the industry. Advertising became more buoyant later in the year and net advertising revenue for the year was marginally up. Costs, however, continued to rise faster. Under the new contract with Independent Television Authority, Border's rent for ITA transmission facilities from July 30, 1964 had been substantially reduced.

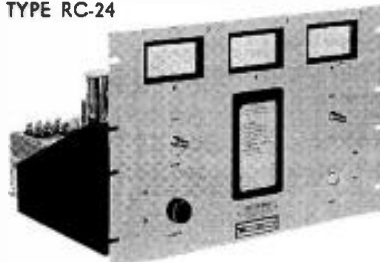
International film sales . . .

Romper Room (Fremantle International): Radio Santo Domingo TV and NTV Network, Japan.

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KTVU(TV), WNEM-TV get sister operations in Japan

In separate ceremonies held earlier this month, two U. S. TV stations, entered into mutual agreements as "sister stations" with two Japanese TV stations as part of the "People to People International program."

At left, Jack Berry (r), station manager of WNEM-TV Flint-Saginaw-

Bay City, Mich., receives a white silk scroll from Sinjiro Sumi of JOYR (TV) Tokushima, Japan, announcing the official sisterhood between the two facilities.

At right, William D. Pabst (r), general manager of KTVU(TV) Oakland-San Francisco, signs a bilingual declaration binding KTVU with RKB

(TV) Mainichi (Fukuoka), Japan. Looking on as Mr. Pabst signs the document is Hidezo Kaneko, the RKB president.

Each sister station will exchange with the other programs, news film and newsmen, and jointly produce programs to be exchanged between the two countries.

World, Training You to Train Your Dog, Small Films, Let's Sing Out, Stamps With A Story, World Series of Golf, Southern 500-1962 & 1963 (Freemantle International): New Zealand Broadcasting Service.

World War I, Young People's Concerts, San Francisco Beat, Petticoat Junction, Twilight Zone (CBS Films): Tokyo Broadcasting System.

Hector Heathcote (CBS Films): Nippon Television Network Corp., Tokyo.

Canadians in border areas buying color sets

There were about 2,130 color television receivers sold in Canada last year, and by the end of 1964 it is expected that there will be about 7,000 color TV sets in use. The estimates are from the Electronic Industries Association of Canada, Toronto.

The only places where color broadcasts can be received in Canada are close to the U.S. border, where there are color telecasting stations at Buffalo, N. Y.; Detroit, and Seattle. This places color receivers in Canada in Toronto, Hamilton, the Niagara region, and Windsor, all in southern Ontario, as well as in the Vancouver area of British Columbia.

Abroad in brief . . .

Oui ■ CJQC Quebec City, Que., has changed its call letters to CFOM and shifted to 24-hour operation. Change was made for easier pronunciation and identification in French.

SRO ■ Advertising time on Switzerland's commercial television network, which goes on the air Feb. 1, 1965 (BROADCASTING, Oct. 5) has been fully sold for a year ahead. Average cost per minute is \$1,400.

Stations sold ■ The sale of CJCH-AM-TV Halifax, N. S., to CTV Atlantic Ltd., Halifax, has been approved by the

Board of Broadcast Governors. CTV Atlantic Ltd. is a subsidiary of CTV Television Network Ltd., Toronto. The new owners plan to expand TV service in Nova Scotia and the nearby region, and ask for a power increase for CJCH.

A new voice ■ CHQR Calgary, Alberta, first new radio station in that city in 37 years, will go on the air Nov. 17. The station has started a teaser campaign on outdoor billboards with the letter Q over 81, followed by another showing QR over 810, and finally CHQR and the 810 frequency. Air Time Sales Ltd., Toronto, is representative, and Tom Priddle is general sales manager.

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Dandy and Littlebit finally make Frisco

Not even San Francisco's Golden Gate Bridge can stop Justin Littlebit and his trusty horse, Dandy Cody—at least not with KGO-AM-FM-TV in that city on their side.

Mr. Littlebit, on a long tour astride Dandy, was at first thwarted by a San Francisco regulation which forbids the crossing of the bridge by a horse. While puzzling out his future itinerary, Mr. Littlebit bedded down his steed in a Sausalito, Calif., hangar, which is also the home of KGO's traffic helicopter. And the nearby home where Mr. Littlebit bunked was the residence of a KGO-TV employee. The stations took up the call, with radio personalities J. P. McCarthy and Lu (Ace) Hurley leading the way with broadcasts aimed to gather public sympathy for the cowpoke and his horse.

The campaign bore fruit, and the officials in charge of the bridge waived the rules to allow Mr. Littlebit and Dandy Cody to cross. The waiver was for only 30 minutes, however, and Dandy was assessed a toll of 20 cents, half of that for the front legs and half of that for "the hind legs of the said, large, solid-hoofed, herbivorous mammal, commonly known as 'horse'."

Justin and Dandy didn't ride off into the sunset—they signed with J. Walter Thompson for a Mustang spot.



Justin Littlebit and Dandy are shown here following KGO's Amphicar, driven by Dave Toll, KGO promotion manager, with J. P. McCarthy (l) and Lu (Ace) Hurley in the rear. They were participating in the Columbus Day parade.



Thanks to Loboda

Williard Schroeder (right), general manager, WOOD-AM-FM-TV Grand Rapids, Mich., and chairman of the National Association of Broadcasters joint board of directors, presents a special citation of merit to Lieutenant Colonel Samuel R. Loboda, leader and commanding officer of the U. S. Army band and chorus, for the colonel's composition, "The Broadcaster's March," written in honor of the radio-TV industry. Vincent Wasilewski (l), executive vice president of the NAB, looks on. The NAB has distributed 3,500 recordings of the march to its members and more than 3,000 copies of sheet music to high school and college bands.

Contest for stay-in's

Brennan Broadcasting Co.'s three stations received more than 4,000 brief essays in the third annual Back-to-School contest. WBAM Montgomery, Ala. and WAPE Jacksonville, Fla., each gave a grand prize of a jalopy, and WSLA-TV Selma, Ala., awarded a portable TV set to the winning entrant.

Students were asked to write in 100 words or less "I am going back to school because. . . ." The most important aspect of the contest, however, was that a student had to be in school to receive the prize.

Drumbeats . . .

Identification ■ KHJ Los Angeles is issuing brochures on its featured personalities, each a two-color piece with a large picture of the individual beside a panel with his name and a few de-

scriptive words. Inside, the portrait is adjoined by a full scale report of his program.

First 40 ■ WCCO-AM-FM Minneapolis has published a book commemorating the station's first 40 years of broadcasting. The 124-page pictorial history of WCCO includes its personalities, coverage of public events and technical development.

Aid for law ■ The Pennsylvania Association of Broadcasters has sent letters and materials to member stations urging them to instill greater morale among police forces in the state and to encourage greater respect for law and order among their listeners. The materials ask for no cover-ups for malfeasance or for actual brutality when these acts do take place, but the stations are urged to "keep the record straight" on such stories so that dedicated policemen will not suffer from the acts of one bum cop.

'Well' ■ WRGB(TV) Schenectady, N. Y., visited Jack Benny in his New York suite at the Plaza and came up with



this 20-second promo for the NBC-TV star's show. According to the network, it was an exclusive for the Schenectady affiliate.

Safety winner ■ Mrs. Lorrie Gregory of WDBJ-TV Roanoke, Va. has been awarded the National Safety Council's Iris Award for her efforts in the interest of safety and her close cooperation



NAB puts focus on PR suggestions

Two Colorado broadcasters discussed an item at the public-relations exhibit at the National Association of Broadcasters conference in Salt Lake City last week (see page 54). Shown (l to r) are Rex G. Howell,

KREX-AM-FM-TV Grand Junction, chairman of the NAB's radio board and a member of the association's public relations committee, and Pat Patrick, KAVI Rocky Ford, president of his state association.

with the Roanoke Valley Safety Council. She furnished safe driving tips, safety in the home and in recreation on *Lorrie Gregory's Panorama*.

Get out and vote ■ WHN New York will make available to other stations the scripts of a series of 34 one-minute programs designed to encourage voting on Nov. 3. Called *1789-1963: Presidents of Freedom*, the series is devoted to excerpts of speeches, letters and addresses by Presidents from George Washington to John F. Kennedy touching upon various aspects of freedom in American government.

WFIL-AM-TV stage mock election for high schools

More than a 100,000 high school students in Delaware, Pennsylvania and New Jersey are expected to take part in a mock presidential election Oct. 28. The election will be sponsored by WFIL-AM-TV Philadelphia.

The election will receive full radio-TV coverage in a school-by-school count. Each high school will be represented by a faculty adviser, student party chairman and other mock election officials.

In a series of four weekly programs, selected students will broadcast speeches on behalf of their candidates. The sta-

tions have offered both major candidates 30 minutes of prime time to speak to the students.

Election guides stress channel numbers

In a further demonstration of the belief that television viewers recall channel numbers more readily than call letters, CBS has compiled for viewers of each of its five owned TV stations a 22-page election guide. Each booklet is identified on the front cover by an American flag and the channel number of the station for the area in which it will be distributed.

The guide for the New York-Connecticut area, which is served by WCBS-TV New York, is titled "Channel 2 Election Guide" for the network's owned-station in New York. Similarly, the four other guides follow the same pattern for WCAU-TV (ch. 10) Philadelphia; WBBM-TV (ch. 2) Chicago; KMOX-TV (ch. 4) St. Louis, and KNXT (TV) (ch. 2) Los Angeles.

The contents of each booklet, providing data for the particular area in which it will be distributed, contains information on past presidential campaigns; the electoral college; the President and the press; voting information; statewide and local candidates, and an election night tally sheet.

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"... To paraphrase, in our hearts we know that radio is right. Let us share this information with others.—*Lionel F. Baxter, vice president radio div., Storer Broadcasting Co., Miami Beach.*

"... It is done with *BROADCASTING's* customary excellence and is truly a service to all in the industry.—*William H. Steese, Edward Petry & Co., New York.*

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FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Perez

Robert H. Perez, formerly West Coast sales director of CBS-TV National Sales, appointed midwestern sales manager in Chicago. **Charles Linton**, CBS account executive in New York, succeeds Mr. Perez. **Robert P. Murray**, formerly with ABC-TV Spot Sales, New York, named account executive of CBS-TV National Sales, Chicago.

Edward F. Rohlin, advertising and merchandising manager for Burgermeister beer, named planning manager for Schlitz Beer, Jos. Schlitz Brewing Co., Milwaukee. Other Schlitz appointments: **Francis L. Smawley**, Schlitz national advertising manager, to advertising and merchandising manager of Burgermeister; **Earle C. Albright**, Schlitz regional advertising manager, succeeds Mr. Smawley; **James McCowan**, central area advertising manager, replaces Mr. Albright; **John Sopsick**, sales promotion manager, to new central area advertising manager; **Edwin C. Snyder**, assistant sales manager, to sales promotion manager; **Jerome H. Boknevit**, project supervisor, planning department, to eastern advertising manager, and **Robert Teese**, eastern advertising manager, to western advertising manager.

Barry Blau, copy group head, elected VP at Sullivan, Stauffer, Colwell & Bayles, New York.

Robert Bode, **Frederick Kittel** and **Bernard Owett**, senior art supervisors, named VP's at J. Walter Thompson Co., New York. **Franklyn Johnson**, senior art supervisor, named VP of JWT, Chicago.

Paul Lenett, formerly with Erwin Wasey, Ruthrauff & Ryan, New York, joins Doherty, Clifford, Steers & Shenfield, that city, as account supervisor.

James T. Doyle, formerly with J. Walter Thompson, Detroit, joins McCann-Erickson, that city, as account director for Opel Kadett.

George C. Carpenter III, formerly general sales manager of KCRG-TV Cedar Rapids, Iowa, named sales manager of WHO-TV Des Moines, Iowa, effective Nov. 2.

Dick McLean, formerly merchandising director and account executive at Cunningham & Walsh, San Francisco, joins Guild, Bascom & Bonfigli, San Francisco, as merchandising director and account executive on Mother's Cookies and Foremost Dairies, industrial division.

Edward M. Drucker, formerly with Malcolm Howard Advertising, Chicago, joins Creative Communications Inc., that city, as executive VP.

William A. M. Burden elected director of CBS Inc. Mr. Burden, general partner of William A. M. Burden & Co., New York limited investment firm, replaces J. A. W. Iglehart, chairman of board of Baltimore Orioles baseball team, who resigned in August when CBS bought control of New York Yankees (BROADCASTING, Aug. 17).

Robert L. Greenstein, formerly sales service manager, appointed national sales manager at WATL-TV Atlanta. Before joining WATL-TV Mr. Greenstein was media planner for Grey Advertising, New York.

Jerry Keller, formerly account executive at Botsford, Constantine & McCarty, San Francisco, joins Campbell-Ewald, that city, as account executive.

Michael D. Chambers, commercial manager at KCOP-TV Los Angeles, moves to Blair Television, same city, as sales specialist.

C. A. Kellner, formerly midwest station sales manager for American Research Bureau, appointed assistant sta-

tion sales manager. He succeeds **Al Petgen**, eastern station sales manager, who left ARB to form research and sales development company.

Leonard Feldman, formerly director of research for Harrington, Righter & Parsons, New York, joins Peters, Griffin, Woodward, that city, as executive in research and sales promotion department.



Mr. Tibbetts

Hubert M. Tibbetts, of Borden Food Co., New York, elected executive VP. Mr. Tibbetts will be responsible for advertising, promotion and market research.

Frederick M. Sandven, in outdoor department, named assistant account executive for Banquet frozen foods at D'Arcy Advertising, St. Louis.

Oliver Hayden, formerly account executive at KGO-AM-FM San Francisco, joins KFRC-AM-FM San Francisco as account executive.

Edward Edel formerly with Pritchard & Wood, New York, joins Carl Ally, that city, as broadcast traffic coordinator. **William Edwards**, formerly with Benton & Bowles, New York, joins Ally as account executive.

Sid Cohen, formerly western division sales manager, Allied Artists TV, Hollywood, joins sales department of KPAT-AM-FM Berkeley, Calif. **Michael Fransen**, account executive, KPEN(FM) San Francisco, named account executive at KPAT.

Mervin Marks, formerly account executive with Arthur E. Wilk Advertising, Chicago, joins Foote, Cone & Belding, Chicago, as merchandising supervisor.

James Glass, formerly VP and account supervisor of Gotham-Vladimir Inc., New York, joins Perrin & Associates Inc., Chicago, as account executive. **Stan Holden**, formerly copy group head at Tatham-Laird, Chicago, named senior creative writer with Perrin.

Maggie Burke promoted from media buyer to media director for Hopkins, Patwell & Associates division of National Bakers Services Inc., Hollywood, Fla.

Franklyn Ferguson, formerly with WBBM-AM-FM-TV Chicago and WFOX Milwaukee, appointed sales representative for WAUK-AM-FM Waukesha, Wis.

Mike Schwartz joins KFIV Modesto, Calif., as sales manager.

William Blood, formerly director of research and promotion planning at George P. Hollingbery Co., New York,

Bailey named in Chicago



Mr. Bailey

David J. Bailey's appointment as midwest sales manager of BROADCASTING, at 360 North Michigan Avenue, Chicago, was announced Friday (Oct.

16). Mr. Bailey succeeds **Warren W. Middleton**, who was promoted to national sales manager in New York (BROADCASTING, Oct. 12).

Mr. Bailey, for past 11 years on sales staff of *Advertising Age*, is journalism graduate of University of Illinois (1947). Prior to joining *Advertising Age*, he was on advertising sales staff of *Milwaukee Journal* (1947-1951) and sales representative for George F. Weber Inc., Milwaukee, handling transit advertising and display production (1951-1953).

Mr. Middleton succeeded **Winfield R. Levi** as BROADCASTING's sales manager. Mr. Levi has joined *Advertising News of New York* in an executive capacity.

joins Park Broadcasting Inc., Ithaca, N. Y., as director of market research for broadcasting and outdoor interests.

Michael Buckley, formerly with KXOA-AM-FM Sacramento and KHOF Truckee, both California, joins KRAK Sacramento as account executive.

John J. McCrory, formerly assistant general manager of KMOX-TV St. Louis, appointed general sales manager of WPRO-TV Providence, R. I.

Richard T. Lund, formerly sales representative of WWTC Minneapolis-St. Paul, appointed local sales manager.

Nina M. Flinn, media director, elected VP of Burns Advertising, New York.

Edward A. Muller promoted from account executive to local sales manager of WTEN(TV) Albany-Vail Mills, N. Y., replacing Philip Beuth who joined WSAZ-TV Huntington, W. Va. (BROADCASTING, Oct. 12).

Dennie Gresham, formerly with KHJ-AM-FM-TV and Donahue & Coe, both Los Angeles, joins sales staff of KGfJ that city.

Helen Osborne, formerly with Frost & Shaffer Advertising, Los Angeles, appointed account executive with Boylhart, Lovett & Dean, same city.

Paul Kirshon, formerly promotion director at BBDO, New York, named manager of sales promotion of Ketchum, MacLeod & Grove, New York.

Mrs. Rachel Clarke McCarthy, formerly account executive named sales manager of WAKE Atlanta.

Norman Noyes, sales manager of Advertising Time Sales, joins Bolling Co. as manager of Los Angeles office. He was manager of Bolling's Los Angeles office from 1949 to 1952 prior to joining ATS.

Abe Barron, formerly WHO-AM-FM Des Moines, Iowa, regional account executive, appointed sales manager.

James A. Wilson, formerly with N. W. Ayer, Chicago, joins Powell, Schoenbrod & Hall, Chicago, as broadcast creative director.

Sharon Kaye Shutty joins D. P. Brother & Co., Detroit, as radio-TV writer.

James K. Tully, formerly associate at Heidrick & Struggles, management counsel, Chicago, joins Leo Burnett Co., Chicago, as VP of personnel.

Louis LeDuc and **Rodney Brutlag**, formerly with KTCR Minneapolis-St. Paul, named account executive at Wdgy, that city.

Donald J. Folger, formerly account executive in sales promotion department of Ketchum, MacLeod & Grove,

Pittsburgh, named copywriter at Howard Swink Advertising, Marion, Ohio.

David W. Balnaves, formerly media buyer at MacManus, John & Adams Inc., Bloomfield Hills, Mich., joins WWJ-AM-FM-TV Detroit sales staff.

James W. Everhart Jr., promoted to director of advertising and promotion at KHOU-TV Houston. Mr. Everhart has been with KHOU-TV since 1958.

Paul Litt, salesman at WBKB(TV) Chicago, moves to RKO General Broadcasting-National Sales, Chicago, as television sales executive.

Michael Faherty, account executive at KYW Cleveland, joins sales staff at Robert E. Eastman & Co., New York.

C. C. (Bud) Bowlin, Katz Agency TV manager for New England and upper New York, elected president of New England Association of Radio & TV Representatives. Also elected: **Richard P. Luetters**, VP of Bill Creed Associates, VP, and **Steve Meterparel**, New England manager of Robert E. Eastman & Co., secretary-treasurer.

THE MEDIA

John M. Keys, station manager of WMAQ-AM-FM Chicago since Jan. 1961, has resigned. Mr. Keys had been with NBC in Chicago for 25 years. He has not announced future plans.



Mr. Smith

Cy Smith, formerly associated with KCHU (TV) San Bernardino and other northwestern stations, appointed station manager of KTVR(TV), channel 13, La Grande, Ore., which is scheduled to go on air in mid-November and will be affiliated with ABC and NBC Networks.

Arnold Schorr, formerly general manager of KGfJ Los Angeles, elected VP of Tracy Broadcasting Co., licensee of station. Before joining KGfJ Mr. Schorr was associated with Bernard Howard Co., RKO General and Westinghouse Broadcasting.



Mr. Fromm

Wilbur M. Fromm, formerly director of new business and promotion at NBC Spot Sales, New York, is president of new Communication Services company in New York. Company will specialize in business development projects and sales promotion services for media and related in-

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EQUALIZED TURNTABLE PREAMPLIFIER

The Model TT-20A is a compact, low distortion, transistorized turntable preamp for VR cartridges, with built-in NAB equalization. Design ingenuity reduces residual noise level to better than 65 db below rated output. Small current requirements permit 6 volt dry cell battery operation, eliminating AC hum worries. Response, 30-15,000 cps $\pm$ 2 db... output —12 dbm, 600 ohm emitter follower... distortion under 1% at double rated output... size, 2 1/2 x 2 1/2 x 5 1/2". Priced from \$46.50; transformer output and power supply available. Also available as a flat amplifier Model BA-20A. Write or wire for complete details.

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Ward D. Ingram, VP-general sales manager, KTVU(TV) Oakland-San Francisco, named VP of Cox Cablevision. Both are owned by Cox Broadcasting Corp., Atlanta.

Robert O. Franklin joins WSAZ Huntington, W. Va., as station manager. He was formerly general manager of WKYW Louisville, Ky.

Gene D'Accardo named station manager of KFIV Modesto, Calif.

Richard Brader, formerly VP at Garland Agency Inc., Phoenix, named station manager of KOOL-AM-FM Phoenix.

Arthur L. Grunewald, formerly manager of WCTT Corbin, Ky., named manager of WSON-AM-FM Henderson, Ky., effective Nov. 1. Mr. Grunewald succeeds **William F. Russell**, who becomes general manager of WKYW Louisville, Ky.

Curtis Short appointed assistant manager, sales manager and program manager of KBOP Pleasanton, Tex. Mr. Short returns to KBOP after year's absence when he was with KBRZ Freeport and KMAC San Antonio, both Texas.

Albert L. Hulsen, formerly program director of WRVR(FM) New York, named station manager of WFCR(FM) Amherst, Mass., educational station.

Chuck Owen, sales manager and program director, named assistant manager of KSON San Diego.

PROGRAMING



Mr. Silverbach

Alan M. Silverbach, director of syndicated sales for past two years, elected to newly created post of VP in charge of syndicated sales for 20th Century-Fox Television, New York. Mr. Silverbach joined 20th Century-Fox Film Corp. in 1946 in international division.

Philip Mayer joins ABC owned television stations, New York, as director of program services. Mr. Mayer was formerly program director of WBKB(TV) Chicago. Prior to joining WBKB, Mr. Mayer was assistant program director at WGN-TV Chicago.

Evelyn Humphreys, formerly associate story editor for *The Defenders*, named executive story editor, CBS-TV program department, New York.

Herb Eiseman appointed assistant to **Richard L. Kirk**, VP, Broadcast Music Inc., Los Angeles. Mr. Eiseman had formerly been with MCA and Desilu



An FCC veteran leaves

Annie Neal Hunting, an FCC hearing examiner for 12 years, was honored Oct. 9 at a reception given her on her retirement from government service. Mrs. Hunting joined the commission as a lawyer in September 1934. With her are Chief Hearing Examiner **James D. Cunningham** (c), and Commissioner **Rosel H. Hyde**.

Productions.

Fran Harris appointed special features coordinator of WWJ-AM-FM-TV Detroit.

George L. Parkhill appointed advertising manager of RCA Victor record division, New York. Mr. Parkhill, who joined division in 1949, had been manager of Popular & Red Seal advertising and promotion.

Jerry Liddiard resigns as West Coast TV sales manager for Embassy Pictures, Los Angeles. His successor has not yet been named.

Jack Sanders, formerly with WKDA Nashville, joins Ly-Rann Music, Nashville publishing firm, as VP.

David Barnhizer named associate producer of *That Regis Philbin Show*. He has been with NBC for 13 years, most recently as producer-director in Chicago.

Cliff Ferre, on-air personality, named feature program editor for WKBN-AM-FM-TV Youngstown, Ohio.

Jim Robinson, staff announcer, appointed operations manager of WAKE Atlanta.

Fred Greene promoted to program director of KFIV Modesto, Calif.

Jordan Oliver, former head coach at Yale, and **Dick Enberg**, free-lance sports writer, named to cover California State at Los Angeles football games on KTTV (TV) Los Angeles.

Robert W. Gifford, formerly program

director at WOC-AM-FM Davenport, Iowa, joins WHO-AM-FM Des Moines, Iowa, as program director. Both are Palmer Broadcasting stations.

Gerard L. Appy, associate director of Georgia Center for Continuing Education at University of Georgia, Athens, appointed director of field services for National Educational Television, New York.

Bruce Miller, formerly production manager of WNOR Norfolk, Va., and president of own advertising agency, Advertising Dynamics, Norfolk, joins WXYZ-AM-FM Detroit as director of production.

Mary Morford named *Romper Room* teacher on WSIX-TV Nashville.

Alice Potter, formerly with KSOO-TV Sioux Falls, S. D., appointed copy chief and director of public relations at KPAT-AM-FM Berkeley, Calif.

NEWS

Joe D. Goodpasture named news director at WDBJ-AM-FM Roanoke, Va., succeeding **Forrest Landon** who was named associate editor of *The Roanoke Times* and *The Roanoke World News*. **Charles M. Coffey**, formerly newsman for WNNC(FM) Arlington Heights, Ill., joins WDBJ as news editor.

Aline Saarinen, art and architecture editor of NBC-TV's *Sunday* program and art critic on *Today*, named NBC News correspondent.

Tom Schell, formerly newsman at WCPO-AM-FM Cincinnati, joins ABC News *Flair Reports* as on-air correspondent.

Don Howe, formerly news director of WAAM Ann Arbor, Mich., named overnight news editor for WXYZ-AM-FM Detroit.

Bob Atkins, formerly on production staff, named news reporter for WJXT (TV) Jacksonville, Fla.

Allan Dean joins WIBG-AM-FM Philadelphia as newsman. Mr. Dean was formerly with WEEZ Chester, Pa.

EQUIPMENT & ENGINEERING

John L. Koushouris, formerly VP of operations for VHF Inc., division of Reeves Broadcasting Corp., named chief engineer for WOR-TV New York.

Edward T. Clare, VP-marketing at Cohu Electronics Inc., San Diego, elected director of firm. Mr. Clare is national president of Electronic Sales-Marketing Association.

John B. Huarisa named president and chief executive officer of Standard Kollsman Industries Inc., Melrose Park, Ill., filling post left vacant by death of **James O. Burke** in 1963. Mr. Huarisa

also succeeds **Arthur Richenthal** who resigned as chief executive officer but remains as member of board. Mr. Huarisa had been executive VP and a founder of Admiral Corp., Chicago.

Robert E. Koehler, formerly assistant to president of Oak Manufacturing Co. division of Oak Electro/Netics Corp., Crystal Lake, Ill., named director of manufacturing for division. He succeeds **David H. Rosendahl**, who retired after 25 years at Oak Electro/Netics.

Edward Shafer, VP of Entron Inc., Silver Spring, Md., resigns to become consultant in community antenna television.

FANFARE

Charles (Skip) Webster, formerly executive director of Rogers & Cowan, Beverly Hills, Calif., joins **Charles A. Pomerantz Co.**, Hollywood, as VP and director of recently formed Pomerantz-Addison, Goldstein & Walsh.

Ben Hoberman, VP and general manager, KABC-AM-FM-TV Los Angeles, named chairman of radio industry division, John Fitzgerald Kennedy Library fund.

Henry Hirsch, formerly advertising and promotion manager of KYW-AM-FM Cleveland, joins WGR-TV Buffalo, N. Y., as director of promotion and public relations.

Mary Neal, formerly promotion coordinator and publicity director, named promotion manager for WTRF-TV Wheeling, W. Va.

Ray Van Steen, formerly promotion director at Gaylord Products Inc., Chicago, joins WLS, that city, as public affairs director.

Richard S. Goss, formerly with Infoplan, public relations firm of The Interpublic Group of Cos., New York, named promotion manager at WSB-TV Atlanta.

Charles Mitts, formerly promotion director at KRLA Pasadena, Calif., named promotion director of KCOP-TV Los Angeles.

Wally Graham joins ABC Press Information, New York, as publicity representative for *The Les Crane Show*. He was formerly with CBS, same city, in similar capacity.

Mark Evans, VP of public affairs, Metromedia Inc., reappointed general chairman of National Cherry Blossom Festival in Washington.

ALLIED FIELDS

Harold E. Mott, Washington communications attorney, has retired from law firm of Welch, Mott & Morgan. Firm will be known henceforth as Welch & Morgan. Mr. Mott, 51, is graduate of

Georgetown University Law School and served with FCC until 1945 when he and Vincent B. Welch entered private practice.

INTERNATIONAL

Ken Takasaki, formerly with Vickers & Benson Ltd., Toronto agency, named radio-TV producer of McKim Advertising Ltd., that city.

W. T. Cranston, manager of CKOC Hamilton, Ont., for 26 years, retired after 35 years in broadcasting. He will remain as consultant through 1964.

Rod Allen, **Peter Dalton**, **Peter Marsh** and **Keith Wride** appointed to board of Osborne-Peacock (Holdings) Ltd., London.

Kenneth Wood, art director, and **Colin Borg**, formerly copywriter with G. S. Royds Ltd., London, appointed creative controllers at Butler & Gardner Ltd., London.

Clifford Soule, formerly in media department of S. H. Benson, London, joins Butler & Gardner Ltd., London as media planner-buyer.

Maria Eckhart, formerly with G. S. Royds Ltd., London, named television media executive at Papert, Koenig, Lois Ltd., that city.

Gordon Elms, joint managing director of Brunning Advertising & Marketing Ltd., London, appointed vice chairman of agency, and director of Brunning Group Ltd., London.

Warwick Evans, formerly marketing account executive with USP-Benson Pty. Ltd., Sydney, Australia, appointed associate director of Burnett, Nicholson & Partners Ltd., London, in charge of all marketing services.

William Vito Genova named assistant promotion manager of CKLW-AM-FM-TV Windsor, Ont.-Detroit.

DEATHS

Waldemar Alfred Paul John, 69, co-founder of MacManus, John & Adams in 1934, died Oct. 11 in Pontiac, Mich., of heart attack. Mr. John began in advertising in 1916 at Dodge Bros.; was with Brooke, Smith & French 1920-23; with Dunlap Ward, Cleveland, 1923-25, and with Campbell-Ewald, Detroit, 1925-34 as VP and director. He retired as chairman of board of MJ&A in 1955.

M. Stewart Ireys, 61, media manager for Ketchum, MacLeod & Grove, Pittsburgh, died Oct. 9 of heart attack in Pittsburgh. Mr. Ireys joined agency in 1950 and before that was with McFad-



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Four states elect new officers

Franklin H. Brown, WBMG Mc-Minnville, named 1965 president of Tennessee Association of Broadcasters, replacing **Howell Ashford Jr.**, WCRK Morristown. Other officers for coming year: **Robert I. Ratcliff**, WKPT-AM-FM Kingsport, VP for eastern Tennessee; **Robert E. Cooper**, WSM Nashville, VP for middle Tennessee; **J. Kenneth Marston**, WDXI Jackson, VP for western Tennessee; **William A. Potts**, WDKN-AM-FM Dickson, secretary-treasurer. **Dr. Kenneth D. Wright**, WUOT(FM) Knoxville, remains as executive secretary.

Hal Kirby, WWRW Russellville, elected president of Alabama Broadcasters Association, to replace **James E. Stewart**, WHEP Foley, following ABA meeting next May. Other officers elected to take office next May: **Ben K. McKinnon**, WSGN Birmingham, VP radio; **Carter Hardwick**, WSFA-TV Montgomery, VP television; **Julius E. Talton**, WHBB Selma, secretary-treasurer. **Mrs. Angie M. Young-**

son remains as executive secretary.

Paul Lang, KDLR Devils Lake, elected president of North Dakota Broadcasters Association, replacing **Chester Reiten**, KCJB Minot. **Kenneth Kennedy**, WDAY-TV Fargo, is new VP and **Leslie E. Maupin**, KLPM Minot, re-elected secretary-treasurer.

Ralph W. Beaudin, president-general manager, WLS Chicago, was elected president of Illinois Broadcasters Association for 1964-65 at IBA's fall meeting in Chicago last Wed.-Thurs. He succeeds **Joe Baisch**, WREX-TV Rockford. Also elected: **Howard (Fritz) Frederick**, WIRL Peoria, VP-radio and **D. Thomas Miller**, WBKB(TV) Chicago, VP-TV. **M. H. Stuckwisch**, WTIM Taylorville, was re-elected secretary-treasurer. New IBA directors: **Donald C. Michel**, WRAJ-AM-FM Anna, and **Joseph Bonansinga**, WGEM-AM-FM-TV Quincy. **Robert Meskill**, WKID Urbana. **Samuel A. Hasson**, WROY-AM-FM Carmi, stays on board.

tus of international politics at New York University and news broadcaster in radio's early days, died Oct. 8, in his New York home after suffering heart attack. His first broadcast was in 1921 for WJZ Jersey Meadows. Among others, he worked for ABC, Mutual, and WMCA and WNEW, both New York. Among survivors are his widow, Nora, and two daughters, Mrs. Marjorie Mills and Mrs. April Herbert.

Theodore R. Stein, 40, merchandising director of S. E. Zubrow Co., Philadelphia, died Oct. 7 at his home in Philadelphia after long illness. Mr. Stein had been with Zubrow for seven years. Among survivors are his widow, Irene, and four children, Susan, Linda, Theodore Jr., and Marie.

Eddie Cantor, 72, veteran comedian-singer who was one of radio's top stars in 1930's, died Oct. 10 of heart attack in his home in Beverly Hills, Calif. He entered radio as guest on *Rudy Vallee Show* and soon was star of *Chase and Sanborn Hour*, which, in 1933, became radio's top-rated program, succeeding *Amos 'n' Andy* in number one spot. Throughout 1930's *Eddie Cantor Show* was always in top five. Partially retired since heart attack in 1953, Mr. Cantor staged radio comeback in 1961, when he sang and joked in five-minute, five-a-week *Celebrity Five* program syndicated through A. P. Management Corp. to 1,450 radio stations.

den publications. Among survivors are his widow, Katherine; son, Gordon, and

daughter, Mrs. Horace A. DeWald. **Charles Hodges**, 69, professor emeri-

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Oct. 8 through Oct. 14, 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—spe-

cial 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

Freeport, Ill.—Rock River Television Corp. Granted CP for new TV on UHF channel 23 (524-530 mc); ERP 754 kw vis., 113.1 kw aur. Ant height above average terrain 721 feet, above ground 725 feet. P.O. address 110 South First Street, Rockford, Ill. Estimated construction cost \$662,325; first year operating cost \$390,000; revenue \$420,000. Studio and trans. locations both 1.7 miles west of Rockford, Ill. Geographic coordinates 42° 17' 46" north latitude, 89° 10' 18" west longitude. Type trans. RCA TTU-30A, type ant. RCA TFU-30J. Legal counsel Spearman & Roberson, consulting engineer A. D. Ring & Associates, both Washington. Principals: David A. Carlson (5.32%), Hugh E. Powell (5.32%), Harley W. Mullins (5.32%), C. Gordon Smith (5.32%), David S. Paddock (4.22%), Edward B. Holt (4.22%), John B. Thorsen (2.11%) and others. Principals listed are Rockford businessmen. Action Oct. 12.

***Cleveland**—Educational Television Association of Metropolitan Cleveland. Granted CP for new TV on UHF channel 25 (536-542 mc); ERP 500 w vis., 250 w aur. Ant. height above average terrain 1,000 feet; above ground 818 feet. P.O. address c/o Louis S. Pierce, 715 Carnegie Avenue, Cleveland. Estimated construction cost \$598,459; first year operating cost \$300,000. Studio location Cleveland; trans. location 9466 Ridge Road.

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North Royalton, Ohio. Geographic coordinates 41° 20' 32" north latitude, 81° 44' 22" west longitude. Type trans. GE TT-57-A; type ant. GE TY-25C. Legal counsel Cohn and Marks, Washington; consulting engineer Jansky & Bailey, Washington. Principals: board of trustees. Action Oct. 9.

APPLICATIONS

Joplin, Mo.—Caldwell and Associates Inc. UHF channel 30 (566-572 mc); ERP 45.1 kw vis., 24.4 kw aur. Ant. height above average terrain 713.8 feet, above ground 647.4 feet. P.O. address c/o George C. Baldrige, 225 Miners Bank Building, Joplin. Estimated construction cost \$298,083; first year operating cost \$213,100; revenue \$235,975. Studio and trans. locations both Joplin. Geographic coordinates 37° 04' 16" north latitude, 94° 28' 09" west longitude. Type trans. RCA TTU-2A, type ant. RCA TFU-30J. Legal counsel George C. Baldrige, consulting engineer Melvin B. Caldwell, both Joplin. Principals: (those subscribed to shares of common stock) Dan L. Stanley, Virginia S. Hickey, James V. Hightower, Helen H. Hightower, H. W. Robertson Sr., Henry Martin, Philip V. Spooner, Jean F. Eberle Sr., M. E. Potter, Kenneth A. Childress, G. L. Childress (each 6.67%) and others. Virginia Hickey has 50% interest in Coca-Cola Bottling Co., Hutchinson, Kan. Others have business interests in Joplin and other midwestern cities. Ann. Oct. 9.

Las Cruces, N. M.—Tele-Mac Telecasting Co. UHF channel 22 (518-524 mc); ERP 5.01 kw vis., 2.75 kw aur. Ant. height above average terrain 41 feet, above ground 314 feet. P.O. address Box 1318, Las Cruces. Estimated construction cost \$89,475; first year operating cost \$62,800; revenue \$73,000. Studio and trans. locations both 10 miles south of Las Cruces. Geographic coordinates 32° 15' 07" north latitude, 106° 44' 00" west longitude. Type trans. RCA TTU-1B, type ant. RCA TFU-6B. Legal counsel not listed, consulting engineer William B. Carr, Fort Worth. Principals: Harry B. Tellyer Jr. (81%) and William R. A. McCurry (39%). Mr. Tellyer has 51% interest in real estate development company in Las Cruces. Mr. McCurry is assistant manager of KOBE Las Cruces. Ann. Oct. 9.

Devils Lake, N. D.—WDAY Inc. VHF channel 8 (180-186 mc); ERP 316 kw vis., 100 kw aur. Ant. height above average terrain 1226 feet, above ground 1253 feet. P.O. address 207 Fifth Street North, Fargo, N. D. Estimated construction cost \$454,000; first year operating cost \$83,700; revenue \$65,000. Studio location Fargo, trans. location Adams, both North Dakota. Geographic coordinates 48° 24' 44" north latitude, 98° 05' 30" west longitude. Type trans. RCA TT-25DH, type ant. RCA TW18A-P. Legal counsel Marmet & Schneider, Washington; consulting engineer Julius Hetland, Fargo. Principals: Norman D. Black Jr. (4.8%), John D. Paulson (4%), Helen P. Kolouch (3.3%) and others and Forum Publishing Co. which is owned by Norman D. Black Jr. (39.5%), Cora P. Black and Norman D. Black Jr. (22.4%) as trustees for N. D. Black and others. Station will be satellite of WDAY-TV Fargo. Ann. Oct. 9.

New AM stations

APPLICATIONS

Irondale, Ala.—Dorsey Eugene Newman. 1480 kc, 5 kw, D. P.O. address c/o Radio Station WHRT, Hartselle, Ala. Estimated construction cost \$500 per month; first year operating cost \$42,000; revenue \$60,000. Mr. Newman, licensee of WHRT, requests existing facilities of WIXI Irondale. Ann. Oct. 12.

Sioux Center, Iowa—Tri-State Broadcasters. 1070 kc, 500 w, D. P.O. address c/o Russell Vande Brake, 115 Florida Avenue, N. W., Orange City, Iowa. Estimated construction cost \$22,869; first year operating cost \$28,000; revenue \$40,000. Principals: Russell Vande Brake, Gerrit Vanden Bosch and Albert Vanden Bosch (each 33⅓%). Mr. A. V. Bosch is broadcast consultant. Mr. Brake owns three concrete processing firms. Ann. Oct. 5.

Natick, Mass.—Home Service Broadcasting Corp. 1080 kc, 1 kw, D. P.O. address 45 Beulah Street, Framingham, Mass. Estimated construction cost \$27,583; first year operating cost \$39,696; revenue \$60,000. Principals: John H. Garabedian (33⅓%) and Norman W. Farley Jr. (66⅔%). Mr. Garabedian was with WMEX Boston and WPTR Albany, N. Y. Ann. Sept. 29.

Eupora, Miss.—Webster County Broadcasting Co. 1000 kc, 1 kw, D. P.O. address c/o William E. Hardy, 414 Howard Street, Greenwood, Miss. Estimated construction cost \$8,700; first year operating cost \$30,000; revenue \$36,000. Principals: William E. Hardy and James E. Myers (each 50%). Mr. Hardy

is owner of WLEF Greenwood. Ann. Sept. 29.

Germantown, Tenn.—Chickasaw Broadcasting Corp. 1030 kc, 1 kw, D. P.O. address 5469 Poplar Avenue, Memphis. Estimated construction cost \$20,500; first year operating cost \$48,000; revenue \$50,000. Principal: Reeves Hughes Jr. (100%). Mr. Hughes is owner of East Memphis Broadcasting Co., applicant for new FM in Memphis. Ann. Oct. 8.

New FM stations

ACTIONS BY FCC

Hammond, La.—Tangi Broadcasting Inc. Granted CP for new FM on 107.1 mc, channel 296A, 3 kw. Ant. height above average terrain 189 feet. P.O. address c/o Warren Verlander, 301 North Chestnut Street, Hammond. Estimated construction cost \$18,585; first year operating cost \$27,000; revenue \$33,488. Principals: Warren H. Verlander (51%) and Wallace A. Verlander (49%). Action Oct. 13.

Circleville, Ohio—Circleville Broadcasting Co. Granted CP for new FM on 104.9 mc, channel 285A, 3 kw. Ant. height above average terrain minus 38 feet. P.O. address c/o Honor L. Greenawalt, 754 Bevis Road, Columbus 2, Ohio. Estimated construction cost \$14,744; first year operating cost \$17,622; revenue \$25,500. Principals: Honor L. Greenawalt and Nelson R. Embrey II (each 50%). Mr. Embrey is part time employee of WHOK-AM-FM Lancaster, Ohio; Mrs. Greenawalt is instructor at school of dentistry. Action Oct. 8.

Whitewater, Wis.—Wisconsin State College. Granted CP for new FM on 91.7 mc, channel 219, 10 w. Ant. height above average terrain 75 feet. P.O. address 822 West Main Street, Whitewater. Estimated construction cost \$2,014; first year operating cost \$2,400. Principal: board of regents. Action Sept. 30.

APPLICATIONS

Pensacola, Fla.—Santa Rosa Broadcasting Inc. 101.5 mc, channel 268, 50 kw. Ant. height above average terrain 428 feet. P.O. address Box 845, Milton, Fla. Estimated construction cost \$44,620; first year operating cost \$21,600; revenue \$25,200. Principals: Frederick A. W. Davis (51%), Janola Davis (1%), J. Philip Robbins (32%) and J. D. Hembree (16%). Ann. Oct. 12.

Peru, Ind.—Wabash-Peru Broadcasting Inc. 98.3 mc, channel 252, 3 kw. Ant. height above average terrain 43 feet. P.O. address Box 461, Peru. Estimated construction cost \$17,112; first year operating cost \$5,000; revenue \$8,000. Principals: Geneva P. Schultz (49.6%), Richard W. Schultz (0.2%), Jeanette I. Schultz (0.2%) and trust funds set up under will of J. I. Schultz (50%). Wabash-Peru is licensee of WARU Peru. Ann. Oct. 12.

Lafayette, La.—Communications Broadcasting Inc. 94.5 mc, channel 233, 29.5 kw. Ant. height above average terrain 234 feet. P.O. address Box 1837 O.C.S., Lafayette. Estimated construction cost \$56,188; first year operating cost \$52,000; revenue \$60,000. Principals: Eugene L. Martin (30%), Bennett J. Voorhies Jr. (30%), Jules M. Arceneaux (20%) and Edward Valls (20%). Mr. Martin has 98% interest in Sound Services Inc., sound contracting and electronics dealership and Music Services Inc., background music business, both firms in Lafayette. Mr. Voorhies is attorney. Ann. Oct. 8.

Albany, N. Y.—WTRY Broadcasting Corp. 106.5 mc, channel 293, 50 kw. Ant. height above average terrain 127 feet. P.O. address 92 Fourth Street, Troy, N. Y. Estimated construction cost \$44,897; first year operating cost \$65,000; revenue \$40,000. Principals: Richard J. Monahan (20.10%), Daniel W. Kops (58.73%), Victor W. Knauth (16.93%) and Sam S. Nielsen (5.29%). WTRY Broadcasting is licensee of WTRY Troy. Ann. Oct. 8.

Clinton, Tenn.—Clinton Broadcasters Inc. 104.9 mc, channel 285A, 3 kw. Ant. height above average terrain 87.5 feet. P.O. address 329 West Hillcrest Drive, Morristown, Tenn. Estimated construction cost \$10,235; first year operating cost \$7,135; revenue \$9,680. Principals: John M. Paxton (40%), George R. Guertin (39.38%), James M. Stair (20%) and Charlotte M. Guertin (0.62%). Clinton Broadcasters are licensees of WYSH Clinton. Ann. Oct. 8.

Ownership changes

ACTIONS BY FCC

WBIB Centerville, Ala.—Granted assignment of CP from Voice of Mid-South to Voice of Mid-South Broadcasting Co., owned by Fred H. Davis (51%), Paul D. Nichols (24.5%) and Houston L. Pearce (24.5%). Consideration \$1,453. Action Oct. 9.

KRNO San Bernardino, Calif.—Granted as-

signment 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. Action Oct. 13.

KMOR Littleton, Colo.—Granted transfer of control of licensee corporation, KMR Broadcasting Corp., from Robert B. Martin (81.5% before, none after), Robert A. Rubin (15.9% before, none after) and Harold D. Taft (2.6% before, none after) to Stanley Rothenberg (none before, 100% after). Consideration \$5,000. Mr. Rothenberg is salesman for Kamen Wiping Materials Inc., Wichita, Kan. Action Oct. 13.

KMIN Grants, N. M.—Granted assignment of license from Grants Broadcasting Inc., owned by Tom E. Foster (24%), Tolbert E. Foster (24%), W. E. Dyche Jr. (10%), Gene Biddle (10%), Lewis M. Fitts (10%), Edward P. Morgan (10%), Rex G. Payne (7%) and Ben L. Slack (5%) to KMIN Inc. owned by Grants Publishing Inc. (58.98%), James B. Barber (11.8%), Ray L. Schultze (9.83%), Jack Sitton (9.83%), Gordon Owen (4.78%) and Tom Davies (4.78%). Consideration \$145,000. Grants Publishing is publisher of *Grants Daily Beacon* and is owned by James B. Barber (50.89%), Edward C. Skinner (26.82%), Jack Sitton (18.02%) and Gordon Owen (4.27%). Mr. Schultze is director of See Tee Mining Co., Grants. Commissioners Bartley and Loevinger concurred and issued statement; Commissioner Cox dissented and issued statement in which Chairman Henry joined. Action Oct. 7.

WMCR Oneida, N. Y.—Granted assignment of license from Madison County Broadcasting Corp., owned by Irenetta M. Mills (50%) and John J. Geiger (50%) to Mr. Geiger as receiver. No financial consideration. Action Oct. 2.

WNIO Niles, Ohio—Granted acquisition of negative control of licensee corporation, Niles Broadcasting Co., by Frank Bevlacqua and Stephen Conti (each 49% before, 50% after) through transfer of stock to corporation by Peter P. Michaels. No financial consideration. Action Oct. 13.

KBUY Amarillo and KPCN Grand Prairie, both Texas—Granted relinquishment of positive control of licensee corporation, 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. Action Oct. 13.

APPLICATIONS

WOGO-TV Chicago—Seeks assignment of license from Television Chicago, owned by Winnebago Television Corp. (58.3%), Transcontinental Properties Inc. (29.1%), Harold Froelich (7%) and Milton D. Friedland (5%) to Television Chicago, owned by Field Communications Corp. (50%), H & E Television Inc. (13.92%), Irwill Inc. (13.92%), Schefco Inc. (7.33%), Willard Corp. (7.33%), and Froelich and Friedland Inc. (7.5%). Field Communications is owned by Field Enterprises Inc., owned by Marshall Field Jr. (12.07%), Marshall Field Jr., Howard A. Seitz, George B. Young and Edward I. Farley as trustees by declaration by Marshall Field (64.42%) and others. Field is applicant for UHF channel 38 in Chicago which it plans to abandon pending FCC grant of WOGO-TV assignment. Field Enterprises publishes *Chicago Sun Times* and *News*. H & E Television Inc. is owned by H & E Balaban Corp. which is owned by Harry (21.3%) and Elmer Balaban (19.7%) and others. H & E is 50% owner of Plains Television Corp., licensee of WICS(TV) Springfield, WCHU(TV) Champaign, and WICD Danville, all Illinois. Irwill Inc. is owned by Irwin H. (35%), Rosalind (35%), and H. W. Dubinsky (30%). Irwin and Rosalind Dubinsky own 36% interest in Winnebago Television Corp., licensee of WTVO(TV) Rockford, Ill. H. W. Dubinsky owns 12% of Winnebago. Schefco Inc. is owned by Herbert Scheffel (100%). Mr. Scheffel has 50% interest in Transcontinental Properties Inc. which owns 50% of Plains Television Corp., and owns 100% of Connecticut Television Inc., licensee of WHNB-TV New Britain, Conn. Mr. Scheffel also has 35% interest in Trans-Tel Corp., applicant for new TV in Paterson, N. J. Willard Corp. is owned by Cecile Burger (100%). Mrs. Burger has 50% interest in Transcontinental Properties Inc. (mentioned above). Froelich & Friedland Inc. is owned by Harold Froelich (66.3%) and Milton D. Friedland (33.3%). Mr. Froelich is general manager of WTVO and has minority interest in licensee. Mr. Friedland is general manager of WICS, WCHU and WICD. Field will assume 50% of Television Chicago's expenses to get the station on the air. As quoted by Field representative, amount will reach close to \$2 million. Ann. Oct. 13.

WQRS(FM) Detroit—Seeks assignment of license from Fine Arts Broadcasters Inc., owned by Stanley R. Akers (100%) to Vanguard Broadcasting Corp., owned by Charles Rich (16.39%), Lloyd J. Fingerhut (16.39%), Jack M. Landau (16.39%), Victor J. Cohn (16.39%), Thomas M. Ferguson (9.83%), David H. Bernstein (8.2%), Sanford M. Shore (8.2%) and Robert M. Adelson (8.2%). Consideration \$53,000. Vanguard Broadcasting owns Impact Media Sales Inc., Cleveland radio promotion firm. Mr. Fingerhut is attorney. Mr. Rich owns Sports Productions Inc., Cleveland professional sports promotion firm. Ann. Oct. 8.

WLAV-AM-FM Grand Rapids, Mich.—Seeks assignment of license from Stevens-Wismer Broadcasting Inc., owned by Shepard Broadcasting Corp. which is owned by John J. Shepard (30%), Charles A. Sprague (35%) and Daniel J. Duffy (35%) to Shepard Broadcasting Corp. No financial consideration; transaction of stock transfer. Ann. Oct. 9.

KVLH Pauls Valley, Okla.—Seeks assignment of license from Joe L. and Edwin A. Anderson (each 50%) d/b as Anderson Broadcasting Service to Lewis W. Coleman and Edwin A. Anderson (each 50%) d/b as Anderson Broadcasting Service. Consideration not listed. Mr. Coleman is general manager of KSEO Durant, Okla. Ann. Oct. 8.

KRAF Reedsport, Ore.—Seeks assignment of license from Walter J. Kraus tr/as Oregon Coast Broadcasters to Gless Connoy. Consideration \$48,000. Mr. Connoy is station manager of KRAF. Ann. Oct. 7.

WCHE West Chester, Pa.—Seeks assignment of license from WCHE Broadcasting Co., owned by E. Theodore Mallick and Chandler W. Drummond d/b as Bi-States Broadcasters (25%), Edgar G. Shelton Jr. (60%) and William R. Baumer (15%) to Frank A. Robino Jr. Consideration \$90,100. Ann. Oct. 7.

WRIK-TV Ponce, P. R.—Seeks acquisition of positive control of licensee corporation, Ponce Television Corp., by Alfredo C. Ramirez de Arellano del Valle (36.6% before, 61.87% after) through purchase of stock from Vivienne Cortada de Blasini (12% before, none after), Rosy Cortada (12% before, none after), Guillermo Cortada (0.16% before, none after), Luis A. Ferre (15% before, 7.5% after), Antonio L. Ferre (5% before, 2.5% after) and Oscar Girod (5% before, 2.5% after). Consideration \$338,918.75. Mr. Ramirez is executive vice president of Ponce Television Corp. Ann. Oct. 5.

WHLP Centerville, Tenn.—Seeks transfer of control of licensee corporation, Trans-Air Broadcast Corp., from O. O. Smith (100% before, none after) to Carlton D. Swafford, David R. Price and Grant Turner (each none before, 33.3% after). Consideration \$38,000. Mr. Swafford is general manager of WHLP. Mr. Turner is announcer at WSM Nashville. Mr. Price is commercial manager of WHLP and is professional entertainer. Ann. Oct. 12.

WNFO(FM) Nashville—Seeks transfer of control of licensee corporation, Hickory Broadcasting Corp., from Lewis F. Wood Jr. (11.5%) Lewis F. Wood Sr. (38.2%) and Nile E. Yearwood (50.3%) to WKDA Broadcasting Inc., owned by Townsend Corp. of America which is owned by Stuart J. Hepburn (20%), Resort Airlines Inc. (11.45%), Lind & Co., Irving Trust Co. and Corporate Trust Dept. (13.32%), Merrill Lynch, Pierce, Fenner & Smith (6.15%), C. A. England & Co. (3.58%) and others. Consideration \$20,-

000. Townsend is licensee of KNOK-AM-FM Fort Worth. Ann. Oct. 8.

KGRI-AM-FM Henderson, Tex.—Seeks relinquishment of negative control of licensee and FM permittee corporation, Henderson Broadcasting Corp., by James T. Reeves (49% before, none after), deceased, through transfer of stock to Third National Bank of Nashville (none before, 49% after), executor of estate of Mr. Reeves. No financial consideration. Ann. Oct. 7.

KUDY Spokane, Wash.—Seeks assignment of CP from Delbert Berthoff to KUDY Inc., owned by James E. Johnson, Carl J. Issel and Gerald C. Monson (each 33.3%). Consideration \$55,850. Mr. Johnson is salesman and announcer for KYMC-TV Minot, N. D. Mr. Monson owns insurance, real estate sales and financing firm in Minot. Ann. Oct. 7.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Sol Schildhouse issued initial decision looking toward granting application of Radio Station KGVV Inc. to increase daytime power of KGVV Greenville, Tex., from 250 w to 1 kw, continued operation on 1400 kc, 250 w-N. Action Oct. 12.

■ Hearing Examiner Walther W. Guenther issued initial decision looking toward granting application of Suffolk Broadcasting Corp. for new FM on channel 225 (92.9 mc); ERP 50 kw; ant. height 145 feet, in Suffolk, Va. Action Oct. 8.

DESIGNATED FOR HEARING

■ By memorandum opinion and order, commission designated for hearing application of M. R. Lankford Broadcasting Co. for new AM in New Albany, Ind., on 1290 kc, 500 w, DA-1, unli.; made KOIL Omaha, and WTOG Savannah, Ga., parties to proceeding; denied opposing petition by Kentuckiana Broadcasting Inc., New Albany. Action Oct. 14.

■ By memorandum opinion and order, commission (1) denied request by Merced Broadcasting Co. for reinstatement of CP for new FM in Merced, Calif., which was rescinded on April 30 pursuant to applicant's letter indicating it did not intend to construct; and (2) designated for consolidated hearing Merced and Cambridge Broadcasting Corp. applications for new FM's in Merced on channel 268 (101.5 mc)—Merced with ERP 5 kw, ant. height 100 feet, and Cambridge with 17.41 kw, ant. height 113.35 feet. Action Oct. 14.

OTHER ACTIONS

KTIV Television Co., Elgin and O'Neill, Neb.—Granted CP's for two new UHF-TV translators on channel 83 to serve Neligh, Tilden, Elgin and Elkhorn Valley and on channel 77 to serve O'Neill and Inman by rebroadcasting programs of KTIV(TV) (ch. 4) Sioux City, Iowa. Commissioner Cox abstained from voting. Action Oct. 14.

Peoples Broadcasting Corp., O'Neill and Neligh, Neb.—Granted CP's for two new UHF-TV translators on channel 80 to serve Neligh, Tilden, Elgin and Elkhorn Valley and on channel 74 to serve O'Neill and Inman by rebroadcasting programs of KVTV (TV) (ch. 9) Sioux City, Iowa. Commissioner Cox abstained from voting. Action Oct. 14.

■ By order, commission (1) denied appli-

Continued on page 91

Broadcasting

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RADIO—Help Wanted

Management

Southeastern Kentucky station needs manager-salesman. Pleasant situation. Salary plus profit sharing. Send resume to Box K-164, BROADCASTING.

Energetic, mature manager for successful suburban station in one of nation's Top ten markets. Must understand local radio, sales, news, programing and translate concept into major market. Attractive salary plus profit sharing. Excellent physical plant and professional staff. Opening due to expansion of group operation. Management experience required. Box K-187, BROADCASTING.

Manager, sales background, new FM, suburban Cincinnati. Excellent potential. Ken Thomas, R-1, Florence, Ky.

Harold L. Arment. Whereabouts since March 15 needed by family. Former radio-TV engineer. Write: Box 11235, Emery Park Sta., Tucson, Ariz., 85706.

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.

\$150 per week plus percentage for self starter salesman who can sell in a large tough Virginia market. Box K-61, BROADCASTING.

Attention Virginia and Carolina salesmen. Need four strong local salesmen. Which job do you want? \$100, \$125, \$150 or \$200 per week plus commission. Box K-69, BROADCASTING.

We are seeking a unique radio salesman who knows National sales with track record of in depth selling to both client and agency. We offer association with a national rep organization that is moving fast. We offer management opportunity limited only to ability. Major Midwest location. What can you offer? Equal opportunity employer. Send complete resume of age, experience, education and current income to Box K-149, BROADCASTING.

Number one contemporary music station in Mid-America's fastest growing metropolitan area has opportunity for top calibre account executive. Real potential in billings and advancement. Major group experience helpful. K-170, BROADCASTING.

Salesman—WITL-AM—WYFE-FM, Lansing, Michigan, needs third good salesman. We are newest of three AM's in 300,000 plus metro market. Salary until exceeded by commission. Member of seven station group. Lots of opportunity. Write or phone Dick Creamer, Sales manager.

We are looking for a self starting responsible salesman in a small market who wants to move up to a two station 150,000 market. Solid station on the move locally owned and operated. Guarantee and commission. Opportunity to advance. Send background and requirements to Tom Talbot, WJLL, Niagara Falls, N. Y.

Professional salesman metro market. Need help due to new drama format and increased business. Write or call WKKW, Troy, N. Y.

Texas Negro appeal station \$8,000.00 up based on liberal salary-commission arrangement for family man with strong selling record able to make presentations utilizing documented Negro market facts. Tom Gibson, 6222 N. Central Expressway, Dallas, Tex.

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.

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.

New York City station accepting auditions for staff men (no r&r). Send air check or five minute newscast, plus three commercials, resume, state current earnings. Tapes not returnable. Box K-78, BROADCASTING.

Mature dj with experience needed by Texas kilowatt. Adult programing, no Top 40. Salary \$90.00. Resume, tape, photo to Box K-113, BROADCASTING Tapes returned.

Wanted: Mature, bright sounding, funny, gimmicky morning man for happy, bright sounding adult station in greater Los Angeles area. Man must have 1st phone and be able to create talk in a mature pleasant manner. Box K-115, BROADCASTING.

Maryland—5 kilowatt independent needs experienced announcer. Mature voice, good delivery essential. Send tape, resume, references. Box K-129, BROADCASTING.

Female dj wanted. If you dig Rhythm & Blues, Rock & Roll and would like to work on a 100% Negro programmed station in one of the Top 10 major markets send audition tape and photo. Box K-132, BROADCASTING.

If you're looking for a permanent responsible announcing position in the East and have a first phone license, write Box K-133, BROADCASTING.

Immediate opening for a morning man in small N. C. market. Must be sober and dependable . . . will accept a man of little experience, if willing to learn. Must have 3rd class license. Box K-138, BROADCASTING.

Adult daytime station—middle of the road—no rock format. Located in Michigan water wonderland, has opening for experienced first phone announcer. Good opportunity—rush tape, photo, resume and recent earnings to Box K-142, BROADCASTING.

Wanted: Engineer-announcer capable of handling maintenance on kilowatt transmitter and studio equipment. Some air work. Excellent opportunity to grow with progressive Southwestern electronic group. Send resume and salary requirements. Box K-158, BROADCASTING.

100 professionally-written resumes—\$5. Get free outline form and job help sheet. Box K-168, BROADCASTING.

There is an opening for a fast paced, clever, teen appeal jock, at the number one station in a Midwest market of 300,000. This is the first opening for the 8 to midnight shift in four years. Send complete resume, tape and salary requirements to Box K-171, BROADCASTING.

Wanted radio announcer and announcer-salesman for eastern North Carolina radio station. Send qualifications to Box K-198, BROADCASTING.

KFYR radio—5,000 watt NBC affiliate in Bismarck, North Dakota, looking for first phone announcer with mature, pleasant voice. Opening available immediately. Format middle of the road. Salary commensurate with ability and experience. Chance to supplement income with TV announcing. 701-223-0900.

Announcers—(Cont'd)

Immediate opening . . . morning man-newsman. Experienced. Send resume, tape, picture and salary requirement. KIMB, Box 33, Kimball, Nebraska.

KSFR San Francisco—seeks two concert music announcer-programers. 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 programing well.

Five kilowatt fulltimer needs middle-of-road announcer with sales experience. Send tape and resume to KWEW, Box 777, Hobbs, New Mexico.

Wanted: Top forty swinger to build evening show to excite listeners so we can sell it. We offer small market, big station, beautiful facilities, \$500 per month or better if you're better, professional standards, respect in good community. Twenty six years or over, please. Send tape and resume to Dale Low, KWIX, Moberly, Mo.

Some people say we've flipped! We're taking the No. 1 jock in market and turning him into a salesman. If you think you can be No. 1 in this market send tape & resume to: Dick Oppenheimer, WALT, Tampa, Fla.

Opening for announcer with 3rd ticket, some production, need quality man for quality station. Send tape and information to WCEC, Box 2005, Rocky Mount, N. C.

New five thousand watt station needs complete staff of professional announcers and one first phone combination man. A rare opportunity, but hurry. Send resume, photo, tape and salary requirements first letter to: WDSL RADIO, Box 404, Mocksville, N. Carolina.

Immediate opening for announcer with first phone. Send tape reference: WEED, Rocky Mount, North Carolina.

Immediate opening for experienced announcer with 1st phone (no maintenance). Send resume, tape, photo, salary requirement to: WGBR, Goldsboro, N. Carolina.

Start here: Announcer, 3rd phone, limited experience or school grad. Single man. Evenings at one of Virginia's smallest most promotional stations. Send tape, details to: Arch Harrison, WJMA, Orange, Virginia.

Need announcer with FCC third-class radio-telephone license with broadcast endorsement. Send references. Complete background, photo and tape to: John M. Spottswood, WKWF, Key West, Florida.

Wanted-announcer for morning shift with adult appeal, experience necessary. Must be able to do news and have third class ticket. Contact Peter A. Wolf, WMDN, Midland, Michigan.

Experienced, lively morning man for WPAZ, Pottstown, Penna., a Scott station. Rush tape and particulars.

Immediate opening for mature morning man with 1st phone. Emphasis announcing experience. Attractive pay. Send resume photo and tape to Carl Lea, WPVL, 713 Fobes St., Painesville, Ohio.

Wanted: Staff announcer for FM going AM. Average salary with opportunity to advance. Send resume and photograph to WSOM, Salem, Ohio.

Announcers—(Cont'd)

Wanted: Announcer with third class ticket, ballad format, no rock. Good conditions. Apply Dean Close, WWHG, Hornell, N. Y.

Staff announcer and traffic. Approximately November 15th. Contact WXVA, Charles Town, West Virginia, P.O. Box 188.

Improve technique immediately! Amazing results! Brochure "A" FREE. Fisher, 678 Medford, Patcoque, New York 11772.

Technical

Engineer with FM multiplex experience for headquarter station of major market AM and FM chain. Write Box K-41, BROADCASTING.

Engineer . . . brilliant at both ends. Studio and transmitter. 5000 watt Ohio station. Capable of handling some production. Send resume and picture. Salary requirements. Box K-144, BROADCASTING.

Chief engineer wanted to take over one of the better equipped AM & FM operations in the midwest. This is not a metropolitan and not a rock operation. If you take pride in your work and will take pride in our well run and programmed station and will work for \$600 per month, write K-195 BROADCASTING, stating your qualifications.

Engineer-announcer with technical skill, qualified for maintenance and responsibility. Send air check tape and full particulars to WBEX, Chillicothe, Ohio.

Experienced technically competent man with follow-through and ability to assume responsibility for AM-only 5 kw 40 miles west of Phila. WCOJ, Coatesville, Pa.

Immediate opening for engineer-announcer. Light maintenance. Station WSYB, Rutland, Vermont.

Production—Programing, Others

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.

Splendid professional area news operation wants to cover even more news better. Small market Midwest station offers full news facilities, respectability in good community, excellent income and opportunity to become part of three man news staff. Box K-116, BROADCASTING.

Newsman with sincere interest in gathering and reporting news. Top rated Ohio station. Send resume, tape, picture and salary requirements. Box K-165, BROADCASTING.

Detroit market station needs you if: you write sell copy, know local radio, enjoy working in pleasant surroundings . . . and you are aggressive and ambitious. Announcing, production and programing talents helpful but not necessary. Send resume and copy samples to Box K-188, BROADCASTING.

News director for small market station. Excellent opportunity for a man with ideas. Some experience required, or will consider recent journalism graduate. Contact or write Manager, WDLC, Port Jervis, N. Y.

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

General/Sales manager: Available immediately. Top flight radio-TV executive. Excellent track record in broadcast management and sales management. Family man. Willing to relocate. References. Box K-62, BROADCASTING.

FM manager, production-promotion man, ace writer, 35, has strong music/talk ideas. Believes in FM, 10-year all round network/local radio background, plus capital. New York area, or let's talk. Box K-85, BROADCASTING.

12 years management; aggressive, imaginative sales management. Offer reliability, loyalty, hard work. Active Civic, fraternal affairs. Top references. Presently Midwest, only West considered. Five-figure minimum. Box K-87, BROADCASTING.

Radio-newspaper groups: Former radio GM now newspaper ad manager seeking VP or Administrative assistant position in Midwest or Northeast progressive group. Box K-146, BROADCASTING.

Management—Six years radio and TV time sales, two of which were in sales management and national sales. (Lackluster record due to drinking and playing.) Three years manufacturing industry. Outstanding record. (No drinking or playing.) While General manager, the firm tripled sales volume and doubled profit. Many close friends in highest level of government and industry. Future no longer a problem, however, desire to prove that stable man can be successful in either industry. \$15,000 minimum. Box K-172, BROADCASTING.

Situations Wanted

Sales

How much, for man who'll top your best salesman, outperform your sportscaster and your best announcer? 12 years experience . . . sports . . . announcing . . . news with emphasis (7 years) sales Will exceed \$10,000, 64. College grad. Family, church. Now top salesman at one of countries best small market stations. If you can't pay the price . . . don't reply. Box K-139, BROADCASTING.

Sales manager for station in top Southwestern market will relocate with station which needs imagination, promotion, and better sales. College graduate with background in sales, news, announcing and programing. Minimum guarantee considered, \$500 monthly. Can fill in as news commentator or reporter. Box K-143, BROADCASTING.

Old Pro-motion manager. More than 25 years radio and TV with two stations in Top 10 markets. Thoroughly experienced all phases audience and sales promotion, merchandising, you name it. Bored in position in which abilities and capabilities are not being utilized. Box K-148, BROADCASTING.

Announcers

Not college grad., but my air work and newsroom knowhow prove my six years experience. Twenty-five, married, children. Box K-10, BROADCASTING.

Top 40 only, experienced, draft free authoritative news, 3rd ticket. Box K-67, BROADCASTING.

Experienced dj/announcer—bright sound—tight board—auth. newscast—permanent position desired—will relocate. Box K-73, BROADCASTING.

First phone announcer, family. Employed. Desires change. Box K-90, BROADCASTING.

DJ-announcer-experienced. Married and mature. Seeking position in sound station with middle of road format. Smooth delivery and ad-lib. Have third class license. Will relocate. Box K-105, BROADCASTING.

Thoroughly experienced announcer seeks staff post with progressive metropolitan operation. Southwest. California preferred. First phone if required. Brochure, tape. Box K-121, BROADCASTING.

Announcers—(Cont'd)

Do you need a mature, stable, experienced announcer for a good music station? Preference Southwest. If so it will pay you to answer this ad. Box K-135, BROADCASTING.

Creative young announcer presently employed, seeks position with competitive market. One year experience. Endorsed third, production, prefers New England area. Box K-141, BROADCASTING.

That rare combination; dj (rock or adult) continuity, production and traffic, presently employed, would like to relocate on West coast. Not a drifter or floater. Box K-153, BROADCASTING.

Experienced Negro deejay. Top 40. Terrific production. Solid commercial delivery. Box K-166, BROADCASTING.

First phone—10 years formates. Showmanship plus. Available immediately. \$150.00. Box K-173, BROADCASTING.

Solid, allround radio, TV personality seeks position with progressive, professional organization. Eight years experience, radio, TV including, top 40, middle of road, TV booth, weather, live wrestling, commercials. Prefer combination radio-TV, but will consider either. Currently metro market. Best references. Box K-175, BROADCASTING.

#1 rated air personality in medium major market looking for advancement to a swinging major market operation. Tight board—great production ideas. 5½ yrs. experience. Box K-176, BROADCASTING; or 313-742-4438.

Big market R&B, Top 40 stations! For talent: 201-763-3017 (after 7), or Box K-178, BROADCASTING.

Top money buys . . . Personality, humor, voices, production, 1st. Top forty. Box K-181, BROADCASTING.

DJ, announcer, newscaster, third phone, endorsement, tight board, no floater, no prima donna, personable. Box K-184, BROADCASTING.

I love the early morning or night time shift. Have worked both, first phone, five years experience. Presently employed, major market experience. Box K-185, BROADCASTING.

Beginning announcer, speech trained, wants start. College, third phone, ambitious. Box K-186, BROADCASTING.

Newsman-announcer, experience, presently employed. Married, 3rd class ticket. Will send tape or apply in person. Central Pa. preferred. Box K-189, BROADCASTING.

Put a tiger in your station. Aggressive young-Top 40 DJ Newsman, 4 years experience. Will travel—two years college. Box K-190, BROADCASTING.

Available immediately! Highly versatile, experienced, First phone Combo announcer Box K-191, BROADCASTING.

Announcer—26 years old, married. Currently employed by large midwest good music station. Seeking better employment with greater opportunity for advancement. If you are a good music station willing to pay a good salary for an experienced announcer—I may be your man. Prefer east or west but will consider all areas. Resume and audition tape upon request. Box K-192, BROADCASTING.

Four years #1 rated major market drive time jock. Mature, stable. California preferred. Box K-199, BROADCASTING.

Professional—Eleven years solid references. Finest background. All phases air work. Veteran with college. Production. 3rd phone. Box K-201, BROADCASTING.

Ambitious capable young announcer seeks permanent connection. Board experience includes network/local newscasts, commercials, sports. Middle of road format. Third class ticket with endorsement. Box K-204, BROADCASTING.

Creative mind for hire. Experienced—married—guaranteed adult or teen audience—musician—voices—Jim Organ, 902 Meridian St., Nashville, Tenn.

Announcers—(Cont'd)

College grad, just released from Army. 26, dependable, 7 years experience. Good play-by-play. Prefer NYC-NJ-Conn., area. Phil Hubbard, 586 Leonard St., Brooklyn 22, N. Y.

3rd. Small station experience. Family of 3. Contact: John H. Mercer, 315 West Main St., Jackson, Ohio.

A hard working young announcer from Illinois, limited experience, 3rd phone, endorsement, relocate, Phone 229-4751, Port St. Joe, Florida.

Announcer-Salesman—proven record in sales and announcing. 18 years experience. Available immediately. Paul M. Ward, 710 Dakota, Medford, Oregon. Phone 772-4641.

Washington-Baltimore area. Personality dj-announcer. Tight board. Experience. Can do the job. 202-529-1267.

Girl dj/announcer . . . Control board . . . news . . . writing . . . clerical . . . sales . . . car . . . please call 906-486-4284 or write Apt. 2, 634 Empire St., Ishpeming, Michigan.

Situations Wanted—Technical

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.

Experienced engineer looking for chief job, will consider any location. Box K-33, BROADCASTING.

Experienced AM-FM chief desires position South or Midwest, Box K-89, BROADCASTING.

First phone, related electronics technician experience, single, dependable, willing to relocate. Box K-118, BROADCASTING.

3½ years RCA 5 kw transmitter, directional ant. and maintenance experience. Great interest broadcast engineering, prefer transmitter. Box K-154, BROADCASTING.

Southeast only. Rare combination of engineer who can engineer and announcer who can announce. Box K-159, BROADCASTING.

Experienced engineer—5 years electronics, 1½ ad chief. Some announcing. Will take best offer. Box K-179, BROADCASTING.

Need position as radio or TV engineer in Texas or Southwest. Experienced. Ray Loper, 2001 Mingo, Tulsa, Oklahoma.

Production—Programing, Others

Experienced play by play man, personable disc man. Currently director for major network in New York City. You're getting experienced talent plus first rate production quality. Tapes, resumes available. Box K-140, BROADCASTING.

Highly experienced announcer ready to assume responsibilities of program director for modern format station in medium sized market. Production, continuity, and gimmicks to make your station number one and hold it there. Box K-145, BROADCASTING.

Authoritative radio news team desires Western market. Combined experience of 5 years. Tapes and resumes on request. Available January 20th, to join your staff. Box K-147, BROADCASTING.

Woman—3rd phone with endorsement. Extensive professional experience with woman's and youth programs; public relations, promotion; production and writing. Also TV commercials model, copywriter; daily half-hour radio show; at present newscaster. Journalism major; author; active member New York Woman's Press Club. Desires to work permanently in small city. Challenge of job more important than big salary. Box K-150, BROADCASTING.

Production—Programing, Others

Continued

Two man team seeking secure "Top 40" position with opportunity to work hard. Our life, radio; our purpose to make you money by building a sound. Airchecks and resumes available now. Write Box K-167, BROADCASTING.

Attention-medium major markets-Program director-5½ yrs air experience. Now rated #1 dj-PD at the number one station in Michigan second largest market wishes to relocate. Knowledge-ideas-proven performance. Box K-177, BROADCASTING, or 313-742-4438.

Negro announcer, nine years radio active, seeks program, production, news or sports director. Box K-193, BROADCASTING.

Your most important decisions are the people you hire. I am a thoroughly experienced broadcaster at the peak of productivity. Eighteen years of radio and television in major market with managerial experience. I promise you won't regret it. Box K-200, BROADCASTING.

Newsman: Mature, heavy voice. Dynamic delivery. Can change style to fit format. Write any style. Presently working market nearly two million. Seventeen years experience. Some television. No prima Donna. Box K-202, BROADCASTING.

Programmer, attractive graduate in twenties, travelled Europe and Asia, with experience in international education projects, research, administrative and business operations. For assistant to producer/director in New York City. Interested in hard work requiring personality, versatility and organization. Salary about \$6,500 annually, open to negotiation. Box K-203, BROADCASTING.

TELEVISION—Help Wanted

Management

Business manager wanted for WTVO Rockford, Illinois. Experience. Send all replies to General Manager. P.O. Box 470, Rockford, Illinois.

Sales

General-salesmanager for Midwest network-affiliated VHF. Rich market, over 300,000 homes. Must have experienced record of results on local, regional and possibly national level. If you have been in your present job four or more years and want a permanent future apply now. Full details and references plus income required first reply. Join successful, stable operation loaded with talent and hard workers. Present salesmanager has built excellent billings, is leaving only because of opportunity in home town. Our people know of this ad. Box K-134, BROADCASTING.

Technical

Engineer experienced with TT-25-BH transmitter and RCA microwave and terminal equipment. Emphasis on maintenance. Box K-56, BROADCASTING.

Southeastern TV AM and FM station has immediate opening for experienced engineers. Other future openings anticipated. Give complete background, experience, references, photographs and salary requirements. Box K-80, BROADCASTING.

Wanted: Engineer familiar with switching and television maintenance. Good opportunity to move up in progressive group operation. Resume and salary requirements requested. Box K-157, BROADCASTING.

Production—Programing, Others

Newsreel photographer wanted by major market station in the East. Aggressive, imaginative, experienced all phases, Write, Box K-57, BROADCASTING.

Immediate opening for news editor in group owned radio-TV operation located in Midwest. Photo, resume, salary requirements & audio tape to Box K-81, BROADCASTING.

Production—Programing, Others

Continued

Large eastern market TV station is looking for combination news reporter and airman. Need hard hitting incisive man with strong personality. Box K-196, BROADCASTING.

Director of news wanted for TV station in one of Top 10 markets. Must have successful record of news operation and ability to make us No. 1 news station. Box K-197, BROADCASTING.

Programing director for imaginative, live independent television programing. Energetic, responsible person for smaller market. Box 1198, Bowling Green, Ky.

Immediate opening for experienced film editor. Contact Box 1009, Bristol, Virginia, Attention: Jim Evans.

TELEVISION—Situations Wanted

Management

TV operations-production manager seeks executive position with major market station, agency or related business. Prefer Midwest, but will consider all offers. 18 years experience all phases broadcasting except sales and engineering (but hold first class ticket). Strong on organization, supervision. Box K-108, BROADCASTING.

Salesmanager-salesman. Television-11 years; radio-13 years. College graduate; 39. A high-caliber producer. Box K-183, BROADCASTING.

Announcers

Experienced radio announcer, 1st phone, wants opportunity for TV, no maintenance. College grad., 32. Diversified, related background. Seeking permanent position with reliable station on or near large city. Photo, tape available but prefer personal interview. Excellent references. Box K-120, BROADCASTING.

Radio-Television announcer, 4 years experience in all phases. Age 25. Excellent references. Tape picture, resume upon request. Box K-174, BROADCASTING.

Technical

Studio engineer—1st phone, RCA graduate, experienced, prefer Southeast location. Box J-179, BROADCASTING.

Engineer experienced in TV. Transmitter operation and maintenance. Box J-230, BROADCASTING.

Director-switcher, first phone, experienced all aspects, now working technical director top market. Desire production, chance in management. Box K-128, BROADCASTING.

Experience—first phone, TV studio transmitter, switching, film projection, & radio. Tech school graduate. Box K-152, BROADCASTING.

3½ years RCA 5 kw AM transmitter and TV service experience, looking for TV transmitter opening, great interest broadcast engineering. Box K-156, BROADCASTING.

RCA correspondence student with 1st phone, 5 years experience in radio, presently chief of 1 kw dir., wanting to break into television. Will go anywhere. Box K-160, BROADCASTING.

Production—Programing, Others

Masters course work recently completed, 25, discharge, wide range experience, want news on-air opportunity East of Mississippi, resume VTR available. Box K-125, BROADCASTING.

I can produce and direct all your public service programing for you. I'm 27, married, ten years experience in live television, own silent and sound cameras and other equipment. Box K-155, BROADCASTING.

Experienced artist, desires art director position with progressive station offering challenge and advancement. College trained, young, ambitious, and talented. For resume write Box K-180, BROADCASTING.

TELEVISION—Situations Wanted

Production—Programing—(Cont'd)

Producer/director/performer for commercial or educational television. BA in music and graduate work in radio/TV. Proven success in dramatic, music, and children's shows. Fifteen years experience in commercial radio and television. Civic and club leader. Excellent references. Box K-205, BROADCASTING.

WANTED TO BUY—Equipment

Video tape (used) all sizes, incl. empty reels and storage cabinets. Box K-3, BROADCASTING.

Necessary equipment for radio station, including 250 watt Collins AM transmitter. Call Mr. Wood, (602) 225-7461, in Phoenix, Arizona.

Wanted: Used television tower 750 to 1,000 feet. Send complete details and prices to Box K-162, BROADCASTING.

UHF antenna—wanted used Channel 25 antenna in good condition. Send particulars to Box K-163, BROADCASTING.

RCA TTU12 amplifier—transmitter. Also cameras, lights, equipment, etc. WTAO-TV, Ch. 56, 445 Concord Ave., Cambridge, Mass.

Wanted: Frequency monitor must be in good condition. Chief engineer, KDIA, 327 22nd St., Oakland, Calif.

Need Bridge Diplexer for 5 kw television transmitter on Channel 10. KOLN-TV, 40th & W Streets, Lincoln, Nebraska.

Three Ampex 5594 or similar 25 cycle automatic control units for tape machines. Write WMRO, Aurora, Illinois.

FOR SALE—Equipment

Television/radio transmitters, monitors, tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave., N.Y.C.

Parabolic antennas, six foot dia., new, solid surface with hardware, dipole, etc. \$100.00 each. S-W Electric Cable Company, Willow & Twenty-Fourth Streets, Oakland California. 832-3527.

Everything in used broadcast equipment. Write for complete listings. Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

Portable Video Tape recorders (slant-track). Equipment like new. Broadcast and closed circuit units. Priced to sell quickly. Box K-151, BROADCASTING.

Sale on Raytheon KTR1000A 1 watt TV microwave, H.F. distortion analyzers, FM, AM monitors, transmitters, camera and Fld. gear. 212-EN 2-5680. Box K-161, BROADCASTING.

Gates BC-1E kilowatt transmitter—good condition. \$850.00. Box K-169, BROADCASTING.

Four bay super turnstile, adjustable to channel 2 or 3. Also 400 feet 3/4" Teflon transmission line. Box K-182, BROADCASTING.

Heliac coaxial cable, HJ5-50 type, new 85¢ ft. FOB, E.E.E.E., P.O. Box 2025, La Mesa, Calif.

New and used towers for sale. Also tower erection and maintenance. Southern States Tank & Tower Co., Phone 1321, Central City, Kentucky.

Gates remote control and metering system, complete. WWAB, Box 65, Lakeland, Florida.

For Sale: 1000 watt Raytheon transmitter model No. RA-1000, Serial-162. Excellent condition. On air now. Available soon—\$1250.00—at sight. WETB, Johnson City, Tennessee. Phone E. B. Jones 928-5811.

FREE! Station managers—write for specs on Roberts FT192 professional, monophonic recorders at 30% off! Brand new, factory cartons, full warranty! Warehouse clearance, list \$349.50, now \$245.00 each—plus shipping! Columbine Enterprises, Box 22192, Denver, Colorado 80222.

FOR SALE—Equipment—(Cont'd)

For sale: Western Electric 1 kw FM transmitter. Modified final amplifier, 4-400's. Excellent condition. Must remove immediately for new transmitter. Tom Archibald, WSRW, radio, Hillsboro, Ohio.

Two Ampex 401A, each with spare unused heads. \$400.00 each. Two Maggie PT6AH. \$150.00 each. All with cases and presently in use. Tom Jones, WSWA, Harrisonburg, Va.

BUSINESS OPPORTUNITY

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.

JOCKEY JOKER!—A collection of six gag-files now in one edition. Contains over 500 One Liners, Gags, sound effect bits, station breaks, ad libs, etc. . . \$7.50. Show-Biz-Comedy Service, 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.

Collector wants Muzak, Associated. World, NBC, etc. transcriptions, catalogs 1930-1940 period. Robert Nicholas, 4200 Blackthorne, Long Beach, Calif. 90808

"Interpretive Announcing" will teach you what 95% of announcers will never learn by trial and error. "Interpretive Announcing," the nationally recognized copyrighted voice training system, available now in lecture series on tape, \$14.95 complete with commercial script. Broadcast Careers Institute, 975 North 35th St., Milwaukee 8, Wisconsin.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write Dept. 4-K, Grantham Schools, 1505 N. Western Ave., Hollywood, Calif. 90027.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing, programing, console operation Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Minneapolis now has Elkins' famous six week course in First Class FCC License preparation through proven theory and lab methods. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minn.

INSTRUCTIONS—(Cont'd)

Pittsburgh, FCC first class "success-proven" accelerated course now in Pittsburgh. Day or evening. Free placement. For brochure, write American Electronics School, 415 Smithfield St., Pittsburgh 22, Pa. Phone 281-5422.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting 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. Class begins Nov. 17. For reservations write or call Radio Engineering Institute, 1336 Main St., Sarasota, Florida.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting, 814 H St. NW, Washington 1, D. C.

Learn Broadcasting in nations 23rd market. Individual instruction, no classes. Broadcasting Institute of America, Box 6071, New Orleans.

Broadcasters seeking first phone in a hurry at low tuition, write Bob Johnson Radio License Training, 1201 Ninth Street, Manhattan Beach, Calif.

Help Wanted—Sales

Be Happy as our ASS'T SALES MANAGER

First of all, you'll earn more. High base plus override should make the right man a minimum of \$35,000; if you're good at administration too graduate in a few years to Gen. Mgr. Prefer man 25-40 with strong sales record in national and local. You must believe in contemporary radio and not be afraid to work hard and long in America's toughest Eastern market.

Box K-137, BROADCASTING

Announcers

Top MONEY for TOP MORNING MAN

Eastern top 40 station seeks 2 Live Wires; bombard the city with humor, traffic, time checks, local tidbits resulting in top ratings.

Send tape, resume to:
Box K-136, BROADCASTING

Production—Programing, Others

ATTENTION DJ's

Record executive and Personnel Manager is conducting Nationwide talent search for young, new pop and rock singers and comedians. Please pass the word along. Send Demo tapes, pictures and brief resume to P. O. Box 03, Palm Springs, California. We also can bring big teenage dance and shows into your area at no cost to you. Write for info.

TELEVISION—Help Wanted

Production—Programing, Others

NEWS DIRECTOR WANTED

AM-FM-TV medium market station in Mid-Atlantic area seeks top Newsman to Head 2 man Department. Hard worker with strong on air voice and administrative ability required. Send tape, pix and complete resume including salary requirements to:

Box K-194, BROADCASTING

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

EMPLOYMENT SERVICE

CONFIDENTIAL NEGOTIATIONS

Radio & TV only. No one will know you are looking unless a firm offer is made. Firms with complete confidence. Office, talent, airmen, technical, management, production. Write for application.

CONFIDENTIAL BROADCAST EMPLOYMENT AGENCY

415 Smithfield St., Pittsburgh, Pa. 15222

MOVE TO THE ROCKIES!!!

We are the only agency in the seven-state Rocky Mountain area specializing in radio and TV personnel. Immediate openings for Managers, Salesmen, Engineers, Traffic, Copy, and other categories. Send inquiry and resume to:

RADIO AND TV DIVISION
COLORADO BUSINESS INSTITUTE
SUITE 641 EQUITABLE BLDG.
DENVER, COLORADO 80202

EMPLOYMENT SERVICE

Continued

POSITIONS OPEN

ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U. S. MARKETS
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WRITE FOR APPLICATION NOW
**BROADCAST
EMPLOYMENT SERVICE**

4825 10th Ave. So.
Minneapolis, Minn. 55417

FOR SALE—Equipment

SALE—Equipment

Two (2) VHF transmitter-receiver stations, Wilcox Elec. Co. Type 418A-1. Used by Phone Co. Each consists of a 6-ft. enclosed rack-panel cabinet containing the following: #408A-1 transmitter xtal controlled ending in 829 class C with 807 class B modulators; #305A-1 receiver, xtal controlled, 10 tubes; #96893 relay control unit; and #407A-1 power supply using 2-5U4's and 2-866A's. Price \$350.00 ea. Electronicraft, Inc., Box 18, Binghamton, N. Y. Phone 607-724-5785.

BUSINESS OPPORTUNITY

MAXIM: Fortunes are made by . . .
finding a demand and supplying it.

Internationally known White House and Foreign Correspondent seeks individual or group to put up total of \$100,000 to create worldwide Commercial Intelligence Network (CIN) to supply demands of majority of American Manufacturers of goods and services now lacking instant access to vital World Trade Leads.

90% of Suppliers of Gross National Product, who can not afford to privately gather global trade information, are denied export growth. Many enterprising executives subscribe to the weekly Department of Commerce publication, but must share its disclosures with competitors.

CIN, drawing from cultivated sources of information on Embassy Row and in foreign governments and commercial centers, will swiftly co-ordinate exclusive international trade leads and aggressively act here and abroad in the interests of clients.

Jack Laurence, Post Office Box 5912
Bethesda, Md.

WANTED TO BUY—Stations

STATION WANTED

Twenty-year broadcast veteran and two incredible salesmen want information on lease to purchase low billing station in market 250,000 or more in Texas, Arizona, Nevada or Southern California. All presently employed in jobs of executive capacity. Send replies to:

Box K-68, BROADCASTING

FOR SALE—Stations

FOR SALE

Canadian CATV Systems.
MICHAEL JAY
Licensed Broker
1262 Don Mills Road,
Don Mills, Ontario.
Phone 444-8791

STATIONS FOR SALE

1. SOUTHEAST. Exclusive market. \$125,000. Terms.
2. FAR WEST. Medium market. Volume \$90,000. Excellent terms to qualified buyer.

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FOR SALE—Stations

Continued

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Continued from page 85

cation by Progress Valley Broadcasters Co. for review of Aug. 7 decision by Review Board which directed Progress to discontinue use of call letters KISM for its new AM in Shakopee, Minn., because of phonetic and rhythmic similarity with call letters KYSM of Southern Minnesota Supply Co.'s station at Mankato; (2) ordered Progress to discontinue use of KISM call letters not later than 30 days after release of order, and (3) denied request of Progress for stay pending further administrative or judicial proceedings. Commissioner Ford abstained from voting; Commissioner Loevinger not participating. Action Oct. 14.

■ By memorandum opinion and order, commission granted petition by Lorain Journal Co. to extent of setting aside June 25 grant of application for transfer of control of Elyria-Lorain Broadcasting Co.'s WEOL-AM-FM Elyria, Ohio, to Lorain County Printing & Publishing Co. through purchase of additional stock from Loren M. Berry Foundation; directed Lorain County Printing to retransfer any of 200 shares of stock it might have acquired from foundation as proposed in application; and ordered Elyria-Lorain to file application for transfer within 30 days on FCC form 315 and furnish information requested in memorandum opinion. Meanwhile, deferred action on WEOL-AM-FM renewal applications pending consideration of new transfer of control application. Action Oct. 14.

■ By order, commission (1) gave final approval of joint agreement for dismissal of application of Radio Wallingford Inc. for new AM on 1380 kc, 5 kw, DA-2, unli., in Wallingford, Conn., and reimbursement by Naugatuck Valley Service Inc. (upon grant of its application) of one-half of Radio Wallingford's expenses, not to exceed \$3,500, incurred in prosecuting application (the remaining half to be paid by Quinnipiac Valley Service Inc. upon grant of latter's application for new AM on 860 kc, 1 kw, D, in Wallingford, or, optionally, receipt of 50% of Quinnipiac stock by Radio Wallingford); and (2) designated for hearing application of Naugatuck to change facilities of WOWW Naugatuck, Conn., from 860 kc, 250 w, DA, D, to 1380 kc, 500 w-N, 5 kw-LS, DA-2, and made WBNX New York, WAWZ Zarepath, N. J., and WMBG Richmond, Va., parties to proceeding. Action Oct. 14.

■ By order, commission dismissed application of Frank H. Accorsi for renewal of license of WFHA-FM Red Bank, N. J., and ordered him to cease operation of station effective midnight Nov. 13. Licensee failed to respond to commission correspondence concerning questions with respect to billing practices and official notice of technical violations, including May 19 certified letter warning failure to respond within 20 days would result in dismissal of renewal application. Action Oct. 14.

■ By memorandum opinion and order, commission granted joint request for approval of agreement for withdrawal of application of Cavalcade Telecasters Inc. for new TV on channel 46 in Riverside, Calif., and reimbursement of \$3,000 by Broadcasting Service of America; dismissed Cavalcade application, and granted application of Broadcasting Service of America for new TV on channel 46 with ERP 219 kw vis. and 138 kw aur. and ant. height 2,080 ft., in Guasti, Calif. Commissioners Bartley and Cox dissented. Action Oct. 14.

■ Cancelled oral argument scheduled for Oct. 15 in proceeding on applications of Salem Television Co. and Salem Channel 3 Telecasters Inc. for new TV's on channel 3 in Salem, Ore. On Oct. 12, Salem Channel 3 Telecasters (which had filed exceptions to initial decision) notified commission it would not participate in oral argument. Action Oct. 13.

■ By decision in proceedings involving Martin R. Karig, commission (1) terminated as moot revocation proceedings with respect to his CP for WIZR Johnstown, N. Y.; (2) granted motion by Broadcast Bureau and dismissed with prejudice for failure to prosecute application of Radio Station WRSA Inc. for new AM in Troy, N. Y., and (3) denied applications of SPA Broadcasters Inc. for renewal of license of WSPN (900 kc) Saratoga Springs, N. Y., and for CP for new AM on 1280 kc in that city, also denied its request for oral argument. Action Oct. 12.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order in Boston TV channel 5 proceedings, denied motion by Boston Broadcasters Inc. to clarify issue added by board on March 12 with respect to stockholders, directors, and officers of WHDH Inc.'s parent corporation,

Boston Herald-Traveler Corp., information required by Sec. II of FCC form 301, and, in light of evidence adduced, to determine whether WHDH Inc. is legally qualified. Member Nelson abstained from voting. Action Oct. 14.

■ Members Nelson and Pincock, with Member Stone concurring, adopted decision denying application of Blue Ridge Mountain Broadcasting Inc. for new AM on 1500 kc, 1 kw (500 w CH), D, in Ellijay, Ga. Commission on Sept. 30 granted application by Blue Ridge Mountain Broadcasting Inc. and Gordon County Broadcasting Co. (WCGA), Calhoun, Ga., for review of May 7 decision of board which denied Blue Ridge's application, and remanded decision to board for clarification and reevaluation with respect to reliance upon certain evidentiary presumptions adverse to applicant, etc. Board concluded that application should be denied on two separate and distinct grounds: "first, that evidence establishes affirmatively that Gordon County participated in planning, preparation and filing of Blue Ridge application; that said application was not filed in good faith; and that it was filed solely or in part for purpose of preventing or delaying granting of CP to Reliable Broadcasting Co., at Calhoun, Ga.; and second, that applicant has failed to make necessary showing under 'strike' issue to permit us to resolve issue in its favor." Action Oct. 12.

■ Granted petition by Indian River Broadcasting Co. (WIRA), Fort Pierce, Fla., to extend time to Oct. 23 to file oppositions to WFTL Broadcasting Co. motion to enlarge issues in proceeding on WIRA's AM application. Action Oct. 12.

■ Members Berkemeyer, Pincock and Stone adopted decision denying as inconsistent with Sec. 73.24(b) of rules application of Brainerd Broadcasting Co., to change operation of KLIZ Brainerd, Minn., on 1380 kc from 1 kw, D, to 5 kw, unli., DA-N, and change trans. site; and struck Greater Minnesota Broadcasting Co., Brainerd, exceptions. A Dec. 17, 1963 initial decision looked toward granting application. Action Oct. 9.

■ Scheduled oral argument for Nov. 2 in proceeding on applications of Sara Radio Inc. (associate of Community Radio of Saratoga Springs, New York Inc.) and Channel 900 of Saratoga Springs, New York Inc. (subsidiary of AM Broadcasters of Saratoga Springs Inc.), for interim operation on 900 kc in Saratoga Springs, N. Y.; and directed any briefs or memoranda of law, or any formula for joint operation, that parties may wish to submit shall be filed not later than Oct. 23. Action Oct. 9.

■ In Herndon-Manassas, Va., AM consolidated proceeding in Doc. 14873-4, 14876, granted request by Prince William Broadcasting Corp. and Coastal Broadcasters Inc. to accept late filed joint motion to correct July 9 transcript of oral argument. Member Nelson not participating. Action Oct. 9.

■ In proceeding on application of Raul Santiago Roman for new AM in Vega Baja, P. R., in Doc. 15135, denied petition by Arcibo Broadcasting Corp. Inc. (WMNT), Manati, to take official notice of order of Supreme Court of Puerto Rico against Roman and cancel Oct. 13 oral argument. Action Oct. 9.

■ In proceeding on applications of Farragut Television Corp. and Peoples Broadcasting Corp. for new TV's on channel 40 in Columbus, Ohio, in Doc. 15619-20, granted Broadcast Bureau petition to extend time to Oct. 23 to file responsive pleadings to Farragut's motion to enlarge issues. Member Nelson abstained from voting. Action Oct. 8.

ACTIONS ON MOTIONS

By Hearing Examiner Basil P. Cooper

■ Scheduled further prehearing conference for Oct. 14 in proceeding on applications of Prattville Broadcasting Co. and Billy Walker for new AM stations in Prattville, Ala. Action Oct. 12.

By Hearing Examiner Thomas H. Donahue

■ Pursuant to agreement reached at Oct. 8 prehearing conference, continued Oct. 15 hearing to Oct. 26 in proceeding on application of WHAS Inc. (WHAS-TV), Louisville, Ky. Action Oct. 8.

By Hearing Examiner Isadore A. Honig

■ In proceeding on applications of Community Broadcasting Service Inc. and Mortimer and Vivian Eliza Hendrickson for new FM's in Vineland, N. J., in Doc. 15265-6, denied Community's petition to reopen record for evidence on issues concerning alleged practice of "double billing" by Hendrickson in operation of WDLV Vineland; denied Hendrickson request for oral argument on petition. Action Oct. 9.

■ In proceeding on AM applications of

Community Radio of Saratoga Springs, New York, Inc. and A. M. Broadcasters of Saratoga Springs Inc., Saratoga Springs, N. Y., in Doc. 15587-8, formalized by order certain procedural agreements reached at Oct. 8 prehearing conference and, among other things, continued Oct. 20 hearing to Nov. 9; on own motion, relieved applicants and Broadcast Bureau from obligation to exchange proposed exhibits with counsel for Kenneth H. Freebern and from any obligation to serve any pleadings hereafter filed by them in view of withdrawal of Freebern from further participation in proceeding. Action Oct. 8.

By Hearing Examiner H. Gifford Irion

■ In proceeding on applications of Farragut Television Corp. and Peoples Broadcasting Corp. for new TV's on channel 40 in Columbus, Ohio, in Doc. 15619-20, denied Farragut's petition for leave to amend application to make change in stockholders. Action Oct. 12.

By Hearing Examiner David I. Kraushaar

■ On own motion, continued Oct. 14 hearing to Dec. 2, subject to further order in premises, in proceeding on application of Triangle Publications Inc. for new VHF-TV translator in Johnstown, Pa. Action Oct. 13.

■ In proceeding on applications of Middle Tennessee Enterprises Inc. and Middle Tennessee Broadcasting Co. for new FM's in Columbia, Tenn., in Doc. 15567-8, granted Middle Tennessee Broadcasting petition for leave to amend application to reflect changes in applicant's board of directors and officers. Action Oct. 12.

By Hearing Examiner Jay A. Kyle

■ Pursuant to Oct. 13 prehearing conference in proceeding on AM application of Indian River Broadcasting Co. (WIRA), Fort Pierce, Fla., in Doc. 15571, scheduled certain procedural dates and rescheduled Oct. 14 hearing for Dec. 17. Action Oct. 13.

■ Scheduled hearing for Oct. 12 in proceeding on applications of KTIV Television Co., Peoples Broadcasting, and Palmer Broadcasting Co. to change trans. sites and make other changes in respective TV's KTIV and KTVI Sioux City, and WHO-TV Des Moines, Iowa. Action Oct. 8.

By Hearing Examiner
Chester F. Naumowicz Jr.

■ In proceeding on applications of Northwestern Indiana Radio Inc., Valley Broadcasting and Livingston County Broadcasting Co. for new AM's in Valparaiso, Ind., and Kankakee and Pontiac, Ill., in Doc. 8218 et al, granted Broadcast Bureau petition to extend time from Oct. 14 to Oct. 23 to file responses to Valley Broadcasting's now pending petition for leave to amend application. Action Oct. 12.

By Hearing Examiner Herbert Sharfman

■ Rescheduled Oct. 16 hearing for Oct. 30 in proceeding on applications of Great Northern Broadcasting System and Midwestern Broadcasting Co. for new FM's in Traverse City, Mich. Action Oct. 9.

■ In proceeding on applications of Southern Radio and Television Co., Lehigh Acres, and Robert Hecksher (WMYR), Fort Myers, Fla., received in evidence certain exhibits by Broadcast Bureau, accepted as part of hearing transcript Southern's Oct. 1 information regarding directorship of Lee Ratner in Miami National Bank, did not receive in evidence Oct. 24, 1963 copy of real estate agreement considered in connection with determination of real parties in interest in Southern application, and closed record. Action Oct. 7.

BROADCAST ACTIONS

by Broadcast Bureau
Actions of Oct. 13

WGAL-TV Lancaster, Pa.—Granted license covering installation of new auxiliary trans. WCHI Chillicothe, Ohio—Granted license covering increase in power.

WSFA-TV Montgomery, Ala.—Granted mod. of license to reduce aur. ERP to 47.4 kw and change type aur. trans.

WMLF Pineville, Ky.—Granted authority to sign-off at 7:00 p.m., EST for period ending Nov. 30.

■ Granted renewal of licenses for following: WLWM(FM) Nashville; WCHI Chillicothe, Ohio; WKOV Wellston, Ohio; WDSK Cleveland, Miss.; WJBF(TV) Augusta, Ga.; WSAI Cincinnati; KACT Andrews, Tex.

WLOS-TV Asheville, N. C.—Granted mod. of license to reduce aur. ERP to 18.7 kw and change type aur. trans.

WNBFTV Binghamton, N. Y.—Granted mod. of license to reduce aur. ERP to 18

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Oct. 14

	Lic.	CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,971	58	77	353
FM	1,177	57	199	279
TV	546 ¹	37	87	174

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Oct. 14

	VHF	UHF	TV
Commercial	509 ²	164	673
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.

kw. and change type aur. trans.
KLFY-TV Lafayette, La.—Granted CP to utilize previously authorized DuMont 8000 driver as auxiliary trans. at main trans. site.

WEVD-FM New York—Granted SCA on sub-carrier frequency 67 kc.
■ Granted licenses for following UHF-TV translators: K76BQ, Office of Education; Department of County of Santa Clara, Calif.; Gilroy and Morgan Hill, Calif.; W70AK, WEJA-TV Inc., Conklin, Dickinson and Southside, Binghamton, N. Y.; W73AF, Sterling Information Services Ltd., New York.

■ Granted licenses for following VHF-TV translators: K02DO, K06DN, Frontier Broadcasting Co., Scottsbluff, Gering, Terrytown and rural area, Neb.; K07DL, Four Corners TV Club, Dolores, Colo.; K11BY, Bitterroot TV Booster Club, Hamilton, Mont.; K10DP, Chamber of Commerce of Fort Sumner, N. M.; Fort Sumner, N. M.; K02CN, Key Club of Dunsmuir, Mt. Shasta and Dunsmuir, Calif.; K11FU, Springfield Chamber of Commerce, Springfield, Calif.; W02AF, South-eastern Broadcasting Corp., Sylva, N. C.

■ Granted licenses covering changes in following TV's: KXAB-TV Aberdeen, S. D.; WJAR-TV Providence, R. I.; WLEX-TV Lexington, Ky.; WATR-TV Waterbury, Conn.; KREM-TV Spokane, Wash.; WNA-C-TV Boston; KCTV San Angelo, Tex.; KIMA-TV Yakima, Wash.; KGW-TV Portland, Ore.; WCSC-TV Charleston, S. C.; WNEP-TV Scranton, Pa., redescribe trans. location as Electronic Heights, Penobscot Knob, near Wilkes-Barre, change name to Taft Broadcasting Co.; condition; WDAU-TV Scranton, Pa.

Actions of Oct. 12

KJML-TV Sacramento, Calif. — Waived Sec. 73.210(a) of rules to extent of permitting relocation of main studio beyond corporate limits of Sacramento at 5901 Palm Drive, Carmichael. Authority to become effective upon notification by licensee to commission operation has been commenced from new studio location. Sacramento identification to be continued.

■ Granted licenses for following VHF-TV translators: K08CS, K10DD, K13DC, Uintah County, Roosevelt, Fort Duchesne, White Rocks and Neola, Utah; K06DH, K06DI, Millard County School District, Scipio, Holden, Lynndyl and Oak City, Utah; and K08EN, Washington County Television Dept., Pine Valley and Central, Utah.

■ Granted licenses for following UHF-TV translators: K700CN, K78BG, K75AY, Duchesne County, Myton, Utah; and K76BM,

Millard County School District, Fillmore, Utah.

■ Following were granted extensions of completion dates: KTUL-TV Tulsa, Okla., to April 12, 1965, and *WQED-TV Pittsburgh, to April 12, 1965.

Actions of Oct. 9

K02BW Casas Adobes, Ariz.—Granted assignment of license to Gilmore Broadcasting Corp. of Arizona.

KDRG Deer Lodge, Mont.—Granted license for AM and specify type trans.

*WJSP-TV Columbus, Ga.—Granted license for noncommercial educational TV.

*WGGU-TV Bowling Green, Ohio—Granted license for noncommercial educational TV; ERP vis. 10.2 kw.

KSOO-TV Sioux Falls, S. D.—Granted license for TV and specify studio location.

KNMT-TV Walker, Minn.—Granted license for TV.

KGLD-TV Garden City, Kan.—Granted license for TV.

*WEDH-TV Hartford, Conn.—Granted CP to replace expired permit for change of facilities.

KTVS-TV Sterling, Colo.—Granted license for TV and redescribe trans. and studio locations as on state highway 61, 9.6 miles east southeast of Sterling.

KLFY-TV Lafayette, La.—Granted license for TV.

WLTW-TV Bowling Green, Ky.—Granted license for TV.

KSLN-TV Salina, Kan.—Granted license for TV.

KUSU-TV Logan, Utah—Granted license for TV.

KCOY-TV Santa Maria, Calif.—Granted license for TV and redescribe studio location as 1503 N. McClelland St., Santa Maria.

WGHP-TV High Point, N. C.—Granted license for TV.

WHNT-TV Huntsville, Ala.—Granted license for TV and correct description of trans. and studio locations to 960 Monte Sano Boulevard, Huntsville; ERP vis. 398 kw, aur. 199 kw.

WSPA-TV Spartanburg, S. C.—Granted license for TV.

WHNB-TV New Britain, Conn.—Granted extension of completion date to May 15, 1965.

WKCT Bowling Green, Ky.—Reconsidered and regrant renewal of license of AM: conditioned to no pre-sunrise operation with daytime facilities pending decision in Doc. 14419.

KMRE Anderson, Calif.—Granted mod. of license to change studio location and operate

trans. by remote control; condition.

WBTH Williamson, W. Va.—Granted license covering use of old main trans. as auxiliary trans.

KICK Springfield, Mo.—Granted license covering use of old main trans. as auxiliary trans. at present main trans. location.

WAXX Chippewa Falls, Wis.—Granted license covering change in ant.-trans. location and ground system.

■ Granted licenses covering increase in day power and installation new trans. for following: WTTE Vero Beach, Fla., and KRMD Shreveport, La.

■ Granted licenses covering increase in day power, installation new trans. and specify type trans. for following: WIVI Christiansted, V. I.; WCRA Effingham, Ill.; and WLOR Thomasville, Ga.

■ Granted renewal of license for following: WCLW-AM-FM Mansfield, Ohio; WTOM-TV Cheboygan, Mich.; WASK Lafayette, Ind.; WDAC(FM), Lancaster, Pa.; WMUZ(FM) Detroit; WYCA(FM) Hammond, Ind.; K12AQ, K10AL, K08AO, Milford Area TV Association, Milford, Utah; K09FM, K11FP K13FF, Manti City Corp., Manti and Ephraim, Utah.

WERO-FM Fremont, Ohio—Granted CP to install new ant.

WBLK-FM Depew, N. Y.—Granted mod. of CP to make changes in ant.-system: ant. height 400 feet.

WQRB-FM Pittsfield, Mass.—Granted SCA to operate on sub-carrier frequency 67 kc.

KRMD Shreveport, La.—Granted license covering use of old main trans. as auxiliary-day and alternate main-night trans. at present main trans. site.

KETX Livingston, Tex.—Granted license covering use of present driver unit as auxiliary trans.

KHFH Sierra Vista, Ariz.—Granted license covering change in hours of operation on 1420 kc from 1 kw, D to 500 w-N, 1 kw-LS, DA-N, and specify type trans.

■ Granted licenses for following VHF-TV translators: K12EP, North Fork TV Association, Paonia, Colo.; W02AA, W04AB, W12AC, Community Television System, Gatlingburg, Tenn.; K08DA, K10DQ, K12DA, San Juan County, Monticello and Blanding, Utah; K09GE, Gunnison County Chamber of Commerce TV Division, Sargents, Colo.; K08DJ, Free Community TV, channel 8, Mitchell Retail Division, Mitchell Community Club, Mitchell, Neb.; K08DP, Tioga Television Association, Poole Plant, Calif.; W09AF, Spartan Radiocasting Co., Sylva, Webster, Love Field, Cullowhee and Dillsboro, N. C.; and K03BK, McArtor and Sutton TV, Chap-pell, Neb.

Actions of Oct. 8

*WUSF(FM) Tampa, Fla.—Granted CP to install new trans.: ERP 1.25 kw; ant. height 120 feet; remote control permitted.

K08BG Troy, Mont.—Granted license covering changes for VHF-TV translator.

K75AK, K81AD Wasco, Ore.—Granted licenses covering changes for UHF-TV translator.

■ Granted licenses for following VHF-TV translators: K09GK, White Bird TV Association, White Bird, Idaho; K09DK, Nor-Sis TV Corp., Weed, Calif.; K09GN, Presidio TV Co., Presidio, Tex.; K04BJ, La Pine TV Corp., La Pine, Ore., and specify type trans.

■ Granted licenses for following UHF-TV translators: K70DG, K72CI, KIRO Inc., Port Angeles and Everett, Wash.; K75BE, K78BJ, Town & Country TV, Lamolille and Elko, and Beowawee, Nev.

Actions of Oct. 7

WMID Atlantic City, N. J.—Granted licenses covering installation of old main trans. as auxiliary daytime and alternate main nighttime trans.; and change in ant.-trans. location, and changes in ant. and ground system.

WMID Atlantic City, N. J.—Granted renewal of license for AM.

Action of Oct. 6

WAOP Otsego, Mich.—Remote control permitted.

Rulemakings

PETITIONS FOR RULEMAKING FILED

■ Scottsburg, Ind.—Howell B. Phillips. Requests amendment of FM table of assignments to assign channel 285A to Scottsburg. Received Oct. 5.

■ WGAN-AM-TV Portland, Me.—Guy Gan-net Broadcasting Services. Requests institution of rulemaking proceedings to amend FM table of assignments to add channel 275C to Portland in the following manner: (all cities in Maine) Portland: delete 243; add 275, Augusta: delete 272A; add 283 and Sanford: delete 276A; add 244A.

A new militant broadcast voice may be emerging out of the West and if it reaches full cry, big and exciting things are bound to happen.

The voice is owned by Herman Milton (Hank) Greenspun, the provocative editor and publisher of the *Las Vegas Sun*, and, if he performs as he now talks, he is potentially a provocative station owner (KLAS-TV Las Vegas).

Until now, Hank Greenspun has been active in almost everything except broadcasting. He writes a daily page-one column for his newspaper ("Where I Stand"). He makes speeches several times a week and even stands in for his rabbi on occasions. He is one of the last of the exponents of personal journalism who has sued and been sued more in the 14 years he has run the *Sun* than most publishers in a lifetime.

Hank Greenspun is a Republican who pleads liberal causes and thus finds himself usually sympatico with Democratic candidates. He is a political power in the state who gave battle to and vanquished such formidable opponents as the late Senators Joseph McCarthy of Wisconsin and Pat McCarran of Nevada. When President Lyndon B. Johnson stayed overnight in Las Vegas Sunday, Oct. 11, it was Republican Hank Greenspun who was called in advance.

Basic Loyalty ■ Hank Greenspun's first allegiance has been to his newspaper. He had regarded the broadcast media as supplemental—unable to do the rock 'em, sock 'em job of the printed page. But that notion gradually has changed and today Hank Greenspun professes to recognize broadcasting as an effective form of journalism that should not be inhibited by undue government paternalism. And that is the area in which Hank Greenspun might shine if he follows through.

Mr. Greenspun (Hank to everyone in his shops including the secretaries) is a professional advocate who wasn't reared in journalism. He is a lawyer who became press agent, combat officer in World War II, gun-runner for Israel, and who likes to call himself the "Department of Sanitation" of fabulous Las Vegas, a community in which a man of that specialty never lacks for something to do.

The story of Hank Greenspun is a saga of the new West. He parlayed a \$1,000 loan and an instinct for the mass media into fame, fortune and perhaps the largest private land-holdings in southern Nevada—in a state in which the federal government owns 87% of all the land area.

Foresight ■ Shortly after he acquired the *Sun* in 1950 with a borrowed \$1,000 down payment, Mr. Greenspun became a part owner of KRAM Las Vegas. But in 1953 he decided television was the medium so he sold his radio station interest and filed for channel 8 with sev-

He proved Horace Greeley was right

eral furniture dealers interested in selling receivers in a state that at the time had no television stations, and being mountain-locked, no outside service. He acquired control of the station in 1955 and it is now wholly owned by the Greenspun family, as is the newspaper.

Three events changed Hank Greenspun's thinking in regard to broadcasting and his notion that television would never overtake the printed page. First

WEEK'S PROFILE



Herman Milton Greenspun—owner-pres. KLAS-TV Las Vegas and publisher 'Las Vegas Sun'; b. Aug. 27, 1909, Brooklyn, N. Y.; St. John's College, 1930-32; St. John's Law School, LLB, 1934; m. Barbara Joan Ritchie, Dublin, May 21, 1941; children—Susan Gail, 19; Brian Lee, 18; Jane Toni, 14; Daniel Alan, 10; admitted to New York bar, 1936; private law practice, New York City, 1936-46; publisher; 'Las Vegas Life' magazine, 1946-47; became owner-publisher, 'Las Vegas Sun,' 'North Las Vegas News,' 1950; pres. Las Vegas Sun Inc., 1950; stockholder, Boulder City Broadcasting Co. (KRAM Las Vegas), 1947-53; stockholder Las Vegas TV Inc. (KLAS-TV), 1953; majority owner-pres. Las Vegas TV Inc., 1957; served private to major, U. S. Army, ETO, 1941-46; outstanding journalist award, Jewish War Veterans, 1957; director, Sun Youth Foundation, Las Vegas; member—American Legion, Veterans of Foreign Wars, Disabled American Veterans, (and former president) Nevada Press Association; pres. and director, Paradise Valley Golf and Country Club; hobbies—golf, swimming.

the 1960 elections and the great debates that won the Presidency for his revered friend John F. Kennedy. Then those tragic four days that began with the assassination of the President when a stunned world heard and saw history in the making.

The third event that clinched the argument within himself was economic. Last November his newspaper plant was burned out—a total loss of \$1.5 million. Until he could improvise a one-unit press, he printed on the West Coast and flew his papers in—at considerable financial loss. But KLAS-TV came through and paid the freight, with a revenue of about \$1 million and growing stronger with its CBS affiliation. (His newspaper does about \$3 million gross.)

A few weeks ago he bolstered the station management by hiring Burt Lambert, former WOR-TV New York sales vice president. Mr. Lambert believes that Las Vegas, with its great wealth as the largest city in a state having the highest per capita income in the nation, is the "sleeper" market of the new West.

Hank Greenspun decided to settle in Las Vegas after a cross-country auto trip with a client of his New York law firm. This was in 1946 when he was still combat weary (having retired as a decorated major in ordnance). The desert sun and a swim in one of the two hotel pools in the then Las Vegas did things for him. He called his wife, an Irish war bride, to join him with their 11-month old daughter.

New Horizons ■ He is now after a community antenna TV system in Las Vegas, competing with Don Reynolds (publisher of the *Review-Journal* and owner of KORK-AM-TV Las Vegas, and other stations and newspapers in Nevada and Arkansas). The Public Service Commission has the CATV applications under consideration.

Mr. Greenspun received international notoriety in 1949 when it was revealed that in 1948 he had run guns to Israel during its fight for survival against the Arabs. He had been recruited by the Haganah, the Jewish underground, to get needed arms and ammunition and he attests that he "cleaned out every arsenal in Mexico" and delivered the contraband through Mexican customs as "sugar." He was indicted by the U. S. government for violation of the Neutrality Act and export controls law. In 1961—shortly after he assumed office—President Kennedy granted him a full executive pardon, restoring his citizenship and permitting him to vote and hold public office.

If Hank Greenspun devotes even a small portion of his boundless energy to the problems of broadcasting in its quest for a full free voice, the incumbent establishment is in for some of the liveliest dialogue—and action—it has ever encountered.

Maturing media

WHATEVER the outcome of the elections, 1964 will go down in broadcast annals as the year in which broadcasters took sides with on-the-air editorials favoring one presidential candidate or the other.

The practice has not become widespread. Only a fraction of the 6,000 operating stations are taking sides. It has occurred as a logical extension of editorializing in which stations indulged timorously only a few years ago but which now is rather common practice.

In a lesser number of cases, based on reports reaching us, broadcasters have editorialized separately on congressional and local candidates, as well as on issues. And in most instances, support has not been based on party label but on the station's appraisal of the qualifications of the candidates.

It is good that stations have not rushed pell mell into partisan stands. From what we discern, most of the stations that have taken sides are those which have been editorializing for some time and have competent editorial staffs and enlightened managements.

In the regulatory jungle in which broadcasters operate because of the equal-time provision and the FCC's inept interpretations under its inane fairness doctrine, political editorializing is hazardous. But whatever the repercussions in what so far has been a lackluster presidential campaign, they will help point up the need for repeal of Section 315 and all of the interpretative garbage it has engendered under the guise of that fairness doctrine.

One cop is like another

NO one ought to be surprised that the government has welcomed the decision of the National Association of Broadcasters' code authority to publicize the identities of the good guys who subscribe to the radio and television codes and the bad guys who have been dropped from the code rosters.

If the NAB proceeds with its application of sanctions by public disclosure, it will be doing some of the FCC's work. As FCC Commissioner Robert T. Bartley put it to the NAB regional meeting in Salt Lake City last week, if compliance with the codes becomes more effective, there will be less "demand" for the FCC to enforce government-imposed standards. What Mr. Bartley was really saying was that the NAB code apparatus can be easily transformed into a regulatory mechanism that can do what the FCC itself is now powerless to do—to invoke and enforce on a nationwide basis a set of rules governing the quantity and content of broadcast advertising.

It is the advertising standards in the NAB radio and television codes that have been causing all the trouble. These standards explicitly prescribe the time that may be devoted to commercials and explicitly proscribe certain types of advertising. It is primarily because of the advertising standards that many stations stay out of the codes. Among code subscribers most violations of the codes pertain to the advertising standards. The programming standards in both codes are vague enough to permit almost any kind of broadcast except the flagrantly obscene or tasteless.

A year and a half ago, it will be recalled, the FCC voted to consider the adoption of the NAB codes' limitations on commercial time as part of its own rules. The agency was prevented from pursuing that intention only when the House of Representatives adopted a resolution forbidding such action. The House action was precipitated by the most vigorous legislative campaign that broadcasters have waged

in years. Yet now a great many broadcasters are as eagerly supporting the NAB's enforcement program as they opposed the FCC's attempt to enforce the same rules.

The broadcasters detect no inconsistency in these disparate positions. Enforcement by the FCC can mean a loss of license. Enforcement by the NAB can mean at worst a slap on the wrist too faint to be felt. That, in essence, is the broadcasters' reasoning.

But does this reasoning go far enough?

The longer the broadcasters struggle to shore up their own codes and to encourage all their fellows to adhere to them, the more certain is their progress toward the very kind of centralized control that they so violently protested when the FCC attempted to impose it. What difference does it make whether the regulatory mechanism is operated by the government or by the NAB as long as it accomplishes the one aim of national conformity to a single set of detailed and explicit standards?

As we have suggested in the past, a realistic consideration of the wide variety of radio and television services throughout the country emphasizes the futility of applying a single set of rules to all of them. If broadcasters must have codes, let the codes be generalized enough so that all broadcasters of good conscience can abide by them.

To insist on rules that establish in minutes and seconds the time that may be devoted to commercials of whatever nature on stations of whatever character before audiences of whatever composition is to perpetuate a condition in which many stations must stay out of the codes, others will subscribe in the certainty of ignoring the standards they claim to observe, and the government can continue to make capital of the broadcasters' self-made dilemma.

Television City

ABC has now decided to drop its corporate headquarters into the same neighborhood where CBS is erecting a new building and NBC has been in residence for many years. By this time next year the five-block span of New York's Avenue of the Americas between 49th and 54th Streets will contain the power center of American broadcasting.

The conveniences achieved by the clustering of the network headquarters will unquestionably attract other important elements of the broadcasting business, some of which, including Time-Life Broadcasting and Corinthian, are already in the same neighborhood. The area is bound to acquire a new name. Television City is as good as any we can think of.



Drawn for BROADCASTING by Sid Hix
"I'm positive it's the same thing I've seen Ben Casey diagnose but he insists on a second opinion."

RCA Television Tape means more effective TV commercials from MGM



... "a room set apart for recording the finest TV pictures in the industry."

Six new RCA TR-22 tape recorders, in daily service at the MGM Telestudios Tape Room in New York, are their own advertisement.

Says George K. Gould, President of the MGM tape subsidiary, "Television commercials are our business. Pictorial quality in any visual advertising medium directly affects the impact and effectiveness of a commercial message. In television, where millions are spent for the opportunity of presenting a

sales message to the American consumer, the superior quality of the tape picture can translate directly into retail dollars.

"In our quest for the very finest in tape pictures, we chose the RCA TR-22. I wish that every business judgment we make proves equally wise."

Your customers will get the message, too, when they see the TR-22 in your studio.

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



THE MOST TRUSTED NAME IN TELEVISION

If you lived in San Francisco...



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